

COURSE/MODULE CATALOGUE



The language of instruction for all UAM courses of study is German. Erasmus exchange students can choose from the full German UAM course offer! Please ask our International Office for the module list of a certain full bachelor or master degree course. The course offer is published [HERE](#).

For exchange students there is an exclusive offer of modules in English, though. Please see the list below as well as the descriptions on the next pages.

Modules in English for exchange students 2022/23*						
Titel	Faculty	ECTS	Degree	Language	Course term	Kind of lecture
Event Management NEW	Sport Management / Business Administration	6	BA	English	on request	virtual + onsite
Regional Case Study China	Business Administration	6	BA	English	on request	virtual
Business English I	Business Administration / Business Psychology / Sport Management	6	BA	English	winter and summer	virtual + onsite
Business English II	Business Administration / Business Psychology / Sport Management	6	BA	English	winter and summer	virtual + onsite
European Trademark Law	Business Administration / Business Psychology / Sport Management	6	MA	English	on request	virtual + onsite
Research Methods & Applied Statistics	Business Administration / Business Psychology / Sport Management	6	BA	English	winter and summer	virtual + onsite
Global Economics	Business Administration	6	MA	English	winter and summer	virtual + onsite
Cost Accounting	Business Administration / Business Psychology / Sport Management	6	BA	English	on request	virtual
Business Simulation Game	Business Administration	6	BA	English	winter and summer	virtual + onsite
Work Placement/Internship** (800 hours) + reflection of practice	Business Administration / Business Psychology / Sport Management	30	BA	German or English	winter and summer	onsite

*Subject to change.

**Students need to apply for placements themselves. We support you with the search and help you to prepare your application documents! If you intent to do an internship please tell us as soon as possible, so there is enough time left. Sometimes it is also possible to do the internship at an UAM department.

MODULE DESCRIPTIONS

Event Management – 6 ECTS – Bachelor level

The participants will be able to distinguish and specifically assign the different typologies, formats and forms in event management. The individual business areas in event marketing and its central characteristics will be introduced. They will learn about the success factors in staging events and will be able to develop an event, steer it to implementation and execute it at the respective staging levels.

Regional Case Study China – 6 ECTS – Bachelor level

This course introduces the different faces of China, including its history, culture, politics, and people. In particular, it focuses on the economic and business perspective. At the end of the course, you shall be able to understand the historical, social, and cultural basics of China, learn about the way of communicating with the Chinese, and get knowledge about the important aspects that you should take into consideration if you want to enter the Chinese market

Business English I – 6 ECTS – Bachelor level

After successfully completing this module, students will be able to use their language skills in real situations through passive understanding as well as active use of the English language. The focus is on the use of the English language in an economic context. The students are able to fully understand texts and dialogues including basic business vocabulary and to be fluent in spoken and written. Thus, the module lays the foundation for the understanding of English texts and language as well as for active and eloquent verbal and written communicative competence. This module focuses on the practical application; students can hold discussions in small groups and give short lectures in the foreign language.

Business English II (Negotiation) – 6 ECTS – Bachelor level

After successful participation in the module, the students move safely in an intercultural environment. They are able to master typical situations from the world of work, as well as conversation and negotiation situations in an English speaking international environment. Moreover, the students are able to apply negotiation methods in practice-oriented contexts and to conduct targeted negotiations in English. Through the targeted practice of practice-oriented (negotiation) situations, students apply both the theory and their advanced language competence. They have the ability to express themselves fluently in English and to implement that either in front of a group or in the context of role plays.

European Trademark Law – 6 ECTS – Master level

After successful participation in the module, the students get a general idea of trademarks and trademark law; receive an overview over the European Union Trademark system; develop an awareness of possible problems with regard to trademarks which lack inherent distinctiveness; understand risks with regard to descriptive trademarks; get an idea of the concept of acquired distinctiveness; receive an overview over trademark infringements in particular with respect to trademarks with a reputation and develop an awareness for risks of infringing third parties' rights.

Furthermore they are getting an overview over questions concerning ownership of European Union Trademarks; understand formal procedures with regard to changes in ownership; getting acquainted with the Madrid System and WIPO; receive an overview over protection awarded by an International



Registration and learn about its formal aspects; become acquainted with provisional/final and partial/total refusals of protections and develop awareness for risk of a central attack.

Also part of the module is getting acquainted with the concept of genuine use of a trademark; receiving an overview over the jurisdiction system of European Union Trademark Courts; learning about possible claims resulting from infringement; understand the concept of likelihood of confusion and getting a feeling for similarity of signs and goods/services.

Research Methods and Applied Statistics (Forschungsmethoden und angewandte Statistik) – 6 ECTS – Bachelor level

This course is developed on the basis of a previous course 'Statistics'. In the Statistics course you have learned basic statistical concepts, some fundamental statistical tests, and the way how to read and interpret the outputs of the statistical tests. These, however, are only some later stages of the whole research process.

The course deals with the whole life circle of a research: from formulating a topic, reviewing literature, designing a research till collecting data, analyzing data, and writing up a report. At the end of the course, you shall acquire knowledge and experience about how to design and implement a research. In addition, you will learn to conduct some basic statistical tests by applying SPSS (Statistical Package for the Social Sciences) as well as evaluate and interpret the research results in a scientific way.

Global Economics – 6 ECTS – Master level

The objective of this course is to provide: (a) an analytical training in the critical use of theories related to global economic development (i.e. international trade, capital movement, exchange rates, regional economic integration, etc.); and (b) an opportunity for Master students to develop critical understanding of the current policy debate on international economic growth, foreign direct investment and strategies of multinational corporations, international migration and labor market issues, dynamics of currency and financial crises, international economic policy coordination, and other global economic issues.

Throughout the course, emphasis is placed on (1) understanding theories, and (2) testing and evaluating these theoretical propositions in the light of empirical evidence and real world issues, as well as (3) considering this global economic knowledge when making firms' business decision.

Cost Accounting (Internes Rechnungswesen) – 6 ECTS – Bachelor level

The participants deal with the tasks, resources and limitations of the classical cost and performance calculation. They recognize that cost and activity accounting is an essential instrument of operational controlling and are well aware of its importance as a tool to support decisions within companies. After successfully completing this module, students will be able to differentiate costs and benefits from other computational factors, to define and identify individual cost types, to use cost allocation instruments and limits, to evaluate them well and to use and implement different methods of assessing success.

Business Simulation Game (AOM - Virtuelles Planspiel) – 6 ECTS – Bachelor level

After completing this course successfully, students will be able to playfully use your existing business management knowledge in a realistic simulation. As part of full-time presence events, they will be competing against each other in the same market over several rounds (years) in several teams with equal opportunities and preconditions.



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In doing so, they will not only prove their knowledge and ability, but also develop further learning effects in this integrated approach. They have the opportunity to broaden or deepen their understanding of business issues and recognize relationships between different areas such as marketing, financing, production, procurement, cost and revenue planning and more.

Due to the special structure of the simulation game, students can implement these learning effects from one round to the next. Rarely, the team that is the best in the beginning is still the best in the last round!

Internship and practical reflection – 30 ECTS

Exchange students have the opportunity to complete an internship either at the University of Applied Management or at a company. The internship module combines required 800 working hour internship (24 ECTS) + a practical reflection afterwards (6 ECTS).