

Learning objectives of the B.A. International Management degree programme

1. Academic qualification

The International Management degree programme, held in English, is designed to enable graduates to transfer scientific knowledge from the various subject areas of the degree programme (e.g. management, economics) to business issues independently and responsibly. As such, the primary aim of the academic qualification is to promote professional competence in a business context. This means in detail:

- *Creating a knowledge base for evidence-based practice:* This includes transferable basic knowledge in various subject areas, as well as an understanding of principles and methods of scientific work and methodological/analytical skills as a basis for knowledge-based decisions.
- *Problem-solving skills:* Since unforeseen problems and conflicts are often encountered in business operations and processes, students are trained to recognise and analyse emerging problems and to develop specific solutions to resolve them. This includes the promotion of both individual and team-based analytical and decision-making skills, enhancing the further development and strengthening of problem-solving skills.
- *Communication and cooperation skills:* The smooth running of business processes requires the involvement of a multitude of stakeholders, some of them global, with different and sometimes very conflicting expectations. As a result, it is essential for students to acquire communication and cooperation skills, such as teamwork, mediation, negotiation and conflict management skills. In these contexts, a particular focus of this degree programme is on enabling students to apply these skills in English. In light of this, it is extremely important for students of this degree programme to have an understanding of international and global dimensions.
- *Intercultural skills:* Given that many companies operate in an international environment due to increasing globalisation, students initially acquire a sound and in-depth knowledge of foreign languages up to the level of negotiation skills in English and a very advanced level in a second foreign and specialist language of their choice. These language skills form the basis for their future work in an international environment. The focus is also on the acquisition of special intercultural knowledge in the context of political economic knowledge of the relevant regions. This knowledge enables students to act prudently as part of a multicultural team.
- *Ability to take responsibility:* Graduates of the degree programme need to be qualified to take responsibility in the context of the professional values of their occupation, so that they are capable of independently analysing and optimising business processes.

The different skills listed above are explicitly reflected in the modules of the degree programme. Knowledge transfer takes place not only in lectures and block seminars, but also

by means of the scientific analysis and discussion of subject-specific problems, for example in the context of term papers. In addition, the work undertaken in specialisation modules and project-based courses enables students to independently broaden their previously acquired basic knowledge and to apply it to research projects and practical problems.

2. Ability to pursue gainful employment

Students of the International Management degree programme should especially be capable of taking up qualified employment in globally oriented companies that operate internationally. To ensure this, the degree programme is designed to meet the qualifications expected in the relevant occupational field. These expectations are regularly reviewed, among other things, in interaction with company representatives and graduates, as well as by means of appropriate surveys. The insights gained are incorporated into the further development of the curriculum and the modules. In concrete terms, this means:

- *Teaching of interdisciplinary skills:* Career paths are increasingly characterised by a high degree of flexibility with horizontal task changes, project work and the requirements of networked knowledge. Students should therefore acquire the ability to recognise interrelationships between the disciplines of management, economics and business administration especially in an international context. They should be able to act in an interdisciplinary way and apply frameworks and models from the various disciplines to specific international tasks in search of solutions.
- *Teaching of occupational competence:* It is especially important in today's increasingly internationally oriented working life to be able to apply the theoretical knowledge acquired to business problems in a way that is appropriate to the requirements and the situation. Students should therefore acquire the ability to apply the current management tools they have learned in a way that is appropriate to the requirements and the situation.
- *Development of an individual qualification profile:* When recruiting graduates of a highly internationally oriented Bachelor's programme such as this one, companies expect not only intercultural communication skills, a sound, broad range of general knowledge and generalist management skills, but also, where possible, specialist knowledge in the field for which they are being recruited. For this reason, one of the declared learning objectives is to develop an individual specialisation profile based on the student's personal preferences and interests. This is achieved through their choice of specialisation, the international project week, the business management project and often also on the basis of the topic of their thesis. The support and guidance provided during these activities is designed to help students organise themselves (in teams) and to enable them to generate knowledge themselves. In this context, it should be noted that the option of a specialisation was explicitly created in the process of the last re-accreditation, based on feedback from current students.

Graduates are qualified to fill junior positions in a range of roles in different sectors, including industry, commerce and services, especially in an international context. The combination of the acquired and trained skills and competencies described in detail above is key to graduates' positioning in the labour market. As a result, graduates of the programme are able to assume responsible positions in junior management straight away.

3. Ability to socially engage

Students of the International Management degree programme assume social responsibility in various economic contexts against the backdrop of a globalised lifestyle and working environment. They are aware of the social responsibility of (internationally operating) companies, especially viewing social justice, equal opportunities, humane working conditions and the protection of the environment as key requirements for the successful and sustainable development of a company. In this context, students consider cultural, religious and gender diversity to be an important source of inventiveness and capacity for development for companies and society as a whole. All the foundations for the establishment of democratic citizenship are an integral part of the degree programme. In the basic and specialisation modules in business management and economics, students learn about companies' options for action at various levels, as well as the impact of business decisions, and how to classify them in microeconomic and macroeconomic contexts. By teaching students social skills, they learn how to act in an interculturally appropriate and beneficial way. Last but not least, the mandatory study period abroad – as well as the internship completed abroad, in the case of some students – including intensive preparation and follow-up, encourages students to reflect on their self-image as citizens of the world.

4. Self-development

One of the objectives of the degree programme is to develop students into self-organising, self-motivating individuals – within their personal competence – who are capable of innovating and responding flexibly to changing work requirements. In the process, it is important that students learn to question their own actions self-critically, to discuss their own opinions in a constructive manner, to independently take decisions, and to defend and push through these decisions. This development is supported by alternating theoretical and practical periods of study, continuously challenging examination requirements, and lastly by the personal and social skills developed in the communication-based module entitled “Management Tools and Communication and Key Qualifications”. A key objective in many of the programme's modules is to promote intercultural skills as a cross-section between personal skills, social skills and informational knowledge. The development of these cross-sectional skills as an essential prerequisite for successful work in international teams and/or in an international context is one of the intended objectives, e.g. in the specific management module entitled “Cultural Management”. In particular, the integrated stay abroad promotes students' personal development, enabling them to act independently and adapt flexibly to changing living and working conditions, also in an international environment.