

Module Manual

Degree Program:

Retail and International Management

Appendix 2
to the Study Regulations

as published on November 30, 2019

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A. Compulsory Modules of the Degree Program of Trade and International Management

- General Business Administration (ABW)
- Accounting (REW)
- Macroeconomics and Law (VWR)
- Methods and Competencies (MEK)
- Business English (WEN)

1 *General Business Administration (ABW)*

- Foundations of General Business Administration and Introduction to Scientific Work
- Service Management, Logistics
- Investment, Finance and Corporate Taxation
- Organization and Personnel, Labor Law
- Personnel and Corporate Management

Module no./Code	7HI-ABW10-HI
Module name	Foundations of General Business Administration and Introduction to Scientific Work
Module contents	The module imparts fundamental knowledge of general business administration and scientific work. Students are able to evaluate the constitutive decisions of companies. They understand the foundations of entrepreneurial activity and know the structures and functional areas of companies. They are familiarized with necessary terms and methods of scientific work. The module furthermore imparts knowledge about the formal structure of a scientific paper as well as planning methods for its compilation.
Semester / ECTS credits	Semester 1 / 6 ECTS

Module no./Code	7HI-ABW20-HI
Module name	Service Management, Logistics
Module contents	The module imparts fundamental knowledge of service management and logistics. Modern economies are characterized to a high and increasing extent by professional services. For a better classification of the activities of their practice partners, students are familiarized with the nature of services, the types of services and how the service sector has developed historically and in international comparison. Another focus is laid on the presentation and analysis of economic processes as a central component of logistics.
Semester / ECTS credits	Semester 2 / 6 ECTS
Module no./Code	7HI-ABW30-HI
Module name	Investment, Finance and Corporate Taxation
Module contents	The course imparts knowledge of German tax law as well as the procedures of capital procurement and use. <i>Students are introduced to basic and advanced approaches of investment theory as well as central financial and economic issues of a company. Central topics include the financial sector, financing and investment as well as tax management.</i>
Semester / ECTS credits	Semester 3 / 6 ECTS

Module no./Code	7HI-ABW40-HI
Module name	Organization and Personnel, Labor Law
Module contents	The module imparts fundamental knowledge of the functions, conceptions, tasks and trends in organizational design. In an increasingly knowledge-oriented society, the employee is and will remain the most important resource and a central value-adding factor. The module focuses on personnel management principles and processes and their implementation in human resources management. Furthermore, the module aims to familiarize students with the relevant rights and obligations in the employment relationship in relation to practice and enable them to recognize conflict situations and deal with them in practice. The basic principles of both individual labor law and collective labor law are taught and practiced by means of case studies based on European and German labor court case law.
Semester / ECTS credits	4 Semester / 5 ECTS

Module no./Code	7HI-ABW50-HI
Module name	Leadership and Corporate Management
Module contents	The module imparts fundamental knowledge of the functions, conceptions, tasks, instruments and trends in the management of companies and employees. This includes both normative and strategic aspects of management and their operational implementation. Using a computer-aided business simulation (Topsim General Management), the module deepens the holistic understanding of leadership in its sub-functions of planning, managing and controlling the entire company as well as functional areas, taking into account conflicts between short-term and long-term goals.
Semester / ECTS credits	5 Semester / 5 ECTS

2 *Special Business Administration (SBW)*

Module no./ Code	7HI-SBW01-HI
Module name	Global Supply Chain Management
Module contents	<p>The module imparts fundamental knowledge of theory and practice of global supply chain management in the international context based on the foundations acquired in the second semester. This includes aspects of operative and strategic management in international supply chain relationships and processes.</p> <p>Special Aspects of Global Supply Chain Management</p> <ul style="list-style-type: none"> ▪ International trade and its effects on global supply chains ▪ Global procurement and purchasing organization ▪ Global production ▪ Management of global sales channels and sales organization ▪ Influence of regional aspects on international supply chain strategies: Europe (EU / non-EU), Asia, China, North America
Semester / ECTS credits	Semester 6 / 5 ECTS

3 *Accounting (REW)*

- Accounting and Annual Accounts
- Cost and Performance Accounting

Module no./Code	7HI-REW10-HI
Module name	Accounting and Annual Accounts
Module contents	Students gain an insight into the integration of accountancy into the systems of finance and accounting and into the company as a whole. This entails the structure and basic concepts of accounting, including tasks and legal principles, as well as the systematics of account systems and account plans. On this basis, the module imparts knowledge of booking types. Students carry out booking exercises in the areas of asset accounts, profit and loss accounts, procurement and sales, sales tax, personnel, fixed assets, finance and taxes. The module aims to impart knowledge of accounting principles for the preparation of annual financial statements. In addition, critical analyses of balance sheets and profit and loss accounts are carried out.
Semester / ECTS credits	Semester 1 / 5 ECTS

Module no./Code	7HI-REW20-HI
Module name	Cost and Performance Accounting
Module contents	Students are given a basic overview of cost and performance accounting and cost accounting systems. The module imparts the methods and procedures for the respective cost accounting systems and provides examples of their possible applications in cost management. The module contents are related to the preceding modules on accounting and serve as a basis for management accounting.
Semester / ECTS credits	Semester 2 / 5 ECTS

4 *Macroeconomics and Law (VWR)*

- Foundations of Macro and Microeconomics
- Macroeconomics
- Commercial Law

Module no./Code	7HI-VWR10-HI
Module name	Foundations of Microeconomics
Module contents	The module presents basic macroeconomic assumptions and concepts, explains the functioning of markets and the foundations of social market economy and introduces central microeconomic issues. In this context, macroeconomics is not only understood as an economic theory, but also as a special way of thinking. The potentials and limits of this way of thinking are explained by means of various application examples.
Semester / ECTS credits	Semester 3 / 5 ECTS

Module no./Code	7HI-VWR20-HI
Module name	Macroeconomics
Module contents	The module provides an overview of the central macroeconomic theories and controversies. It deals with the formal and economic relationships between the relevant macroeconomic variables and introduces the classical models of the goods, money and labor markets as well as the interaction of these markets. This includes a detailed discussion of the potentials and limitations of monetary, fiscal and wage policy. The international dimension and international limitations of economic policy are taken into account by considering foreign exchange markets, exchange rate regimes and European integration. Selected current economic policy controversies are dealt with by means of student presentations and staged discussions.
Semester / ECTS credits	Semester 4 / ECTS credits 5 ECTS

Module no./Code	7HI-VWR30-HI
Module name	Commercial Law
Module contents	The module provides an introduction to the foundations and the basic principles of private law as well as the legal working methodology. The module focuses on civil law as well as commercial and corporate law. The module includes case studies and discussions in which students learn how to apply the abstract legal contents to practical situations.
Semester / ECTS credits	Semester 3 / 5 ECTS

5 *Methods and Competences (MEK)*

- Study Methodology, Social Competencies and IT Competencies
- Business Mathematics
- Statistics
- Business Informatics and Information Management
- Intercultural Communication and Competencies

Module no./Code	7HI-MEK10-HI
Module name	Study Methodology, Social Competencies and IT Competencies
Module contents	<p>Students are given a basic overview of the organization and structure of a cooperative degree program. Students are familiarized with learning forms and techniques in order to successfully complete their studies.</p> <p>Communication and Conversation Techniques</p> <ul style="list-style-type: none"> ▪ Analysis of personal communication and behavior ▪ Shaping social relationships, teamwork ▪ Body language, effect of rhetoric in communication, rhetorical elements ▪ Conversational situations (e.g. employee appraisals), understanding of roles and role conflicts ▪ Motivation and moderation (basic knowledge, moderation methods, creativity techniques) <p>Presentation Techniques</p> <ul style="list-style-type: none"> ▪ Preparation, structure and target group-specific design ▪ Presentation techniques and media, practical exercises including feedback <p>Conflict Management and Negotiations</p> <ul style="list-style-type: none"> ▪ Strategies and plans of action, negotiation styles, rhetoric of negotiation meetings, difficult negotiation situations, negotiation competence, preparation, realization and follow-up of a business moderation ▪ Conflict prevention, conflict signals, methods of conflict management <p>Furthermore, the module imparts basic knowledge in the field of information technology. Focus is laid on the basics of information processing and typical characteristics of digital infrastructure as well as the professional handling of standard software.</p>
Semester / ECTS credits	Semester 1 / 5 ECTS

Module no./Code	7HI-MEK20-HI
Module name	Business Mathematics
Module contents	<p>Foundations of Business Mathematics</p> <ul style="list-style-type: none"> • Set theory, number ranges and calculation rules • Sum and product signs, solving non-linear equations <p>Financial Mathematics</p> <ul style="list-style-type: none"> • Calculation of interest and compound interest; simple interest; annual, infra-annual and mixed interest; nominal, effective, relative and conforming interest • Pension calculation (annual pension with annual interest, pensions paid in advance and in arrears, pensions paid during the year with annual interest, perpetual pensions) • Annual and infra-annual annuity repayments with annual interest • Redemption calculation • Functions in economy <p>Linear Algebra</p> <ul style="list-style-type: none"> • Matrices and determinants: definitions, calculation of determinants, matrix calculus, matrix equations, applications • Linear systems of equations: definitions, solvability, solution methods, applications <p>Analysis</p> <ul style="list-style-type: none"> • Functions with an independent variable in economic applications: definitions, application of differential calculus in the solution of economic problems • Functions with several independent variables: definitions, examples, illustration, partial differentiation, extreme value tasks / applications, extreme value tasks with secondary conditions / applications • Root function and indefinite integral, basic integrals • Determined integral and area calculations • Economic applications of integral calculus
Semester / ECTS credits	Semester 1 / 5 ECTS

Module no./Code	7HI-MEK30-HI
Module name	Statistics
Module contents	<p>A: Probability Calculus</p> <p>B: Descriptive Statistics</p> <p>C: Inductive Statistics</p> <p>D: Quantitative Methods</p> <ul style="list-style-type: none"> ▪ Uni, bi and multivariate analysis methods ▪ Parametric and non-parametric test methods ▪ Decision support in the selection of the appropriate test procedure <ul style="list-style-type: none"> ▪ Application of statistical standard software <p>E: Market Research</p> <ul style="list-style-type: none"> ▪ Concept and types of market research ▪ Process of market research ▪ Methods of data collection, analysis and evaluation ▪ Fields of application of market research in trade, industry and service-oriented companies. ▪ Market segmentation
Semester / ECTS credits	Semester 2 / 5 ECTS

Module no./Code	7HI-MEK40-HI
Module name	Business Informatics and Information Management
Module contents	Corporate Information Management Communication Systems Planning, Implementation and Operation of IT Systems
Semester / ECTS credits	Semester 4 / 5 ECTS

Module no./Code	7HI-MEK50-HI
Module name	Intercultural Communication and Competencies
Module contents	<p>General Awareness</p> <ul style="list-style-type: none"> ▪ Definition of terms, challenges arising from interculturality, multiculturalism and hybridity ▪ Cultural theory and comparison of cultures ▪ Stereotypes, culture and perception ▪ Intercultural communication models ▪ Verbal and nonverbal politeness, gestures in an international context ▪ Strategies for dealing with intercultural communication problem <p>Professional Components</p> <ul style="list-style-type: none"> ▪ Intercultural learning, acculturation strategies, culture shock ▪ Marketing and advertising in the intercultural context ▪ Personnel and leadership in the intercultural context ▪ Intercultural negotiation and conflict management ▪ International assignments ▪ Corporate culture(s) in the intercultural context ▪ Focus on selected target regions such as China, Mexico, India, Poland, Russia, Czech Republic, USA
Semester / ECTS credits	Semester 5 / 5 ECTS

6 Business English (WEN)

- Business English I
- Business English II

Module no./Code	7HI-WEN10-HI
Module name	Business English I
Module contents	<p>The course corresponds to level B2 of the Common European Framework of Reference for Languages.</p> <p>Topics</p> <ul style="list-style-type: none"> ▪ A career in management (studies, jobs in management, recruitment, applying for a job etc.) ▪ Sectors of economy/company organization (types of companies, structure of a company, management styles, corporate culture etc.) ▪ Making contact in a business context (introducing people, small talk, telephoning, intercultural communication etc.) ▪ Money matters and finance (budgets and expenditures, dealing with invoices, surpluses and debts, taxation, stocks and shares etc.) ▪ Business processes and services (research and development, production and production processes, customer care etc.) <p>Skills</p> <ul style="list-style-type: none"> ▪ Business communication (small talk, descriptions of company structure) ▪ Business correspondence (letters, faxes, memos, e-mails, written reports, graphs and statistics) ▪ Describing graphs and statistics ▪ Discussions <p>Grammar</p> <ul style="list-style-type: none"> ▪ Review of relevant grammar topics
Semester	Semester 1 + 2 / ECTS credits 6 ECTS

Module no./Code	7HI-WEN20-HI
Module name	Business English II
Module contents	<p>The course corresponds to level C1 of the Common European Framework of Reference for Languages.</p> <p>Topics</p> <ul style="list-style-type: none"> ▪ Meetings (types of meetings, the language of meetings, discussion techniques, taking the minutes etc.) ▪ Sales and negotiations (sales processes, terms and conditions of sale, negotiation techniques etc.) ▪ Marketing and advertising (market structure and competition, marketing mix, promotional tools and strategies, brands etc.) ▪ Economics and ecology ▪ International Trade (fairs and exhibitions, participation in international conferences, incoterms, international shipping documents etc.) <p>Skills</p> <ul style="list-style-type: none"> ▪ Oral and written reports ▪ Reminders and complaints ▪ Negotiating ▪ Understanding legal documents ▪ Giving presentations <p>Grammar</p> <ul style="list-style-type: none"> ▪ Review of relevant grammar topics
Semester / ECTS credits	Semester 3 + 4 / 6 ECTS

B. Compulsory Modules of the Field of Study of Trade, Sales and Cooperation Management

- Foundations of Retail and Retail Marketing
- Retail Management
- Sales Management
- Retail Project
- Cooperation, Alliances and Networks

Module no./Code	7HI-HVK10-HD
Module name	Foundations of Retail and Retail Marketing
Module contents	<p>Foundations of Trade</p> <p>Importance and Classification of Trade</p> <ul style="list-style-type: none"> ▪ Development of trade and commercial science ▪ Macroeconomic and urban importance of trade and distribution ▪ Classification of trading companies/trade structures ▪ Influences and environment of trading activities ▪ <p>Trade Functions, Processes and Performance</p> <ul style="list-style-type: none"> ▪ Functional structures ▪ Value chain and process components ▪ Characteristics of trade performance as a service ▪ Specifics of performance and performance factors in trade ▪ Overview of operating forms and structures of stationary trade and online trade. <p>Trade Marketing</p> <p>Company Simulation / Business Game (TOPSIM Marketing)</p>
Semester / ECTS credits	Semester 2 / 5 ECTS

Module no./Code	7HI-HVK20-HD
Module name	Retail Management
Module contents	Constitutive Decisions in Trading Companies Purchase Patterns Foundations of E-Commerce Competitive Strategies and Complex Value Chains Merchant Business Game: Company Simulation
Semester / ECTS credits	Semester 3 / 5 ECTS

Module no./Code	7HI-HVK30-HD
Module name	Sales Management
Module contents	<p>Foundations of Sales Management</p> <ul style="list-style-type: none"> ▪ Decision areas in sales management ▪ Single-/multi-level distribution versus multi-channel distribution ▪ Special forms of sales organization ▪ Sales process (contact, negotiation, closing, after sales, sales controlling) ▪ Customer Relationship Management (CRM) <p>Online Shop Systems / Omni Channel</p> <p>The mode of operation and success factors of online sales are examined by means of a business game / company simulation (TOPSIM E-Commerce).</p> <p>Trade Controlling</p> <ul style="list-style-type: none"> ▪ Selected Legal Provisions in Trade and Distribution
Semester / ECTS credits	Semester 4 / 6 ECTS

Module no./Code	7HI-HVK40-HD
Module name	Retail Project
Module contents	<p>Foundations of Project Management</p> <ul style="list-style-type: none"> ▪ Project types, project management system ▪ Project phase models, magic polygon ▪ Project management methods ▪ Agile project work methods ▪ <p>Project Launch</p> <p>Project Planning</p> <p>Project Implementation and Controlling</p> <p>Project Conclusion</p> <p>Students carry out their own project work on a subject relevant to trade and receive an introduction to the respective topic by specialist lecturers. Phases of project management as well as methods of agile project work are directly applied. This is followed by a project presentation.</p>
Semester / ECTS credits	Semester 5 / 6 ECTS

Module no./Code	7HI-HVK50-HD
Module name	Cooperation, Alliances and Networks
Module contents	<ul style="list-style-type: none"> ▪ Introduction to cooperation, alliances and networks ▪ Types and characteristics of cooperation ▪ Development phases of networks and business cooperation ▪ Establishing cooperation, alliances, networks ▪ Cooperation culture ▪ Networks/alliances ▪ Network management ▪ Cooperation and network theories ▪ Virtual networks ▪ Franchise organizations ▪ Cooperation management ▪ Performance indicators and controlling
Semester / ECTS credits	Semester 6 / 5 ECTS

C. Compulsory Modules of the Field of Study of Foreign Trade and International Management

- Principles of International Management and International Marketing
- Foreign Trade and International Sales
- International Retailing, Accounting and Management Accounting
- International Management Project
- Economics of the European Union

Module no./Code	7HI-AIM10-AI
Module name	Principles of International Management and International Marketing
Module contents	<p>Fundamentals of International Strategic Management</p> <ul style="list-style-type: none"> ▪ Strategy and strategic management process ▪ Levels of strategic management and leadership ▪ The need for productivity and competitive advantage <p>Competitive Advantage</p> <ul style="list-style-type: none"> ▪ Competitive industry structure and global environment ▪ The need for productivity ▪ Obtaining competitive advantage <p>Building Competitive Advantage: Strategies</p> <ul style="list-style-type: none"> ▪ Business level strategies ▪ Positioning strategies ▪ Global strategies ▪ Corporate strategies <p>Principles of International Marketing</p> <ul style="list-style-type: none"> ▪ Strategic options of international marketing ▪ Market entry- and expansion strategies ▪ International market research ▪ Market cultivation strategies <p>International Marketing Management</p> <ul style="list-style-type: none"> ▪ International marketing-mix (product, price, place, promotion) ▪ Sectoral specifics <p>Simulation Game (TOPSIM Marketing)</p>
Semester / ECTS credits	Semester 2 / 5 ECTS

Module no./Code	7HI-AIM20-AI
Module name	Foreign Trade and International Sales
Module contents	<p>Introductions</p> <ul style="list-style-type: none"> ▪ Terms and importance of foreign trade ▪ World trade and trade policy ▪ Foreign trade and the European single market ▪ Foreign trade institutions <p>Forms of Foreign Trade</p> <p>Transport Sector and Foreign Trade Calculation</p> <p>Foreign Trade Risks</p> <p>Financial Disposition in Foreign Trade</p> <p>Short, Medium- and Long-Term Foreign Trade Financing</p> <ul style="list-style-type: none"> ▪ Typical forms <p>International Sales</p> <p>Legal Conditions</p> <p>.</p>
Semester / ECTS credits	Semester 3 / 5 ECTS

Module no./Code	7HI-AIM30-AI
Module name	International Retailing, Accounting and Management Accounting
Module contents	<p>International Retailing</p> <ul style="list-style-type: none"> ▪ Focus on the internationalization of the retailing sector in various branches/industries and regions ▪ Objectives and reasons for internationalization of the retailing sector ▪ Success factors of internationalization of retailing companies ▪ Foreign country specifics in Central and Eastern Europe in comparison with Asian countries ▪ The positioning of the respective country within the world economy (trade and FDI) ▪ Status quo of the economic relation with Germany ▪ Selected regional and sectoral markets ▪ Investment and business climate <p>Effectiveness and success factors are demonstrated by means of a simulation game (TOPSIM Going Global)</p> <p>International Accounting</p> <ul style="list-style-type: none"> ▪ Fundamentals of international accounting ▪ Fundamentals and principles of IAS/IFRS ▪ Accounting guidelines according to IAS/IFRS ▪ HGB versus IAS/IFRS ▪ Case study: Conversion from HGB to IAS/IFRS <p>International Management Accounting</p> <ul style="list-style-type: none"> ▪ Fundamentals, challenges and areas of conflict of international management accounting ▪ Structure and requirements for an international, internal reporting system ▪ Exchange rate volatility (risks as a consequence of exchange rate fluctuations, effects on planning and steering process) ▪ Transfer price adjustments (effects of different practices regarding the corporate accounting procedures, fiscal aspects, e.g. dealing-at-arm's-length) ▪ Structure and process organization and effects of cultural differences on the corporate leadership and on planning and steering processes as well as usage of controlling instruments and tools)
Semester / ECTS credits	Semester 4 / 6 ECTS

Module no./Code	7HI-AIM40-AI
Module name	International Management Project
Module contents	<p>Foundations of Project Management</p> <p>Project Launch</p> <p>Project Planning</p> <p>Project Implementation and Controlling</p> <p>Project Conclusion</p> <p>Students carry out their own project work on a subject relevant to international management and receive an introduction to the respective topic by specialist lecturers. Phases of project management as well as methods of agile project work are directly applied. This is followed by a project presentation.</p>
Semester	Semester 5 / 6 ECTS

Module no./Code	7HI-AIM50-AI
Module name	Economics of the European Union
Module contents	<p>Based on the principles of economics, this module addresses the economics of integration with the focus on the institutional and economic aspects of European Union's integration process. It explores different models of economic integration and their implementation in Europe, North America and Asia. The European perspective starts with presenting the historical trajectories of European Union's deepening and widening followed by in-depth analysis of the policies and effects of free movement of people, goods, services and capital. Special attention is paid to the monetary integration and its implications for the single market. The Eastern enlargement of the European Union represents the policy to extend the economically integrated area to Europe's periphery. The dynamics of EU's integration processes suggest dedicating the last part of the module to current issues of interest for students with focus on international management.</p> <ul style="list-style-type: none"> ▪ Introduction into European history, law, institutions, politics and policies ▪ Theoretical approaches on economic integration to EU ▪ EU's institutional and economic development ▪ Microeconomics of economic integration ▪ EU micro policies ▪ EU monetary and fiscal Policies ▪ Challenges and chances of EU in the global market landscape
Semester / ECTS credits	Semester 6 / 5 ECTS

D. Compulsory Modules of the Field of Study of System Catering

- Foundations and Marketing of System Catering
- Food Security and Safety
- Food Product Knowledge
- System Catering Management Project
- Structure and Development of Franchise Companies

Module no./Code	7HI-SYM10-SY
Module name	Foundations and Marketing of System Catering
Module contents	<p>Foundations of System Catering</p> <ul style="list-style-type: none"> ▪ Historical development and challenges ▪ Functions, tasks and types of system catering ▪ Value chain of the food industry ▪ Success factors in system catering ▪ Current system catering concepts ▪ Trends <p>Marketing in System Catering</p> <ul style="list-style-type: none"> ▪ Product policy (basics of assortment planning and management, brand policy, service policy) ▪ Pricing policy (pricing, conditions policy) ▪ Distribution policy (sales channel management, distribution logistics) ▪ Communication policy (including advertising, sales promotion, public relations, sponsoring, online) ▪ Location policy (selection of location, location design) as well as marketing management in system catering ▪ Restaurant-specific marketing conditions ▪ Purchase patterns in system catering ▪ Branding of a franchise company <p>Company Simulation / Business Game (TOPSIM Marketing)</p>
Semester / ECTS credits	Semester 2 / 5 ECTS

Module no./Code	7HI-SYM20-SY
Module name	Food Security and Safety
Module contents	<p>Students acquire knowledge of nutritional-physiological foundations as well as hygiene management, systematic self-controls, special risk assessment and HACCP concepts. Students are enabled to plan and carry out hygiene management in companies of the food industry.</p> <ul style="list-style-type: none"> ▪ Foundations of microbiology (microorganisms, food spoilage, food infections) ▪ Systematics of food law and principles of hygiene law (food safety, food quality) ▪ Requirements for the production and distribution of food and animal feed ▪ Foundations of hygiene management (incl. HACCP) ▪ Labelling legislation ▪ Foundations of food fraud and food defense
Semester / ECTS credits	Semester 3 / 5 ECTS

Module no./Code	7HI-SYM30-SY
Module name	Food Product Knowledge
Module contents	<p>Foundations of Food Product Knowledge</p> <ul style="list-style-type: none"> ▪ Introduction and relevant definitions <ul style="list-style-type: none"> ▪ Basic food product information (including trade and consumption data, potential risks) ▪ Food of non-animal origin: technological foundations and product information , milled grain products, including peeling and flaking process, production of bread and bread rolls, fine pastries, pasta products, extraction and processing of starch;; canned fruit and vegetables, juices, marmalade, jam, jelly; extraction of sugar from sugar beet and cane, manufacture of selected sugar confectionery, production of syrup and honey; production of coffee, tea and cocoa, including relevant derivatives, water as food, mineral water, lemonades, fizzy drinks, fruit juice drinks, malt production, beer production, wine production, sparkling wine production, spirits ▪ Food of animal origin: technological foundations and product information, selected technological methods of meat production and processing; technological methods of scalded sausage production, production of scalded sausage; production of raw sausage; production of cured products and specialties; production of canned meat; fishing and fresh fish processing; processing of fish, crabs and mussels; production, packaging, storage and distribution of eggs and egg products ▪ Foundations of conventional and organic production and presentation of value chains <p>Legal Classification</p> <ul style="list-style-type: none"> ▪ Food of animal origin ▪ Food of non-animal origin (including vegan and vegetarian food)
Semester / ECTS credits	Semester 4 / 6 ECTS

Module no./Code	7HI-SYM40-SY
Module name	System Catering Management Project
Module contents	<p>Foundations of Project Management</p> <p>Project Launch</p> <p>Project Planning</p> <p>Project Implementation and Controlling</p> <p>Project Conclusion</p> <p>Students carry out their own project work on a subject relevant to system catering and receive an introduction to the respective topic by specialist lecturers. Phases of project management as well as methods of agile project work are directly applied. This is followed by a project presentation.</p>
Semester / ECTS credits	Semester 5 / 6 ECTS

Module no./Code	7HI-SYM50-SY
Module name	Structure and Development of Franchise Companies
Module contents	<p>Foundations of Franchising</p> <ul style="list-style-type: none"> ▪ Development in franchising ▪ Nature and functions, success factors ▪ Overview of franchise systems ▪ Globalization in franchising <p>Prerequisites</p> <ul style="list-style-type: none"> ▪ Prerequisites of the franchise system ▪ The franchisee in the franchise system ▪ Franchisee structures ▪ Financing ▪ Insight into the development process from the business idea to the worldwide sales network ▪ Purchase and sale of a franchise branch ▪ Challenges between franchisee and franchisor ▪ Franchise portal and the German Franchise Association <p>Legal Aspects</p> <ul style="list-style-type: none"> ▪ Franchise law for entrepreneurs ▪ Rights and obligations of franchisors and franchisees ▪ Franchise agreement ▪ Distinction from licensing ▪ Rental and real estate law <p>Management of Franchise Companies</p> <ul style="list-style-type: none"> ▪ System manuals - system principles ▪ Training and personnel management ▪ Purchasing and quality assurance ▪ Location development and expansion planning ▪ Organization of franchise centers ▪ Key figures and their mechanics in a franchise system ▪ Tools for the management of franchise companies
Semester / ECTS credits	Semester 6 / 5 ECTS

E. Compulsory Elective Modules of the Field of Study of Trade and International Management

1 Languages (WPS)

- 2nd Foreign Language A1 – 5th Semester
- 2nd Foreign Language A2 - 5th Semester
- 2nd Foreign Language B1 - 5th Semester
- 2nd Foreign Language A2 – 6th Semester
- 2nd Foreign Language B1 - 6th Semester
- 2nd Foreign Language B2 - 6th Semester

Module no./Code	7HI-WPS10-HI
Module name	2nd Foreign Language - Level A1 (Chinese, French, Italian, Russian, Spanish, Czech)
Module contents	<p>The course corresponds to level A1 of the Common European Framework of Reference for Languages.</p> <p>Topics</p> <ul style="list-style-type: none"> ▪ Pronunciation rules, alphabet, stress ▪ Greeting people/introductions (job/study, family, living, etc.) ▪ Daily routines (times, days of the week, activities, etc.) ▪ Leisure activities (hobby, times, café, shopping, etc.) ▪ Health (body parts, visit to the doctor, diseases, etc.) ▪ Travelling (transport, hotel, orientation in the city, etc.) ▪ Descriptions (past events, travel descriptions, etc.) <p>Grammar</p> <ul style="list-style-type: none"> ▪ Sentence formation ▪ Conjugation/declination ▪ Regular and irregular verbs ▪ Tenses ▪ Active and Passive voice ▪ Question formation
Semester / ECTS credits	Semester 5 / 4 ECTS

Module no./Code	7HI-WPS20-HI
Module name	2nd Foreign Language - Level A2 (Chinese, French, Italian, Russian, Spanish, Czech)
Module contents	<p>The course corresponds to level A2 of the Common European Framework of Reference for Languages.</p> <p>Topics</p> <ul style="list-style-type: none"> ▪ Foreign cultures (nationalities, cultural differences, etc.) ▪ Types of companies and their structure (legal forms, departments, etc.) ▪ Production processes in the company ▪ Commercial correspondence (offers, orders, complaints, etc.) ▪ Applications (cover letter, CV, interview) <p>Grammar</p> <ul style="list-style-type: none"> ▪ Revision of relevant grammar topics (tenses, passive etc.) ▪ Adjective/adverb ▪ Pronouns ▪ Gerunds
Semester / ECTS credits	Semester 5 / 4 ECTS

Module no./Code	7HI-WPS30-HI
Module name	2nd Foreign Language - Level B1 (Chinese, French, Italian, Russian, Spanish, Czech)
Module contents	<p>The course corresponds to level B1 of the Common European Framework of Reference for Languages.</p> <p>Topics</p> <ul style="list-style-type: none"> ▪ Careers in management (studies, professions, cover letter and CV etc.) ▪ Oral business communication (small talk, consultations, sales negotiations, telephone conversations etc.) ▪ Company types and structures (legal forms, departments, etc.) ▪ Corporate culture (management styles, employee motivation, etc.) ▪ Commercial correspondence (offers, orders, complaints, etc.) ▪ Means of production and production processes (operating instructions, manufacturing processes, etc.) ▪ Finances (payment methods, procedure in case of payment arrears, reminders, etc.) <p>Grammar</p> <ul style="list-style-type: none"> ▪ Revision of relevant grammar topics
Semester / ECTS credits	Semester 5 / 4 ECTS

Module no./Code	7HI-WPS40-HI
Module name	2nd Foreign Language - Level A2 (Chinese, French, Italian, Russian, Spanish, Czech)
Module contents	<p>The course corresponds to level A2 of the Common European Framework of Reference for Languages.</p> <p>Topics</p> <ul style="list-style-type: none"> ▪ Foreign cultures (nationalities, cultural differences, etc.) ▪ Types of companies and their structure (legal forms, departments, etc.) ▪ Production processes in the company ▪ Commercial correspondence (offers, orders, complaints, etc.) ▪ Applications (cover letter, CV, interview) <p>Grammar</p> <ul style="list-style-type: none"> ▪ Revision of relevant grammar topics (tenses, passive etc.) ▪ Adjective/adverb ▪ Pronouns ▪ Gerunds
Semester	Semester 6 / 4 ECTS

Module no./Code	7HI-WPS50-HI
Module name	2nd Foreign Language - Level B1 (Chinese, French, Italian, Russian, Spanish, Czech)
Module contents	<p>The course corresponds to level B1 of the Common European Framework of Reference for Languages.</p> <p>Topics</p> <ul style="list-style-type: none"> ▪ Careers in management (studies, professions, cover letter and CV etc.) ▪ Oral business communication (small talk, consultations, sales negotiations, telephone conversations etc.) ▪ Company types and structures (legal forms, departments, etc.) ▪ Corporate culture (management styles, employee motivation, etc.) ▪ Commercial correspondence (offers, orders, complaints, etc.) ▪ Means of production and production processes (operating instructions, manufacturing processes, etc.) ▪ Finances (payment methods, procedure in case of payment arrears, reminders, etc.) <p>Grammar</p> <ul style="list-style-type: none"> ▪ Revision of relevant grammar topics
Semester / ECTS credits	Semester 6 / 4 ECTS

Module no./ Code	7HI-WPS60-HI
Module name	2nd Foreign Language - Level B2 (Chinese, French, Italian, Russian, Spanish, Czech)
Module contents	<p>The course corresponds to level B2 of the Common European Framework of Reference for Languages.</p> <p>Topics</p> <ul style="list-style-type: none"> ▪ International trade (trade fairs and exhibitions, business trips, Incoterms, etc.) ▪ Marketing (marketing mix, advertising materials, target groups, etc.) ▪ Negotiations ▪ Economy and environment ▪ Presentations on subject-related topics <p>Grammar</p> <ul style="list-style-type: none"> ▪ Revision of relevant grammar topics
Semester / ECTS credits	Semester 6 / 4 ECTS

2 *Subject-related Compulsory Elective Modules (WPF)*

- Digitalization and New Working Environments
- Quality Assurance and Quality Management
- CRM, Communication and Sales Techniques
- Sustainability, Environmental and Product Management

Module no./Code	7HI-WPF51-HI
Module name	Digitalization and New Working Environments
Module contents	<p>Foundations</p> <ul style="list-style-type: none"> ▪ Definition, terms, delimitation ▪ Causes and effects <p>Digital Transformation</p> <ul style="list-style-type: none"> ▪ Digitalization of business processes ▪ Emergence of digital business models ▪ Business model innovation ▪ Change management <p>Customer Focus</p> <ul style="list-style-type: none"> ▪ Analysis of operational functions under the influence of new technologies for customer acquisition, customer loyalty and increased productivity. From multi, cross and omni-channel to seamless shopping ▪ Possibilities for the analysis and evaluation of internal and external company data in consideration of IT information security and data protection ▪ Systematic collection and processing of customer information in a professional customer database; access to customer data and sales applications with mobile devices <ul style="list-style-type: none"> ▪ Individualization of consulting and sales on the basis of available information about the customer <p>New Working Environments</p> <ul style="list-style-type: none"> ▪ Concepts for the design of working conditions and work-life balance ▪ Workplace design / new office concepts ▪ Flexibilization of working time, tasks, location ▪ Use of new technologies for communication and cooperation ▪ Design of generation-specific recruiting and training measures to increase employee satisfaction and reduce fluctuation <ul style="list-style-type: none"> ▪ Creation of suitable conditions to increase the attractiveness of the employer <p>Case Studies based on practical examples from different sectors</p>
Semester / ECTS credits	Semester 5 / 4 ECTS

Module no./Code	7HI-WPF52-HI
Module name	Quality Assurance and Quality Management
Module contents	<p>Foundations</p> <ul style="list-style-type: none"> ▪ Quality, quality dimensions and requirements ▪ Quality management, Total Quality Management, Kaizen <p>Methods</p> <ul style="list-style-type: none"> ▪ Process management, process descriptions ▪ Problem analysis ▪ Complaint management ▪ CIP, employee suggestion system, PDSA, FMEA, prevention of errors ▪ Audit <p>Quality Management Concepts</p> <ul style="list-style-type: none"> ▪ DIN EN ISO 9000 ff, ISO 9001, ISO 22000, IFS, BRC ▪ Organic food certificate, religious dietary restrictions (halal, kosher) ▪ Organization of quality management ▪ Quality management in the supply relationship (QA agreements, specifications, supplier evaluation systems etc.) ▪ Structure and contents of the QM documentation
Semester / ECTS credits	Semester 5 / 4 ECTS

Module no./Code	7HI-WPF61-HI
Module name	CRM, Communication and Sales Techniques
Module contents	<p>General Foundations</p> <ul style="list-style-type: none"> ▪ Objectives and communication situations in distribution and sales ▪ Customer expectations and customer benefits - from necessity to need ▪ Shaping the seller-customer relationship ▪ Service commitment, identification with product/service and company <p>Psychological and Communicative Foundations</p> <ul style="list-style-type: none"> ▪ Importance and recognition of needs ▪ Personality and behavior (assessment of the own personality and the personality of the customer) <ul style="list-style-type: none"> ▪ Perception (self-image and external image, subjectivity, perception errors) ▪ Communication principles (Watzlawick), anatomy of a message (von Thun) ▪ Transactional analysis, NLP, listening, feedback ▪ Dealing with stress and conflicts in sales situations <p>Sales Techniques</p> <ul style="list-style-type: none"> ▪ Negotiation types and cycles ▪ Handling of objections ▪ Price negotiations <p>Preparation of Negotiations</p> <ul style="list-style-type: none"> ▪ Relevance and methodology of preparation ▪ Objectives in negotiation situations ▪ The appropriate room for negotiations ▪ The fundamental positions in negotiations (dealing with values) ▪ Assessment of conversation and negotiation partners (DISC assessment) <p>CRM</p> <ul style="list-style-type: none"> ▪ Objectives, tasks and components ▪ Analytical CRM – methods and case studies ▪ CRM systems ▪ Technical solutions
Semester	Semester 6 / 4 ECTS

Module no./Code	7HI-WPF62-HI
Module name	Sustainability, Environmental and Product Management
Module contents	<p>Foundations of Sustainability</p> <ul style="list-style-type: none"> ▪ Concept, definition ▪ Operational understanding <p>Sustainability in Companies</p> <ul style="list-style-type: none"> ▪ Conditions ▪ Approaches ▪ Elements of a sustainability concept ▪ Sustainability and procurement of capital ▪ Integrated management approaches ▪ Sustainable product design and development, brand leadership ▪ Sustainability controlling and environmental accounting ▪ Sustainability data and sustainability-oriented balanced scorecard, food printing ▪ Sustainable management of value chains ▪ Sustainable marketing and communication ▪ Corporate citizenship ▪ Case studies <p>Environmental Management</p> <ul style="list-style-type: none"> ▪ Corporate environmental management: principles and practice ▪ Ecopolitical framework and operational strategies ▪ Environmentally oriented corporate strategies ▪ Energy management ▪ Energy optimization for buildings, plants and systems to increase energy efficiency ▪ Development and implementation of an EMS ▪ Auditing, certification, validation of an EMS
Semester / ECTS credits	6 Semester / 4 ECTS

F. Practical Modules of the Field of Study of Trade, Sales and Cooperation Management

- Company Organization
- Accounting
- Marketing / Product Management
- Organization and Personnel / Sales
- Project

Module no./Code	7HI-PRA31-HD
Module name	Practical Module: Company Organization
Module contents	<p>The students reflect on the knowledge acquired in the module of Fundamentals of General Business Administration in a guided and goal-oriented manner. They consider the corporate goal, the corporate purpose and the corporate structure in the context of their practice partner. In a project assignment, students describe the business purpose and interpret the organizational chart as a basic tool for the entire company's organizational structure.</p> <ul style="list-style-type: none"> ▪ Business purpose/company organization ▪ Business concept and business objectives ▪ Legal form of the company ▪ Position of the company in the market
Semester / ECTS credits	Semester 1 /6 ECTS
Dauer des Modules	1 Semester

Module no./Code	7HI-PRA32-HD
Module name	Practical Module: Accounting
Module contents	<p>External Accounting</p> <ul style="list-style-type: none"> ▪ Standard accounting principles ▪ Commercial accounting and tax accounting ▪ Purpose and structure of the accounts, the budget and the chart of accounts ▪ Valuation principles ▪ Current tax legislation and tax directives ▪ Types of corporate taxes and their effects ▪ Links to financial accounting ▪ Overview of the taxation of different legal forms <p>Internal Accounting</p> <ul style="list-style-type: none"> ▪ Links between financial accounting and cost accounting ▪ Analysis of purpose, structure and contents of operational cost accounting ▪ Evaluation of alternative forms of cost accounting in the training company in terms of content, methods and expenditure ▪ Usefulness of preliminary, concurrent and post calculation ▪ Interfaces to management accounting
Semester / ECTS credits	Semester 2 / 6 ECTS

Module no./Code	7HI-PRA33-HD
Module name	Practical Module: Marketing / Product Management
Module contents	<p>Product Management</p> <ul style="list-style-type: none"> ▪ Quantities required, times of order and stock control ▪ Phases of the procurement process, criteria for supplier selection ▪ Planning of transport means, warehouse systems and technology <p>Marketing</p> <ul style="list-style-type: none"> ▪ Foundations of the marketing mix, implementation of marketing concepts ▪ Instruments of the marketing mix ▪ Possibilities of marketing controlling <p>Market Research</p> <ul style="list-style-type: none"> ▪ Methods of market research, implementation requirements ▪ Market research design ▪ Data collection ▪ Data interpretation and derivation of recommendations
Semester / ECTS credits	Semester 3 / 6 ECTS

Module no./Code	7HI-PRA34-HD
Module name	Practical Module: Organization and Personnel / Sales
Module contents	<p>Personnel</p> <ul style="list-style-type: none"> ▪ Overview of all task areas of personnel management ▪ Practical knowledge of subfields of personnel management, e.g.: <ul style="list-style-type: none"> ○ Advantages and disadvantages of external and internal staff recruitment ○ Examination of factors that influence employee motivation ○ Description of documents and working papers used in personnel management ○ Distinction and assessment of forms of remuneration ○ Information on and evaluation of essential contents of the collective agreements and works agreements relevant to payroll accounting in the training company ○ Knowledge of provisions on health, pension, unemployment and accident insurance ○ Knowledge of relevant accident prevention provisions and guidelines and information sheets used in the company ○ Knowledge of first aid facilities in the workplace <p>Organization</p> <ul style="list-style-type: none"> ▪ Recognition of the realization possibilities of corporate objectives by means of suitable organizational solutions ▪ Students are familiar with the basic forms and new developments of structural and procedural organization and evaluate them in comparison with the training company. ▪ Students are able to explain the tasks of the individual departments and their interaction, and work out and evaluate possible organizational alternatives <p>Sale</p> <ul style="list-style-type: none"> ▪ Position of the sales department in the company ▪ Sales planning process ▪ Sales organization ▪ Sales processing and logistics ▪ CRM ▪ E-commerce ▪ After sales service
Semester / ECTS credits	Semester 4 / 6 ECTS

Module no./Code	7HI-PRA35-HD
Module name	Practical Module: Retail Project
Module contents	<p>During this practical semester, students complete a project work in close cooperation with the company.</p> <p>The content of the work assignments depends on the professional field students intend to work in or on their particular strengths. Students are supposed to complete this module in the department that is related to the topic of the Bachelor thesis. The focus is to be placed on the execution of qualified independent tasks and the focus on tasks relevant to the respective practice partner.</p>
Semester / ECTS credits	Semester 5 / 6 ECTS

G. Practical Modules of the Field of Study of Foreign Trade and International Management

- Company Organization
- Accounting
- Marketing / Product Management
- Organization and Personnel / International Sales
- Project

Module no./Code	7HI-PRA41-AI
Module name	Practical Module: Company Organization
Module contents	<p>The students reflect on the knowledge acquired in the module of Fundamentals of General Business Administration in a guided and goal-oriented manner. They consider the corporate goal, the corporate purpose and the corporate structure in the context of their practice partner. In a project assignment, students describe the business purpose and interpret the organizational chart as a basic tool for the entire company's organizational structure.</p> <ul style="list-style-type: none"> ▪ Business purpose/company organization ▪ Business concept and business objectives ▪ Legal form of the company ▪ Position of the company in the market
Semester / ECTS credits	Semester 1 / 6 ECTS

Module no./Code	7HI-PRA42-AI
Module name	Practical Module: Accounting
Module contents	<p>External Accounting</p> <ul style="list-style-type: none"> ▪ Standard accounting principles ▪ Commercial accounting and tax accounting ▪ Purpose and structure of the accounts, the budget and the chart of accounts ▪ Valuation principles ▪ Current tax legislation and tax directives ▪ Types of corporate taxes and their effects ▪ Links to financial accounting ▪ Overview of the taxation of different legal forms <p>Internal Accounting</p> <ul style="list-style-type: none"> ▪ Links between financial accounting and cost accounting ▪ Analysis of purpose, structure and contents of operational cost accounting ▪ Evaluation of alternative forms of cost accounting in the training company in terms of content, methods and expenditure ▪ Usefulness of preliminary, concurrent and post calculation ▪ Interfaces to management accounting
Semester / ECTS credits	Semester 2 / 6 ECTS

Module no./Code	7HI-PRA43-AI
Module name	Practical Module: International Marketing / Product Management
Module contents	<p>Product Management</p> <ul style="list-style-type: none"> ▪ Quantities required, times of order and stock control ▪ Phases of the procurement process, criteria for supplier selection ▪ Planning of transport means, warehouse systems and technology <p>Marketing</p> <ul style="list-style-type: none"> ▪ Foundations of the marketing mix, implementation of marketing concepts ▪ Instruments of the marketing mix in the international context ▪ Possibilities of marketing controlling <p>Market Research</p> <ul style="list-style-type: none"> ▪ Methods of market research, implementation requirements ▪ Market research design ▪ Data collection ▪ Data interpretation and derivation of recommendations
Semester / ECTS credits	Semester 3 / 6 ECTS

Module no./Code	7HI-PRA44-AI
Module name	Practical Module: Organization and Personnel / International Sale (optional assignment abroad)
Module contents	<p>Personnel</p> <ul style="list-style-type: none"> ▪ Overview of all task areas of personnel management ▪ Practical knowledge of subfields of personnel management, e.g.: <ul style="list-style-type: none"> ○ Advantages and disadvantages of external and internal staff recruitment ○ Examination of factors that influence employee motivation ○ Description of documents and working papers used in personnel management ○ Distinction and assessment of forms of remuneration ○ Information on and evaluation of essential contents of the collective agreements and works agreements relevant to payroll accounting in the training company ○ Knowledge of provisions on health, pension, unemployment and accident insurance ○ Knowledge of relevant accident prevention provisions and guidelines and information sheets used in the company ○ Knowledge of first aid facilities in the workplace <p>Organization</p> <ul style="list-style-type: none"> ▪ Recognition of the realization possibilities of corporate objectives by means of suitable organizational solutions ▪ Students are familiar with the basic forms and new developments of structural and procedural organization and evaluate them in comparison with the training company. ▪ Students are able to explain the tasks of the individual departments and their interaction, and work out and evaluate possible organizational alternatives <p>International Sale</p> <ul style="list-style-type: none"> ▪ Position of the sales department in the company ▪ Sales planning process ▪ Sales organization ▪ Sales processing and logistics ▪ CRM ▪ E-commerce ▪ After sales service <p>Project</p> <ul style="list-style-type: none"> ▪ Assignment abroad <p>The project topic is to cover a problem relevant to the practice partner from the functional area of international marketing. It is defined in close coordination between the student, the practice partner and the module coordinator.</p>
Semester / ECTS credits	Semester 4 / 6 ECTS

Module no./Code	7HI-PRA45-AI
Module name	Practical Module: International Management Project (optional assignment abroad)
Module contents	<p>During this practical semester, students complete a project work in close cooperation with the company.</p> <p>The content of the work assignments depends on the professional field students intend to work in or on their particular strengths. Students are supposed to complete this module in the department that is related to the topic of the Bachelor thesis. The focus is to be placed on the execution of qualified independent tasks and the focus on tasks relevant to the respective practice partner.</p>
Semester / ECTS credits	Semester 5 / 6 ECTS

H. Practical Modules of the Field of Study of System Catering Management

- Company Organization
- Accounting
- Marketing / Food Safety and Security
- Organization and Personnel / Food Product Knowledge
- Project

Module no./Code	7HI-PRA51-SY
Module name	Practical Module: Company Organization
Module contents	<p>The students reflect on the knowledge acquired in the module of Fundamentals of General Business Administration in a guided and goal-oriented manner. They consider the corporate goal, the corporate purpose and the corporate structure in the context of their practice partner. In a project assignment, students describe the business purpose and interpret the organizational chart as a basic tool for the entire company's organizational structure.</p> <ul style="list-style-type: none"> ▪ Business purpose/company organization ▪ Business concept and business objectives ▪ Legal form of the company ▪ Position of the company in the market
Semester / ECTS credits	Semester 1 / 6 ECTS

Module no./Code	7HI-PRA52-SY
Module name	Practical Module: Accounting
Module contents	<p>External Accounting</p> <ul style="list-style-type: none"> ▪ Standard accounting principles ▪ Commercial accounting and tax accounting ▪ Purpose and structure of the accounts, the budget and the chart of accounts ▪ Valuation principles ▪ Current tax legislation and tax directives ▪ Types of corporate taxes and their effects ▪ Links to financial accounting ▪ Overview of the taxation of different legal forms <p>Internal Accounting</p> <ul style="list-style-type: none"> ▪ Links between financial accounting and cost accounting ▪ Analysis of purpose, structure and contents of operational cost accounting ▪ Evaluation of alternative forms of cost accounting in the training company in terms of content, methods and expenditure ▪ Usefulness of preliminary, concurrent and post calculation ▪ Interfaces to management accounting
Semester	Semester 2 / 6 ECTS

Module no./Code	7HI-PRA53-SY
Module name	Practical Module: Marketing/ Food Safety and Security
Module contents	<p>Marketing</p> <ul style="list-style-type: none"> ▪ Foundations of the marketing mix, implementation of marketing concepts ▪ Instruments of the marketing mix in the international context ▪ Possibilities of marketing controlling <p>Market Research</p> <ul style="list-style-type: none"> ▪ Methods of market research, implementation requirements ▪ Market research design ▪ Data collection ▪ Data interpretation and derivation of recommendations <p>Food Safety and Security</p> <ul style="list-style-type: none"> ▪ Production and marketing of food products ▪ Hygiene management
Semester	Semester 3 / 6 ECTS

Module no./Code	7HI-PRA54-SY
Module name	Practical Module: Organization and Personnel / Food Product Knowledge
Module contents	<p>Personal</p> <ul style="list-style-type: none"> ▪ Overview of all task areas of personnel management ▪ Practical knowledge of subfields of personnel management, e.g.: <ul style="list-style-type: none"> ○ Advantages and disadvantages of external and internal staff recruitment ○ Examination of factors that influence employee motivation ○ Description of documents and working papers used in personnel management ○ Distinction and assessment of forms of remuneration ○ Information on and evaluation of essential contents of the collective agreements and works agreements relevant to payroll accounting in the training company ○ Knowledge of provisions on health, pension, unemployment and accident insurance ○ Knowledge of relevant accident prevention provisions and guidelines and information sheets used in the company ○ Knowledge of first aid facilities in the workplace <p>Organization</p> <ul style="list-style-type: none"> ▪ Recognition of the realization possibilities of corporate objectives by means of suitable organizational solutions ▪ Students are familiar with the basic forms and new developments of structural and procedural organization and evaluate them in comparison with the training company. ▪ Students are able to explain the tasks of the individual departments and their interaction, and work out and evaluate possible organizational alternatives <p>Food Product Knowledge</p> <ul style="list-style-type: none"> ▪ Identification of implementation possibilities for product classifications ((including trade and consumption data, potential risks) ▪ Practical knowledge and handling of food of animal and non-animal origin
Semester / ECTS credits	Semester 4 / 6 ECTS

Module no./Code	7HI-PRA55-SY
Module name	Practical Module: System Catering Management Project
Module contents	<p>During this practical semester, students complete a project work in close cooperation with the company.</p> <p>The content of the work assignments depends on the professional field students intend to work in or on their particular strengths. Students are supposed to complete this module in the department that is related to the topic of the Bachelor thesis. The focus is to be placed on the execution of qualified independent tasks and the focus on tasks relevant to the respective practice partner.</p>
Semester / ECTS credits	Semester 5 / 6 ECTS

I. Bachelor Thesis (BAA)

Module no./Code	7HI-BAA50-HI
Module name	Bachelor Thesis
Module contents	<p>The Bachelor thesis includes the final paper and the defense. Students work on a practical problem and apply their acquired theoretical, methodological and practical expertise and present their results in a logically structured and comprehensible scientific work. The thesis is written during the practical phase.</p> <p>Preparation of the Thesis</p> <ul style="list-style-type: none"> ▪ Development of a practically relevant research question ▪ Working on the topic by employing scientific methods and a structured approach ▪ Presentation of structure and design ▪ Literature research and analytical work ▪ Presentation of results and development of solution approaches ▪ Reflection on the results against the background of the initial question ▪ Independent compilation of the thesis ▪ Using a proper and complete scientific quoting style <p>Defense of the Thesis</p> <ul style="list-style-type: none"> ▪ Presentation of findings ▪ Scientific and practical discussion
Semester / ECTS credits	Semester 6 / 12 ECTS