

Program-Specific Study and Examination Regulations for the Continuing Education Master's Program in Intercultural Communication and Management at the University of Potsdam

Dated November 20, 2024

On the basis of Sections 20 (1), 23 (1)-(3) in conjunction with Section 81 (2) no. 1 of the Brandenburg Higher Education Act (BbgHG) of April 9, 2024 (GVBl.I/24, [no. 12]), amended by Article 2 of the Act of June 21, 2024 (GVBl.I/24, [no. 30], p.32), in conjunction with the Ordinance on the Design of Examination Regulations to Ensure the Equivalence of Studies, Examinations and Degrees (University Examination Ordinance – HSPV) of March 4, 2015 (GVBl.II/15, [no. 12]), last amended by Article 3 of the Act of April 9, 2024 (GVBl.I/24, no. 12], p.80) and the Ordinance on the Regulation of Study Accreditation (Study Accreditation Ordinance – StudAkkV) of October 28, 2019 (GVBl.II/19, [no. 90]) and with Art. 21 (2) no. 1 of the Basic Regulations of the University of Potsdam (GrundO) of December 17, 2009 (Bulletin UP no. 4 /2010 p. 60) in the version of the Seventh Statute Amending the Basic Regulations of the University of Potsdam (GrundO) of December 14, 2022 (Bulletin UP no. 8/2023 p. 318) and Section 1 (2) of the Revised Version of the General Study and Examination Regulations for Bachelor's and Master's Degree Programs (Non-Teaching-Oriented) at the University of Potsdam dated 30 January 2013 (BAMA-O) (Bulletin UP no. 3/2013 p. 5), last amended on December 13, 2023 (Bulletin UP no. 17/2024 p. 712), the Faculty Council of the Faculty of Arts at the University of Potsdam has adopted the following Study and Examination Regulations as a statute on November 20, 2024:¹

Content

- Sec. 1 Scope of Application
- Sec. 2 Responsibilities of the Examining Board and UP Transfer GmbH
- Sec. 3 Degree
- Sec. 4 Objectives of the Master's Program
- Sec. 5 Type of Degree and Duration
- Sec. 6 Part-Time Study
- Sec. 7 Modules and Course of Studies
- Sec. 8 Master's Thesis
- Sec. 9 Entry into Force and Transitional Provisions

Appendix 1: Module Descriptions

Appendix 2: Examples for the Course of Studies

Sec. 1 Scope of Application

(1) These regulations govern the application-oriented and continuing education degree program in Intercultural Communication and Management at the University of Potsdam. As program-specific rules and regulations, they supplement the Revised Version of the General Study and Examination Regulations for Bachelor's and Master's Degree Programs (Non-Teaching-Oriented) at the University of Potsdam (BAMA-O).

(2) Insofar as this statute does not contain any provisions, the BAMA-O shall apply. In the event of contradictions between these regulations and the BAMA-O, the provisions of the BAMA-O shall take precedence over the provisions of these regulations.

Sec. 2 Responsibilities of the Examining Board and UP Transfer GmbH

(1) The organization and implementation of the degree program is the academic responsibility of the University of Potsdam with the support of UP Transfer GmbH at the University of Potsdam. UP Transfer GmbH guarantees the proper implementation of teaching operations, including all internet-based support services and the production and provision of teaching materials, in accordance with the content-related and organizational requirements of the University of Potsdam.

(2) The Examining Board appointed for this degree program assumes the responsibilities of the Student Administration Center described in the BAMA-O of the University of Potsdam and is supported in this by UP Transfer GmbH.

Sec. 3 Degree

Once the required credit points have been earned and the graduation requirements have been met, the University of Potsdam shall award the degree of "Master of Arts" ("M.A.") through the Faculty of Arts.

Sec. 4 Objectives of the Master's Program

(1) The continuing education master's degree program in Intercultural Communication and Management is designed to enable students to take on management and leadership tasks in communication-relevant areas of companies of various sizes on the basis of existing academic qualifications and professional experience. As part of the part-time master's program, students acquire basic knowledge and approaches in language and cultural studies and in business administration, as well as specific management skills.

¹ Approved by the President of the University of Potsdam on December 17, 2024.

Great importance is attached to close links between the academic and professional communities. The teaching of knowledge such as discipline-specific and methodological skills is therefore geared towards practical application.

(2) In the Intercultural Communication and Management degree program, students acquire the specialist and methodological skills that will enable them to

- identify weak points or potential for conflict in intercultural communication and develop strategies to eliminate them,
- optimize internal and external communication processes, taking into account intercultural communication strategies,
- apply business management concepts and instructions of strategic corporate management,
- develop concepts for the internationalization of companies and organizations,
- structure cross-border marketing campaigns and intercultural market research,
- develop innovative solutions based on academic methods for communication-related issues, particularly in the management fields of (agile) projects, negotiation, personnel, leadership, internationalization and change.

(3) Furthermore, students acquire the following social skills:

- the ability for in-depth social communication and intercultural interaction,
- the ability to reflect on their own actions in an intercultural context and adapt them accordingly,
- the ability to critically identify problems in a team and work together to solve them,
- the ability to recognize and avoid conflicts or to resolve them amicably,
- the ability to conduct and successfully conclude negotiations,
- the ability to take responsibility for themselves and society.

(4) The master's degree program also strengthens personal skills (self-competence). Students

- are able to acquire new knowledge and skills independently,
- are able to realistically assess their own abilities and possibilities,
- can work independently and in a goal-oriented manner,
- are self-disciplined,

- are highly resilient,
- can make decisions quickly and appropriately,
- can reflect on their own actions in an intercultural context and adapt them accordingly,
- have the competence to efficiently acquire new knowledge, present it professionally and learn from experience,
- master the principles of time management.

(5) The degree program provides optimal conditions for professional careers in demanding positions on the German and international job market. Graduates of the degree program are able to develop solutions to problems in all processes of multilingual and intercultural business communication as analysts, consultants, (digital) communication managers, mediators, diversity managers and company representatives, especially in the areas of (international) cooperation initiation, market analysis and customer acquisition, marketing and after-sales services, internal corporate communication, human resources and employee training, external corporate communication and public relations.

Sec. 5 Type of Degree and Duration

The continuing education master's program in Intercultural Communication and Management is offered at the University of Potsdam as a single-subject program with a standard period of study (full-time study) of 4 semesters and 120 credit points.

Sec. 6 Part-Time Study

The master's degree program in Intercultural Communication and Management is suitable for part-time study.

Sec. 7 Modules and Course of Studies

(1) The master's degree program in Intercultural Communication and Management consists of the following components:

Module Code	Name of the Module	CP
I. Mandatory Modules		
UPT_MA_020	Intercultural Communication	6
UPT_MA_021	Conversation Analysis	6
UPT_MA_022	English as a Global Language	6
UPT_MA_023	Project Management	6

UPT_MA_024	Change Management	6
UPT_MA_025	Intercultural Business Communication	6
UPT_MA_026	Applied Conversation Analysis	6
UPT_MA_027	Intercultural Mediation & Conflict Management	6
UPT_MA_028	Management Skills & Negotiations	6
UPT_MA_029	International Management & Design Thinking	6
UPT_MA_030	Communication Management	6
UPT_MA_031	Digital Communication, Language and Culture	6
UPT_MA_032	International Marketing & Business Development	6
UPT_MA_033	Leadership & Human Resource Management	6
UPT_MA_034	Diversity Management	6
II. Master's Thesis		
	Master's thesis and oral exam (disputation)	30
Sum of CP of the mandatory modules to be completed		120

(2) The teaching and examination language of the master's degree program in Intercultural Communication and Management is English.

(3) The descriptions of the modules mentioned in Section 1 are listed in the Module Catalog in Appendix 1 to these regulations.

(4) Examples for the course of studies are listed in Appendix 2 to these regulations.

Sec. 8 Master's Thesis

(1) As soon as the student has acquired at least 75 credit points, he or she is entitled to the immediate assignment of a topic for the master's thesis.

(2) The master's thesis, including the disputation (defense), has a total of 30 credit points.

Sec. 9 Entry into Force and Transitional Provisions

(1) These regulations shall enter into force on October 1, 2025.

(2) These regulations apply to all students enrolled in the master's degree program in Intercultural Communication and Management at the University of Potsdam after their coming into force.

Appendix 1: Module Descriptions

UPT_MA_020: Intercultural Communication				Number of credit points (CPs): 6	
Module type (mandatory or elective module):		Mandatory module			
Content and objectives of the module:		<i>Qualification objectives</i> Students – know the main theories and models of intercultural communication and are able to contextualize the relevant terms and concepts, – have direct practical experience in encounters with other cultures, – have a reflected understanding of the interdependencies between their own culture, perceptions, communicative options for action and foreign cultures, – can identify weaknesses or potential for conflict in intercultural communication and develop strategies to eliminate them, – can present their point of view in writing, – are able to work independently in an academic manner on a given or self-selected, defined research question, – can write a text in accordance with academic standards, – are able to acquire new knowledge and skills independently.			
		<i>Contents</i> – Culture, personality differences and their causes – Cultural dimensions – Intercultural communication – Cultural areas (cultural competence) – Communication – Concepts of values and behavioral patterns of individuals and groups from different life situations – Adequate forms of action in different cultural contexts – Acceptance of cultural differences and mutual understanding – Reflected experiences in interaction and communication			
Module (sub-)examination(s) (number, form, scope):		Term paper, 15 pages, 3 CPs			
Courses (teaching formats)	Contact time (in hrs/ wk per semester)	Secondary examinations (number, form, scope)		Course-accompanying module (sub-) examination(s) (number, form, scope)	Total workload (in CPs)
		For completing the module	For admission to module exam		
Seminar	2	-	-	-	3
Frequency at which the module is offered:		Summer semester			
Prerequisite for taking the module:		none			

UPT_MA_021: Conversation Analysis				Number of credit points (CPs): 6	
Module type (mandatory or elective module):		Mandatory module			
Content and objectives of the module:		<i>Qualification objectives</i> Students – can adopt different linguistic perspectives on the study of language use, – have an awareness of the differences between oral and written communication, – know the central premises, thematic areas, epistemological interests and methods of conversation research, – can present their point of view orally, – can present and defend their ideas to the seminar audience using suitable presentation media. <i>Contents</i> – Opening and ending a conversation – Change of speaker – Sequence structure – Preference structure – Repairs – Multimodal interaction			
Module (sub-)examination(s) (number, form, scope):		Please find the course-accompanying module (sub-) examination(s) below.			
Courses (teaching formats)	Contact time (in hrs/ wk per semester)	Secondary examinations (number, form, scope)		Course-accompanying module (sub-) examination(s) (number, form, scope)	Total workload (in CPs)
		For completing the module	For admission to module exam		
Seminar	2	-	-	Presentation, 30 minutes	6
Frequency at which the module is offered:		Summer semester			
Prerequisite for taking the module:		none			

UPT_MA_022: English as a Global Language			Number of credit points (CPs): 6		
Module type (mandatory or elective module):		Mandatory module			
Content and objectives of the module:		<i>Qualification objectives</i> Students – have a reflected understanding of the role of English as an international language, – are able to reflect critically on the power dynamics associated with the use of English in international contexts, – can analyze lexical, structural and/or interactional features of business English, – are able to work together in a team and jointly tackle a problem, – can present their point of view orally, – can present and defend their work to the seminar audience using suitable presentation media. <i>Contents</i> – Conceptual/theoretical considerations on the role of English in a globalized world – Empirical studies on English as a lingua franca and English as a business lingua franca – The use of English in professional contexts – The use of English in digital contexts – English and (digital) interculturality			
Module (sub-)examination(s) (number, form, scope):		Please find the course-accompanying module (sub-) examination(s) below.			
Courses (teaching formats)	Contact time (in hrs/ wk per semester)	Secondary examinations (number, form, scope)		Course-accompanying module (sub-) examination(s) (number, form, scope)	Total workload (in CPs)
		For completing the module	For admission to module exam		
Seminar	2	-	-	Presentation, 30 minutes, or oral exam, 30 minutes	6
Frequency at which the module is offered:		Winter semester			
Prerequisite for taking the module:		none			

UPT_MA_023 Project Management				Number of credit points (CPs): 6	
Module type (mandatory or elective module):		Mandatory module			
Content and objectives of the module:		<i>Qualification objectives</i> Students – know project management methods and procedures, – have the basic knowledge to plan, coordinate, monitor and steer projects, – are able to develop their own questions and work on them using appropriate academic methods, – are able to apply their knowledge and problem-solving skills in new and unfamiliar situations, – are able to work together in a team and jointly tackle a problem, – can apply theoretical models and concepts to an authentic situation or problem, – can demonstrate active, procedural knowledge to solve a problem, – can present and defend their work to the seminar audience using suitable presentation media. <i>Contents</i> – Project controlling – Project management and steering – Project planning – Project analysis and evaluation – Project management tools – Stakeholder analyses			
Module (sub-)examination(s) (number, form, scope):		Please find the course-accompanying module (sub-) examination(s) below.			
Courses (teaching formats)	Contact time (in hrs/ wk per semester)	Secondary examinations (number, form, scope)		Course-accompanying module (sub-) examination(s) (number, form, scope)	Total workload (in CPs)
		For completing the module	For admission to module exam		
Seminar and recitation course	2	-	-	Project presentation, 30 minutes	6
Frequency at which the module is offered:		Winter semester and summer semester			
Prerequisite for taking the module:		none			

UPT_MA_024 Change Management				Number of credit points (CPs): 6	
Module type (mandatory or elective module):		Mandatory module			
Content and objectives of the module:		<i>Qualification objectives</i> Students – know both the soft and hard factors of change management and can recognize and analyze these in an organization and relate them to the change management processes, – can plan, initiate and manage change in their organization through change processes and can reflect on the process phases and evaluate the achievement of objectives, – can provide information and advice in an addressee-oriented manner across organizational levels, and can recognize potential conflicts and intervene constructively, – can work on a given question using academic methods, – are able to apply their knowledge and problem-solving skills in new and unfamiliar situations, especially in international and intercultural contexts, – can present their point of view orally, – can present and defend their work to the seminar audience using suitable presentation media. <i>Contents</i> – Systematic and method-based foundations for organizational development and change management – Behavioral, employee-related and cultural aspects of change management (soft factors) – Business perspectives of change management (hard factors)			
Module (sub-)examination(s) (number, form, scope):		Please find the course-accompanying module (sub-) examination(s) below.			
Courses (teaching formats)	Contact time (in hrs/ wk per semester)	Secondary examinations (number, form, scope)		Course-accompanying module (sub-) examination(s) (number, form, scope)	Total workload (in CPs)
		For completing the module	For admission to module exam		
Seminar and recitation course	2	-	-	Presentation, 30 minutes, or project presentation, 30 minutes	6
Frequency at which the module is offered:		Winter semester and summer semester			
Prerequisite for taking the module:		none			

UPT_MA_025 Intercultural Business Communication				Number of credit points (CPs): 6	
Module type (mandatory or elective module):		Mandatory module			
Content and objectives of the module:		<i>Qualification objectives</i> Students – are able to optimize internal and external communication processes for their organization, taking intercultural communication strategies into account, – know the special challenges in intercultural situations, such as differences in negotiation style or in leadership and management culture, – learn about typical negotiating behavior in different cultures, – have practical experience and knowledge that can be applied to future work in international teams, – are able to set up teams tailored to the cultural framework and develop negotiation strategies, – can lead and manage intercultural teams, – are able to apply their knowledge and problem-solving skills in new and unfamiliar situations, – are able to work together in a team and jointly tackle a problem, – can present and defend their work to the seminar audience using suitable presentation media. <i>Contents</i> – Definition of the need for specific interdisciplinary expertise in the private sector and in international organizations – Intercultural communication in a business context – Intercultural management – Negotiation styles, leadership and management cultures in an intercultural context			
Module (sub-)examination(s) (number, form, scope):		Please find the course-accompanying module (sub-) examination(s) below.			
Courses (teaching formats)	Contact time (in hrs/ wk per semester)	Secondary examinations (number, form, scope)		Course-accompanying module (sub-) examination(s) (number, form, scope)	Total workload (in CPs)
		For completing the module	For admission to module exam		
Seminar and recitation course	2	-	-	Presentation, 30 minutes, or project presentation, 30 minutes	6
Frequency at which the module is offered:		Winter semester			
Prerequisite for taking the module:		none			

UPT_MA_026 Applied Conversation Analysis				Number of credit points (CPs): 6	
Module type (mandatory or elective module):		Mandatory module			
Content and objectives of the module:		<i>Qualification objectives</i> Students – know the goals and empirical methods of applied conversation research, – are able to independently develop conversation analytical questions with practical relevance, access the research field, and collect and process adequate conversation data, – can analyze conversations using appropriate academic methods, – can derive findings from their own application-oriented research and develop ideas for their implementation in professional practice, – can present and defend their work to the seminar audience using suitable presentation media. <i>Contents</i> – Collection of audiovisual data – Conversation-analytical transcription – Institutional communication – Intercultural communication – Communication problems and possible solutions – Conversation analysis in professional practice			
Module (sub-)examination(s) (number, form, scope):		Please find the course-accompanying module (sub-) examination(s) below.			
Courses (teaching formats)	Contact time (in hrs/ wk per semester)	Secondary examinations (number, form, scope)		Course-accompanying module (sub-) examination(s) (number, form, scope)	Total workload (in CPs)
		For completing the module	For admission to module exam		
Recitation course	2	-	-	Project presentation, 30 minutes	6
Frequency at which the module is offered:		Winter semester			
Prerequisite for taking the module:		none			

UPT_MA_027 Intercultural Mediation & Conflict Management				Number of credit points (CPs): 6		
Module type (mandatory or elective module):		Mandatory module				
Content and objectives of the module:		<i>Qualification objectives</i> Students – can apply conflict theories to analyze conflict situations, – recognize the positive development potential of conflicts, – understand the difference between interests and positions, – know alternative dispute resolution procedures: arbitration, conciliation and mediation, – can professionally moderate discussions based on phase structure and principles, – are able to work together in a team and jointly tackle a problem, – can work on given problems in realistic, near-reality or model situations using their specialist, analytical and methodical knowledge and skills. <i>Contents</i> – Conflict theory – Escalation dynamics – Alternative dispute resolution (ADR) – Principles and phases of mediation – Intercultural mediation – Singapore Convention on Mediation				
Module (sub-)examination(s) (number, form, scope):		Please find the course-accompanying module (sub-) examination(s) below.				
Courses (teaching formats)		Contact time (in hrs/ wk per semester)	Secondary examinations (number, form, scope)		Course-accompanying module (sub-) examination(s) (number, form, scope)	Total workload (in CPs)
			For completing the module	For admission to module exam		
Recitation course		2	-	-	Consulting simulation, 30 minutes, or role play and debriefing, 30 minutes, or project presentation, 30 minutes	6
Frequency at which the module is offered:			Summer semester			
Prerequisite for taking the module:			none			

UPT_MA_028: Management Skills & Negotiations				Number of credit points (CPs): 6	
Module type (mandatory or elective module):		Mandatory module			
Content and objectives of the module:		<i>Qualification objectives</i> Students – can reflect on and further develop their own management and leadership style, – strengthen their communication and leadership skills to make management processes goal-oriented and efficient, – have an overview of the various approaches to negotiation research, – know the process steps of negotiation management, – can measure and analyze the negotiation performance of their own company, – can develop measures to improve their company’s negotiation performance, – are able to apply their knowledge and problem-solving skills in new and unfamiliar situations, – can present and defend their work to the seminar audience using suitable presentation media, – are able to work together in a team and jointly tackle a problem, – are able to acquire new knowledge and skills independently, – can explain correlations and draw up comparisons and analyses, – can complete tasks in a given time. <i>Contents</i> – Leadership skills – Various approaches to negotiation research – Process steps of negotiation management – Tools and instruments for business negotiation analysis, planning and management			
Module (sub-)examination(s) (number, form, scope):		Please find the course-accompanying module (sub-) examination(s) below.			
Courses (teaching formats)	Contact time (in hrs/ wk per semester)	Secondary examinations (number, form, scope)		Course-accompanying module (sub-) examination(s) (number, form, scope)	Total workload (in CPs)
		For completing the module	For admission to module exam		
Seminar	2	Poster presentation, 15 minutes	-	Written exam, 90 minutes	6
Frequency at which the module is offered:		Summer semester			
Prerequisite for taking the module:		none			

UPT_MA_029 International Management & Design Thinking				Number of credit points (CPs): 6	
Module type (mandatory or elective module):		Mandatory module			
Content and objectives of the module:		<i>Qualification objectives</i> Students – have conceptual and practical knowledge of the internationalization of companies, – have the ability to deal with the challenges of internationalization for management, – are sensitized to the topic of “intercultural management”, – have first-hand knowledge of international markets and framework conditions for entrepreneurial activity and other management styles, – are able to develop an internationalization concept for a selected business case, for example for their own company/organization, – know design thinking methodology, – can formulate a problem as part of a design challenge – are familiar with idea development techniques as well as methods and principles of prototyping and testing for user feedback, – can produce a written argument, an analysis, a comparison or an evaluation of an (academic) question – can present and defend their work to the seminar audience using suitable presentation media, – are able to work together in a team and jointly tackle a problem. <i>Contents</i> – Internationalization strategies – Intercultural management – International markets – Design thinking methodology – Methods and principles of prototyping and testing			
Module (sub-)examination(s) (number, form, scope):		Please find the course-accompanying module (sub-) examination(s) below.			
Courses (teaching formats)	Contact time (in hrs/ wk per semester)	Secondary examinations (number, form, scope)		Course-accompanying module (sub-) examination(s) (number, form, scope)	Total workload (in CPs)
		For completing the module	For admission to module exam		
Seminar	2	Presentation, 15 minutes	-	Essay, 10 pages	6
Frequency at which the module is offered:		Summer semester			
Prerequisite for taking the module:		none			

UPT_MA_030 Communication Management				Number of credit points (CPs): 6	
Module type (mandatory or elective module):		Mandatory module			
Content and objectives of the module:		<i>Qualification objectives</i> Students – know the key theories and models of modern, agile project and product management, – have professional competence in communication management and project management, – know the fundamentals of digital marketing disciplines such as SEO and social media, – have a basic knowledge of the concepts, content, core problems and methods of new technologies, – are familiar with concepts and practical examples supported by the new technologies and can understand macroeconomic relationships and current economic events and critically interpret and discuss them from a discipline-specific, theoretical perspective, – can carry out the technical and conceptual preparatory work for the creation of a podcast or video contribution (e.g. selection of topics, objectives, research, selection of discussion partners where appropriate), – are able to carry out the preliminary work in a practical (media-based) way (including interviewing, recording, mixing), – can present and defend their work to the seminar audience using suitable presentation media, – are able to work together in a team and jointly tackle a problem. <i>Contents</i> – Principles and components of agile working – New technologies/trends in communication (VR, AR, XR, Metaverse, etc.) – Communication in crisis situations – Digitalization in entrepreneurship			
Module (sub-)examination(s) (number, form, scope):		Please find the course-accompanying module (sub-) examination(s) below.			
Courses (teaching formats)	Contact time (in hrs/ wk per semester)	Secondary examinations (number, form, scope)		Course-accompanying module (sub-) examination(s) (number, form, scope)	Total workload (in CPs)
		For completing the module	For admission to module exam		
Seminar and recitation course	2	-	-	Project presentation, 30 minutes	6
Frequency at which the module is offered:		Winter semester and summer semester			
Prerequisite for taking the module:		none			

UPT_MA_031 Digital Communication, Language and Culture				Number of credit points (CPs): 6	
Module type (mandatory or elective module):		Mandatory module			
Content and objectives of the module:		<i>Qualification objectives</i> Students – can reflect on different conceptualizations of culture, – can examine the concept of culture from a critical perspective, – recognize the connection between digital discourse and socio-cultural phenomena and processes, – can use the vocabulary and analytical tools covered in the course to analyze intercultural challenges and conflicts, – are able to work together in a team and jointly tackle a problem, – can structure and plan a project according to academic criteria and work towards a result. <i>Contents</i> – Theories of intercultural communication and interculturality in offline and online contexts – The interplay between culture and digital discourse – Empirical work on digital and intercultural communication from the perspective of sociolinguistics, discourse research, linguistic ethnography, conversation analysis, ethnomethodology, etc. – Virtual interactions – Interaction and discourse in social media – Language and technology – Sociological and anthropological reflections on digital discourse, including post-digitality, culture of digitality, etc.			
Module (sub-)examination(s) (number, form, scope):		Please find the course-accompanying module (sub-) examination(s) below.			
Courses (teaching formats)	Contact time (in hrs/ wk per semester)	Secondary examinations (number, form, scope)		Course-accompanying module (sub-) examination(s) (number, form, scope)	Total workload (in CPs)
		For completing the module	For admission to module exam		
Seminar and recitation course	2	-	-	Project presentation, 30 minutes	6
Frequency at which the module is offered:		Winter semester and summer semester			
Prerequisite for taking the module:		none			

UPT_MA_032 International Marketing & Business Development				Number of credit points (CPs): 6		
Module type (mandatory or elective module):		Mandatory module				
Content and objectives of the module:		<i>Qualification objectives</i> Students are able to – understand the problems and fundamentals of international marketing, – analyze the connections between globalization and international marketing, – explain the planning process of international marketing, – describe global framework conditions, – recognize international risks and describe international cultures, – understand and describe the fundamentals of international market research, – recognize problems and (critically) reflect on research strategies, – explain the fundamentals and the process of international country evaluation and selection, – describe and evaluate the forms and timing of international market entry strategies, – understand the fundamentals of international strategies, – explain and evaluate international market, competition and market segmentation strategies, – understand the fundamentals of international marketing policy, – understand and evaluate international product and brand, price, communication and distribution policy, – describe international forms of organization and understand international controlling, – apply selected market research methods, – carry out market analyses, – work on a given question using academic methods, – apply their knowledge and problem-solving skills in new and unfamiliar situations, – present their point of view in writing and orally. <i>Contents</i> – Marketing as a management philosophy and as an operational task – Fundamentals of international marketing – Fundamentals of international market research – International market entry strategies				
Module (sub-)examination(s) (number, form, scope):		One examination of the following formats: written exam, 90 minutes or term paper, 15 pages, 3 CPs				
Courses (teaching formats)		Contact time (in hrs/ wk per semester)	Secondary examinations (number, form, scope)		Course-accompanying module (sub-) examination(s) (number, form, scope)	Total workload (in CPs)
			For completing the module	For admission to module exam		
Seminar		2	-	-	-	3
Frequency at which the module is offered:			Winter semester			
Prerequisite for taking the module:			none			

UPT_MA_033 Leadership & Human Resource Management				Number of credit points (CPs): 6	
Module type (mandatory or elective module):		Mandatory module			
Content and objectives of the module:		<i>Qualification objectives</i> Students – know the approaches and success factors for successful HR management, – know the most important management theories and apply them appropriately in practice, – know the relevant terms, players and processes of personnel management, – know the situational framework conditions, success factors and building blocks of an integrated HR management concept, – are able to apply their knowledge and problem-solving skills in new and unfamiliar situations, – can present and defend their work to the seminar audience using suitable presentation media, – are able to work together in a team and jointly tackle a problem. <i>Contents</i> – Fundamentals of HR management – Leadership theories			
Module (sub-)examination(s) (number, form, scope):		Please find the course-accompanying module (sub-) examination(s) below.			
Courses (teaching formats)	Contact time (in hrs/ wk per semester)	Secondary examinations (number, form, scope)		Course-accompanying module (sub-) examination(s) (number, form, scope)	Total workload (in CPs)
		For completing the module	For admission to module exam		
Seminar	2	Presentation, 15 minutes	-	Term paper, 10 pages	6
Frequency at which the module is offered:		Winter semester			
Prerequisite for taking the module:		none			

UPT_MA_034 Diversity Management			Number of credit points (CPs): 6		
Module type (mandatory or elective module):		Mandatory module			
Content and objectives of the module:		<i>Qualification objectives</i> Students – know the opportunities and risks of diversity and relevant theoretical concepts, – can distinguish between the different types of diversity and know the current state of research on their effects, – have an understanding of how contextual factors can influence the effects of diversity, – are familiar with various approaches to diversity management and can apply these to specific situations, – can work on given problems in realistic, near-reality or model situations using their specialist, analytical and methodical knowledge and skills, – are able to apply their knowledge and problem-solving skills in new and unfamiliar situations, – can present and defend their work to the seminar audience using suitable presentation media, – are able to work together in a team and jointly tackle a problem. <i>Contents</i> – Opportunities and risks of diversity – Different types of diversity and their effects – Influence of contextual factors on the effects of diversity – Application of diversity management approaches			
Module (sub-)examination(s) (number, form, scope):		Please find the course-accompanying module (sub-) examination(s) below.			
Courses (teaching formats)	Contact time (in hrs/ wk per semester)	Secondary examinations (number, form, scope)		Course-accompanying module (sub-) examination(s) (number, form, scope)	Total workload (in CPs)
		For completing the module	For admission to module exam		
Seminar and recitation course	2	-	-	Project presentation, 30 minutes	6
Frequency at which the module is offered:		Winter semester and summer semester			
Prerequisite for taking the module:		none			

Appendix 2: Examples for the Course of Studies

For a start in the winter semester:

	Semester			
	1	2	3	4
UPT_MA_020 Intercultural Communication		6		
UPT_MA_021 Conversation Analysis		6		
UPT_MA_022 English as a Global Language	6			
UPT_MA_023 Project Management	6			
UPT_MA_024 Change Management	6			
UPT_MA_025 Intercultural Business Communication			6	
UPT_MA_026 Applied Conversation Analysis			6	
UPT_MA_027 Intercultural Mediation & Conflict Management		6		
UPT_MA_028 Management Skills & Negotiations		6		
UPT_MA_029 International Management & Design Thinking		6		
UPT_MA_030 Communication Management	6			
UPT_MA_031 Digital Communication, Language and Culture	6			
UPT_MA_032 International Marketing & Business Development			6	
UPT_MA_033 Leadership & Human Resource Management			6	
UPT_MA_034 Diversity Management			6	
Master's thesis and oral examination (disputation)				30
Total	30	30	30	30

For a start in the summer semester:

	Semester			
	1	2	3	4
UPT_MA_020 Intercultural Communication	6			
UPT_MA_021 Conversation Analysis	6			
UPT_MA_022 English as a Global Language		6		
UPT_MA_023 Project Management			6	
UPT_MA_024 Change Management			6	
UPT_MA_025 Intercultural Business Communication		6		
UPT_MA_026 Applied Conversation Analysis		6		
UPT_MA_027 Intercultural Mediation & Conflict Management	6			
UPT_MA_028 Management Skills & Negotiations	6			
UPT_MA_029 International Management & Design Thinking	6			
UPT_MA_030 Communication Management			6	
UPT_MA_031 Digital Communication, Language and Culture			6	
UPT_MA_032 International Marketing & Business Development		6		
UPT_MA_033 Leadership & Human Resource Management		6		
UPT_MA_034 Diversity Management			6	
Master's thesis and oral examination (disputation)				30
Total	30	30	30	30