



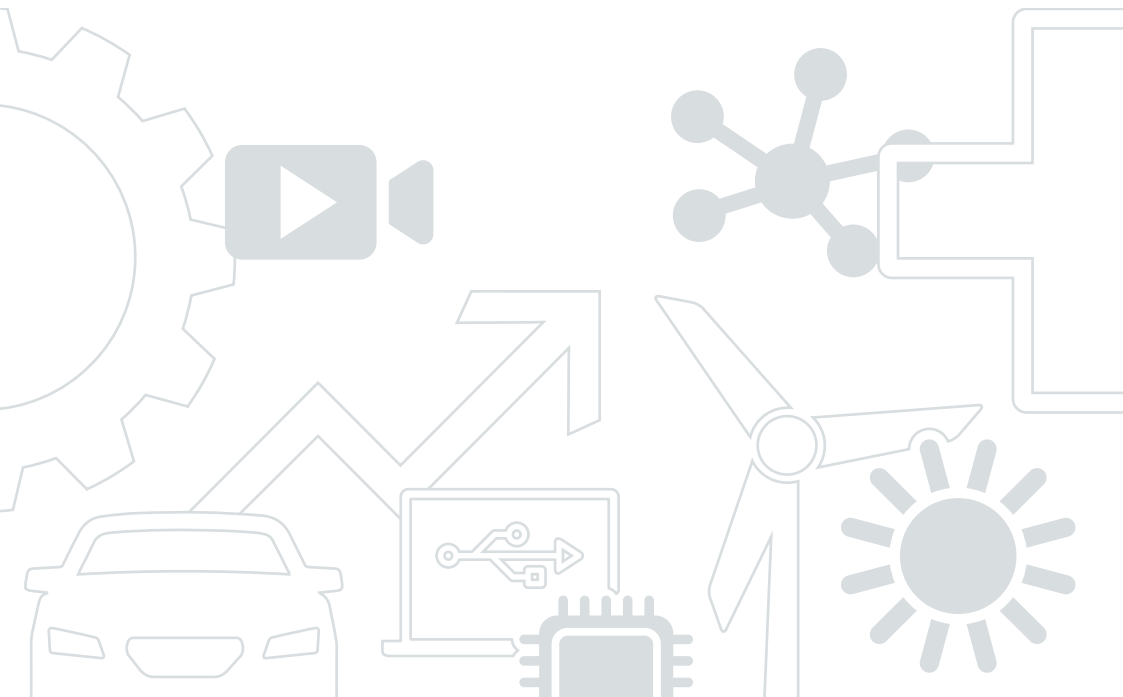
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University of
Applied Sciences

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SPIB – INTERNATIONAL SEMESTER PROGRAM IN BUSINESS

Technische Hochschule Ulm
University of Applied Sciences



SPiB - Semester Program in Business
International Semester Exchange Program
2023/2024

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Important Dates

Academic Calendar			
Fall semester:	Spring semester:		
Classes start: Beginning of October	Classes start: Beginning of March		
Holidays: 2 weeks in Dec/Jan (Christmas)	Holidays: 2 weeks in May/June (Pentecost)		
Exams: 2 weeks in Jan/Feb	Exams: 2 weeks in July		

Orientation days			
Fall semester:	Spring semester:		
Arrival: September 4 th , 2023 or October 4 th , 2023	Arrival: 1 st working day of March		
Orientation: Beginning of September / Beginning of October	Orientation: Beginning of March		
Preparatory German intensive course:	Preparatory German intensive course:		
1 or 2 weeks in September (depending on previous knowledge)	1 or 2 weeks in March (depending on previous knowledge)		

Exams

In case a student fails a course, i.e. is awarded a grade of 4.7 or worse, a re-examination may be done within 2 weeks after the announcement of the exam results. The examiner decides both the date and the form of the re-examination.

For conducting the re-examination the candidate has to be present in person. The exam may not be taken at the home university.

Coordination

Faculty of Mathematics, Natural and Economic Sciences

- Prof. Dr. Marc-Oliver Otto
Academic Director of the SPiB
Room A 101
Prittwitzstraße 10
89075 Ulm
Tel.: +49 (0)731 96537-552
E-Mail: Marc-Oliver.Otto@thu.de

International Office (Akademisches Auslandsamt)

Room E 03
Prittwitzstraße 10
89075 Ulm

- Stephanie Wagner
Tel.: +49 (0)731 96537-644
E-Mail: Stephanie.Wagner@thu.de
- Anita Everett
Tel.: +49 (0)731 96537-397
E-Mail: Anita.Everett@thu.de
- Jeanette Kolb
Tel.: +49 (0)731 96537-484
E-Mail: Jeanette.Kolb@thu.de
- Christine Schurr
Tel.: +49 (0)731 96537-656
E-Mail: Jeanette.Kolb@thu.de
- Stefanie Dennis
Tel.: +49 (0)731 96537-698
E-Mail: Stefanie.Dennis@thu.de

International Semester Program in Business (SPiB)

The program:

Technische Hochschule Ulm - University of Applied Sciences is one of the leading universities of applied sciences in south-west Germany. An area that not only offers stunning landscapes but is also home to many world-leading companies of the famous German Mittelstand – most of them with a focus on engineering and informatics. Technische Hochschule Ulm has been the preferred educational partner for technical careers with these strong regional companies for decades.

The International Semester Program in Business is offered to international students by Technische Hochschule Ulm. All courses of the program are held in English. The program runs for the regular semester time in spring (March-July) and autumn (end of September-February) and is taught in classes together with German students.

A variety of different courses in economics are offered. Integrated course work in business administration, German language, and cultural studies create a truly interdisciplinary program during the semester. The lectures are officially accredited allowing the students to transfer credits back home.

The following courses are offered on a regular basis:

SPiB Courses	Credits (ECTS)	
	Fall semester	Spring semester
Management Courses		
International Business*	5	5
Performance Management		5
Leadership and Business Communication	5	5
Cross-Cultural Management	5	5
Sustainability and the Environment	5	5
Quantitative Methods and Models		
Operations Research		5
Energy Trading and Risk Management		5
Simulation		5
Statistics	5	
Culture and History		
German as a foreign language (depending on the level)	2, 3 or 5	2, 3 or 5
Germany within Europe	4	
Germany in the last three centuries		4
Energy Project**	5	5

* International Business is available for exchange students in a Master Program

** Energy Project has a limited number of participants

Some courses might overlap – schedules change each semester.

Language Courses:

Ulm University of Applied Sciences is offering an intensive German language course for students with no or little knowledge of German. The course takes place before the start of the program and runs two weeks. Students with previous knowledge of German can take part in an introductory one-week block course to refresh their German and learn about aspects of culture and daily life. The program is also accompanied by parallel German language classes for different levels during the semester.

International Business

Semester	Fall semester and Spring semester
Amount of weekly lectures sessions	4 sessions of 45 minutes each
Total work load	150 h
Credit points	5 ECTS-Credits
Prerequisites	General knowledge of Business Administration
Learning Objectives	<p>Subject Competence:</p> <ul style="list-style-type: none"> • a deeper understanding of international business. • Improved verbal and written presentation skills in English. <p>Method Competence:</p> <ul style="list-style-type: none"> • an ability to see their technical subject and its consequences through the perspective of social science. • an ability to understand a wide range of demanding, longer texts, and recognise implicit meaning. • an ability to express themselves fluently and spontaneously without much obvious searching for expressions. • an ability to use the English language flexibly and effectively for social, academic and professional purposes. • Understand scientific research methods used in business and know about their advantages and disadvantages <p>Social and Personal Competence:</p> <ul style="list-style-type: none"> • greater ability and confidence to discuss in English and to take part in teamwork and meetings.
Content	<ul style="list-style-type: none"> - Trade theories - International trade blocks and international economic institutions - (Corporate) Culture, Interculture and Intercultural Competence - International Business Strategies and Organization - International Marketing - Leadership in international business - Financial Management / Accounting and Controlling - Corporate Social Responsibility, ethics and compliance in international business - Intercultural Consulting (case study) <p>The module consists of lectures, mandatory presentations by the participants, additional reading preparations, current affairs discussions and a whole-day case study.</p>
Mode of Evaluation	Exam, presentation

Performance Management

Course of Study	International Energy Economics	
Semester	Spring semester	
Identification of Module	Controlling and Cost Accounting	
Abbreviation if required	CKLM	
Work load	45 minutes x 4 per week 90 minutes exam in week 14 150h	
Credit points	5 ECTS-Credits	
Prerequisites	Basic accounting skills or additional home study required	
Educational objective / Competency	<p>Upon completion of this course the students will be able to:</p> <ol style="list-style-type: none"> 1. Understand the basics of financial and management accounting as well as the difference between direct and indirect, mixed, variable and fixed costs and the resulting implications for businesses. 2. See the importance of KPIs for business and team performance. Understand how different KPIs interrelate. 3. Find examples in real-world situations where non-financial performance measures are needed to assist decision-making. 4. Apply different methods of product costing, activity-based costing and inventory accounting when needed. 5. Understand and correctly interpret current texts about the financial topics discussed in class. 	
Content	Week	Topics
	1	Introduction to Performance Management and Cost Accounting, difference between accrual accounting and cash accounting
	2	Management Accounting Overview and Professional Ethics; period-end accounting and continuous accounting; US-GAAP and IFRS
	3	Financial Accounting continued US-GAAP text and example
	4	Balance Sheets, Income Statements and Cash Flow Statements in different GAAPs and IFRS
	5	Going Public, Going Private, ICO and VUCA
	6	Share deals and assets deals; rolling forecasts; the treasury

	7	Performance Measurement to Support Business Strategy
	8	Value-based Management and Various Key Figures from Alpha to EVA
	9	The Balanced Scorecard
	10	Cost Accounting Basics; Cost Behavior
	11	Cost-Volume-Profit Relationships; Activity-based Costing
	12	Product Costing: Cost Allocation; Pricing Decisions
	13	Accounting for Inventory
	14	Revision

Leadership and Business Communication

Semester	Fall semester and Spring semester												
Amount of weekly sessions	4 sessions of 45 minutes each												
Total work load	150 h												
Credit points	5 ECTS												
Prerequisites	None												
Learning objectives	<p>Managers are required to successfully lead (international) teams, understand organizational contexts and change as well as achieve goals through professional internal communication regardless of their own technical background.</p> <p>This seminar imparts the knowledge and competencies necessary to deal with organizational behavior, leadership and corporate communication and well as intercultural aspects of management.</p> <p>Furthermore, participants will prepare CEO / consultant presentations and develop their communication skills in this method.</p>												
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Mode of evaluation	Exam (90 minutes) plus group presentation or essay												

Cross-Cultural Management

Semester	Fall semester and Spring semester
Amount of weekly sessions	4 sessions of 45 minutes each
Total work load	150 h
Credit points	5 ECTS
Prerequisites	Interest in Economics, Business Administration and Intercultural Communication
Learning objectives	<p>Understand the cultural background and behavior of international business partners, their goals and motivations, develop constructive relationships in the international workplace, deal effectively with partners from all over the world and develop awareness of the dynamics in globalization and international business.</p> <p>Deal with situations in the international business context and develop solutions for business cases.</p>
Content	<p>Core intercultural theories regarding business and management</p> <p>The impact of globalization on organizational cultures</p> <p>Process and strategies of internationalization</p> <p>Business case studies + students' presentations</p>
Mode of evaluation	Exam (90 minutes)

Sustainability and the Environment

Semester	Fall semester and Spring semester
Amount of weekly sessions	4 sessions of 45 minutes each
Total work load	150 h
Credit points	5 ECTS
Prerequisites	Basic accounting skills or additional home study required
Learning objectives	<ul style="list-style-type: none"> • A deeper understanding of environmental policy. • Improved verbal and written presentation skills in English. • an ability to see their technical subject and its consequences through the perspective of social science. • an ability to understand a wide range of demanding, longer texts, and recognise implicit meaning. • an ability to express themselves fluently and spontaneously without much obvious searching for expressions. • an ability to use the English language flexibly and effectively for social, academic and professional purposes. • an ability to produce clear, well-structured, detailed text on complex subjects, showing controlled use of organisational patterns, connectors and cohesive devices. • greater ability and confidence to discuss in English and to take part in teamwork and meetings. • greater ability to use English in oral presentations and in preparing written reports.
Content	<ul style="list-style-type: none"> • A global perspective: colonisation and industrialisation; globalisation, global warming and bio-diversity. • Design of environmental policy: environment as an economic and social asset; voluntary, command and control, and incentive based programs; pressure groups. • Environmental policies in industrialised countries. • Developing countries, poverty and the environment. International environmental protection.
Mode of evaluation	Exam

Operations Research

Semester	Spring semester																																
Amount of weekly lectures sessions	4 sessions of 45 minutes each																																
Total work load	150 h																																
Credit points	5 ECTS-Credits																																
Prerequisites	Mathematics (2 semesters)																																
Learning Objectives	<p>Upon completion of this course the student will be able to:</p> <ol style="list-style-type: none"> 1. Model simple economic problems like production planning, cutting problems, transportations problems, project planning and storage planning. 2. Solve the above mentioned models using well-known algorithms like the Simplex algorithm, the Dijkstra or FIFO algorithm, Stepping-Stone method or the Critical Path Method. 3. Map the real problems to the right class of models and know which assumptions are relevant and have to be fulfilled. 4. Find easy heuristics for different problems her-/himself. 5. Program the described algorithms in a computer language she/he knows. 																																
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Mode of Evaluation	Exam (90 minutes)																																

Energy Trading and Risk Management

Semester	Spring semester
Amount of weekly sessions	4 sessions of 45 minutes each
Total work load	150 h
Credit points	5 ECTS
Prerequisites	Basics of statistics, stochastic
Learning objectives	<p>The liberalization of the energy sector extends the requirements on entrants to the electricity and the gas industry fundamentally. The other energy commodities like coal, oil and CO₂ face these problems and requirements respectively since years. Due to the becoming and the existence of the wholesale and the exchange prices in the spot and derivatives trading, the whole, more technically oriented, value chain, which consists of the sectors generation, grid and distribution, is affected. The trade market prices influence the short-term deployment of power plants and give signals for long-term investment decisions.</p> <p>Within the scope of the course the basics of energy trading and the accompanying risk management is been illustrated.</p> <p>Cross border, long-term and short-term trading simulations, the "Energy trader for one day"-experience completes the module.</p>
Content	<p>Introduction in the energy trading</p> <ul style="list-style-type: none"> • Overview on the value chain - Classification of the trading between electricity generation and distribution • Tradable commodities, trading market and the link to the physically generation • The role of the energy trading • Advantages and reasons of trading <p>Trading purposes (Hedging, Arbitrage, Speculation)</p> <ul style="list-style-type: none"> • Trading center (exchanges, OTC, eOTC) • Standardization • Link to physical supply of electricity: accounting grid, regulation zones/ market areas, timetable management, prices for balancing energy • Organization of trading and trading participants <p>Structure of a trading organization</p> <ul style="list-style-type: none"> • Spot market, derivatives market • Market products: Forwards, Futures, Options • Price formation in the energy trading

	<p>Spot market - Link of the spot prices to the power plant deployment</p> <ul style="list-style-type: none"> • Derivative market – Basis for long-term investment decisions • Clearing • Trading strategy <p>Basis for the trade – Arbitrage of the resulting price differences in the physical energy market and gas market</p> <ul style="list-style-type: none"> • Option strategies and option assessment • Optimization of forward positions • Power plant deployment planning <p>Long-term hedging Short-term daily deployment planning Introduction in risk management</p> <ul style="list-style-type: none"> • Overview • Role of the risk management in a trading organization • Market risk management • Credit risk management <p>Simulations</p> <ul style="list-style-type: none"> • Cross border • Short-term • Long-term
Mode of evaluation	Exam (90 minutes)

Simulation

Semester	Spring semester
Amount of weekly sessions	4 sessions of 45 minutes each
Total work load	150 h
Credit points	5 ECTS
Prerequisites	Logical thinking, joy in getting a deeper understanding.
Learning objectives	<p>Upon completion of this course, students</p> <ul style="list-style-type: none"> - have a basic insight into simulations and know, when it is reasonable and valuable to use them - are able to do a market dynamics simulation in Excel themselves - understand the underlying mechanisms behind market cycles and cost-cutting competition, as well as the impact of different supplier strategies, innovation and cartels. - learn how to handle stochastic systems of various types and topics themselves; e.g. queuing systems, soccer games, machine efficiencies, virus mutations, oil terminals, blackouts in networks, etc.
Content	<p>Energy market simulation Market dynamics Markov chains Queuing systems Discrete event simulation Propagation dynamics Fallacies in statistics</p>
Mode of evaluation	Exam (90 minutes)

Statistics

Course of Study	International Energy Economics
Semester	Fall Semester
Identification of Module	Statistics
Prerequisites	Mathematics
Course learning objectives	<p>Passing the course means that one has obtained some basic statistical understanding – what is probability, how to test hypothesis and how to extract information from a set of observations.</p> <p>Professional skills:</p> <ul style="list-style-type: none"> • Conduct a risk analysis based on a data set • Analyze the coherence between two data sets <p>Methods learned:</p> <ul style="list-style-type: none"> • Fit a linear model to a data set • Verify hypothesis based on data • Fit a distribution to a data set • Compute various risk measures • Handling data sets using the software R <p>Extrafunctional skills:</p> <ul style="list-style-type: none"> • Structure and solve complex problems • Handle problems with stochastic elements
Content	<p>Statistics or data analysis appears nearly everywhere in daily business life and in particular in the energy business. Customer demand is unknown and has to be forecasted given a data sample, solar power and wind production are stochastic as well. At the same time, with digital devices everywhere, huge data samples are collected continuously. In order to extract information from them, statistical knowledge is required. This lecture provides a fundamental introduction to the field of statistics including practical application using the Software R.</p>
Topics covered	<p>The lecture covers the topics as listed below:</p> <ul style="list-style-type: none"> • Univariate and multivariate data analysis, • discrete and continuous random variables and their distributions, • distribution fitting methods, • practical applications of random variables, • sample theory, • ANOVA, • hypothesis testing, • probability theory

German Language

Semester	Fall semester and Spring semester
Learning objectives	The courses will provide competence in speaking, reading and writing German according to the respective level of the Common European Framework (CEFR).
Textbook	Menschen: Deutsch als Fremdsprache – Kursbuch Hueber-Verlag Menschen: Deutsch als Fremdsprache – Arbeitsbuch Hueber-Verlag Supplementary material provided by course coordinator
Mode of Evaluation	Written exam (and course participation where applicable)

Intensive Course in September (voluntary):

German Language Intensive Course	Lessons per week	Credit points
Beginner Level 1 (A1.1)	30 (5 x 6 lessons, 2 weeks)	2
Ankommen in Deutschland Language and Culture (Previous knowledge of A2 required)	30 (5 x 6 lessons, 1 week)	2

Language Courses during term:

German as a Foreign Language	Lessons per week	Credit points
Beginner Level 1 (A1.1)	8	2
Beginner Level 2 (A1.2)	4	3
Elementary Level 1 (A2.1)	4	5
Elementary Level 2 (A2.2)	4	5
Intermediate Level 1 (B1.1)	4	5
Intermediate Level 2 (B1.2)	4	5

Germany within Europe

Semester	Fall semester
Amount of weekly sessions	4 sessions of 45 minutes each
Total work load	150 h
Credit points	4 ECTS
Prerequisites	None
Learning objectives	<p>Upon completion of this course the student will be able to:</p> <ol style="list-style-type: none"> 1. Explain effects of major historical events on German life 2. Demonstrate knowledge of periods of German history 3. Demonstrate through comparative analysis knowledge of present and historical background of Germany within its relations to Europe and U.S. 4. Demonstrate critical thinking skills through tracing main historical concepts in actual historical events
Content	<p>This course explores most important topics in the history Germany in the context of European history. Emphasis is placed on developing an understanding for major political, social and economic aspects of German history and on tracing the German historical experience in its context. The comparison of historical time periods between European and U.S. history provides grounds for exploration of German history and German relations with other countries throughout the world.</p>
Mode of Evaluation	<p>Attendance and reading required, one written test, one presentation on a relevant topic Distribution: Participation 30%, Test 40%, Essay 30%</p>

Germany In The Last Three Centuries

Semester	Spring semester
Amount of weekly sessions	4 sessions of 45 minutes each
Total work load	120 h
Credit points	4 ECTS
Prerequisites	None
Learning objectives	<p>Each student who receives credit for this course will have demonstrated the ability to do all of the tasks listed below:</p> <ol style="list-style-type: none"> 1. Describe and explain the political developments in and around Germany for the period under discussion 2. Describe and explain the socio-cultural evolution in Germany for the period under discussion 3. Explain the development of the German political system 4. Explain attitudes and customs in present-day Germany from an historical viewpoint
Content	<ol style="list-style-type: none"> 1. An Overview of German history up to and including reformation and the Thirty Years War. 2. Culture, society, and political developments in the 18th century. The rise of Prussia. The impact of the French revolution. 3. Reform and liberation. German federation. German nationalism in the 19th century as expressed in music and literature. 4. Revolution in 1848. Bismarck and his struggle for Prussian hegemony. 5. The German Empire & the 1st World War. The foundation of the Reich. Bismarck's domestic policy. Colonial policy. The culture of the Wilhelmine Empire. Crises and naval building. The 1st World War. 6. The Weimar Republic. Foundation of the Republic. The Versailles Treaty. Crises & fulfillment. The collapse of the republic. 7. Nazi Germany & the 2nd World War. The pseudo-democratic establishment and consolidation of the Nazi state. Social life and economic policy. The 2nd World War. Concentration camps and the Holocaust. The collapse of Nazi Germany. 8. The aftermath of the wars. Germany under occupation. The Iron Curtain. The foundation of the Federal Republic and the German Democratic Republic. Integration in different systems of alliances. 9. Detente and German reunification. The economic miracle in West Germany. West Germany's "east policy". The collapse of East Germany. Reunification and consolidation
Mode of evaluation	Exam

Energy Project

Semester	Fall semester and Spring semester
Amount of weekly sessions	Project work – ad libitum
Total work load	300 h
Credit points	5 ECTS
Prerequisites	Basics of economy
Learning objectives	The student acquires the ability to work on a larger problem in energy economics in a small team, applying and training methods and techniques developed in courses.
Content	<ul style="list-style-type: none"> • In the first week of the semester (start of the lectures) the students can choose out of a set of different economic project topics • In the last week of the exams (2 weeks after the end of the lecture) the students present their work • 6 months after the students got their projects they have to hand-in the final result of their project work • Some lectures about academic work are completing the module <p>Remark: The projects are being worked on in groups</p>
Mode of evaluation	Written paper, poster presentation, presentation

Technische Hochschule Ulm
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Prittwitzstraße 10

89075 Ulm / Germany

info@thu.de

Tel. +49 (0)731 96537-100

www.thu.de

Program Coordinator

Prof. Dr. Marc-Oliver Otto

Room A101

marc-oliver.otto@thu.de

Tel: +49 (0)731 96537-552

International Office

Stepanie Wagner

Room E03

stephanie.wagner@thu.de

Tel. +49 (0)731 96537-644

Folgen Sie uns auf:

