



**WINGS PROFESSIONAL STUDIES**  
WISMAR UNIVERSITY OF APPLIED SCIENCES

# Module manual



**MBA**

**DISTANCE LEARNING PROGRAMME**

**INTERNATIONAL LOGISTICS AND TRADE**

**Stand: 03.12.2019**

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Number/Code	Wird vom System eingegeben (HIO)
Module German	
Module English	International General and Strategic Management
Module abbreviation	PM 1.1
Module responsibility	Prof. Dr. math. Gunnar Prause / Prof. Dr. Mike Wahl
Content	This Module introduces students with a background in non-business-related subjects to the concepts and interpretations of business administration and the role of the subject in the context of global economic development.
Objectives	<ul style="list-style-type: none"> <li>• Develop an understanding of how business management can contribute towards explaining and addressing today's global challenges</li> <li>• Build a toolbox of general business management skills</li> <li>• Review the strategy of the own organisation considering the addressed global challenges</li> </ul>
Language	English
Teaching and learning methods	<p>Asynchronous online study using an online module with chapter-by-chapter test questions and other interactive elements</p> <p>Accompaniment of the module by synchronous live video tutorials with a trained tutor (contact instruction)</p> <p>Self-study using a didactically prepared learning document and the asynchronous online module with examples / case studies</p>
Type and usability	Obligatory module in the Master Programme International Logistics and Trade
Duration	1 semester
Frequency	Winter semester
Prerequisites for participation	None
Preliminary examination	None
Requirements	120 min exam
ECTS-Credits	4
Workload	100 hours (10 hours asynchronous online lessons, 3 hours synchronous online lessons (contact time), 87 hours preparation as well as self-study time)
Maximum attendees	
Literature	<p>Hilb, M. (2016). <i>New corporate governance: Successful board management tools</i> (5th ed.). Berlin: Springer.</p> <p>Rüegg-Stürm, J., &amp; Grand, S. (2015). <i>Das St. Galler Management-Modell</i> (2. Ausg.). Bern: Haupt Verlag.</p> <p>Wheelen, T. L., Hunger, J. D., Hoffman, A. N., &amp; Bamford, C. E. (2017). <i>Strategic management and business policy: Globalization, innovation and sustainability</i> (15th ed.). Harlow, United Kingdom: Pearson Education Limited.</p>

Number/Code	Wird vom System eingegeben (HIO)
Module German	
Module English	International Economics
Module abbreviation	PM 1.2
Module responsibility	Dipl.-Vw. Dr. Hans-Joachim Schramm (WU Wien)
Content	This Module introduces non-economists into the thinking of economics and the prevailing models of the subject dedicated to international trade policy and logistics.
Objectives	<ul style="list-style-type: none"> <li>• Develop an understanding of how economics can contribute towards explaining and addressing today's global challenges</li> <li>• Build a toolbox of general economics</li> <li>• Apply principles of international economics to the competitive situation of the own organisation in a global context.</li> </ul>
Language	English
Teaching and learning methods	<p>Asynchronous online study using an online module with chapter-by-chapter test questions and other interactive elements</p> <p>Accompaniment of the module by synchronous live video tutorials with a trained tutor (contact instruction)</p> <p>Self-study using a didactically prepared learning document and the asynchronous online module with examples / case studies</p>
Type and usability	Obligatory module in the Master Programme International Logistics and Trade
Duration	1 semester
Frequency	Winter semester
Prerequisites for participation	None
Preliminary examination	None
Examination	120 min exam
ECTS-Credits	4
Workload	100 hours (10 hours asynchronous online lessons, 3 hours synchronous online lessons (contact time), 87 hours preparation as well as self-study time)
Maximum attendees	
Literature	<p>Krugman, P.R., Melitz M.J., Obstfeld, M. (2018) International trade : theory &amp; policy, Pearson ISBN: 9780134519555</p> <p>Heydon, K. (2016) The Ashgate Research Companion to International Trade Policy. Routledge DOI: 10.4324/9781315613086</p> <p>Suranovic, S. (2012) International Economics: Theory and Policy. Saylor Foundation.  <a href="https://open.umn.edu/opentextbooks/textbooks/international-economics-theory-and-policy">https://open.umn.edu/opentextbooks/textbooks/international-economics-theory-and-policy</a></p>

Rodrigue, J-P et al. (2017) The Geography of Transport Systems, Hofstra University, Department of Global Studies & Geography, <https://transportgeography.org>

Number/Code	Wird vom System eingegeben (HIO)
Module German	
Module English	Trade Finance
Module abbreviation	PM 1.3
Module responsibility	Prof. Dr. rer. pol. Christian Decker
Content	<p>Global trade, logistics and finance are highly interrelated. Without availability of finance, there would be no trade, and - as a consequence - no need for logistics. This module introduces to concepts and tools of trade finance. It highlights the need for funding in global trade and demonstrates the sources and uses of finance in the context of supply chains.</p> <ul style="list-style-type: none"> <li>• Manifestations of international trade</li> <li>• Risks in international trade</li> <li>• Country risk</li> <li>• Foreign exchange risk</li> <li>• International credit risk</li> <li>• Terms of trade and terms of payment</li> <li>• Short-term trade finance</li> <li>• Medium-term and long-term trade finance</li> <li>• Structured trade finance</li> <li>• Project, asset and leveraged finance</li> </ul>
Objectives	<p>Students are able to analyse financial implications of trade activities based upon the theories, models and techniques of international corporate financial management in order to evaluate and/or create financial solutions, by inter alia ...</p> <ul style="list-style-type: none"> <li>• Developing an understanding for the role of finance in trade and logistics</li> <li>• Identifying financing risks in global supply chains</li> <li>• Explaining concepts to mitigate those risks and to provide financing for trading partners</li> </ul>
Language	English
Teaching and learning methods	<p>Asynchronous online study using an online module with chapter-by-chapter test questions and other interactive elements</p> <p>Accompaniment of the module by synchronous live video tutorials with a trained tutor (contact instruction)</p> <p>Self-study using a didactically prepared learning document and the asynchronous online module with examples / case studies</p>
Type and usability	Obligatory module in the Master Programme International Logistics and Trade
Duration	1 semester
Frequency	Winter semester
Prerequisites for participation	None
Preliminary examination	None

Examination	120 min exam
ECTS-Credits	4
Workload	100 hours (10 hours asynchronous online lessons, 3 hours synchronous online lessons (contact time), 87 hours preparation as well as self-study time)
Maximum attendees	
Literature	<p>Bekaert, Geert; Hodrick, Robert: International Financial Management, Cambridge University Press.</p> <p>Jones, Stephen A.: Trade and Receivables Finance: A Practical Guide to Risk Evaluation and Structuring, Palgrave Macmillan.</p> <p>Grath, Anders: The Handbook of International Trade and Finance. The complete guide for international sales, finance, shipping and administration, Kogan Page.</p> <p>Madura, Jeff, Fox, Roland: International Financial Management, Cengage Learning.</p> <p>Malaket, Alexander, R.: Financing Trade and International Supply Chains: Commerce across Borders, Finance across Frontiers, Gower Publishing.</p> <p>Robin, Ashok: International Corporate Finance, Mcgraw-Hill Higher Education.</p>

Number/Code	Wird vom System eingegeben (HIO)
Module German	
Module English	International Supply Chain Management
Module abbreviation	PM 1.4
Module responsibility	Dr. Lars Stemmler
Content	<p>Today's globalization is a result of the divergence first of production and consumption on local and regional level, and second of the subsequent divergence of production itself into global supply chain networks.</p> <p>Reductions in costs for transport and information exchange lead to fragmented global value-chains. Global value chains contributed towards economic prosperity in developed and in developing countries</p>
Objectives	<ul style="list-style-type: none"> <li>• Understand components and mechanics of international supply chains</li> <li>• Develop an understanding about different supply chain-needs for different products</li> <li>• Understand a supply chain as a management tool to manage global value chains</li> <li>• Apply concept of SCM to simple collaboration challenges along supply chains of own organisation</li> </ul>
Language	English
Teaching and learning methods	<p>Asynchronous online study using an online module with chapter-by-chapter test questions and other interactive elements</p> <p>Accompaniment of the module by synchronous live video tutorials with a trained tutor (contact instruction)</p> <p>Self-study using a didactically prepared learning document and the asynchronous online module with examples / case studies</p>
Type and usability	Obligatory module in the Master Programme International Logistics and Trade
Duration	1 semester
Frequency	Winter semester
Prerequisites for participation	None
Preliminary examination	None
Examination	120 min exam
ECTS-Credits	4
Workload	100 hours (10 hours asynchronous online lessons, 3 hours synchronous online lessons (contact time), 87 hours preparation as well as self-study time)
Maximum attendees	
Literature	Christopher, M. (2016): Logistics & Supply Chain Management. (5th ed.). New York. Pearson.

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Dong-Wook, S., & Panaydes, P. M. (2015). *Maritime Logistics: A guide to contemporary shipping and port management*. (2nd ed.). KoganPage.

Stopford, M. (2009). *Maritime Economics* (3rd ed.). New York: Routledge.

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Number/Code	Wird vom System eingegeben (HIO)
Module German	
Module English	Global Trade, the Society and the Environment
Module abbreviation	PM 1.5
Module responsibility	Dr. Lars Stemmler
Content	Based on the “two-unbundlings-thesis” of Baldwin the study programme will offer an explanatory framework why the global economy and global politics is currently stuck in a trend towards a disintegration of international economic and political networks as well as in a sustainability trap.
Objectives	<ul style="list-style-type: none"> <li>• Develop an understanding of systemic thinking</li> <li>• Identify the parameters of global development and apply the concept of systemic thinking to it</li> <li>• Formulate use-cases as framework for the development of own organisation</li> <li>• Apply concepts of strategic management, SCM and economics to solve simple systemic challenges</li> </ul>
Language	English
Teaching and learning methods	Workshop, using short cases. Groupwork/-presentations, plenum discussions. Collegial advice
Type and usability	Obligatory module in the Master Programme International Logistics and Trade
Duration	1 semester
Frequency	Winter semester
Prerequisites for participation	
Preliminary examination	Evaluation of the Learning Protocol
Examination	Alternative examination
ECTS-Credits	4
Workload	100 hours (18 hours seminaristic teaching (contact time) and 82 hours Preparation and elaboration of the Learning Protocol)
Maximum attendees	
Literature	<p>Baldwin, R. (2006): Globalisation: The great unbundling(s). Prime Minister’s Office/Economic Council of Finland. A contribution to the Project “Globalisation Challenges for Europe and Finland. <a href="http://www.eu2006.fi">www.eu2006.fi</a></p> <p>Polanyi, K. (1944): The Great Transformation</p>

Number/Code	Wird vom System eingegeben (HIO)
Module German	
Module English	Data Analytics and Statistics in Information Systems
Module abbreviation	PM 2.1
Module responsibility	Tushar Sharma, MBA
Content	<p>Data and data analytics are the "new" gold of business. The Module will clarify the myths and realities of this claim. The decreasing costs of information processing, which we call digitization, offer new approaches to commercial developments and challenge traditional business models.</p> <p>The Module identifies tools and model for data analytics and addresses the question how and in what form information technology helps to create and maintain competitive advantages. Increasing uncertainty in business also requires an in-depth analysis of risk.</p> <p>This Modul will touch on qualitative and quantitative risk-management techniques and their application in commercial environments.</p>
Objectives	<ul style="list-style-type: none"> <li>• Raise awareness for the need of data processing and analytics capabilities in business as a competitive advantage</li> <li>• Developed an overview on data analytics methods and concepts</li> <li>• Apply simple tools to analytical problems in business</li> <li>• Introduce into risk management</li> </ul>
Language	English
Teaching and learning methods	<p>Asynchronous online study using an online module with chapter-by-chapter test questions and other interactive elements</p> <p>Accompaniment of the module by synchronous live video tutorials with a trained tutor (contact instruction)</p> <p>Self-study using a didactically prepared learning document and the asynchronous online module with examples / case studies</p>
Type and usability	Obligatory module in the Master Programme International Logistics and Trade
Duration	1 semester
Frequency	Summer semester
Prerequisites for participation	Modul 2.4
Preliminary examination	
Examination	120 min exam
ECTS-Credits	4
Workload	100 hours (10 hours asynchronous online lessons, 3 hours synchronous online lessons (contact time), 87 hours preparation as well as self-study time)
Maximum attendees	

## Literature

Foster Provost, Tom Fawcett (2013): Data Science for Business (For business case examples in Data Analytics as a whole)

James R. Evans (2016): Business Analytics (English) (For Decision Analysis and Monte Carlo Simulation), Pearson

Edward Tufte (2006): Beautiful Evidence (For data visualization Books)

Links:

- <https://informationisbeautiful.net/>
- <https://flowingdata.com/>

Number/Code	Wird vom System eingegeben (HIO)
Module German	
Module English	International Contract and Trade Law
Module abbreviation	PM 2.2
Module responsibility	Prof. Dr. jur. habil. Hans-Joachim Schramm
Content	Global trade need accepted trade agreements, contracts and international law as basis. The module will focus on the issues of international contracts on the one hand, and of the other on the present trade law which applies for international trade business.
Objectives	<ul style="list-style-type: none"> <li>• Develop a knowledge basis on international contracts in logistic business</li> <li>• Review the standards and principles of international trade law</li> <li>• Apply the INCOTERMS on typical trading situations in global commerce</li> </ul>
Language	English
Teaching and learning methods	<p>Asynchronous online study using an online module with chapter-by-chapter test questions and other interactive elements</p> <p>Accompaniment of the module by synchronous live video tutorials with a trained tutor (contact instruction)</p> <p>Self-study using a didactically prepared learning document and the asynchronous online module with examples / case studies</p>
Type and usability	Obligatory module in the Master Programme International Logistics and Trade
Duration	1 semester
Frequency	Summer semester
Prerequisites for participation	None
Preliminary examination	None
Examination	120 min exam
ECTS-Credits	4
Workload	100 hours (10 hours asynchronous online lessons, 3 hours synchronous online lessons (contact time), 87 hours preparation as well as self-study time)
Maximum attendees	
Literature	<p>Shaw, M. (2017). International Law. Cambridge: Cambridge University Press. <a href="https://doi.org/10.1017/9781316979815">https://doi.org/10.1017/9781316979815</a></p> <p>David, P. (2018). International Logistics, Berera OH: Cicerco Books. ISBN-13: 978-0-9894906-4-1 <a href="https://cicerobooks.com/product/international-logistics-5e-print/">https://cicerobooks.com/product/international-logistics-5e-print/</a></p> <p>Hooydonk, E.V. (2018) International Encyclopaedia of Laws: Transport Law, WoltersKluwer. <a href="https://lrus.wolterskluwer.com/store/product/international-encyclopaedia-of-laws-transport-law/000000000010057178">https://lrus.wolterskluwer.com/store/product/international-encyclopaedia-of-laws-transport-law/000000000010057178</a></p>

Number/Code	Wird vom System eingegeben (HIO)
Module German	
Module English	Transition and Change Management
Module abbreviation	PM 2.3
Module responsibility	Christine Freilinger, M.A.
Content	<p>Future business models need to incorporate the human role in global development. In times of global uncertainty prospective leaders in organisations need a distinctive skill set that goes beyond traditional lines of business thinking.</p> <p>The recipes of traditional business no longer work reliably. New competencies need to cover interdisciplinary, entrepreneurial and strategic thinking as well as strong organizational and personal development skills to address today's corporate challenges.</p>
Objectives	<ul style="list-style-type: none"> <li>• Development of an understanding for the need to change, both on individual as well as corporate (and national) level</li> <li>• Introduction to theories and basics of change, change management and innovation, such as spiral dynamics, Theory U, Design Thinking, SCRUM and the like</li> <li>• Development of an individual tool box for mastering change and innovation processes</li> </ul>
Language	English
Teaching and learning methods	<p>Asynchronous online study using an online module with chapter-by-chapter test questions and other interactive elements</p> <p>Accompaniment of the module by synchronous live video tutorials with a trained tutor (contact instruction)</p> <p>Self-study using a didactically prepared learning document and the asynchronous online module with examples / case studies</p>
Type and usability	Obligatory module in the Master Programme International Logistics and Trade
Duration	1 semester
Frequency	Summer semester
Prerequisites for participation	None
Preliminary examination	None
Examination	120 min exam
ECTS-Credits	4
Workload	100 hours (10 hours asynchronous online lessons, 3 hours synchronous online lessons (contact time), 87 hours preparation as well as self-study time)
Maximum attendees	
Literature	<p>Kotter, John P. (2012): "Leading Change", Harvard Business Review Press, Harvard.</p> <p><u><a href="#">Design Thinking, Scrum:</a></u></p>

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Curedale, Robert (2019): "Design Thinking Process and Methods", 5th Edition, Design Community College Press, CA.

Sutherland, Jeff (2015): "SCRUM – The Art of Doing Twice the Work in Half the Time", Random House Business Books, London.

Spiral Dynamics:

Beck, Don; Cowan, Christopher (2005): "Spiral Dynamics: Mastering Values, Leadership, and Change", Wiley/Blackwell.

Theory U:

Scharmer, C. Otto (2008): "Theory U: Leading from the Future as It Emerges", Berrett-Koehler Publishers, Oakland, CA.

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Number/Code	Wird vom System eingegeben (HIO)
Module German	
Module English	Port Organisation and Management
Module abbreviation	PM 2.4
Module responsibility	Prof. Dr. Sönke Reise / Dipl.-Verwaltungswirt (M. A. Public Mgt.) Uwe Will
Content	<p>This module aims on the general understanding of ports. Different categories and functions of ports will be discussed in a historical and present context.</p> <p>Port Organisation will be presented as effective issue for port success. Port Management aims to cover all different types of businesses in ports with their roles and functions. Port Authorities and their role as supplier of port infrastructre. Possibilities for financing port infrastructures.</p>
Objectives	<ul style="list-style-type: none"> <li>• Develop an understanding of the international port business</li> <li>• Reflect the role of ports in global suply chains</li> <li>• Formulate an effective organisational port model for a simple port development case</li> </ul>
Language	English
Teaching and learning methods	<p>Asynchronous online study using an online module with chapter-by-chapter test questions and other interactive elements</p> <p>Accompaniment of the module by synchronous live video tutorials with a trained tutor (contact instruction)</p> <p>Self-study using a didactically prepared learning document and the asynchronous online module with examples / case studies</p>
Type and usability	Obligatory module in the Master Programme International Logistics and Trade
Duration	1 semester
Frequency	Summer semester
Prerequisites for participation	None
Preliminary examination	None
Examination	120 min exam
ECTS-Credits	4
Workload	100 hours (10 hours asynchronous online lessons, 3 hours synchronous online lessons (contact time), 87 hours preparation as well as self-study time)
Maximum attendees	
Literature	<p>Alderton, Patrick (latest edition 2012): Port Management and Operations, Informa Law, London</p> <p>Branch, Edward (latest edition 2014): Elements of Shipping, Taylor &amp; Francis</p>



Number/Code	Wird vom System eingegeben (HIO)
Module German	
Module English	Digitalisation, Business Processes and New Business Models
Module abbreviation	PM 2.5
Module responsibility	Jutta Steinert, MBA, MBC
Content	<p>The decreasing costs of information processing, which we call digitization, offer new approaches to commercial developments and challenge traditional business models. The Module explores the information dimension along supply chains and addresses the question how and in what form information technology helps to create and maintain competitive advantages.</p> <p>Fundamentals of digitalization</p> <ul style="list-style-type: none"> <li>▪ Technological developments</li> <li>▪ The IT foundation - the most important technologies</li> <li>▪ The key technologies of the digital age <ul style="list-style-type: none"> <li>○ Blockchain technology</li> <li>○ Digital platforms</li> <li>○ Big Data, Data Economy</li> <li>○ Internet of Things</li> <li>○ Artificial Intelligence</li> </ul> </li> <li>▪ Digitization and law – the regulatory environment (Global, EU, GER)</li> <li>▪ Industry 4. 0, Labour 4. 0, Banking 4. 0, SMEs 4. 0</li> </ul> <p>Digital business models</p> <ul style="list-style-type: none"> <li>▪ Categorization of digital business models</li> <li>▪ The development of a digitalization strategy</li> <li>▪ Success factors of digital transformation</li> <li>▪ Changing business models through digital transformation</li> <li>▪ Methods and Technologies of Digital Transformation: Digital Business Modeling</li> <li>▪ Digitalization in the operational functions: marketing, production, personnel, logistics, Accounting, etc.</li> <li>▪ Digital transformation case study</li> <li>▪ Use Cases</li> </ul>
Objectives	<ul style="list-style-type: none"> <li>• Develop an understanding of the concept of competitive disruption and identify the potential in today’s business environment</li> <li>• Develop awareness of how business models need to adapt to address competitive challenges</li> <li>• Identify parameters and key characteristics of digitisation-driven business models.</li> <li>• Formulate adaptation strategies for the own organization</li> </ul> <p><u>Professional competence/proliferation of knowledge</u>  In the course of the module, students are familiarized with the challenges of digitalization that all companies have faced in recent</p>

	<p>years and will continue to face in the future. In addition to the general conditions and rules in online business, the participants also know the success factors that influence a digitalization process. Furthermore, the students develop a basic understanding of digital business models.</p> <p><u>Methodological competence/development of knowledge</u> The independent development of which characteristics apply to online business and which framework conditions are given ensures that the necessary specialist knowledge is acquired. This is applied in case studies, which also ensures that the student is able to draw the right conclusions and make the right decisions.</p> <p><u>Interdisciplinary competences/key qualifications</u> The expansion of knowledge in the field of digitalization, which is now an integral part of every industry, is expanding decision-making competence in many other areas of business management. The areas of marketing, sales, human resources and business processes deserve special mention here. Digitalization influences each of these areas and is therefore an urgently needed complement if competitiveness to be maintained in the future. The students are able to consider the digitization factor when considering and further developing company-wide structures and to make strategic business decisions.</p>
Language	English
Teaching and learning methods	Workshops, case study work in groups, group presentations
Type and usability	Obligatory module in the Master Programme International Logistics and Trade
Duration	1 semester
Frequency	Summer semester
Prerequisites for participation	
Preliminary examination	Evaluation of the Learning Protocol
Examination	Alternative examination
ECTS-Credits	4
Workload	100 hours (18 hours seminaristic teaching (contact time), 82 hours Preparation and elaboration of the Learning Protocol)
Maximum attendees	
Literature	<p>Shaping the Digital Enterprise Trends and Use Cases in Digital Innovation and Transformation Editors: Gerhard Oswald and Michael Kleinemeier, SAP SE, Walldorf, Germany ISBN 978-3-319-40966-5; e-ISBN 978-3-319-40967-2 © Springer International Publishing Switzerland 2017</p> <p>Digital Business Strategies in Blockchain Ecosystems Verlag Springer International Publishing Print ISBN978-3-030-29738-1 ; Electronic ISBN978-3-030-29739-8 Copyright-Jahr2020 Herausgeber: Prof. Dr. Umit Hacioglu</p>

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Autor: Dr. Thomas Kofler

Die digitale Transformation des Unternehmens -  
Systematischer Leitfaden mit zehn Elementen zur Strukturierung  
und Reifegradmessung  
Wieland Appelfeller · Carsten Feldmann  
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Herausgeber: Jan vom Brocke and Theresa Schmiedel

Diverse Articles on Digitalization and Transformation:

- Harvard Business Review
- PwC
- McKinsey

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Number/Code	Wird vom System eingegeben (HIO)
Module German	
Module English	Academic Research and Writing
Module abbreviation	PM 3.1
Module responsibility	Prof. Dr. rer. pol. Christian Decker
Content	<p>The module is designed to prepare students for their master thesis projects. Students will develop and present an exposé of their planned research projects. Peer discussion and feedback will form an essential part of the module. Topics to be touched upon are inter alia:</p> <ul style="list-style-type: none"> <li>• Foundations of academic research</li> <li>• Academic principles</li> <li>• Research logic</li> <li>• Research process</li> <li>• Sourcing of information</li> <li>• Elements of a research paper</li> <li>• Identification and interpretation of a topic</li> <li>• Structuring technique</li> <li>• Referencing</li> <li>• Academic language and writing style</li> <li>• Argumentation</li> </ul>
Objectives	Students are able to deduce, document and present a proposed explanation for a research question based upon the techniques and principles of academic research and writing in order to derive an answer for an identified research problem.
Language	English
Teaching and learning methods	<p>Asynchronous online study using an online module with chapter-by-chapter test questions and other interactive elements</p> <p>Accompaniment of the module by synchronous live video tutorials with a trained tutor (contact instruction)</p> <p>Self-study using a didactically prepared learning document and the asynchronous online module with examples / case studies</p>
Type and usability	Obligatory module in the Master Programme International Logistics and Trade
Duration	1 semester
Frequency	Winter semester
Prerequisites for participation	None
Preliminary examination	None
Examination	Alternative examination
ECTS-Credits	4
Workload	100 hours (10 hours asynchronous online lessons, 3 hours synchronous online lessons (contact time), 87 hours preparation as well as self-study time)
Maximum attendees	

Literature

Bryman, A., Bell, E.: Business Research Methods, Oxford University Press, Oxford.

Decker, C., Werner, R.: Academic research and writing: A concise introduction, iCADEMICUS.

Macgilchrist, Felicitas: Academic Writing, UTB, Stuttgart.

Ramsay, Paul, Maier, Pat, Price, Gerlinde: Study Skills for Business & Management Students, Pearson, Harlow et al.

Saunders, M. N. K., Lewis, P., Thornhill, A.: Research Methods for Business Students, Pearson, Harlow et al.

Turabian, Kate, L. et al: A Manual for Writers of Research Papers, Theses, and Dissertations, Chicago Style for Students and Researchers, The University of Chicago Press, Chicago.

Number/Code	Wird vom System eingegeben (HIO)
Module German	
Module English	International Tax and Customs Strategy
Module abbreviation	PM 3.2
Module responsibility	Prof. Dr. Dominico Lamanna Di Salvo
Content	<p>Taxation and customs play a major role in effecting global supply chains on a daily basis as well as in strategic sourcing and location decisions. This Module introduces the student to important taxation issues related to global trade and SCM. Further, it develops an understanding of the role of customs and its effects on trade.</p> <p>The student is required to use the theoretical knowledge in order to formulate practical solutions on tactical as well as strategic levels within the context of his/her professional experience in trade and/or logistics.</p>
Objectives	<ul style="list-style-type: none"> <li>• Build a basic knowledge of customs and taxation issues, with particular attention to trade</li> <li>• Develop an overview on (business) taxes and differences in an international context.</li> <li>• Identify the role and influence of customs on trade.</li> <li>• Formulate practical approaches to taxation and customs within the context of the own organisation, including customs clearance</li> </ul>
Language	English
Teaching and learning methods	<p>Asynchronous online study using an online module with chapter-by-chapter test questions and other interactive elements</p> <p>Accompaniment of the module by synchronous live video tutorials with a trained tutor (contact instruction)</p> <p>Self-study using a didactically prepared learning document and the asynchronous online module with examples / case studies</p>
Type and usability	Obligatory module in the Master Programme International Logistics and Trade
Duration	1 semester
Frequency	Winter semester
Prerequisites for participation	None
Preliminary examination	None
Examination	120 min exam
ECTS-Credits	4
Workload	100 hours (10 hours asynchronous online lessons, 3 hours synchronous online lessons (contact time), 87 hours preparation as well as self-study time)
Maximum attendees	
Literature	Reuven S. Avi-Yonah, Advanced Introduction to International Tax Law, Elgar Advanced Publishing, latest edition, ISBN 978-1781952375;

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Richard Doenberg, *International Taxation in a Nutshell*, West  
Nutshell, latest edition, ISBN 978-0314275318

Chris J. Finnerty, Paulus Merks et al., *Fundamentals of  
International Tax Planning*, Russo Editors, latest edition, ISBN 978-  
90-8722-016-7

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Number/Code	Wird vom System eingegeben (HIO)
Module German	
Module English	Public Relations and Stakeholder Management
Module abbreviation	PM 3.3
Module responsibility	n.n.
Content	The representation of an organisation towards all its stakeholders contributes vastly to its commercial success. This Modul highlights the importance of appropriate public relations activities and stakeholder management. The students will experience of how to communicate the mission and vision of the company as well as to convince the stakeholders about the organisational strategy.
Objectives	<ul style="list-style-type: none"> <li>• Understand the perspectives of all kind of stakeholders</li> <li>• Identify the role and importance of PR</li> <li>• Formulate effective PR-strategies to address stakeholders' requirements</li> <li>• Use extensively social media to support PR-strategies</li> <li>• Review the communications strategy of the own organisation and recommend changes, if any</li> </ul>
Language	English
Teaching and learning methods	<p>Asynchronous online study using an online module with chapter-by-chapter test questions and other interactive elements</p> <p>Accompaniment of the module by synchronous live video tutorials with a trained tutor (contact instruction)</p> <p>Self-study using a didactically prepared learning document and the asynchronous online module with examples / case studies</p>
Type and usability	Obligatory module in the Master Programme International Logistics and Trade
Duration	1 semester
Frequency	Winter semester
Prerequisites for participation	None
Preliminary examination	None
Examination	120 min exam
ECTS-Credits	4
Workload	100 hours (10 hours asynchronous online lessons, 3 hours synchronous online lessons (contact time), 87 hours preparation as well as self-study time)
Maximum attendees	
Literature	to be named

Number/Code	Wird vom System eingegeben (HIO)
Module German	
Module English	Green Shipping and Sustainable Logistics
Module abbreviation	PM 3.4
Module responsibility	Dr. Lars Stemmler
Content	Global warming will dominate economic, social and security politics for years to come. It will provide a framework for businesses to operate in which carries both advantages and disadvantages. But limiting climate politics to just limiting greenhouse gas emissions is too simple an approach as we already live in an anthropogenic era. As such, this Module will address the implications of the "planetary boundaries" and their impact on business models.
Objectives	<ul style="list-style-type: none"> <li>• Review of the environmental impact of global supply chains</li> <li>• Introduction to resource economics</li> <li>• Environmental management as a source of competitive advantage</li> <li>• Green business models in maritime logistics</li> </ul>
Language	English
Teaching and learning methods	<p>Asynchronous online study using an online module with chapter-by-chapter test questions and other interactive elements</p> <p>Accompaniment of the module by synchronous live video tutorials with a trained tutor (contact instruction)</p> <p>Self-study using a didactically prepared learning document and the asynchronous online module with examples / case studies</p>
Type and usability	Obligatory module in the Master Programme International Logistics and Trade
Duration	1 semester
Frequency	Winter semester
Prerequisites for participation	None
Preliminary examination	None
Examination	120 min exam
ECTS-Credits	4
Workload	100 hours (10 hours asynchronous online lessons, 3 hours synchronous online lessons (contact time), 87 hours preparation as well as self-study time)
Maximum attendees	
Literature	<p>Göpel, M. (2016): The Great Mindshift</p> <p>Jackson, T. (2009): Prosperity without Growth - Economics for a Finite Planet. Earthscan</p> <p>Victor, P. A. (2008): Managing without growth: slower by design, not disaster. Cheltenham, Elgar</p>



Number/Code	Wird vom System eingegeben (HIO)
Module German	
Module English	Leadership and Innovation
Module abbreviation	PM 3.5
Module responsibility	Dr. Isabell Lütkehaus
Content	This Module wraps up the Study Programme and challenges the willingness and ability for change amongst the participants. It will provide laboratory space to apply tools of change management and innovation using the individual contexts of the participants.
Objectives	<ul style="list-style-type: none"> <li>• Apply concepts and tools of change management and innovation to simple situations</li> <li>• Experience the hurdles to effective change and innovation</li> <li>• Reflect on the need for constant review of strategies and adaption</li> </ul>
Language	English
Teaching and learning methods	Workshop, using short cases. Groupwork/-presentations, plenum discussions. System constellations
Type and usability	Obligatory module in the Master Programme International Logistics and Trade
Duration	1 semester
Frequency	Winter semester
Prerequisites for participation	
Preliminary examination	Evaluation of the Learning Protocol
Examination	Alternative examination
ECTS-Credits	4
Workload	100 hours (18 hours seminaristic teaching (contact time), 82 hours Preparation and elaboration of the Learning Protocol)
Maximum attendees	
Literature	<p>John P. Kotter, Leading Change, Harvard Business Review Press ISBN-13: 978-1422186435</p> <p>James M. Kouzes / Barry Z. Posner, The Leadership Challenge Jossey-Bass; 6. edition (13 Jun 2017), ISBN-13: 978-1119278962</p> <p>Frederic Laloux, Reinventing Organisations, Nelson Parker ISBN-13: 978-2960133509</p>

Number/Code	Wird vom System eingegeben (HIO)
Module German	
Module English	Master thesis
Module abbreviation	PM 4.0
Module responsibility	All lecturers of the MBA distance learning programme International Logistics and Trade, depending on the respective content of the Master thesis
Content	Depending on the selected topic
Objectives	The students are able to apply the methods of scientific work; to independently work on a business problem from the field of international logistics and trade with scientific methods and on the basis of scientific theories and to present the results appropriately.
Language	English or German
Teaching and learning methods	Prepare a written thesis and presentation with subsequent discussion
Type and usability	Obligatory module in the Master Programme International Logistics and Trade
Duration	20 weeks
Frequency	continuously
Prerequisites	At least 52 ECTS
Preliminary examination	Module exams of at least 52 ECTS
Examination	Master thesis and colloquium
ECTS-Credits	30
Workload	750 hours
Maximum attendees	
Literature	The literature required for the preparation of a Master thesis must be researched and procured by the students themselves. In doing so, attention should be paid to appropriateness, relevance and topicality as well as to a sufficient range in order to ensure comparability and representativeness. Further, supplementary literature may be consulted for the colloquium.

## Supplementary module

Number/Code	Wird vom System eingegeben (HIO)
Module German	
Module English	Intercultural Studies
Module abbreviation	ZM 1
Module responsibility	Dr. Renée Anne Lüskow
Content	<ul style="list-style-type: none"> <li>• Globalisation of the world of work</li> <li>• National and other sources of culture</li> <li>• Intercultural strategies and their goals</li> <li>• the tasks of intercultural management</li> <li>• Intercultural Leadership</li> <li>• Intercultural human resource management</li> <li>• Intercultural Communication</li> </ul>
Objectives	At the end of the course, students will have a broad overview of the sources and influences of cultural differences and workplace interactions. They are able to analyse the dynamic relationships of cultural interactions and to structure them in terms of corporate success.
Language	English
Teaching and learning methods	Self-study using a didactically prepared learning document and the asynchronous online module with examples / case studies Online Evaluation
Type and usability	Supplementary module in the Master Programme International Logistics and Trade Obligatory module in the Master Programme Informations Systems
Duration	1 semester
Frequency	Winter semester
Prerequisites	None
Preliminary examination	None
Examination	Alternative examination
ECTS-Credits	6
Workload	150 hours (8 hours seminaristic teaching (contact time), 142 hours preparation as well as self-study time)
Maximum attendees	
Literature	<p>Bhagat, R.S. and Steers, R.M. (2009). Cambridge handbook of cultures, organization, and work. Cambridge University Press. ISBN 978-0-521-87742-8.</p> <p>Luthans, F. and Doh, F. (2015). International management: culture, strategy, and behaviour. McGraw-Hill Irwin, 9th ed. ISBN 978-0-205-08279-7.</p> <p>Moodian, M.A. ed. (2009). Contemporary leadership and intercultural competence. Sage. ISBN 978-1-4129-5453-2.</p> <p>Schneider, S.C., Barsoux, J-L., and Stahl, G.K. (2014). Managing across cultures. Pearson, 3rd ed. ISBN 978-0-273-74632-4.</p>

Number/Code	Wird vom System eingegeben (HIO)
Module German	
Module English	Business Communication
Module abbreviation	ZM 2
Module responsibility	Michelle Lawson, M.A.
Content	<p>This module analyses interpersonal communication within a company. The focus is on human communication as a structural element. The following contents are conveyed:</p> <ul style="list-style-type: none"> <li>• Communication in the globalized world of work</li> <li>• Strategic keys of communication management</li> <li>• Organizing communication: traditional, relational, cultural and network structures</li> <li>• Power, Politics, and Communication at Work</li> <li>• Decision Communication and Change Management</li> <li>• Communication and conflict management</li> <li>• Communication and diversity</li> <li>• Case studies</li> </ul>
Objectives	<p>Students learn the essential management options for successful communication control. They are familiar with current theories and practice on the subject. The knowledge of English will be extended.</p> <p>Students will be able to understand, scientifically analyse, strategically plan and influence the human communication flow in a globally operating corporate structure.</p>
Language	English
Teaching and learning methods	Self-study using a didactically prepared learning document and the asynchronous online module with examples / case studies Online Evaluation
Type and usability	Supplementary module in die Master Programme International Logistics and Trade  Obligatory module in the Master Programme Informations Systems
Duration	1 semester
Frequency	Summer semester
Prerequisites	None
Preliminary examination	
Examination	Alternative examination
ECTS-Credits	6 ECTS
Workload	150 hours (8 hours seminaristic teaching (contact time), 142 hours preparation as well as self-study time)
Maximum attendees	
Literature	<p>C. and Poole, M.S. (2012) Strategic organizational communication in a global economy, 7 ed. Wiley Blackwell, ISBN 978-1- 4443-3863-8</p> <p>Gibson, J.L., Ivancevich, J.M., Donnelly, J.H., und Konpaske, R. (2012) Organizations : behaviour, structure, processes. 14th ed. McGraw-Hill, ISBN 978-0-07-811266-9</p>

Griffin, E., Ledbetter, A., and Sparks, G. (2015) A first look at communication theory. 9th ed.

McGraw-Hill ISBN 978-0073534305 Schockley-Zalabak, P. (2012) Fundamentals of organizational communication: knowledge, sensitivity, skills, values. 8th International ed., Allyn and Bacon, ISBN 978-0-2015-08279-7

Number/Code	Wird vom System eingegeben (HIO)
Module German	
Module English	Business Simulation
Module abbreviation	ZM 3
Module responsibility	Prof. Dr. Thomas Wilke
Content	<p>Strategic, tactical and operational management of an industrial company</p> <ul style="list-style-type: none"> <li>• an introduction to the decision-making fields: Marketing, production, human resources, logistics, financing. Establishment and structure of a risk management system and reporting system.</li> <li>• game play, program handling and team organization: execution of a test round (analysis in an online event). Definition of the relevant target value for the module evaluation.</li> <li>• formulation of corporate goals and corporate strategies; definition of areas of responsibility</li> <li>• game phase: 6 rounds of play</li> <li>• online event for the final evaluation and awarding of module marks</li> </ul>
Objectives	<p>Acquisition of skills for holistic, networked corporate planning, implementation in strategic and operational decisions, analysis of corporate reports and implementation of operational and strategic risk management. Improvement of team and decision-making skills.</p> <p>Professional competence/proliferation of knowledge The students translate the knowledge acquired during their studies into concrete corporate planning and decisions:</p> <ul style="list-style-type: none"> <li>• Operational and strategic marketing planning</li> <li>• Operational and strategic production planning</li> <li>• Operational and strategic personnel planning</li> <li>• Operational and strategic financial planning</li> <li>• Operational and strategic risk analysis</li> <li>• Operational and strategic risk management</li> <li>• Evaluation of internal and external company reports</li> </ul> <p>Methodological competence/development of knowledge The open dynamics and interaction with competitors in sales and personnel markets force students to constantly analyse and, if necessary, adjust their own goals, planning specifications and decisions. The alignment of the decision with a clearly defined corporate goal leads to networked entrepreneurial thinking and acting with special consideration of the associated risks.</p> <p>Interdisciplinary competencies/key qualifications Through "long-distance" group work, students must develop a team structure based on the division of labour that can make the</p>

	required, targeted corporate decisions within the specified time. The ability to work in a team and the ability to make decisions are therefore implicit success factors for this module.
Language	English
Teaching and learning methods	Introduction via Online Seminar, game phase, evaluation
Type and usability	Supplementary module in die Master Programme International Logistics and Trade Business simulation with beCEO!
Duration	1 semester
Frequency	Winter semester
Prerequisites	None
Preliminary examination	
Examination	Alternative examination
ECTS-Credits	4 ECTS
Workload	100 hours (3 hours seminaristic teaching (contact time), 97 hours Preparation and as well as self-study time)
Maximum attendees	
Literature	the literature used is announced by the lecturer in the preparation phase

Number/Code	Wird vom System eingegeben (HIO)
Module German	
Module English	Transfer Project
Module abbreviation	ZM 4
Module responsibility	Dr. Lars Stemmler
Content	The modul is a foundational module in which students from different educational and cultural backgrounds get acquainted with general methods and knowledge about global trade and logistics as well as related methodological skills that are essential for the further development of their studies. This elective module provides students with a valuable opportunity to work on a long-term practical project in a research or business environment. Depending on the student's interest, the topic area might involve problem related to the overall study area of the MBA of International Logistics and Trade.
Objectives	The module is designed to reflect on the student's current competencies and motivation to take up a Master's course. The overall objective is to <ul style="list-style-type: none"> <li>• outline and develop a personal framework for the upcoming Master's studies</li> <li>• reflect on previously achieved competencies and identify and describe gaps and strengths of previous studies and professional experiences and to formulate on this basis a personal career narrative</li> </ul>
Language	English
Teaching and learning methods	Students are expected to design their own Transfer Project, based on their individual academic and professional backgrounds and their personal goals. They are expected to demonstrate their capabilities to self-organize the preparation of solutions for their individual topics.
Type and usability	Supplementary module in die Master Programme International Logistics and Trade
Duration	1 semester
Frequency	Winter semester
Prerequisites	None
Preliminary examination	
Examination	Portfolio
ECTS-Credits	10 ECTS
Workload	250 hours (8 hours seminaristic teaching (contact time), 242 hours Preparation and as well as self-study time)
Maximum attendees	
Literature	the literature used is announced by the lecturer in the project preparation phase

Number/Code	Wird vom System eingegeben (HIO)
Module German	
Module English	Excursion
Module abbreviation	ZM 5
Module responsibility	Dr. Lars Stemmler
Content	<p>Students observe and analyze the logistic and trade processes at the Ports of Bremen and Bremerhaven with a given task. The participants come into contact with experts from professional practice.</p> <p>Using a selected local example, they develop typical problems in the areas of logistics and trade in a modern port and develop their own solution strategies, which they present and discuss in the group.</p>
Objectives	To be specified
Language	English
Teaching and learning methods	To be specified
Type and usability	Supplementary module in die Master Programme International Logistics and Trade
Duration	1 semester
Frequency	Winter semester
Prerequisites	None
Preliminary examination	
Examination	Alternative examination
ECTS-Credits	4 ECTS
Workload	100 hours (8 hours seminaristic teaching (contact time), 92 hours Preparation and as well as self-study time)
Maximum attendees	
Literature	the literature used is announced by the lecturer in the preparation phase