

Berlin – Shanghai – Berlin (YG 16)

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: Tongji University Shanghai

Course/ Module No.	Name of Course/Module	Credits	Self- Study	Contact Level	Notes
S(2)-01	Survey of China	3			Corresponds to 6 ECTS credits
S(2)-04	Technology Innovation and Management	2			Corresponds to 4 ECTS credits
S(2)-08	Project Investment and Financing	2			Corresponds to 4 ECTS credits
S(2)-11	Corporate Finance	2			Corresponds to 4 ECTS credits
S(2)-13	Managerial Economics in China	3			Corresponds to 6 ECTS credits
		12			Corresponds to 24 ECTS credits

Semester 3: SRH Hochschule Berlin

Course/ Module No.	Name of Course/Module	Credits	Self- Study	Contact Level	Notes
M2	Intercultural Management	5	85	40	
M3	International Legal Framework for Foreign Trade	6	96	54	
M4	Human Resource Management and Ethical Leadership in International Enterprises	5	80	45	
M11	Strategic Network Management	6	102	48	
M12	International Protection of Intellectual Property	5	85	40	
M17	Company Project II	5	80	45	
M18	Master Seminar (Online)	6			A grade will be given through the Master Thesis Proposal.
		38	528	272	

Semester 4: SRH Hochschule Berlin

Course/ Module No.	Name of Course/Module	Credits	Self- Study	Contact Level	Notes
M19	Master Internship	5	116	9	Six weeks of length. Report to submit at SRH.
M20	Master Thesis	20	480	20	
		25	596	29	

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 specialised 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 Shanghai)

Survey of China

This course is to present a fairly systematic account of Chinese culture. The geography, the history and the classical philosophy of China are introduced to begin with, which helps to explore the roots of Chinese culture. Then, we go further with some of the most splendid Chinese artistic traditions for they are all taken as carriers of Chinese culture. Considering Chinese culture is pervading all the respects of present typical Chinese life, Chinese etiquette, Chinese folklore and customs and even Chinese cuisine are discussed in our class. A wide range of topics are to be covered in the course. To help overseas students understand better, lectures on some topics are given by comparison with those in western cultures.

Technology Innovation and Management

This course introduces the systematic theories, method and implementation of technological innovation management. We put emphasis on the process of technological innovation, sources of innovation and types of innovation, new product entry timing, technology strategy formulation, new product development process and project management, innovation organization and R&D team management, innovation protection and technology transfer as a competition strategy, etc. Through the introduction of this course, the graduates will not only acquire the technological innovation capacity, but also be familiar with the formulation and implementation of technological innovation strategy, which cater to the business demands.

Project Investment and Financing

“Project Finance” is an important compulsory Master of Engineering course. Based the idea and perspective of international and development, taking project investment and financing as research object, starting from development and connotation of project investment and financing, analyzing and elaborating content include project finance risk management, investment structure, fund structure, credit guaranty structure and so on. In order to foster students possess ability of project finance plan, analysis and compare, solve practical problems, better adapt society through study this course. This course primarily takes classroom theory instruction, supplemented by case teaching, classroom discussions.

Corporate Finance

This course is advanced corporate finance which designed for graduate students. Thus, it won't cover topics like NPV, time value of money, valuation of stocks and bonds, etc, which I assume should be covered in undergraduate-level corporate finance. This course is kind of research oriented, in which I will introduce classic theories of corporate finance and offer empirical evidence of those theories. For example, theories that explain the decisions of capital structure and evidence supporting those theories. Besides, I'm also interested in introducing some empirical findings in Chinese firms, by which we could learn the impact of different institutional factors. Meanwhile, the students are required to read and discuss some quality papers. My objective is to give you a broad overview of relevant research, both theoretical and empirical, in what I consider to be some of the major subject areas for corporate finance.

Managerial Economics in China

This is level 2 microeconomics course. It is less theoretical than a microeconomic principles course and more attention is given to topics which are relevant to managerial decision making. Managerial economics concerns the decisions made within a firm. Microeconomic theory looked extensively at the production decisions of firms when maximizing profits, but managerial economics goes much beyond that. Managers, the decision makers in firms, determine their pricing strategy, who to hire and fire, how to reward workers, and how to motivate workers. Managers must also solve logistical problems such as how to distribute their goods for sale, how to minimize the cost of producing a given production target, how much inventory to hold, where and how to spend advertising dollars, whether or not to expand the firm with more factory lines or more factories, and how to optimally search the market place for new ideas/technologies or competitors' prices. Firm owners must also decide how to reward their managers.

Course/Module Description (3rd 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.

M3 International Legal Framework for Foreign Trade

The module “International Legal Framework for Foreign Trade” accompanies module 12 and together with it covers the entire spectrum of legal terms regarding foreign trade. The module focuses on imparting a comprehensive knowledge for judging and handling of foreign trade business. At the same time however, the competence regarding methods already acquired in the core modules, is developed further. This is how the students learn to apply their knowledge of risk management to the risk promoter “Internationality” as well as to specific risk situations like project financing, issues of competition and European placing of orders. Requirements to contract management of international contracts are equally taken into consideration as well as compliance

management that is being dealt with by the example of export control. Apart from considering international law, special attention is given to the European Union as an example of a regional jurisdiction.

M4 Human Resource Management and Ethical Leadership in International Enterprises

The module "Human Resource Management and Ethical Leadership in International Enterprises" aims to develop knowledge and understanding of the core activities of Leadership and Human Resource Management in a globalised world. Students cover why and how managers operating in the international business environment must manage human resources and lead the organisation in ways that take into account national and regional differences in the economic, cultural, political, legislative and institutional environment. At the same time, against the background of the rise of stakeholder capitalism, the course covers how managers and leaders can come to terms with developments like Corporate Social Responsibility and become ethical HR managers and leaders.

M11 Strategic Network Management

The module "Strategic Network Management" comprises knowledge that enables future managers to apply successful strategies within global networks. Companies which strive for profound technical / product / market knowledge as well as better market access often have to take decisions in favour of strategic partnerships. Approaches on co-operative strategies are defined and briefly discussed. Focus is on which elements can be coped with in the framework of contracting and which elements cannot be covered (relational contracting). Especially in the innovation context, managers have to deal with high information insecurity and asymmetry that can make such co-operative strategies risky, because contracts usually remain incomplete and the behaviour of partners is often difficult to predict or control. Learning opportunities can at the same time lead to unwanted knowledge spill-overs. Managing strategic networks in the innovation context therefore needs a special awareness in the actor groups concerned. As final input, insights from sociology are provided in order to make informal networking 'visible' in the management context. Especially the growth of social networks has underlined that informal behavioural patterns cannot any longer be ignored in strategic management.

M12 International Protection of Intellectual Property

The module "International Protection of Intellectual Property" forms the basis of an effective technology management within the framework of innovation management. In addition, it represents an important supplement to module 3, by dealing with licence agreements that were not included in the division of foreign trade. According to the deliberately wide-ranging subject matter, the protection of intellectual property is being treated comprehensively and in view of its varied manifestations, effects and possibilities of application. We are not only looking at the functions of proprietary rights and their different application procedures, but also at the corporate handling of proprietary rights and know-how. In addition methodical competences acquired in core modules are deepened and are transferred to concrete real-life situations. This concerns above all risk management that is required for e.g. the question, whether to apply or not, application in which markets, protection of corporate secrets, but even for licence agreements.

M17 Company Project II

The module "Company Project II" conveys to the student's current applied research assignments and processes within a real corporate environment. Alternatively, the students may actively participate in the research of SRH Hochschule Berlin within the framework of their acquired competencies. The students will gain insight into the research scene and methods. Research transfer into entrepreneurial practice is graphically conveyed to the students by means of actual research projects.

M18 Master Seminar (Online)

This online course will be conducted through the online learning platform Moodle. You will learn and repeat scientific writing methods, citation and formatting guidelines, get in touch with thesis elements and prepare your Thesis Proposal.

Course/Module Description (4th Semester Berlin)

M19 Master Internship

At the end of the second academic year the module serves as preparation of taking on responsible jobs in a company. Knowledge and proficiencies acquired so far are being employed in a responsible position in a company in an application-oriented way. Contact to companies is equally attended to and deepened. Like this a personal profile formation can be furthered and fine-tuned even under a practical aspect. Ideally there is a synergy of contents between a Master's Internship and the Master Thesis.

M20 Master Thesis

The module "Master Thesis" serves to show the ability for independent scientific working and for an independent solving of practice-oriented problems.