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ABWL EN (engl.) - Introduction to Business (ABWL-Eng)

ABWL EN (engl.) - Introduction to Business

Allgemeine Informationen	
Modulkürzel oder Nummer	ABWL EN (engl.)
Modulverantwortlich(e)	Prof. Dr. Wiechern, Rob (rob.wiechern@fh-kiel.de)
Lehrperson(en)	Prof. Dr. Wiechern, Rob (rob.wiechern@fh-kiel.de)
Wird angeboten zum	Wintersemester 2024/25
Moduldauer	1 Fachsemester
Angebotsfrequenz	Unregelmäßig
Lehrsprache	Englisch
Empfohlen für internationale Studierende	Ja
Ist als Wahlmodul auch für andere Studiengänge freigegeben (ggf. Interdisziplinäres Modulangebot - IDL)	Nein

Studiengänge und Art des Moduls (gemäß Prüfungsordnung)
Studiengang: B.A. - BWL BA - Betriebswirtschaftslehre Modulart: Pflichtmodul Fachsemester: 1

Kompetenzen / Lernergebnisse
<i>Kompetenzbereiche: Wissen und Verstehen; Einsatz, Anwendung und Erzeugung von Wissen; Kommunikation und Kooperation; Wissenschaftliches Selbstverständnis/Professionalität.</i>
Die Studierenden können die grundlegenden Begriffen und Konzepte der Betriebswirtschaftslehre benennen, beschreiben und voneinander abgrenzen. Die Studierenden können Bezüge zwischen einem Fall/einem Problem/einer Fragestellung und einer Regel/einer Methode/einem Modell/einer Theorie herstellen und verschiedene Lösungsverfahren anwenden.
Die Studierenden können grundlegende betriebswirtschaftliche Entscheidungen treffen und die Auswirkungen dieser Entscheidungen reflektieren.
Die Studierenden können Ziele für Lern- und Arbeitsprozesse definieren sowie ihre Lern- und Arbeitsprozesse eigenständig und nachhaltig gestalten. Die Studierenden können betriebliche Anforderungen erkennen, erläutern und beschreiben sowie diese in das Unternehmensumfeld einordnen.
Die Studierenden ... Können selbstständig grundlegende offene Aufgabenstellungen bearbeiten. Sie reflektieren die eigenen Fähigkeiten bzgl. grundlegender betriebswirtschaftlicher Fragestellungen sowie darauf bezogener Begriffe, Konzepte, Ansätze und Methoden. Entwickeln ein professionelles Verhalten im Geschäftsumfeld. Erlangen die Fähigkeit zur kritischen Reflexion von betriebswirtschaftlichen und unternehmerischen Konzepten.

Angaben zum Inhalt

Lehrinhalte	Overview of Content: 1. Various Aspects of the Business Environment 2. Management & Leadership 3. Strategy 4. Organization 5. Accounting & Finance 6. Marketing 7. Human Resource Management 8. Innovation 9. Operations Management #globalisierung #glokalisierung #digitaletransformation #institutionellerahmenbedingungen #managementtheorie #führungsansätze #strategischeumweltanalyse #strategischeunternehmensanalyse #aufbauorganisation #organisationskultur #personalgewinnung #personalentwicklung #marktforschung #marketingmix #finanzierung #internesrechnungswesen #produktinnovation #prozessinnovation
Literatur	Needle, D.: Business in Context. An introduction to Business and its Environment. 7th edition, 2019 Lecture materials: 1) Presentation slides 2) Case Studies

Lehrformen der Lehrveranstaltungen

Lehrform	SWS
Lehrvortrag + Übung	6

Arbeitsaufwand

Anzahl der SWS	6 SWS
Leistungspunkte	5,00 Leistungspunkte
Präsenzzeit	72 Stunden
Selbststudium	78 Stunden

Modulprüfungsleistung

Voraussetzung für die Teilnahme an der Prüfung gemäß PO	Keine
ABWL EN (engl.) - Portfolioprüfung	Prüfungsform: Portfolioprüfung Gewichtung: 100% wird angerechnet gem. § 11 Satz 2 PVO: Nein Benotet: Ja

BA-WM II - BP - Business Psychology

BA-WM II - BP - Business Psychology

Allgemeine Informationen	
Modulkürzel oder Nummer	BA-WM II - BP
Modulverantwortlich(e)	Walsh, Stephen (stephen.walsh@fh-kiel.de)
Lehrperson(en)	Walsh, Stephen (stephen.walsh@fh-kiel.de)
Wird angeboten zum	Wintersemester 2024/25
Moduldauer	1 Fachsemester
Angebotsfrequenz	Regelmäßig
Angebotsturnus	In der Regel jedes Semester
Lehrsprache	Englisch
Empfohlen für internationale Studierende	Ja
Ist als Wahlmodul auch für andere Studiengänge freigegeben (ggf. Interdisziplinäres Modulangebot - IDL)	Ja

Studiengänge und Art des Moduls (gemäß Prüfungsordnung)
Studiengang: B.A. - BWL - Betriebswirtschaftslehre (letzte Aufnahme SoSe 2024) Modulart: Wahlmodul Fachsemester: 2, 4, 5
Studiengang: B.A. - BWL BA - Betriebswirtschaftslehre Modulart: Wahlmodul Fachsemester: 5, 7
Studiengang: B.Sc. - WINF - Wirtschaftsinformatik (6 Sem.) Modulart: Wahlmodul Fachsemester: 2, 3, 5
Studiengang: B.Sc. - WINF 7 Sem. - Wirtschaftsinformatik (7 Sem.) Modulart: Wahlmodul Fachsemester: 4, 5

Kompetenzen / Lernergebnisse
<i>Kompetenzbereiche: Wissen und Verstehen; Einsatz, Anwendung und Erzeugung von Wissen; Kommunikation und Kooperation; Wissenschaftliches Selbstverständnis/Professionalität.</i>

On successful completion of the course students will:
• have an understanding and have knowledge of the nature of management and its role in enhancing performance and its relationship to job satisfaction • be able to demonstrate an understanding of the nature of motivation, such as rewards, and of theories and processes which aim to predict how people will behave and perform in the workplace • understand tools for improving performance such as job redesign, job enrichment, empowerment, flexible working, including factors which affect quality of working life • be able to demonstrate an understanding of the ethical responsibilities of management in relation to the motivation of their staff teams • have an understanding how psychological theory and evidence relates to and can underpin practices and problem-solving in business and organisational contexts.
By completing this module, students will have an appreciation of disciplines and forms of professional practice beyond their own, and be able to draw connections between them.
Participating in this module, students will gain an appreciation of the differences between individuals which can affect work performance through centering on both themselves as the manager, and the employee as dependable co-worker, as well as being able to communicate clearly and effectively, in a range of forms, taking account of different audiences, cross-cultural and international awareness and diverse backgrounds.
Students will learn to think independently, analytically and creatively, so as to engage imaginatively with new areas of investigation, and will be able to demonstrate intellectual curiosity and responsiveness to challenges with initiative and resilience.

Angaben zum Inhalt	
Lehrinhalte	Business psychology is the study of human behaviour in the work place. This module aims to provide students with know-how in the skills and understanding of how psychology is effective in the development of best business and management practice from a person-centred point of view, providing an insightful grounding into the psychology of individual and group behaviour at work. This module will equip future leaders and managers with the foundations of theoretical and practical skills, as well as related tools, in business psychological practice to manage people effectively and sympathetically, to understand the dynamics of human interaction in and with the workplace, to be able to utilise theory, concept and models to engage purposeful focus on organisational and personal motivation, performance and satisfaction. In addition to regular lectures, students will also participate in seminar-tutorial-activity sessions where they will be encouraged to be adaptive, link concepts, apply theory to practice; engage in group discussions, problem solving exercises, and a variety of creative activities, such as from: Creative brainstorming; Poster-creating sessions; Article evaluation; Team building exercises; Quizzes; Presentations (mini and extended); Question-and-answer sessions; Case studies; Video discussions; Sharing personal experiences; Cognitive ability tests; Debates; Self-assessment; Peer review and assessment.
Literatur	Reading material and/or links will be issued/delivered throughout the semester.

Lehrformen der Lehrveranstaltungen	
Lehrform	SWS
Lehrvortrag + Übung	4

Arbeitsaufwand	
Anzahl der SWS	4 SWS
Leistungspunkte	5,00 Leistungspunkte
Präsenzzeit	48 Stunden
Selbststudium	102 Stunden

Modulprüfungsleistung	
Voraussetzung für die Teilnahme an der Prüfung gemäß PO	Keine
BA-WM II - BP - Hausarbeit	Prüfungsform: Hausarbeit Gewichtung: 100% wird angerechnet gem. § 11 Satz 2 PVO: Ja Benotet: Ja Anmerkung: Students will be put into teams to work together on a semester paper that requires significant and relevant research into topics of business-related psychological theory.

Sonstiges	
Empfohlene Voraussetzungen	A level of English language ability which will allow for: ◦ the understanding of psychological/academic texts ◦ effective communication in and outside of lectures - between team members and the lecturer ◦ appropriate delivery of a written academic (team) case study report.
Sonstiges	Participation in the first lecture is mandatory. Exemption is only possible by prior arrangement and for exceptional circumstances (which can be proved). Regular attendance is recommended as the module is assessed by means of a written teamwork case study report. Dieses Wahlmodul gehört zur Gruppe der "Interdisziplinären Lehre" - BA-WM II.

MRKT-e - Marketing

MRKT-e - Principles of Marketing

Allgemeine Informationen	
Modulkürzel oder Nummer	MRKT-e
Modulverantwortlich(e)	Prof. Dr. Hardiman, Marco (marco.hardiman@fh-kiel.de)
Lehrperson(en)	Prof. Dr. Hardiman, Marco (marco.hardiman@fh-kiel.de) Dr. Qushta, Jassir (jassir.qushta@fh-kiel.de)
Wird angeboten zum	Wintersemester 2024/25
Moduldauer	1 Fachsemester
Angebotsfrequenz	Regelmäßig
Angebotsturnus	In der Regel jedes Semester
Lehrsprache	Englisch
Empfohlen für internationale Studierende	Ja
Ist als Wahlmodul auch für andere Studiengänge freigegeben (ggf. Interdisziplinäres Modulangebot - IDL)	Nein

Studiengänge und Art des Moduls (gemäß Prüfungsordnung)
Studiengang: B.A. - BWL BA - Betriebswirtschaftslehre Modulart: Pflichtmodul Fachsemester: 1

Kompetenzen / Lernergebnisse
<i>Kompetenzbereiche: Wissen und Verstehen; Einsatz, Anwendung und Erzeugung von Wissen; Kommunikation und Kooperation; Wissenschaftliches Selbstverständnis/Professionalität.</i>
Course Scope and Mission This course is designed to introduce you to the fundamentals of contemporary marketing through the discussion of theoretical and practical aspects of modern marketing management and application of marketing principles to a real-world case. Students will learn the basic concepts of the marketing definition, consumer behavior, and the principal marketing functions: strategy, product development, branding, pricing, distribution, communication, research, and planning.

This course provides a decision oriented overview of marketing management in modern organizations. The students who succeeded in this course

- ... will be able to Develop strategic skills in identifying marketing opportunities, in order to adapt an organization to its markets.
- ... will be able to Analyze customers, competitors, collaborators and designing the firm's capabilities to serve its markets.
- ... will be able to Explain target market selection.

These objectives will be achieved by a combination of lectures, discussions, videos, cases, assignments, and may be by guest lecturers. The students who passed in this course

- ... will be able to DEFINE meaningful, practical experience in planning and communicating marketing strategies, plans, and programs.
- ... will be able to BUILD managerial skills involved in working effectively with others in a market-oriented team effort.
- ... will be able to DEVELOP insights about creative selection of target markets and blending strategic decisions related to product, price, promotion and place to meet the needs of a target market.

These objectives will be achieved by a combination of lectures, discussions, videos, cases, assignments, and may be by guest lecturers. The students who succeeded in this course

- ... will be able to EXPLAIN the skills in marketing strategy setting, and in translating analytical conclusions into actionable marketing recommendations in enterprises of all kinds.

These objective will be achieved by a combination of lectures, discussions, videos, cases, assignments, and may be by guest lecturers. The students who succeeded in this course

- ... will be able to REFLECT their own abilities regarding today's basic and common marketing challenges.
- ... will be able to IMPROVE their marketing skills, especially new marketing methods and tools, on their own.

Angaben zum Inhalt

Lehrinhalte	0. Introduction into Marketing 1. Marketing: Creating & Capturing Customer Value 2. Company and Marketing Strategy 3. Customer-Driven Marketing Strategy: Creating Value for Target Customers 4. Creating Competitive Advantage 5. Analyzing the Marketing Environment 6. Managing Marketing Information to Gain Customer Insights 7. Consumer Markets and Consumer Buying Behavior 8. Business Markets and Business Buyer Behavior 9. Products, Services, and Brands: Building Customer Value 10. New Product Development and Product-Life-Cycle Strategies 11. Pricing: Understanding and Capturing Customer Value 12. Pricing Strategies 13. Marketing Channels: Delivering Customer Value 14. Retailing and Wholesaling 15. Communicating Customer Value: Integrated Marketing Communications Strategy 16. Advertising and Public Relations 17. Personal Selling and Sales Promotion 18. Direct and Online Marketing Please register in LMS/Moodle for this class. The course with further information will be available in LMS one week before 1st class. It is need to enroll in LMS to get all assignments
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Literatur	? Textbook: Kotler, P. & Armstrong, G., 2023. Principles of Marketing, 19h ed., Global Edition, Prentice Hall.? (older editions are also useable!) ? Required Additional Readings: Listed under each date of class or within the class in the syllabus which is provided in the 1st session. ? Readings will be made available through various ways ? For classroom activities it might be beneficial to bring a device with internet access to the class (e.g. notebook, tablet or smartphone).
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Lehrformen der Lehrveranstaltungen

Lehrform	SWS
Lehrvortrag + Übung	4

Arbeitsaufwand

Anzahl der SWS	4 SWS
Leistungspunkte	5,00 Leistungspunkte
Präsenzzeit	48 Stunden
Selbststudium	102 Stunden

Modulprüfungsleistung

Voraussetzung für die Teilnahme an der Prüfung gemäß PO	Keine
MRKT-e - Portfolioprfung	Prüfungsform: Portfolioprfung Gewichtung: 100% wird angerechnet gem. § 11 Satz 2 PVO: Ja Benotet: Ja

Sonstiges

Empfohlene Voraussetzungen	English language skills
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SCOM (engl.) - SCOM Operations Management (English Language)

SCOM (engl.) - SCOM Operations Management (English Language)

Allgemeine Informationen	
Modulkürzel oder Nummer	SCOM (engl.)
Modulverantwortlich(e)	Prof. Dr. Franke, Peter (peter.franke@fh-kiel.de)
Lehrperson(en)	Prof. Dr. Franke, Peter (peter.franke@fh-kiel.de)
Wird angeboten zum	Wintersemester 2024/25
Moduldauer	1 Fachsemester
Angebotsfrequenz	Regelmäßig
Angebotsturnus	In der Regel im Sommersemester
Lehrsprache	Englisch
Empfohlen für internationale Studierende	Ja
Ist als Wahlmodul auch für andere Studiengänge freigegeben (ggf. Interdisziplinäres Modulangebot - IDL)	Nein

Studiengänge und Art des Moduls (gemäß Prüfungsordnung)
Studiengang: B.A. - BWL BA - Betriebswirtschaftslehre Modulart: Pflichtmodul Fachsemester: 3

Kompetenzen / Lernergebnisse
<i>Kompetenzbereiche: Wissen und Verstehen; Einsatz, Anwendung und Erzeugung von Wissen; Kommunikation und Kooperation; Wissenschaftliches Selbstverständnis/Professionalität.</i>
Students should, at the end of the course, be able to explain the role of operations management in an organization and know the key terms of operations management.
They should furthermore understand and be able to apply the basic concepts and techniques for designing and managing operations. They should be able to evaluate advantages and disadvantages of different operations models. Students should be able to develop case-specific solutions for Operations Management problems, derive Judgments based on their knowledge obtained taking into consideration societal, scientific or ethical insights.
Students should be able to develop case-specific solutions for Operations Management problems in teams.
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Angaben zum Inhalt	
Lehrinhalte	1. Introduction to Operations Management 2. Operations Performance and Strategy 3. Process Design 4. Product Design 5. Supply Network Design 6. Layout Design 7. Operations Technologies/ Job Design 8. Managing Capacities 9. Inventory Management 10. Supply Chain Management 11. Enterprise Resource Management 12. Quality Management #operationsmanagement, #operations, #inventory, #strategie, #supplychain, #erp, #prozessmanagement
Literatur	Slack et al. (current edition): Operations Management

Lehrformen der Lehrveranstaltungen	
Lehrform	SWS
Lehrvortrag + Übung	6

Arbeitsaufwand	
Anzahl der SWS	6 SWS
Leistungspunkte	5,00 Leistungspunkte
Präsenzzeit	72 Stunden
Selbststudium	78 Stunden

Modulprüfungsleistung	
Voraussetzung für die Teilnahme an der Prüfung gemäß PO	Keine
SCOM (engl.) - Präsentation	Prüfungsform: Präsentation Dauer: 60 Minuten Gewichtung: 10% wird angerechnet gem. § 11 Satz 2 PVO: Nein Benotet: Ja
SCOM (engl.) - Klausur	Prüfungsform: Klausur Dauer: 120 Minuten Gewichtung: 90% wird angerechnet gem. § 11 Satz 2 PVO: Nein Benotet: Ja

STRAT-e - Strategisches Management engl.

STRAT-e - Strategic Management

Allgemeine Informationen	
Modulkürzel oder Nummer	STRAT-e
Modulverantwortlich(e)	Prof. Dr. Gulev, Rune Ellemose (rune.e.gulev@fh-kiel.de)
Lehrperson(en)	Prof. Dr. Gulev, Rune Ellemose (rune.e.gulev@fh-kiel.de)
Wird angeboten zum	Wintersemester 2024/25
Moduldauer	1 Fachsemester
Angebotsfrequenz	Regelmäßig
Angebotsturnus	In der Regel jedes Semester
Lehrsprache	Englisch
Empfohlen für internationale Studierende	Ja
Ist als Wahlmodul auch für andere Studiengänge freigegeben (ggf. Interdisziplinäres Modulangebot - IDL)	Ja

Studiengänge und Art des Moduls (gemäß Prüfungsordnung)
Studiengang: B.A. - BWL BA - Betriebswirtschaftslehre Modulart: Pflichtmodul Fachsemester: 2
Studiengang: B.Sc. - WINF - Wirtschaftsinformatik (6 Sem.) Modulart: Wahlmodul Fachsemester: 5
Studiengang: B.Sc. - WINF 7 Sem. - Wirtschaftsinformatik (7 Sem.) Modulart: Wahlmodul Fachsemester: 5, 7

Kompetenzen / Lernergebnisse
<i>Kompetenzbereiche: Wissen und Verstehen; Einsatz, Anwendung und Erzeugung von Wissen; Kommunikation und Kooperation; Wissenschaftliches Selbstverständnis/Professionalität.</i>

After successful completion of the course, the student will be able to:

- Envision and competently work with the entire strategic management process
- Conduct highly proficient internal and external environment analyses and be able to present these via very structured and organized methods
- Confidently work with the tools of the strategic management process including PEST analysis, Porter 5 Forces analysis, Competitor profile analysis and mapping, Internal audits, Resource based view analysis, industry concentration analysis, etc.
- Understand the intricacies of mission and vision statements
- Learn how to analyse company strategies in conjunction with contemporary market developments
- Recognise the urgency of innovative behaviour for companies operating in developed markets
- Learn, via the tools of strategic analysis, how to evaluate strategic options and how to develop an effective strategic plan
- Discuss and work with various motivational methods of strategy implementation
- Create planned direction for strategic alliances
- Create coordinated governance systems for diversified companies
- Competently evaluate strategic performance and take corrective actions if needed
- Make a connection between a coherent strategic management plan and its marketing implications

After successful completion of the course, the student will be able to:

- Provide precise and valid strategic direction for companies
- Envision holistic management practices and be able to implement them at a strategic level
- Quickly identify current business affairs and their strategic repercussions
- Coordinate a unified business portfolio assessment
- Act as professional consultants for companies seeking strategic recommendations
- Present key findings in well-ordered overview form for management presentation
- Provide rational judgements and assessments of companies in domestic and international markets
- Assess leading edge technologies for companies operating within regulatory and environmental constraints
- Relating the PLC to innovative behaviour within companies

After successful completion of the course, the student will be able to:

- Present and confidently portray a strategic management plan for top executives that is consistent, logical, resilient and defensible at each level of analysis
- Talk competently regarding the strategic management process and the options companies can/should pursue
- Cut-to-the-core of complicated business plans revealing actual strategic intentions vs. codified management speak
- Work with company managers around the globe to facilitate optimal business outcomes
- Pursue and express strategic directions that act in the best interest of companies and their wealth gains

After successful completion of the course, the student will be able to:

- Critically reflect upon strategic business plans and their positive/negative ramifications on domestic and foreign environments
- Understand when company betterment is in the interest of societal gains vs. societal losses
- Have a firm understanding of why companies behave in the manner they do, and how they can achieve optimal outcomes

Angaben zum Inhalt

Lehrinhalte	Content pivots around but is not limited to: Strategy Formulation • Strategic analysis in a globalized context • Competitive advantage and societal impacts • Vision and mission statements • Tools of external environmental analysis: Pest and Porter • Economies of scale as entry and exit barriers • Tools of internal environmental analyses: Resource based view and Internal audits • ROI and future value calculations • Calculating Herfindahl-Hirschman-Index • Strategies in action with cases • Tools of strategic analysis: SWOT Matrix, SPACE Matrix, BCG Matrix, Grand Strategy Matrix • Creating External and Internal Factor Evaluations Strategy Implementation • Management and operational issues • Establishing new annual objectives in tune with motivation • Managing conflict • Downsizing • Linking pay to performance • Strategy and structure • Cultures fit with structure and strategy • Cases of good and poor strategic structure-culture fit • Organizing corporate diversification • Agency conflicts • Organizing strategic alliances • Misrepresentation in alliances Strategy Evaluation • Developing a strategy evaluation framework • Balanced scorecard Aligning marketing ways with strategic assessment: • Manipulating customer needs • Irrationality of Price and Promotion • Examples of effective marketing today • Penetrating through the "cheese bell" • Questioning subliminal marketing #strategischeanalyse #externemarktbewertung #internebewertung #herfindahlhirschmanindex #swotmatrix #bcgmatrix# grandstrategymatrix #spacematrix #competitormapping #downsizing #pest #porter5forces #resourcebaseview #internesaudit #strategieformulierung #strategieimplementierung #strategiebewertung #visionstatement #leitbild #preisstrategien #unterschwelligesmarketing #strategicanalysis #externalmarketevaluation #internalevaluation #internalaudit #strategyformulation #strategyimplementation #strategievaluation #missionstatement #pricingstrategies #subliminalmarketing
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Literatur	Recommended readings: • Strategic Management and Competitive Advantage, Concepts and Cases (2015, 5th ed.) by Barney and Hesterly. Pearson. (ISBN # 978-0-13-312740-9) • Strategic Management: Concepts and Cases: Competitiveness and Globalization (2016, 12th ed.) by Michael A. Hitt and R. Duane Ireland. Cengage. (ISBN # 978-1-305-50214-7) • Broedner, P. (2007) 'From Taylorism to competence-based production', AI & Society, Vol. 21, No. 4, pp.497–514. • Nadeau, J. and Casselman, R.M. (2008) 'Competitive advantage with new product development: implications for life cycle theory', Journal of Strategic Marketing, Vol. 16, No. 5, pp.401–411. • Nyland, C. and Heenan, T. (2005) 'Mary van Kleeck, Taylorism and the control of management knowledge', Management Decision, Vol. 43, No. 10, pp.1358–1374. • Sasagawa, M., Kajiyama, T. and Ouchi, N. (2014) 'A study of pricing strategy in platform business: a multi-agent simulation approach', International Journal of Technology Marketing, Vol. 9, No. 4, pp.421–435. • Tushman, M.A. and O'Reilly, C.A. (2002) Winning through Innovation: A Practical Guide to Leading Organizational Change and Renewal, Harvard Business School Press, Cambridge, MA. • Gulev, R. E. (2016). Connecting Culture to Creativity and Innovation: how trust and other forms of corporate culture influence innovative behaviour. International Journal of Sustainable Economy, 8(4): 342 - 356.
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Lehrformen der Lehrveranstaltungen

Lehrform	SWS
Seminar	4

Arbeitsaufwand

Anzahl der SWS	4 SWS
Leistungspunkte	5,00 Leistungspunkte
Präsenzzeit	48 Stunden
Selbststudium	102 Stunden

Modulprüfungsleistung

Voraussetzung für die Teilnahme an der Prüfung gemäß PO	Keine
STRAT-e - Portfolioprfung	Prüfungsform: Portfolioprfung Gewichtung: 100% wird angerechnet gem. § 11 Satz 2 PVO: Nein Benotet: Ja Anmerkung: There are several graded assignments to be delivered: Short Project Assignment: 5% Mid Term Assignment: 10% Presentation: 10% Final Assignment: 75%

Sonstiges

Empfohlene Voraussetzungen	To have read and understood at least two of the books/articles from the recommended literature list.
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VBWL.01 - Cross Cultural Business Management

VBWL.01 - Cross Cultural Business Management

Allgemeine Informationen	
Modulkürzel oder Nummer	VBWL.01
Modulverantwortlich(e)	Prof. Dr. Gulev, Rune Ellemose (rune.e.gulev@fh-kiel.de)
Lehrperson(en)	Prof. Dr. Gulev, Rune Ellemose (rune.e.gulev@fh-kiel.de)
Wird angeboten zum	Wintersemester 2024/25
Moduldauer	1 Fachsemester
Angebotsfrequenz	Regelmäßig
Angebotsturnus	In der Regel jedes Semester
Lehrsprache	Englisch
Empfohlen für internationale Studierende	Ja
Ist als Wahlmodul auch für andere Studiengänge freigegeben (ggf. Interdisziplinäres Modulangebot - IDL)	Ja

Studiengänge und Art des Moduls (gemäß Prüfungsordnung)
Studiengang: B.A. - BWL - Betriebswirtschaftslehre (letzte Aufnahme SoSe 2024) Modulart: Wahlmodul Fachsemester: 4, 5, 7
Studiengang: B.A. - BWL BA - Betriebswirtschaftslehre Modulart: Wahlmodul Fachsemester: 7
Studiengang: B.A. - BWL BA - Betriebswirtschaftslehre Schwerpunkt: Vertiefende BWL Modulart: Verpfl. Wahlmodul, PVO §3 Fachsemester: 5
Studiengang: B.Sc. - WINF - Wirtschaftsinformatik (6 Sem.) Modulart: Wahlmodul Fachsemester: 5
Studiengang: B.Sc. - WINF 7 Sem. - Wirtschaftsinformatik (7 Sem.) Modulart: Wahlmodul Fachsemester: 5, 7

Kompetenzen / Lernergebnisse
<i>Kompetenzbereiche: Wissen und Verstehen; Einsatz, Anwendung und Erzeugung von Wissen; Kommunikation und Kooperation; Wissenschaftliches Selbstverständnis/Professionalität.</i>

After successful completion of the course, the student will be able to:

- Be familiar with modern cultural discourse and work with complex multidimensional cultural models
- Understand and explain cultures influence on a diverse set of business aspects including, but not limited to: HRM, Strategy and Structure, Motivation, Negotiations, Communication, Marketing, Expatriate Utilization and Subcultures
- Work with culturally based scientific articles that elucidate variances in business methods as a result of cultural biases
- Quickly identify and process behavioural norms triggered by cultural variances and associate meaning to these norms so to avoid disorientation
- Create novel cultural dimensions that allow for deeper examination and understanding of specific value-based scenarios around the world
- Obtain a holistic impression of the strengths and weaknesses that the science of cultural studies harbours and be able to provide discussion points for overcoming/working with the weaknesses and tapping into the strengths

After successful completion of the course, the student will be able to:

- Be competent and comfortable in multicultural environments
- Be able to quickly identify different behavioural norms and attribute these to cultural variances and their deeper contextual meaning
- Avoid getting disillusioned by unfamiliar foreign behaviour
- Be a leader and proactive element in foreign business settings where multi-diversity thrives.
- Avoid ethnocentric behavioural tendencies and draw benefits from polycentric performance
- Conduct cultural research at a high academic level leading to innovative findings

After successful completion of the course, the student will be able to:

- Present and confidently portray complex ideas related to cross cultural business environments
- Communicate effectively with a large number of foreign cultures
- Thrive in multicultural environments and become a proactive partner in achieving optimal outcomes in difficult situations
-

Adapt a natural leadership style in multifarious settings

- Participate in high-level discussions concerning cultural business alterations

After successful completion of the course, the student will be able to:

- Conduct correlation tests between multiple data sets and be able to explain the findings in laymen as well as professional terms
- Perform independent studies that scrutinize complex cultural phenomenon
- Confidently discuss cultural business matters with other professionals within the field
- Make intelligent and culturally sensitive decisions that seek win/win outcomes and bridge cultural gaps
- Be well versed in multiculturalism and being sensitive to equal opportunities for minorities and subcultures

Angaben zum Inhalt

Lehrinhalte	Course content deals with but is not limited to: • Categorizing cultures • Bridging the cultural gap • Culture's influence on strategy, structure, control • Culture's influence on leadership, management and IHRM • Culture's influence on motivation and communication • Culture's influence on negotiation tactics • Gender Equality • Subcultures • Expatriate utilization • Creating novel cultural dimensions #kulturdimensionen #kulturenkategorisieren #kultur #hofstede #hall #trompenaars #meyer #organisationsstruktur #führung #managementkultur #ihrm #motivation #kommunikation #verhandlungen #geschlechtergleichheit #subkulturen #expatriates #kulturforschung #kulturschock #kulturanpassung #culturaldimensions #categorizingcultures #culture #organizationalstructure #leadership #managementculture #ihrm #motivation #communication #negotiation #genderequality #subcultures #expatriates #culturerecherche #cultureshock #culturaladjustment
Literatur	Recommended readings: • Gardner, W.L., Gabriel, T. and Lee, A. (1999) 'I' value freedom but 'we' value relationships: self-construal priming mirrors', <i>Psychological Science</i>, Vol. 10, No. 4, pp.321–326. • Gonacalo, J.A. and Staw, B.M. (2006) 'Individualism – collectivism and group creativity', <i>Organizational Behavior and Human Decision Processes</i>, Vol. 100, No. 1, pp.96–109. • Gulev, R. E. (2017). <i>Multicultural Management - A collection of country profiles for higher cultural competence</i>. Laboe: ABP. • Gulev, R.E. (2009) 'Cultural repercussions: an analysis of management behaviour through the lens of European cultural variations', <i>Industrial Management and Data Systems</i>, Vol. 109, No. 6, pp.793–808. • Hofstede, G. and Hofstede, G.J. (2005) <i>Cultures and Organizations: Software of the Mind</i>, 2nd ed., McGraw-Hill, New York, NY. • House, R.J., Hanges, P.J., Javidan, M., Dorfman, P. and Gupta, V. (2005) <i>Culture, Leadership, and Organizations: The GLOBE Study of 62 Societies</i>, Sage, London. • Trompenaars, F. (2007) <i>Riding the Whirlwind; Connecting People and Organizations in A Culture of Innovation</i>, The Infinite Ideas Company Ltd., Oxford, UK.

Lehrformen der Lehrveranstaltungen

Lehrform	SWS
Seminar	4

Arbeitsaufwand

Anzahl der SWS	4 SWS
Leistungspunkte	5,00 Leistungspunkte
Präsenzzeit	48 Stunden
Selbststudium	102 Stunden

Modulprüfungsleistung	
Voraussetzung für die Teilnahme an der Prüfung gemäß PO	Keine
VBWL.01 - Portfolioprfung	Prüfungsform: Portfolioprfung Gewichtung: 100% wird angerechnet gem. § 11 Satz 2 PVO: Nein Benotet: Ja Anmerkung: Final grade consists of: 1. An in-class assignment with presentation (20%) and 2. Final assignment (80%)

Sonstiges	
Empfohlene Voraussetzungen	To have read and understood at least two of the books/articles from the recommended literature list.

WA-e - Scientific Research and Academic Writing

WA-e - Scientific Research and Academic Writing

Allgemeine Informationen	
Modulkürzel oder Nummer	WA-e
Modulverantwortlich(e)	Prof. Dr. Dressler, Matthias (matthias.dressler@fh-kiel.de)
Lehrperson(en)	Prof. Dr. Dressler, Matthias (matthias.dressler@fh-kiel.de)
Wird angeboten zum	Wintersemester 2024/25
Moduldauer	1 Fachsemester
Angebotsfrequenz	Regelmäßig
Angebotsturnus	In der Regel im Wintersemester
Lehrsprache	Englisch
Empfohlen für internationale Studierende	Ja
Ist als Wahlmodul auch für andere Studiengänge freigegeben (ggf. Interdisziplinäres Modulangebot - IDL)	Nein

Studiengänge und Art des Moduls (gemäß Prüfungsordnung)
Studiengang: B.A. - BWL BA - Betriebswirtschaftslehre Modulart: Pflichtmodul Fachsemester: 4

Kompetenzen / Lernergebnisse
<i>Kompetenzbereiche: Wissen und Verstehen; Einsatz, Anwendung und Erzeugung von Wissen; Kommunikation und Kooperation; Wissenschaftliches Selbstverständnis/Professionalität.</i>
Absolvent*innen verstehen die besonderen Eigenheiten des wissenschaftlichen Arbeitens. Sie können qualitative Forschung von quantitativer Forschung unterscheiden und kennen die jeweiligen Methoden und Denkansätze sowie deren unterschiedliche Ziele und Vorgehensweisen. Sie verstehen auch das mögliche Zusammenspiel von quantitativen und qualitativen Ansätzen (Triangulation).
Absolvent*innen sind in der Lage zu erkennen, ob es sich um eine qualitative oder quantitative Forschungsfrage handelt und können danach das geeignete Forschungsdesign und das passende wissenschaftliche Instrumentarium auswählen. Sie können zu jedem beliebigen Forschungsthema einen wissenschaftlichen Prozess entwickeln und diesen selbstständig durchführen. Außerdem sind sie in der Lage ihren Lern- und Arbeitsprozess zu reflektieren und daraus Schlussfolgerungen für ihre Handlungsweisen ziehen.
Absolvent*innen können in Unterrichtsbeiträgen, Vorträgen und Präsentationen komplexe fachbezogene Probleme erläutern, theoretisch und methodisch fundierte Argumentationen für eigene Lösungsvorschläge aufbauen sowie hochschulöffentlich und vor Laien diese vorstellen und argumentativ vertreten.
Absolvent*innen reflektieren eigenes fachbezogenes Handeln und eigene Kompetenzen mit theoretischem und methodischem Wissen auf der Grundlage bestimmter praktischer oder wissenschaftlicher Fragestellungen. Sie können Aufgabenstellungen selbstständig bearbeiten.

Angaben zum Inhalt

Lehrinhalte	1. Formulating a research problem 2. Conceptualising a research design 3. Constructing an instrument for data collection 4. Selecting a sample 5. Writing a research proposal 6. Collecting data 7. Processing and displaying data 8. Writing a research report #problemformulation #scientificgap #variableidentification #researchdesign #qualitative research #quantitative research #triangulation #theory #valueoftheories #theoreticalfoundation #hypothesis #model #hypotheticalconstruct #measurablevariables #population #sampling #representative #quotasampling #randomsampling datacollection #scaling #statementing #quotation #citation #secondaryliteratureanalysis #primarydata #secondarydata #exploratory #descriptive #experimental #paperstructure #sourceselection #peerreviewed #monography #fieldexperiment #laboratoryexperiment#hiddenobservation #participativeobservation #pitch #elevatorpitch #validity #reliability #significance #significancelevel #SPSS #maxqda #atlas.ti #jamovi #zotero #tables #graphs #presentationrules #consultations #depthinterviews #laddering #projectiontechnique #wordassociation #cartoontest #focusgroups #publishing #journalranking
Literatur	Learning Manual FH Kiel: Theory of Science and Application Advice and assistance for the preparation of a paper / seminar paper or thesis Research Methodology, Ranjit Kumar A step-by-step guide for beginners

Lehrformen der Lehrveranstaltungen

Lehrform	SWS
Lehrvortrag + Übung	4

Arbeitsaufwand

Anzahl der SWS	4 SWS
Leistungspunkte	5,00 Leistungspunkte
Präsenzzeit	48 Stunden
Selbststudium	102 Stunden

Modulprüfungsleistung

Voraussetzung für die Teilnahme an der Prüfung gemäß PO	Keine
WA-e - Portfolioprüfung	Prüfungsform: Portfolioprüfung Gewichtung: 100% wird angerechnet gem. § 11 Satz 2 PVO: Nein Benotet: Ja

WBC.MSMB - Managing Sustainability for Modern Businesses

WBC.MSMB - Managing Sustainability for Modern Businesses

Allgemeine Informationen

Modulkürzel oder Nummer	WBC.MSMB
Modulverantwortlich(e)	Prof. Dr. Gulev, Rune Ellemose (rune.e.gulev@fh-kiel.de)
Lehrperson(en)	Prof. Dr. Gulev, Rune Ellemose (rune.e.gulev@fh-kiel.de)
Wird angeboten zum	Wintersemester 2024/25
Moduldauer	1 Fachsemester
Angebotsfrequenz	Regelmäßig
Angebotsturnus	In der Regel jedes Semester
Lehrsprache	Englisch
Empfohlen für internationale Studierende	Ja
Ist als Wahlmodul auch für andere Studiengänge freigegeben (ggf. Interdisziplinäres Modulangebot - IDL)	Ja

Studiengänge und Art des Moduls (gemäß Prüfungsordnung)

Studiengang: B.A. - BWL - Betriebswirtschaftslehre (letzte Aufnahme SoSe 2024) Modulart: Wahlmodul Fachsemester: 4, 5, 7
Studiengang: B.A. - BWL - Betriebswirtschaftslehre (Regelstudienzeit 6 Semester) Modulart: Wahlmodul Fachsemester: 5
Studiengang: B.A. - BWL BA - Betriebswirtschaftslehre Modulart: Wahlmodul Fachsemester: 7
Studiengang: B.A. - BWL Online TZ - Betriebswirtschaftslehre Online Teilzeit Modulart: Wahlmodul Fachsemester: 10, 9
Studiengang: B.Eng. - IVE - Internationales Vertriebs- und Einkaufsingenieurwesen Modulart: Wahlmodul Fachsemester: 1, 2, 3, 4, 5, 6
Studiengang: B.Eng. - MB - Maschinenbau Modulart: Wahlmodul Fachsemester: 1, 2, 3, 4, 5, 6
Studiengang: B.Sc. - WINF - Wirtschaftsinformatik (6 Sem.) Modulart: Wahlmodul Fachsemester: 5
Studiengang: B.Sc. - WINF 7 Sem. - Wirtschaftsinformatik (7 Sem.) Modulart: Wahlmodul Fachsemester: 5, 7
Studiengang: B.Sc. - WINF Online - Wirtschaftsinformatik Online Modulart: Wahlmodul Fachsemester: 5

Kompetenzen / Lernergebnisse

Kompetenzbereiche: Wissen und Verstehen; Einsatz, Anwendung und Erzeugung von Wissen; Kommunikation und Kooperation; Wissenschaftliches Selbstverständnis/Professionalität.

The course demands that students think critically about current business methods and how sustainability can be achieved/maintained within capitalistic markets. After successful completion of the course, the student will be able to:

- Confidently discuss main literary advancements within the field and their meanings for the pursuit of sustainable agendas
- Understand the main intricacies of our environmental limitations and how human activity since the industrial revolution has placed strains on many environmental resources
- Identify the pressures faced by society and the planet, including the causes of climate change, water management, and other global problems, as well as their potential economic, social and environmental impacts
- Visualize a transition from Cradle-to-grave linear thinking to cradle-to-cradle circular economies
- Explain in detail the intricacies of the German recycling programs and wind-energy programs, with their inherent strengths and weaknesses
- Propose agendas for sustainable work environments with a focus on international social sustainability with migration patterns as well as domestic social sustainability with regard to improving organizational working milieus
- Reconcile a profit driven business incentive with sustainable agendas
- Understand the ways that the private sector is addressing sustainability related issues including CSR management and reporting, global frameworks for sustainability and different codes of conduct.
- Understand technology innovation and how to manage it properly to reduce risks in each stage of the process (from idea conception to mass implementation in a global society)
- Understand and assess the potential for key technologies in order to identify potential opportunities for investing in new innovations
- Identify the main features of different technologies in order to evaluate their economic and social value (this includes carbon mitigation and adaptation technologies)

After successful completion of the course, the student will be able to:

- Motivate and conduct policy change within organizations allowing profit-seeking entities to pursue greater financial value through the implementation of sustainable agendas.
- Display competencies that focus on how management and business can interact positively with communities and the environment in ethically sound ways.
- Discuss how social and corporate needs become opportunities, how these opportunities become innovation drivers and how innovation creates economic and sustainable development.
- Identify and support the birth of new technologies that can aid in the pursuit of sustainable agendas
- Interact in a modern organization so as to act as a change agent for greater sustainable agendas using a specific assortment of assessment tools gauging sustainability readiness
- Make smart decision uniting profit motives with sustainable agendas

After successful completion of the course, the student will be able to:

- Present and discuss complicated issues relating to sustainable agendas
- Represent a variety of viewpoints concerning the pursuit of sustainability for businesses and the controversy that is link to it.
- Propose thoughts about further developments and be able to engage in dialogue with actors that are likely to oppose your solutions
- Create an action plan for companies to engage in greater sustainable agendas with specific tasks and engagements that encourage greater involvement for company employees
- Express and overcome sustainability blunders that hinder progressivity within companies
- Present future agendas concerning sustainable actions with a plan for who needs to do what

After successful completion of the course, the student will be able to:

- Independently propose thoughts about sustainable agendas that are profitable for companies to pursue
- Reflect upon the motivators behind the pursuit of sustainable agendas and the hindrances that traditionalists fear
- Envision a larger win/win scenario for regions, countries, continents and the world by uniting efforts and avoiding protectionist and minimalistic short term thinking
- Possess a holistic understanding of how business, the profit motive and sustainable actions can harmonize without detriment to peripheral actors

Angaben zum Inhalt

Lehrinhalte	Special emphasis is placed on 3 core subjects: • Human Resource sustainability • Environmental sustainability • Economic sustainability This includes but is not limited to: • Population growth and natural limitations • Demographic changes • Wealth distribution and the double divide • Greenhouse gases and climate change • Assessments of scientific data, e.g. Keeling Curve • Political and Business responses to climate change • Energy use and limited resources • The materials economy • The cycle of distrust and its potential dangers • Worker mobility and ethical issues • Assessment of migration patterns • Labour specialization and its positive/negative consequences • Scientific Management • The new international division of labour • Country competitiveness levels correlated to work ways • Natural Capitalism • Renewables and profit making • Leading change towards sustainability • Implementing sustainability into organizations • Linking attitudes and values to sustainable behavior • The psychology of honest behavior and its interrelation to sustainability • Overcoming blockages to thinking sustainably #bevölkerungswachstum #demografie #vermögensverteilung #doppelteaufteilung #treibhausgase #klimawandel #keelingkurve #materialwirtschaft #misstrauenszyklus #arbeitnehmermobilität #wirtschaftsethik #migrationsmuster #wissenschaftsmanagement #arbeitsteilung #landeswettbewerbsfähigkeit #naturkapitalismus #erneuerbareenergien #nachhaltigkeit #wandelleitung #nachhaltigkeitimplementierung #7nachhaltigkeitsfehler #ökologisierung #blockade #wenigeristmehr #populationgrowth #demographics #wealthdistribution #doubledivide #greenhousegases #climatechange #materialeconomy #cycleofdistrust #workermobility #businessethics #migrationpatterns #scientificmanagement #divisionoflabour #countrycompetitiveness #naturalcapitalism #renewableenergy #sustainability #leadingchange #implementingsustainability #naturalstep #7sustainabilityblunders #greening #blockage #lessismore
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Literatur	Recommended readings: • Hawken, P. (2005). The Ecology of Commerce; a Declaration of Sustainability. HarperCollins, New York. • Ehrenfeld, J. R. (2008). Sustainability by Design; a subversive strategy for transforming our consumption culture. Yale University Press, London. • Hawken, P., Lovins, A. B. & Lovins, L. H. (2010). Natural Capitalism; the next industrial revolution. Earthscan, London. • Chichilnisky, G. (2011) 'What is sustainability?', International Journal of Sustainable Economy, Vol. 3, No. 2, pp.125–140. • Coco, G. and Ferri, G. (2010) 'From shareholders to stakeholders finance: a more sustainable lending model', International Journal of Sustainable Economy, Vol. 2, No. 3, pp.352–364. • Hsu, T. (2010) 'Corporate eco-managers turning companies green', San Francisco Chronicle, 2 January, p.2. • Leszczynska, A. (2011) 'Cultural conditions of sustainable development of organizations', International Journal of Sustainable Economy, Vol. 3, No. 3, pp.341–360. • Navarro, M. (2010) 'Sustainable cultures: a step beyond anthropology', New York Times, 3 January. • Pfeffer, J. (2010) 'Building sustainable organizations: the human factor', Academy of Management Perspectives, Vol. 2, pp.34–45.
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Lehrformen der Lehrveranstaltungen

Lehrform	SWS
Seminar	4

Arbeitsaufwand

Anzahl der SWS	4 SWS
Leistungspunkte	5,00 Leistungspunkte
Präsenzzeit	48 Stunden
Selbststudium	102 Stunden

Modulprüfungsleistung

Voraussetzung für die Teilnahme an der Prüfung gemäß PO	Keine
WBC.MSMB - Portfolioprfung	Prüfungsform: Portfolioprfung Gewichtung: 100% wird angerechnet gem. § 11 Satz 2 PVO: Nein Benotet: Ja Anmerkung: The final grade consists of 1 large assignment and presentation to be completed throughout the semester (25%) and a final assignment (75%) at the end of the semester.

Sonstiges

Empfohlene Voraussetzungen	To have read and understood at least two of the books/articles from the recommended literature list.
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