

Course unit data sheet

WEKERLE INTERNATIONAL UNIVERSITY

CORE DATA

Course unit:	Corporate Finance for Managers		
Course unit code:		Credits:	6
Total number of contact lessons:	lectures	30 lessons	Type of course: mandatory
	practice	Ø lessons	
Aims of subject:	The course aims at broadening the students' financial knowledge by using a great number of practice-oriented examples.		
Assessment:	Exam mark		
Knowledge & competence:	<p>Students will be familiar with the financial instruments of the money- and capital markets. Students will have a deep knowledge concerning the financial operations of the production and commercial companies (trade and project financing).</p> <p>They will understand the role of the different financial instruments on the money and capital market and they will understand the daily financial operations of the financial department of production and commercial companies.</p> <p>They will realize that the understanding of financial issues is an integral part of the implementation of corporate strategies.</p>		

Course outline

1	Money- and capital markets (financial instruments of the money- and capital markets)
2	Participants of the financial markets (households, financial institutions, public and private companies etc.)
3	Commercial agreements and contracts (essential components of a valid legal contract)
4	Essential parts of a commercial agreement
5	Business loans and business collaterals
6	Debt securities (bonds)
7	Equity security (shares)
8	Financial plan - annual report (description of the balance sheet, income statement, notes)
9	Foreign exchange markets (currency, convertibility, exchange rate)
10	Spot rate, forward rate, call and put options

Mid-term requirements:	Regular attendances, active participation in class work is required. Final grades will be based on an end-term oral examination.
Credit approval criteria	
Attendance:	Regular attendance is required. Allowed absence rate: 20%
Type of assessment (oral or written):	written and oral
Exam eligibility requirements:	see below
Assessment criteria:	Mark determination: <ul style="list-style-type: none"> • Active participation in seminars 25% • End-term exam 75%
Compulsory readings:	
<ul style="list-style-type: none"> ➤ Presentation handouts 	
<ul style="list-style-type: none"> ➤ Richard A. Brealey, Stewart C. Meyers, Franklin Allen: Principles of Corporate Finance 9th Edition 	

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Course unit:	Managerial Controlling		
Course unit code:		Credits:	6
Total number of contact lessons:	lectures	15 lessons	Type of course: mandatory
	practice	15 lessons	
Aims of subject:	<ol style="list-style-type: none"> 1. The student should possess a basic knowledge of controlling. 2. The student should be adequately prepared to work in a corporate controlling environment. 3. Thereby they can contribute to the success of these activities. 		
Assessment:	Exam mark		
Knowledge & competence:	On successful completion of this module students should be able to: <ol style="list-style-type: none"> 1. Assess the main tasks and issues in controlling 2. Review a controlling system 3. Understand the importance and ways of up-to-date controlling 		
Course outline			
1	Introduction to Controlling		
2	The Balance score card		
3	Planning and the controlling process		
4	Divisional financial performance measures		
5	Review class		
Mid-term requirements:	Regular attendances, active participation in class work, completion of in-class and assignments are required. Final grades will be based on one single end-term test.		
Credit approval criteria			
Attendance:	Regular attendance is required. Allowed absence rate: 20%		
Type of assessment (oral or written):	written		
Exam eligibility requirements:	see below		
Assessment criteria:	Mark determination: End-term exam 100 %		

Compulsory readings:

- Drury, C. (2004) Management and Cost Accounting. London: Thomson Learning.

Recommended literature:

- Bendrey, M., Hussey, R., West, C. (2003) Essentials of Management Accounting in Business. Continuum. • Dyson J. R. (2007) Accounting for Non-Accounting Students. Prentice Hall.

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CORE DATA

Course unit:	Managerial Information and Decision Support Systems		
Course unit code:		Credits:	6
Total number of contact lessons:	30 practical	Type of course:	mandatory
Assessment:	Term mark		
Aims of subject:	The course aims at establishing general knowledge of enterprise systems, the management and usage of information and reporting in business.		
Knowledge & competence:	enterprise systems, business processes, ERP, reporting, business intelligence, client-server model, cloud systems, basics of automation of business processes (RPA)		

Course outline

1st occasion	The functional organization structure, the silo effect, key business processes, enterprise systems, vendor maps, projects in the enterprise
2nd occasion	Procurement, production, and fulfilment processes
3rd occasion	Architecture of enterprise systems, client-server and service-oriented architecture, cloud ERP
4th occasion	Functionalities and modules of an ERP system, inter-company extensions (CRM, PLM, SCM, SRM), application suite, application platforms
5th occasion	Information management in the enterprise
6th occasion	Material management, transaction data, historical data
7th occasion	Reporting (OLTP, OLAP, information structures)
8th occasion	Concepts of information systems (LIS, FIS, HRIS), analysis of information, business intelligence, business analytics
9th occasion	Concepts of financial and management accounting, procurement, and fulfilment processes
10th occasion	Process integration
Term requirements:	Completion of min. 50% of the assignments (in-class and out-of-class).

Credit approval criteria	
Attendance:	Regular attendance is required. Allowed absence rate: 20%
Assessment criteria:	Mark determination: assignments (in-class and out-of-class) 100%. <u>marking system:</u> 88-100=5 (excellent) 76- 87=4 (good) 64- 75=3 (satisfactory) 51- 63=2 (pass) 0- 50=1 (fail)
Type of exam:	
Compulsory readings:	
<ul style="list-style-type: none"> • Prof. dr. Lineke Sneller RC: A Guide to ERP pp. 1-61 http://bookboon.com/en/a-guide-to-erp-ebook • lecture notes, presentations 	
Recommended readings:	
<ul style="list-style-type: none"> • Prof. dr. Lineke Sneller RC: A Guide to ERP pp. 62-166 http://bookboon.com/en/a-guide-to-erp-ebook • Benson V, Tribe K: Business Information Management http://bookboon.com/en/trends-in-business-information-management-ebook 	

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Course unit:	Research Methodology		
Course unit code:		Credits:	4
Total number of contact lessons:	30 practical	Type of course:	mandatory
Assessment (Exam or Term mark):	Term mark		
Aims of subject:	This course is about research and research methods. It will outline the fundamentals of doing research, aimed primarily, at the graduate level. This course will aid those of you who have to conduct research as part of your graduate studies.		
Competences to be acquired:	Research planning, doing background research, writing research proposals, academic writing and speaking.		

Course outline

1st occasion	Introduction
2nd occasion	Attributes of a good research topic
3rd occasion	Critically reviewing the literature
4th occasion	Progressing your research project
5th occasion	Collecting primary data through observation
6th occasion	Collecting primary data using semi-structured, in-depth and group interviews
7th occasion	Collecting primary data using questionnaires
8th occasion	Analysing quantitative data
9th occasion	Analysing qualitative data
10th occasion	Feedback and conclusion

Term requirements:	<p>Submitting a research paper on a topic selected by the students.</p> <p>The formal requirements of the research paper:</p> <p>length: 2,000-2,500 words (about 4-5 pages)</p> <p>font type and size: Times New Roman, 12 fonts, 1.5 space</p> <p>For each week, students also need to implement written and verbal assignments related to their respective research topic.</p>
Credit approval criteria	
Attendance:	Regular attendance is required. Allowed absence rate: 20%
Assessment criteria:	<p>Mark determination</p> <ul style="list-style-type: none"> • active participation in the classes: 25% • the implementation of weekly assignments: 25% • final research paper: 50% <p>marking system: 88-100=5 (excellent) 76- 87=4 (good) 64- 75=3 (satisfactory) 51- 63=2 (pass) 0- 50=1 (fail)</p>
Type of exam:	no exam
<p>Compulsory readings:</p> <p><i>Research methods for business students</i>, fifth edition, Mark Saunders, Philip Lewis, and Adrian Thornhill, 2009, p. 359–413., available online</p> <p>Handouts</p>	
Recommended readings:	

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Course unit:	Strategic Management		
Course unit code:		Credits:	6
Total number of contact lessons:	30	15 practice	Type of course: mandatory
		15 theory	
Assessment:	Exam mark		
Aims of subject:	<p>This course introduces the key concepts, tools, and principles of strategy formulation and competitive analysis. It is concerned with managerial decisions and actions that affect the performance and survival of business enterprises. The course is focused on the information, analyses, organizational processes, and skills and business judgment managers must use to devise strategies, position their businesses, define firm boundaries and maximize long-term profits in the face of uncertainty and competition. The aim is to identify and analyze an existing organizational strategic plan that includes budgeting and resource allocation, identify and analyze existing operational plans, incident action plans, and implementation of operational plans, including both positive and negative forces. This course will also present elements of comprehensive Strategic planning in a managerial system, the role of planning in growth management and the application of strategic planning to public issues decision-making.</p>		
Knowledge & competence:	<p>The objectives of this course are to develop</p> <ul style="list-style-type: none"> - a clear understanding of the key concepts and principles of strategy formulation and competitive analysis, - a set of useful analytical skills, tools and techniques for analyzing a company strategically, - the ability to take a general management perspective in analyzing a company, - the ability to build on and integrate ideas, concepts, and theories from previously taken functional courses such as Accounting, Finance, and Marketing, - the ability to think critically and strategically. 		

Course outline	
1st occasion	The strategy-making process. Stakeholders, the Mission, Governance, and Business ethics
2nd occasion	External analysis: the identification of opportunities and threats. Building competitive advantage
3rd occasion	Business-level strategy and competitive positioning
4th occasion	Strategy in the global environment
5th occasion	Corporate-level strategy and long-run profitability
6th occasion	Strategy Implementation
7th occasion	The operational plan
8th occasion	Completing and reviewing the financial statements
9th occasion	Funding issues and risk analysis
10th occasion	Presenting and implementing the business plan
Term requirements:	<p>Regular attendance, active participation in class work, completion of in-class and out-of-class assignments is required. Some units in this course require that you complete a written assignment. You are required to submit your assignments by the indicated deadlines discussed in the class.</p> <p>An unseen midterm examination test will consist of three methods of examining your knowledge; true/false, multiple choice and short essay assessment.</p>
Credit approval criteria	
Attendance:	Regular attendance is required. Allowed absence rate: 20%
	<p>The assessment consists of three main components. Midterm examination, classroom projects and home assignments will also comprise the final grade for the course.</p> <p>Mark determination</p> <ul style="list-style-type: none"> ● Homework Assignments, projects 40% ● Midterm exam 60%, total 100%

Assessment criteria:	<p>Grading scale 88-100%=5 (excellent) 76-87%=4 (good) 64-75%=3 (satisfactory) 51-63%=2 (pass) 0-50%=1 (fail)</p>
Type of exam:	Written test paper
Compulsory readings:	
<p>Charles W. L. Hill - Gareth R. Jones (2012): <i>Essentials of Strategic Management, 3rd edition</i>. South-Western, Cengage Learning, Mason, Ohio, USA ISBN-13: 978-1-111-52519-4; ISBN-10: 1-111-52519-6</p>	
Recommended readings:	
<p>Colin White (2004): <i>Strategic Management</i>. Palgrave MacMillan, New York, USA ISBN 1-4039-0400-6</p> <p>Timothy J. Berry (2004): <i>Hurdle: The Book on Business Planning</i>. Palo Alto Software Inc., Eugene, Oregon, USA ISBN 0-9712185-0-1</p> <p>Graham Friend - Stefan Zehle (2004): <i>Guide to Business Planning</i>. Profile Books Ltd, London, UK ISBN-10 1 86197 474 4, ISBN-13 978 1 86197 474 7</p>	

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Course unit:	Value Creation Processes		
Course unit code:			Credits: 5
Total number of contact lessons:	lectures	15 lessons	Type of course: mandatory
	practice	15 lessons	
Aims of subject:	The course aims is to foster understanding of basic terms - creativity, discovery, research, invention, innovation - and the process of change in individuals, organisations and society. It encourages independent learning and reflection using a multicultural context.		
Assessment:	Exam mark		
Knowledge & competence:	<p>Students will be familiar with:</p> <ul style="list-style-type: none"> – the nature of innovation in a historical and social perspective – the key concepts and components of organisational structure and design – the human side of change – models of the process of change in organisations – understand and describe the processes of change in society – students will develop a critical and thoughtful approach to the disciplinary area and to practical problems. 		

Course outline

1	Introduction: basic concepts – creativity, invention, innovation, discovery and history of innovations.
2	Core human values and their satisfaction Needs for innovations and fields of innovation. Forecast for the next 20 years.
3	Research related to innovation. Manuals and guidelines for collecting data and evaluate innovations.
4	Innovation of education on the way to a digital society
5	Fundamentals and brief history of change management as a discipline
6	Managing changes in organisations - Understanding the process of change
7	Planning and implementing the process of change
8	The human side of change

9	Changes in values of human recourse systems and management	
10	Managing social changes	
Mid-term requirements:	Regular attendance, active participation in seminars, completion of in-class and out-of-class assignments are required. Final grades will be based on class participation, an end-term test and on a presentation.	
Credit approval criteria		
Attendance:	Regular attendance is required. Allowed absence rate: 20%	
Type of assessment (oral or written):	written and oral	
Exam eligibility requirements:	regular attendance (see above)	
Assessment criteria:	Mark determination: <ul style="list-style-type: none"> • Active participation in lectures 20% • Presentation 15% • Home assignment 15% • End-term exam 50% 	
Compulsory readings:		
➤ http://www.centerforinnovation.umd.edu/docs/Hage1999.pdf		
Recommended literature:		
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Course unit:	Academic Skills PG 3		
Course unit code:		Credits:	0
Total number of contact lessons:	practice	30 lessons	Type of course: mandatory
Assessment (Exam or Term mark):	Term mark		
Aims of subject:	To improve students' writing skills and language awareness as well as their awareness concerning the requirements of academic writing		
Competences to be acquired:	To acquire academic language use skills in writing and speaking		
Course outline			
1st occasion	The main characteristics of academic language use		
2nd occasion	The main definitions used in Academic Writing		
3rd occasion	What is plagiarism?		
4th occasion	Writing abstracts		
5th occasion	Writing introductions		
6th occasion	Citations and references		
7th occasion	Writing a paragraph		
8th occasion	Presenting findings		
9th occasion	Discussion and conclusion		
10th occasion	Presentations		
Term requirements:	1 quiz 1 academic essay 1 presentation		
Credit approval criteria			
Attendance:	Regular attendance is required. Allowed absence rate: 20%		

Assessment criteria:	<p>Mark determination</p> <ul style="list-style-type: none"> • active participation in the classes: 25% • 1 quiz: 25% • academic essay: 25% • presentation: 25% <ul style="list-style-type: none"> • <u>marking system:</u> 88-100=5 (excellent) 76- 87=4 (good) 64- 75=3 (satisfactory) 51- 63=2 (pass) 0- 50=1 (fail)
Type of exam:	No exam
Compulsory readings:	
Stephen Bailey. <i>Academic Writing. A Handbook for International Students</i> . Routledge, 2011, available online	
Recommended readings:	
Hand-outs	