

Hochschule
Kempten

University of Applied Sciences



Module Handbook

General
Elective
Modules

Winter Semester 2022/2023

Correct as at: 30.09.2022

CONTENTS

General information	4
Credit Points required in General Elective modules.....	4
Signing up and enrolment.....	4
When do classes start?.....	4
Abbreviations / Colour key for frequency	5
1 Language modules.....	6
Common European Reference Framework for Languages	6
1.1 Chinese – Elementary A1.1.....	7
1.2 Chinese – Elementary A1.2.....	8
1.3 Chinese – Elementary A1.3.....	9
1.4 German as a Foreign Language – Elementary A1.....	10
1.5 German as a Foreign Language – Elementary A2.....	11
1.6 German as a Foreign Language – Intermediate B1.....	12
1.7 German as a Foreign Language – Intermediate B2.1.....	13
1.8 German as a Foreign Language – Intermediate B2.2.....	14
1.9 German as a Foreign Language – Advanced C1.1.....	15
1.10 English – Academic Writing.....	17
1.11 English – Business English Conversation	19
1.12 English – Effective Speaking B2.....	20
1.13 French – Intermediate B1.1.....	21
1.14 Italian – Elementary A1	22
1.15 Japanese – Elementary A1.1	23
1.16 Japanese – Elementary A1.2	24
1.17 Russian – Elementary A1.1	25
1.18 Spanish – Elementary A1.1	26
1.19 Spanish – Elementary A1.1-A2.1	27
2 General Elective modules.....	28
2.1 5-Euro-Business-Wettbewerb.....	28
2.2 Adobe InDesign – Layout and Design	29
2.3 Adobe Photoshop and Illustrator – Introduction to digital image processing and illustration	31
2.4 Applied personality and communication psychology.....	32
2.5 Astronomy.....	33
2.6 Better together – Study with a buddy	34
2.7 Digitalisation & Artificial Intelligence: Opportunities, hazards and ethical issues.....	35
2.8 Diversity and gender literacy	36
2.9 Allgäu – History, nature, art, culture and folklore	37
2.10 Introduction to criminology.....	38
2.11 Introduction to philosophy and epistemology – insights into the thinking of Descartes and Kant	40
2.12 Basics of business morality	41
2.13 International social challenges	42
2.14 Etiquette 2.0 – How to act confidently at work and in life.....	43
2.15 Communication and body language: Reading body language, understanding it and using it	45
effectively	45
2.16 Communication and body language: Using improvisation techniques to spark conversations	46
2.17 Communication, presentation and team-building at the Freshers' Event.....	47
2.18 Conflict management – Prevention and intervention.....	48
2.19 Culture and event management	48
2.20 Food and nutrition.....	50
2.21 Mediation in theory and practice – Resolving conflicts in organisations	51
2.22 Milestones in history	53
2.23 Sustainable entrepreneurship.....	54
2.24 Sustainability and Ethics in Technology and Industry	56
2.25 Patent and inventions law.....	58
2.26 Political factors behind international economic disputes	59
2.27 Rhetoric in dialogue	60

2.28	Writing skills.....	61
3	Virtual University Modules (vhb)	62
	Special arrangements for enrolling for vhb courses	62
3.1	Organising yourself as a student (vhb).....	63
3.2	Internet skills – Online safety I.....	64
3.3	Internet skills – Web design 1.....	65
3.4	Internet skills – Web design 2.....	66
3.5	Internet skills – Web design 3.....	67
3.6	Leadership and communication in global business.....	68
3.7	Market – Power – Morality	69

GENERAL INFORMATION

With the aim of promoting interdisciplinary education, a range of General Elective modules are offered in the following subject areas:

- Working and creative techniques
- Ethics and philosophy
- History and politics
- Health and medicine
- Communication and rhetoric
- Art and culture
- Natural sciences and technology
- Education, psychology, sociology
- Law and economics
- Languages

Students have the opportunity to augment their compulsory lectures with interesting insights into additional subject areas and thereby acquire a broad foundation of knowledge above and beyond their own specialism. This offers a chance to explore the thought processes and methodologies adopted in other disciplines.

Credit Points required in General Elective modules

Please check the Credit Points (CP) you require in General Elective (elective compulsory) modules and the planned timeframe for completing the required work in the relevant version of the [Programme and Examination Regulations for your degree programme](#). You can opt to take classes from the General Elective modules as “voluntary studies” (but these grades do not affect the overall classification of your bachelor’s or master’s degree).

Signing up and enrolment

[Enrolments](#) are conducted entirely online via [MeinCampus](#) in two separate rounds. After the first enrolment round has been completed, any spare places in classes can be filled during the second round. Further details can be found [here](#) on the university’s homepage.

Please note that admission to a module does not automatically register you for the examination. You must complete this process yourself during the registration period for examinations.

- **You enrol/sign up for General Elective modules at the start of each semester.**
- **You register for examinations approximately halfway through the semester.**

You can find more information under the [Schedule](#) posted on the university’s homepage.

When do classes start?

You can find out when classes start for each course in the class details provided in the Course Catalogue posted in MeinCampus.

Further information can be found in the latest version of your particular SPO, via the links provided and on the webpage for [General Elective modules](#), accessed via the university’s homepage.

Abbreviations / Colour key for frequency

Abbreviations:

GE modules	General Elective modules
h	hours
CC	credit certificates
TF	teaching format
TF	teaching format
OE	oral examination
WE	written examination
SS	summer semester
S	seminar
h/w	hours per week
E	exercise
L	lecture
WS	winter semester

Frequency:

Green	Every semester
Amber	Alternate semesters (winter or summer)
Red	Not currently offered

All the classes listed in this Handbook are subject to notifications in MeinCampus.

That is the exclusive source of definitive information at the start of the semester about

- maximum class sizes and
- which modules will be running that particular semester.

Module descriptions are subject to modification at any time, as teaching content is continuously updated.

Binding information about assessments and the permitted aids will be published in the Examinations Schedule on the homepage during the first few weeks of the semester – around the start of December for the winter semester and around the end of May for the summer semester.

1 LANGUAGE MODULES

Common European Reference Framework for Languages

Language skills are divided into **six levels** in total:¹

A: Basic User (Elementary)	
A1 – Beginner	Can understand and use familiar everyday expressions and very basic phrases aimed at the satisfaction of needs of a concrete type. Can introduce him/herself and others and can ask and answer questions about personal details such as where he/she lives, people he/she knows and things he/she has. Can interact in a simple way provided the other person talks slowly and clearly and is prepared to help.
A2 – Basic knowledge	Can understand sentences and frequently used expressions related to areas of most immediate relevance (e.g. very basic personal and family information, shopping, local geography, employment). Can communicate in simple and routine tasks requiring a simple and direct exchange of information on familiar and routine matters. Can describe in simple terms aspects of his/her background, immediate environment and matters in areas of immediate need.
B: Independent User (Intermediate)	
B1 – Advanced language usage	Can understand the main points of clear standard input on familiar matters regularly encountered in work, school, leisure, etc. Can deal with most situations likely to arise whilst travelling in an area where the language is spoken. Can produce simple connected text on topics which are familiar or of personal interest. Can describe experiences and events, dreams, hopes and ambitions, and briefly give reasons and explanations for opinions and plans.
B2 – Independent language usage	Can understand the main ideas of complex text on both concrete and abstract topics, including technical discussions in his/her field of specialisation. Can interact with a degree of fluency and spontaneity that makes regular interaction with native speakers quite possible without strain for either party. Can produce clear, detailed text on a wide range of subjects and explain a viewpoint on a topical issue giving the advantages and disadvantages of various options.
C: Proficient User (Advanced)	
C1 – Expert language skills	Can understand a wide range of demanding, longer texts, and recognise implicit meaning. Can express him/herself fluently and spontaneously without much obvious searching for expressions. Can use language flexibly and effectively for social, academic and professional purposes. Can produce clear, well-structured, detailed text on complex subjects, showing controlled use of organisational patterns, connectors and cohesive devices.
C2 – Near- native level	Can understand with ease virtually everything heard or read. Can summarise information from different spoken and written sources, reconstructing arguments and accounts in a coherent presentation. Can express him/herself spontaneously, very fluently and precisely, differentiating finer shades of meaning even in more complex situations.

¹ See: <https://www.coe.int/en/web/common-european-framework-reference-languages/table-1-cefr-3.3-common-reference-levels-global-scale>

1.1 Chinese – Elementary A1.1

(CHA1.1)

Department	Language Centre (Centre for General Elective Studies and Languages)
Requirements	Eligibility according to admission requirements for all degree programmes
Conducted	Online

Module convenor	Dr Michael Märlein
Teacher(s)	Wenji Jia

Duration	1 semester	Max. participants	17
Frequency	Every semester	Language	Chinese (German as required)
Credit Points	4	Starting level	Zero
Hours per week	4	Target level	A1.1
Time required	Contact hours	48h	
	Ind. study	52h	
	Total	100h	

Learning objectives	After successfully completing this module, students will be able to: <ul style="list-style-type: none"> • Read Pinyin (Romanticisation) and read/understand and pronounce the four tone marks correctly • Read approx. 50 basic characters and write approx. 30 of them • Understand simple words and simple sentences when spoken slowly and clearly • Make themselves understood very simply, ask and answer simple questions about familiar topics • Introduce themselves and others rudimentarily • Fill out a form with personal details in Pinyin
----------------------------	---

Teaching/learning methods	Seminars with practice activities. Private study involves regular homework, preparing for and reviewing classes, and preparing for the examination.
----------------------------------	---

Teaching content	The module generally covers the following topics (including the required vocabulary and grammar): <ul style="list-style-type: none"> • Pinyin, characters, tone marks • Greeting and getting to know people • Describing yourself • Family • Numbers and the date • Hobbies
-------------------------	---

Reading list	Recommended purchase(s): <ul style="list-style-type: none"> • <i>China entdecken – Lehrbuch 1</i> (with audio CD), ISBN 978-3-905816-51-8 • <i>China entdecken – Arbeitsbuch 1</i> (with audio CD), ISBN 978-3-905816-52-5
---------------------	---

Assessment arrangements	<ul style="list-style-type: none"> • Written examination with listening comprehension, 90 min. • During the examination period at the end of the semester • No aids permitted
--------------------------------	--

1.2 Chinese – Elementary A1.2

(CHA1.2)

Department	Language Centre (Centre for General Elective Studies and Languages)
Requirements	Eligibility according to admission requirements for all degree programmes
Conducted	Classroom

Module convenor Dr Michael Märlein

Teacher(s)

Duration	1 semester	Max. participants	20
Frequency	Every winter semester	Language	Chinese (German as required)
Credit Points	4	Starting level	A1.1
Hours per week	4	Target level	A1.2
Time required	Contact hours	48h	
	Ind. study	52h	
	Total	100h	

Learning objectives	<p>After successfully completing this module, students will be able to:</p> <ul style="list-style-type: none"> • Ca. Read and write approx. 50-70 basic characters • Understand familiar words and simple sentences in simple texts and in dialogues when spoken slowly and clearly • Make themselves understood simply, ask and answer simple questions about immediate necessities and familiar topics • Briefly introduce and describe themselves and others • Write a profile and brief notes in Pinyin
Teaching/learning methods	Seminars with practice activities. Private study involves regular homework, preparing for and reviewing classes, and preparing for the examination.
Teaching content	<p>The module generally covers the following topics (including the required vocabulary and grammar):</p> <ul style="list-style-type: none"> • Inviting and arranging to meet people • Telling the time • Directions and means of transport • Ordering food • Colours and shopping • Weather
Reading list	<p>Recommended purchase(s):</p> <ul style="list-style-type: none"> • <i>China entdecken – Lehrbuch 1</i> (with audio CD), ISBN 978-3-905816-51-8 • <i>China entdecken – Arbeitsbuch 1</i> (with audio CD), ISBN 978-3-905816-52-5
Assessment arrangements	<ul style="list-style-type: none"> • Written examination with listening comprehension, 90 min. • During the examination period at the end of the semester • No aids permitted

1.3 Chinese – Elementary A1.3 (CHA1.3)

Department	Language Centre (Centre for General Elective Studies and Languages)
Requirements	Eligibility according to admission requirements for all degree programmes
Conducted	Classroom

Module convenor Dr Michael Märlein

Teacher(s)

Duration	1 semester	Max. participants	20
Frequency	Anticipated Summer Semester 2023	Language	Chinese (German as required)
Credit Points	4	Starting level	A1.2
Hours per week	4	Target level	A1 (completed)
Time required	Contact hours	48h	
	Ind. study	52h	
	Total	100h	

Learning objectives	<p>After successfully completing this module, students will be able to:</p> <ul style="list-style-type: none"> • Ca. Read and write approx. 70-90 basic characters • Understand familiar words and sentences in dialogues and texts when spoken slowly and clearly • Make themselves understood simply, ask and answer simple questions about immediate necessities and familiar topics • Introduce and describe themselves and others • Write simple chat messages and fill out simple forms
Teaching/learning methods	Seminars with practice activities. Private study involves regular homework, preparing for and reviewing classes, and preparing for the examination.
Teaching content	<p>The module generally covers the following topics (including the required vocabulary and grammar):</p> <ul style="list-style-type: none"> • Travel • Leisure activities • Likes and dislikes • Plans for the week and holidays
Reading list	<p>Recommended purchase(s):</p> <ul style="list-style-type: none"> • <i>China entdecken – Lehrbuch 1</i> (with audio CD), ISBN 978-3-905816-51-8 • <i>China entdecken – Arbeitsbuch 1</i> (with audio CD), ISBN 978-3-905816-52-5
Assessment arrangements	<ul style="list-style-type: none"> • Written examination with listening comprehension, 90 min. • During the examination period at the end of the semester • No aids permitted

1.4 German as a Foreign Language – Elementary A1 (DFA1)

Department	Language Centre (Centre for General Elective Studies and Languages)		
Requirements	Knowledge of German below Level A1 of the Common European Reference Framework		
Conducted	Classroom		
Module convenor	Dr Michael Märlein		
Teacher(s)	Dr Stefanie Giebert		
Duration	1 semester	Max. participants	20
Frequency	Every semester	Language	German (English as required)
Credit Points	4	Starting level	Zero
Hours per week	4	Target level	A1
Time required	Contact hours	52h	
	Private study	48h	
	Total	100h	

Learning objectives	<p>After successfully completing this module, students will be able to:</p> <ul style="list-style-type: none"> • Understand familiar words and simple sentences in texts • Understand familiar words and simple sentences when spoken slowly and clearly • Make themselves understood simply, ask and answer simple questions about immediate necessities and familiar topics • Introduce and describe themselves and others • Write simple messages and complete simple forms
Teaching/learning methods	Seminars with practice activities. Private study involves regular homework, preparing for and reviewing classes, submitting formal assessments on time, and preparing for examinations.
Teaching content	<p>The module generally covers the following topics (including the required vocabulary and grammar):</p> <ul style="list-style-type: none"> • Getting to know people and family • Dates and numbers • Leisure • Accommodation • Clothing • Travel • Shopping, eating and drinking
Reading list	<p>Recommended purchase(s):</p> <ul style="list-style-type: none"> • Übungsgrammatik Deutsch als Fremdsprache Sprachniveau A1–A2, Schubert Verlag (in German only), ISBN 978-3-941323-09-4
Assessment arrangements	<p>During the lecturing period:</p> <ul style="list-style-type: none"> • Written expression and short presentations (15%) • Online tasks (15%) <p>During the examination period at the end of the semester:</p> <ul style="list-style-type: none"> • Written examination with listening comprehension (70%), 90 min., no aids permitted

1.5 German as a Foreign Language – Elementary A2 (DFA2)

Department	Language Centre (Centre for General Elective Studies and Languages)		
Requirements	Knowledge of German at Level A1 of the Common European Reference Framework		
Conducted	Classroom		
Module convenor	Dr Michael Märlein		
Teacher(s)	Dr Michael Märlein		
Duration	1 semester	Max. participants	20
Frequency	Every semester	Language	German (English as required)
Credit Points	4	Starting level	A1
Hours per week	4	Target level	A2
Time required	Contact hours	52h	
	Private study	48h	
	Total	100h	
Learning objectives	<p>After successfully completing this module, students will be able to:</p> <ul style="list-style-type: none"> Understand sentences and common expressions about topics of personal relevance (e.g. family, shopping, work, surroundings) and the key information in short, clear and simple messages and announcements Read short, simple texts and find information Communicate in simple, routine situations about familiar, common things and conduct short conversations Write short, simple notes and messages 		
Teaching/learning methods	Seminars with practice activities. Private study involves regular homework, preparing for and reviewing classes, and preparing for the examination.		
Teaching content	<p>The module generally covers the following topics (including the required vocabulary and grammar):</p> <ul style="list-style-type: none"> Holidays and celebrations Accommodation Sights Money and dealing with authorities Health Weather Travel and vacations Training and professions 		
Reading list	<p>Obligatory purchase(s):</p> <ul style="list-style-type: none"> <i>DaF kompakt neu A2</i> (course and exercise book + MP3-CD), ISBN 978-3-12-676314-1 		
Assessment arrangements	<ul style="list-style-type: none"> Written examination with listening comprehension, 90 min. During the examination period at the end of the semester No aids permitted 		

1.6 German as a Foreign Language – Intermediate B1 (DFB1)

Department	Language Centre (Centre for General Elective Studies and Languages)		
Requirements	Knowledge of German at Level A2 of the Common European Reference Framework		
Conducted	Classroom		
Module convenor	Dr Michael Märlein		
Teacher(s)	Dr Timea Zarbach-Peter		
Duration	1 semester	Max. participants	20
Frequency	Every semester	Language	German
Credit Points	4	Starting level	A2
Hours per week	4	Target level	B1
Time required	Contact hours	52h	
	Private study	48h	
	Total	100h	
Learning objectives	<p>After successfully completing this module, students will be able to:</p> <ul style="list-style-type: none"> • Understand the main points in conversations about familiar things (e.g. work, school, leisure) and current affairs using standard language • Understand texts containing common everyday and business language and private letters • Handle most situations encountered where this language is spoken, enter unprepared into conversations, and express their own opinion/feelings/wishes, argue a case, and relate the plot of a book/film • Write simple, cohesive texts and personal letters 		
Teaching/learning methods	Seminars with practice activities. Private study involves regular homework, preparing for and reviewing classes, and preparing for the examination.		
Teaching content	<p>The module generally covers the following topics (including the required vocabulary and grammar):</p> <ul style="list-style-type: none"> • Travel and transport • Complaints • Study • Nature • Work • Emigration • Germany's political system 		
Reading list	<p>Obligatory purchase(s):</p> <ul style="list-style-type: none"> • Netzwerk B1. Course and workbook with DVD and 2 audio CDs ISBN 978-3-12-605003-6 		
Assessment arrangements	<ul style="list-style-type: none"> • Written examination with listening comprehension, 90 min. • During the examination period at the end of the semester • No aids permitted 		

1.7 German as a Foreign Language – Intermediate B2.1

(DFB2.1)

Department	Language Centre (Centre for General Elective Studies and Languages)		
Requirements	Knowledge of German at Level B1 of the Common European Reference Framework		
Conducted	Classroom		
Module convenor	Dr Michael Märlein		
Teacher(s)	Dr Timea Zarbach-Peter		
Duration	1 semester	Max. participants	20
Frequency	Every winter semester	Language	German
Credit Points	4	Starting level	B1
Hours per week	4	Target level	B2.1
Time required	Contact hours	52h	
	Private study	48h	
	Total	100h	
Learning objectives	<p>After successfully completing this module, students will be able to:</p> <ul style="list-style-type: none"> • Broadly understand texts about specific and abstract topics related to private and professional life in standard spoken language • Read all kinds of texts independently, understand the main content of more complex texts and extract the relevant information they require • Link statements together in a clear, cohesive text using conjunctions and connecting elements of text • Identify and correct their own mistakes, make themselves understood spontaneously and smoothly – without major effort 		
Teaching/learning methods	Seminars with practice activities. Private study involves regular homework, preparing for and reviewing classes, and preparing for the examination.		
Teaching content	<p>The module generally covers the following topics (including the required vocabulary and grammar):</p> <ul style="list-style-type: none"> • Literary texts • Ways of living and life • Future and plans for the future • Seeking employment, application training • Studying abroad • Leisure • Memories • German history, famous figures • Digital technology and digital media 		
Reading list	<p>Obligatory purchase(s):</p> <ul style="list-style-type: none"> • Weitblick – Das große Panorama. B2: Band 1. Kurs- und Übungsbuch. ISBN 978-3-06-120889-9 		
Assessment arrangements	<ul style="list-style-type: none"> • Written examination with listening comprehension, 90 min. • During the examination period at the end of the semester • No aids permitted 		

1.8 German as a Foreign Language – Intermediate B2.2

(DFB2.2)

Department	Language Centre (Centre for General Elective Studies and Languages)		
Requirements	Knowledge of German at Level B2.1 of the Common European Reference Framework		
Conducted	Classroom		
Module convenor	Dr Michael Märlein		
Teacher(s)	Dr Timea Zarbach-Peter		
Duration	1 semester	Max. participants	20
Frequency	Every summer semester	Language	German
Credit Points	4	Starting level	B2.1
Hours per week	4	Target level	B2.2
Time required	Contact hours	52h	
	Private study	48h	
	Total	100h	
Learning objectives	<p>After successfully completing this module, students will be able to:</p> <ul style="list-style-type: none"> • Understand in detail what is being said in standard language about topics of general interest • Not only understand information but also the author's intentions, "read between the lines" and interpret what they have read • Write more lengthy and detailed texts using a relatively broad vocabulary and construct texts to argue a point • Use complex sentence structures, construct and interrelate arguments to one another 		
Teaching/learning methods	Seminars with practice activities. Private study involves regular homework, preparing for and reviewing classes, and preparing for the examination.		
Teaching content	<p>The module generally covers the following topics (including the required vocabulary and grammar):</p> <ul style="list-style-type: none"> • Changes at work • Social and political action • Sustainability • Product descriptions and advertisements • Self-optimisation • A happy life • Science and technology • Art and culture • Media and news • Travel, enjoyment and addiction 		
Reading list	<p>Obligatory purchase(s):</p> <ul style="list-style-type: none"> • Weitblick – Das große Panorama. B2: Band 2. Kurs- und Übungsbuch. ISBN 978-3-06-120906-3 		
Assessment arrangements	<ul style="list-style-type: none"> • Written examination with listening comprehension, 90 min. • During the examination period at the end of the semester • No aids permitted 		

1.9 German as a Foreign Language – Advanced C1.1

(DFC1.1)

Department	Language Centre (Centre for General Elective Studies and Languages)		
Requirements	Knowledge of German at Level B2 of the Common European Reference Framework		
Conducted	Classroom		
Module convenor	Dr Michael Märlein		
Teacher(s)	Dr Stefanie Giebert		
Duration	1 semester	Max. participants	20
Frequency	Every semester	Language	German
Credit Points	2	Starting level	B2
Hours per week	2	Target level	C1.1
Time required	Contact hours	26h	
	Private study	24h	
	Total	50h	

Learning objectives	<p>After successfully completing this module, Level-C1 students will be able to:</p> <ul style="list-style-type: none"> • talk about social topics at the level of a language learner • understand journalistic, literary and academic texts and absorb the structures used to present an argument in complex texts • recognise and understand ‘false’ use of language such as irony or linguistic imagery in texts • compose various types of texts using grammatical structures as a language learner (e.g. argumentative texts, complex descriptions) • classify social phenomena in Germany and compare them in an international context
Teaching/learning methods	Seminars with practice activities. Private study involves regular homework, preparing for and reviewing classes, and submitting formal assessments on time.
Teaching content	<p>The following topics will generally be covered (including the necessary vocabulary and grammar):</p> <ul style="list-style-type: none"> • Renewable energies • Digitalisation and its repercussions • Mobility • Future • Business ethics and corporate scandals
Reading list	<p>Recommended purchase(s):</p> <ul style="list-style-type: none"> • Bayerlein, Oliver; Buchner, Patricia (2013): <i>Campus Deutsch (DaF B2-C1). Deutsch als Fremdsprache B2/C1: Lesen</i>. Munich: Hueber Verlag (in German only). ISBN 9783190510030 • Bayerlein, Oliver; Buchner, Patricia (2015): <i>Campus Deutsch (DaF B2-C1). Deutsch als Fremdsprache/Kursbuch: Schreiben</i>. Munich: Hueber Verlag (in German only). ISBN 9783191010034 • Buscha, Anne; Szita, Szilvia; Stengel-Raven, Susanne (2013): <i>C Grammatik. Übungsgrammatik Deutsch als Fremdsprache: Sprachniveau C1, C2</i>. Leipzig: Schubert Verlag (in German only). ISBN 3941323113

Assessment arrangements During the lecturing period:

- Submitted tasks (50%)
- Oral examination (50%)

1.10 English – Academic Writing (EAW)

Department	Language Centre (Centre for General Elective Studies and Languages)		
Requirements	Eligibility according to admission requirements for all degree programmes		
Conducted	Classroom		
Module convenor	Dr Michael Märlein		
Teacher(s)	Alexander Zech		
Duration	1 semester	Max. participants	20
Frequency	Every winter semester	Starting level	B2
Credit Points	2	Target level	—
Hours per week	2		
Time required	Contact hours	24h	
	Private study	26h	
	Total	50h	
Learning objectives	<p>After successfully completing this module, Level-B2 students will be able to:</p> <ul style="list-style-type: none"> • Paraphrase, summarise and merge passages of text and add citations, referencing sources accurately • Defining a research topic/question • Apply critical writing strategies to evaluate information and ideas from the sources consulted • Construct academically substantiated arguments based on critical engagement with a topic to produce comprehensible and reliable conclusions • Write well-structured and suitably organised academic texts • Compose academic texts in an appropriate style and register in understandable academic English • Avoid typical errors 		
Teaching/learning methods	Seminars with practice activities. Private study involves regular homework, preparing for and reviewing classes, and submitting formal assessments on time.		
Teaching content	<p>The following topics will generally be covered:</p> <ul style="list-style-type: none"> • Specifying a research topic and question, and composing a thesis statement • Research skills – researching literature, identifying relevant and appropriate sources, concepts, case studies, etc. • Academic standards and good academic practice (e.g. avoiding plagiarism, academic “voice”) • Working with references and how to combine them with your own ideas, standard referencing systems and citing sources • Introduction to structuring different kinds of academic texts • Differences between essays and reports 		
Reading list	<p>Recommended purchase(s):</p> <ul style="list-style-type: none"> • Bailey, S. (2018) English Academic Writing: A Handbook for International Students, 5th edition. Abingdon: Routledge. 		
Assessment arrangements	<p>During the lecturing period</p> <ul style="list-style-type: none"> • Submitted tasks (60%) • Essay of 1,200 words (40%) 		

1.11 English – Business English Conversation (EBEC)

Department	Language Centre (Centre for General Elective Studies and Languages)
Requirements	Eligibility according to admission requirements for all degree programmes
Conducted	Classroom

Module convenor Dr Michael Märlein

Teacher(s) Dr Martin Kantus

Duration	1 semester	Max. participants	20
Frequency	Every semester	Language	English
Credit Points	2	Starting level	B2
Hours per week	2	Target level	---
Time required	Contact hours	24h	
	Private study	26h	
	Total	50h	

Learning objectives After successfully completing this module, at Level B2, students will be able to:

- Understand authentic monologues, dialogues and news reports about business, trade and the world of finance
- Understand authentic texts about business, trade and the world of finance
- Participate in contextual conversations, negotiations and discussions in their future academic or professional environment
- Act with intercultural sensitivity and tact and apply their knowledge of cultural aspects regarding the target language(s), e.g. in discussions
- Talk for several minutes at a time about topics in their (future) professional environment that they find interesting from either a technical or personal perspective
- Present facts and figures and developments in settings such as sales presentations or team discussions

Teaching/learning methods Seminars with practice activities. Private study involves regular homework, preparing for and reviewing classes, and maintaining an online learning journal.

Teaching content The module generally covers the following topics (including the required vocabulary):

- Starting, maintaining and ending relaxed conversations such as small talk in a business setting
- Leadership characteristics – communicating in a team
- Discussions – indicating agreement or rejection, asking and answering questions, interrupting and reacting to interruptions, chairing
- Negotiations
- Understand topics related to this subject, e.g. constitution and activities of small, medium-sized and large businesses, fusions, investments, developments on the stock market
- Presenting and explaining data and developmental progress with the aid of diagrams

Reading list To be announced.

Assessment arrangements

- During the lecturing period
- Short online submissions (40%), presentation (30%), spoken contributions to discussions and role-plays (30%)

1.12 English – Effective Speaking B2 (EESP)

Department	Language Centre (Centre for General Elective Studies and Languages)
Requirements	Eligibility according to admission requirements for all degree programmes
Conducted	Classroom

Module convenor	Dr Michael Märlein
Teacher(s)	Dr Stefanie Giebert, Alexander Zech

Duration	1 semester	Max. participants	20
Frequency	Every semester	Language	English
Credit Points	2	Starting level	B2
Hours per week	2	Target level	—
Time required	Contact hours 24h Private study 26h Total 50h		

Learning objectives	<p>After successfully completing this module, Level-B2 students will be able to:</p> <ul style="list-style-type: none"> Communicate orally in English fluently and confidently, both in prepared speaking situations (presentation, TED talk, debate, simulation) and spontaneously (dialogue, short presentation) Speak English with clear and understandable pronunciation and intonation Use an extended vocabulary for everyday, academic and work situations in the above speaking situations Understand and critically reflect upon various versions of English, including English as a lingua franca Analyse their own spoken skills and adapt them to communicate successfully
----------------------------	---

Teaching/learning methods	Seminars with practice activities in class, including simulations and group work. Private study involves regular homework and preparing for and reviewing classes. Optional one-on-one coaching in pronunciation
----------------------------------	--

Teaching content	<p>The following topics will generally be covered:</p> <ul style="list-style-type: none"> Phonological structure and intonation in English Awareness of language and language acquisition Currently controversial social and cultural topics Linguistic features such as arguing a case and convincing others Presentation skills, including styles and body language Vocabulary for presentations, discussions, work situations
-------------------------	--

Reading list	<p>Available in the library: McCarthy, M. (2008) Academic Vocabulary in Use. Cambridge University Press</p>
---------------------	---

Assessment arrangements	<p>During the lecturing period:</p> <ul style="list-style-type: none"> Short talk (20%), debate (20%), simulation (20%), project presentation including questions (40%)
--------------------------------	--

1.13 French – Intermediate B1.1

(FRB1.1)

Department	Language Centre (Centre for General Elective Studies and Languages)		
Requirements	<ul style="list-style-type: none"> • Eligibility according to admission requirements for all degree programmes • Knowledge of French at Level A2 of the Common European Reference Framework 		
Conducted	Classroom		
Module convenor	Dr Michael Märlein		
Teacher(s)			
Duration	1 semester	Max. participants	20
Frequency	Anticipated Winter Semester 2022/23	Language	French
Credit Points	4	Starting level	A2
Hours per week	4	Target level	B1.2
Time required	Contact hours	48h	
	<u>Ind. study</u>	52h	
	Total	100h	
Learning objectives	<p>After successfully completing this module, students will be able to:</p> <ul style="list-style-type: none"> • Understand the main points in conversations about familiar things (e.g. work, school, leisure) and current affairs using standard language • Understand texts containing common everyday and business language and private letters • Handle most situations encountered where this language is spoken, enter unprepared into conversations, and express their own opinion/feelings/wishes, argue a case, and relate the plot of a book/film • Write simple, cohesive texts and personal letters 		
Teaching/learning methods	Seminars with practice activities. Private study involves regular homework, preparing for and reviewing classes, and preparing for the examination.		
Teaching content	<p>The module generally covers the following topics (including the required vocabulary and grammar):</p> <ul style="list-style-type: none"> • Describing likes, habits and feelings • Means of transport • Seeking help • Describing people and landscapes • Symbols, values, identity and integration • Francophonie, Anglicisms in French • Family forms and equal rights 		
Reading list	<p>Obligatory purchase(s):</p> <ul style="list-style-type: none"> • Voyages Neu B1: Kurs- und Übungsbuch, ISBN 978-3-12-529431-8 		
Assessment arrangements	<ul style="list-style-type: none"> • Written examination with listening comprehension, 90 min. • During the examination period at the end of the semester • No aids permitted 		

1.14 Italian – Elementary A1 (ITA1)

Department	Language Centre (Centre for General Elective Studies and Languages)
Requirements	Eligibility according to admission requirements for all degree programmes
Conducted	Classroom

Module convenor Dr Michael Märlein

Teacher(s) Dr Paola Bernabei

Duration	1 semester	Max. participants	20
Frequency	Every semester	Language	Italian (German as required)
Credit Points	4	Starting level	Zero
Hours per week	4	Target level	A1
Time required	Contact hours	48h	
	<u>Ind. study</u>	52h	
	Total	100h	

Learning objectives	After successfully completing this module, students will be able to: <ul style="list-style-type: none"> • Understand familiar words and simple sentences in texts • Understand familiar words and simple sentences when spoken slowly and clearly • Make themselves understood simply, ask and answer simple questions about immediate necessities and familiar topics • Introduce and describe themselves and others • Write simple messages and complete simple forms
Teaching/learning methods	Seminars with practice activities. Private study involves regular homework, preparing for and reviewing classes, and preparing for the examination.
Teaching content	The module generally covers the following topics (including the required vocabulary and grammar): <ul style="list-style-type: none"> • Getting to know people and introductions • Numbers and telling the time • Likes and dislikes • Daily routines and habits • Food and drink • Travel
Reading list	Obligatory purchase(s): <ul style="list-style-type: none"> • <i>Chiaro! A1 - Nuova edizione</i>, ISBN 978-3-19-275427-2
Assessment arrangements	<ul style="list-style-type: none"> • Written examination with listening comprehension, 90 min. • During the examination period at the end of the semester • No aids permitted

1.15 Japanese – Elementary A1.1

(JAA1.1)

Department Language Centre (Centre for General Elective Studies and Languages)**Requirements** Eligibility according to [admission requirements](#) for all degree programmes**Conducted** Online**Module convenor** Dr Michael Märlein**Teacher(s)** Yumiko Kerber

Duration	1 semester	Max. participants	17
Frequency	Every semester	Language	Japanese (German as required)
Credit Points	4	Starting level	Zero
Hours per week	4	Target level	A1.1
Time required	Contact hours	48h	
	<u>Ind. study</u>	52h	
	Total	100h	

Learning objectives	After successfully completing this module, students will be able to: <ul style="list-style-type: none"> • Read and write 50 syllables of Hiragana • Understand familiar words and simple sentences in texts • Understand familiar words and simple sentences when spoken slowly and clearly • Make themselves understood simply, ask and answer simple questions about immediate necessities and familiar topics • Introduce and describe themselves and others • Write simple messages and complete simple forms
Teaching/learning methods	Seminars with practice activities. Private study involves regular homework, preparing for and reviewing classes, and preparing for the examination.
Teaching content	The module generally covers the following topics (including the required vocabulary and grammar): <ul style="list-style-type: none"> • Hiragana • Getting to know people and introductions • Numbers and telling the time • Shopping • Travel
Reading list	Obligatory purchase(s): <ul style="list-style-type: none"> • <i>Japanisch im Sauseschritt 1</i>, ISBN 978-4-9900384-7-2
Assessment arrangements	<ul style="list-style-type: none"> • Written examination with listening comprehension, 90 min. • During the examination period at the end of the semester • No aids permitted

1.16 Japanese – Elementary A1.2

(JAA1.2)

Department	Language Centre (Centre for General Elective Studies and Languages)		
Requirements	<ul style="list-style-type: none"> • Eligibility according to admission requirements for all degree programmes • Students must have completed “Spanish – Elementary A1.1” (or equivalent). 		
Conducted	Online		
Module convenor	Dr Michael Märlein		
Teacher(s)	Yumiko Kerber		
Duration	1 semester	Max. participants	17
Frequency	Winter Semester 2022/23	Language	Japanese (German as required)
Credit Points	4	Starting level	A1.1
Hours per week	4	Target level	A1.2
Time required	Contact hours	48h	
	<u>Ind. study</u>	52h	
	Total	100h	
Learning objectives	<p>After successfully completing this module, students will be able to:</p> <ul style="list-style-type: none"> • Reading and writing Katakana and Kanji • Understand familiar words and simple sentences in texts • Understand familiar words and simple sentences when spoken slowly and clearly • Make themselves understood simply, ask and answer simple questions about immediate necessities and familiar topics • Introduce and describe themselves and others • Write simple messages and complete simple forms 		
Teaching/learning methods	Seminars with practice activities. Private study involves regular homework, preparing for and reviewing classes, and preparing for the examination.		
Teaching content	<p>The module generally covers the following topics (including the required vocabulary and grammar):</p> <ul style="list-style-type: none"> • Location information • Ordering by telephone • Making appointments • Asking for permission and refusing requests • Personal tastes 		
Reading list	<p>Obligatory purchase(s):</p> <ul style="list-style-type: none"> • <i>Japanisch im Sauseschritt 1</i>, ISBN 978-4-9900384-7-2 		
Assessment arrangements	<ul style="list-style-type: none"> • Written examination with listening comprehension, 90 min. • During the examination period at the end of the semester • No aids permitted 		

1.17 Russian – Elementary A1.1

(RUA1.1)

Department	Language Centre (Centre for General Elective Studies and Languages)
Requirements	Eligibility according to admission requirements for all degree programmes
Conducted	Classroom

Module convenor Dr Michael Märlein

Teacher(s) Rosalia Kubedinow

Duration	1 semester	Max. participants	20
Frequency	Every semester	Language	Russian (German as required)
Credit Points	4	Starting level	Zero
Hours per week	4	Target level	A1.1
Time required	Contact hours	48h	
	<u>Ind. study</u>	52h	
	Total	100h	

Learning objectives	<p>After successfully completing this module, students will be able to:</p> <ul style="list-style-type: none"> • Read and write Cyrillic • Understand familiar words and simple sentences in texts • Understand familiar words and simple sentences when spoken slowly and clearly • Make themselves understood simply, ask and answer simple questions about immediate necessities and familiar topics • Introduce and describe themselves and others • Write simple messages and complete simple forms
Teaching/learning methods	Seminars with practice activities. Private study involves regular homework, preparing for and reviewing classes, and preparing for the examination.
Teaching content	<p>The module generally covers the following topics (including the required vocabulary and grammar):</p> <ul style="list-style-type: none"> • Cyrillic alphabet • Getting to know people and introductions • Family • Accommodation • Daily routines and telling the time • Food • Travel
Reading list	<p>Obligatory purchase(s):</p> <ul style="list-style-type: none"> • <i>Moct 1 A1/A2 - Lehrbuch</i> (with audio CD), ISBN 978-3-12-527640-6 • <i>Moct 1 A1/A2 - Lehrbuch</i> (with audio CD), ISBN 978-3-12-527641-3 <p>Recommended purchase(s):</p> <ul style="list-style-type: none"> • <i>Schreibheft Russisch</i>, ISBN 978-3-06-120084-8 • <i>Russische Grammatik ... leicht gemacht</i>, ISBN 978-3-8174-7587-2
Assessment arrangements	<ul style="list-style-type: none"> • Written examination with listening comprehension, 90 min. • During the examination period at the end of the semester • No aids permitted

1.18 Spanish – Elementary A1.1

(SPA1.1)

Department	Language Centre (Centre for General Elective Studies and Languages)		
Requirements	Eligibility according to admission requirements for all degree programmes		
Conducted	Classroom		
Module convenor	Dr Michael Märlein		
Teacher(s)	Mónica Falk, Adela Morán-Stief		
Duration	1 semester	Max. participants	20
Frequency	Every semester	Language	Spanish (German as required)
Credit Points	4	Starting level	Zero
Hours per week	4	Target level	A1.1
Time required	Contact hours	48h	
	<u>Ind. study</u>	<u>52h</u>	
	Total	100h	
Learning objectives	<p>After successfully completing this module, students will be able to:</p> <ul style="list-style-type: none"> • Understand familiar words and simple sentences in texts • Understand familiar words and simple sentences when spoken slowly and clearly • Make themselves understood simply, ask and answer simple questions about immediate necessities and familiar topics • Introduce and describe themselves and others • Write simple messages and complete simple forms 		
Teaching/learning methods	Seminars with practice activities. Private study involves regular homework, preparing for and reviewing classes, and preparing for the examination.		
Teaching content	<p>The module generally covers the following topics (including the required vocabulary and grammar):</p> <ul style="list-style-type: none"> • Getting to know people and introductions • Leisure • Family • Describing people • Numbers and telling the time • Daily routines • Eating and drinking 		
Reading list	<p>Obligatory purchase(s):</p> <ul style="list-style-type: none"> • <i>Universo.ele A1</i> (Course and work book), ISBN 978-3-19-014333-7 or 978-3-19-004333-0 or the digital edition directly from the publisher: ISBN 978-3-19-254333-3 		
Assessment arrangements	<ul style="list-style-type: none"> • Written examination with listening comprehension, 90 min. • During the examination period at the end of the semester • No aids permitted 		

1.19 Spanish – Elementary A1.1-A2.1

(SPA1.2-A2.1)

Department	Language Centre (Centre for General Elective Studies and Languages)		
Requirements	<ul style="list-style-type: none"> • Eligibility according to admission requirements for all degree programmes • Students must have completed “Spanish – Elementary A1.1” (or equivalent). 		
Location	Classroom		
Module convenor	Dr Michael Märlein		
Teacher(s)	Mónica Falk		
Duration	1 semester	Max. participants	20
Frequency	Every semester	Language	Spanish (German as required)
Credit Points	4	Starting level	A1.1
Hours per week	4	Target level	A1/A2
Time required	Contact hours	48h	
	<u>Ind. study</u>	52h	
	Total	100h	
Learning objectives	<p>After successfully completing this module, students will be able to:</p> <ul style="list-style-type: none"> • Understand familiar words and simple sentences in texts • Understand familiar words and simple sentences when spoken slowly and clearly • Make themselves understood simply, ask and answer simple questions about immediate necessities and familiar topics • Introduce and describe themselves and others • Write simple messages and complete simple forms 		
Teaching/learning methods	Seminars with practice activities. Private study involves regular homework, preparing for and reviewing classes, and preparing for the examination.		
Teaching content	<p>The module generally covers the following topics (including the required vocabulary and grammar):</p> <ul style="list-style-type: none"> • Interests and likes • Travel • Weather • Talking about the past • Plans and wishes 		
Reading list	<p>Obligatory purchase(s):</p> <ul style="list-style-type: none"> • <i>Universo.ele A1</i> (Course and work book with audio CD), ISBN 978-3-19-004333-7 or 978-3-19-004333-0 or the digital edition directly from the publisher • <i>Universo.ele A2</i> (course and work with audio CD), ISBN 978-3-19-054333-5 or the digital edition directly from the publisher 		
Assessment arrangements	<ul style="list-style-type: none"> • Written examination with listening comprehension, 90 min. • During the examination period at the end of the semester • No aids permitted 		

2 GENERAL ELECTIVE MODULES

2.1 5-Euro-Business-Wettbewerb (EBUW)

Special feature of this module:

Offered by the StartUp Centre at Kempten University of Applied Sciences. The StartUp Centre is responsible for admissions to this module and awarding Credit Points. It also determines the admission criteria. If you have any questions about participating or signing up, please contact: kempten@5-euro-business.de

For this to be recognised as a General Elective module, it is imperative that you **enrol** at the **start of the semester** and **register for the examination** during the specified period via MeinCampus.

Department	General Elective modules		
Conducted	Mixed format: online, face-to-face and hybrid		
Requirements	<ul style="list-style-type: none"> • Admission requirements specified by the StartUp Centre • Eligibility according to the admission requirements for all degree programmes • Handbook for 5-Euros Business (issued via email after signing up) 		
Module convenor	Steering Group for General Elective Studies and Languages		
Teacher(s)	Various lecturers		
Duration	1 semester	Credit Points	4
Frequency	Every summer semester	Hours per week	4
Language	German	Max. participants	40
Time required	Contact hours	40h	
	Private study	60h	
	Total	100h	
Learning objectives	Students learn the practical aspects of the potential option of self-employment through running their own small business and making joint business and economic decisions as a team (both regarding their own product or service, but also concerning the upstream and downstream stages in the value creation chain, e.g. suppliers and customers). They independently analyse problems affecting the implementation of their business concept and make corresponding adjustments. By assuming positions of particular interest to them in the company, they continue to enhance their skills through practical experience (e.g. as managing director).		
Teaching/learning methods	Project class/Seminar		
Teaching content	This seminar series is divided into theory and hands-on business. During the theoretical stage, participants develop a business idea in small groups of 3-5 members. Seminars support the process on topics such as "Developing ideas / team-building", "Project management", "Marketing", "Law / property rights". Each team is given 5 Euros' seed capital at the start of the business stage. They have about eight weeks to bring the idea to market with the support of a business sponsor. The course is rounded off with the submission of a business report coupled with a closing event and presentation. A group presentation on "Founding a business" must also be compiled.		
Reading list	None		
Assessment arrangements	<ul style="list-style-type: none"> • Business report, (group) presentation at the closing event • During the semester • No aids permitted 		

2.2 Adobe InDesign – Layout and Design

(AILG)

Department	General Elective modules		
Conducted	Classroom		
Requirements	<ul style="list-style-type: none"> • Eligibility according to admission requirements for all degree programmes • Basic knowledge of digital word processing (e.g. Microsoft Word, Open Office Writer) and academic methods (formal requirements set by the relevant faculty) • Basic knowledge of digital reference management (e.g. Citavi, Mendeley) an advantage 		
Module convenor	Steering Group for General Elective Studies and Languages		
Teacher(s)	Merle Schäfer, Designer, M.A.		
Duration	1 semester	Credit Points	2
Frequency	Every semester	Hours per week	2
Language	German	Max. participants	20
Time required	Contact hours	24h	
	Private study	26h	
	Total	50h	
Learning objectives	<p>Adobe InDesign is the standard software used by professionals to design printed products such as books, brochures, magazines, flyers and posters. However, it can also be put to very good use for academic purposes such as designing seminar papers, final theses and PDF presentations. This layout program is an alternative to text processing programs such as Microsoft Word or presentation software such as Microsoft PowerPoint. Its benefits include greater design freedom, better options for integrating graphics and tables, and scope for professional use. The course explains the essentials for operating the software using practical exercises and highlights the special features and extras for producing academic work. It also covers basic design features such as layout, typography and colour.</p>		
Teaching/learning methods	Seminars/Exercises		
Teaching content	<ul style="list-style-type: none"> • Basic operations in Adobe InDesign (user interface, text, colours, inserting graphics, tables, etc.) • Focus on creating academic work with Adobe InDesign (sample pages, formatting and drawing templates, tables of contents, footnotes, bibliographies, etc.) • Design basics (layout, typography, colour systems, etc.) • Drafting and designing various printed products (visiting cards, business letters, flyers, posters, academic work, etc.) • Prepress (Preflight process, producing a printable PDF) • Interactive documents (PDF presentations) • Combining InDesign with other software (e.g. Microsoft Word, Adobe Photoshop, Adobe Illustrator, reference management) 		
Reading list	<ul style="list-style-type: none"> • Schneeberger, Hans Peter (2016): Adobe InDesign CC: Das umfassende Handbuch • Geisler, Karsten (2016): Adobe InDesign CC: der praktische Einstieg • Burkhardt, Ralph (2015): Printdesign: Flyer, brochure, poster, office equipment 		
Assessment arrangements	<ul style="list-style-type: none"> • During the semester, students will be asked to create their own graphic on a subject of their choice and to write an appraisal of a given existing graphic and suggest improvements. • During the semester 		

- No aids permitted

2.3 Adobe Photoshop and Illustrator – Introduction to digital image processing and illustration

(ADPI)

Department	General Elective modules		
Conducted	Classroom		
Requirements	Eligibility according to admission requirements for all degree programmes		
Module convener	Steering Group for General Elective Studies and Languages		
Teacher(s)	Merle Schäfer, Designer, M.A.		
Duration	1 semester	Credit Points	2
Frequency	Every semester	Hours per week	2
Language	German	Max. participants	20
Time required	Contact hours	24h	
	Private study	26h	
	Total	50h	

Learning objectives *Adobe Photoshop* is the standard program used by professionals to process digital images. The tasks range from basic corrections and improving or modifying individual elements of an image through to creating entirely new visual worlds by combining various individual images. *Adobe Illustrator* can be used to create digital drawings and illustrations, including logos, infographics, diagrams or even digitising hand drawings. The program is also very useful for creating single-sided printed products such as posters. Students are taught in workshops how to operate the programs and respective tools and about appropriate workflows. General consensus will be sought at the outset whether to address both programs equally or to focus on one in particular. Students are strongly encouraged to bring along their own photos to work on and ideas for their own illustrations and projects.

Teaching/learning methods Seminars/Exercises

Teaching content

- Basics of digital images (difference between vector and pixel graphics, image sizes/resolution, file formats)
- Basic operations in Adobe Photoshop and Illustrator (user interface, tools, workflow, layers, text, colour, etc.)
- Photoshop: Basic corrections (exposure, contrast, colour correction, etc.), editing (improving, modifying, adding) and collage (combining different visual elements, cut-outs, masks)
- Illustrator: Basics of illustration (creating digital drawings, paths, brushes, effects, gradients, masks, vectorising or tracing manual templates, etc.)
- Basics of printing

Reading list

- Sibylle Mühlke (2016): Adobe Photoshop CC – Das umfassende Handbuch
- Markus Wäger (2016): Adobe Photoshop CC – Schritt für Schritt zum perfekten Bild
- Gause, Monika (2017): Adobe Photoshop CC – Das umfassende Handbuch

Further recommended reading and web links will be announced during the course.

Assessment arrangements

- Project work – creating a processed image (retouching or collage) and an illustration (e.g. logo, infographic, poster)
- During the semester
- No aids permitted

2.4 Applied personality and communication psychology (APUK)

Department	General Elective modules		
Requirements	Eligibility according to admission requirements for all degree programmes		
Module convenor	Steering Group for General Elective Studies and Languages		
Teacher(s)	Prof. Heinz Urban		
Duration	1 semester	Credit Points	2
Frequency	Anticipated Winter Semester 2022/23	Hours per week	2
Language	German	Max. participants	20
Time required	Contact hours	24h	
	Private study	26h	
	Total	50h	

Learning objectives What can I do to achieve satisfaction and success when working in a group, taking the lead and in my private life? It's important to be knowledgeable and capable. However, it is just as helpful to be able to treat others and ourselves sensitively, appreciatively and openly. Applied psychology offers simple and proven practical concepts in this respect. Above all, we will be considering the subjects of transactional analysis (Eric Berne), Enneagram personality types (Claudio Naranjo et al.), emotional literacy (Claude Steiner), person-centred discussions (Carl Rogers), nonviolent communication (Marshall Rosenberg), conflict resolution (Johan Galtung), the Harvard Approach to negotiation (Fisher, Ury, Patton) and body attunement or focusing (Eugene Gendlin). The emphasis is not on theory, but rather on everyday application. We will be "experimenting" in a playful way and looking at the benefits we can draw for ourselves in our professional and private lives. We will be alternating between gathering material and extended periods of conducting simple and entertaining demonstrations and exercises all together and in small groups.

Teaching/learning methods Lectures/Seminars

Teaching content *Here is a selection of what we will be considering:*

- What affects my behaviour, and where does this come from? (ego state model, positions in life, personality structures)
- What role do emotions and needs play? (Emotional awareness, needs and strategies)
- How do I communicate with others and myself? (Basic attitudes, transactions, obstructive and constructive speech patterns, four steps of communication)
- How do I negotiate successfully? (Negotiating from positions, aspects of factual negotiation)
- How to act in cases of conflict? (Psychological games, four-ears model)

A certificate can be issued for full attendance.

Reading list Recommended reading and online resources will be provided in a detailed handout for the course.

Assessment arrangements

- Written examination (60 minutes)
- During the semester
- No aids permitted

2.5 Astronomy (ASTR)

Department	General Elective modules		
Conducted	Classroom		
Requirements	Eligibility according to admission requirements for all degree programmes		
Module convenor	Steering Group for General Elective Studies and Languages		
Teacher(s)	Prof. Thomas Eimüller		
Duration	1 semester	Credit Points	2
Frequency	Every semester	Hours per week	Type of course
Language	German	Max. participants	40
Time required	Contact hours	24h	
	Private study	26h	
	Total	50h	

Learning objectives The “star-strewn heavens above us” have enthralled humans since time immemorial. When Galileo Galilei first pointed a telescope at the sky in 1609, he launched one of humankind’s most fascinating journeys – giving us insight into new worlds, taking us to the moon, and leading us to transcend the boundaries of the solar system with space probes and repeatedly keep on rethinking our place in the universe. This lecture series aims to look back and forward and see where countless astronomers’ thirst for knowledge coupled with increasingly powerful tele-scopes and satellites have led us.

Students from all disciplines at the university are invited to embark upon this voyage of discovery. As we forego scientific formulae for the most part, no prior knowledge is required. Simply bring along your curiosity!

Teaching/learning methods Lectures/Seminars

Teaching content

- Why are solar eclipses so rare?
- Why are leap seconds needed?
- Why is the sky blue?
- How do rainbows occur?
- Why do we hardly see northern lights in Kempten?
- Did the Star of Bethlehem really exist?
- Are we at risk of being pulverised by asteroids?
- How many stars are visible to the naked eye?
- Are stars eternal?
- Is there water on Mars?
- Do all stars have planets?
- Do aliens exist? Do black holes swallow everything?
- Does space stretch into infinity?
- How old is our world?
- Is there evidence to substantiate the Big Bang?
- Are we controlled by dark matter?
- Where do we come from and where are we heading?

Practical space observatory sessions are planned to accompany lectures.

Reading list None

Assessment arrangements

- Written examination (60 minutes)
- Examination period at the end of the semester

- No aids permitted

2.6 Better together – Study with a buddy (BTSW)

Department	General Elective modules		
Requirements	Eligibility according to admission requirements for all degree programmes		
Module convenor	Steering Group for General Elective Studies and Languages		
Teacher(s)	Prof. Ursula Müller, Katharina Litsche, Katja Rienth		
Duration	1 semester	Credit Points	2
Frequency	Anticipated Summer Semester 2023	Hours per week	Type of course
Language	German	Max. participants	20
Time required	Contact hours	25h	
	Private study	25h	
	Total	50h	
Learning objectives	Equipping students to act as mentors for the “Better together – Study with a Buddy” tandem programme, alerting them to personal and structural forms of impairment. This enables them to perceive challenging situations in a nuanced way and to reflect in a focused manner. If they so wish, students in the faculties involved are supported with regard to academic needs. Students acquire new perspectives on diversity and practise overcoming barriers. The aim is to implement the basically inclusive mindset prescribed by university policy.		
Teaching/learning methods	Seminars		
Teaching content	Basic knowledge of impairment, such as sensory or various grades on the autistic spectrum. The focus is on the significance of context and the interplay of impairment in work and society. Issues are redressed by highlighting the university’s internal support structures, drawing upon external expertise in social sciences and evaluating international peer-mentoring programmes across universities. Studying this General Elective subject forms the basis and a criterion for participating in the university’s in-house tandem programme. After completing the course, participants will be able to act as mentors, which merits a university certificate for special voluntary effort.		
Reading list	<ul style="list-style-type: none"> • Booth, Tony; Ainscow, Mel (2017): Index für Inklusion. Ein Leitfaden für Schulentwicklung. 1st edition. Hg. v. Bruno Achermann, Donja Ahrandjani-Amirpur, Maria-Luise Braunsteiner, Heidrun Demo, Elisabeth Plate und Andrea Platte. Weinheim, Basel: Beltz. • Graumann, Olga (2018): Inklusion - eine unerfüllbare Vision? Eine kritische Bestandsaufnahme. Opladen, Berlin, Toronto: Verlag Barbara Budrich. • Theunissen, Georg (2018): Autismus und herausforderndes Verhalten. Praxisleitfaden Positive Verhaltensunterstützung. 2nd updated edition. Freiburg im Breisgau: Lambertus. 		
Assessment arrangements	<ul style="list-style-type: none"> • Written paper with presentation – subject to obligatory attendance (min. 80 %) • During the semester 		

2.7 Digitalisation & Artificial Intelligence: Opportunities, hazards and ethical issues (CGKI)

Department	General Elective modules		
Conducted	Classroom		
Requirements	Eligibility according to admission requirements for all degree programmes		
Module convenor	Steering Group for General Elective Studies and Languages		
Teacher(s)	Dr Otto Randel		
Duration	1 semester	Credit Points	2
Frequency	Every semester	Hours per week	2
Language	German	Max. participants	40
Time required	Contact hours	24h	
	Private study	26h	
	Total	50h	

Learning objectives The aim of this course is to identify the opportunities and hazards presented by digitalisation and artificial intelligence and reveal the potential consequences and hazards.

As a result, students should be able to elaborate ethical questions and identify the significance, opportunities and undesirable developments. The aim is to work out forms of digital humanism and transhumanism.

Teaching/learning methods Lectures/Seminars

Teaching content Algorithmic human development, autonomous machines, collecting masses of data, etc. These are just a few examples of issues that need considering in the era of AI, which raises new challenges and ethical dilemmas.

As lifestyles are increasingly influenced by data and algorithms, this creates a new kind of human that contrasts with existing models of thinking. At the heart lies a new relationship between humans and machines that is supposed to fool-proof decisions, create additional free space, and help swiftly distinguish between important and trivial matters and pinpoint the essential.

This course sketches a rough outline of the current areas of social transformation and technological change. Influence and control in contemporary life are analysed in terms of the precarious balance between power and freedom. Focal points will include contemporary philosophy and current political action, for example. The question of human identity in the AI era will also be examined.

Reading list

- Blom Philipp: "Was auf dem Spiel steht", Munich 2017
- Nida-Rümelin / Weidenfeld: "Digitaler Humanismus", Munich 2018
- Strittmatter Kai: "Die Neuerfindung der Diktatur", Munich 2018

Assessment arrangements

- Written examination (60 minutes)
- Examination period at the end of the semester
- No aids permitted

2.8 Diversity and gender literacy

(DIGE)

Department	General Elective modules		
Conducted	Classroom		
Requirements	Eligibility according to admission requirements for all degree programmes		
Module convenor	Steering Group for General Elective Studies and Languages		
Teacher(s)	Melanie Lüders, Katharina Litsche		
Duration	1 semester	Credit Points	2
Frequency	Every semester	Hours per week	2
Language	German	Max. participants	30
Time required	Contact hours	24h	
	Private study	26h	
	Total	50h	

Learning objectives	<p>After completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Assimilate current terms and debates • Distinguish and classify strategies to combat inequalities, such as diversity management and gender mainstreaming • Implement measures to promote diversity, both in different social spheres and fields of professional expertise • Reflect upon social expectations, professional demands and personal ideals with regard to family, gender and diversity.
----------------------------	---

Teaching/learning methods	Seminars
----------------------------------	----------

Teaching content	<p>Diversity addresses heterogeneity and the diversification of social circumstances and affiliations. Diversity management promotes the recognition of this social complexity as a social and economic resource. Knowledge of the interplay between various dimensions of diversity, i.e. gender, age, ethnicity, etc., is increasingly relevant in working life, e.g. for developing products and services, leading teams and in human resources management, and the topic is being discussed more prominently in the media.</p>
-------------------------	--

Current case studies and areas of application will be examined from social scientific, legal and media theory perspectives.

- Law and politics: What is the legal situation? Where are targeted (socio-)political developments evident (parenthood, compulsory military service, quotas)?
- Education and industry: What do the terms “gender pay gap”, “leaky pipeline” and “glass ceiling” really mean?
- Media: What are the current debates?

Diversity management and equal opportunities strategies – from quotas and mentoring programmes through to gender mainstreaming – will be discussed in terms of their pros

and cons. No prior knowledge required; open to all faculties.

Reading list	<ul style="list-style-type: none"> • Rahner, Claudia (2019): Diversity-Management: zur sozialen Verantwortung von Unternehmen. Springer VS, Wiesbaden. • Becker, Ruth; Kortendiek, Beate (eds) (2016): Handbuch Frauen- und Geschlechterforschung: Theorie, Methoden, Empirie. Springer VS, Wiesbaden.
---------------------	--

Assessment arrangements	<ul style="list-style-type: none"> • Written paper with presentation – subject to obligatory attendance (min. 80 %)
--------------------------------	--

- During the semester

2.9 Allgäu – History, nature, art, culture and folklore (ALLG)

Department	General Elective modules		
Conducted	Classroom		
Requirements	Eligibility according to admission requirements for all degree programmes		
Module convenor	Steering Group for General Elective Studies and Languages		
Teacher(s)	Dr Franz-Rasso Böck, Emmerich Heilingner, Leo Hiemer, Gerhard Klein, Markus Naumann, Johannes Rinderle, Dr Michael Schneider, Prof. Manfred Thierer		
Duration	1 semester	Credit Points	2
Frequency	Every winter semester	Hours per week	2
Language	German	Max. participants	40
Time required	Contact hours	24h	
	Private study	26h	
	Total	50h	
Learning objectives	<p>This module is aimed at instilling future decision-makers with knowledge about the Allgäu region. After all, knowledge inspires appreciation and the notion of home is everywhere. Nurturing this sense covers a very wide spectrum. The aim of this module is to teach those who</p> <ul style="list-style-type: none"> • have lived here from birth, • have come here to study, or • envisage their future career here <p>pertinent knowledge about the Allgäu region. To this end, students taking this module will acquire expert local knowledge about Allgäu's history, nature, landscape, art, culture and folklore.</p>		
Teaching/learning methods	Lectures/Seminars		
Teaching content	<p><i>Individual topics covered:</i></p> <ul style="list-style-type: none"> • The "Allgäu phenomenon" – historical and geographical regional boundaries (Lecturer: Gerhard Klein) • The Peasants' War in the Allgäu and Reformation (Lecturer: Leo Hiemer) • The Thirty Years' War (Lecturer: Dr Franz-Rasso Böck) • The Iller – a river with many faces (Lecturer: Dr Manfred Thierer) • Geology of the Allgäu Alps / Landscape features of the Allgäu and its inhabitants / How climate change is influencing the people and nature in the Allgäu (Lecturer: Dr Michael Schneider) • The Allgäu dialect – features and linguistic history (Lecturer: Johannes Rinderle) • Between eccentricity and self-invention – On the history of the Allgäu mentality / The 19th century in Allgäu – Times of political and economic turbulence / From democracy to dictatorship – History of the Allgäu 1918-1945 (Lecturer: Gerhard Klein) • Armour blacksmiths in the Allgäu in the Third Reich (Lecturer: Markus Naumann) • Allgäu's dairy economy – a region's key feature: History – development – present day (Lecturer: Emmerich Heilingner) 		
Reading list	Lecturers will announce recommended reading in class.		
Assessment arrangements	<ul style="list-style-type: none"> • Written examination (60 minutes) 		

- Examination period at the end of the semester
- No aids permitted

2.10 Introduction to criminology

(EKRI)

Department	General Elective modules		
Requirements	Eligibility according to admission requirements for all degree programmes		
Module convenor	Steering Group for General Elective Studies and Languages		
Teacher(s)	Dr Bernhard Reck		
Duration	1 semester	Credit Points	2
Frequency	Anticipated Winter Semester 2022/23	Hours per week	2
Language	German	Max. participants	40
Time required	Contact hours	24h	
	<u>Private study</u>	<u>26h</u>	
	Total	50h	

Learning objectives This series of introductory lectures is aimed at students without any prior knowledge, but they must be willing to assimilate facts in order to gradually achieve a certain transfer of knowledge about criminological correlations. The course focuses on social scientific aspects, but the relevant legal background is also addressed.

The public learns about crime primarily from reporting in the media (above all television), frequently including statements along the lines of:

- “The crime rate in our country keeps on increasing, most alarmingly for violent crimes”;
- “Murder and manslaughter are on the rise”;
- “The number of children being murdered in sexual crimes keeps on growing”;
- “Young foreigners and migrants are involved in a disproportionately high number of violent crimes”;
- “Violent offenders are getting more and more brutal”;
- “Many of these violent outbursts involve alcohol consumption”;
- “You used to be able to go out alone”.

You will learn what credence there is to these theories over the course of this series of lectures. However, you will also find out that there aren’t always clear-cut answers, which can sometimes provoke controversial debate. For this reason, answers always need questioning and critical reflection.

Teaching/learning methods Lectures/Seminars

Teaching content This series of lectures is divided into two parts:

1. The first three lectures outline the theoretical foundations of criminology:
 - What is criminology? How does it differ from criminalistics? What is actually considered “criminal”; what are the criteria?
 - How does crime come about; which social and political processes are instrumental?
 - How can crime be measured?

- What do crime statistics reveal, and what do they not? What do the headline-hitting annual criminal statistics published by the police mean? What do they say about the extent of crime during a given period?
 - Attempts to explain criminal behaviour: Various criminality theories will be briefly outlined in response to the question of correlations in criminologically relevant fields of expertise, such as why people become criminals. Why does crime occur at all in society?
 - Portrayal of certain categories of crime and criminals – also in relation to the victims – as individual topics, including “Crime according to age: Younger and older people as perpetrators and victims”, “Once a criminal, always a criminal?”
 - Criminality and gender: Attempts to explain the uneven distribution of criminal behaviour
 - What does criminology have to say about the relationship between criminals and their victims?
 - Crime amongst foreigners and migrants: Are foreigners more likely than Germans to commit crimes? What do crime statistics reveal in this respect and what do they hide?
 - Organised crime: An attempt at a definition
2. The second half of the series portrays organised crime from the perspective of the investigating authorities.
- Hospital order treatment in forensics and in preventive detention in Germany, including the question of ascertaining criminal responsibility, consequences of rulings by the European Court of Human Rights and the German Federal Constitutional Court revising hospital order treatment, portraying both strands of this practice in Germany in both psychiatric hospitals and preventive detention.
 - Killing rampages and “school shootings”: Unclear terminology in a confusing situation. Cultural and historical differences regarding the phenomenon of killing rampages, answering questions such as “Do discernible patterns precede such an act?”, “Are there ‘typical’ perpetrators?”, “Can you protect yourself against killing rampages?”
 - Economic crime and economic criminals.

The depth in which these topics are treated depends on the number of classes scheduled for the semester. The topics might vary according to current affairs, with special requests and wishes being considered where possible.

Reading list

- Kunz, Karl-Ludwig. *Kriminologie*. 5th edition, Bern 2008.
- Neubacher, Frank. *Kriminologie*. Baden-Baden 2011.
- Schwind, Hans-Dieter. *Kriminologie*. Eine praxisorientierte Einführung mit Beispielen. 18th edition, Heidelberg, 2008.

Recommended reading will be advised for each topic, but this is not obligatory.

Assessment arrangements

- Written examination (60 minutes)
- Examination period at the end of the semester
- No aids permitted

2.11 Introduction to philosophy and epistemology – insights into the thinking of Descartes and Kant

(EPHI)

Department	General Elective modules		
Conducted	Classroom		
Requirements	Eligibility according to admission requirements for all degree programmes		
Module convenor	Steering Group for General Elective Studies and Languages		
Teacher(s)	Caroline Velle		
Duration	1 semester	Credit Points	2
Frequency	Every winter semester	Hours per week	2
Language	German	Max. participants	20
Time required	Contact hours	24h	
	Private study	26h	
	Total	50h	

Learning objectives This series of seminars takes you on a journey to meet the great philosophical thinkers of modernity, heightening your awareness of important questions of human existence. Have the courage to venture into unknown territory!

Apply philosophical thinking and enhance your mental toolkit for processing complex subject matter in the personal, private and professional spheres of your life. Philosophy not only opens up new perspectives on life and the world, but its characteristic ways of thinking will help improve your analytical skills.

Find your personal truth, and develop the skills to speak convincingly with the aid of logical arguments! Knowing how to classify, evaluate and weigh up contradictory claims will make it easier for you to solve problems in many areas.

Teaching/learning methods Lectures/Seminars

Teaching content This course introduces you to epistemology, a fundamental branch of philosophy concerned with how knowledge, certainty and cognition come about.

Gain insights into the thinking of two major scientists of philosophy, who dedicated their life and work to these questions:

René Descartes (17th century) used the art of meditation to get to the bottom of how knowledge, certainty and cognition come about. His “Meditations on First Philosophy” is considered to be the founding work of modern philosophy. He identified the human subject as a thinking and cognitive being, which he encapsulated in the sentence: “I think, therefore I am.”

Immanuel Kant’s “Critique of Pure Reason” (18th century) is the most famous philosophical work of the modern era, which revolutionised our perception of the world with regard to religion and legislation. We will examine its introduction, which analyses the relationship between object and cognition.

Reading list

- Adorno, Theodor W: Zu Subjekt und Objekt, in: Gesammelte Schriften Bd. 10, 741-758.
- Descartes, René: Mediationen via Erste philosophy, Stuttgart 1986. 63-97.
- Kant, Immanuel: Kritik der reinen Vernunft, Leipzig, 1919. 47- 71.
- Prauss, Gerold: Einführung in die Erkenntnistheorie, Darmstadt, 1988, 1-26.

Assessment arrangements

- Written paper with presentation –
- During the semester

2.12 Basics of business morality

(GWIM)

Department	General Elective modules		
Requirements	Eligibility according to admission requirements for all degree programmes		
Module convenor	Steering Group for General Elective Studies and Languages		
Teacher(s)	Stefan Knischek, Master of Economics		
Duration	1 semester	Credit Points	2
Frequency	Anticipated Summer Semester 2023	Hours per week	2
Language	German	Max. participants	40
Time required	Contact hours	24h	
	<u>Private study</u>	<u>26h</u>	
	Total	50h	
Learning objectives	Students can learn about the diverse intersections between business and morality and identify potential approaches to remedying morally unsound business conduct.		
Teaching/learning methods	Lectures		
Teaching content	<p><i>Key points:</i></p> <ul style="list-style-type: none"> • Business morality, business ethics, commercial law • “Two worlds” model • Functionalisation model • Normative model <p>How do we deal with unsocial economic agents? To begin with, examining five problematic scenarios introduces students to the field of business morality as such (problem of definition). The question is how to identify issues of business morality <i>per se</i>. After that, we will analyse the fundamental difference in nature of the two disciplines (“two worlds” problem). This is followed, thirdly, by the issue of integration, which considers the possibilities for linking business and morality in a meaningful way. Students get a closer look at the two basic models of functionalisation and normalisation. The fourth section (problem of implementation) examines the ideal typical requirements that must be met for both basic models if they are to effectively fulfil their function vis-à-vis business morality. The fifth aspect involves evaluating how the two basic models’ different strengths and weaknesses might appear to make them more or less suitable for addressing various problems. Students will repeatedly, but above all towards the end of the semester, apply what they have learned to examining relevant case studies in the current business world.</p>		
Reading list	<ul style="list-style-type: none"> • Enste, Dominik: Marktwirtschaft und Moral, Cologne 2006. • Horn, Karen: Moral und Wirtschaft, Tübingen 1996. • Knischek, Stefan: Grundlagen der Wirtschaftsmoral • Koslowski, Peter: Ethik des Kapitalismus, Tübingen 1998. • Molitor, Bruno: Die Moral der Wirtschaftsordnung, Cologne 1980. • Priddat, Birger: Moral und Ökonomie, Berlin 2005. • Waldkirch, Rüdiger: Die Moral der Wirtschaft, Berlin 2008. 		
Assessment arrangements	<ul style="list-style-type: none"> • Written examination (60 minutes) • Examination period at the end of the semester • No aids permitted 		

2.13 International social challenges

(ISHF)

Department	General Elective modules		
Conducted	Online		
Requirements	Eligibility according to admission requirements for all degree programmes		
Module convenor	Steering Group for General Elective Studies and Languages		
Teacher(s)	Prof. Friso Ross		
Duration	1 semester	Credit Points	2
Frequency	Every summer semester	Hours per week	2
Language	German	Max. participants	40
Time required	Contact hours	24h	
	Private study	26h	
	Total	50h	
Learning objectives	<p>Globalisation offers people lots of new positive options. At the same time, it presents many people with fresh challenges that change their life enduringly. We know and can experience some of these effects here in Germany, but many remain hidden and intangible in our own lives. This course focuses on a selection of issues that represent some of the most important social challenges. The aim is to make students aware of them and to reveal how people address these challenges, particularly in their professional lives. The objective is then for students to engage with these global topics and learn about the associated key agents. After completing this course, students will be able to:</p> <ul style="list-style-type: none"> • Outline international social challenges, citing specific examples • Decipher complex correlations • Present information on a topic of their choice both orally and in writing • Expand their knowledge of the key agents and their tasks in the internationally focused working environment. 		
Teaching/learning methods	Lectures/Seminars		
Teaching content	<p>This module addresses the following questions, among others:</p> <ul style="list-style-type: none"> • What is meant by “human rights” and how can they really be implemented in the face of international social challenges? • What are the United Nations’ <i>Sustainable Development Goals</i> and how are they put into practice? • How does greatly increasingly urbanisation affect societies? • What are the reasons for migration and how is it dealt with? • What challenges arise in border regions? • What do international voluntary services mean for working with people locally? 		
Reading list	<ul style="list-style-type: none"> • Wagner/Lutz/Rehklau/Ross (eds.), Handbuch Internationale Soziale Arbeit, Weinheim 2018. • Lutz/Ross (eds.), Soziale Entwicklung - Social Development, Oldenburg 2016. 		
Assessment arrangements	<ul style="list-style-type: none"> • Seminar paper (5-10 pages) with a brief presentation – subject to obligatory attendance (min. 80 %) • Examination period at the end of the semester • No aids permitted 		

2.14 Etiquette 2.0 – How to act confidently at work and in life (KNIK)

Department	General Elective modules		
Conducted	Classroom		
Requirements	Eligibility according to admission requirements for all degree programmes		
Module convenor	Steering Group for General Elective Studies and Languages		
Teacher(s)	Rita Deutschenbauer (business graduate, IHK-certified), trainer in business etiquette		
Duration	1 semester	Credit Points	2
Frequency	Every semester	Hours per week	2
Language	German	Max. participants	30
Time required	Contact hours	24h	
	Private study	26h	
	Total	50h	

Learning objectives Teaching and training the rules of business etiquette that everyone who wishes to make a professional impression should know! Proper behaviour is key in the world of work. Actions considered perfectly acceptable amongst friends and family might be inappropriate in a professional context.

Leaders have to be confident. However impressive your curriculum vitae, if your employer suspects you might not make a good ambassador for the company, you won't be considered for an executive role. Knowing the appropriate etiquette enables you to handle situations skilfully and confidently and to win people over.

Teaching/learning methods Lectures

Teaching content

General introduction:

- Manners & Co.
- History, developments leading to Etiquette 2.0
- Virtues and ideals in life

First impressions:

- Why do manners count?
- Charisma
- Behaviour in public
- (Bereavements, illness, hotels, etc.)

Welcoming, greetings, introductions, addresses:

- Personal space
- Du/Sie in German
- Business cards
- Smalltalk

Business communications:

- Netiquette
- General correspondence

Dining in public:

- Table manners
- Acting as a guest / host
- The language of food and drink/customer

Dress code:

- Gentlemen
- Ladies

Business interaction:

- Praise / recognition / reprimands / criticism / motivation – conflict resolution, appraisals
- Behaviour on special occasions

Etiquette in foreign countries:

- Tips on various countries
- Ladies and gentlemen abroad
- Misunderstandings caused by cultural differences

At the end of the course, participants can gain a certificate from the German Etiquette Society (“Deutsche Knigge Gesellschaft DKG e.V.”), which will embellish their applications portfolio and is highly valued by employers – subject to at least 80% attendance in classes.

Reading list

- Manieren – Asfa-Wossen Asserate, dtv, ISBN 978-3-423-13387-6
- Anleitung zum Unhöflichsein – Moritz Freiherr Knigge, Schwarzkopf & Schwarzkopf, ISBN 978-3-86265-491-8
- Knigge aktuell – Agnes Anna Jarosch + Dr. phil. Doris Märtin, Weltbild, ISBN 978-3-8289-5774-9
- Stil und Etikette – Der souveräne Auftritt – Salka Schwarz, Nicol Verlag, ISBN 978-3-86820-105 5

Assessment arrangements

- Written examination (60 minutes)
- Examination period at the end of the semester
- No aids permitted

2.15 Communication and body language: Reading body language, understanding it and using it effectively

(KLVW)

Department	General Elective modules		
Conducted	Classroom		
Requirements	Eligibility according to admission requirements for all degree programmes		
Module convenor	Steering Group for General Elective Studies and Languages		
Teacher(s)	Andreas Hartmann, educational scientist		
Duration	1 semester	Credit Points	2
Frequency	Every semester	Hours per week	2
Language	German	Max. participants	20
Time required	Contact hours	25h	
	Private study	25h	
	Total	50h	
Learning objectives	<p>The world is a stage. We appear on it in various roles – student, brother/sister, son/daughter, boyfriend/girlfriend, colleague, or applicant for an interesting job. We talk, negotiate, present – at the same time using our bodies, whether more or less consciously. However, success doesn't depend on how skilfully we can adapt ourselves, but rather how authentic, harmonious, convincing, versatile and even good-humoured we appear. This makes the ability to authentically apply and also "read" body language transmuted into flesh and blood much more than just a "nice to have" skill.</p> <p>This course covers practical exercises, presentations, games, strategies and approaches from the field of body language coaching to teach participants how to consciously use and "speak" body language:</p> <ul style="list-style-type: none"> • How does my behaviour affect others? • How do the people I interact with affect me? • What can I do to help us make good, productive contact? • And what are the limitations? <p><i>The aims of the course are:</i></p> <ul style="list-style-type: none"> • Noticing body language (self- and third-party perception) • Raising awareness of communicative processes • Flexibility and diversity in communicating via body language • How to improve your "standing" and appear in charge, relaxed and more self-confident in your next presentation 		
Teaching/learning methods	Lectures/Seminars		
Teaching content	<ul style="list-style-type: none"> • Expanding and refining your repertoire of body language • Body language and coaching methods • Training methods used for actors 		
Reading list	No recommended reading		
Assessment arrangements	<ul style="list-style-type: none"> • Written paper, presentation, general input – subject to obligatory attendance (min. 80 %) • Assessed during the semester • No aids permitted 		

2.16 Communication and body language: Using improvisation techniques to spark conversations

(KOUK)

Department	General Elective modules		
Conducted	Online		
Requirements	Eligibility according to admission requirements for all degree programmes		
Module convener	Steering Group for General Elective Studies and Languages		
Teacher(s)	Catrin Fanger		
Duration	1 semester	Credit Points	2
Frequency	Every semester	Hours per week	2
Language	German	Max. participants	20
Time required	Contact hours	25h	
	Private study	25h	
	Total	50h	

Learning objectives This course is aimed at students interested in examining practical aspects of communication processes. Acting out scenarios enables participants to reflect upon their own communication strategies and try out newly acquired additional options. In online classes, too, we will work practically on specific scenarios and strongly emphasise discussion and interaction. This course teaches strategies and approaches used in (improvisational) theatrical training and addresses the following questions:

- What can I do to help make good, productive contact with another person?
- How can I sharpen my repartee and humour?
- How can communicative behaviour alone exacerbate or help work on conflicts productively?

The aims of the course are to:

- Raise awareness of communicative processes
- Differentiate between perception and interpretation
- Acquire skills for handling difficult communication situations and conflict in both private and professional settings
- Develop versatile status-related behaviour

Teaching/learning methods Lectures/Seminars

Teaching content

- Improvisational theatrical training methods developed by K. Johnstone
- The applied communication theories of F. Schulz von Thun
- Nonviolent communication

Reading list

- Johnstone, Keith: Improvisation und Theater, Alexander Verlag, Berlin 1995
- Posner, Astrid: Die smarte Art, sich durchzusetzen, Kösel
- Schulz v. Thun, Friedemann: Miteinander reden 1: Störungen und Klärungen. Allgemeine Psychologie der Kommunikation, rororo Sachbuch, 2010
- Schulz v. Thun, Friedemann: Miteinander reden 3: Das innere Team und situationsgerechte Kommunikation, rororo Sachbuch, 2000
- Rosenberg, Marshall B.: Nonviolent communication; Junfermann, 2007

Assessment arrangements

- Presentation, general input – subject to obligatory attendance (min. 80 %)
- Assessed during the semester
- No aids permitted

2.17 Communication, presentation and team-building at the Freshers' Event

Department	General Elective modules
Conducted	Classroom
Requirements	<ul style="list-style-type: none"> • Eligibility according to admission requirements for all degree programmes • Are you a student in your 3rd semester or above? • Do you enjoy organising and putting creative ideas into practice? • Are you a team player and enjoy working in groups? • Crucially: Are you available at the start of the winter semester to help run the Freshers' Event? Duration approx. 1.5 days (worked out during class)

Module convener Steering Group for General Elective Studies and Languages

Teacher(s) Petra Denninger

Duration	2 semesters	Credit Points	4
Frequency	Starts: Summer semester ends: Winter semester	Hours per week	4 (partly as a block)
Language	German	Max. participants	40
Time required	Contact hours	44h	
	Private study	56h	
	Total	100h	

Learning objectives The aim of this course is to form a project team to organise the "Freshers' Event" for the faculties of Tourism Management and Electronic Engineering, and to actively help run it at the start of the following winter semester, also acting as coaches. The induction days are designed to help new students find their way around Kempten University of Applied Sciences and its campus, but also to get to know one another and start forming a social network and developing a sense of community.

Teaching/learning methods Project class/Seminar

Teaching content This course equips students with basic theoretical and practical skills in motivating and communicating with others, also presenting team-building opportunities, followed by the chance to apply the learned methods in practice while running the Freshers' Event. A project plan needs to be compiled as the basis for the induction days programme, and the social elements need selecting and testing (e.g. presentations, games, closing party, etc.).

Students taking this General Elective module are in charge of the Freshers' Event project – with the lecturer's support, of course. The dates will be announced separately! You can find them in MeinCampus when the time comes.

Besides the valuable personal and practical experience for your later career that you will gain, everyone involved in the Freshers' Event project will be given a certificate for taking part and a trainer's certificate from Kempten University. If you would be interested in producing an event of this kind, then I would be delighted to have you in this module.

Reading list No recommended reading

Assessment arrangements

- Written paper with group presentation and running the event at the start of October – subject to obligatory attendance (min. 80 %)
- Assessed during the semester
- No aids permitted

2.18 Conflict management – Prevention and intervention (KMIT)

Department	General Elective modules		
Conducted	Classroom		
Requirements	<ul style="list-style-type: none"> • Eligibility according to admission requirements for all degree programmes • Willingness to actively contribute to the course. 		
Module convenor	Steering Group for General Elective Studies and Languages		
Teacher(s)	Holger Sawatzki		
Duration	1 semester	Credit Points	2
Frequency	Every semester	Hours per week	2
Language	German	Max. participants	30 (N.B. There is usually more than one group. Please consult Mein-Campus for the precise number of groups.)
Time required	Contact hours	22h	
	Private study	28h	
	Total	50h	

Learning objectives The aim of this course is to enable you to deal with conflicts constructively, both for yourself and managing conflict between others. You will learn how to transform destructive energy into constructive energy, thus laying the foundation for positive developments.

Teaching/learning methods Lectures/Seminars

Teaching content This course is divided into two parts – prevention and intervention.

In the **first part**, we will examine how to recognise conflicts early on and avoid escalation. This involves structuring both general parameters and conversations/discussions in a way that generates and nurtures trust. You will learn the levels on which conflict occurs, how it escalates, how to create trust, and the crucial elements for good communication (including the four-sides model by Schulz von Thun, gender-specific differences in communicative behaviour, and harmonious body language). We will then apply this information to conflict-laden team discussions.

The **second part** focuses on de-escalation and conflict intervention. You will learn how to handle provocation, accusations and verbal attacks. In particular, we will compile a 10-point intervention plan and reinforce this through role play. You will also learn the basic procedural principles and creative techniques for resolving conflicts and draw comparisons with mediation and the Harvard concept. The course is rounded off with an overview of the subject of “mobbing”.

Reading list Schulz von Thun, Friedemann: Miteinander reden von A bis Z (Rowohlt Verlag)

Assessment arrangements

- Written examination (60 minutes)
- Examination period at the end of the semester
- No aids permitted

2.19 Culture and event management (KULE)

Department	General Elective modules		
Conducted	Online + face-to-face workshop		
Requirements	Eligibility according to admission requirements for all degree programmes		
Module convenor	Steering Group for General Elective Studies and Languages		
Teacher(s)	Thomas Kästle		
Duration	1 semester	Credit Points	2
Frequency	Anticipated Winter Semester 2022/23	Hours per week	2
Language	German	Max. participants	40
Time required	Contact hours	24h	
	Private study	26h	
	Total	50h	
Learning objectives	“Culture and event management” is a General Elective module examining the exciting task of designing and running a very wide range of events.		
Teaching/learning methods	Lectures/Seminars		
Teaching content	<p>Using unconventional methods in interactive lectures, you will learn the thought processes and approaches adopted by professional event managers together with the legal, fiscal and technical parameters for implementing your future events.</p> <p>It doesn't matter whether you are called upon to organise trade fairs, corporate parties, product presentations or other kinds of business events, or whether you end up working in tourism, the hotel industry, public or social facilities, a traditional industrial company, retail or for a service provider after graduating.</p> <p>This module focuses on planning cultural events for a very wide range of target groups and segments, which is subsequently transferrable to every other kind of event. Should you wish to engage with the subject more thoroughly beyond this series of lectures, there are further opportunities for courses or internships.</p>		
Reading list	Kompendium Event-Organisation, Thomas Kästle, 2012, Verlag Springer Gabler		
Assessment arrangements	<ul style="list-style-type: none"> • Written paper with presentation • During the semester 		

2.20 Food and nutrition (LEER)

Department	General Elective modules		
Requirements	Eligibility according to admission requirements for all degree programmes		
Module convenor	Steering Group for General Elective Studies and Languages		
Teacher(s)	Ulrike Klaas		
Duration	1 semester	Credit Points	2
Frequency	Anticipated Summer Semester 2023	Hours per week	2
Language	German	Max. participants	28
Time required	Contact hours	24h	
	Private study	26h	
	Total	50h	
Learning objectives	<p>What are we supposed to eat? What does food contain? Does it even have any nutrients? Or do I need to take supplements? If so, what? If not, what should I be eating? This module about nutrition focuses on food and budgeting so as to ultimately equip students with a foundation of knowledge about ingredients, but also approaches to achieving a balanced diet.</p>		
Teaching/learning methods	Lectures/Seminars		
Teaching content	<p>Watching what we eat in some cases comes close to religious conviction. How meaningful are the generally accepted beliefs? What is a good source of protein? Are there bad carbohydrates? What are unsaturated, Omega-3 and trans fatty acids? The first part of this series of lectures covers foodstuffs and their ingredients – from raw foods to highly processed products, including a guide to the spectrum of additives.</p> <p>Having completed this journey through the world of food, the questions remain: What should we eat, when, how much and how often? What does a balanced diet look like? In response, we will look at our nutritional needs, where nutrients are to be found, their availability and supply with relation to various diets, together with the effects of both nutritional deficiencies and excesses. Supplements, functional and designer foods will also be examined in this respect.</p> <p>In order to practically and reliably achieve a balanced diet, we also need to abandon mistaken and obsolete views, which tend to keep being remodelled under new names. Healthy eating isn't difficult, and above all doesn't have to be expensive. The knowledge provided in the first two parts of this course can then be used to bust popular myths and clearly answer the question: What shall we eat today?</p> <p>The subject of food and nutrition is addressed in these three main blocks.</p>		
Reading list	No recommended reading		
Assessment arrangements	<ul style="list-style-type: none"> • Seminar paper and presentation – subject to obligatory attendance (min. 80 %) • Assessed during the semester • No aids permitted 		

2.21 Mediation in theory and practice – Resolving conflicts in organisations (MITP)

Department	General Elective modules		
Requirements	Eligibility according to admission requirements for all degree programmes		
Module convenor	Steering Group for General Elective Studies and Languages		
Teacher(s)	Dr Mark Hempelmann		
Duration	1 semester	Credit Points	2
Frequency	Anticipated Winter Semester 2022/23	Hours per week	2
Language	English	Max. participants	30
Time required	Contact hours	24h	
	Private study	26h	
	Total	50h	
Learning objectives	Enabling participants to conduct mediations successfully on their own		
Teaching/learning methods	Seminars		
Teaching content	<p>The theoretical basis is covered briefly, with the focus firmly on acquiring skills through active application and gaining experience in mediation sessions!</p> <p><i>Theoretical basis of mediation</i></p> <ul style="list-style-type: none"> Psychology/medicine Understanding and learning about conflicts: Types, characteristics, relationships and processes. Comprehending the psychoanalytical explanation of the core of conflict and actively applying Plutchik's Wheel of Emotions. Visualising emotional closeness/distance using multi-dimensional scaling. Actively working with personal emotions, articulating them and using them pointedly in mediation. Talking through various different iceberg models. Recognising the components of your own personality and locating them in the Johari Window. Working out the causes of conflicts and their effects. Understanding the Thomas/Kilman Dual Concern model for focused mediational practice. Recognising, pinpointing and evaluating human stress symptoms and cerebral responses. Economics Evaluating the micro-, meso- and macro-economic aspects of conflicts and understanding their levels and effects. Learning how to understand the economic dimension. Communication sciences Understanding types of communication and their characteristics, metacommunication. Competently applying Bühler's and Schulz von Thun's models and the Hermeneutic Circle. Actively using diverse kinds of questions, their situational use, effects and objectives. Reproducing and actively training the Harvard Principle. Practising mediation Understanding the procedural model for mediation and scrutinising it in small groups from various perspectives. Using all communication techniques and successfully conducting several mediation sessions. Acquiring skills by actively confronting your own range of feelings, their underlying 		

psychomechanics and developing your personality, practised in small groups. Systematically accumulating analytical and empathetic skills through role play.

Reading list

- Haft, von Schlieffen (2009): Handbuch Mediation. 2nd edition, Munich: Beck.
- Fisher, Ury et al. 2009 Das Harvard Konzept. 23rd edition, Frankfurt: Campus.
- Beer, Packard (2017): The Mediator's Handbook. 5th edition, Canada: new society.

Assessment arrangements

- Written examination (60 minutes)
- Examination period at the end of the semester
- No aids permitted

2.22 Milestones in history

(MSDG)

Department	General Elective modules		
Requirements	Eligibility according to admission requirements for all degree programmes		
Module convenor	Steering Group for General Elective Studies and Languages		
Teacher(s)	Dr Franz-Rasso Böck		
Duration	1 semester	Credit Points	2
Frequency	Anticipated Summer Semester 2023	Hours per week	2
Language	German	Max. participants	40
Time required	Contact hours	24h	
	Private study	26h	
	Total	50h	
Learning objectives	<p>All eras in history – from ancient times to present-day politics – have been dominated by the question of control: either justifying or enduring it.</p> <p>The aim of this module is to gain an insight into how control functions – between power and violence, on the one hand, and protection and political participation, on the other.</p>		
Teaching/learning methods	Lectures/Seminars		
Teaching content	<p>Control structures throughout historical eras are revealed using the examples of “milestones”, which can be “spectacular”, but don’t have to be.</p> <p>These range from the significance of the Egyptian pyramids and a speech given by the Greek statesman Pericles through to the French Revolution and democracy in the Federal Republic of Germany.</p> <p>Students will be given a say on what topics are explored, which can also be discussed in the current political context.</p>		
Reading list	<ul style="list-style-type: none"> • Elze, Reinhard/Repgen, Konrad (eds): Studienbuch Geschichte. Eine europäische Weltgeschichte, 2 Bde., Stuttgart 2006. • Frederick, S. George/Heer, Friedrich u. a. (Hg.): Meilensteine der Geschichte. Vom Pharaonenstaat bis heute, Herrsching 1983 (revised edition of “Milestones of History”, London 1982). 		
Assessment arrangements	<ul style="list-style-type: none"> • Written examination (60 minutes) • Examination period at the end of the semester • No aids permitted 		

2.23 Sustainable entrepreneurship (NHUT)

Department	General Elective modules		
Conducted	Classroom		
Requirements	Eligibility according to admission requirements for all degree programmes		
Module convenor	Steering Group for General Elective Studies and Languages		
Teacher(s)	Professor Gabriele Schäfer		
Duration	1 semester	Credit Points	2
Frequency	Every summer semester	Hours per week	Type of course
Language	German	Max. participants	40
Time required	Contact hours	28h	
	Private study	22h	
	Total	50h	

Learning objectives Students will be prepared for the new challenges of entrepreneurship that await them as future intra- and entrepreneurs. They will recognise the effects and potential of entrepreneurial action. Students will acquire fundamental knowledge of the various aspects of sustainability in politics, the economy and society.

Students will learn about the various aspects of ecologically and socially sustainable economic activity and understand how these relate to their own discipline/degree programme. Students will engage in creative play as a means of encouraging them to identify and work on solutions for actual problems relating to a selection of the UN's Sustainability Goals.

Teaching/learning methods Seminars

Teaching content Triple layered business model canvas, Agenda 2030, VUCAD, UN taxation, Germany's sustainability strategy, green deals, design thinking, purpose, 12 alignments, circular economy, cradle to cradle, sustainability certificates, impact-oriented company orientation, sustainable financing, sustainable marketing

Reading list

- John Elkington: Cannibals with forks. The triple bottom line of 21st century business, Oxford 2002
- Philipp Depiereux: Werdet Weltmutführer: Mit Mut und neuem Mindset in die digitale Zukunft, 2020
- Hans-Christian Pfohl: Logistiksysteme. Betriebswirtschaftliche Grundlagen. Berlin, Springer, 2004
- Stefan Merath: Der Weg zum erfolgreichen Unternehmer: Wie Sie und Ihr Unternehmen neue Dynamik gewinnen (Dein Business), GABAL; 18th edition, 2008
- Michael E. Porter: Competitive Advantage. Creating and Sustaining Superior Performance. New York, Free Press, 1985
- Eric Ries, The Lean Startup: How Constant Innovation Creates Radically Successful Businesses, Portfolio Penguin 2011
- Leander Greitemann: Unfog your Mind: Perspektivwechsel für mehr Lebenslust und LeichtSinn, 2020
- Don Norman: The Design of Everyday Things: Revised and Expanded Edition, 2013
- M. Lewrick, Patrick Link, Larry Leifer: The Design Thinking Playbook: Mindful Digital Transformation of Teams, Products, Services, Businesses and Ecosystems (Design Thinking Series), 2018
- Martin & Thomas Poschauko: NEA: Machina: Die Kreativmaschine, 2018
- Christine K. Volkmann 2012, Social Entrepreneurship and Social Business: An Introduction and Discussion with Case Studies, Gabler Verlag

- Frederic Vester: Die Kunst vernetzt zu denken. Ideen und Werkzeuge für einen neuen Umgang mit Komplexität – Der neue Bericht an den Club of Rome. DTV, Munich, 6th edition, Heidelberg, 2007.

Assessment arrangements

- Written paper on the corporate processes used by a fictitious or real company throughout the triple layered business model canvas (20-30 pages per team) and presentation
- Written submission / presentation at the end of the course

2.24 Sustainability and Ethics in Technology and Industry (NETW)

Department	General Elective modules		
Conducted	Classroom		
Requirements	Eligibility according to admission requirements for all degree programmes		
Module convenor	Steering Group for General Elective Studies and Languages		
Teacher(s)	Prof. Tobias Peylo, Dr Andreas Hiemer, Prof. Thomas Nägele, Prof. Frank Fischer, Norbert Grotz, Prof. Matthias Kuba, Prof. Regina Schreiber, Prof. Gabriele Schäfer, Prof. Martin Steyer, Prof. Henning Austmann		
Duration	1 semester	Credit Points	2
Frequency	Every winter semester	Hours per week	2
Language	German	Max. participants	40
Time required	Contact hours	24h	
	Private study	26h	
	Total	50h	
Learning objectives	The consequences of climate change present humanity with major challenges. This makes knowledge of the causes and interrelationships that precipitate climate change immensely important. For this reason, the aim of this series of lectures is to reveal the latest insights into the contributory factors and explain key correlations. Furthermore, we will present and discuss concepts and measures aimed at decelerating or halting climate change. Ethical aspects will also be addressed with regard to how humans treat their environment. This should enable students and the audience to evaluate measures and tailor them appropriately.		
Teaching/learning methods	Lectures/Seminars		
Teaching content	<ul style="list-style-type: none"> • “Think global – act local” (Prof. Austmann) • Climate change – humanly possible? (Hiemer) • Workshop on carbon footprints (Nägele) • Is our appetite for energy satiable? (Nägele) • Transforming the energy supply towards renewables – a sure-fire success? (Fischer) • eMobility – sustainable? (Steyer/Grotz) • Storage for renewable energy generation? (Steyer/Grotz) • What would life be like in a world that is two (three, four) degrees warmer? (Fischer) • “Data is the oil of the 21st century” How artificial intelligence is changing our world – (Prof. Kuba) • Sustainable packaging solutions and aspects for evaluation (Prof. Schreiber) • Sustainable innovations (Schäfer) • Sustainability management in companies (Peylo) 		
Reading list	<ul style="list-style-type: none"> • David J.C. MacKay, “Sustainable Energy – without the Hot Air”, UIT Cambridge 2008, free download at www.withouthotair.com • Mark Lynas, “Our Final Warning – Six Degrees of Climate Emergency”, 4th Estate 2020. • A. Lacoste et al., “Quantifying the Carbon Emissions of Machine Learning” (paper) • S. Russel et al., “Research Priorities for Robust and Beneficial Artificial Intelligence: An Open Letter” (paper) • Von Hauff, Michael & Kleine, Alexandro, “Nachhaltige Entwicklung – Grundlagen und Umsetzung”, Munich: Oldenbourg 2009 • Schaltegger, Stefan; Burritt, Roger & Petersen, Holger, “An Introduction to Corporate Environmental Management – Striving for Sustainability”, Sheffield: Greenleaf Publishing 2003 		

- Assessment arrangements**
- Written examination (60 minutes)
 - Examination period at the end of the semester
 - No aids permitted

2.25 Patent and inventions law (PATE)

Department	General Elective modules		
Conducted	Classroom		
Requirements	Eligibility according to admission requirements for all degree programmes		
Module convenor	Steering Group for General Elective Studies and Languages		
Teacher(s)	Lars Hoppe (Patent attorney)		
Duration	1 semester	Credit Points	2
Frequency	Every winter semester	Hours per week	2
Language	German	Max. participants	25
Time required	Contact hours	24h	
	Private study	26h	
	Total	50h	
Learning objectives	Teaching basic knowledge of commercial legal protection.		
Teaching/learning methods	Lectures/Seminars		
Teaching content	<p><i>Topics:</i></p> <ul style="list-style-type: none"> • Intellectual achievements (inventions, aesthetic creations, knowhow) and how to protect them using patents and registered designs/models in Germany and abroad • Alternative options for protecting intellectual property, registration costs and how to minimise them • Registering a patent – construction, demarcation, scope of protection • Employees – inventions law, what technical and commercial managers need to know, inventors' remuneration • Software-related inventions, protection via UrhG or PatG? • Advertising with property rights, limits to acceptability, financial risks • Identification rights (trade names, brands) – When is a brand needed? How to choose and protect them. What costs are incurred? • Collision with rival brands and/or trade names • Infringement of property rights • Cautions and warnings in practice and the cost risks involved; where to conduct litigation; infringement litigation pleas. • What does an infringement litigation case cost? 		
Reading list	No recommended reading		
Assessment arrangements	<ul style="list-style-type: none"> • Written examination (60 minutes) • Examination period at the end of the semester • No aids permitted 		

2.26 Political factors behind international economic disputes (POHI)

Department	General Elective modules		
Conducted	Classroom		
Requirements	Eligibility according to admission requirements for all degree programmes		
Module convenor	Steering Group for General Elective Studies and Languages		
Teacher(s)	Ingmar Niemann		
Duration	1 semester	Credit Points	2
Frequency	Every semester	Hours per week	2
Language	German	Max. participants	40
Time required	Contact hours	24h	
	Private study	26h	
	Total	50h	
Learning objectives	The aim of this course is to examine the factors behind current crises and disputes in consideration of historical and economic parameters and interests and to be able to contextualise the actions of individual players within this framework.		
Teaching/learning methods	Lectures/Seminars		
Teaching content	<p>In light of the current geopolitical crises and wars, this module will focus on the following topics:</p> <ul style="list-style-type: none"> • How Russia has developed under Putin – which economic and political dimensions beset the conflicts in the former USSR's back yard? • China's global expansion efforts: How raw materials and modern technologies make military conflicts more likely. <p>Our analysis will incorporate current developments in the Ukraine war and the conflict over Taiwan.</p> <p>The course will also focus on the following topics:</p> <ul style="list-style-type: none"> • Pandemics – a new kind of threat for the globalised economy? • Global migration – risk or opportunity for the world economy? • Near and Middle East – a crisis region with no prospect of peace? • Fortress Europe: Are we ready for fair competition from countries in the Third and Fourth World? <p>Participants are welcome to suggest further topics for consideration! Discussions and input from participants desired!</p>		
Reading list	To be announced at the beginning of the course		
Assessment arrangements	<ul style="list-style-type: none"> • Written examination (60 minutes) • Examination period at the end of the semester • No aids permitted 		

2.27 Rhetoric in dialogue (RHEDI)

Department	General Elective modules		
Conducted	Classroom		
Requirements	Eligibility according to admission requirements for all degree programmes		
Module convenor	Steering Group for General Elective Studies and Languages		
Teacher(s)	Gisela Krämer		
Duration	1 semester	Credit Points	2
Frequency	Anticipated Winter Semester 2022/23	Hours per week	Type of course
Language	German	Max. participants	15
Time required	Contact hours	27h	
	Private study	23h	
	Total	50h	
Learning objectives	Certain key qualifications can be instrumental to professional success – these include communication, authenticity, persuasiveness and self-reflection. We will be looking at a mixture of these and using the necessary tools in practice.		
Teaching/learning methods	Seminars		
Teaching content	<p><i>Rhetoric and reasoning:</i></p> <ul style="list-style-type: none"> • How do I find the right arguments? • How do I get through to my audience? • How do I act and convey my personality authentically but not distractingly? • Aims during presentations • Voice and resonance, small exercises • Handling power • Gauging distance – what's too near and too far? • Coping with stress and stage fright • Dynamic reaction to questions • Mimicry, gestures, body language • Incorporating your experiences of presentations <p><i>Methods:</i></p> <p>This professional development course is based on exercises and processes. Following a brief theoretical introduction, critically reflecting upon our own behaviour and how we handle different situations will play a central role, as will getting to know one another and working on exercises, role play and case studies as a group.</p>		
Reading list	No recommended reading		
Assessment arrangements	<ul style="list-style-type: none"> • Presentation, role play – subject to obligatory attendance (min. 80 %) • During the semester • No aids permitted 		

2.28 Writing skills (SCKO)

Department	General Elective modules		
Conducted	Classroom		
Requirements	Eligibility according to admission requirements for all degree programmes		
Module convenor	Steering Group for General Elective Studies and Languages		
Teacher(s)	Dr Veronika Heilmannseder		
Duration	1 semester	Credit Points	2
Frequency	Every winter semester	Hours per week	Type of course
Language	German	Max. participants	20
Time required	Contact hours	24h	
	Private study	26h	
	Total	50h	

Learning objectives Blank page – no fear! Studying involves a lot of writing. To make a success of these tasks, it makes sense to work on our writing skills – the aim being to produce an understandable, factual and substantial text in appropriate language on a clearly defined question. Writing skills can be trained.

This module systematically teaches techniques in skilful reading and writing, also addressing stumbling blocks in writing and techniques to enhance creativity. We will then apply this knowledge and hone it in practical exercises.

Teaching/learning methods Seminars

Teaching content

Topics:

- How do I go about writing a text?
- How do I construct a text?
- How do I express myself appropriately?
- Why and how do I incorporate references and sources?
- Whom do I expect to read my texts, and who does?
- Text and images – competing or complementary?
- Creative techniques
- Editing techniques

Reading list

- Helga Esselborn-Krumbiegel: Richtig wissenschaftlich Schreiben. Wissenschaftssprache in Regeln und Übungen. 4th unrevised edition, Paderborn: Schöningh 2016;
- Otto Kruse: Lesen und Schreiben. Der richtige Umgang mit Texten im Studium. 2nd revised edition, Konstanz: UVK 2015; (Judith Theuerkauf: Schreiben im Ingenierstudium. Paderborn: Schöningh 2012;)
- Judith Wolfsberger: Frei geschrieben. Mut, Freiheit und Strategie für wissenschaftliche Abschlussarbeiten. 4th revised edition, Vienna/Cologne/Weimar: Böhlau 2016.

Assessment arrangements

- Written examination (60 minutes)
- Examination period at the end of the semester
- No aids permitted

3 VIRTUAL UNIVERSITY MODULES (VHB)

Special arrangements for enrolling for vhb courses

The following General Elective modules run by the Bavarian Virtual University (vhb) are recognised by Kempten University of Applied Sciences as General Elective modules. Notwithstanding the information provided at www.vhb.org, Kempten University of Applied Sciences accredits the following courses run by the Bavarian Virtual University as General Elective modules worth either 2 or 4 Credit Points.

Please note re. venues for assessments:

The assessment for these modules will not necessarily take place in Kempten, in which cases students are responsible for making their own travel arrangements.

Important instructions for signing up:

You **sign up** for these modules both via **MeinCampus** at Kempten University of Applied Sciences and **also with the Bavarian Virtual University (vhb)**.

➤ **At Kempten University of Applied Sciences:**

1. You enrol for your choice of course run by the Bavarian Virtual University (vhb) via MeinCampus at the start of the semester during the [enrolment period](#).
2. You register for the examination via MeinCampus during the [examinations registration period](#) at Kempten University of Applied Sciences.

➤ **At the Bavarian Virtual University (vhb):**

1. General information about signing up:
<https://www.vhb.org/en/students/registration/>
2. Before signing up for a module, you first need to register with the vhb:
<https://Module.vhb.org/VHBPORTAL/Modulprogramm/registrierung.jsp>
3. Use the access details generated during the registration process to sign up for any modules you wish to take from the vhb's programme via the button "zum Kurs anmelden".

The vhb's comprehensive list of FAQs (currently only in German) provides further information:

<http://www.vhb.org/studierende/faq/>

If you can't find the answer to your question in the FAQs, please enquire via email (to both contacts, please):

- [Centre for General Elective Studies and Languages](#)
- [vhb contact on campus](#) in Kempten.

3.1 Organising yourself as a student (vhb) (SMIS)

Department	General Elective modules		
Requirements	Eligibility according to admission requirements for all degree programmes		
Module convenor	vhb		
Teacher(s)	Dr Sandra Niedermeier, Prof. Katrin Winkler		
Duration	1 semester	Credit Points	4
Frequency	Every semester	Hours per week	3
Language	German	Max. participants	80
Time required	See info from vhb		
Learning objectives	} See: www.vhb.org		
Teaching/learning methods			
Teaching content			
Reading list			
Assessment arrangements	} See: www.vhb.org		
Assessment venue			

3.2 Internet skills – Online safety I (IKSI)

Department	General Elective modules		
Requirements	Eligibility according to admission requirements for all degree programmes		
Module convenor	vhb		
Teacher(s)	Prof. Thomas Waas, Stefan Seifert		
Duration	1 semester	Credit Points	2
Frequency	Every semester	Hours per week	2
Language	German	Max. participants	---
Time required	See info from vhb		
Learning objectives	} See: www.vhb.org		
Teaching/learning methods			
Teaching content			
Reading list			
Assessment arrangements	See: www.vhb.org		
Assessment venue	Various universities throughout Bavaria (Anticipated assessment at Kempten. Venues to be announced by vhb.)		

3.3 Internet skills – Web design 1

(IWD1)

Department	General Elective modules		
Requirements	<ul style="list-style-type: none"> • Eligibility according to admission requirements for all degree programmes • Level: Novices • Important: Read the information about the module (in German) posted at: www.cyberian.de 		
Module convenor	vhb		
Teacher(s)	Alexander Nacke, Prof. Thomas Waas (OTH Regensburg)		
Duration	1 semester	Credit Points	2
Frequency	Every semester	Hours per week	2
Language	German	Max. participants	---
Time required	See info from vhb		
Learning objectives	} See: www.vhb.org		
Teaching/learning methods			
Teaching content			
Reading list			
Assessment arrangements	See: www.vhb.org		
Assessment venue	Various universities throughout Bavaria (Anticipated assessment at Kempten. Venues to be announced by vhb.)		

3.4 Internet skills – Web design 2

(IWD2)

Department	General Elective modules		
Requirements	<ul style="list-style-type: none"> • Eligibility according to admission requirements for all degree programmes • Level: Novices with some experience • Important: Read the information about the module (in German) posted at: www.cyberian.de 		
Module convenor	vhb		
Teacher(s)	Alexander Nacke, Prof. Thomas Waas (OTH Regensburg)		
Duration	1 semester	Credit Points	2
Frequency	Every semester	Hours per week	2
Language	German	Max. participants	---
Time required	See info from vhb		
Learning objectives	} See: www.vhb.org		
Teaching/learning methods			
Teaching content			
Reading list			
Assessment arrangements	See: www.vhb.org		
Assessment venue	Various universities throughout Bavaria (Anticipated assessment at Kempten. Venues to be announced by vhb.)		

3.5 Internet skills – Web design 3

(IWD3)

Department	General Elective modules		
Requirements	<ul style="list-style-type: none"> • Eligibility according to admission requirements for all degree programmes • Level: Experts • Important: Read the information about the module (in German) posted at: www.cyberian.de 		
Module convenor	vhb		
Teacher(s)	Alexander Nacke (OTH Regensburg)		
Duration	1 semester	Credit Points	2
Frequency	Every semester	Hours per week	2
Language	German	Max. participants	---
Time required	See info from vhb		
Learning objectives	} See: www.vhb.org		
Teaching/learning methods			
Teaching content			
Reading list			
Assessment arrangements	See: www.vhb.org		
Assessment venue	Various universities throughout Bavaria (Anticipated assessment at Kempten. Venues to be announced by vhb.)		

3.6 Leadership and communication in global business (LECO)

Department	General Elective modules		
Requirements	Eligibility according to admission requirements for all degree programmes		
Module convenor	vhb (Prof. Katrin Winkler – Kempten University of Applied Sciences)		
Teacher(s)	Kathrin Horn		
Duration	1 semester	Credit Points	2
Frequency	Every semester	Hours per week	2
Language	English	Max. participants	---
Time required	See info from vhb		
Learning objectives	} See: www.vhb.org		
Teaching/learning methods			
Teaching content			
Reading list			
Assessment arrangements	} See: www.vhb.org		
Assessment venue			

3.7 Market – Power – Morality (MMMO)

Department	General Elective modules		
Requirements	Eligibility according to admission requirements for all degree programmes		
Module convenor	vhb		
Teacher(s)	Prof. Gerhard Mammen (Ansbach University of Applied Sciences)		
Duration	1 semester	Credit Points	2
Frequency	Every semester	Hours per week	2
Language	German	Max. participants	---
Time required	See info from vhb		
Learning objectives	} See: www.vhb.org		
Teaching/learning methods			
Teaching content			
Reading list			
Assessment arrangements	} See: www.vhb.org		
Assessment venue			