

Course description (Major)
„International Economics and Management“

Course name	Management and Organization / Leadership
Program	Betriebswirtschaftslehre (B.Sc.)
Course responsibility	Mr. Vieth
Credits	5 CP
Examination	Normally a written examination at end of term and a seminar paper during term
Language	English
Structure of lecture and duration	Seminar with exercises – 4 hours per week during term

Organization and Management

- Definition of terms, fundamental concepts and theoretical foundations
- Corporate strategies and their influence on organization and management
- The different players in organizations and their influence on the management
- Organization structures and processes
- Relevant Corporate governance aspects
- Selected topics of modern management (e.g. business development, human resources management, marketing and sales management, product and process management, innovation and change management)
- New challenges for management and leadership in the global context

Leadership

- Definition of terms, fundamental concepts and the dimensions of leadership
- Motivation and performance (concepts of learning and performance, motivation theories)
- Leadership and management styles
- The influence of the corporate context and the individual motivation structures on the effectiveness of leadership
- Systemic and holistic aspects of leadership

Intercultural aspects in management and leadership

- Definition of terms, fundamental concepts and the dimensions of (corporate) culture
- The influence and impact of the corporate culture on perceptions, interpretations, emotions and the behavior within the company
- Dimensions of corporate culture and their impact on vision, mission, strategy as well as management and leadership
- Interculturalism and diversity as challenge for management and leadership
- Principles, requirements and concepts for a successful intercultural management

Specialized level course (Aufbau von Kenntnissen und Erfahrungen in einem Spezialgebiet)

Learning Outcome:

- Basic knowledge of the relevant terms, concepts and interconnections of organization, management and leadership
- Understanding of the most common tools and instruments in strategic and operational management
- Ability to adapt the fundamental theories, concepts and methods to the challenges in today's business world

Media:

Lecture and tutorials, group work and discussions

Literature:

- Peter E. Drucker (2006), *The Effective Executive: The Definitive Guide to Getting the Right Things Done*
- John P. Kotter (1990), *A Force For Change: How Leadership Differs From Management*
- Fredmund Malik (2006), *Führen, Leisten, Leben: Wirksames Management für eine neue Zeit*

Additional articles for specific topics will be handed out to the students during the course.