

Module (0930)	Introduction to Technology and to Business Studies Submodule 2: Introduction to Business Studies
Degree course:	International Industrial Management TBB
Submodules:	1. Introduction to Technology 2. Introduction to Business Studies
Contact Hours:	60 hours (Module)
Self Study	60 hours (Module)
ECTS Credits:	4 ECTS (Module)
Module Content:	<p>This module reflects many of the topics which students deal with in German in their other lectures and is aimed at expanding their skills for use in an international context. Professional English is an absolutely essential part of the skills portfolio of any engineer or manager in today's globalized business world. See below for individual learning outcomes.</p> <p>Students have a basic knowledge and understanding of fundamental processes and concepts from the fields of electronics, mechanics and business management and are able to express this knowledge competently in English.</p> <p>The Introduction to Technology sub-module provides a grounding in the two principal areas of technology. The first section gives an introduction to electronics leading up to the development of the computer and other modern communication technologies. The second section deals with the principles of mechanics and leads up to a discussion of various technologies for automotive propulsion.</p> <p>The Introduction to Business Studies module covers topics taken from some of the key areas of business management: production and products, marketing and advertising, promotional tools, efficiency and employment, the business cycle, accounting and finance.</p>
Type of instruction:	Lectures with exercises
Type of Assessment:	60 minutes examination per submodule
Prerequisites	<p>Proficiency in English corresponding to at least level B2 according to the Common European Framework of Reference for Languages. Typically this involves at least 6 years of learning English.</p> <p>A language user at level B2 „can understand the main ideas of</p>

	complex text on both concrete and abstract topics .Can interact with a degree of fluency and spontaneity that makes regular interaction with native speakers quite possible without strain for either party. Can produce clear, detailed text on a wide range of subjects and explain a viewpoint on a topical issue giving the advantages and disadvantages of various options".
Submodule 2:	Introduction to Business Studies
Contact Hours:	30 hours
Self Study	30 hours
ECTS credits:	2 ECTS
Exam Code:	1131009
Learning Target:	<p>The module covers topics taken from some of the key areas of business management: production and products, marketing and advertising, promotional tools, efficiency and employment, as well as the basic concepts of finance and accounting.</p> <p>Students have a basic knowledge and understanding of fundamental processes and concepts from the fields of business and economics. In addition, they are familiar with specific subtopics which will change over time, depending on what is current and newsworthy.</p> <p>Students are able to express their knowledge in English using the correct business terminology</p>
Type of Assessment:	60 minute examination
Literature:	<p>Management & Marketing, Thomson Learning</p> <p>Materials from the internet</p>