



WIRTSCHAFT
HOCHSCHULE MAINZ
UNIVERSITY OF
APPLIED SCIENCES

Description of BACHELOR Modules

2022/23

**Fachbereich Wirtschaft / School of Business
Summer semester / Semester II**

**Modules in English language
Modules in German language**

[November 2022]



Bachelor modules taught in English language

Module	Code	SWS h/w	ECTS credits	page
Course selection and course choice				2
English 1	021-2105	2	2	3
English 2	021-2205	2	2	3
Social Competence , Business Etiquette and Business Ethics	000-780	4	3	3
Project Management	021-2254	2	5	4
Negotiation Skills	001-908505	4	5	5
Working in Multicultural Teams	001-908605	4	5	5
Intercultural Business Communication	001-908805	4	5	5
Marketing	021-2354	4	5	6
Strategic Management	021-2453	4	5	7
International Management	021-2551	4	5	7
Business Planning	021-2651	3	5	8
International social responsibility (Option)	17046	4	5	9
Creating Shared Values (Option)	11062	4	5	10
Business Creativity (Option)	11023	4	5	11
People Analytics (Option)	23053	4	5	12
Data Science for Business	12036	4	5	13
The Economic and Social Order of Germany / Die Wirtschafts-und Sozialordnung Deutschlands	000-440018	4	5	14
Business Process Management	D01/D08-2454	4	5	15

German Language and Culture (Deutsche Sprache und Kultur)

Deutsch (Beginner A1.1)	001-907015	4	5	16
Deutsch (Beginner A1.2)	001-907025	4	5	16
Deutsch (Intermediate A2.1)	001-907115	4	5	16
Deutsch (Intermediate A2.2)	001-907125	4	5	16
Deutsch (Intermediate B1.2)	001-907225	4	5	16
Deutsch (Advanced B2.2)	001-907325	4	5	16
Deutsch (Academic German C1.2)	001-907425	4	5	16
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Course selection and Course Choice

As an ERASMUS/exchange student you can choose your individual programme from the whole study programme offered by the School of Business (most of the courses are offered in our Business study programme BSc), maximum workload of 30 ECTS credit points per semester (6 courses to 5 ECTS points). Bachelor students select only modules on Bachelor level, Master students only modules on Master level.

Exchange students who do not speak German are able to select only modules offered in English. Please make sure that your English language skills are good enough to be able to follow lectures, hold presentations and write assignments and examinations in English.

However, due to the current situation, please **kindly be aware that our programs and modules are still subject to changes**. We would very much thank you in advance for your flexibility and open-mindedness in these times of uncertainty for all of us.

STUDIENSTRUKTUR: BWL B.Sc.

SEMESTER 6 30ECTS/6SWS	Business Planning 5 ECTS/3 SWS	Bachelorarbeit (inkl. Bachelorseminar) 10 ECTS/2 SWS					
SEMESTER 5 30ECTS/20SWS	International Management 5 ECTS/4 SWS	Option I 5 ECTS/4 SWS	Option II 5 ECTS/4 SWS	Option III 5 ECTS/4 SWS	Option IV 5 ECTS/4 SWS		
SEMESTER 4 30ECTS/24SWS	Strategic Management 5 ECTS/4 SWS	Jahresabschluss 5 ECTS/4 SWS	Makroökonomie 5 ECTS/4 SWS	Digitale Wirtschaft 5 ECTS/4 SWS	Steuern 5 ECTS/4 SWS	Wahlpflichtfach Sprache & Interkult. Kompetenz 5 ECTS/4 SWS	
SEMESTER 3 30ECTS/24SWS	Marketing 5 ECTS/4 SWS	Investition & Finanzierung 5 ECTS/4 SWS	Mikroökonomie 5 ECTS/4 SWS	Unternehmen & IT 5 ECTS/4 SWS	Materialwirtschaft, Logistik & Produktion 5 ECTS/4 SWS	Statistisches Forschungsprojekt 5 ECTS/4 SWS	
SEMESTER 2 30ECTS/24SWS	Project Management 5 ECTS/2 SWS	Kosten- & Leistungrechnung 5 ECTS/4 SWS	Recht II (Verträge & Unternehmensrecht) 5 ECTS/4 SWS	Statistik 5 ECTS/4 SWS	Personalmanagement & Organisation 5 ECTS/4 SWS	Englisch II 2 ECTS/ 2 SWS	Studium Integr. II 3 ECTS/ 4 SWS
SEMESTER 1 30ECTS/26SWS	BWL Basics 5 ECTS/4 SWS	Grundzüge des Rechnungswesens 5 ECTS/4 SWS	Recht I (Grundlagen des Vertragsrechts) 5 ECTS/4 SWS	Mathematik 5 ECTS/4 SWS	Methodik, Systematik & Präsentation 5 ECTS/4 SWS	Englisch I 2 ECTS/ 2 SWS	Studium Integr. I 3 ECTS/ 4 SWS
	Orientierungsphase 1 SWS						
TOTAL 180ECTS/124SWS	UNTERNEHMENSBEZOGENE MODULE		WAHLMODULE		PFLICHTMODULE		ENGLISCHSPRACHIGE MODULE

Please contact your home university to make sure that you comply with any requirements stipulated by them, as to which modules you are allowed to take at Hochschule Mainz (course contents, course hours, study year etc.). To help you to plan your timetable in advance please fill in the **Course Choice** and upload it in mobility online (by 15th of December). **This Choice is binding**. Changes of the modules are only possible in case that a module will not be offered or any time clashes. That could happen because you may choose modules from different programs and different study years. For that reason please add two alternative modules on the form Course Choice. Your individual timetable will be discussed with you after your arrival during the introduction week.

Bachelor courses taught in English language

Course:	021-2105 English 1 and 021-2205 English 2
Semester:	winter semester and summer semester
Hours per week:	2
ECTS-credits:	2
Objectives:	Students take a test at the beginning of the semester in order to form three different levels, from beginners to advanced learners. As there will be three levels offered, the learning objectives in each level will differ somewhat depending on the needs and the abilities of the students. In general, the course is a continuation of the previous course (English 1) regarding the level and the emphasis. The learning objectives include <ul style="list-style-type: none">-improved written and oral skills,-reading and listening comprehension at an academic level,-good command of important business related terms,-ability to communicate in the foreign language in front of a group,-general understanding of the Anglo-American cultures.
Assessment:	written examination
Contents:	Whereas weaker students will continue to develop their basic knowledge of the English language, working on their grammar and writing skills, higher level students will focus more on fine-tuning their writing and presentation skills. Class discussion on a variety of topics such as M&A, marketing and advertising, international trade, business ethics, etc. will be encouraged. As in the first course (English 1), a wide range of audio-visual media will be incorporated in the course, as well as group and partner work.

Course:	000-780 Social competence, Business Etiquette and Business Ethics
Semester:	summer semester
Hours per week:	4
ECTS-credits:	3
Objectives:	The aim is to build efficient language skills. Participants should already have reached B1 or B2 level according to the CEFR. The workshop is aimed at students who are looking for an option in addition to the mandatory courses English I and English II and is another way to expand their English language skills.
Assessment:	written examination and/or presentation and/or case study analysis
Contents:	<ul style="list-style-type: none">• Basic rules of good behavior (on a linguistic basis)• Rules of small talk• Business communication by letter and e-mail or on the phone• General linguistic conflict prevention or conflict resolution on an intercultural basis• The ability to compromise and negotiate• Decision-making• Solving problems creatively• Understanding cultures• Ethical aspects of the importance of CSR

Course: 021-2254 Project Management

Hours per week: 2

ECTS-credits: 5

Learning Outcomes:

The students are familiar with the typical challenges of projects and project management. They can identify and specify project scopes and goals, define project phases and have an overview over different project planning methods. In addition, the students are familiar with additional tools like risk analysis and stakeholder management and they know how to implement them.

They can use common software tools like Microsoft Project to solve planning tasks. The students are familiar with common project management standards.

Competences

By learning and experiencing planning and management methods the students acquire skills to plan and manage smaller projects or to carry out management tasks in bigger projects. During the term the students define and plan a fictional project facing realistic challenges. They enhance their presentation skills by preparing and performing their project presentations. Media skills are being trained by exploring and using different software tool

Contents

Introduction: Projects and Project Management, Examples
Project models (e.g. Prince2) (e.g. Prince2), Agile Models
Management and coordination, project roles and organization
Phases and tasks
Defining goals and stakeholder management
Project Planning, methods, work breakdown structures
Scheduling, resource and cost planning, time/network schedules
Project controlling, Earned Value Analysis
Risk management
Key Success factors

Type of Study: Course is organized as a combination of lecture and tutorial in a workshop style

Assessment: Project, presentation and documentation

Course: **Intercultural competence and English Language**

Hours per week: 4

ECTS-credits: 5

Outcomes: Our globalized world demands intercultural communication skills that go beyond our regular Business, Economic, and English courses. In this course you will gain understanding of intercultural competence at both a theoretical level and in specific contexts, reflect on self-reference as a starting point for understanding other cultures, identify intercultural challenges in the professions and reflect on the role of cultures for business practices as well as show awareness of the function of communication in different cultural contexts in business and beyond.

Three different modules will be offered on C1 level

001-908505: Negotiation Skills

001-908605: Working in Multicultural Teams

001-908805: Intercultural Business Communication

Assessment: written examination and /or presentation

Contents:

001-908505: Negotiation Skills

Understand negotiation situations—its players and issues, recognize and use strategies and tactics in negotiation, practice negotiation in interactive role-plays

Harvard theory on negotiating cooperatively
negotiation strategies and tactics
conflict management
core concerns
international negotiation
gender issues while negotiating
role-plays

001-908605: Working in Multicultural Teams

Understanding organizational structures that foster team work; the role and nature of teams; understanding and ability to deal with the complexity of team work on a global level; appreciating intercultural issues and working in virtual teams.
Organizations and teams; team roles (Belbin and other theories); culture dimension; culture shock, globalization and ethics; conflict management. Virtual teams project with students in other countries.

001-908805: Intercultural Business Communication

Discussing topics related to Intercultural Competence and doing business in Asia Pacific
Understanding the strategies that help create successful business relations in Asian societies. A look into Leadership, autonomy, control, involvement, market orientation, zero basing, innovation, integrity.
Critical issues such as interpreting stereotypes, value systems, pride versus humility, corruption, corporate social responsibility and business systems will be addressed and openly discussed.

Course: **021-2354 - Marketing**
Hours per week: 4
ECTS credits: 5

Learning Outcomes:

The students learn how organisations can improve their marketing management under conditions of environmental volatility. They will understand the role of different research designs and the different insights that they can offer into marketers' decision making. The importance and relevance of strategic decision tools will be known. After an introduction to and overview of the marketing mix elements students will be able to consider a wide range of factors in order to maximise the products' chance of success in competitive environments. This includes elements of new product development (NPD) and pricing options. On completing the course students will show and apply their knowledge of increasingly complex marketplaces. They will be able to analyse the effectiveness of brands as a means of countering consumer power. Students will appreciate the strategic process of building and strengthening brands. • To analyse the contributions to a communication strategy of the main communications disciplines of advertising, public relations, sales promotion and personal selling as well as new digital opportunities • To appreciate how to recognize and respond to the marketing opportunities and threats of globalisation.

Content:

1. Trends in the volatile environment
2. Marketing Research
3. Objectives and Strategies
4. Consumer Behaviour
5. Segmenting/Targeting/Positioning
6. Product Decisions & Branding
7. Decisions on Pricing
8. Distribution & E-Commerce
9. Communication Strategies
10. Going Global
11. Ethical Consideration

Type of Study: Course is organized as a combination of interactive lecture and seminar

Assessment: written examination

Course: **021-2453 Strategic Management**
Hours per week: 4
ECTS-credits: 5
Learning Outcomes:

Students know fundamental terms regarding Strategic Management such as mission, vision, goals, strategy and corporate culture. They are able to name and explain the single steps, the corresponding tools and frameworks of the strategic management process. Students have learned to identify and assess corporate and business strategies. They are able to apply selected management tools in order to analyse a company's external and internal environment. They are able to develop strategic options, apply generic strategies and select appropriate options for implementation and plan the implementation.

Content:

1. Management basics: Mission, vision, goals, strategy and corporate culture
2. Corporate Governance and business ethics
3. Strategic Management Process
4. Strategic Management tools and frameworks
5. Selected recent topics, such as Sustainability or Digital Business Models

Type of Study: Course is organized as a combination of lecture and seminar, case studies and student presentation
Assessment: written examination

Course: **021-2551 International Management**
Hours per week: 4
ECTS-credits: 5
Learning Outcomes:

Students are able to name and describe central concepts of international management, like e.g. export direct investment or technology contracts. After visiting the course, students will be able to understand and explain basic theories of internationalization. Participants of the course will be able to analyse the different strategic approaches of multinational corporations, such as the concept of the transnational enterprise or the ethnocentric orientation of the firm. After successfully finishing the learning process, students will be able to evaluate complex questions of international corporate strategy. Students can implement and plan market entry strategies based on the knowledge gained in the course. Students can practically apply instruments and methods of international market analysis including the required data research

Content:

Basics: internationalization and globalization-drivers; regional integration, consequences for countries and firms; theories of internationalization

- Strategic management in the multinational corporation; internationalization strategies and strategic alternatives for foreign market entry
- International and global organizational structures; interdependencies between international strategy and structure
- Intercultural management
- Functional areas of the international enterprise and their specifics

Type of Study: Course is organized as a combination of lecture and seminar, group work sessions
Assessment: written examination

Course: **021-2651 Business Planning**

Hours per week: 3

ECTS credits: 5

Learning Outcomes:

The students learn in teams in five development phases to create an own corporate enterprise, to check the marketability, to reflect and to create a business plan.

Competences will be raised, the connection of different perspectives is trained, collective intelligence is activated and sustainable transfer of knowledge among each other, the coaches and the consultants is forced.

Corporate and collaborative thinking and acting is trained.

Contents:

Corporate conception (objective, mission statement, vision, mile stone planning, strategy, benefit/advantage, pricing, market research, market and industry analysis, target group analysis, competitors analysis, location study, sales, organization, communication, SWOT analysis, operative planning, customer planning, sales planning, cost planning, investment planning, forecast of cost-effectiveness, liquidity planning, business ratio, plausibility check, funding, reflection, business plan)

Cooperate decision / presentation of decision / preparation and implementation

Type of Study:

Impulse presentation from lecturers, impulse presentation, coaching, dialogue, discussion, brainstorming, lecture, presentation, group work, business game, case studies

There are relevant lectures of consultants for the different modules of the stages of development to get some real life orientation

Assessment:

Presentation and documentation of a Business Plan

The course requires active cooperation in the teams at any time. Therefor a later start is not possible and missing more than one session will result in failing the course.

Course: 17046/ International Social Responsibility (Option)

Hours per week: 4

ECTS credits: 5

Learning Outcomes: The aim of the ISR course is to build an international student network, to create global awareness of the challenges in poorest economies and to create an interface connecting the underserved, emerging and developed world. Students join international student networks (i.e. Bill Clintons Global Initiative), create and develop the SEMAY® brand, learn about the value of social responsibility, develop concepts and projects for local and international support.

Teaching method: Work shop character

Assessment: Your mark will be given for your engagement in the course which will be monitored and needs to be proven and presented at the end of the semester.

Final presentation of your achievements 50% Individual learning log 50%

Contents:

Introduction to the base of the pyramid markets

Concepts of Social Responsibility and Ethics

The SEMAY® brand idea

Team Building and Task orientation

How to do fundraising- plan and do

Event Management basics

Introduction to Project Management tools

Product Management – developing the products

Innovation and frugal innovations and search for next ideas

Developing a marketing plan (research, market segmentation, setting the price for our SEMAY® products, selecting distribution channels, developing a creative brief for communication)

Communication (introduction to public relations – planning a press conference, creating material)

E-Marketing & Social Media – the use of crowd sourcing

Course: **11062 Creating Shared Value (Option)**
Semester: winter semester
Hours per week: 4
ECTS credits: 5
Objectives:

- To introduce students to the specific challenges facing international businesses
- To encourage to consider the implications of competing in an international marketplace
- To introduce the current issues in technological communications
- To identify issues arising from volatility in the external environment
- To introduce categories of complexity that face managers
- To develop the capability to make a real difference to organization performance and societies
- To develop the capability for critical and independent thinking
- To understand the benefits of cross-boundary thinking
- To recognize the relevance and importance of innovation in a range of contexts
- To reflect on key behaviors and attitudes relevant for innovation
- To consider the factors that can influence ethical decision making
- To become familiar with a range of ethical frameworks and the key questions concerning organizations' obligations

Teaching method: Blended Learning, Lectures online and face-to-face, Group work

Assessment:

A. Individual reflective report on Project Work (5 Pages)	20 %
B. Group Podcast/ Video (5 minutes)	30 %
C. Group Term Paper (15 pages)	50 %

Contents:

- Working in Intercultural Teams
 - International Marketing
 - Management Ethics and Corporate Social Responsibility
 - Managing Innovation
 - Cross Boundary Management
 - Concepts of Social Responsibility and Ethics in Business
 - Social Business
- Shared Value & Circular Economies

Course: **11023 Business Creativity (Option)**

Hours per week: 4

ECTS credits: 5

Learning Outcomes:

The students know and understand European entrepreneurial challenges. They know about European mega-trends, creativity techniques, business development etc.

Competences

They develop competences to work in intercultural teams, problem solving creativity to find new ideas and entrepreneurial networking competences. They experience virtual teamwork utilising internet-based technologies, cooperation in a team as (normally) non-native English speaker, project management problems and solutions as well as presentation challenges (jury)

Teaching method: Blended Learning

Contents:

- Introduction, Overview, Idea Generation and Opportunity Evaluation
- Creative Problem Solving and Innovation
- Intercultural Competencies in Europe
- Building Networks, Group Dynamics and Leadership
- Critical Thought Processes and Multi-Cultural Group Decision Making
- Resource Assessment
- Entrepreneurial Marketing Strategies, Euro Preneurship Strategies

Assessment: presentation / (either individually or in a team)

Teaching forms:

The course combines seminar-style teaching with team work in international teams at the partner universities using virtual learning spaces like OpenOLAT or any other internet-based services like Skype, Facebook etc

Course: 23053 People Analytics: (Option)

Hours per week: 4

ECTS credits: 5

Learning Outcome: Data literacy – the ability to handle, interpret, and use data – is becoming an increasingly important skill in the business world. In this class, students develop data literacy skills based on cases, examples, and applications of analytics in the area of people management. People analytics uses data to support decisions in Human Resource Management (HRM). Students will gain an overview of HR functions and tasks that produce and use data (e.g., workforce planning, performance management, employee engagement surveys), and will be able to conduct and report basic analyses to solve practical HR cases. We will also reflect on ethical and legal aspects of collecting and working with people data.

Competences:

- Understand and practice how data can be used to prepare evidence-based decisions in HRM
- Gain insight into HR functions in which HR analytics can be usefully applied
- Be able to solve basic HR analytics cases using common analytical tools
- Communicate data and results in an accurate and effective manner
- Understand and reflect on ethical and legal aspects of data usage in HRM

Teaching Forms

Language: English

Problem-based learning: analytics cases for different HR functions

Blended learning: Face-to-face class meetings combined with virtual teamwork and coaching
(opportunity to attend remote-only, if participation on campus is not possible)

Assessment:

Mid-term assignments, presentation, and individual learning log

Contents:

1. People analytics: What is it and what can it be used for?
2. Making evidence-based decisions: Principles of model building and testing
3. Ethical and legal issues (e.g., privacy and information security)
4. Applications in different HR functions:
 - a. Reporting and controlling (e.g., descriptive analysis of workforce structure)
 - b. Compensation and benefits (e.g., diagnostic analysis of gender differences in pay)
 - c. Work design (e.g., drivers of employee engagement in flexible and remote work)
 - d. Performance management (e.g., predictive analysis of performance)
 - e. Workforce planning (e.g., predictive and prescriptive analysis of turnover)
5. Visualizing and presenting data and results

Course: **12036 Data Science for Business (Option)**
Hours per week: 4
ECTS credits: 5

Learning Outcomes:

The students know how to leverage up-to-date data mining and machine learning methods to reveal new insights for business decisions. They are familiar with the basic concepts of data mining and machine learning.
They can apply diverse methods and algorithms to obtain new insights from business data and create models to forecast business events. The students understand all required process steps from knowing the business environment through data preparation, model building and evaluation. They can develop prototypes for data analysis based on Python and RapidMiner. Students acquire comprehensive competences in a field that is of growing importance in all areas of life. They are able to analyze problems and develop sophisticated solutions in a structured way. Working in teams enables them to solve problems together. Through reflection and independent supplementation of the lectures, students learn to develop their skills and knowledge in an independent manner.

Content:

Introduction to data mining and machine learning
Standard process for data mining
Data preparation, missing values, outliers, correlations
Unsupervised and supervised learning
Regression, classification, clustering, frequent pattern mining
Neural networks
Evaluation and interpretation of models and results
Python, RapidMiner
Tutorials and practical case

Type of Study: Course is organized as a combination of interactive lecture and practical training with cases.

Assessment: written examination / presentation

Course: 000-440018 The Economic and Social Order of Germany /
Die Wirtschafts- und Sozialordnung Deutschlands

Hours per week: 2 plus 2
ECTS credits: 5

Content:

The seminar is addressed to all "international students" at Mainz University of Applied Sciences. Throughout 12 weeks, you discuss aspects of **German history, politics, economy, education, labour market, culture, and the social system.**

In a mixture of lectures and student presentations, you will learn in one semester about how German society works. You may take the module in German or English. You use a textbook written in simple German, English, and Spanish and discuss easy-to-understand texts about Germany.

The lecturer has worked with international students for 30 years and is sensitive to the special needs that arise from studying in a foreign environment.

Die Wirtschafts- und Sozialordnung Deutschlands
Eine Einführung für internationale Studierende



Course Code: 000-440018
Meetings: 90 minutes per week
ECTS credits: 5
Lecturer: Prof. Dr. Ulrich Schüle
Registration: via International Office or
ulrich.schuele@hs-mainz.de

Dieses Seminar richtet sich an alle „international students“ an der Hochschule Mainz.

Sie beschäftigen sich in zwölf Veranstaltungen mit deutscher Geschichte, Politik, Wirtschaft, Bildung, Arbeitsmarkt, Kultur, und dem Sozialsystem.

In einer Mischung von Vorlesungen und studentischen Referaten lernen Sie in einem Semester darüber, wie die deutsche Gesellschaft funktioniert. Sie können das Modul auf Deutsch oder Englisch belegen.

Sie benutzen ein Lehrbuch, das in einfachem Deutsch, Englisch und Spanisch geschrieben wurde, und diskutieren leicht verständliche Texte über Deutschland.

Der Dozent arbeitet seit 30 Jahren mit internationalen Studierenden und geht auf die besonderen Bedürfnisse ein, die sich aus dem Studium in einem fremden Umfeld ergeben.

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In a mixture of lectures and student presentations, you will learn in one semester about how German society works. You may take the module in German or English. You use a textbook written in simple German, English, and Spanish and discuss easy-to-understand texts about Germany.

The lecturer has worked with international students for 30 years and is sensitive to the special needs that arise from studying in a foreign environment.

ECTS-Punkte: 5

Prüfungsnummer: 000-440018

Seminarlänge: 90 Minuten pro Woche

Dozent: Prof. Dr. Ulrich Schüle

Anmeldung: über International Office oder
ulrich.schuele@hs-mainz.de

If you wish, you may first participate in the 90-minute German version and then continue with the 90-minute English version.

The Economic and Social Order of Germany
An introduction for international students

Course: D01/D08-2454 **Business Process Management**

Hours per week: 4

ECTS credits: 5

Learning Objectives

The students are familiar with the basic concepts of Business Process Management. They can apply actual methods for identification, design, documentation and monitoring of business processes and they are able to design and orchestrate processes with modern specification languages and tools. Students learn how process mining enables the understanding, diagnosis and improvement of processes in reality. They understand the role of IT in Business Process Management and are capable of using actual software tools for modeling, designing, implementing, monitoring and mining of business processes to solve practical examples and cases.

The students acquire comprehensive skills in a strategic business area. They are able to analyse business processes with sophisticated models. By working in groups on case studies, they learn to solve complex tasks in coordinating small groups and presenting the deliverables. Through reflection and autonomous complementation of the lectures the students learn to develop their skills and knowledge self-contained.

Content

Introduction in Business Process Management

- Identification, design and documentation of business processes
- Strategic and operative planning of processes
- Monitoring and controlling of processes
- Modeling of processes with EPCs and BPMN
- Applying of Workflowmanagement- and BPM-Systems
- Process discovery, conformance checking and enhancement using event data
- Applying of process mining tools
- Practical Cases and Tutorials

Type of Study

Combination of lecture and practical training with cases

Practical Cases and Tutorials cover 40 to 50%

Recommended Previous Knowledge

Basics of Business Informatics and Software development

German Language and Culture / Deutsche Sprache und Kultur

Kurs/Code: Deutsche Sprache und Kultur (German Language and Culture)
Std./Woche: 4
ECTS credits: 5

Did you know?

German is one of an official language of six European countries (Germany, Austria, Switzerland and Liechtenstein, as well as small parts of Belgium and Italy).

German is the second-most used language on the internet, ranking ahead of French, Japanese and Spanish. There are numerous reasons why German was, is and will be worth learning, especially for Business students:

- Germany plays a significant role in world-wide trade relations
- Germany has a historical influence on and importance in European Union and world politics
- German is a primary language used in science
- German is the original language of many masterpieces in world literature and philosophy, for example by authors such as Goethe, Marx, Freud or Einstein.

Here at Hochschule Mainz, we aim at giving students the opportunity of improving their language skills on all levels. To find the best course for you, you will be asked to take a written online test before being invited to a short interview, so that the right course can be found for you. The courses are divided up according to the Common European Framework (Gemeinsamer Europäischer Referenzrahmen) from level A1 to C1

A1: The user can communicate in basic German with help from the listener
A2: The user can communicate in German within a limited range of contexts
B1: The user can communicate essential points and ideas in familiar contexts
B2: The user can use German effectively, with some fluency, in a range of contexts
C1: The user is able to use German fluently and flexibly in a wide range of contexts

The courses take place once a week for four lecture hours. You are invited to join!

For questions and further information, please contact Tilman Kromer tilman.kromer@hs-mainz.de or see our homepage under <https://www.hs-mainz.de/studium/services/fachbereichsuebergreifend/sprachenzentrum/kursangebot/daf/>

Wir freuen uns auf Euch!

Deutsch (Beginner A1.1)	001-907015
Deutsch (Beginner A1.2)	001-907025
Deutsch (Intermediate A2.1)	001-907115
Deutsch (Intermediate A2.2)	001-907125
Deutsch (Intermediate B1.2)	001-907225
Deutsch (Advanced B2.2)	001-907325
Deutsch (Academic German C1.2)	001-907425

Before registering for the German classes, you need to take an **online assessment test** to find the right course level. Those who have no prior knowledge of German so far can directly register for the A1.1 course without an assessment. All others should do the following online tests depending on their learning experience so far.

for Level A1 to B1: <https://www.hueber.de/menschen/einstufungstest>

for Level B2 to C1: <https://www.hueber.de/sicher/einstufungstest>

At the end of the test you will receive a result with the percentage of the exercises you filled out correctly and a recommendation for the course level you should continue with. Please send an e-mail with your name and your home university and the result to tilman.kromer@hs-mainz.de before your start at the Hochschule.

Additional Languages on request

Other language courses (French, Spanish, Russian, Polish, Chinese etc.) possible, details can be given at the beginning of the semester. Please consider that you will have an approach in German language (especially in the beginner courses).

	Course number	Hours per week	ECTS
French A1.2	001-900023	4	3
French A2	001-900103	4	3
French B1	001-900203	4	5
French B2	001-900305	4	5
Spanish A1	001-901003	4	3
Spanish A2	001-901103	4	3
Spanish B1.1	001-901213	4	5
Spanish B1.2	001-901225	4	5
Spanish B2.2	001-901325	4	5
Chinese A1.1	001-902013	4	3
Turkish B2	001905305	4	3
Russian A2	001-904103	4	3

Course selection and Course Choice

As an exchange student you can choose your individual programme from the whole study programme offered by the business department (most of the courses are offered in our Business study programme BSc), maximum workload of 30 ECTS credit points per semester (6 courses to 5 ECTS points). Bachelor students select only modules on Bachelor level, Master students only modules on Master level.

Exchange students who do not speak German are able to select only modules offered in English. Please make sure that your English language skills are good enough to be able to follow lectures, hold presentations and write assignments and examinations in English.

ECTS- EUROPEAN CREDIT TRANSFER SYSTEM
Preliminary COURSE CHOICE – 2022/23



Winter semester: Summer semester
 Academic Year:

Name of student: _____
 Sending institution: _____ Country: _____

DETAILS OF THE PROPOSED STUDY PROGRAMME ABROAD/ COURSE CHOICE

Hochschule Mainz (D Mainz08), School of Business, Germany Bachelor Master

Course unit code	Course unit title (as indicated in the information package)	Number of ECTS credits
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.....
Alternative Modules: Course unit Code		
.....
.....

If necessary, continue this list on a separate sheet

Student's signature:Date:

SENDING INSTITUTION
 We confirm that this proposed programme of study / learning agreement is approved.
Date, Co-ordinator's signature

RECEIVING INSTITUTION
 We confirm that this proposed programme of study / learning agreement is approved.
Date, Co-ordinator's signature

Bachelor Kursangebot in
deutscher Sprache
Academic Year 2022/23



WIRTSCHAFT
HOCHSCHULE MAINZ
UNIVERSITY OF
APPLIED SCIENCES

Bachelor Kursangebot in deutscher Sprache / Bachelor courses taught in German Language

Kurs / Course	Code	SWS h/w	ECTS credits	Page
Pflichtfächer siehe Modulhandbuch https://www.hs-mainz.de/fileadmin/Wirtschaft/Studiengaenge/BA_BWL_VZ/pdf/Modulhandbuch_BWL_BSc.pdf				
BWL Basics	021-2101	4	5	
Grundzüge des Rechnungswesens	021-2103	4	5	
Grundlagen des Vertragsrechts	021-2104	4	5	
Mathematik	021-2102	4	5	
Wahlpflichtfach Studium Integrale und Sprachen, z.B. Soziale Kompetenz, ECDL Licence, Querdenker	Individual codes	4	2	
Methodik/Systematik/Präsentation	021-2106	4	5	
Kosten und Leistungsrechnung	021-2202	4	5	
Recht II	021-2203	4	5	
Statistik	021-2201	4	5	
Personalwesen und Organisation	021-2206	4	5	
Investition und Finanzierung	021-2302	4	5	
Materialwirtschaft/ Logistik /Produktion	021-2303	4	5	
Mikroökonomie	021-2301	4	5	
Unternehmen und IT	021-2305	4	5	
Jahresabschluss	021-2402	4	5	
Makroökonomie	021-2401	4	5	
Steuern	021-2404	2	2	
Digitale Wirtschaft	021-2405	4	5	
Optionen siehe Modulhandbuch https://www.hs-mainz.de/fileadmin/Wirtschaft/Studiengaenge/LLB_WR_VZ/pdf/modulhandbuch/Modulhandbuch_Optionen_BSc.pdf				
Wahlpflichtfächer siehe Modulhandbuch https://www.hs-mainz.de/fileadmin/Wirtschaft/Studiengaenge/BA_BWL_VZ/pdf/Modulhandbuch_BWL_BSc_WPF.pdf				
Kursauswahl und Course choice				2

Detaillierte Modulhandbücher auf unserer Web Seite www.hs-mainz.de