

Berlin – Berlin – Prague (IB) YG 2017

Programme Overview

Semester 1: SRH Hochschule Berlin

Course/ Module No.	Name of Course/Module	Credits	Self- Study	Contact Level	Notes
M1	Leadership and Global Strategic Management	5	75	50	
M5	Risk Management in Value Creation	5	80	45	
M7	Contract Knowledge Management	5	75	50	
M8	International Contract and Company Law	5	75	50	
M13	Project Development I	5	80	45	
M15	Case Studies	5	80	45	
		30	465	285	

Semester 2: SRH Hochschule Berlin

Course/ Module No.	Name of Course/Module	Credits	Self- Study	Contact Level	Notes
M2	Intercultural Management	5	85	40	
M6	Risk Management in Financing	5	80	45	
M9	Negotiation and Conflict Management	6	93	57	
M10	Technological Foresight and Commercialization Strategies	6	102	48	
M14	Project Development II	5	80	45	
M16	Company Project I	5	80	45	Module on a pass/fail basis.
M18	Master Seminar	6	96	54	
		38	616	334	

Semester 3: Metropolitan University of Prague

Course/ Module No.	Name of Course/Module	Credits	Self- Study	Contact Level	Notes
MUP(3)-01	Master's Dissertation Seminar 1	5			
MUP(3)-02	Financial and Capital Markets	5			
MUP(3)-04	International Business Techniques 2	5			
MUP(3)-05	Marketing Communication	5			
MUP(3)-06	Legal Protection of Industrial and other Intellectual Property in International Trade	5			Free choice course 1
MUP(3)-07	Free choice course 2*	5			
		30			

* Free choice courses 2 options:

- Microeconomics 2
- Decision Making under Risk

Further options will be provided by MUP each semester

Semester 4: Metropolitan University of Prague

Course/ Module No.	Name of Course/Module	Credits	Self- Study	Contact Level	Notes
MUP(4)-01	Master's Dissertation Seminar 2	5			
MUP(4)-03	External Economic Relations of the European Union	5			
MUP(4)-04	Analysis of the Securities Market	5			
MUP(4)-05	International Law	5			Free choice course 1
MUP(4)-06	Free choice course 2*	5			This course will be acknowledged for the Master Thesis.
		25			

+ 5 ECTS for Master Dissertation

* Free choice courses 2 options:

- Macroeconomics 2
- Optimization Methods
- International Monetary Systems
- Statistical Tools for Data Analysis
- Practical Training (Internship of 240 hours minimum)

Further options will be provided by MUP each semester

Course/Module Description (1st Semester Berlin)

M1 Leadership and Global Strategic Management

The module "Leadership & Global Strategic Management" is the frame and essential core of the focal discipline Leadership & Global Strategies. It is based on a body of knowledge which is to assist future managers to tackle business situations across borders and cultures with a focus on leadership and strategic management issues, country/regional knowledge and cross-border transactions knowledge. The foundation of the course is a sound understanding of the discipline of leadership and strategic management itself and its linkage to globalized value added chains. It is based on the grounds of providing an understanding of the fundamentals of economical thinking. After analysing which core competences enable a company to go global, focus is on the selection of potential host countries and the critical discussion of potential selection criteria. Finally, the strategic decision on which entry mode into a host country should be chosen is being tackled by applying the transaction-cost approach. Given certain conditions, a company that fails to become global might lose its competitiveness. Therefore a manager must develop a sharpened awareness towards major forces like worldwide technological developments or the resurgence of nation-states in order to be able to judge a constantly changing global environment and to derive adequate strategic solutions.

M5 Risk Management in Value Creation

In the field of risk management the module "Risk Management in Value Creation" conveys risk at all levels of an organization during the value creation process. At the corporate level, questions about the firm's strategy must be answered with an eye on the risks that can secure the greatest value for shareholders. Business unit managers evaluate projects with different risk characteristics and departments design contracts for customers that share risk.

In addition, the risks facing the value creation change continuously due to the fast pace of innovations. Therefore, the management of risk is not a static but a dynamic process of identification, analysis, and treatment of risks that should be reviewed regularly. All of these aspects illustrate the importance of risk management. It is therefore necessary to have a comprehensive understanding of risk management tools and techniques and their functions at corporate, strategic business units and project levels to survive in today's market place.

M7 Contract Knowledge Management

The module "Contract Knowledge Management" deals with contracts on a general basis in their context with law and legislation, explaining the function of contracts in legal systems. Using the example of continental-European law, the connection between law, legislation and contract is clarified and the philosophical foundation of law is laid. Differences to the Anglo-American system are highlighted. Building on this, students will acquire the fundamentals of Contract Knowledge Management as part of legal Risk Management. Students are to learn how, regardless of the type of contract or national legal system, contracts are written, administrated and analysed in order to utilize company contract knowledge. The objective is to integrate contracts into business-related, technological and organisational problems of a company. These will also be touched upon in module 13 as part of Project Development. Altogether, the module consolidates knowledge of economic activities from a legal perspective and helps students to understand the sources of law and how to think clearly and argue in a structured way.

M8 International Contract and Company Law

The module "International Contract and Company Law" conveys fundamental knowledge within the framework of Compliance Management and Risk Management, which focuses on risks of production and finances. Within this context Risk Management can be classified from a legal point of view. On the basis of contract and company law the module provides a systematic introduction to civil law. Like this a first context is created, where the various management techniques can also be integrated according to a legal point of view. This applies particularly to module 7 that takes place at the same time and focuses on contract administration. The presentation is supported by the legal part of module 13, with a more practical alignment. By means of the interplay of these three modules the students are provided with a minimal legal basis already during the first semester. Module 8 focuses on German contract and company law, which is supplemented and contrasted by the US American law or English law and the European company law. Imparting legal competence of methods is a second priority besides the transfer of specialized knowledge. This is how the students are introduced to a legal method of thinking and working. In particular, they learn about systematic and abstract thinking, precise reading, the methodology of handling legal cases, styles of expert's opinions and judgments. On top of that, they are made familiar with the handling of laws within a codified legal system by means of a selection of German laws. A third priority will be the development of the necessary skills for the compliance management required for the dealing with legal issues.

M13 Project Development I

The module "Project Development I" provides an overview of all relevant aspects of a successful project management. The students of the international course of studies are given an introduction to the basic aspects of project management; in addition the practical relevance of basic legal knowledge imparted in module 8 is being explained by means of a specific field of business, while module 7 is expanded upon and enhanced in the process. Students taking part in the full frame curriculum are additionally equipped with the necessary qualifications for module 16. The module is divided into project management and law. In "Project Management I" contents, structure and stages of a project are presented. By doing so, knowledge and abilities for dealing with risks in the form of project disruptions, conflicts and problems of acceptance are conveyed as well as aspects of multi-project management and project oriented company management. The part of "Legal Aspects of Project Management" places special emphasis on a reliable safeguarding of project risks. It will be demonstrated from a legal point of view, in as how risk situations are also determined by project structures as well as by the preparation of quotes and contracts.

M15 Case Studies

The module "Case Studies" gives students the opportunity to build upon their knowledge of the key areas of business, law and international trade in particular as they relate to the areas of leadership, governance, risk and contract management, innovation management and other business disciplines. Students will discuss case studies relating to different areas of business. They will be expected to analyse the cases, answer questions relating to the cases and justify any proposed solutions using a combination of qualitative and quantitative techniques. In some cases, the issues will be clear, in other cases, the students must decide where the problems are. The following topics will be covered:

Strategy development – how are strategies developed when it is clear that not everything can be known? What determines the choices that are made?

Strategy implementation – in other words, organisational change. Why is it so difficult? How can change best be managed?

Globalisation – strategies, tactics, challenges, ethical issues.

Students work with case studies and investigate how theory applies to practice and how practice relates to theory. They develop an understanding of the complex way in which the various areas of business administration relate to each other. Students learn to understand the issues that lie behind the symptoms that are described in the cases. Students present their recommendations for actions that an organisation could take and learn how to justify their arguments using qualitative and quantitative methods.

Course/Module Description (2nd Semester Berlin)

M2 Intercultural Management

The module “Intercultural Management” as part of the focal discipline Leadership & Global Strategies structures intercultural management challenges and provides key variables for improved practice. Communication and interaction in different cultures are a component of this module.

M6 Risk Management in Financing

The module “Risk Management in Financing” as part of the field of Risk Management helps students to understand the financial environment of companies, interpret financial statements, apply the risk and return concept, and to estimate future project cash flows. With this knowledge students will be able to identify, analyse and find appropriate actions for financial risks and opportunities in the fields of capital budgeting, financing as well as working capital management of companies. In this context, the useful application of possible financial instruments is examined. This will include whether the agreed terms of payment between customer and supplier are kept to and whether there are sufficient valuable and liquid securities.

M9 Negotiation and Conflict Management

The module “Negotiation and Conflict Management” as part of the focal discipline Contract Management has two different priorities: Firstly, it deals with negotiation management, the preparation, realization and termination of negotiation regardless of a national legal order. When it comes to realization, Harvard-method negotiation and intercultural issues are focal aspects. Secondly, it deals with conflict management. The subject will be legal conflict management in continental-European and Anglo-American practice. Methods and solutions of mediation and arbitration are discussed in order to understand and learn how to apply legal options of conflict management in companies.

M10 Technological Foresight and Commercialization Strategies

The aim of the module “Technological Foresight and Commercialization Strategies” as part of the focal discipline Innovation Management is to enable future managers to develop competitive advantages through technological foresight. In order to facilitate a successful placement in the market, identification, assessment and implementation techniques are paramount. This will become more and more important in a global environment that is characterized by increasing competitive pressure, growing technological dynamics, the merging of different technical areas and substantial financial expenditures. The development of plans and strategies within a company has to concentrate on technological improvement of the present business as well as on recognizing technological trends and identifying future business segments. As a prerequisite the respective internal business areas need to develop core competences such as ability for diagnosis and evaluation which are based on an organizational integration of technological foresight. When developing market entry strategies it can be assumed that in some cases it is still unclear who the prospective customers of the technology-induced projects are. However in the best case of market-pull-innovations there often is a very specific knowledge of customer profile and needs. Both impulse forms of technology development ask for different market entry strategies and thus for adequate consideration of different market risks.

M14 Project Development II

The module “Project Development II” continues module 13 with regard to acquiring the necessary specialized, methodical and social competence required for the successful planning and implementation of a project, and extends the imparted knowledge and abilities regarding specific problems of project management. This way it provides a basis for modules 16 & 17. The module continues the division into project management and law. Regarding project management it focuses in first place on project controlling, internal project marketing, aspects of company management as well as on the processes of learning and alteration that can be initiated and shaped by project management. The understanding of contractual regulations as instruments of project management are deepened further from a legal point of view, in order to avoid as far as possible problems during project implementation, otherwise however, to confront them at least in an appropriate manner. In this context connections with alteration, conflict and risk management are equally provided.

M16 Company Project I

The module “Company Project I” enables the students to apply acquired methods and tools introduced in class within a company. Based on the fundamental entrepreneurial business model (e.g. market, product, financing, communication and distribution model) corporate key problems are dealt with by means of the acquired tools and methods.

M18 Master Seminar

The module “Master Seminar” deals with scientific working methods from a business/economic and legal point of view. The emphasis is on techniques of economic science such that hypothesis formation as well as the central concepts and approaches may be integrated into effective implementation of business research (methods of business segment analysis) both within the framework of a postgraduate course of studies and within a company environment. Context to various industries is also established through various business games. At the module's completion, the students fully know how to narrow down scientific problems in a target-oriented way, how to handle essential tools and sources of information, as well as to evaluate and present these data. What is more, the students fine-tune their abilities of reporting. The module concentrates on coordinating problems with methods and offers a precise analysis of techniques for collecting data and of their analysis. In the end, the students are in the position to apply their

newly acquired abilities in a professional environment. From a legal point of view, we pick up the fundamentals of the modules 7 and 8 concerning methods of legal thinking and working. While the focus is there on the simple practice-related solving of cases, this module deals with a scientific discussion of problems by means of literature and jurisdiction in continental European and Anglo-American law.

Course/Module Description (3rd Semester Prague)

MUP(3)-01 Master's Dissertation Seminar 1

The course familiarizes students with formal requirements of the final dissertations and the basic and advanced methods of scholarly text processing.

MUP(3)-02 Financial and Capital Markets

The objective of the course is to present fundamentals and basic principles of the financial market and its segments, with its functions, structure and institutional arrangements. The course furthermore deals with investment instruments traded on financial markets, including global and specific factors that determine the evolution of prices of these instruments and return, risk and liquidity associated with them. Attention is also paid to the globalization of financial markets and the problems of international investment.

MUP(3)-04 International Business Techniques 2

The course follows up the Techniques of International Trade I, taught in the Bachelor's Degree programme. Its purpose is to broaden and deepen the knowledge of students and prepare them for the practical realization of commercial activities customary in the European Union, and also points to some specifics in trade with third countries.

MUP(3)-05 Marketing Communication

The course Marketing Communication builds on the basic knowledge of students from previous marketing courses and thus represents an opportunity for practical application in creating advertising campaigns, brand management or sales promotion activities. The case studies and examples of specific media campaigns at home and abroad are the core of the course. Students will learn how to properly target the communication, plan, implement, fund and evaluate it. The course also represents an opportunity for students to practice the use of means of the below the line communication in distribution and to create model projects aimed at building public relations (PR). Students will be also introduced into communication activities of companies participating at exhibitions and learn about the applications of marketing resources in politics and propaganda. The last block focuses on ethical issues and the impact of marketing communications on general relations in society.

MUP(3)-06 Legal Protection of Industrial and other Intellectual Property in International Trade (Free choice course 1)

The course focuses on explanation of basic concepts of copyright law, patents and utility models, industrial designs, trademarks, appellations of origin, trade secrets and know-how in the context of relations with an international element. The course also offers a complex view on the regulation of these relations in the Czech Republic, in Europe and internationally. Students will be introduced into issues of licensing agreements with particular regard to contracts in international environment, enforcement of intellectual property rights, valuation of intangible assets and legal-industrial background research with a focus on industrial safety legislation. The course also briefly mentions the issue of unfair competition and its legal remedy. The final section focuses on international agreements, such as the TRIPS Agreement, and on international multilateral treaties, particularly in terms of the World Intellectual Property Organization (WIPO). Last but not least, students will learn more about international and European legislation harmonization in this area, with special emphasis on the EU legislation.

MUP(3)-07 Free choice course 2

Course/Module Description (4th Semester Prague)

MUP(4)-01 Master's Dissertation Seminar 2

The course is conducted in the form of individual or group consultations of students with their dissertation supervisors, according to an agreed schedule.

MUP(4)-03 External Economic Relations of the European Union

The course begins with classification of the EU instruments based on primary law. It introduces the basics of various external policies, with an emphasis on historical, economic and political context of their creation and implementation. Attention will be also paid to the implementation tools of these policies. The course furthermore focuses on initial conditions of formation of the EU bilateral and multilateral relations with third countries (groups of countries) and it also offers an insight into key facts about the importance of individual countries and regions of the world in terms of the interests of the EU.

MUP(4)-04 Analysis of the Securities Market

The aim of the course is to deepen the knowledge and practise the methods, ways and procedures for analysing securities, with a particular focus on equity and debt instruments, and then to apply the gained knowledge to selected equities or bonds and markets. Students will be familiarised with the most commonly used methods and techniques of fundamental, technical and psychological analyses. Attention is furthermore paid to the data base used by these analyses and also to selected analytical problems.

MUP(4)-05 International Law (Free choice course 1)

The aim of the course is to familiarize students with basics of international economic law and public international law relevant to students of an International Business specialisation. Attention is paid to the sources of international law, companies (especially national and international organizations) accountability and coercion, etc. In the context of international economic law, the course focuses mainly on the WTO law, development issues and the protection of international investments.

MUP(4)-06 Free choice course 2