



WIRTSCHAFT
HOCHSCHULE MAINZ
UNIVERSITY OF
APPLIED SCIENCES

Description of BACHELOR Modules

2017/2018

Fachbereich Wirtschaft / School of Business
Winter semester / Semester I

Modules in English language
Modules in German language

[April 2017]



Bachelor modules taught in English language

Module	Code	SWS h/w	ECTS credits	page
English 1	021-1105	2	2	2
English 2	021-1205	2	2	2
Social Competence , Business Etiquette and Business Ethics	000-780	4	3	2
<i>Intercultural competence (English level C1)</i>				
Intercultural Business Skills	001-908405	4	5	3
Negotiation Skills	001-908505	4	5	
Working in Multicultural Teams	001-908605	4	5	
Intercultural Competence: German an American Business Style	001-908705	4	5	
Applied Rational Decision Making	000-13	4	5	4
Material Supply/Logistics/Production	021-1251/E	4	5	5
Marketing	021-1351/E	4	5	5
Investment and Finance	021-1352	4	5	6
Human Resource Management	021-1451/IV	4	5	6
Strategic Management	021-1453	4	5	7
International Management	021-1551	2	5	7
Business Planning	021-1651/IV	3	5	8
Case Studies	14026	4	5	8
Marketing II - Product Management	20039	4	5	9
International social responsibility	17046	4	5	9
Principles of Behavioral Economics	15017	4	5	10
Business Creativity (compact/ 1 week in September)	11023	4	5	10
Anglo American Contract law	932-1310	4	5	11
Human Interaction	932-1680	4	5	11

German Language and Culture (Deutsche Sprache und Kultur)

Deutsche Sprache und Kultur (Beginner A1.1)	907015	4	5	12
Deutsche Sprache und Kultur (Beginner A1.2)	907025	4	5	12
Deutsche Sprache und Kultur (Intermediate A2)	907105	4	5	12
Deutsche Sprache und Kultur (Intermediate B1)	907205	4	5	12
Deutsche Sprache und Kultur (Advanced B2)	907305	4	5	12
Deutsche Sprache und Kultur (Academic German C1)	907405	4	5	12

Additional Languages

French (A1)	900003	4	3	12+13
French (A2)	900103	4	3	
French (B1)	900205	4	5	
French (B2)	900305	4	5	
Spanish (A1)	901013	4	3	
Spanish (A2)	901103	4	3	
Spanish (B1)	901205	4	5	
Chinese A1	902003	4	3	
Russian A1	904003	4	3	
Russian A2	904103	4	3	
Course selection and Course choice				

Bachelor courses taught in English language

Course:	021-1105 English 1 and 021-1205 English 2
Semester:	winter semester and summer semester
Hours per week:	2
ECTS-credits:	2
Objectives:	<p>Students take a test at the beginning of the semester in order to form three different levels, from beginners to advanced learners. As there will be three levels offered, the learning objectives in each level will differ somewhat depending on the needs and the abilities of the students. In general, the course is a continuation of the previous course (English 1) regarding the level and the emphasis. The learning objectives include</p> <ul style="list-style-type: none">-improved written and oral skills,-reading and listening comprehension at an academic level,-good command of important business related terms,-ability to communicate in the foreign language in front of a group,-general understanding of the Anglo-American cultures.
Assessment:	written examination
Contents:	<p>Whereas weaker students will continue to develop their basic knowledge of the English language, working on their grammar and writing skills, higher level students will focus more on fine-tuning their writing and presentation skills. Class discussion on a variety of topics such as M&A, marketing and advertising, international trade, business ethics, etc. will be encouraged. As in the first course (English 1), a wide range of audio-visual media will be incorporated in the course, as well as group and partner work.</p>

Course:	000-780 Social competence, Business Etiquette and Business Ethics
Semester:	winter semester and summer semester
Hours per week:	4
ECTS-credits:	3
Objectives:	<p>The aim is to build efficient language skills. Participants should already have reached B1 or B2 level according to the CEFR. The workshop is aimed at students who are looking for an option in addition to the mandatory courses English I and English II and is another way to expand their English language skills.</p>
Assessment:	written examination and/or presentation and/or case study analysis
Contents:	<ul style="list-style-type: none">• Basic rules of good behavior (on a linguistic basis)• Rules of small talk• Business communication by letter and e-mail or on the phone• General linguistic conflict prevention or conflict resolution on an intercultural basis• The ability to compromise and negotiate• Decision-making• Solving problems creatively• Understanding cultures• Ethical aspects of the importance of CSR

Course: **Intercultural competence and English Language**
Semester: winter and summer semester
Hours per week: 4
ECTS-credits: 5

Objectives: Four different modules will be offered on C1 level (**only one per semester can be selected**)

001-908405: Intercultural Business Skills
001-908505: Negotiation Skills
001-908605: Working in Intercultural Teams
001-908705: Intercultural Competence: German and American Business Style

Assessment: written examination and /or presentation

Contents:

001-908405: Intercultural Business Skills

Course Content:

- Learn about cultural theories and intercultural communication
- Effectively communicate in a global setting
- Learn to present to an international Audience
- Effectively conduct business meetings and use English in an international setting

001-908505: Negotiation Skills

We negotiate every day. Whether you negotiate a \$20 million contract with a partner in Singapore or your salary increase, whether you negotiate where to have dinner or whether your children can stay up half an hour longer—negotiation is at the heart of a high number of daily situations. But how to negotiate effectively? How to get what you want? How to overcome obstacles? We look at the Harvard method of negotiating but will also include other sources that help us become refined negotiators. And as negotiating can be learned best by doing it, you will negotiate in various situations and on a weekly basis. A large negotiation case will serve as basis for the presentation.

001-908605: Working in Intercultural Teams (C1)

By February 2010 Toyota had recalled c 8.5m cars “for problems related to gas pedals and brakes.” Costs: c. \$2bn. The president of the company, Akio Toyoda, apologized to the public and took personal responsibility. In the U.S. this apology was hotly discussed; apparently it was not enough. If in today’s global village more and more people from different cultures work together—be in in geographic proximity or in virtual rooms—are there culture clashes? These and more questions will be answered in this module. In order to successfully run an international team or be an effective team member you will need specific interpersonal skills. Case studies and culture specific information through the Online program “GlobeSmart” will help understand the theory behind team work and cultural dimensions.

001-908705: Intercultural Competence: German and American Business Style

Course Content:

- The unspoken assumptions of a culture and the theoretical frameworks (also called cultural dimension or standards);
- A historical analysis of the Germans and Americans and the repercussions on their psyche;
- Basic business assumptions in both cultures;
- Perceptual differences of the manager’s role;
- Brainstorming vs. Systematic thinking in meetings;
- Cultural clashes caused by different communication styles;
- Puritanism heritage and ethics vs. The influence of Roman and Anglo-Saxon laws;
- On becoming the „cross-cultural swinger“ and the importance of foreign languages.

Course:	000-13 Applied Rational Decision Making
Semester:	winter semester and summer semester
Hours per week:	4
ECTS credits:	5
Objectives:	<ul style="list-style-type: none">- to understand the general process of arriving at correct decisions- to learn about the specific nature of rational decisions (as opposed to other ways of finding solutions to problems)- to learn about the roles of aims in the decision making process- to learn about instruments used to solve decision problems- to understand the role of information and risk on the decision making process
Teaching method:	lecture with active student participation, exercises Assessment: written examination and/or essays with presentation
Contents:	<ul style="list-style-type: none">- Decisions in economic transactions 1: consumption- Decisions in economic transactions 2: production- Decisions involving risks or uncertainty- Decisions involving strategical thinking

Course: **021-1251/E – Material Supply/Logistics/Production**
Semester: winter semester and summer semester
Hours per week: 4
ECTS credits: 5

Learning Objectives:

The course provides the students with an overview of the operational areas of production, materials management and logistics. They will learn, understand and be able to apply

1. important terms and definitions
2. targets and target conflicts
3. application of fundamental (quantitative) analysis and problem solution methods in materials management and production management and assessment of the results
4. current developments in materials management and production management and the effects thereof

Content:

Introduction to production
Materials management
Production management
Logistic structures and systems
Cross-company concepts (supply chain management)

Type of Study: Course is organized as a combination of lecture and seminar

Assessment: written examination

Course: **021-1351/E - Marketing**
Semester: winter semester and summer semester
Hours per week: 4
ECTS credits: 5

Learning Objectives:

The students get to know marketing as the basis for all corporate activities and not as a separate function. Marketing comprises the entire enterprise seen from the point of view of the final result – i.e. from the customer's standpoint. The students are taught about insights, methods and techniques suitable for positioning products or services on the market in such a way that these stand out from competing offers and are preferred

Content:

- Principles of marketing and marketing ethics
- Purchaser behaviour and marketing environment
- Market segmentation
- Marketing targets and strategies
- Marketing instruments/mix

Type of Study: Course is organized as a combination of lecture and seminar

Assessment: written examination

Course: **021-1352 – Investment and Finance**
Semester: winter semester and summer semester
Hours per week: 4
ECTS credits: 5

Learning Objectives:

The students will

- get a systematic, application-oriented overview of the most important methods and instruments of corporate finance,
- be able to identify the correlation between finance and investment including investment and financial planning,
- be able to explain and assess static and dynamic investment calculation methods,
- be able to explain and assess the fundamental alternatives of raising capital

Content:

Fundamental terms and targets of corporate finance
Investment and financial planning
Static investment calculation methods
Dynamic investment calculation methods
External financing
Internal financing

Type of Study: Course is organized as a combination of lecture and seminar
Assessment: written examination

Course: **021-1451/ IV Human Resource Management**
Semester: winter semester and summer semester
Hours per week: 4
ECTS credits: 5

Learning Objectives:

The students will get an overview of the operational area of human resource management and organization. They know and understand the basic terms. They gain an overview of all important functions and areas of arrangement of human resource management in the company. They learn basics in Organizational structure, process oriented organization and process organization and methods of human resource management and organization.
The self management of the students is very important. They learn to critically handle the contact with academic material and get to know how to structure the own activities during the studies and how to goal-oriented design concepts for content.

Contents

Introduction to human resources management
Recruitment, personnel selection
Human resources management
Personnel development and management
Operational, organizational and process structure
Methods of organization

Type of Study: Course is organized as a combination of lecture and seminar
Assessment: written examination

Course: **021-1453 Strategic Management**
Semester: winter semester and summer semester
Hours per week: 4
ECTS-credits: 5
Learning Objectives:

The students will learn to recognise, analyse and evaluate the conditions necessary for lasting business success. Furthermore they can handle the instruments of strategic management. This includes the basic understanding of the vision / mission statement, the business policy, organisational culture, corporate identity and business ethics. They should also develop a basic understanding of business strategies, become acquainted with and apply important methods of strategic analysis, and gain an understanding of business processes of strategy development and implementation.

Learning objectives concerning the key competences relate to the self management in case of the roughing and review of the material provided and the ability to critically decide during the lectures. The ability to work in groups and to stand conflicts as well as the ability to decide and present will be trained by working on case studies in small groups.

Content:

- Principles in management
- Vision, business policies and ethics
- Organizational culture
- Basic principles of corporate strategy
- Processes and methods for strategic analysis and strategy development
- Strategy implementation and concepts to control

Type of Study: Course is organized as a combination of lecture and seminar
Assessment: written examination

Course: **021-1551 International Management**
Semester: winter semester and summer semester
Hours per week: 2
ECTS-credits: 5
Learning Objectives:

The course will provide students with an overview of the challenges and consequences of internationalisation and globalisation in the economy as a dynamic field of entrepreneurial activity. Focus is on recognizing and understanding international developmental trends and their influence on the management of internationally operating firms.

Content:

- Internationalisation and globalisation – driving forces, regional integration, consequences
- Strategic management in international corporations, internationalisation strategies, alternative strategies, transnational acquisitions/mergers, international and global organisational structures, integrated networks
- Human resource management in international corporations, planning requirements and job-filling, foreign deployment policy, reintegration of foreign executives, international personnel development
- Intercultural management, intercultural management behaviour, training intercultural competence, values in intercultural comparison, management as an international competitive factor

Type of Study: Course is organized as a combination of lecture and seminar
Assessment: written examination

Course: **021-1651 Business Planning**
Semester: **winter semester and summer semester**
Hours per week: **3**
ECTS credits: **5**
Learning Objectives:

The students learn in teams in five development phases to create an own corporate enterprise, to check the marketability, to reflect and to create a business plan. Competences will be raised, the connection of different perspectives is trained, collective intelligence is activated and sustainable transfer of knowledge among each other, the coaches and the consultants is forced. Corporate and collaborative thinking and acting is trained.

Contents:

Corporate conception (objective, mission statement, vision, mile stone planning, strategy, benefit/advantage, pricing, market research, market and industry analysis, target group analysis, competitors analysis, location study, sales, organization, communication, SWOT analysis, operative planning, customer planning, sales planning, cost planning, investment planning, forecast of cost-effectiveness, liquidity planning, business ratio, plausibility check, funding, reflection, business plan)
Corporate decision / presentation of decision / preparation and implementation

Type of Study:

Impulse presentation from lecturers, impulse presentation, coaching, dialogue, discussion, brainstorming, lecture, presentation, group work, business game, case studies
There are relevant lectures of consultants for the different modules of the stages of development to get some real life orientation

Assessment:

Presentation and documentation of a Business Plan

The course requires active cooperation in the teams at any time. Therefor a later start is not possible and missing more than one session will result in failing the course.

Course: **Case studies in Management (Option)**
Semester: **winter semester and summer semester**
Hours per week: **4**
ECTS-credits: **5**
Learning Objectives:

- Ability to analyze descriptions and data of a business situation
- Ability to recognize problem situations
- Ability to define appropriate objectives
- Ability to develop and evaluate alternative solutions using basic theoretical principles
- Ability to persuasively present and give reasons for the selected solution

Teaching method:

lecture and exercises

Assessment:

written examination and/or team work & group presentation

Contents:

Students receive a general introduction to case processing. Depending on the selected problem, the instructors will provide additional in-depth input. Focus is the transfer of the learning matter to business management. Students process and present practical cases or take on consulting requests to concrete problems from businesses.

Course:	20039 Marketing II – Product Management (Option)
Semester:	winter semester and summer semester
Hours per week:	4
ECTS credits:	5
Objectives:	<ul style="list-style-type: none">• Understand Product Management as integral part of Marketing• Understand Product Management options and decisions• Develop Product Management competencies
Teaching method:	Lecture, exercises, team-presentations, excursions/guest-speakers
Assessment:	Team presentation // written coursework or project report
Contents:	<ul style="list-style-type: none">• The Anatomy of a Product: Dimensions of Product and Management, Strategic Product Analysis, Products in Marketing• The Life of a Product: Development, Variation, Relaunch, Elimination• The Design of a Product: Shape, Function, Packaging, Guarantee• The Product as Communicator: Quality and Branding• The Management Challenge: Business Planning, the Product Manager

Course:	17046/ International Social Responsibility (Option)
Semester:	winter semester and summer semester
Hours per week:	4
ECTS credits:	5
Objectives:	Join international student networks Learn about the value of social responsibility Develop concepts for local and international help projects Work in teams to implement what you have developed and finally be part of a minimission adventure
Teaching method:	Work shop character
Assessment:	Project plan presentation & learning log
Contents:	<ul style="list-style-type: none">• The Case for Doing at Least Some Good: Understanding poor Economies• Corporate Social Responsibility: Theoretical Perspectives• The Competitive Advantage of Corporate Philanthropy• The Dilemmas of CSR and Corporate Citizenship• Social Initiatives & NGOs• The Perils of Sustainability• Social Marketing: Supporting Behaviour Change Campaigns• Volunteering: Students Donating Their Time and Talent

Course:	15017 / Principles of Behavioral Economics – Are You a Homo Oeconomicus? (Option)
Semester:	only winter semester
Hours per week:	4
ECTS credits:	5
Short description	This class tries to make students familiar with important, basic findings of a new branch of Economics called “Behavioral Economics” (BE). Drawing from psychology and decision theory, BE attempts to shed light on the behavior of real members of the species Homo Sapiens in decision making (and contrasting this with what Homo oeconomicus, the agent of many economic models, is assumed to do). The class will focus on mental biases like, for example, Framing (the decision is depending on the wording of the decision problem – not on the actual available options), or Anchoring (the impact of initial values, even arbitrary ones, on the estimation of important values). The theoretical core concepts of BE, like Prospect Theory, are also discussed.
Outcome:	Students are familiar with important, basic findings of a Behavioral Economics Students are aware of common mental pitfalls resulting in misguided decisions in business life and everyday life Students are able to better cope with problems like procrastination Students have a better understanding of the decision making process
Teaching method:	Lecture with active student participation, team work, in-class exercises
Assessment:	Written examination and/or essays with presentation

Course:	11023 Business Creativity – EuroTreneurship-Workshop 17. -22. September (Option) 1 week intensive course - a programme for all international students from our partner universities
ECTS credits:	5
Cost:	250€ , the option will take place in an old castle

Please apply by 30th of May

Short Description:

The COEUR Workshop offers students the opportunity to practice Business Creativity hands on to develop entrepreneurial ideas with European scope in interculturally diverse teams. Students meet entrepreneurs to discuss their ideas with them and learn from their experience. At the end of the workshop the students will pitch their ideas worked out as a value proposition to a jury of specialists, entrepreneurs, investors. COEUR is not a conventional lecture. In the former 14 workshops the concept has been refined into a unique learning experience where students themselves are responsibly driving forward the development process with academic staff as coaches and sparring partners. It requires active participation and it is awarded with 5 ECTS credits. The workshop starts at the Hochschule Mainz and it is continued in the scenic and inspiring castle Ebernburg in the romantic Nahe valley. Exchange students of the Hochschule Mainz are invited to apply for participation in the workshop with a special application form attached. The workshop has to be paid separately by the students. Cost for full accommodation and subsistence, transport from Hochschule Mainz to the Ebernburg, during the workshop and back to the Hochschule and tuition are fully included in the participation fee of 250,- € which has to be paid in advance to confirm reservation. Further information about COEUR is available at <https://www.hs-mainz.de/international/internationale-projekte/the-coeur-project/option-i-coeur-workshop/index.html> and <http://www.coeur-module.eu>.

Further description will be sent as PDF on request!

Course: **932-1310/ Anglo American Contract Law and Intercultural Competence**
Semester: winter semester and summer semester
Hours per week: 4
ECTS credits: 5
Objectives: Learn about the Anglo American law system
Achieve Intercultural Competence

Teaching method: lecture with students participation, exercises, case studies,
International guest lecturers

Assessment: case study, presentation, written exam

Contents:

- Overview of important legal terms in Anglo American law
- Focus on contract law
- Basics and legal sources of the Anglo American law systems
- Intercultural communication , negotiation skills

Course: **932-1680/ Human Interaction**
Semester: winter semester and summer semester
Hours per week: 4
ECTS credits: 5
Objectives:

Students will understand why we need models in order to understand human interaction. They know how to interpret their own perception as well as that of others alongside cognitive, emotional and motivational perspectives. They use cognitive, emotional and motivational techniques to guide people, to conduct staff talks, and to mediate in a conflict. They understand intercultural parameters that help or hinder communication.

Students will also learn various negotiation strategies and are able to analyze complex negotiation situations. They know how to prepare for and negotiate straightforward and complex issues and what needs to be done once the negotiation is completed. They learn how to interpret various argumentation techniques and tricks used by negotiators

Contents: Cognitive techniques (perception, problem-oriented vs creative thinking),
emotional techniques (emotional intelligence),
motivational techniques (motivating self and others, centralized and decentralized motivation)
negotiation skills ("Harvard Method");
body language
Staff talks, communication in change management, conflict resolution

Assessment: Short presentations of results from group tasks with written summary

German Language and Culture / Deutsche Sprache und Kultur

Kurs/Code:	Deutsche Sprache und Kultur (German Language and Culture)
Semester:	Wintersemester und Sommersemester
Std./Woche:	4
ECTS credits:	5
Ziele:	<ul style="list-style-type: none">- Erreichung von Handlungsfähigkeit in deutschsprachiger Umgebung- Vermittlung der Fertigkeiten Hörverstehen, Leseverstehen, Sprechen und Schreiben- Verbesserung grammatikalischer Fertigkeiten
Lehrmethoden:	<ul style="list-style-type: none">- Vorlesung, Übungen, Fallstudien, Präsentationen der Studierenden
Leistungsnachweis:	Klausur und/oder Referat mit Präsentation im Unterricht
Inhalt:	<ol style="list-style-type: none">1. Grammatische Übungen2. Landeskundliche Inhalte3. Deutsche und Europäische Kultur4. Wirtschaftsstandort Deutschland

German will be offered on different levels/ es werden verschiedene Niveaustufen angeboten:

Deutsche Sprache und Kultur (Beginner A1.1)	001-907015
Deutsche Sprache und Kultur (Beginner A1.2)	001-907025
Deutsche Sprache und Kultur (Intermediate A2)	001-907105
Deutsche Sprache und Kultur (Intermediate B1)	001-907205
Deutsche Sprache und Kultur (Advanced B2)	001-907305
Deutsche Sprache und Kultur (Academic German C1)	001-907405

Additional Languages on request (see page 1)

Course selection and Course Choice

As an exchange student you can choose your individual programme from the whole study programme offered by the business department, maximum workload of 30 ECTS credit points per semester (6 courses to 5 ECTS points). Bachelor students select only modules on Bachelor level, Master students only modules on Master level.

Exchange students who do not speak German are able to select only modules offered in English. Please make sure that your English language skills are good enough to be able to follow lectures, hold presentations and write assignments and examinations in English.

Please contact your home university to make sure that you comply with any requirements stipulated by them, as to which modules you are allowed to take at Hochschule Mainz (course contents, course hours, study year etc.).

To help you to plan your timetable in advance please fill in the **Course Choice** and upload it in mobility online (by 15th of December). **This Choice is binding.** Changes of the modules are only possible in case that a module will not be offered or any time clashes. That could happen because you may choose modules from different programs and different study years. For that reason please add two alternative modules on the form Course Choice. Your individual timetable will be discussed with you after your arrival during the introduction week.

FORM COURSE CHOICE (next page)

ECTS- EUROPEAN CREDIT TRANSFER SYSTEM
Preliminary COURSE CHOICE – 2017/18



WIRTSCHAFT
HOCHSCHULE MAINZ
UNIVERSITY OF
APPLIED SCIENCES

Winter semester: ☐
Academic Year: ☐

Summer semester ☐

Name of student: _____

Sending institution: _____ Country: _____

DETAILS OF THE PROPOSED STUDY PROGRAMME ABROAD/ COURSE CHOICE

Hochschule Mainz (DMainz 08) , School of Business, Germany

Bachelor ☐

Master ☐

Course unit code	Course unit title (as indicated in the information package)	Number of ECTS credits
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.....
Alternative Modules: Course unit Code		
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.....

If necessary, continue this list on a separate sheet

Student's signature:Date:

SENDING INSTITUTION

We confirm that this proposed programme of study / learning agreement is approved.

Date, Co-ordinator's signature

.....

RECEIVING INSTITUTION

We confirm that this proposed programme of study / learning agreement is approved.

Date, Co-ordinator's signature

.....

Bachelor modules offered In German

Academic Year 2016/2017 /



WIRTSCHAFT
HOCHSCHULE MAINZ
UNIVERSITY OF
APPLIED SCIENCES

Bachelor Kursangebot in deutscher Sprache / Bachelor courses taught in German Language

Kurs / Course	Code	SWS h/w	ECTS credits	Page
Pflichtfächer siehe Modulhandbuch https://www.hs-mainz.de/index.php?eID=tx_nawsecuredl&u=0&g=0&t=1492607665&hash=dce06bb7174de967e4a6f0f27973ce20cd426df0&file=fileadmin/content/fb_w/Studiengaenge/BA_BWL_VZ/pdf/W_Modulhandbuecher-BA_BWL_VZ				
Einführung in die Betriebswirtschaftslehre	021-1101	4	5	
Grundzüge des Rechnungswesens	021-1102	4	5	
Recht I	021-1103	4	5	
Mathematik	021-1104	4	5	
Wahlpflichtfach Studium Integrale und Sprachen, z.B. Soziale Kompetenz, ECDL Licence, Must haves für Führungskräfte	Individual codes	4	2	
Materialwirtschaft/ Logistik /Produktion	021-1201	4	5	
Kosten und Leistungsrechnung	021-1202	4	5	
Recht II	021-1203	4	5	
Statistik	021-1204	4	5	
Marketing	021-1301	4	5	
Investition und Finanzierung	021-1302	4	5	
Steuern	021-1303	2	2	
Mikroökonomie	021-1304	4	5	
Unternehmen und IT	021-1305	4	5	
Personalwesen und Organisation	021-1401	4	5	
Jahresabschluss	021-1402	4	5	
Makroökonomie	021-1404	4	5	
Integrierte Geschäftsprozesse / Projektmanagement	021-1405	4	5	
Soziale Interaktion	021-1480	2	5	
Optionen siehe Modulhandbuch https://www.hs-mainz.de/index.php?eID=tx_nawsecuredl&u=0&g=0&t=1492607405&hash=a1be21e5b935519040f3b786fef2f1dd2943a345&file=fileadmin/content/fb_w/Studiengaenge/BA_BWL_VZ/pdf/Modulhandbuch_BSc_BWL_VZ_Optionen.pdf				
Wahlpflichtfächer siehe Modulhandbuch https://www.hs-mainz.de/index.php?eID=tx_nawsecuredl&u=0&g=0&t=1492607534&hash=3b86b190b8596c2600f7c1da48c809fb8127573e&file=fileadmin/content/fb_w/Studiengaenge/BA_BWL_VZ/pdf/Modulhandbuch_BSc_BWL_VZ_WPF.pdf				
Kursauswahl und Course choice				14+15