

Only those regulations published by the Georg-August-Universität Göttingen in its Official Bulletins are legally binding. Any claims to rights or titles resulting from the English translation of these regulations are expressly excluded.

Faculty of Economic Sciences:

Following the resolution of the Faculty Council of the Faculty of Economic Sciences dated 29.06.2022, the Presidential Board of the Georg-August-Universität Göttingen has approved the eighth amendment of the examination and study regulations for the consecutive Master's degree programme "Global Business" on 28.09.2022 in the version published on 10.10.2018 (Official Announcements no. 55/2018 p. 1450), last amended by resolution of the Presidential Board on 12.04.2022 (Official Announcements I no. 18/2022, p. 318) (§ 44 section 1 sentence 2 NHG in the version of the announcement dated 26.02.2007 (Nds. GVBl. p. 69), last amended by Article 7 of the Act dated 23.03.2022 (Nds. GVBl. p. 218); §§ 37 section 1 sentence 3 no. 5 b) NHG, 44 section 1 sentence 3 NHG).

Examination and study regulations for the consecutive Master's degree programme "Global Business" at the University of Göttingen

§ 1 Scope

(1) The provisions of the "General examination regulations for Bachelor's and Master's degree programmes and other degree programmes offered by the University of Göttingen" (APO) as well as the "General examination and study regulations for Master's degree programmes at the Faculty of Economic Sciences" (RPO-MA) in the respective current version apply to the consecutive Master's degree programme "Global Business" of the Georg-August-Universität Göttingen.

(2) These regulations stipulate the additional provisions for the Master's degree programme.

§ 2 Aim of the qualification

¹Besides the general objectives of the Master's degree programme defined in the RPO-MA, the graduates master the essential knowledge, capabilities and methods of international business management and this enables them to do independent academic work, they can manage a critical classification of academic findings and take responsible actions. ²The graduates have a sound education in international business management, as also specialised knowledge by virtue of an optional individual focus. ³The graduates are familiar with the new

technical developments of international business management and have the ability to depict and analyse complex economical problems and their relevant economic and socio-political ramifications. ⁴Hence graduates are, taking into consideration the requirements and changes in the professional world, in a position to take up higher positions in the national and international work environment or to complete doctoral studies.

§ 3 Recommended prior knowledge

¹In the Master's programme, it is very beneficial in particular to have sound knowledge of mathematics, statistics and data processing. ²Students whose credits in mathematics and statistics were not better than satisfactory in the course of their preliminary studies, and whose English and/or computer skills are low, should therefore gain further qualifications before taking up the Master's degree programme.

§ 4 Structural contents of the Master's degree programme and credit requirements

(1) The 120 C which must be completed over the standard course length of the Master's programme in Global Business of four semesters are composed of the following:

| | |
|---|-----------|
| 1. Basic modules (Mandatory courses) | 24 C |
| 2. Area of specialisation (Specialisation) | 24 C |
| 3. Seminar (Seminar course) | 6 – 12 C |
| 4. Quantitative Methoden (Quantitative methods) | 6 C |
| 5. Volkswirtschaftslehre (Economics) | 6 C |
| 6. Elective area (Electives) | 18 – 24 C |
| 7. Masterarbeit (Master's thesis) | 30 C |

(2) ¹The basic modules in English impart fundamental advanced knowledge in the areas "Information Systems", "Finance, Accounting and Taxes", "Management" and "Marketing" and expand the knowledge already acquired in the first course of study. ²These modules form the basis for the elective compulsory modules in the specialisation area. Here, it is possible to have a specialisation in the academic programme (Major) in the areas "Information Systems", "Finance, Accounting and Taxes", "Management" or "Marketing" and thus create a special profile.³The area seminar course deals with a specific topic from international business management. ⁴In the area Quantitative Methods, the students acquire the skills to apply scientific methods of Economic Sciences and in the area of Economics they expand their knowledge in the area of economic interdependencies. ⁵In the elective area students can acquire knowledge for creating an individual profile from other areas of Economic Sciences as well as related fields. ⁶Moreover in this area it is possible to choose modules of foreign

languages along with their course, these are considered as a key qualification keeping in mind the international orientation of the course of study.

(3) ¹Students can apply to have a specialisation shown in their Master's certificate. ²Specialisations are "Information Systems", "Finance, Accounting and Taxes", "Management" or "Marketing". ³Here, at least 30 C have to be acquired in one of the named specialisations. ⁴Of these 30 C, at least 6 C must be from the area basic modules and at least 18 C from the area of specialisation. ⁵Moreover, the seminar course can likewise be credited towards the specialisation.

(4) An overview of the modules which can be selected in the individual areas, as well as the allocation of modules to the specialisation in subjects can be found in the appendix I.

(5) ¹A written master's thesis with a weightage of 30 C, has to be completed within a preparation time of 20 weeks. ²Participation in a research colloquium, in which your own work has to be presented, is a part of the master's thesis. ³The master's thesis can be commenced only after the necessary basic modules have been completed successfully. ⁴The master's thesis cannot be credited towards the specialisation statement.

(6) ¹One semester at an overseas university is a part of the Master's programme "Global Business". ²During the stay abroad, study and examination components with a rating of 30 C should be completed as a rule; however minimum of 18 C have to be earned and proven. ³The components must correspond essentially to the qualification standard of a Master's degree programme and may not be part of a module exam that has been passed or pending completion as part of this degree programme before the stay abroad. ⁴The examination committee decides about the recognition of the components done at the overseas university. ⁵This must be laid down as binding by conclusion of a "learning agreement" before the stay abroad. ⁶Failed examination components as part of compulsory study abroad at a foreign university can be retaken at the University of Göttingen.

(7) Appendix III shows a schematic overview of the course of the Master's programme "Global Business" and includes a proposal for the schedule.

§ 5 Double Degree with the University of Nanjing

(1) ¹The University of Nanjing and the University of Göttingen have joined hands to conduct a double degree programme. ²The provisions of these examination and study regulations shall apply, provided that the following does not stipulate any other procedure. ³For modules offered by the university of Nanjing, the provisions of the University of Nanjing shall apply exclusively.

(2) Students of the Master's programme "Global Business" are eligible to take part in this programme in accordance with the provisions laid down in the following regulations.

(3) ¹An eligibility assessment and selection procedure will be carried out for the 5 places allocated to the students in the Master's degree programme "Global Business". ²The decision is taken by a selection committee; this committee has as voting members, the chairman of the selection committee formed as per the regulations for the qualifications for entry and admission to the Master's course of study "Global Business" (ZZO GB) in the respective valid version, the double degree coordinator and a teaching member of the faculty group of the Faculty of Economic Sciences and in an advisory capacity a member of the students' body. ³The member of the faculty group and the student body will be appointed by the corresponding faculty representation on the Faculty Council at the Faculty of Economic Sciences.

(4) ¹The application for inclusion in the double degree programme must be submitted to the Dean's Office at the Faculty of Economic Sciences by no later than May 15 and at the same time as the application for admission to the Master's degree programme "Global Business". ²The following documents must be enclosed with the application:

- The degree certificate/s of the preceding course of study of the applicant in the form of attested copies or certified English translations, if the originals are not in English or German; if a degree certificate is not yet available, a certificate (with verification code or attestation of the issuing institution) regarding the acquired examination components, the credits and the average grade should be submitted,
- a written presentation in the English language, which brings out the applicant's motivation for inclusion in the double degree programme and the aims of his or her studies and
- a curriculum vitae in tabular form and in the English language, detailing concisely the educational path that demonstrates which practical professional skills and other specialist qualifications or periods spent abroad the applicant is able to present.

(5) ¹The selection committee for the degree programme makes the selection on the basis of the following criteria:

a) Initially, the following qualifications for entry shall apply: The applicant has already completed the course of study in a technically relevant Bachelor's course of study or an equivalent course of study at the time of application or has acquired at least 150 points as transfer of credits.

b) Selection of the applicants who are eligible in accordance with the criteria laid down in a) will take place on the basis of the criteria specified below; only applicants who achieve a minimum of at least 20 points are qualified for entry :

aa) Based on either the overall grade or the average grade of the examination components hitherto achieved in the previous course of study, the points will be awarded as follows:

| | |
|---------------------------------------|------------|
| 1.0 | 20 points, |
| more than 1.0 up to and including 1.1 | 19 points, |
| more than 1.1 up to and including 1.2 | 17 points, |
| more than 1.2 up to and including 1.3 | 15 points, |
| more than 1.3 up to and including 1.4 | 13 points, |
| more than 1.4 up to and including 1.5 | 11 points, |
| more than 1.5 up to and including 1.6 | 9 points, |
| more than 1.6 up to and including 1.7 | 7 points, |
| more than 1.7 up to and including 1.8 | 5 points, |
| more than 1.8 up to and including 1.9 | 3 points, |
| more than 1.9 up to 2.0 | 1 points, |
| 2.0 | 0 points. |

bb) ¹The selection committee conducts an interview lasting about 15 minutes with every applicant. ²The interview extends to the motivation of the applicant as well as further technical qualifications, past overseas experience and her/his practical professional knowledge. ³The members of the selection committee assess the applicant after conclusion of the interview, as per the extent of aptitude for participation in the double degree programme as per the following scale:

| The applicant is | Points |
|--------------------|---------|
| excellently suited | 19 - 20 |
| very well suited | 15 - 18 |
| well suited | 11 - 14 |
| suited | 7 - 10 |
| partially suited | 3 - 6 |
| hardly suited | 0 - 2 |

⁴A log of the essential questions and answers of the interview is to be maintained and signed by the members of the selection committee. ⁵The applications received can be screened to shortlist the candidates for the interview, being twice the number of places available in the double degree programme. ⁶A ranking list is generated for this purpose in accordance with aa). ⁷In the event of an identical ranking, all applicants in the highest ranking will be permitted to participate.

cc) ¹The selection is carried out based on the ranking list derived from b) among all applicants who have achieved at least 20 points, beginning with the highest score of points. ²The points attained as per aa) and bb) are added; in case of similar ranking, the grade of the Bachelor's

degree or an equivalent degree shall be the deciding factor; if the same ranking persists, the decision shall be made by drawing the lots.

(6) ¹Students who are part of the double degree programme with the University of Nanjing, spend the first year of study at the University of Göttingen, and the second year of study at the University of Nanjing. ²This results in the following structure of studies (in brackets respectively differentiated as per year of study):

| | | |
|---|---------|----------|
| 1. Basismodule (Mandatory courses) | 24 C | (24 / 0) |
| 2. Spezialisierungsbereich (Specialisation) | 22 C | (12/10) |
| 3. Seminar (Seminar course) | 6–12 C | (6-12/0) |
| 4. Quantitative Methoden (Quantitative Methods) | 6 C | (6/0) |
| 5. Volkswirtschaftslehre (Economics) | 6 C | (6/0) |
| 6. Wahlbereich (Electives) | 20-26 C | (0-6/20) |
| 7. Masterarbeit (Master's thesis) | 30 C | (0/30) |

³The precise structure of studies and the elective modules are listed in appendix II.

(7) ¹Examinations for modules that were not successfully completed can be repeated at the partner university also. ²In this, the examination regulations issued by the university offering the module shall apply; examiners at the university offering the module shall also evaluate the examinations.

(8) ¹§ 4 section 5 applies accordingly to preparation of the master's thesis. ²A teaching member of the research colloquium can be an authorised examining member of the University of Göttingen.

(9) ¹All students participating in the double degree programme with the University of Nanjing must successfully complete their master's thesis with a scope of 30 C. ²The academic advisers for the master's thesis will be one examiner from the University of Göttingen and one examiner from the University of Nanjing. ³The examination rule and regulations of the University of Nanjing shall apply. ⁴The academic adviser, resp. the evaluator from Göttingen must be an authorised examiner at the University of Göttingen; following notification by the University of Nanjing, he/she is appointed by the Examinations department of the Faculty of Economic Sciences.

(10) Following successful completion of the master examination, the University of Göttingen awards the university degree "Master of Science (M.Sc.)" and the University of Nanjing awards the university degree "Master of Management".

(11) ¹Each university will issue a degree certificate for the university degree it awards, whereby the two degree certificates are integrated in such a way as to represent one single degree

certificate in terms of content. ²The degree certificate can only be issued in an integrated form. ³The University of Göttingen issues the degree certificate in the English and the German language with the date of certificate; in addition to stating the degree programme, the degree certificate also specifies the bi-national structure.

(12) ¹The two university degrees can be listed as separate titles. ²In the event that both university degrees are listed as titles, they shall be connected by a diagonal slash. ³The same applies to the abbreviated form. ⁴This does not affect the statutory provisions concerning the listing as titles of foreign university degrees.”

§ 6 Entry into force; Interim regulations

(1) The present regulations will come into force on 01/10/2018 after their publication in the Official Announcements I of the Georg-August Universität Göttingen.

(2) ¹Students who commenced their degree programme before an amendment to these examination and study regulations came into force and who have remained enrolled therein without interruption, shall be examined on the basis of the examination and study regulations in place before the amendments came into force. ²In the case of pending examinations, this does not apply to module overviews and descriptions, unless the legal entitlements of a student calls for a different decision by the examination board. ³A different decision can be reached especially in cases where an examination can be repeated or a compulsory or elective compulsory module has changed significantly or been cancelled. ⁴The examination board can draw up general rules for this purpose. ⁵Examinations as per a valid version prior to an amendment of the existing of examination and study regulations coming into force, are conducted for the last time in the fourth semester after the amendment coming into force. ⁶On application, students affected by sentence¹ shall be examined in general on the basis of the amended regulations.

Appendix I: Module overview for students, who are not attending a double degree programme

Modules with a rating of 120 credits must be successfully completed in accordance with the following provisions.

1. Basic modules (24 C)

The following five basic modules with a rating of 24 C must be successfully completed; the module not done here can be done in the specialisation area or elective area.

a) Information Systems

M.WIWI-WIN.0008 Change & Run IT 6 C

b) Finance, Accounting and Taxes

M.WIWI-BWL.0018 Analysis of IFRS Financial Statements 6 C

c) Management

M.WIWI-BWL.0100 International Management 6 C

d) Marketing

M.WIWI-BWL.0075 Pricing Strategy 6 C

2. Area of specialisation (24 C)

At least four modules with a rating of 24 C must be successfully completed.

a) Information Systems

M.WIWI-WIN.0001 Modeling and System Development 6 C

M.WIWI-WIN.0002 Integrated application systems 6 C

M.WIWI-WIN.0003 Information management 6 C

M.WIWI-WIN.0026 Machine Intelligence: Concepts and Applications 6 C

M.WIWI-WIN.0033 Digital Platforms 6 C

M.WIWI-WIN.0034 Digital Strategy and Interorganizational Information Systems 6 C

M.WIWI-WIN.0036 Design of Software Architectures 6 C

M.WIWI-WIN.0038 Digital Health 6 C

M.WIWI-BWL.0136 Digital Transformation 6 C

b) Finance, Accounting and Taxes

M.WIWI-BWL.0001 Finance 6 C

M.WIWI-BWL.0002 Financial statements as per IFRS 6 C

M.WIWI-BWL.0004 Financial Risk Management 6 C

M.WIWI-BWL.0010 Business Valuation 6 C

M.WIWI-BWL.0085 Finance, Management Accounting and Sustainability
Accounting 6 C

| | | |
|-----------------|--------------------------------|-----|
| M.WIWI-BWL.0105 | International Company Taxation | 6 C |
| M.WIWI-BWL.0123 | Tax Transfer Pricing | 6 C |
| M.WIWI-BWL.0160 | Sustainable Governance | 6 C |

c) Management

| | | |
|-----------------|---|-----|
| M.WIWI-BWL.0071 | Leadership | 6 C |
| M.WIWI-BWL.0097 | Strategic management | 6 C |
| M.WIWI-BWL.0099 | Strategieimplementierung | 6 C |
| M.WIWI-BWL.0109 | International Human Resource Management | 6 C |
| M.WIWI-BWL.0112 | Corporate Development | 6 C |
| M.WIWI-BWL.0122 | Cross Cultural Management | 6 C |
| M.WIWI-BWL.0145 | Doing Business in India | 3 C |
| M.WIWI-BWL.0146 | Doing Business in Japan | 3 C |
| M.WIWI-BWL.0147 | Doing Business in Korea | 3 C |
| M.WIWI-WIN.0003 | Information management | 6 C |

d) Marketing

| | | |
|------------------|----------------------------------|-----|
| M.WIWI-BWL.0055 | Marketing Channel Strategy | 6 C |
| M.WIWI-BWL.0080 | Market research II | 6 C |
| M.WIWI-BWL.0089 | Innovation management | 6 C |
| M.WIWI-BWL.0095 | Strategisches Marketing | 6 C |
| M.WIWI-BWL.00134 | Panel Data Analysis in Marketing | 6 C |
| M.WIWI-BWL.0153 | Digital Marketing | 6 C |

3. Seminar course (6 C – 12 C)

A module from those offered below with a rating of at least 6 C must be completed successfully.

a) Information Systems

| | | |
|-----------------|---|------|
| M.WIWI-BWL.0136 | Digital Transformation | 6 C |
| M.WIWI-WIN.0004 | Crucial Topics in Information Management | 12 C |
| M.WIWI-WIN.0005 | Seminar course about Information Management | 12 C |
| M.WIWI-WIN.0032 | Information Systems Research | 12 C |

b) Finance, Accounting and Taxes

| | | |
|-----------------|---|-----|
| M.WIWI-BWL.0006 | Seminar course in financial management | 6 C |
| M.WIWI-BWL.0011 | Seminar in Finance, Management Accounting and Sustainability Accounting | 6 C |
| M.WIWI-BWL.0016 | M&A, Financing and Taxation | 6 C |
| M.WIWI-BWL.0032 | Seminar course in Accounting and Auditing | 6 C |

| | | |
|-----------------|---|-----|
| M.WIWI-BWL.0156 | Seminar zur Besteuerung von Unternehmen | 6 C |
|-----------------|---|-----|

c) Management

| | | |
|-----------------|----------------------------|-----|
| M.WIWI-BWL.0025 | Seminar General Management | 6 C |
|-----------------|----------------------------|-----|

| | | |
|-----------------|---|-----|
| M.WIWI-BWL.0028 | Seminar course and/or Project - current approaches in Production and Logistics | 6 C |
|-----------------|---|-----|

| | | |
|-----------------|-------------------------------------|-----|
| M.WIWI-BWL.0098 | Management and Corporate Management | 6 C |
|-----------------|-------------------------------------|-----|

| | | |
|-----------------|-------------------------------|-----|
| M.WIWI-BWL.0108 | Empirical management research | 6 C |
|-----------------|-------------------------------|-----|

| | | |
|-----------------|--------------------------------------|-----|
| M.WIWI-BWL.0110 | Strategic Human Resource Development | 6 C |
|-----------------|--------------------------------------|-----|

| | | |
|-----------------|--|-----|
| M.WIWI-BWL.0111 | Selected Topics in Asian Business and Management | 6 C |
|-----------------|--|-----|

| | | |
|-----------------|--|-----|
| M.WIWI-BWL.0114 | Empirical seminar course: Social networks analysis | 6 C |
|-----------------|--|-----|

| | | |
|-----------------|--|-----|
| M.WIWI-BWL.0115 | Human Resource Management Seminar course | 6 C |
|-----------------|--|-----|

| | | |
|-----------------|--|-----|
| M.WIWI-BWL.0117 | Human Resource Management Practice Project | 6 C |
|-----------------|--|-----|

| | | |
|-----------------|-----------------|-----|
| M.WIWI-BWL.0118 | Survey Research | 6 C |
|-----------------|-----------------|-----|

| | | |
|-----------------|---|-----|
| M.WIWI-BWL.0129 | International Management Research Seminar | 6 C |
|-----------------|---|-----|

| | | |
|-----------------|---|-----|
| M.WIWI-BWL.0135 | Digital Innovations and Design Thinking | 6 C |
|-----------------|---|-----|

| | | |
|-----------------|---|-----|
| M.WIWI-BWL.0155 | Seminar or Project – International Research on Supply Chain Management | 6 C |
|-----------------|---|-----|

| | | |
|-----------------|--------------------------------|-----|
| M.WIWI-BWL.0157 | Resourcing in Entrepreneurship | 6 C |
|-----------------|--------------------------------|-----|

d) Marketing

| | | |
|-----------------|--|-----|
| M.WIWI-BWL.0064 | Seminar course “Current issues in Business Sciences” | 6 C |
|-----------------|--|-----|

| | | |
|-----------------|---|-----|
| M.WIWI-BWL.0066 | Seminar course “Marketing and Competitive strategies in Industry and Commerce” | 6 C |
|-----------------|---|-----|

| | | |
|-----------------|---|-----|
| M.WIWI-BWL.0078 | Seminar course current research approaches in Marketing | 6 C |
|-----------------|---|-----|

| | | |
|-----------------|--|-----|
| M.WIWI-BWL.0096 | Seminar course current issues in Innovation Management | 6 C |
|-----------------|--|-----|

4. Quantitative Methods (6 C)

One of the following modules with a rating of 6 C must be successfully completed. Modules from those offered for the Master’s degree programmes of the Faculty of Economic Sciences with the code M.WIWI-QMW can be taken, provided the qualifications for entry mentioned there are fulfilled. Moreover, the following modules are available:

| | | |
|-----------------|-------------------|-----|
| M.WIWI-BWL.0079 | Market Research I | 6 C |
|-----------------|-------------------|-----|

| | | |
|-----------------|--------------------|-----|
| M.WIWI-BWL.0080 | Market Research II | 6 C |
|-----------------|--------------------|-----|

| | | |
|-----------------|--|-----|
| M.WIWI-BWL.0101 | Status and methods of empirical research on taxation | 6 C |
|-----------------|--|-----|

5. Economics (6 C)

From the following one module with a rating of at least 6 C must be successfully completed.

| | |
|-----------------|---|
| M.WIWI-VWL.0008 | Development Economics I: Macro Issues in Economic |
|-----------------|---|

| | | |
|-----------------|---|-----|
| | Development | 6 C |
| M.WIWI-VWL.0009 | Development Economics II: Micro Issues in Development Economics | 6 C |
| M.WIWI-VWL.0010 | Development Economics III: Regional Perspectives in Development Economics | 6 C |
| M.WIWI-VWL.0042 | European Economy | 6 C |
| M.WIWI-VWL.0045 | Wirtschafts- und Unternehmensethik | 6 C |
| M.WIWI-VWL.0086 | Macroeconomics of Open Economies | 6 C |
| M.WIWI-VWL.0092 | International Trade | 6 C |
| M.WIWI-VWL.0096 | Essentials of Global Health | 6 C |
| M.WIWI-VWL.0099 | Poverty & Inequality | 6 C |
| M.WIWI-VWL.0101 | Theory and Politics of International Taxation | 6 C |
| M.WIWI-VWL.0126 | Economics of Sustainability | 6 C |
| M.WIWI-VWL.0127 | History of Economic Thought | 6 C |
| M.WIWI-VWL.0146 | Topics in Globalization | 6 C |
| M.WIWI-VWL.0174 | China's Economic and Political Development | 6 C |
| M.WIWI-HGM.0008 | Global History of Marketing and Mass Consumption | 6 C |
| M.WIWI-HGM.0009 | Immigrant Entrepreneurship | 6 C |

6. Elective area (18 - 24 C)

Modules to the total extent of at least 18 C as per the following provisions, have to be successfully completed:

a. Modules from those offered for the Master's degree programmes of the Faculty of Economic Sciences with the code M.WIWI- can be selected, provided the qualifications for entry mentioned there are fulfilled.

b. ¹Modules from the languages by the University to the extent of a maximum 18 C, provided they are successive modules of the same language, and provided the modules were not done in an a previously completed course of study. ²Notwithstanding sentence 1 modules relating to German, English, as well as the mother tongue of the student are excluded. ³The examination board decides about exemptions on application.

c. Moreover, the following module can be taken:

| | | |
|------------|-----------------------|-----|
| M.Inf.1825 | Blockchain Technology | 6 C |
|------------|-----------------------|-----|

d. ¹In the elective area, modules (alternative modules) other than those mentioned at a and b can be completed in accordance with the following provisions. ²Prerequisites for considering an alternative module are:

a) a written application has to be handed in by the student to the Dean of the Faculty of Economic Sciences before choosing the alternative module;

b) Approval by the Dean of Studies or teaching unit offering the alternative module.

³The decision about approving the application is taken by the Dean of Studies of the Faculty of Economic Sciences. ⁴Before passing the decision, the Dean will obtain the opinion of the degree programme tutors on the usefulness of the module replacement in which the student is enrolled. ⁵The application can be rejected without stating any reasons; a legal right of the applicant to object to the decision does not exist. ⁶The consideration of an already completed module is excluded.

7. Master's thesis

30 C are awarded for successful completion of the master's thesis.

Appendix II: Module overview for students attending the double degree programme at the University of Nanjing, China

A. First year of study at the University of Göttingen (60 C)

1. Basic modules (24 C)

The following five basic modules with a rating of 24 C must be successfully completed; the module not done here can be done in the specialisation area or elective area.

a) Information Systems

| | | |
|-----------------|-----------------|-----|
| M.WIWI-WIN.0008 | Change & Run IT | 6 C |
|-----------------|-----------------|-----|

b) Finance, Accounting and Taxes

| | | |
|-----------------|---------------------------------------|-----|
| M.WIWI-BWL.0018 | Analysis of IFRS Financial Statements | 6 C |
|-----------------|---------------------------------------|-----|

c) Management

| | | |
|-----------------|---|-----|
| M.WIWI-BWL.0109 | International Human Resource Management | 6 C |
|-----------------|---|-----|

| | | |
|-----------------|------------------------|-----|
| M.WIWI-BWL.0148 | International Business | 6 C |
|-----------------|------------------------|-----|

d) Marketing

| | | |
|-----------------|------------------|-----|
| M.WIWI-BWL.0075 | Pricing Strategy | 6 C |
|-----------------|------------------|-----|

2. Area of Specialisation (12 C)

At least two of the following modules with a rating of at least 12 C must be successfully completed.

a) Information Systems

| | | |
|-----------------|---------------------------------|-----|
| M.WIWI-WIN.0001 | Modeling and System Development | 6 C |
|-----------------|---------------------------------|-----|

| | | |
|-----------------|--------------------------------|-----|
| M.WIWI-WIN.0002 | Integrated application systems | 6 C |
|-----------------|--------------------------------|-----|

| | | |
|-----------------|------------------------|-----|
| M.WIWI-WIN.0003 | Information management | 6 C |
|-----------------|------------------------|-----|

| | | |
|-----------------|-------------------|-----|
| M.WIWI-WIN.0033 | Digital Platforms | 6 C |
|-----------------|-------------------|-----|

| | | |
|-----------------|--|-----|
| M.WIWI-WIN.0034 | Digital Strategy and Interorganisational Information Systems | 6 C |
|-----------------|--|-----|

| | | |
|-----------------|---|-----|
| M.WIWI-WIN.0026 | Machine Intelligence: Concepts and Applications | 6 C |
|-----------------|---|-----|

| | | |
|-----------------|------------------------|-----|
| M.WIWI-BWL.0136 | Digital Transformation | 6 C |
|-----------------|------------------------|-----|

b) Finance, Accounting and Taxes

| | | |
|-----------------|---------|-----|
| M.WIWI-BWL.0001 | Finance | 6 C |
|-----------------|---------|-----|

| | | |
|-----------------|----------------------------------|-----|
| M.WIWI-BWL.0002 | Financial statements as per IFRS | 6 C |
|-----------------|----------------------------------|-----|

| | | |
|-----------------|---------------------------|-----|
| M.WIWI-BWL.0004 | Financial Risk Management | 6 C |
|-----------------|---------------------------|-----|

| | | |
|-----------------|--------------------|-----|
| M.WIWI-BWL.0010 | Business Valuation | 6 C |
|-----------------|--------------------|-----|

| | | |
|-----------------|---|-----|
| M.WIWI-BWL.0085 | Finance, Management Accounting and Sustainability Accounting | 6 C |
|-----------------|---|-----|

| | | |
|-----------------|--------------------------------|-----|
| M.WIWI-BWL.0105 | International Company Taxation | 6 C |
|-----------------|--------------------------------|-----|

| | | |
|-----------------|----------------------|-----|
| M.WIWI-BWL.0123 | Tax Transfer Pricing | 6 C |
|-----------------|----------------------|-----|

c) Management

| | | |
|-----------------|---|-----|
| M.WIWI-BWL.0071 | Leadership | 6 C |
| M.WIWI-BWL.0097 | Strategic management | 6 C |
| M.WIWI-BWL.0099 | Strategy Implementation | 6 C |
| M.WIWI-BWL.0109 | International Human Resource Management | 6 C |
| M.WIWI-BWL.0112 | Corporate Development | 6 C |
| M.WIWI-BWL.0122 | Cross Cultural Management | 6 C |
| M.WIWI-BWL.0145 | Doing Business in India | 3 C |
| M.WIWI-BWL.0146 | Doing Business in Japan | 3 C |
| M.WIWI-BWL.0147 | Doing Business in Korea | 3 C |
| M.WIWI-WIN.0003 | Information management | 6 C |

d) Marketing

| | | |
|------------------|----------------------------------|-----|
| M.WIWI-BWL.0055 | Marketing Channel Strategy | 6 C |
| M.WIWI-BWL.0080 | Market research II | 6 C |
| M.WIWI-BWL.0089 | Innovation management | 6 C |
| M.WIWI-BWL.00134 | Panel Data Analysis in Marketing | 6 C |
| M.WIWI-BWL.0153 | Digital Marketing | 6 C |

3. Seminar course (6 C – 12 C)

A module from those offered below with a rating of at least 6 C has to be completed successfully.

a) Information Systems

| | | |
|-----------------|---|------|
| M.WIWI-BWL.0136 | Digital Transformation | 6 C |
| M.WIWI-WIN.0004 | Crucial Topics in Information Management | 12 C |
| M.WIWI-WIN.0005 | Seminar course about Information Management | 12 C |
| M.WIWI-WIN.0032 | Information Systems Research | 12 C |

b) Finance, Accounting and Taxes

| | | |
|-----------------|---|-----|
| M.WIWI-BWL.0006 | Seminar course in financial management | 6 C |
| M.WIWI-BWL.0011 | Seminar course in Financial controlling | 6 C |
| M.WIWI-BWL.0016 | M&A, Financing and Taxation | 6 C |
| M.WIWI-BWL.0032 | Seminar course in Accounting and Auditing | 6 C |

c) Management

| | | |
|-----------------|---|-----|
| M.WIWI-BWL.0025 | Seminar course Corporate development | 6 C |
| M.WIWI-BWL.0028 | Seminar course and/or Project - current approaches in Production and Logistics | 6 C |

| | | |
|-----------------|--|-----|
| M.WIWI-BWL.0098 | Management and Corporate Management | 6 C |
| M.WIWI-BWL.0108 | Empirical management research | 6 C |
| M.WIWI-BWL.0110 | Strategic Human Resource Development | 6 C |
| M.WIWI-BWL.0111 | Selected Topics in Asian Business and Management | 6 C |
| M.WIWI-BWL.0114 | Empirical seminar course: Social networks analysis | 6 C |
| M.WIWI-BWL.0115 | Human Resource Management Seminar course | 6 C |
| M.WIWI-BWL.0118 | Survey Research | 6 C |
| M.WIWI-BWL.0129 | International Management Research Seminar | 6 C |
| M.WIWI-BWL.0155 | Seminar or Project – International Research on Supply Chain Management | 6 C |

d) Marketing

| | | |
|-----------------|--|-----|
| M.WIWI-BWL.0064 | Seminar course current issues in Business Sciences | 6 C |
| M.WIWI-BWL.0066 | Seminar course Marketing and Competitive strategies in Industry and Commerce | 6 C |
| M.WIWI-BWL.0078 | Seminar course current research approaches in Marketing | 6 C |
| M.WIWI-BWL.0096 | Seminar course current issues in Innovation Management | 6 C |

4. Quantitative Methods (6 C)

One of the following modules with a rating of 6 C must be successfully completed. Modules from those offered for the Master's degree programmes of the Faculty of Economic Sciences with the code M.WIWI-QMW can be taken, provided the qualifications for entry mentioned there are fulfilled. Moreover, the following modules are available:

| | | |
|-----------------|--|-----|
| M.WIWI-BWL.0079 | Market Research I | 6 C |
| M.WIWI-BWL.0080 | Market Research II | 6 C |
| M.WIWI-BWL.0101 | Status and methods of empirical research on taxation | 6 C |

5. Economics (6 C)

From those offered below one module to the extent of 6 C has to be successfully completed.

| | | |
|-----------------|---|-----|
| M.WIWI-VWL.0045 | Business Ethics and Ethics of Economic Institutions | 6 C |
| M.WIWI-VWL.0099 | Poverty & Inequality | 6 C |
| M.WIWI-VWL.0126 | Economics of Sustainability | 6 C |
| M.WIWI-VWL.0127 | History of Economic Thought | 6 C |
| M.WIWI-VWL.0146 | Topics in Globalization | 6 C |
| M.WIWI.HGM.0008 | Global History of Marketing and Mass Consumption | 6 C |

6. Elective area (0 - 6 C)

Modules to the total extent of 6 C as per the following provisions have to be successfully completed:

a. Modules from those offered for the Master's degree programmes of the Faculty of Economic Sciences with the code M.WIWI- can be selected, provided the qualifications for entry mentioned there are fulfilled.

b. Modules from the languages offered by the university in the Chinese language, provided the modules have not been done in a course of study completed earlier.

c. Modules listed in nos. 2 - 5 in appendix II, which have not been completed there, can be selected.

d. Moreover, the following module can be selected:

| | | |
|------------|-----------------------|-----|
| M.Inf.1825 | Blockchain Technology | 6 C |
|------------|-----------------------|-----|

e. ¹In the elective area, modules (alternative modules) other than those mentioned at No. 6 a, b and c can be completed in accordance with the following provisions. ²Prerequisites for considering an alternative module are:

a) a written application has to be handed in by the student to the Dean of the Faculty of Economic Sciences before choosing the alternative module;

b) Approval by the Dean of Studies or teaching unit offering the alternative module.

³The decision about approving the application is taken by the dean of the Faculty of Economic Sciences. ⁴Before passing the decision, the Dean will obtain the opinion of the degree programme tutors on the usefulness of the module replacement in which the student is enrolled. ⁵The application can be rejected without stating any reasons; a legal right of the applicant to object to the decision does not exist. ⁶The consideration of an already completed module is excluded.

B. Second year of study at the University of Nanjing (60 C)

1. Basic module (5 C)

The following module to the extent of 5 C must be successfully completed:

| | |
|-------------------|-----|
| Overview of China | 5 C |
|-------------------|-----|

2. Specialisation (10 C)

At least two modules to the total extent of at least 10 C as per the following provisions have to be successfully completed:

a) Information Systems

| | |
|---|-----|
| Electronic Commerce Business Model, Strategy and Operations | 5 C |
|---|-----|

b) Finance, Accounting and Taxes

| | |
|--------------------------|-----|
| International Accounting | 5 C |
|--------------------------|-----|

c) Management

| | |
|-----------------------|-----|
| Operations Management | 5 C |
|-----------------------|-----|

| | |
|---------------------------|-----|
| Cross Cultural Management | 5 C |
|---------------------------|-----|

| | |
|---|-----|
| Chinese Management Practices and Studies | 5 C |
| Research Methodology in Human Resource Management | 5 C |

d) Marketing

| | |
|----------------------------|-----|
| Marketing Management | 5 C |
| Consumer Behavior Research | 5 C |

3. Elective area (15 C)

Modules to the total extent of at least 15 C as per the following provisions have to be successfully completed:

a. The following modules can be selected:

| | |
|-------------------------------------|-----|
| Econometrics in Management Research | 5 C |
| Internship | 5 C |

b. All non-completed modules listed in no. 2 appendix II (second year of study) can be selected.

c. Language modules offered by the University of Nanjing in the Chinese language can be selected, provided that these modules have not been completed in another course of study.

d. Modules offered for Master's degree programmes at the University of Nanjing can be selected, provided that the entry requirements are fulfilled and the capacities are available.

The decision upon module participation is made by the University of Nanjing.

e. Modules completed in the Chinese language can also be recognized as study and examination achievements, provided that students possess sufficient language skills. The decision with regard to the admission is made by the University of Nanjing.

3. Master's thesis (30 C)

30 C are awarded for successful completion of the master's thesis. The master's thesis has to be prepared in the English language.

Appendix III: Graphic of the recommended course of study

Master-Studiengang Global Business- empfohlener Studienverlauf



