

Programme and Module Overview Semester 6 + 7

Pro-gramme	Marketing	Management	Financial Controlling / Corporate Finance	Financial Services	Production/ Trade/ Logistics	Tax Advice/ Auditing	International Business and Management	Autonomous Modules
Module 1	Marketing Communication ^A	Human Resources Development ^C	Strategic Management Accounting ^{A*}	Management in Banking ^B <small>only in WS</small>	Production Management ^{**B} <small>only in SS</small>	Financial Statements I ^C	Comparative Management ^{EA}	Business Informatics ^B <small>only in WS</small>
Module 2	Communication Management ^A	Managing Global Personnel ^C	Financial Controlling ^A	Private and Corporate Banking ^B <small>only in WS</small>	Materials Management and Logistics ^B	Financial Statements II ^C	Internat. Trade and Finance ^{EA*} <small>only in SS</small>	Public and European Law ^B <small>only in SS</small>
Module 3	Public Relations/ Journalism ^A	Project Management, Organization & Organizational Behavior ^B	Mergers & Acquisitions ^A	Management of Commercial Papers ^{DF}	Flow of Materials ^{**B} <small>only in WS</small>	Tax Accountancy I ^{**C} <small>only in WS</small>	International Corporate Strategy ^{EA} <small>only in WS</small>	Image and Publicity ^A
Module 4	International Marketing Research ^{**EA*} <small>only in WS</small>	Strategic Management Accounting ^{A*}	Risk Management ^C	Asset Real Estate ^D <small>only in SS</small>	Logistics Management ^A	Tax Accountancy II ^{**C} <small>only in SS</small>	International Human Resource Mgt. ^{EA} <small>only in SS</small>	Automotive Management I or II ^{B****}
Module 5	International Marketing Project ^{**EA*} <small>only in SS</small>	Business Law ^C	Financing Corporates ^A	Real Estate Development and Facility Management ^B <small>only in WS</small>	Supply Chain Management ^A <small>only in SS</small>	Financial Auditing I ^{**C} <small>only in SS</small>	International Marketing Research ^{**EA*} <small>only in WS</small>	Global Economy I or II ^{A***}
Module 6	Marketing Management ^A	Entrepreneur-ship ^A	International Financial Markets ^A	Insurance Industry ^B <small>only in SS</small>	B2B- and Retail Marketing ^{C*}	Financial Auditing II ^{**C} <small>only in WS</small>	International Marketing Project ^{**EA*} <small>only in SS</small>	Non Profit Economics and Management I or II ^{A***}
Module 7	B2B- and Retail Marketing ^{C*}		Internat. Trade and Finance ^{**EA*} <small>only in SS</small>	Analysis of Financial Markets ^B	Trade Management ^C		Managing Global Personnel ^C	Empirical Methods I or II
Module 8	Sales Management ^A							Economic trade in a frankophon world

- * = This module is offered in multi in-depth Programmes
- ** = This module is offered once a year
- *** = This module is offered by the study programme Applied Economics and its volume corresponds to two normal modules
- **** = This module is offered by the study programme BA-Geislingen and its volume corresponds to two normal modules

- A = Type of examination: written examination 60 Minutes + paper
- B = Type of Examination: written examination 120 Minutes
- C = Type of Examination: written examination 90 Minutes
- D = The modules are from the study programme International Finance
- E = Lectured in English
- F = Prior knowledges required, see Module Handbook

Modulbeschreibung

Code: VI.1.1.	Modulbezeichnung: Marketing Communication
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Bezüge zu anderen Modulen

Vorgelagerte Module: keine	Nachgelagerte Module: keine
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Organisation

Modulverantwortliche/r: Prof. Dr. Iris Ramme		
Modulart: Wahlpflichtfach		Turnus: jedes Semester
Zulassungsvoraussetzungen: Zulassung zum Hauptstudium	ECTS-Punkte: 8	SWS: 6

Prüfungsleistungen

Art:	Gewichtung:
Written exam, 60 minutes	70%
Paper/Presentation	30%

Ausgestaltung des Moduls

<p>Lernziele und Kompetenzen:</p> <p>This module gives an overview of the most important below-the-line tools and their applications in marketing communications. The concept of below the line marketing is used for all marketing communication tools which are not covered by the classical tools like advertising, Public Relations, and personal selling. A further important part of this module is brand management. Last but not least the module will cover aspects of consumer behavior in detail.</p> <p>The objective of this module is to familiarize the students with the most important decision problems, methods, and instruments of marketing communications and to enable them to work out and present promising solutions. That way the students will develop a critical view of the presented theories. Furthermore, the ability to identify and consider macro- and micro-economic challenges is expected.</p>
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<p>Modulelemente:</p> <p>VI.1.1.1 Branded Entertainment</p> <p>VI.1.1.2 Brand Management</p> <p>VI.1.1.3 Consumer Behavior</p>	<p>Dozent/in:</p> <p>Dipl.-Betriebsw. Andreas Waldner</p> <p>Dipl.-Betriebsw. (FH) Michael Keller</p> <p>Dipl.-Betriebsw. (FH) Anke Schramm</p>
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Beschreibung für Modulelement

Code: VI.1.1.1.	Titel des Modulelements: Branded Entertainment
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Organisation

Dozent/in: Dipl.-Betriebsw. Andreas Waldner		Status: Lehrbeauftragter	
ECTS-Punkte: 2	SWS: 2	Sprache: deutsch	
Workload: ECTS-Punkte x 25 = 75 Stunden, mit der folgenden Aufteilung:			
Vorlesung: 45 %	Vor-/Nachbereitung/Selbststudium: 55 %	Bearbeit. v. Aufgaben/Gruppenarbeit 0 %	

Ausgestaltung des Modulelements

<p>Lerninhalte:</p> <p>Branded entertainment is a communication tool that pursues communication goals like improving image and awareness using media such as movies or short films on the internet. The students learn how important branded entertainment in the context of below the line marketing has become in the last years and that below the line marketing has transformed into a subject area that involves topics like sports, culture, and cinematic resulting in a relationship between advertising companies, the media, and events as such. The effects of branded entertainment can often outperform classical communication tools.</p> <p>Structure of the lecture</p> <ul style="list-style-type: none"> • Marketing Communication • Below the Line Communication • Sponsoring • Event Marketing • Branded Entertainment/Product Placement <p>Lehr-/Lernmethoden:</p> <p>Interactive teaching, guest speakers from companies, extensive practical examples, usage of a script (download from the internet), group work in the form of short case studies and presentations in order to foster team work and the important ability to present ideas and thoughts.</p> <p>Literatur/Lehrmaterial:</p> <p>Iris Ramme, Andreas Waldner, Dominic Franchi, Dennis Köhler: Product Placement Monitor 2008 – Wirkung und Chancen, Nürtingen 2008 Jean-Marc Lehu; Branded Entertainment, Kogan Page 2007 Manfred Bruhn: Sponsoring. Systematische Planung und integrativer Einsatz Gabler, 4. Auf. 2002 Oliver Nickel: Eventmarketing, Verlag Vahlen, 2006</p> <p>Besonderes:</p>
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Beschreibung für Modulelement

Code: VI.1.1.2.	Titel des Modulelements: Brand Management
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Organisation

Dozent/in: Dipl.-Betriebsw. (FH) Michael Keller		Status: Lehrbeauftragter	
ECTS-Punkte: 3	SWS: 2	Sprache: deutsch	
Workload: ECTS-Punkte x 25 = 62,5 Stunden, mit der folgenden Aufteilung:			
Vorlesung: 45 %	Vor-/Nachbereitung/Selbststudium: 45 %	Bearbeit. v. Aufgaben/Gruppenarbeit 10 %	

Ausgestaltung des Modulelements

<p>Lerninhalte:</p> <p>The brand is the most important asset value for many companies. This is particularly important concerning the fierce competition and increasing substitutability of products at simultaneously differentiating consumer needs. Thus, brand management is a very important strategic task in marketing. Strategies and techniques to effective and efficient brand management are the focus of this lecture. Thereby, topics like identity oriented branding, brand evolution strategies, brand cannibalizing, stretching of brands, setting-up brand alliances, personality oriented brand management, brand equity, and brand controlling will be discussed. Emphasis will be put on case studies and in-class discussions.</p>
<p>Lehr-/Lernmethoden:</p> <p>Interactive discussions in class, guest lectures by experience managers, comprehensive practical examples, utilization of handouts (downloadable on the internet), group assignments in form of short case studies and concluding presentation to enhance teamwork and the in marketing very important ability to orally present thoughts as well as ideas.</p>
<p>Literatur/Lehrmaterial:</p> <ul style="list-style-type: none"> ▪ Franz-Rudolf Esch: Strategie und Technik der Markenführung. Verlag: Vahlen 2008. ▪ Heribert Meffert, Christoph Burmann, Martin Koers: Markenmanagement, Verlag: Gabler; 2. Auflage 2005.
<p>Besonderes:</p>

Beschreibung für Modulelement

Code: VI.1.6.3.	Titel des Modulelements: Consumer Behavior
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Organisation

Dozent/in: Dipl.-Betriebsw. Anke Schramm		Status: Lehrbeauftragte	
ECTS-Punkte: 3	SWS: 2	Sprache: deutsch	
Workload: ECTS-Punkte x 25 = 62,5 Stunden, mit der folgenden Aufteilung:			
Vorlesung: 45 %	Vor-/Nachbereitung/Selbststudium: 45 %	Bearbeit. v. Aufgaben/Gruppenarbeit 10 %	

Ausgestaltung des Modulelements

<p>Lerninhalte:</p> <p>Professional marketing must consider the reactions of target consumers. It is therefore necessary to have findings about human behavior. This lecture is an introduction into the scientific basics of the behavior of target groups in marketing, in particular with regards to consumer behavior. Psychological determinants of consumer behavior such as activating and cognitive processes as well as consumer decision making behavior are part of this lecture. Furthermore, various segmentation approaches and their application in marketing will be depicted. Next to theoretical approaches, an emphasis will also be laid on empirical consumer research.</p>
<p>Lehr-/Lernmethoden:</p> <p>Interactive discussions in class, guest lectures by experience managers, comprehensive practical examples, utilization of handouts (downloadable on the internet), group assignments in form of short case studies, and concluding presentations to enhance teamwork and the in marketing very important ability to orally present thoughts as well as ideas.</p>
<p>Literatur/Lehrmaterial:</p> <ul style="list-style-type: none"> ▪ Werner Kroeber-Riel, Peter Weinberg: Konsumentenverhalten. Verlag: Vahlen, 8. Auflage 2003. ▪ Volker Trommsdorff: Konsumentenverhalten. Verlag: Kohlhammer; 7. Auflage 2009
<p>Besonderes:</p>

Modulbeschreibung

Code: VI.1.2.	Modulbezeichnung: Communication Management/Onlinemarketing
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Bezüge zu anderen Modulen

Vorgelagerte Module: Keine	Nachgelagerte Module: keine
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Organisation

Modulverantwortliche/r: Prof. Dr. Miriam Eberhard-Yom		
Modulart: Wahlpflichtfach		Turnus: jedes Semester
Zulassungsvoraussetzungen: Zulassung zum Hauptstudium	ECTS-Punkte: 8	SWS: 6

Prüfungsleistungen

Art:	Gewichtung:
Written exam 60 minutes	60%
Assignment & presentation	40%

Ausgestaltung des Moduls

<p>Lernziele und Kompetenzen:</p> <p>The students will learn purposes, strategies and appliance of online-marketing instruments in the context of marketing communication as well as of electronic commerce. They will comprehend, how new online-marketing instruments effect and change the classic marketing-mix (especially the communication mix). Moreover the students will learn innovative methods and models for getting customer insights and measuring performance of online-marketing campaigns.</p> <ul style="list-style-type: none"> - Online-Marketing Basics (2 SWS): Gives an overview of the most important instruments and applications. - Dialog Marketing (1 SWS): gives an overview of specific approaches in dialog marketing and focus on permission-based marketing - Online-Marketing & eCommerce Innovation (3 SWS): gives special attention to innovative topics in online-marketing, e.g. mobile marketing or social media marketing.
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Beschreibung für Modulelement

Code: VI.1.2.1.	Titel des Modulelements: Dialogmarketing
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Organisation

Dozent/in: Dipl.-Ök. Hartmut Witte	Status: Lehrbeauftragter	
ECTS-Punkte: 1	SWS: 1	Sprache: deutsch
Workload: ECTS-Punkte x 25 = 25 Stunden, mit der folgenden Aufteilung:		
Vorlesung: 60 %	Vor-/Nachbereitung/Selbststudium: 40 %	Bearbeit. v. Aufgaben/Gruppenarbeit 0 %

Ausgestaltung des Modulelements

Lerninhalte: <ul style="list-style-type: none">• Basics in dialog marketing• Media in dialog marketing• Legal issues• E-Mail and newsletter campaigns• Visual activation• Measuring performance
Lehr-/Lernmethoden: <p>The professor appreciates interactive teaching and he will provide the students with a script, use many real life examples, case studies and in-class examples.</p>
Literatur/Lehrmaterial: <p>Readings during the course</p>
Besonderes:

Beschreibung für Modulelement

Code: VI.1.2.2.	Titel des Modulelements: Online Marketing Basics
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Organisation

Dozent/in: Prof. Dr. Miriam Eberhard-Yom		Status: Professorin	
ECTS-Punkte: 2	SWS: 2	Sprache: englisch	
Workload: ECTS-Punkte x 25 = 50 Stunden, mit der folgenden Aufteilung:			
Vorlesung: 50%	Vor-/Nachbereitung/Selbststudium: 50 %	Bearbeit. v. Aufgaben/Gruppenarbeit	

Ausgestaltung des Modulelements

Lerninhalte: <p>This class is designed as an introductory course in online marketing. The following subject areas will be covered by the lecture:</p> <ul style="list-style-type: none">• Display-Advertising – types & effects• Affiliate Marketing – explanation, business models, opportunities and risks• Search Engine Marketing – AdWords & Landingpages• Search Engine Optimization – strategies & tools for on- and off-page Optimisation• Web-Usability – research results, methods & user centred design• Methods of measuring performance – webanalytics & multivariate testing
Lehr-/Lernmethoden: <p>The professor appreciates interactive teaching and requires the students to work in teams and present their findings. She will provide the students with lecture slides, use many real life examples and will invite guest lecturers from companies.</p>
Literatur/Lehrmaterial: <ul style="list-style-type: none">- Eberhard-Yom (2010) Erfolgsfaktor Usability. Cornelsen- Fischer, Mario (2009) Website Boosting 2.0- Further readings during the course
Besonderes:

Beschreibung für Modulelement

Code: VI.1.2.3.	Titel des Modulelements: Online Marketing und eCommerce Innovation
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Organisation

Dozent/in: Prof. Dr. Miriam Eberhard-Yom		Status: Professorin	
ECTS-Punkte: 5	SWS: 3	Sprache: deutsch	
Workload: ECTS-Punkte x 25 = 125 Stunden, mit der folgenden Aufteilung:			
Vorlesung: 30%	Vor-/Nachbereitung/Selbststudium: 70 %	Bearbeit. v. Aufgaben/Gruppenarbeit	

Ausgestaltung des Modulelements

Lerninhalte: <p>This course gives special attention to innovative topics in online-marketing:</p> <ul style="list-style-type: none">- Trends in eCommerce & Online-Marketing- Social Media Marketing- Social Commerce- Social Media Analyse- Mobile Marketing & Mobile Advertising- Mobile Usability
Lehr-/Lernmethoden: <p>The professor appreciates interactive teaching and requires the students to work in teams and present their findings. She will provide the students with lecture slides, use many real life examples and will invite guest lecturers from companies.</p>
Literatur/Lehrmaterial: <ul style="list-style-type: none">- Further readings during the course / with the assignment.
Besonderes: <ul style="list-style-type: none">- Assignment & presentation (teamwork). Topics will be arranged at the first lecture.

Modulbeschreibung

Code: VI.1.4./VI.7.5	Modulbezeichnung: International Marketing Research
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Bezüge zu anderen Modulen

Vorgelagerte Module: -	Nachgelagerte Module: -
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Organisation

Modulverantwortliche/r: Prof. Dr. Ramme		
Modulart: Wahlpflichtfach		Turnus: jährlich nur im WS
Zulassungsvoraussetzungen: Zulassung zum Hauptstudium	ECTS-Punkte: 8	SWS: 6

Prüfungsleistungen

Art:	Gewichtung:
Written Exam, 60 minutes	60%
Paper/Presentation	40%

Ausgestaltung des Moduls

<p>Lernziele und Kompetenzen:</p> <p>This module is designed as introductory course in marketing research. The students will learn about marketing research from a supplier's and buyer's point of view. In their later career, they may not be the generator of market research - but they will most certainly be a user of market research results. This course will provide the students with the requisite knowledge and skills to either conduct their own market research (primary research) or to competently evaluate the research results of others (secondary research).</p>

<p>Modulelemente:</p> <p>VI.1.4.1 / VI.7.5.1 Basics of Marketing Research</p> <p>VI.1.4.2 / VI.7.5.2 Project International Marketing Research</p>	<p>Dozent/in:</p> <p>Prof. Dr. Ramme</p>
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Beschreibung für Modulelement

Code: VI.1.4.1/ VI.7.5.1	Titel des Modulelements: Basics of Marketing Research
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Organisation

Dozent/in: Prof. Dr. Ramme		Status: Professorin	
ECTS-Punkte: 4	SWS: 4	Sprache: englisch	
Workload: ECTS-Punkte x 25 = 100 Stunden, mit der folgenden Aufteilung:			
Vorlesung: 25 %	Vor-/Nachbereitung/Selbststudium: 60 %	Bearbeit. v. Aufgaben/Gruppenarbeit 15 %	

Ausgestaltung des Modulelements

<p>Lerninhalte:</p> <p>Through this course the students will be exposed to the powers and limitations of empirical research methods. The course provides an introductory knowledge of marketing research including problem definition, research design, sampling, data collection, data analysis with SPSS, write up, and presentation.</p>
<p>Lehr-/Lernmethoden:</p> <p>Lecture with discussion, short group assignments in order to foster team work activities, guest speakers from companies in order to link theory and practice, guest lectures from our international partner universities to get an international approach to marketing research</p>
<p>Literatur/Lehrmaterial:</p> <ul style="list-style-type: none"> • Shao, Alan; Zhou, Kevin: Marketing Research: An Aid to Decision Making, Atomic Dog, 3rd edition, 2006 • McDaniel Jr., Carl, and Roger Gates: Marketing Research Essentials, Wiley, 6th edition, 2007
<p>Besonderes:</p> <p>Guest speakers from companies and our international partner universities are invited The number of participating students is 25 maximum. It will not be enforced in WS 11/12.</p>

Beschreibung für Modulelement

Code: VI.1.4.2/VI.7.5.2	Titel des Modulelements: Project International Marketing Research
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Organisation

Dozent/in: Prof. Dr. Ramme		Status: Professorin	
ECTS-Punkte: 4	SWS: 2	Sprache: englisch	
Workload: ECTS-Punkte x 25 = 100 Stunden, mit der folgenden Aufteilung:			
Vorlesung: 25 %	Vor-/Nachbereitung/Selbststudium: 15 %	Bearbeit. v. Aufgaben/Gruppenarbeit 60 %	

Ausgestaltung des Modulelements

<p>Lerninhalte:</p> <p>To fully benefit from a marketing research course, the students have the opportunity to apply concepts, techniques, and skills covered in the classroom to a real world setting. Furthermore the focus of this class is the international approach. Therefore, the students will either work in teams on a real life international case delivered by a company or on an international project which we will carry out with students from our partner universities. The steps undertaken in this vein encompass the development of research objectives, use of secondary data, development of qualitative and/or quantitative research, collection of data (preferably online surveys), data analysis with SPSS, and conclusions.</p>
<p>Lehr-/Lernmethoden:</p> <p>The USP for this class is team work on a real life case for a client or together with professors from our partner universities guided and monitored by the teacher. The output is a presentation and a written report on the findings of the International Marketing Research project. The students present the findings in front of the client or the reports will be forwarded to professors from our partner universities. The objective of this course is applying international marketing research theories to a real life example, supporting the ability to work in a team, and improving presentations skills which are very important in marketing research as in the later career complicated methods of analysis are often communicated to managers who do not have the time to get an in-depth insight into the material.</p>
<p>Literatur/Lehrmaterial:</p> <ul style="list-style-type: none"> • Shao, Alan; Zhou, Kevin: Marketing Research: An Aid to Decision Making, Atomic Dog, 3rd edition, 2006 • Gillespie, Kate; Jeannet, Jean-Pierre; Hennessey, H. David: Global Marketing: An Interactive Approach. South-Western College Pub; 2nd edition, 2006 • Briefing material from the company if applicable
<p>Besonderes:</p> <p>The USP of this course is the application of international marketing research theory to a real life setting. The number of participating students is 25 maximum. It will not be enforced in WS 11/12.</p>

Modulbeschreibung

Code: VI.1.5./ VI.7.6	Modulbezeichnung: International Marketing Project
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Bezüge zu anderen Modulen

Vorgelagerte Module: "Comparative Management" highly recommended as pre- or co-requisites	Nachgelagerte Module: keine
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Organisation

Modulverantwortliche/r: Prof. Dr. Ramme		
Modulart: Wahlpflichtfach		Turnus: jährlich nur im SS
Zulassungsvoraussetzungen: Zulassung zum Hauptstudium	ECTS-Punkte: 8	SWS: 6

Prüfungsleistungen

Art:	Gewichtung:
Klausur, 60 Minuten	30%
Referat	70%

Ausgestaltung des Moduls

Lernziele und Kompetenzen:	
<p>The field of international marketing is becoming more and more important. It is constantly being cross-fertilized by perspectives from many different disciplines. This module will provide a comprehensive, lively, contemporary and practical introduction to international marketing and will cover the diversity of global values, popular culture, lifestyles and industries and their role and relationship in formulating marketing strategies in detail.</p> <p>The global orientation will be accomplished by the academic input from the teachers and by the multicultural nature of the project having students from different cultures who are working together for two intensive weeks. The students will learn how to cope with challenges in the global marketplace, as well as the implications and problems of carrying out business strategies and tactics in different countries.</p> <p>The objectives of the course are to develop the following skills: working in intercultural teams, working for a real life client, working under time pressure, making presentations, writing academic papers with a practical approach, understanding how a company in a foreign country operates.</p>	
Modulelemente: VI.1.5.1/ VI.7.6.1 International Marketing Project	Dozent/in: Prof. Dr. Iris Ramme

Beschreibung für Modulelement

Code: VI.1.5.1/VI.7.6.1	Titel des Modulelements: International Marketing Project
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Organisation

Dozent/in: Prof. Dr. Iris Ramme		Status: Professor
ECTS-Punkte: 8	SWS: 6	Sprache: englisch
Workload: ECTS-Punkte x 25 = 200 Stunden, mit der folgenden Aufteilung:		
Vorlesung: 40 %	Vor-/Nachbereitung/Selbststudium: 25 %	Bearbeit. v. Aufgaben/Gruppenarbeit 35 %

Ausgestaltung des Modulelements

<p>Lerninhalte:</p> <p>International marketing theories with varying focus depending on the nature of the project.</p>
<p>Lehr-/Lernmethoden:</p> <p>This class will be carried out as an Intensive Program together with our partner universities and will have a very practical/operational approach. The practical approach can be either achieved</p> <ul style="list-style-type: none"> ▪ by collaborating with a business partner who is interested in internationalizing its business and thus working on a real-life marketing case in intercultural teams or ▪ by working on a marketing simulation game together with students from other countries or ▪ by working on an international research project or ▪ by visiting several companies in a different country (or in different countries) and analyzing their applications of theories and techniques which will take a multi-national approach to the discussion of global marketing theory. <p>The focus of this class is applying theory of global marketing combined with hands-on experience with different cultures, companies and countries.</p>
<p>Literatur/Lehrmaterial:</p> <ul style="list-style-type: none"> • Masaaki Kotabe, Kristiaan Helsen: Global Marketing Management, John Wiley & Sons Inc; 3rd ed. 2005 • Svend Hollensen: Global Marketing: A Decision-Oriented Approach, 4th ed. 2007. • Kate Gillespie, Jean-Pierre Jeannet, H. David Hennessey: Global Marketing, Houghton Mifflin Company, 2nd ed., 2007 • Presentations of the companies and/or case descriptions of the companies
<p>Besonderes:</p> <p>The practical application with either company visits, marketing simulations or working for a real life company as well as the multi-cultural teams is the USP for this module. If it is not possible e.g. due to financial restrictions to arrange for face-to-face meetings the project will be carried out virtually (web-conferencing, e-mail, Skype, etc.).</p> <p>The number of participants from our university is restricted to 5 to 15 students depending on the number of international partners involved.</p>

Modulbeschreibung

Code: VI.1.6.	Modulbezeichnung: Marketing Management
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Bezüge zu anderen Modulen

Vorgelagerte Module: keine	Nachgelagerte Module: keine
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Organisation

Modulverantwortliche/r: Professor Dr. Thomas Ginter		
Modulart: Wahlpflichtfach		Turnus: jedes Semester
Zulassungsvoraussetzungen: Zulassung zum Hauptstudium	ECTS-Punkte: 8	SWS: 6

Prüfungsleistungen

Art:	Gewichtung:
Written exam, 60 Minutes	30%
Paper / Presentation	70%

Ausgestaltung des Moduls

<p>Lernziele und Kompetenzen:</p> <p>This module provides a comprehensive overview on marketing management with the focus on marketing planning. The module will familiarize the students with important decision problems, -methods, and -tools in marketing, as well as to put them into the situation of developing successful approaches to a solution and to represent those argumentatively.</p> <p>Also, this module consists of a scientific oriented lecture with complementary guest lectures from managers with professional experience as well as a practical part in which the students must develop and present a business plan for a new business idea.</p>

<p>Modulelemente:</p> <p>VI.1.6.1 Marketing Planning</p> <p>VI.1.6.2 Business Plan</p>	<p>Dozent/in:</p> <p>Dipl.-Ök. Margret Bägel-Witte</p> <p>Prof Dr. Thomas Ginter</p>
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Beschreibung für Modulelement

Code: VI.1.6.1.	Titel des Modulelements: Marketing Planning
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Organisation

Dozent/in: Dipl.-Ök. Margret Bägel-Witte		Status: Lehrbeauftragte
ECTS-Punkte: 2	SWS: 2	Sprache: deutsch
Workload: ECTS-Punkte x 25 = 50 Stunden, mit der folgenden Aufteilung:		
Vorlesung: 40 %	Vor-/Nachbereitung/Selbststudium: 40 %	Bearbeit. v. Aufgaben/Gruppenarbeit 20 %

Ausgestaltung des Modulelements

<p>Lerninhalte:</p> <p>Marketing planning is the most significant controlling instrument in marketing. To implement the marketing mix as efficient and effective as possible, the environment and current position (market research) as well as strategy and goals (marketing conception) must be analyzed and evaluated. A marketing plan puts together all information and is the roadmap to install the marketing mix successfully. The focus lies on the development of marketing strategies based on data analyses.</p>
<p>Lehr-/Lernmethoden:</p> <p>Interactive discussions in class, guest lectures by experience managers, comprehensive practical examples, utilization of handouts (downloadable from the internet), group assignments in form of short case studies, and concluding presentation to enhance teamwork and the in marketing very important ability to orally present thoughts as well as ideas via power point presentations will be part of the lecture.</p>
<p>Literatur/Lehrmaterial:</p> <ul style="list-style-type: none"> ▪ Jochen Becker: Marketing-Konzeption: Grundlagen des zielstrategischen und operativen Marketing-Managements. Verlag: Vahlen; 8. Auflage 2006. ▪ Philip Kotler, Kevin Lane Keller: Marketing Management. Verlag: Prentice Hall International; 12. Auflage 2005 ▪ Iris Ramme: Marketing. Verlag: Schäffer-Poeschel, 3. Auflage 2009
<p>Besonderes:</p>

Beschreibung für Modulelement

Code: VI.1.6.2.	Titel des Modulelements: Business Plan
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Organisation

Dozent/in: Prof. Dr. Thomas Ginter		Status: Professor	
ECTS-Punkte: 6	SWS: 4	Sprache: deutsch	
Workload: ECTS-Punkte x 25 = 150 Stunden, mit der folgenden Aufteilung:			
Vorlesung: 30%	Vor-/Nachbereitung/Selbststudium: 10%	Bearbeit. v. Aufgaben/Gruppenarbeit 60%	

Ausgestaltung des Modulelements

<p>Lerninhalte:</p> <p>In order to create a business plan for a new business idea, the students will become acquainted with the basic tools of business planning. In addition to the fundamentals of strategic planning there will be a focus on analysis and planning tools. In particular, the students will use marketing methods (e.g. SWOT analysis), which they already know from theoretical lectures. The development of the business plan is carried out in groups, which calls for the establishment of social competencies of the participants.</p>
<p>Lehr-/Lernmethoden:</p> <p>Interactive discussions of relevant approaches and methods in class. Application of the approaches and methods in the group. Presentation and discussion of the results of group work in the plenary. Integration of the contributions of the discussion in the business plan which will be drawn up by the students.</p>
<p>Literatur/Lehrmaterial:</p> <p>Meffert, H. (2007): Marketing - Grundlagen marktorientierter Unternehmensführung, Konzepte Instrumente – Praxisbeispiele, 10. Auflage, Wiesbaden 2007</p> <p>Kotler, P. / Armstrong, G. / Saunders, J. / Wong, J. (2010): Grundlagen des Marketing, München 2010</p> <p>Nagl, A. (2010): Der Businessplan: Geschäftspläne professionell erstellen. Mit Checklisten und Fall-beispielen, Wiesbaden 2010</p>
<p>Besonderes:</p>

Degree Program Business Administration (B.Sc.)

Module Description

Code: VI.5.6.	Name: B2B and Retail Marketing
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Administration

Module Coordinator: Professor Dr. Michael Lerchenmüller		
Cycle: Winter and Summer semesters	ECTS-Credits: 8	Lecture hours per week: 6
Prerequisites: Authorization to Main Study Period	Language of Instruction: German	

Student Evaluation

Written exam (90 minutes)	100 %
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Module Details

Learning Outcomes and Skills: <ul style="list-style-type: none">• Basic Principles of Industrial and Commerce Marketing• Overview about Marketing of Industry and Commerce Companies• Understanding of the Conflict between Producer and Retailer Marketing• Insight to the Development of Marketing Networks between Industry and Commerce• Ability to deviate cooperative Forms of Marketing at Industry and Commerce Companies• Understanding of different Commerce Business Models and its Meaning as Sales Channel for Producers• Overview about Investment Goods Business Models and its Specifics in Comparison with Consumer Goods Marketing

Course Components: VI.5.6.1 Basics of Industrial and Commerce Marketing VI.5.6.2 Network Marketing VI.5.6.3 Investment Goods Marketing
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Degree Program Business Administration (B.Sc.)

Course Component: Basics of Industrial and Commerce Marketing		
ECTS-Credits: 3	Lecture hours per week: 2	Language of Instruction: German
Course Contents: <ul style="list-style-type: none">• Marketing of Industrial Enterprises• Marketing of Commercial Enterprises• Analytical and Promotion based Marketing• Goals and Strategies of Manufacturer and Commerce Marketing• Instruments of Manufacturer and Commerce Marketing• Phases and Organization of Marketing• Business Models and Distributive Channel• The Meaning of Business Models in Commerce• Information Search for the Development of Business Models• Methodology of Development and Variations of Business Model		
Teaching Methods <p>Students will be involved interactively to the lectures which shall provide the knowledge basis of this class.</p> <p>The focus of this class will be on the different commerce business models that can be used as distributive channels by the enterprises. Subsequent to the lecture the students are going to work on case studies in groups. After presenting their results discussions will be held. Additional case studies shall show the specific issues of commerce enterprises and what kinds of business models result consequently.</p>		
Text books/Learning resources: <p>B2B Marketing: Kotler; Nieschlag/Dichtl/Hörschgen; Meffert; Weis, Marketing, je-weils neueste Auflagen Retail Marketing: Hansen; Müller-Hagedorn; Theis, jeweils neueste Auflagen Business Models: Brauer, W., Die Betriebsformen im stationären Einzelhandel als Marke, München 1996; Lerchenmüller, M.; Vochezer, R.; Vogler, Th.: Lexikon Betriebsformen. Supermarkt, Discounter & Co.: Strukturen – Fakten – Trends, Frankfurt am Main 2011 Enterprise published information Professional Journals</p>		

Degree Program Business Administration (B.Sc.)

Course Component: Network Marketing		
ECTS-Credits: 3	Lecture hours per week: 2	Language of Instruction: German
Course Contents: <ul style="list-style-type: none"> • Franchising as Cooperation Concept in Commerce • Principle and functional Structure of Franchising • Marketing of Franchise Companies • Organization in Franchise Companies • Controlling in Franchise Companies • Assessing Franchise Companies • Marketing Goals/Interests of Industrial Companies • Marketing Goals/Interests of Commerce Companies • Conflicts between Industry and Commerce within Marketing Instruments • Cooperative Marketing Goals/Interests within Industry and Commerce Companies • Several Cooperation Models (e. g. Category Management, Space Management) 		
Teaching Methods <p>Basics are going to be taught within a lecture supported by practice examples. The students will have to work out a case study within small groups for a franchise manual and present them in front of the class.</p> <p>Based on the previous class the students are going to work out the conflicts that occur between industry and commerce regarding the different marketing goals. The information shall be gathered not only from books, but also from internet homepages and business reports. The results are going to be presented in front of the class.</p>		
Text books/Learning resources: <p>Laurent, M., Vertikale Kooperationen zwischen Industrie und Handel, Frankfurt 1996 Schmickler/Rudolph, Erfolgreiche ECR-Kooperationen. Vertikales Marketing zwischen Industrie und Handel, Neuwied 2002 Steffenhagen, Konflikt und Kooperation in Absatzkanälen Case Studies der Akademischen Partnerschaft ECR Deutschland zu erfolgreichen Marketingkooperationen zwischen Industrie und Handel Diverse Materialien des Deutschen Franchiseverband e. V. (z. B. Franchising – Partnerschaft für Wachstum, Verzeichnisse der Deutschen Franchisewirtschaft etc.) Einschlägige Fachzeitschriften Homepages and business reports analysis of industrial and trade companies</p>		

Degree Program Business Administration (B.Sc.)

Course Component: Investment Goods Marketing		
ECTS-Credits: 2	Lecture hours per week: 2	Language of Instruction: German
Course Contents: <ul style="list-style-type: none">• Creating and Weighting the Marketing Mix considering the Features of Capital Goods in Contrast to Consumer Goods Marketing• Focus of Practice Marketing Promotions• Investment Goods Marketing• Investment Goods Marketing Instruments• Strategic Alternatives of Investment Goods Producers• Features of Buyer Behavior• Focus of Procurement Behavior for Capital Goods subject to Business Models of the purchasing Companies• Special Issues of Product, Price, Distribution and Communication Policy		
Teaching Methods <p>Interactive lectures are going to be hold with a strong relation to practice. In addition to this, individual and group work projects might be possible.</p>		
Text books/Learning resources: <ul style="list-style-type: none">- Skript- Godefroid: Business-to-Business-Marketing- Backhaus: Investitionsgütermarketing- Nieschlag/Dichtl/Hörschgen: Marketing		

Modulbeschreibung

Code: VI.1.8.	Modulbezeichnung: Sales Management
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Bezüge zu anderen Modulen

Vorgelagerte Module: keine	Nachgelagerte Module: keine
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Organisation

Modulverantwortliche/r: Prof. Dr. Thomas Ginter		
Modulart: Wahlpflichtfach		Turnus: jedes Semester
Zulassungsvoraussetzungen: Zulassung zum Hauptstudium	ECTS-Punkte: 8	SWS: 6

Prüfungsleistungen

Art:	Gewichtung:
Exam, 60 minutes	30%
Paper/Presentation	70%

Ausgestaltung des Moduls

<p>Lernziele und Kompetenzen:</p> <p>The module provides a comprehensive overview of the tasks of a sales representative. In addition to the basics of sales management the students will be introduced into the principles, tasks and tools for an effective personal management, as well as into relevant tools to manage the customer</p> <p>Also, this module consists of a scientific oriented lecture, which will be given in English, as well as a practical part in which the students go through a specific program to meet the daily challenges of a sales representative. The practical part is complemented by presentations from students and group exercises. This part will be given in German.</p>

<p>Modulelemente:</p> <p>VI.1.8.1 Basics Sales Management</p> <p>VI.1.8.2 Personal Management</p> <p>VI.1.8.3 Managing your Customer</p>	<p>Dozent/in:</p> <p>Prof. Dr. Thomas Ginter</p> <p>Prof. Dr. Thomas Ginter</p> <p>Prof. Dr. Thomas Ginter</p>
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Beschreibung für Modulelement

Code: VI.1.8.1.	Titel des Modulelements: Basics Sales Management
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Organisation

Dozent/in: Prof. Dr. Thomas Ginter	Status: Professor	
ECTS-Punkte: 2	SWS: 2	Sprache: englisch
Workload: ECTS-Punkte x 25 = 50 Stunden, mit der folgenden Aufteilung:		
Vorlesung: 40 %	Vor-/Nachbereitung/Selbststudium: 40 %	Bearbeit. v. Aufgaben/Gruppenarbeit 20 %

Ausgestaltung des Modulelements

Lerninhalte: <ul style="list-style-type: none">• Introduction to Sales Management• The Sales Function and Multi-Sales Channels• Ethics in Sales Management• B2B Sales and Customer Relationship Management• Designing and Organizing the Sales Force• Recruiting and Selecting the Right Salespeople• Training and Developing the Sales Force• Leading Salespeople Individually and in Teams• Setting Goals and Managing the Sales Force's Performance• Sales Forecasting
Lehr-/Lernmethoden: <p>Lecture with discussion. The students are provided with copies of the lecture slides which can be downloaded from the professor's website. The lecture slides follow the recommended below mentioned textbook so that it is easy to follow the content of the lecture.</p>
Literatur/Lehrmaterial: <ul style="list-style-type: none">▪ Tanner / Honeycutt / Erffmeyer (2008): Sales Management: Shaping Future Sales Leaders
Besonderes:

Beschreibung für Modulelement

Code: VI.1.8.2.	Titel des Modulelements: Personal Management
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Organisation

Dozent/in: Prof. Thomas Ginter	Status: Professor	
ECTS-Punkte: 2	SWS: 2	Sprache: deutsch
Workload: ECTS-Punkte x 25 = 50 Stunden, mit der folgenden Aufteilung:		
Vorlesung: 30%	Vor-/Nachbereitung/Selbststudium: 10%	Bearbeit. v. Aufgaben/Gruppenarbeit 60%

Ausgestaltung des Modulelements

Lerninhalte: <ul style="list-style-type: none">• Principles of effective self-management• Tasks of an effective self-management• Tools of effective self-management
Lehr-/Lernmethoden: <p>Interactive seminar. Students are given the opportunity to directly apply the learned course content for their own self-management</p>
Literatur/Lehrmaterial: <ul style="list-style-type: none">▪ Malik, F. (2006): Führen, Leisten, Leben: Wirksames Management für eine neue Zeit▪ Malik, F. (2007): Management: Das A und O des Handwerks
Besonderes:

Beschreibung für Modulelement

Code: VI.1.8.3.	Titel des Modulelements: Managing your Customer
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Organisation

Dozent/in: Prof. Thomas Ginter	Status: Professor	
ECTS-Punkte: 4	SWS: 2	Sprache: deutsch
Workload: ECTS-Punkte x 25 = 100 Stunden, mit der folgenden Aufteilung:		
Vorlesung: 30%	Vor-/Nachbereitung/Selbststudium: 20%	Bearbeit. v. Aufgaben/Gruppenarbeit 50%

Ausgestaltung des Modulelements

Lerninhalte: Soft Skills, Tools and Methods as the basis for a professional sales performance
Lehr-/Lernmethoden: Interactive seminar. Development of particular topics through presentations from students. Moderated exercises to apply the skills which have been acquired.
Literatur/Lehrmaterial: <ul style="list-style-type: none">▪ Preußners, D. (2009): Mehr Erfolg im Technischen Vertrieb: 15 Schritte, die Sie voranbringen▪ Preußners, D. (2009): Sicher auftreten im Technischen Vertrieb: So überzeugen Sie Ihre Kunden▪ Buhr, A. / Christiani, A. / Detroy, E.-N. / Frädrieh, S (2010): Das Sales-Master-Training: Ihr Expertenprogramm für Spitzenleistungen im Verkauf▪ Birkenbihl, V. F. (2007): Psycho-Logisch richtig verhandeln: Professionelle Verhandlungstechniken mit Experimenten und Übungen▪ Carnegie, D. / Hänseler, H. (2006): Wie man Freunde gewinnt: Die Kunst, beliebt und einflussreich zu werden
Besonderes:

Module Description

Code: VI.2.1.	Name: Human Resources Development
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Administration

Module Coordinator: Professor Dr. Cyrus Achouri		
Cycle: Winter and Summer semesters	ECTS-Credits: 8	Lecture hours per week: 6
Prerequisites: Authorization to Main Study Period		Language of Instruction: German

Student Evaluation

Written exam (max. 90 minutes)	100 %
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Module Details

Learning Outcomes and Skills: The theoretic contents are going to be taught in terms of lectures and enriched by several practice examples as well as case studies that are going to be discussed within the class.

Course Components: VI.2.1.1 Human Resource Controlling, Development and Management
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Degree Program Business Administration (B.Sc.)

Course Component: Human Resource Controlling, Development and Leadership		
ECTS-Credits: 8	Lecture hours per week: 6	Language of Instruction: German
Course Contents: A) Human Resource Development/Performance Management/HR Controlling <ol style="list-style-type: none">1. Performance Management<ol style="list-style-type: none">a. Appraisal Interviewb. Performance Assessmentc. Balanced Score Card – KPIs for HR2. Feedback3. Coaching<ol style="list-style-type: none">a. Quality Measurementsb. Certifications and Evaluationsc. Consultancy Approach for Coaching B) Human Resource Management <ol style="list-style-type: none">1. Management and Ethics<ol style="list-style-type: none">a. Individual Valuesb. Corporate Valuesc. Social Values2. Employee Motivation3. Ideas of Man4. Management Styles5. Management Techniques<ol style="list-style-type: none">a. MbEb. MbDc. MbOd. Target Agreement Process6. Systemic Management7. (The first 100 Management Days)8. (Management Presentations)		
Teaching Methods The theoretic contents will be taught in terms of lectures and enriched by several practice examples as well as case studies that will be discussed within the class.		

Degree Program Business Administration (B.Sc.)

Text books/Learning resources:

Lecture accompanying literature:

- Cyrus Achouri: Modern Systemic Leadership, Publicis/Wiley, 2010

Prerequisite basic knowledge:

- Cyrus Achouri: Recruiting und Placement. Methoden und Instrumente der Personalauswahl und -platzierung. Wiesbaden, Gabler 2010

For additional studies:

Human resource development:

- Michael Krämer: Grundlagen und Praxis der Personalentwicklung. UTB, 2007

Human resource management:

- Jürgen Weibler, Personalführung, Vahlen, 2001
- Fredmund Malik: Führen, Leisten, Leben. Campus, 2006

Overview:

Christian Scholz: Personalmanagement. Vahlen, 2000

Module Description

Code: VI.2.2.	Name: Managing Global Personnel
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Administration

Module Coordinator: Professor Dr. Cyrus Achouri		
Cycle: Winter and Summer semesters	ECTS-Credits: 8	Lecture hours per week: 6
Prerequisites: Authorization to Main Study Period		Language of Instruction: English

Student Evaluation

Written exam (max. 90 minutes)	70% Intercultural Management, 30% Corporate Culture
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Module Details

Learning Outcomes and Skills: The participation at course VI.2.1. (Human Resource Management) as a prerequisite is highly recommended to take part at this course! The theoretic contents are going to be taught in terms of lectures and enriched by several practice examples as well as case studies that are going to be discussed within the class.

Course Components: VI.2.2.1 Intercultural HR Management VI.2.2.2 Corporate Culture, Knowledge and Skill Management

Degree Program Business Administration (B.Sc.)

Course Component: Intercultural HR Management		
ECTS-Credits: 6	Lecture hours per week: 4	Language of Instruction: English
Course Contents: This class shall enable the students to apply the learnt contents of HRM in a global business life within multi-national companies. With help of case studies and examples students are going to be introduced into following further contents: <ul style="list-style-type: none">• Adaption of Management Styles and Techniques to a global Business Environment, Development of Management Strategies with Reference to Business and Country Cultures• Culture, Decision-Making and Internationalization Strategies• Strategic Models for Managers• Introduction to anthropologic Basics, Culture Bound/Culture Free Theories• Understanding for cultural Differences• International Management Development Models• Corporate Culture and Behavior		
Teaching Methods The theoretic contents will be taught in terms of lectures and enriched by several practice examples as well as case studies that will be discussed within the class.		
Text books/Learning resources: Achouri, C.: Modern Systemic Leadership, Publicis/Wiley, 2010 Hofstede, G.: Lokales Denken, Globales Handeln. DTV, 2006 Bergemann, N./Sourisseaux, A. (Hrsg.): Interkulturelles Management. Springer, 2002		

Degree Program Business Administration (B.Sc.)

Course Component: Corporate Culture, Knowledge and Skill Management		
ECTS-Credits: 2	Lecture hours per week: 2	Language of Instruction: English
Course Contents: <ul style="list-style-type: none">• Corporate Culture• Introduction to Knowledge Management• Skill Management• Understanding for the above Class Contents in Connection with further Management Courses• Reflection of different Approaches for a deliberate cultural Change		
Teaching Methods <p>The theoretic contents will be taught in terms of lectures and enriched by several practice examples as well as case studies that will be discussed within the class. In addition to this the students will have to work out researches and presentations within small groups.</p>		
Text books/Learning resources: <p>Generally the script shall serve as a basis for the lectures</p> <ul style="list-style-type: none">• Wikipedia and own documentation research with help of Google and other services• Further reading recommendations regarding corporate culture:<ul style="list-style-type: none">○ Edgar H. Schein (1995) Unternehmenskultur, Ein Handbuch für Führungskräfte; Frankfurt a. Main, New York, Campus Verlag○ Sonja Sackmann (2002) Unternehmenskultur, Erkennen, Entwickeln, Verändern; Neuwied Kriftel, Luchterhand Verlag○ Klaus Doppler & Christoph Lauterburg (2000) Change Management, Den Unternehmenswandel gestalten; Frankfurt a. Main, Campus Verlag• Further reading regarding knowledge management:<ul style="list-style-type: none">○ Karl Eric Sveiby (1997) The new Organizational Wealth: Managing and Measuring		

Module Description

Code: VI.2.3.	Name: Project Management, Organisation & Organisational Behaviour
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Administration

Module Coordinator: Professor Dr. Jürgen Bruck		
Cycle: Winter and Summer semesters	ECTS-Credits: 8	Lecture hours per week: 6
Prerequisites: Authorization to Main Study Period	Language of Instruction: German	

Student Evaluation

Written exam (max. 120 minutes)	100%
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Module Details

<p>Learning Outcomes and Skills:</p> <p>The aim of this module is to provide the students with three core management know-how topics: Organisation, organisational behaviour, and project management. Students shall learn to apply the contents in practice.</p> <p>In this class hard factors (organisation and project management) and soft factors (organisational behaviour) of success are linked together. Students shall get an understanding for the corresponding interdependencies and that success is only guaranteed when both sides are regarded.</p>
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Course Components:
VI.2.3.1 Organisation and Organisational Behaviour
VI.2.3.2 Basics and Techniques of Project Management

Degree Program Business Administration (B.Sc.)

Course Component: Organisation and Organisational Behaviour		
ECTS-Credits: 4	Lecture hours per week: 3	Language of Instruction: German
Course Contents: <ul style="list-style-type: none">• Understanding of the Interconnection between the Contents of this Module and further Management Topics• Understanding of Interdependencies between “Hard Factors” and “Soft Factors” of Success• Aspects of Organisation:<ul style="list-style-type: none">○ Organisation Theories and their Meaning○ Components of Organisation as Fundament for the Organisational Configuration○ Classic Organisational Concepts○ Modern Organisational Concepts○ Organisational Change• Organisational Behaviour:<ul style="list-style-type: none">○ Individual Aspects (e.g. Motivation)○ Group Aspects (e.g. Group Processes)		
Teaching Methods <p>Interactive lectures (based on a script); practice examples shall enhance the students to get a better understanding for the “hard” and “soft” success factors within organisations. Moreover, case studies will be discussed.</p>		
Text books/Learning resources: <p>Script as basic literature for lecture</p> <p>Jung, Rüdiger; Bruck, Jürgen; Quarg, Sabine: Allgemeine Managementlehre – Lehrbuch für die angewandte Unternehmens- und Personalführung, 4. edition, Berlin 2011, p. 367 - 478.</p> <p>Stephen P. Robbins: Organisation der Unternehmung (engl.: Organizational Behavior), 9. edition., Pearson Education Deutschland, München 2001</p> <p>Wolfgang Staehle: Management, 8. edition, Vahlen, München 1999.</p>		

Degree Program Business Administration (B.Sc.)

Course Component: Basics and Techniques of Project Management		
ECTS-Credits: 4	Lecture hours per week: 3	Language of Instruction: German
Course Contents: <ul style="list-style-type: none">• Basic Principles of Project Management• Project Structure Plans• Specifications Sheets/Requirement Specification• Time Management Methods• Cost, Finance and Risk Management• Project Controlling• Cooperation at and within the Project• Case Study "Rocket Star"		
Teaching Methods <p>Introduction lectures shall serve as theoretic fundament to the students. During later interactive lectures students shall reveal their comprehension problems. Various aspects will be directly exercised in tasks assigned to small groups. To assure an even better learning success a comprehensive IT-based project simulation (case study "Rocket Star") will be worked out in small groups.</p>		
Text books/Learning resources: <p>Script User manual for "TOPSIM – Project Management"</p>		

Module Description

Code: VI.2.4.	Name: Strategic Management Accounting
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Administration

Module Coordinator: Professor Dr. Thomas Barth		
Cycle: Winter and Summer semesters	ECTS-Credits: 8	Lecture hours per week: 6
Prerequisites: Authorization to Main Study Period		Language of Instruction: German

Student Evaluation

Written exam (max. 60 minutes)	70%
Term Paper	30%

Module Details

<p>Learning Outcomes and Skills:</p> <p>The aim of this course is to provide the students with basic knowledge of strategic controlling. Starting with the basics of strategic management, the course focus on future and risk oriented strategic management controlling tools. The course gives a broad overview of strategic management controlling tools. The main focus is put on the question how strategic controlling tools can support the management to gain the EVA the capital market expects from the company. Practice examples will be embedded in this course to grant a better understanding.</p> <p>Furthermore the course shows how to implement strategic controlling tools in different functional areas (R&D, HR, Multiproject Management) of a firm.</p>

Course Components:
VI.3.2.1 (refers to VI.2.4.1): Strategic Controlling Instruments
VI.3.2.2 (refers to VI.2.4.2): Term Paper Strategic Controlling

Degree Program Business Administration (B.Sc.)

Course Component: Strategic Controlling Instruments		
ECTS-Credits: 6	Lecture hours per week: 4	Language of Instruction: German
Course Contents: <ul style="list-style-type: none">• Strategic Controlling Basics• Enterprise and Environment Analysis• Controlling Strategies• Value-Based Controlling• Strategic Control• Strategic Foresight• Performance Measurement• Strategic Controlling and Management		
Teaching Methods <p>Interactive lectures enlarged by practice examples are going to be the principle teaching methods of this class. To control learning success the students are going to work out case studies in groups outside the class. The results of this group work shall be presented and discussed in front of the class.</p>		
Text books/Learning resources: <p>Script as basic literature for lecture</p> <ul style="list-style-type: none">• Bea, F.X.; Scheurer, S.; Hesselmann, S.: Projektmanagement, Stuttgart 2008:• Baum, Georg; Coenenberg, Adolf; Günther, Thomas: Strategisches Controlling, 3. Auflage, Stuttgart 2004• Schneider, Dietram: Unternehmensführung und strategisches Controlling, 4. Auflage, Darmstadt 2005		

Degree Program Business Administration (B.Sc.)

Course Component: Term Paper Strategic Controlling		
ECTS-Credits: 2	Lecture hours per week: 2	Language of Instruction: German
Course Contents: Each student will have to work out a term paper and hold a presentation referring to current strategic controlling topics. Subjects will be assigned at the beginning of each semester.		
Teaching Methods With regards to contents students will hold their presentations. To grant a better understanding the teaching instructor will enlarge the presentations by theoretic background as well as practice examples.		
Text books/Learning resources: Is going to be announced at the beginning of the semester		

Module Description

Code: VI.2.5.	Name: Business Law
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Administration

Module Coordinator: Professor Dr. Peter Förschler		
Cycle: Winter and Summer semesters	ECTS-Credits: 8	Lecture hours per week: 6
Prerequisites: none	Language of Instruction: German	

Student Evaluation

Written exam (max. 90 minutes)	100%
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Module Details

<p>Learning Outcomes and Skills:</p> <p>This course provides knowledge of three important legal management areas: claims, contracts, and international relations. At the End of this course the students shall be able to claim their rights and legal positions at court as well as outside court.</p> <p>The taught contents shall be applied on relevant cases to create a link between theory and legal practice.</p>
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<p>Course Components:</p> <p>VI.2.5.1 Claims Management, Civil Suit, and Insolvency</p> <p>VI.2.5.2 Contract Management in internationally-active Enterprises</p>
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Degree Program Business Administration (B.Sc.)

Course Component: Claims Management, Civil Suit, and Insolvency		
ECTS-Credits: 5	Lecture hours per week: 4	Language of Instruction: German
Course Contents: I. Extrajudicial Claims Management <ul style="list-style-type: none">• Maturity, Delay, Limitation, Acknowledgment of Debt• Encashment Companies, Lawyer and Factoring II. Extrajudicial Behavior Possibilities <ul style="list-style-type: none">• Extension, Composition, Notarial Repression III. Extrajudicial Conflict Management <ul style="list-style-type: none">• Mediation and Arbitration Methods IV. Companies at Court <ul style="list-style-type: none">• Judicial Dunning Procedure• Legal Suit according to German Code of Civil Procedure V. Distraint VI. Insolvency		
Teaching Methods A script based interactive lecture shall try to provide the contents. Focal point shall be a solution oriented approach. Role play, discussions, educational films, guest speakers, and a court visit shall grant a better learning success.		
Text books/Learning resources: - Script as basic literature for lecture - Förchler, Peter / Steinle, Hermann: Der Zivilprozess, Lehrbuch für die Praxis, 7. Aufl. Stuttgart 2010 - Förchler, Peter: Privat- und Prozessrecht, 13. Aufl. Bad Wörishofen, 2011		

Degree Program Business Administration (B.Sc.)

Course Component: Contract Management in internationally-active Enterprises		
ECTS-Credits: 3	Lecture hours per week: 2	Language of Instruction: German
Course Contents: I. Contract Conclusion <ul style="list-style-type: none">• Negotiations• Formation of a Contract• Proxy II. Private Autonomy/Freedom of Legal Form <ul style="list-style-type: none">• Limits: Consumer Protection and General Terms and Conditions-Act III. Content Regulation at General Terms and Conditions as Example <ul style="list-style-type: none">• Prices and Payment Conditions• Delivery Period• Costs and Dangers/INCOTERMS• Quality Assurance• Penalties and Flat Compensation• Disclaimer• Retention of Title• Assignment of Receivables• Secrecy• Lawyer and Jurisdiction/Arbitration IV. Formal Aspects <ul style="list-style-type: none">• Embedding General Terms and Conditions into Contracts• Protective Clauses• Written Form Clauses• Model Contracts V. National Law, International Civil Law, and National Conflict of LawsVI. Basics of German International Civil Law <ul style="list-style-type: none">• Determining Legal Status by Legal Form• Effects of missing Legal Form VII. United Nations Convention on Contracts for the International Sale of Goods (CISG) <ul style="list-style-type: none">• Regional and Objective Aspects• Statutes• Contract Conclusion in Connection with German General Terms and Conditions-Law• Purchaser and Vendor Duties compared to German Law		

Degree Program Business Administration (B.Sc.)

VIII. Certain Aspects of International Contracts

IX. Dispute Resolution within International Commercial Trade

Teaching Methods

A script based interactive lecture shall try to provide the contents. Focal point shall be a solution oriented approach. Role play, discussions, educational films, and guest speakers shall grant a better learning success.

Text books/Learning resources:

- Script as basic literature for lecture
- Förchler, Peter; Privat- und Prozessrecht, 13. Aufl., Bad Wörishofen 2011
- Steckler, Brunhilde; Pepels, Werner (Hrsg.): Handbuch für Rechtsfragen im Unternehmen, Band I: Marketingrecht, Herne/Berlin 2002, Band II: Einkaufsrecht, Herne/Berlin 2002
- Mehrings, Jos: Grundlagen des Wirtschaftsprivatrechts, Vahlen, 2. Auflage München 2010
- Junker, Abbo; Kamanabrou, Sudabeh: Vertragsgestaltung, 2. Auflage München 2007

Degree Program Business Administration (B.Sc.)

Module Description

Code: VI.2.6.	Name: Entrepreneurship
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Administration

Module Coordinator: Professor Dr. Jörg S. Heinzemann / Prof. Dr. Jürgen Bruck		
Cycle: Winter and Summer semesters	ECTS-Credits: 8	Lecture hours per week: 6
Prerequisites: Authorization to Main Study Period		Language of Instruction: German

Student Evaluation

Written exam (max. 60 minutes)	50 %
Homework and Presentation (Business Plan)	50 %

Module Details

Learning Outcomes and Skills: This course provides know-how about how to found an enterprise as well as how to acquire other enterprises. The students shall learn chances and risks. Another part will be the creation of a business plan and its inevitable need for success.

Course Components: VI.2.6.1 Corporate Founding and Succession VI.2.6.2 Case Study to VI.2.6.1 VI.2.6.3 Creating a Business Plan (Team Work)

Degree Program Business Administration (B.Sc.)

Course Component: Corporate Founding and Succession (Lecture)		
ECTS-Credits: 4	Lecture hours per week: 3	Language of Instruction: German
Course Contents: <ul style="list-style-type: none">• Success Factor for Founders and Successors• Founding and Succession Forms• Chances and Risks of Having an own Business• Goals, Addressees, and Contents of a Business Plan• Corporate Founding<ul style="list-style-type: none">○ Individual, Commercial, and Legal Basics○ Marketing for Start-Ups○ Financing• Corporate Succession<ul style="list-style-type: none">○ Matching Process○ Corporate Appraisal○ Financing• Governmental Funding Instruments• Alternative Financing Possibilities (Venture Capital, Private Equity, Business Angels)		
Teaching Methods <p>Interactive lectures in connection with presentations are the core teaching methods of this class. In addition to this educational films shall enhance a better learning success.</p>		
Text books/Learning resources: <p>Script / Slides as basics for the lecture</p> <ul style="list-style-type: none">• Ludolph, F., Lichtenberg, S.: Der Businessplan. München, 2001• Klandt, H.: Gründungsmanagement: Der integrierte Unternehmensplan. 2. Aufl. München, 2006• Felden, B., Klaus, A.: Unternehmensnachfolge. Stuttgart 2003		

Degree Program Business Administration (B.Sc.)

Course Component: Case Study to VI.2.6.1		
ECTS-Credits: 2	Lecture hours per week: 2	Language of Instruction: German
Course Contents: Students are going to work out case studies referring to the previous class. Cases are going to be discussed and worked out in groups.		
Teaching Methods A short lecture shall serve only as introduction to each case. After this introduction the students shall convene in small groups, discuss the issue, and work something out.		
Text books/Learning resources: See lecture (VI.2.6.1 Corporate Founding and Succession)		

Degree Program Business Administration (B.Sc.)

Course Component: VI.2.6.3 Creating a Business Plan (Team Work)		
ECTS-Credits: 2	Lecture hours per week: 1	Language of Instruction: German
Course Contents: Team of 3-5 students will have to work out a business plan for someone's real or a fictive business idea. This means that learnt backgrounds from the two previous classes are going to be applied.		
Teaching Methods Central teaching method is project work in small groups. Know-how from the two previous classes should be applied and lead the students to success. After the elaboration phase the teams are going to present their results in front of the class. This class shall try to provide an optimal expertise, but also methodological and social competence.		
Text books/Learning resources: See lecture (VI.2.6.1 Corporate Founding and Succession)		

Module Description

Code: VI.3.1.	Name: Strategic Management Accounting
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Administration

Module Coordinator: Professor Dr. Thomas Barth		
Cycle: Winter and Summer semesters	ECTS-Credits: 8	Lecture hours per week: 6
Prerequisites: Authorization to Main Study Period		Language of Instruction: German

Student Evaluation

Written exam (max. 60 minutes)	70%
Term Paper	30%

Module Details

<p>Learning Outcomes and Skills:</p> <p>The aim of this course is to provide the students with basic knowledge of strategic controlling. Starting with the basics of strategic management, the course focus on future and risk oriented strategic management controlling tools. The course gives a broad overview of strategic management controlling tools. The main focus is put on the question how strategic controlling tools can support the management to gain the EVA the capital market expects from the company. Practice examples will be embedded in this course to grant a better understanding.</p> <p>Furthermore the course shows how to implement strategic controlling tools in different functional areas (R&D, HR, Multiproject Management) of a firm.</p>

Course Components:
VI.3.2.1 (refers to VI.2.4.1): Strategic Controlling Instruments
VI.3.2.2 (refers to VI.2.4.2): Term Paper Strategic Controlling

Degree Program Business Administration (B.Sc.)

Course Component: Strategic Controlling Instruments		
ECTS-Credits: 6	Lecture hours per week: 4	Language of Instruction: German
Course Contents: <ul style="list-style-type: none">• Strategic Controlling Basics• Enterprise and Environment Analysis• Controlling Strategies• Value-Based Controlling• Strategic Control• Strategic Foresight• Performance Measurement• Strategic Controlling and Management		
Teaching Methods <p>Interactive lectures enlarged by practice examples are going to be the principle teaching methods of this class. To control learning success the students are going to work out case studies in groups outside the class. The results of this group work shall be presented and discussed in front of the class.</p>		
Text books/Learning resources: <p>Script as basic literature for lecture</p> <ul style="list-style-type: none">• Bea, F.X.; Scheurer, S.; Hesselmann, S.: Projektmanagement, Stuttgart 2008:• Baum, Georg; Coenenberg, Adolf; Günther, Thomas: Strategisches Controlling, 3. Auflage, Stuttgart 2004• Schneider, Dietram: Unternehmensführung und strategisches Controlling, 4. Auflage, Darmstadt 2005		

Degree Program Business Administration (B.Sc.)

Course Component: Term Paper Strategic Controlling		
ECTS-Credits: 2	Lecture hours per week: 2	Language of Instruction: German
Course Contents: Each student will have to work out a term paper and hold a presentation referring to current strategic controlling topics. Subjects will be assigned at the beginning of each semester.		
Teaching Methods With regards to contents students will hold their presentations. To grant a better understanding the teaching instructor will enlarge the presentations by theoretic background as well as practice examples.		
Text books/Learning resources: Is going to be announced at the beginning of the semester		

Module Description

Code: VI.3.2.	Name: Financial Controlling
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Administration

Module Coordinator: Professor Dr. Thomas Barth		
Cycle: Winter and Summer semesters	ECTS-Credits: 8	Lecture hours per week: 6
Prerequisites: Authorization to Main Study Period		Language of Instruction: German

Student Evaluation

Written exam (max. 60 minutes)	70 %
Term Paper	30 %

Module Details

Learning Outcomes and Skills: This course gives a comprehensive overview about the change in controlling during the last years, the organizational position of controlling, and the variety of controlling tools. Main parts of this course are planning and budgeting as well as information supply within organizations.
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Course Components: VI.3.1.1 Controlling Basics VI.3.1.2 Managerial Accounting VI.3.1.3 Controlling-Tool Corporate Planner

Degree Program Business Administration (B.Sc.)

Course Component: Controlling Basics		
ECTS-Credits: 2	Lecture hours per week: 1	Language of Instruction: German
Course Contents: <ol style="list-style-type: none">1. Functional Controlling View2. Institutional Controlling View3. Planning and Controlling Function4. Budgeting (Classic, Better Budgeting, Beyond Budgeting)5. Information Supply Function6. Controlling Indices7. Controlling within Various Functional Areas (Production, Sales, Logistics, and so on)		
Teaching Methods <p>Interactive lectures and practice examples shall serve as foundation for this class. In addition to this students will work out larger case studies within small groups. Guest speakers out of practice will hold presentations to severe specific issues.</p>		
Text books/Learning resources: <ul style="list-style-type: none">• Barth, D.; Barth, T.: Controlling, 2. Auflage, München 2008• Barth, D.; Barth, T.: Kosten- und Erfolgsrechnung für Industrie und Handel, Stuttgart 2006• Horváth, P.: Controlling. 9 Auflage, München 2004.• Küpper, H.-U.: Controlling, 4. Auflage, Stuttgart 2005.• Trossmann, E.; Werkmeister, C.; Baumeister, A.: Managementfallstudien im Controlling, München 2003		

Degree Program Business Administration (B.Sc.)

Course Component: Managerial Accounting		
ECTS-Credits: 4	Lecture hours per week: 3	Language of Instruction: German
Course Contents: <ol style="list-style-type: none">1. Managerial Accounting and Managerial Costs with Reference to Riebel2. Marginal Budget Costs with Reference to Kilger3. Relative Direct Cost Accounting with Reference to Riebel4. Process Cost Accounting5. Target Costing with Reference to Horváth6. Fixed Costs Management		
Teaching Methods <p>Interactive lectures including several practice examples shall serve as foundation for this class. In addition to this student will work out larger case studies within small groups. Guest speakers out of practice will hold presentations to severe specific issues to enable a better interconnection to real business life.</p>		
Text books/Learning resources: <ul style="list-style-type: none">• Barth, D.; Barth, T.: Controlling, 2. Auflage, München 2008• Barth, D.; Barth, T.: Kosten- und Erfolgsrechnung für Industrie und Handel, Stuttgart 2006• Däumler, K.-D.; Grabe, J.: Kostenrechnung 3, Plankostenrechnung, 7. Auflage, Berlin/Herne 2004• Freidank, C.-C.: Kostenrechnung, 7. Auflage, München, Wien 2001• Michel, R.; Torspecken, H.-D.; Jandt, J.: Neuere Formen der Kostenrechnung mit Prozesskostenrechnung. Kostenrechnung II, 4. Auflage, München, Wien 1998• Riebel, P: Einzelkosten- und Deckungsbeitragsrechnung. Grundfragen einer markt- und entscheidungsorientierten Unternehmensrechnung, 7. Auflage, Wiesbaden 1994• Haberstock, L.: Kostenrechnung II, 8. Auflage, Berlin 1999• Kilger, W., Vikas, K.; Pampel, J.: Flexible Plankosten- und Deckungsbeitragsrechnung, 8. Auflage, Stuttgart 2007• Trossmann, E.; Werkmeister, C.; Baumeister, A.: Managementfallstudien im Controlling, München 2003		

Degree Program Business Administration (B.Sc.)

Course Component: Controlling-Tool Corporate Planner		
ECTS-Credits: 2	Lecture hours per week: 2	Language of Instruction: German
Course Contents: <ul style="list-style-type: none">• Basics of Planning and Reporting Tools• Information Display• Implementation of Business Planning		
Teaching Methods <p>Interactive lectures shall provide the students with theoretical basics. To grant a better understanding the teaching instructor will present practice examples. In addition to this the students are going to work out case studies with help of the IT based controlling-tool 'Corporate Planner'. The case studies will be discussed and worked out in small groups.</p>		
Text books/Learning resources: <ul style="list-style-type: none">• Slides referring to lecture• Access to the controlling-tool Planner• Additional text books are going to be announced in the class		

Degree Program Business Administration (B.Sc.)

Module Description

Code: VI.3.3.	Name: Mergers & Acquisitions
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Administration

Module Coordinator: Professor Dr. Ulrich Sailer		
Cycle: Winter and Summer semesters	ECTS-Credits: 8	Lecture hours per week: 6
Prerequisites: Authorization to Main Study Period		Language of Instruction: German

Student Evaluation

Written exam (max. 60 minutes)	80 %
Exercises	20%

Module Details

<p>Learning Outcomes and Skills:</p> <p>This course shall provide the students the ability to use dynamic investment appraisal as well the port foil and capital markets theories to make an investment decision. Focuses of this course are M & As and the inherent issues they bring with. Enterprise appraisals as well as the assessment of venture capital and private equity managements are additional parts.</p> <p>Moreover, the students shall learn the basic methods and instruments of (international) participations controlling within larger organizations.</p>
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<p>Course Components:</p> <p>VI.3.3.1 Mergers & Acquisitions</p> <p>VI.3.3.2 Venture Capital Management</p>
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Degree Program Business Administration (B.Sc.)

Course Component: Mergers & Acquisitions		
ECTS-Credits: 6	Lecture hours per week: 4	Language of Instruction: German
Course Contents: <ol style="list-style-type: none">1. Mergers & Acquisitions Basics2. Planning and Controlling M & As3. Due Diligence4. Appraisal Methods		
Teaching Methods <p>Lectures with several exercises regarding investment decisions, portfolio, M & As, and enterprise appraisals. Important contents of this class are found in a script. More complex exercises will be worked out in small groups and partially with help of Microsoft-Excel.</p>		
Text books/Learning resources: <p>The students are going to get a script including exercises. Moreover case study material is going to be provided.</p> <p>Behringer, S.: Unternehmensbewertung der Mittel- und Kleinbetriebe: Betriebswirtschaftliche Verfahrensweisen, 4. Auflage, Berlin 2009</p> <p>Copeland, T./ Koller, T./ Murrin, J.: Valuation: measuring and managing the value of companies, 4. Auflage, New York u.a. 2005</p> <p>Ernst, D./ Schneider, S./ Thielen, B.: Unternehmensbewertungen erstellen und verstehen – ein Praxisleitfaden, 3. Auflage, München 2008</p> <p>Hommel, M./ Braun, I.: Unternehmensbewertung – case by case, 3. Auflage, Frankfurt 2008</p> <p>Peemöller, V. (Hrsg.): Praxishandbuch Unternehmensbewertung, 3. Auflage, Herne/ Berlin 2004</p> <p>Jansen. S.: Mergers & Acquisitions: Unternehmensakquisitionen und –kooperationen, 5. Auflage, Wiesbaden 2008</p>		

Degree Program Business Administration (B.Sc.)

Course Component: Venture Capital Management		
ECTS-Credits: 2	Lecture hours per week: 2	Language of Instruction: German
Course Contents: <ol style="list-style-type: none">1. Definitions and Basics of Venture Capital and Venture Capital Companies2. VC Positioning in Financial Theories3. VC vs. Private Equity4. VC Company Structures and Business Models5. Business Planning of Start-Ups6. Due Diligence7. Participation Contract and Legal Specifications		
Teaching Methods <p>Interactive lectures for a better understanding as well as small group works. Due Diligence exercises are going to be solved in teams. Moreover, incentive and sanction mechanism for VC enterprises are going to be presented.</p>		
Text books/Learning resources: <p>The students are going to get a presentation referring to the lecture as well as material necessary for the case study</p> <p>Schefczyk, M.: Finanzieren mit Venture Capital, Stuttgart 2000</p> <p>Jugel, S.: Private Equity Investments – Praxis des Beteiligungsmanagements, 2. Auflage, Wiesbaden 2008</p> <p>Leopold/Frommann/Kühr: Private Equity/Venture Capital – Eigenkapital für innovative Unternehmer, 2. Auflage, München 2003</p>		

Module Description

Code: VI.3.4.	Name: Risk Management
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Administration

Module Coordinator: Professor Dr. Ulrich Sailer		
Cycle: Winter and Summer semesters	ECTS-Credits: 8	Lecture hours per week: 6
Prerequisites: Authorization to Main Study Period		Language of Instruction: German

Student Evaluation

Written exam (max. 90 minutes)	100 %
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Module Details

Learning Outcomes and Skills: <p>The aim of this course is to provide the students with the ability to identify and assess risks. Parts are the creation of risk management systems in an organization and to apply it adequately. Essential basis for RM is internal audit that also will be taught. The third part of this course contains the knowledge field of critical enterprises and their recapitalization.</p>
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Course Components: VI.3.4.1 Risk Management VI.3.4.2 Internal Audit VI.3.4.3 Recapitalization Management
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Degree Program Business Administration (B.Sc.)

Course Component: Risk Management (RM)		
ECTS-Credits: 3	Lecture hours per week: 2	Language of Instruction: German
Course Contents: <ol style="list-style-type: none">1. Creation and Implementation of Risk Management Systems (RMS)2. Advantage and Usage of Risk Aggregations3. Innovative Risk Accomplishments as Cost and Success Factors4. Organization5. Expanding the RM to a Strategic Foresight System6. RM and Rating7. Meaning of Traditional and Innovative Risk Key Figures8. Development to an Integrated Business Controlling System		
Teaching Methods <p>A seminar held as lecture shall teach the students about scientific methods, practical approaches, and examples out of practice. Moreover, case studies will be used as well as IT-based approaches for RM Processes.</p>		
Text books/Learning resources: Risik Management Dr. Werner Gleißner / Günter Meier (Hrsg.), Wertorientiertes Risikomanagement für Industrie und Handel, Gabler Verlag Wiesbaden, 2001 Dr. Werner Gleißner, Risikomanagement im Unternehmen, Kognos-Verlag 2000-2005 Dörner/ Horvath/ Kagermann (Hrsg.), Praxis des Risikomanagement, Schaeffer-Poeschel, 2003 Rating Dr. Werner Gleißner/ Dr. Karsten Füsler, Leitfaden Rating, 2. Auflage mit CD-ROM, Verlag Vahlen München 2003 Achleitner/ Everling, Handbuch Ratingpraxis, Gabler-Verlag 2004 Enterprise Management Dr. Werner Gleißner, FutureValue – 12 Module für eine wertorientierte, strategische Unternehmensführung, Gabler Verlag Wiesbaden 2004		

Degree Program Business Administration (B.Sc.)

Course Component: Internal Audit		
ECTS-Credits: 3	Lecture hours per week: 2	Language of Instruction: German
Course Contents: <ol style="list-style-type: none">1. Corporate Governance2. Internal Audit as Business Function3. COSO-Model of Internal Control4. Fraud Acts5. Quality Management of Internal Audit		
Teaching Methods <p>Interactive lectures, practice examples, and group work assignments shall enhance the ability to apply the theoretic contents in real business life.</p>		
Text books/Learning resources: <ul style="list-style-type: none">• Arbeitskreis "Externe und Interne Überwachung der Unternehmung" der Schmalenbach-Gesellschaft für Betriebswirtschaft e.V.: Auswirkungen des KonTraG auf die Unternehmensüberwachung : KonTraG und Vorstand - KonTraG und Interne Revision - KonTraG und Aufsichtsrat - KonTraG und Wirtschaftsprüfer• Bodenmann, Jan Marc: Unternehmenssteuerung und -überwachung : Beitrag von Risikomanagement, interner und externer Revision zu einer effektiven Corporate Governance, 2004• Deutsches Institut f. Interne Revision e.V. (Hrsg.): Die Interne Revision: Bestandsaufnahme und Entwicklungsperspektiven, Berlin 2005• FörSchle, Gerhart (Hrsg.): Wirtschaftsprüfung und interne Revision, Heidelberg 2004• Hunecke, Jörg: Interne Beratung durch die Interne Revision : Herausforderung und Chance für den Berufsstand der Internen Revisoren, 2005• Knapp, Eckhard: Interne Revision und Corporate Governance : Aufgaben und Entwicklungen für die Überwachung, Berlin 2005• Küting, Karlheinz (Hrsg.): Saarbrücker Handbuch der Betriebswirtschaftlichen Beratung; Berlin 2004• Lück, Wolfgang (Hrsg.): Zentrale Tätigkeitsbereiche der Internen Revision : aktuelle und zukünftige Schwerpunkte erfolgreicher Revisionsarbeit, Berlin 2006• Lück, Wolfgang: Lexikon der Internen Revision, München 2001• Steffelbauer-Meuche, Gisela: Qualitätsmanagement in der Internen Revision, 2004		

Degree Program Business Administration (B.Sc.)

Course Component: Recapitalization Management		
ECTS-Credits: 2	Lecture hours per week: 2	Language of Instruction: German
Course Contents: <ol style="list-style-type: none">1. What is a Crisis?2. Insolvency Causes3. Business Risks and Risk Indicators4. Consultant's Risks and Precautions5. Several Legal Aspects6. Recapitalization outside an Insolvency7. Recapitalization according to Insolvency Regulations		
Teaching Methods <p>Students shall learn within a lecture theoretic backgrounds and how to deal with issues related to crisis and recapitalizations with help of practice examples.</p>		
Text books/Learning resources: <ul style="list-style-type: none">• Schmidt/Uhlenbruck: Die GmbH in Krise, Sanierung und Insolvenz, 4. Auflage 2009• Obermüller: Insolvenzrecht in der Bankpraxis, 7. Auflage 2007• Braun: Kommentar zur Insolvenzordnung, 3. Auflage 2007• Smid/Rattunde: Der Insolvenzplan, 2. Auflage 2005		

Module Description

Code: VI.3.5.	Name: Financing Corporates
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Administration

Module Coordinator: Professor Dr. Uwe Stehr		
Cycle: Winter and Summer semesters	ECTS-Credits: 8	Lecture hours per week: 6
Prerequisites: Authorization to Main Study Period		Language of Instruction: German

Student Evaluation

Written exam (max. 60 minutes)	70 %
Term Paper	30 %

Module Details

<p>Learning Outcomes and Skills:</p> <p>Start of this class will be an introduction to the possibilities und methods in analysing Financial Statements. The development on criteria's for the optimization of corporate finance structures will be kept in view throughout. Students will have to hold short presentations about different methods in Financial Statement Analysis also with specific interest on evaluating the creditworthiness of corporate. Corporate Finance as well as rating advisory duties are essential parts in our discussions as well as the critical evaluation of published annual reporting.</p> <p>Interactive discussions with students shall be the basis for this course and enhance an integrated and networked thinking by students. Hence, the student should be enabled to consider and work out constructive and pragmatic solutions within the field of finance.</p> <p>Practice-oriented exercises will be provided by cases studies to be worked autonomously or in small groups.</p> <p>Student Papers and Presentations about the principals of IFRS-Reporting shall top this course off.</p>
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<p>Course Components:</p> <p>VI.3.5.1 Lecture</p> <p>VI.3.5.2 Exercise/Case Study</p> <p>VI.3.5.3 Principles of IFRS</p>

Degree Program Business Administration (B.Sc.)

Course Component: Corporate Financing		
ECTS-Credits: 6	Lecture hours per week: 4	Language of Instruction: German
Course Contents: <ul style="list-style-type: none"> • Qualitative and Quantitative Methods in Financial Statement Analysis • Liquidity Management • Debtor (credit) Management • Financing Alternatives and their Specific Risks 		
Teaching Methods Interactive lectures, short presentations by students, and case studies shall serve as basis of this class. Everybody will have worked with an Excel-tool on Financial –Statement Analysis		
Text books/Learning resources: <p>Wikipedia.com, Google.com, and Handelsblatt</p> <p>Stefan Behringer, Cash-flow und Unternehmensbeurteilung, E. Schmidt Verlag, 7. Aufl. 2001, Berlin</p> <p>Leopold A. Bernstein / John J. Wild, Analysis of Financial Statements, McGraw-Hill, 5th ed. 2000, New York, NY</p> <p>Karl Born, Bilanzanalyse international, Schäffer-Poeschel, 2. Aufl. 2001, Stuttgart</p> <p>Adolf G. Coenenberg, Jahresabschluß und Jahresabschlußanalyse, Verlag Moderne Industrie, 18. Aufl. 2001, Landsberg/Lech</p> <p>Karsten Füsler, Intelligentes Scoring und Rating, Gabler, 1. Aufl. 2001, Wiesbaden</p> <p>Karlheinz Küting / Claus-Peter Weber, Die Bilanzanalyse, Schäffer-Poeschel, 5. Aufl. 2000, Stuttgart</p> <p>Volker H. Peemoller, Bilanzanalyse und Bilanzpolitik, Gabler, 3. Aufl. 2003, Wiesbaden</p> <p>Andreas Dahmen / Philipp Jacobi/Peter Roßbach, <i>Corporate Banking</i>, Bankakademie-Verl,</p> <p>Jochen Drukarczyk, <i>Finanzierung</i>, Lucius & Lucius, 8. Aufl. 1999, Stuttgart</p> <p>Bernd Fahrholz, <i>Neue Formen der Unternehmensfinanzierung</i>, Beck, 1998, München</p> <p>Christian Garhammer, Grundlagen der Finanzierungspraxis, Gabler, 2. Aufl. 1998, Wiesbaden</p> <p>Alan C. Shapiro/Sheldon D. Balbirer, <i>Modern Corporate Finance</i>, Prentice Hall, 2000, Upper Saddle River, NJ</p> <p>Heinz J. Hockmann / Friedrich Thießen (Hrsg.) <i>Investment Banking</i>, Schäfer Poeschel, 2002, Stuttgart</p>		

Degree Program Business Administration (B.Sc.)

Course Component: Exercise/Case Study		
ECTS-Credits: 2	Lecture hours per week: 1	Language of Instruction: German
Course Contents: <ul style="list-style-type: none">• Independent Analysis of a Annual Statement as Project Work (Solar World AG)• Analysis of Finance Instruments and their Impact on Financial Statements		
Teaching Methods <p>This class will be held as exercise and case study class to grant a better understanding to business practices in Analysis and Corporate Finance.</p>		
Text books/Learning resources: <p>The most relevant sources will be announced at the beginning of the semester. Furthermore students will be encouraged to investigate in the Internet.</p>		

Course Component: Principles in IFRS		
ECTS-Credits: 2	Lecture hours per week: 1	Language of Instruction: German
Course Contents: <ul style="list-style-type: none">• IFRS Basics		
Teaching Methods <p>This class is based on papers and presentations held by the students about the current basic principles in IFRS. To grant a better understanding the teaching instructor will support this presentations with practical examples and discussions.</p>		
Text books/Learning resources: <p>The relevant sources will be announced at the beginning of the semester. Furthermore students will be encouraged to investigate in the Internet.</p>		

Module Description

Code: VI.3.6.	Name: International Financial Markets
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Administration

Module Coordinator: Professor Dr. Uwe Stehr		
Cycle: Winter and Summer semesters	ECTS-Credits: 8	Lecture hours per week: 6
Prerequisites: Authorization to Main Study Period		Language of Instruction: German

Student Evaluation

Written exam (max. 60 minutes)	75 %
Term Paper / Presentation	25 %

Module Details

<p>Learning Outcomes and Skills:</p> <p>We will work in this lecture on possible criteria to evaluate and analyse financial market prices - recognizing specific market conditions/regulations. Specific consideration will be given to Market interdependencies, different Risks involved and certainly the Content of Information in Market prices. Thus the student will be enabled to understand and interpret the dynamics in financial markets. The student thus should be encouraged to critically reflect current developments and develop skills fore an active and reflected decisions process on financial matters in the future career.</p> <p>Next to the general introduction and discussion with the lecturer the student will take an active part in the lecture in working out short presentations on specific financial measures and strategies and discuss them thoroughly within class.</p> <p>Cases worked out individually and/or in groups, shall grant for a better practice oriented understanding regarding different financial instruments. Presentations about specific financial products by the students shall enlarge this knowledge.</p>

<p>Course Components:</p> <p>VI.3.6.1 International Financial Markets</p> <p>VI.3.6.2 Exercises/Case to Alternative Risk Transfer</p>
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Degree Program Business Administration (B.Sc.)

Course Component: International Financial Markets		
ECTS-Credits: 6	Lecture hours per week: 4	Language of Instruction: German
Course Contents: <ul style="list-style-type: none">• Financial Markets and the relevance of General Conditions and Frameworks on the Pricing• Financial Innovations and Trading Strategies• Price Setting (Interest Rates) and Information Content thereof• Concepts of Risk and Measurements• Effectiveness of Forecasts		
Teaching Methods Interactive lectures, short presentations by students, and case studies shall serve as basis of this class.		
Text books/Learning resources: Barrons „Dictionary of Finance and Investment Terms” Rolf Beike / Johannes Schlütz, Finanznachrichten lesen – verstehen – nutzen, Schäffer Poeschel Hans E. Büschgen, Internationales Finanzmanagement, Knapp Verlag, 3. Aufl. 1997, Frankfurt a.M. Jeff Madura, Financial Markets and Institutions, South-Western College Publishing, 5th ed. 2001, Cincinnati, Ohio Richard A. Brealey/Stewart C. Myers, Principles of Corporate Finance, McGraw-Hill, 6th ed. 2000, Boston. BIZ-Quartalsberichte und ausgewählte Zeitungsartikel / Handelsblatt Wikipedia.com and Google.com		

Degree Program Business Administration (B.Sc.)

Course Component: Exercises/Case Studies to Alternative Risk Transfer		
ECTS-Credits: 3	Lecture hours per week: 2	Language of Instruction: German
Course Contents: <ul style="list-style-type: none">• Convergence of Financial and Insurance Markets• Interrelation of Risk and Capital Management• Total Risks and Key Factors• Risks and Return Related Criteria• Introduction of Accounting of ART-Products		
Teaching Methods <p>Interactive lectures and case studies out of practices shall serve as basis for this class. Moreover, students shall work out case studies in groups and present various financial products in a brief form to their fellow students.</p>		
Text books/Learning resources: <p>Script as basic reference in lecture.</p> <p>Bruno Brühwiler / Bert H. Stahlmann / Henner D. Gottschling (Hrsg.) Innovative Risiko-finanzierung - Neue Wege im Risk Management Verlag Dr. Th. Gabler GmbH, Wiesbaden, 1999</p> <p>Christopher L. Culp: The Art of Risk Management, Wiley Finance, New York 2002</p> <p>Wikipedia.com and Google.com</p>		

Module Description

Code: VI.3.7.	Name: International Trade and Finance
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Administration

Module Coordinator: Professor Dr. Uwe Stehr		
Cycle: Only in Summer Semester	ECTS-Credits: 8	Lecture hours per week: 6
Prerequisites: Authorization to Main Study Period		Language of Instruction: English

Student Evaluation

Written exam (max. 60 minutes)	75 %
Term Paper / Presentation	25 %

Module Details

<p>Learning Outcomes and Skills: This class will prepare future internationally active managers & MNC executives in understanding the risks and opportunities of doing business across national borders if not globally. Lectures – styled exclusively in discussions with students - will acquaint them with the basics principles & interdependencies of the complex International Economic System. Students will learn to appreciate and argue the potentials of International Trade as important provider of economic growth & national prosperity as well as threats, e.g., requesting national adjustments and transitions due to increased competition. The discussion on protectionism and of the welfare effects will summarize the essentials for the international students. Furthermore students will be introduced to the basic principles of the International Monetary System and thus will gain insights into Exchange Rates, determination and volatility as well as Country Risk. Here the aim is to enable the students understanding and applying different techniques in hedging and thus minimizing risks involved in International Trade and Finance. Finally, the students will receive a sound foundation in weighting up respective advantages, costs, and risks in international trade and financing affairs, thus being able to assess and provide certain prudent strategies including hedges from risks occurring in international business affairs.</p>
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<p>Course Components: VI.3.7.1/VI.7.2.1 Lecture VI.3.7.2/VI.7.2.2 Cases in Trade Finance</p>

Degree Program Business Administration (B.Sc.)

Course Component: International Trade and Finance		
ECTS-Credits: 6	Lecture hours per week: 4	Language of Instruction: English
Course Contents: This class will be instructed in the English language and comprises broadly three important aspects of the current international economic system. First , International Trade and Investments (causes and consequences), second , Exchange Rate Determination and international capital mobility, and third , different answers in international payment methods, trade and financing instruments as ways to mitigate the possible international risks involved.		
<ol style="list-style-type: none"> 1. The International Economic Environment 2. The Balance of Payments 3. International Trade Theory 4. Protectionism and Removal of Trade Barriers 5. Foreign Direct Investment 6. The Role of International Organizations 7. The International Monetary System Exchange Rate Determination 8. The International Finance Environment Political Risk Finance and Risk Mitigation Techniques in International Trade 		
Teaching Methods The course runs primarily as a lecture with thorough discussions, and occasional other media. In separate exercises (VI.3.7.2 / VI.7.2.2) students will work independently on Case Studies in International Trade and Finance		
Text books/Learning resources: Paul R. Krugman/Maurice Obstfeld, <i>International Economics. Theory and Policy</i> , Addison-Wesley, current ed., Dominick Salvatore, <i>International Economics</i> . John Wiley, current ed., Alan C. Shapiro, <i>Multinational Financial Management</i> . Prentice-Hall, current ed., And any of several other textbooks on international economics and trade (many of which are available in the HfWU-library). Handelsblatt, Google and Wikipedia Further texts will be explicitly recommended at the beginning of lectures.		

Degree Program Business Administration (B.Sc.)

Course Component: Finance and Risk Mitigation Techniques in International Trade		
ECTS-Credits: 3	Lecture hours per week: 2	Language of Instruction: German
Course Contents: This class will be instructed in the English language and will introduce to the different Risks and Mitigation techniques in International Trade Finance and Investments, covering the following subjects: <ol style="list-style-type: none">1. Current Trends in International Trade2. The Trade Cycle3. Total Risk and Risk Management4. Methods of Payment5. Short Term Financing6. Structured Trade Finance		
Teaching Methods The practitioners presentation will guide though out the lecture and the in depths discussions on current affairs in trade finance. Students will work as well independently on Case Studies in International Trade and Finance. Furthermore they will prepare presentations to several aspects in trade finance in form of a "Finanzsteckbrief" (Financial Profile of a specific product used in International Trade & Finance).		
Text books/Learning resources: Handelsblatt, Google and Wikipedia Paul R. Krugman / Maurice Obstfeld, <i>International Economics. Theory and Policy</i> , Addison-Wesley, current ed., Dominick Salvatore, <i>International Economics</i> . John Wiley, current ed., Alan C. Shapiro, <i>Multinational Financial Management</i> . Prentice-Hall, current ed., And any of several other textbooks on international economics and trade (many of which are available in the HfWU-library). Further texts will be explicitly recommended at the beginning of lectures.		

Degree Program Business Administration (B.Sc.)

Module Description

Code: VI.4.1.	Name: Management in Banking
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Administration

Module Coordinator: Professor Dr. Graf		
Cycle: Winter and Summer semesters	ECTS-Credits: 8	Lecture hours per week: 6
Prerequisites: Authorization to Main Study Period		Language of Instruction: German

Student Evaluation

Written exam (max. 120 minutes)	100 %
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Module Details

Learning Outcomes and Skills: The aim of this course is to make the students familiar with the discipline of strategic bank management, return and risk focused controlling, and legal aspects. Hence they shall be able to create sustainable ability for competition and subsistence for the organizations they will work later.
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Course Components: VI.4.1.1 Strategic Bank Management VI.4.1.2 Bank Controlling VI.4.1.3 Banking Law and Banking Supervision Law
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Degree Program Business Administration (B.Sc.)

Course Component: Strategic Bank Management		
ECTS-Credits: 2.5	Lecture hours per week: 2	Language of Instruction: German
Course Contents: With reference to a permanent change students shall get the knowledge of: <ul style="list-style-type: none">• Meaning of the Development of a Corporate Culture• Development of Sales, Risk, Quality and Knowledge Strategies• Target Management		
Teaching Methods Seminars and dialogues with students will be the teaching methods of this class.		
Text books/Learning resources: v. Köppen, J., Bankpolitik und Bankstrategie Maier, K.M., Risikomanagement im Immobilien- und Finanzwesen Becker/Peppmeier, Bankbetriebslehre Bullinger/Lott, Target Management		

Degree Program Business Administration (B.Sc.)

Course Component: Bank Controlling		
ECTS-Credits: 3	Lecture hours per week: 2	Language of Instruction: German
Course Contents: <ul style="list-style-type: none"> • Premises • Planning Instruments regarding Target Systems, Measures, and Processes • Use of Instruments regarding the Planning of Return, Risk and Liquidity 		
Teaching Methods This class shall be hold as seminar.		
Text books/Learning resources: Script The most important text sources are going to be announced at the beginning of the semester		
Course Component: Banking Law and Banking Supervision Law		
ECTS-Credits: 2.5	Lecture hours per week: 2	Language of Instruction: German
Course Contents: <ul style="list-style-type: none"> • Banking Law • Bank General Terms and Conditions 		
Teaching Methods This class shall be hold as seminar.		
Text books/Learning resources: Derleder/Kneps/Bamberger: Handbuch zum deutschen/europäischen Bankrecht Assmann/Schütze: Handbuch des Kapitalanlagerechts Schimanski/Bunte/Lwowski: Bankrechtshandbuch		

Module Description

Code: VI.4.2.	Name: Private and Corporate Banking
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Administration

Module Coordinator: Professor Dr. Graf		
Cycle: Winter and Summer semesters	ECTS-Credits: 8	Lecture hours per week: 6
Prerequisites: Authorization to Main Study Period		Language of Instruction: German

Student Evaluation

Written exam (max. 120 minutes)	100 %
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Module Details

Learning Outcomes and Skills: The students shall get familiar with changing circumstances and the hereto belonging reasons regarding finance behavioural structures. Moreover, they shall get basic knowledge to know how to create standardized and individual implementation concepts.
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Course Components: VI.4.2.1 Private Banking VI.4.2.2 Corporate Banking VI.4.2.3 Initial Public Offering (IPO)

Degree Program Business Administration (B.Sc.)

Course Component: Private Banking		
ECTS-Credits: 3	Lecture hours per week: 2	Language of Instruction: German
Course Contents: <ul style="list-style-type: none">• Philosophy• Core Services• Structured Problem Solutions• Profile and Quality Strategies in Private Wealth Management• Market and Legal Aspects		
Teaching Methods Seminars and dialogues with students will be the teaching methods of this class.		
Text books/Learning resources: Tilmes, R., Financial Planning im Private Banking Swoboda, K.C. Retail Banking und Private Banking Schaubach, P., Family Office im Private Wealth Management Betsch/von Hoven/Krupp Handbuch Privatkundengeschäft		

Degree Program Business Administration (B.Sc.)

Course Component: Corporate Banking		
ECTS-Credits: 2.5	Lecture hours per week: 2	Language of Instruction: German
Course Contents: <ul style="list-style-type: none">• Corporate Appraisal• Strategic Financial Decisions• Implementing Financial Instruments for Target Achievement		
Teaching Methods Seminars and dialogues with students will be the teaching methods of this class.		
Text books/Learning resources: Biegert/Gönner, Die Bilanzanalyse in der Firmenkundenberatung, DG-Verlag, 5. völlig überarb. Auflage, Wiesbaden 2006 Braun Dr., Rating-Leitfaden für den Mittelstand, Kognos-Verlag, Augsburg 2002 Ohlmeyer/Gördel, Das Kreditgeschäft der Kreditgenossenschaften, DG-Verlag, Wiesbaden 1999 Schneck, Prof. Dr., Alternative Finanzierungsformen, Willey-Verlag 2006 Schmoll, Firmenkunden aktiv und erfolgreich Betreuen, Gabler-Verlag 2003 Sperber, Prof. Dr., Wirtschaft verstehen, Schäffer-Poeschel Verlag, 2. Auflage 2007		

Degree Program Business Administration (B.Sc.)

Course Component: Initial Public Offering (IPO)		
ECTS-Credits: 2.5	Lecture hours per week: 2	Language of Instruction: German
Course Contents: <ul style="list-style-type: none">• Map of an IPO: Motivations and Prerequisites for a Listing• IPO Strategies• IPO Project Management• Legal Aspects of an IPO		
Teaching Methods Interactive lectures, presentations by guest speakers, practice examples, usage of a script, and group work assignments to enhance the ability to present thoughts and ideas, are going to be used.		
Text books/Learning resources: Deutsche Börse Group, Ihr Weg an die Börse Deutsche Börse AG, Praxishandbuch Börsengang WirtzSalzer, IPO-Management Achleitner Handbuch Investmentbanking		

Module Description

Code: VI.4.2.	Name: Management of Commercial Papers
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Administration

Module Coordinator: Professor Dr. Graf		
Cycle: Winter and Summer semesters	ECTS-Credits: 8	Lecture hours per week: 6
Prerequisites: Authorization to Main Study Period		Language of Instruction: German

Student Evaluation

Written exam (max. 120 minutes)	100 %
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Module Details

Learning Outcomes and Skills: Students acquire the ability to make decisions regarding an asset optimization and hedging. This ability refers to the asset class of stock and derivative products.
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Course Components: VI.4.3.1 Stock Analysis/Securities Management VI.4.3.2 Derivative Management
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Degree Program Business Administration (B.Sc.)

Course Component: Stock Analysis/Securities Management		
ECTS-Credits: 4	Lecture hours per week: 3	Language of Instruction: German
Course Contents: <ol style="list-style-type: none">1. A Stock as Investment and Financing Instrument2. Stock Markets<ol style="list-style-type: none">a. International Cash and Futures Marketsb. Stock and Volatility Markets3. Stock Analysis<ol style="list-style-type: none">a. Fundamental Analysisb. Chart Analysisc. Behavioral Finance4. Managing Stock Portfolios<ol style="list-style-type: none">a. Optimal Selectionb. Risk Management in Terms of Derivative Financial Futures5. "Advancing a Stock" (DAI)		
Teaching Methods This class will be hold as seminar (40 %), case studies (30 %), and market analysis (20 %).		
Text books/Learning resources: Albrecht, P., Maurer, R.: Investment- Risikomanagement, Stuttgart Goldberg, J., von Nitzsch, R.: Behavioral Finance, München Perridon, L., Steiner M.: Finanzwirtschaft der Unternehmung, München Steriner M, Bruns, Ch.: Wertpapiermanagement		

Degree Program Business Administration (B.Sc.)

Course Component: Derivative Management		
ECTS-Credits: 4	Lecture hours per week: 3	Language of Instruction: German
Course Contents: <ol style="list-style-type: none">1. Financial Derivatives – Definition – Forms – Classification2. Swaps – Derivatives Based on Fixed Interest Rates and Variable Interest Rates for Assets and Liability Management3. Absolute Futures Trading<ol style="list-style-type: none">a. Stocks and Index Futuresb. Interest Futures and Forwardsc. Foreign Currency Futures as Hedging for Export Businessd. Certified Futures as Venture Investment4. Standard Futures and their Optimal Use<ol style="list-style-type: none">a. Performance-Maximization-Strategyb. Fixed Hedge and Cash-Extraction Strategiesc. Classical Appraisal of Futuresd. Equilibrium Model for a Fair Value Evaluatione. Delta and Gamma-Hedge, Structured Products		
Teaching Methods <p>This class will be hold as seminar with the use of exercises and case studies.</p>		
Text books/Learning resources: <p>Steinbrenner, Hans-Peter: Professionelle Optionsgeschäfte – Moderne Bewertungsmethoden richtig verstehen, Wien/Frankfurt am Main 2001</p> <p>Steinbrenner, Hans-Peter: Optionsrechte in der Praxis – Von Plain Vanilla bis zu Rainbow Optionen, Wien/Frankfurt am Main 2000</p> <p>Maier, Kurt M.: Risiko-Management im Immobilien- und Finanzwesen, 2. Aufl., Frankfurt am Main 2004</p> <p>Hull, John C.: Options Futures & Other Derivates, Fifth Edition, New Jersey 2003</p> <p>Steiner, Manfred; Bruns, Christoph: Wertpapiermanagement, 8. Aufl., Stuttgart 2002</p>		

Module Description

Code: VI.4.4.	Name: Asset Real Estate
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Administration

Module Coordinator: Professor Dr. Graf		
Cycle: Winter and Summer semesters	ECTS-Credits: 8	Lecture hours per week: 6
Prerequisites: Authorization to Main Study Period		Language of Instruction: German

Student Evaluation

Written exam (max. 180 minutes)	100 %
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Module Details

Learning Outcomes and Skills: Students shall learn to make decisions regarding investments in real estates and their financing. Legal Aspects shall also be an essential part of this course.

Course Components: VI.4.4.1 Real Estate Investments VI.4.4.2 Real Estate Finance VI.4.4.3 Real Estate Law

Degree Program Business Administration (B.Sc.)

Course Component: Real Estate Investments		
ECTS-Credits: 2.5	Lecture hours per week: 2	Language of Instruction: German
Course Contents: <ul style="list-style-type: none">• Development and Basic Conditions of Real Estate Markets with an Economic Background• Investment Appraisal• Real Estate Appraisal• Real Estate Portfolio Management		
Teaching Methods A seminar style class shall serve as the teaching method of this class.		
Text books/Learning resources: Brüggemann/Fischer, Real Estate Finance and Investments Hübener, Terminbörsliche Immobilienderivate für Deutschland Klug, Offene Immobilienfonds Maier, Risikomanagement im Immobilien- und Finanzwesen. Rehkügler, Die Immobilien-AG, Bewertung und Marktattraktivität		

Degree Program Business Administration (B.Sc.)

Course Component: Real Estate Finance		
ECTS-Credits: 3	Lecture hours per week: 2	Language of Instruction: German
Course Contents: <ul style="list-style-type: none">• Functional Concepts• Objects Calculation and Assessing Capital Requirements• Financial Solutions• Leasing• Mortgage Backed Securities• REIT• Funds as a Solution• Property Hedging• Mezzanine Financing		
Teaching Methods Seminars and dialogues with students will be the teaching methods of this class.		
Text books/Learning resources: Schulte, K.W., Immobilienökonomie I Schulte, K.W., Handbuch Immobilienbanking Lauer, J., Strukturierte Immobilienfinanzierung Kippes/Sailer, Immobilienmanagement		

Degree Program Business Administration (B.Sc.)

Course Component: Real Estate Law		
ECTS-Credits: 2.5	Lecture hours per week: 2	Language of Instruction: German
Course Contents: <ul style="list-style-type: none">I. Basics of Interest LawII. Basics of Real Property LawIII. Condominium LawIV. Land Trade LawV. The CadastreVI. Agency Law		
Teaching Methods <p>This class will be held as interactive lecture with respect on the students' motivations. Practice examples shall be solved to provide a connection to real legal issues. Moreover, sample contracts and further education material will be used.</p>		
Text books/Learning resources: <ul style="list-style-type: none">1. Förschler, Peter: Privat- und Prozessrecht, 12. Aufl. 2009, Holzmann Buchverlag2. Grziwotz, Herbert: Praxis-Handbuch Grundbuch- und Grundstücksrecht, 1999, Verlag Dr. Otto Schmidt3. Weber, Dieter, Privates Immobilienrecht, 2005, Hammonia-Verlag4. Zantow, Roger: Finanzwirtschaft der Unternehmung, Pearson Studium, 2. Aufl. 20075. Sailer/Langemaack, Kompendium für Immobilienberufe, 11. Aufl., 2008, Verlag Richard Boorberg		

Degree Program Business Administration (B.Sc.)

Module Description

Code: VI.4.5.	Name: Real Estate Development and Facility Management
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Administration

Module Coordinator: Professor Dr. Graf		
Cycle: Winter and Summer semesters	ECTS-Credits: 8	Lecture hours per week: 6
Prerequisites: Authorization to Main Study Period		Language of Instruction: German

Student Evaluation

Written exam (max. 120 minutes)	100 %
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Module Details

Learning Outcomes and Skills: Students shall acquire extensive knowledge of basic conditions and approaches for an adequate real estate project management. Hereto belongs also project controlling and facility management considering legal aspects in means of architectural basics.

Course Components: VI.4.5.1 Real Estate Project Development VI.4.5.2 Project Controlling/Facility Management VI.4.5.3 Public Real Estate Law VI.4.5.3 Tenancy Law VI.4.5.4 Architectural Basics

Degree Program Business Administration (B.Sc.)

Course Component: Real Estate Project Development		
ECTS-Credits: 1.5	Lecture hours per week: 1	Language of Instruction: German
Course Contents: <ul style="list-style-type: none">• Project Development Market• Starting Point and Phases of Project Management• Usage Concepts• Risks• Project Financing and their Specifications• Organizational Forms		
Teaching Methods Seminars and dialogues with students will be the teaching methods of this class.		
Text books/Learning resources: Schulte, K.W., Immobilienökonomie I Schulte, K.W., Handbuch Immobilienbanking Schulte, K.W., Handbuch immobilienprojektentwicklung		

Degree Program Business Administration (B.Sc.)

Course Component: Project Controlling/Facility Management		
ECTS-Credits: 2	Lecture hours per week: 2	Language of Instruction: German
Course Contents: <ul style="list-style-type: none">• Real Estate Market• Project Management• Project Initial Organization• Project Schedule Management• Information Management• Sustainability		
Teaching Methods Seminars and dialogues with students will be the teaching methods of this class.		
Text books/Learning resources: Bruckhausen, S., Mißerfolgskfaktoren im Projektmanagement Kalusche, W. Projektmanagement für Bauherren und Planer Diederichs, C. J., Führungswissen für Plan- und Immobilienfachkräfte Greiner, P., et al, Baubetriebslehre, Projektmanagement Ahrens, H., Handbuch Projektsteuerung - Baumanagement		

Degree Program Business Administration (B.Sc.)

Course Component: Public Real Estate Law		
ECTS-Credits: 1.5	Lecture hours per week: 1	Language of Instruction: German
Course Contents: <ul style="list-style-type: none">• General and Specific Urban Planning Legislation• State Building Order (Landesbauordnung)• Town Planning and Local Building Orders		
Teaching Methods Interactive lectures, practice examples, case study exercises shall build up this class.		
Text books/Learning resources: Script		

Degree Program Business Administration (B.Sc.)

Course Component: Tenancy Law		
ECTS-Credits: 1.5	Lecture hours per week: 1	Language of Instruction: German
Course Contents: <ul style="list-style-type: none">• Lease Contract• Differentiation of Tenancy/Residential Property/Business Property Law• Parties• Completion/Disruption of Tenancy		
Teaching Methods Interactive lectures, practice examples, case study exercises shall build up this class.		
Text books/Learning resources: Deutscher Mieterbund, Mieterlexikon Spreng, Das neue Mietrecht Fritz, Gewerberaummietrecht		

Degree Program Business Administration (B.Sc.)

Course Component: Architectural Basics		
ECTS-Credits: 1.5	Lecture hours per week: 1	Language of Instruction: German
Course Contents: <ol style="list-style-type: none">1. Construction Drafts2. Land Use and Construction Plan3. Building Order Aspects4. Area and Cubage Evaluation according to DIN 2775. Cost Evaluation according to DIN 2766. Living Space Evaluation		
Teaching Methods Lectures and group works will be the teaching methods of this class.		
Text books/Learning resources: Script BKI (Hrsg.): BKI Bildkommentar DIN 276 / DIN 277. Kosten im Hochbau. Stuttgart 2007 Fröhlich, P. J.: Hochbaukosten, Flächen, Rauminhalte. DIN 276 – DIN 277 – DIN 18960 Kommentar und Erläuterungen. Wiesbaden, 14. Auflage 2007 Hangarter, E.: Bauleitplanung. Bebauungspläne, Köln, 5. Auflage 2006 Kiepe, F.; van Heyl, A., Steinfort, F.: Baugesetzbuch für Planer. Bildkommentar, Köln. 3. Auflage 2007 Schiffers, K.-H.; Langen, W.: Bauplanung und Bauausführung. Köln 2005		

Module Description

Code: VI.4.6.	Name: Insurance Industry
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Administration

Module Coordinator: Professor Dr. Nauschütt		
Cycle: Winter and Summer semesters	ECTS-Credits: 8	Lecture hours per week: 6
Prerequisites: Authorization to Main Study Period		Language of Instruction: German

Student Evaluation

Written exam (max. 120 minutes)	100 %
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Module Details

Learning Outcomes and Skills: The student shall get an understanding of working and private liability dangers and risks. Hence risk management considering insurance issues will also be part of this course as well as practice examples. Organizational structures in insurance companies seem to be important, too.
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Course Components: VI.4.6.1 Insurance Business I VI.4.6.2 Insurance Business II VI.4.6.3 Insurance Business III

Degree Program Business Administration (B.Sc.)

Course Component: Insurance Business I		
ECTS-Credits: 3	Lecture hours per week: 2	Language of Instruction: German
Course Contents: <ol style="list-style-type: none">1. Liability Law in Practice, Insurance Requirements, Risk Covering, Problems/Dangers of Insurance Requirements for Insurants2. Environment Risks, Legacies, Risk Management in Practice, Financing Alternatives, Practice Cases and Solutions		
Teaching Methods Interactive lectures with dialogues and help of audio-visual teaching material shall build up this class.		
Text books/Learning resources: Script Actual Publications		

Degree Program Business Administration (B.Sc.)

Course Component: Insurance Business II		
ECTS-Credits: 2.5	Lecture hours per week: 2	Language of Instruction: German
Course Contents: Business, Legal and Virtual Functions of Insurances by Means of Practice Examples and their Solutions		
Teaching Methods Interactive lectures with dialogues and help of audio-visual teaching material shall build up this class.		
Text books/Learning resources: Script Actual Publications		

Degree Program Business Administration (B.Sc.)

Course Component: Insurance Business III		
ECTS-Credits: 2.5	Lecture hours per week: 2	Language of Instruction: German
Course Contents: <ol style="list-style-type: none">1. Corporate Retirement Arrangements (CRA)/ Private Life Insurance (PLI) Overview of CRA and PLI containing details.2. Formation and Development History of Insurance Contracts Law and its Latest Reforms, Agency Guidelines for Professional Agencies		
Teaching Methods Interactive lectures with dialogues and help of audio-visual teaching material shall build up this class.		
Text books/Learning resources: Individual instructional material / instructor's script		

Module Description

Code: VI.5.1.	Name: Production Management
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Administration

Module Coordinator: Professor Dr. Fritz Matthäus		
Cycle: Each summer semesters	ECTS-Credits: 8	Lecture hours per week: 6
Prerequisites: Authorization to Main Study Period		Language of Instruction: German

Student Evaluation

Written exam (max. 120 minutes)	100 %
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Module Details

Learning Outcomes and Skills: This course shall provide the students with basic knowledge and interrelations of industrial organizations in general, industrial production, theory and practice connection through examples, and specific aspects of this field.
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Course Components: VI.5.1.1 Lecture: PM with Exercises VI.5.1.2 Lecture: Special Chapters
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Degree Program Business Administration (B.Sc.)

Course Component: Lecture: PM with Exercises		
ECTS-Credits: 5	Lecture hours per week: 4	Language of Instruction: German
Course Contents: <ol style="list-style-type: none">1. Introduction to an Industrial Company2. Manufacture Goods: Types of Products, Life Cycle, Goods Description3. Production Technique: Process and Organization Types, Shop and Line Production, New Concepts4. Production Planning: Process, Experience Curve, Vertical Range of Manufacture, Capacity Planning, Reward Systems, Performance Assessment5. Quality Management: Basics, Conceptions, Practice Approach, Methods		
Teaching Methods <p>Interactive lectures with random exercises are the basis of this class. Moreover, practice examples shall grant a better understanding and students will work out assignments in small groups. Advantages and disadvantages will be discussed in class as well.</p>		
Text books/Learning resources: <p>Latest edition of:</p> <ul style="list-style-type: none">• Script• Ebel, B.: Produktionswirtschaft. Verlag: Kiehl.• Hansmann, K.-W.: Industrielles Management. Verlag: Oldenbourg.• Haupt, R.: Industriebetriebslehre. Einführung. Management im Lebenszyklus industrieller Geschäftsfelder. Verlag: Gabler.• Schweitzer, M. (Hrsg.): Industriebetriebslehre. Verlag: Vahlen.• Thonemann, U.: Operations Management. Verlag: Pearson.• Voigt: Industrielles Management, Verlag: Springer.		

Degree Program Business Administration (B.Sc.)

Course Component: Lecture: Special Chapters		
ECTS-Credits: 3	Lecture hours per week: 2	Language of Instruction: German
Course Contents: <ol style="list-style-type: none">1. Quality Management: Basics, Conceptions, Practice Approach, Methods2. Innovation Management: Basics, Types; Innovation Process, Synergies, Competencies, Innovation Promotion3. Technology Management: Basics, Types, Networking of Technologies, Product-Technology-Matrix, Technology Portfolio, Technology Balance Report, Technology Change, Research and Development, Knowledge Transfer		
Teaching Methods <p>Interactive lectures with random exercises are the basis of this class. Moreover, practice examples shall grant a better understanding and students will work out assignments in small groups. Advantages and disadvantages will be discussed in class as well.</p>		
Text books/Learning resources: <p>Latest edition of:</p> <ul style="list-style-type: none">• Script.• Linß, G.: Qualitätsmanagement für Ingenieure. Verlag: Fachbuchverlag Leipzig.• Vahs, D., Burmester, R.: Innovationsmanagement. Verlag: Schäffer-Poeschl		

Module Description

Code: VI.5.3.	Name: Flow of Materials
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Administration

Module Coordinator: Professor Dr. Fritz Matthäus		
Cycle: Each summer semester	ECTS-Credits: 8	Lecture hours per week: 6
Prerequisites: Authorization to Main Study Period		Language of Instruction: German

Student Evaluation

Written exam (max. 120 minutes)	100 %
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Module Details

Learning Outcomes and Skills: This course shall provide the students with basic knowledge and interrelations of logistic basic functions, bases of logistic networks, and the approach of logistics in a production company with help of a practice connection and examples.
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Course Components: VI.5.3.1 Lecture: Flow of Materials VI.5.3.2 Lecture: Logistics in Industrial Enterprises

Degree Program Business Administration (B.Sc.)

Course Component: Lecture: Flow of Materials		
ECTS-Credits: 5	Lecture hours per week: 4	Language of Instruction: German
Course Contents: <ol style="list-style-type: none">1. Introduction: Logistics, Logistic Networks2. Flow of Materials: Basics, Performance, Safety Stock, Inventory3. Logistic Basic Functions: Packaging, Transportation, Storing, Commissioning		
Teaching Methods <p>Interactive lectures with random exercises are the basis of this class. Moreover, practice examples shall grant a better understanding and students will work out assignments in small groups. Advantages and disadvantages will be discussed in class as well.</p>		
Text books/Learning resources: <p>Latest edition of:</p> <ul style="list-style-type: none">• Script• Alicke, K.: Planung und betrieb von Logistiknetzwerken. Verlag: Springer.• Arnold, D.: Materialfluss in Logistiksystemen. Verlag: Springer.• Arnolds, H., Heege, F., Tussing, W.: Materialwirtschaft und Einkauf. Praxisorientiertes Lehrbuch. Verlag: Gabler.• Gudehus, T.: Logistik: Grundlagen, Strategien, Anwendungen. Verlag: Springer.• Schönsleben, P.: Integrales Logistikmanagement: Planung und Steuerung von umfassenden Geschäftsprozessen. Verlag: Springer.• Schulte, Chr.: Logistik. Verlag: Vahlen.		

Degree Program Business Administration (B.Sc.)

Course Component: Lecture: Logistics in Industrial Enterprises		
ECTS-Credits: 3	Lecture hours per week: 2	Language of Instruction: German
Course Contents: <ol style="list-style-type: none">1. Flow of Materials in Practice: Basics, Display, Analytics, Appraisal Methods2. Delivery: Technical Alternatives, Processes3. In-House Logistics: Transport and Convention Systems4. Practice Approach: Excursion with Plant Visit		
Teaching Methods <p>Interactive lectures and practice examples will be the basis of this class. In addition to this the class will discuss basic concepts and their possible alternatives. Random exercises will accompany the class as well.</p>		
Text books/Learning resources: <p>Latest edition of:</p> <ul style="list-style-type: none">• Script• Arnold, D.: Materialfluss in Logistiksystemen. Verlag: Springer.• Arnolds, H., Heege, F., Tussing, W.: Materialwirtschaft und Einkauf. Praxisorientiertes Lehrbuch. Verlag: Gabler.• Gudehus, T.: Logistik: Grundlagen, Strategien, Anwendungen. Verlag: Springer.• Schulte, Chr.: Logistik. Verlag: Vahlen.		

Degree Program Business Administration (B.Sc.)

Module Description

Code: VI.5.5.	Name: Supply Chain Management
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Administration

Module Coordinator: Professor Dr. Joachim Reinert		
Cycle: Winter and Summer semesters	ECTS-Credits: 8	Lecture hours per week: 6
Prerequisites: Authorization to Main Study Period		Language of Instruction: German

Student Evaluation

Written exam (max. 60 minutes)	60 %
Term Paper	40 %

Module Details

Learning Outcomes and Skills: Aim of this course is a deepened knowledge of comprehensive value chains in industry and commerce. Students shall be able to assess strategic options, to work in projects, and to apply their knowledge with help of software systems.

Course Components: VI.5.5.1 Basics of SCM VI.5.5.2 Seminar VI.5.5.3 SAP and SCM

Degree Program Business Administration (B.Sc.)

Course Component: Basics of SCM		
ECTS-Credits: 3	Lecture hours per week: 2	Language of Instruction: German
Course Contents: <ul style="list-style-type: none">• Comprehensive Value Chains• Planning Processes• Reference Processes (SCOR-Model, CPFR, and similar)• Use of Current Business Software (SAP R/3)• Potentials of an Integration of the Supply Chain with Help of Internet Technologies		
Teaching Methods <p>An interactive lecture enriched by discussions shall serve as teaching method basis of this class. In addition to this the students will have to work out assignments related to the application of SCM-concepts in small groups.</p>		
Text books/Learning resources: <ul style="list-style-type: none">• Hans Corsten, Ralf Gössinger: Einführung in das Supply-Chain-Management, 2. Auflage, Oldenburg, 2007• Hartmut Stadtler et.al.: Supply Chain Management and Advanced Planning: Concepts, Models, Software and Case Studies, 4. Auflage, Springer, 2008• Dirk Seifert et.al.: CPFR, Galileo Business, 2002• Script		

Degree Program Business Administration (B.Sc.)

Course Component: Seminar		
ECTS-Credits: 3	Lecture hours per week: 2	Language of Instruction: German
Course Contents: Planning and Controlling the Supply Chain		
Teaching Methods Several scientific issues to the above course contents will be worked out by the students independently. The outcomes will be presented and discussed in class.		
Text books/Learning resources: Depends of the current topics		

Degree Program Business Administration (B.Sc.)

Course Component: SAP and SCM		
ECTS-Credits: 2	Lecture hours per week: 2	Language of Instruction: German
Course Contents: <ul style="list-style-type: none">• Operative SCM• Planning SCM• Strategic SCM		
Teaching Methods <p>The students will be introduced to the SAP-Concepts that deal with the above topics. To get a practice connection the students will work with the software and solve case studies. Hence, they shall be able to apply the software and use it within project in different companies.</p>		
Text books/Learning resources: Script		

Degree Program Business Administration (B.Sc.)

Module Description

Code: VI.5.6.	Name: B2B and Retail Marketing
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Administration

Module Coordinator: Professor Dr. Michael Lerchenmüller		
Cycle: Winter and Summer semesters	ECTS-Credits: 8	Lecture hours per week: 6
Prerequisites: Authorization to Main Study Period	Language of Instruction: German	

Student Evaluation

Written exam (90 minutes)	100 %
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Module Details

Learning Outcomes and Skills: <ul style="list-style-type: none">• Basic Principles of Industrial and Commerce Marketing• Overview about Marketing of Industry and Commerce Companies• Understanding of the Conflict between Producer and Retailer Marketing• Insight to the Development of Marketing Networks between Industry and Commerce• Ability to deviate cooperative Forms of Marketing at Industry and Commerce Companies• Understanding of different Commerce Business Models and its Meaning as Sales Channel for Producers• Overview about Investment Goods Business Models and its Specifics in Comparison with Consumer Goods Marketing

Course Components: VI.5.6.1 Basics of Industrial and Commerce Marketing VI.5.6.2 Network Marketing VI.5.6.3 Investment Goods Marketing
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Degree Program Business Administration (B.Sc.)

Course Component: Basics of Industrial and Commerce Marketing		
ECTS-Credits: 3	Lecture hours per week: 2	Language of Instruction: German
Course Contents: <ul style="list-style-type: none">• Marketing of Industrial Enterprises• Marketing of Commercial Enterprises• Analytical and Promotion based Marketing• Goals and Strategies of Manufacturer and Commerce Marketing• Instruments of Manufacturer and Commerce Marketing• Phases and Organization of Marketing• Business Models and Distributive Channel• The Meaning of Business Models in Commerce• Information Search for the Development of Business Models• Methodology of Development and Variations of Business Model		
Teaching Methods <p>Students will be involved interactively to the lectures which shall provide the knowledge basis of this class.</p> <p>The focus of this class will be on the different commerce business models that can be used as distributive channels by the enterprises. Subsequent to the lecture the students are going to work on case studies in groups. After presenting their results discussions will be held. Additional case studies shall show the specific issues of commerce enterprises and what kinds of business models result consequently.</p>		
Text books/Learning resources: <p>B2B Marketing: Kotler; Nieschlag/Dichtl/Hörschgen; Meffert; Weis, Marketing, je-weils neueste Auflagen Retail Marketing: Hansen; Müller-Hagedorn; Theis, jeweils neueste Auflagen Business Models: Brauer, W., Die Betriebsformen im stationären Einzelhandel als Marke, München 1996; Lerchenmüller, M.; Vochezer, R.; Vogler, Th.: Lexikon Betriebsformen. Supermarkt, Discounter & Co.: Strukturen – Fakten – Trends, Frankfurt am Main 2011 Enterprise published information Professional Journals</p>		

Degree Program Business Administration (B.Sc.)

Course Component: Network Marketing		
ECTS-Credits: 3	Lecture hours per week: 2	Language of Instruction: German
Course Contents: <ul style="list-style-type: none">• Franchising as Cooperation Concept in Commerce• Principle and functional Structure of Franchising• Marketing of Franchise Companies• Organization in Franchise Companies• Controlling in Franchise Companies• Assessing Franchise Companies• Marketing Goals/Interests of Industrial Companies• Marketing Goals/Interests of Commerce Companies• Conflicts between Industry and Commerce within Marketing Instruments• Cooperative Marketing Goals/Interests within Industry and Commerce Companies• Several Cooperation Models (e. g. Category Management, Space Management)		
Teaching Methods <p>Basics are going to be taught within a lecture supported by practice examples. The students will have to work out a case study within small groups for a franchise manual and present them in front of the class.</p> <p>Based on the previous class the students are going to work out the conflicts that occur between industry and commerce regarding the different marketing goals. The information shall be gathered not only from books, but also from internet homepages and business reports. The results are going to be presented in front of the class.</p>		
Text books/Learning resources: <p>Laurent, M., Vertikale Kooperationen zwischen Industrie und Handel, Frankfurt 1996 Schmickler/Rudolph, Erfolgreiche ECR-Kooperationen. Vertikales Marketing zwischen Industrie und Handel, Neuwied 2002 Steffenhagen, Konflikt und Kooperation in Absatzkanälen Case Studies der Akademischen Partnerschaft ECR Deutschland zu erfolgreichen Marketingkooperationen zwischen Industrie und Handel Diverse Materialien des Deutschen Franchiseverband e. V. (z. B. Franchising – Partnerschaft für Wachstum, Verzeichnisse der Deutschen Franchisewirtschaft etc.) Einschlägige Fachzeitschriften Homepages and business reports analysis of industrial and trade companies</p>		

Degree Program Business Administration (B.Sc.)

Course Component: Investment Goods Marketing		
ECTS-Credits: 2	Lecture hours per week: 2	Language of Instruction: German
Course Contents: <ul style="list-style-type: none">• Creating and Weighting the Marketing Mix considering the Features of Capital Goods in Contrast to Consumer Goods Marketing• Focus of Practice Marketing Promotions• Investment Goods Marketing• Investment Goods Marketing Instruments• Strategic Alternatives of Investment Goods Producers• Features of Buyer Behavior• Focus of Procurement Behavior for Capital Goods subject to Business Models of the purchasing Companies• Special Issues of Product, Price, Distribution and Communication Policy		
Teaching Methods <p>Interactive lectures are going to be hold with a strong relation to practice. In addition to this, individual and group work projects might be possible.</p>		
Text books/Learning resources: <ul style="list-style-type: none">- Skript- Godefroid: Business-to-Business-Marketing- Backhaus: Investitionsgütermarketing- Nieschlag/Dichtl/Hörschgen: Marketing		

Module Description

Code: VI.5.7.	Name: IHL-7: Trade Management
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Administration

Module Coordinator: Professor Dr. Michael Lerchenmüller		
Cycle: Winter and Summer semesters	ECTS-Credits: 8	Lecture hours per week: 6
Prerequisites: Authorization to Main Study Period	Language of Instruction: German	

Student Evaluation

Written exam (90 minutes)	100 %
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Module Details

<p>Learning Outcomes and Skills:</p> <ul style="list-style-type: none">• Overview of management responsibilities in trading companies• Ability of using trading company related management procedures and techniques• In depth analysis of the usability of specific management techniques• Overview of trading company related controlling methods and instructing of abilities for using specific methods• Understanding of Goods Profitability Controlling (warehouse management software systems) of trading companies• Overview of consequences for the management of trading companies out of future trends of the trading business• Overview of overlapping cooperation concepts between industrial and trading companies, especially in the fields of logistics and communication
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<p>Course Components:</p> <p>VI.5.7.1 Essential Management Issues in Commerce</p> <p>VI.5.7.2 Commercial Controlling: Basics and Case Study</p> <p>VI.5.7.3 Goods Profitability Controlling and Future Trends</p> <p>VI.5.7.4 Legal Cases out of Practice</p>
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Degree Program Business Administration (B.Sc.)

Course Component: Essential Management Issues in Commerce		
ECTS-Credits: 1	Lecture hours per week: 1	Language of Instruction: German
Course Contents: <ul style="list-style-type: none">• General management topics• Decisions about trading functions• Organisation, especially usage of performance indicators• Human resources topics of trading company management		
<p>This course deals with basic knowledge of trading companies and is instructed based on a theoretical approach. The theoretical basics are clarified with practical examples of the everyday business. Management topics with a higher complexity will be illustrated by the reproduction of case examples. At suitable points, the students will be involved in the process of understanding by interactive educational talks.</p>		
Text books/Learning resources: Latest edition of: <ul style="list-style-type: none">• Barth, Hartmann, Schröder: Betriebswirtschaftslehre des Handels• Lerchenmüller: Handelsbetriebslehre• Oehme: Handelsmanagement		

Degree Program Business Administration (B.Sc.)

Course Component: Commercial Controlling: Basics and Case Study		
ECTS-Credits: 3	Lecture hours per week: 2	Language of Instruction: German
Course Contents: <ul style="list-style-type: none">• Term and meaning of controlling within trading companies• Structure of the controlling within trading companies• Methods of the controlling within trading companies• Usage of the methods of the controlling within trading companies		
Teaching Methods <p>The educational content for the creation of an adequate base of knowledge is set out in lecture-style. Accompanying this, the students work out a case study to the controlling within trading companies in teamwork. The results are presented in front of the plenum and are discussed within the plenum. By including more case studies out of the practise it is clarified, how different trading companies concern the tasks of the controlling within trading companies.</p>		
Text books/Learning resources: <ul style="list-style-type: none">• Barth, Th., Barth, D., Kosten- und Erfolgsrechnung für Industrie und Handel, Stuttgart 2006• Lerchenmüller, M., Handelsbetriebslehre, Ludwigshafen, jeweils neueste Auflage• Witt, F.-J., Controlling, Stuttgart u.a. 2000• Case Study• Journals		

Degree Program Business Administration (B.Sc.)

Course Component: Goods Profitability Controlling (Warehouse management controlling) and Future Trends		
ECTS-Credits: 3	Lecture hours per week: 2	Language of Instruction: German
Course Contents: <ul style="list-style-type: none">• Term and meaning of the warehouse management system (WMS)• General functionality of the WMS• Types of the WMS (input-orientated, output-orientated, closed and integrated WMS)• Use of the WMS for marketing and organisation in trading companies• Trends in trade and the consequences for the management• Development of business format• Vertical management cooperation among industry and trade• Efficient Customer Response – ECR – as an overall cooperation concept• Logistics cooperation, especially under use of RFID (radio frequent identification)• Fiscal cooperation• Communication cooperation, especially EDI (Electronic Data Interchange)		
Teaching Methods <p>Basics to the functionality and application of warehouse management systems (WMS) in trade are covered in lecture-style. On the basis of warehouse management data of the practise, the students work out opportunities for the application of these data in marketing and organisation decisions in both, individual and team work. By presentation of warehouse management software, which is actually used in trading companies, the students gain practical near insights in the everyday business. These insights will be deepened by an excursion in a trading company.</p> <p>Relevant trends in trade and the trade-surrounding are worked out and the consequences for the trade-management are made clear. Towards this, in addition to pertinent literature, the actual business reports of trading companies are analysed with regard to the reactions on the trends of the companies.</p> <p>In order to improve the ability to work in the interface between industry and trade after the study, especially knowledge about trend is conveyed, that concern about the vertical cooperation form of companies of both states of economy. The professional orientation is produced by practical examples. The students research by themselves in both, actual trade magazines and homepages of companies, real co operations of companies and present their research-results in front of their fellow students. Guest lectures and excursions increase the operational relation.</p>		
Text books/Learning resources:		

Degree Program Business Administration (B.Sc.)

- Ahlert/Olbrich, Warenwirtschaftssysteme und Handelscontrolling, jeweils neueste Auflage
- Schmickler, M., Management strategischer Kooperationen zwischen Hersteller und Handel. Konzeption und Realisierung von ECR-Projekten, St. Gallen 2001
- Trommsdorff, V. (Hrsg.), Handelsforschung, Stuttgart, jährliche Berichte
- Wimmer, B., Studie über Warenwirtschaftssysteme im Groß- und Einzelhandel, Norderstedt 2000
- Lerchenmüller, M.; Vochezer, R.; Vogler, Th.: Lexikon Betriebsformen. Supermarkt, Discounter & Co.: Strukturen – Fakten – Trends, Frankfurt am Main 2011
- Journals
- Current Software-Documentaries
- Actual Case Studies of Academic Partnership ECR Germany

Degree Program Business Administration (B.Sc.)

Course Component: Legal Cases out of Practice		
ECTS-Credits: 1	Lecture hours per week: 1	Language of Instruction: German
Course Contents: Introduction into the task-setting of the Einzelhandelsverband Baden-Württemberg e.V. (association of retailers in Baden-Württemberg) The impact of the work of the association for the management of trading companies at actual examples: <ul style="list-style-type: none">- Collective labour, the impact of the area collective work agreement- Opening times law (LÖG)- Alcohol sale prohibition- Resettlement policy- The range of services of the association – service for trade- Lobbying- Legal representation- Professional labour- Branch information- etc. Practical cases out of the management of trading companies (together with retailers).		
<p>To bring the interests of the retail together and to bring them into the political decision process on all levels (communes, states, federal republic of Germany, Europe) is the most relevant aspect of the “lobbying” of the association. The reader gives an overview about the opportunities of the political influence commissioning, the contacts and the contact care to the policy and the political decision-makers.</p> <p>Out of the practise of the reader it is explained, which service offerings the Handelsverband Baden-Württemberg e.V. (association of retailers in Baden-Württemberg) furnishes and how the usage of them works on the management of small and medium trading companies.</p> <p>Practise cases out of the trading management are presented partly in lecture style and partly in presentations of companies (everyday business, structure of a company, emulation rules in the practise) and the contents are worked out together with the students (discussion of the students with the reader/ traders).</p>		
Text books/Learning resources: Trade journals and other relevant magazines Documents of Handelsverband Baden-Württemberg e.V.		

Module Description

Code: VI.6.1.	Name: Financial Statements I
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Administration

Module Coordinator: Professor Dr. Peter Rümmele		
Cycle: Winter und summer semesters	ECTS-Credits: 8	Lecture hours per week: 6
Prerequisites: Authorization to Main Study Period		Language of Instruction: German

Student Evaluation

Written exam (90 minutes)	100 %
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Module Details

Learning Outcomes and Skills: Financial Reporting 1 shall provide the students with knowledge about legal, tax and international accounting rules. In addition to this they shall be able to make economic decisions that refer to accounting issues. Hence, the students shall be able to define tax effects and to make tax planning.

Course Components:

Degree Program Business Administration (B.Sc.)

Course Component:		
ECTS-Credits: 8	Lecture hours per week: 6	Language of Instruction: German
Course Contents: <ul style="list-style-type: none">• Accounting Theory• Accounting according to German Commercial Code, Fiscal Law, and IFRS• Accounting of Financial Instruments• Accounting of Mergers/Appraisal• Accounting of Pension Provisions• Deferred Taxes• Investment Theory Method of Accounting• Equity and Appropriation of Profits Accounting at Incorporations• Corporate Actions at Incorporations• Equity and Appropriation of Profits at Limited Liability Companies• Equity and Appropriation of Profits at Sole Traders and Partnerships• Group Accounting• Pay-Off Appraisal for Leaving Shareholders• Tax Planning		
Teaching Methods <p>Interactive lectures with beamer presentations are the basis of this class. During the presentations cases and exercises will be solved together with the teaching instructor.</p>		
Text books/Learning resources: <p>Baetge, Jörg/Kirsch, Hans-Jürgen/Thiele, Stefan: Konzernbilanzen, Düsseldorf.</p> <p>Buchholz, Rainer: Internationale Rechnungslegung, Berlin.</p> <p>Drukarczyk, Jochen: Unternehmensbewertung, München.</p> <p>Eisele, Wolfgang: Technik des betrieblichen Rechnungswesens, München.</p> <p>Falterbaum, Wolfgang/Bolk, Wolfgang/Reiß, Wolfram: Buchführung und Bilanz, Achim.</p> <p>Heuser, Paul J./Theile, Carsten: IFRS-Handbuch, Köln.</p> <p>Horschitz, Harald/Groß, Walter/Fanck, Bernfried: Bilanzsteuerrecht und Buchführung, Stuttgart.</p> <p>Hull, John C.: Optionen, Futures und andere Derivate, München, Wien.</p> <p>Kirsch, Hanno: Einführung in die internationale Rechnungslegung nach IFRS, Herne/ Berlin.</p> <p>Küting, Karlheinz/Weber, Claus-Peter: Der Konzernabschluss, Stuttgart.</p> <p>Pellens, Bernhard/Fülbier, Rolf Uwe/Gassen, Joachim/Sellhorn, Thorsten: Internationale Rechnungslegung, Stuttgart.</p> <p>Schildbach, Thomas: Der handelsrechtliche Jahresabschluss, Herne/Berlin</p>		

Degree Program Business Administration (B.Sc.)

Module Description

Code: VI.6.2.	Name: Financial Statements II
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Administration

Module Coordinator: Professor Dr. Peter Rümmele		
Cycle: Winter und Summer semesters	ECTS-Credits: 8	Lecture hours per week: 6
Prerequisites: Authorization to Main Study Period		Language of Instruction: German

Student Evaluation

Written exam (90 minutes)	100 %
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Module Details

Learning Outcomes and Skills: Financial Reporting 2 shall provide the students with knowledge about legal, tax and international accounting rules. In addition to this they shall be able to make economic decisions that refer to accounting issues. Hence, the students shall be able to define tax effects and to make tax planning.

Course Components: VI.6.2.1 Financial Reporting 2 I VI.6.2.2 Financial Reporting 2 II
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Degree Program Business Administration (B.Sc.)

Course Component: Financial Reporting 2 I		
ECTS-Credits: 6	Lecture hours per week: 4	Language of Instruction: German
Course Contents: <ul style="list-style-type: none">• Accounting Theory• Accounting of Financial Instruments• Accounting of Pension Provisions• Tax Planning• Accounting of Leasing• Tax-Free Reserves and Special Depreciations• Change of the Ascertainment of Profits Method• Taxation of Corporations		
Teaching Methods <p>Interactive lectures with random exercises are the basis of this class. Moreover, practice examples shall grant a better understanding and students will work out assignments in small groups. Advantages and disadvantages will be discussed in class as well.</p>		
Text books/Learning resources: <p>Baetge, Jörg/Kirsch, Hans-Jürgen/Thiele, Stefan: Konzernbilanzen, Düsseldorf.</p> <p>Buchholz, Rainer: Internationale Rechnungslegung, Berlin.</p> <p>Drukarczyk, Jochen: Unternehmensbewertung, München.</p> <p>Eisele, Wolfgang: Technik des betrieblichen Rechnungswesens, München.</p> <p>Falterbaum, Wolfgang/Bolk, Wolfgang/Reiß, Wolfram: Buchführung und Bilanz, Achim.</p> <p>Heuser, Paul J./Theile, Carsten: IFRS-Handbuch, Köln.</p> <p>Horschitz, Harald/Groß, Walter/Fanck, Bernfried: Bilanzsteuerrecht und Buchführung, Stuttgart.</p> <p>Hull, John C.: Optionen, Futures und andere Derivate, München, Wien.</p> <p>Kirsch, Hanno: Einführung in die internationale Rechnungslegung nach IFRS, Herne/Berlin.</p> <p>Küting, Karlheinz/Weber, Claus-Peter: Der Konzernabschluss, Stuttgart.</p> <p>Pellens, Bernhard/Fülbier, Rolf Uwe/Gassen, Joachim/Sellhorn, Thorsten: Internationale Rechnungslegung, Stuttgart.</p> <p>Ramb, Jörg/Schneider, Josef: Die Einnahmeüberschussrechnung von A-Z, Stuttgart. Stuttgart.</p> <p>Schildbach, Thomas: Der handelsrechtliche Jahresabschluss, Herne/Berlin</p> <p>Schneeloch, Dieter: Besteuerung und betriebliche Steuerpolitik, Band 1 und 2, München.</p>		

Degree Program Business Administration (B.Sc.)

Course Component: Financial Reporting 2 II		
ECTS-Credits: 2	Lecture hours per week: 2	Language of Instruction: German
Course Contents: <ul style="list-style-type: none">• Commercial and Tax Law Basics for Partnerships• Complementary and Supplementary Tax Balance Sheets• Tax Balance Aspects at Body-Restructuring Enterprises• Special Issues of Fiscal Law		
Teaching Methods Interactive lectures with attended cases study assignments are the basis of this class.		
Text books/Learning resources: Horschitz u.a.: Bilanzsteuerrecht und Buchführung, Stuttgart Beck'sches Handbuch der Personengesellschaften, München		

Degree Program Business Administration (B.Sc.)

Module Description

Code: VI.6.3.	Name: Tax Accountancy I
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Administration

Module Coordinator: Professor Dr. Günter Hoss		
Cycle: Each winter semesters	ECTS-Credits: 8	Lecture hours per week: 6
Prerequisites: Authorization to Main Study Period		Language of Instruction: German

Student Evaluation

Written exam (max. 90 minutes)	100 %
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Module Details

Learning Outcomes and Skills: <p>This course shall provide the students with basic knowledge of company taxation. Special focus will be on income taxation, corporate taxation, business taxation, tax accounts, and ascertainment of profits. Hence, the students shall be able to recognize the interrelations between taxes and business decisions. Moreover, they shall be able to describe them and to give adequate recommendations.</p>
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Course Components: VI.6.3. Tax Advisory I

Degree Program Business Administration (B.Sc.)

Course Component: Tax Advisory I		
ECTS-Credits: 8	Lecture hours per week: 6	Language of Instruction: German
Course Contents: <ul style="list-style-type: none">• Income Taxation• Corporate Taxation• Business Taxation• Tax Accounts• Ascertainment of Profits		
Teaching Methods Interactive lectures with discussions and cases study assignments are the basis of this class.		
Text books/Learning resources: Horschitz H. u.a.: Bilanzsteuerrecht Kießling u.a.: Körperschaftsteuer Niehus, U.: Die Besteuerung der Personengesellschaften Zenthöfer, W. u,a, Einkommensteuer Zimmermann u.a.: Die Personengesellschaft im Steuerrecht Zenthöfer u.a.: Körperschaftsteuer, Gewerbesteuer		

Degree Program Business Administration (B.Sc.)

Module Description

Code: VI.6.4.	Name: Tax Accountancy II
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Administration

Module Coordinator: Professor Dr. Günter Hoss		
Cycle: Each summer semesters	ECTS-Credits: 8	Lecture hours per week: 6
Prerequisites: Authorization to Main Study Period		Language of Instruction: German

Student Evaluation

Written exam (max. 90 minutes)	100 %
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Module Details

Learning Outcomes and Skills: The student shall get fundamental knowledge of taxation in inheritance cases and endowments, VAT taxation, and formal fiscal law, i. e. procedural law.

Course Components: VI.6.4. Value Added Tax (VAT), Inheritance Tax, Procedural Law

Degree Program Business Administration (B.Sc.)

Course Component: Value Added Tax (VAT), Inheritance Tax, Procedural Law		
ECTS-Credits: 8	Lecture hours per week: 6	Language of Instruction: German
Course Contents: <ul style="list-style-type: none">• Value Added Tax (VAT)• Inheritance Tax• Procedural Law		
Teaching Methods Interactive lectures with discussions and cases study assignments are the basis of this class.		
Text books/Learning resources: Baumann, W. u.a.: Handbuch der Vermögensnachfolge Horschitz, H.: Bewertungsrecht, Grundsteuer, Erbschaft- und Schenkungssteuer Schulz, B.: Erbschaftsteuer/Schenkungssteuer Völkel, D. u.a.: Umsatzsteuer Ax. A: Abgabenordnung und Finanzgerichtsordnung Lippross, O.-G.: Umsatzsteuer		

Degree Program Business Administration (B.Sc.)

Module Description

Code: VI.6.5.	Name: Financial Auditing I
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Administration

Module Coordinator: Professor Dr. Helmut Rieker (Tax Consultant/Certified Public Accountant)		
Cycle: Each summer semesters	ECTS-Credits: 8	Lecture hours per week: 6
Prerequisites: Authorization to Main Study Period		Language of Instruction: German

Student Evaluation

Written exam (max. 90 minutes)	100 %
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Module Details

Learning Outcomes and Skills: <p>This course shall provide the students with legal basics of annual financial statements and their audit. In accordance with this the students shall get familiar with the risk based audit approach and the audit of each single item belonging to a balance sheet as well as the statement of profit and loss. Familiarity with notes to the balance sheet, management report, audit report, and certification notation shall be part of this course as well.</p>

Course Components: VI.6.5. Audit I
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Degree Program Business Administration (B.Sc.)

Course Component: Audit I		
ECTS-Credits: 8	Lecture hours per week: 6	Language of Instruction: German
Course Contents: <ol style="list-style-type: none">1. Legal Basis of an Annual Financial Statement2. Legal Basis for the Audit of an Annual Financial Statement3. Audit Procedure, Risk Based Audit Approach4. Audit of Profit and Loss Statement Items5. Audit of Notes to the Balance Sheet and Management Report6. Audit Report and Certification Notation		
Teaching Methods This class will be held as seminar style lecture with exercises.		
Text books/Learning resources: DW (Hrsg.) WP-Handbuch 2006, 13. Aufl. Bd. I, Düsseldorf 2006 IDW (Hrsg.) WP-Handbuch 2002, 12. Aufl. Bd. II, Düsseldorf 2002 IDW (Hrsg.) IDW Prüfungsstandards (IDW PS) IDW Stellungnahmen zur Rechnungslegung (IDW RS), Düsseldorf 2001		

Module Description

Code: VI.6.6.	Name: Financial Auditing II
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Administration

Module Coordinator: Professor Dr. Helmut Rieker (Tax Consultant/Certified Public Accountant)		
Cycle: Each winter semesters	ECTS-Credits: 8	Lecture hours per week: 6
Prerequisites: Authorization to Main Study Period		Language of Instruction: German

Student Evaluation

Written exam (max. 90 minutes)	100 %
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Module Details

Learning Outcomes and Skills: This course shall provide the students with basics of group accounting regarding balancing with help of full consolidation, proportional consolidation and at-equity consolidation methods. Moreover, current and planned fiscal law changes as well as certain advisory issues shall be part of this course.

Course Components: VI.6.6. Audit II

Degree Program Business Administration (B.Sc.)

Course Component: Audit II		
ECTS-Credits: 8	Lecture hours per week: 6	Language of Instruction: German
Course Contents: <ol style="list-style-type: none">1. Group Accounting Basics2. Full Consolidation, Proportional Consolidation, and At-Equity Consolidation as Group Accounting Methods3. Special Issues, Currency Translation, Deferred Taxes4. Structuring and Auditing a Consolidated Financial Statement5. Current and Planned Fiscal Law Changes6. Advisory		
Teaching Methods This class will be held as seminar style lecture.		
Text books/Learning resources: DW (Hrsg.) WP-Handbuch 2006, 13. Aufl. Bd. I, Düsseldorf 2006 IDW (Hrsg.) WP-Handbuch 2002, 12. Aufl. Bd. II, Düsseldorf 2002 IDW (Hrsg.) IDW Prüfungsstandards (IDW PS) IDW Stellungnahmen zur Rechnungslegung (IDW RS), Düsseldorf 2001		

Modulbeschreibung

Code: VI.7.1.	Modulbezeichnung: Comparative Management
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Bezüge zu anderen Modulen

Vorgelagerte Module:	Nachgelagerte Module:
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Organisation

Modulverantwortliche/r: Prof. Dr. Richard Wilcox		
Modulart: Wahl-Pflichtfach		Turnus: Jedes Jahr (carried out every semester)
Zulassungsvoraussetzungen: keine/ no prerequisites	ECTS-Punkte: 8	SWS: 6

Prüfungsleistungen

Art/ Student Performance Evaluation:	Gewichtung/ Weighting:
Klausur, 90 Minuten (EXAM: approx. 50% in essay form, 90 min. max.) and Referat (paper or oral presentation)	100 % of total grade/mark exam 70%, paper /presentation 30%

Ausgestaltung des Moduls

<p>Lernziele und Kompetenzen/ Learning Goals and Competencies:</p> <p>The course aims at giving the students an overview of the recurring themes and variables in organizational behaviour when working in a MNC or internationally active enterprise. It attempts to cover all relevant aspects of managing internationally and engaging in cross or intercultural interaction, thus preparing its students for probable international management tasks and intercultural communication risks and opportunities in multinational business.</p>
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Modulelemente: Code VI.7.1	Dozent/in: Prof. Dr. Richard Wilcox
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Beschreibung für Modulelement

Code: Eintragung	Titel des Modulelements: Comparative Management
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Organisation

Dozent/in/ instructor: Dr. Richard Wilcox		Status: Professor	
ECTS-Units: 8	SWS/ Contact hours per week: 6	Sprache/ Language of instruction: English	
Workload: ECTS-Units x 25 = 200 h., divided up as follows:			
Lecture: 55%	Studying outside of class: 35%	Simulations & case studies 10%	

Ausgestaltung des Modulelements

<p>Lerninhalte/ Curriculum, Learning Content:</p> <p>This course approaches International Organizational Behavior as Comparative Management, implicitly attacking many global or universal management theories. Its anthropological approach concentrates on <i>etic</i> (culture-generic) characteristics to establish scientifically sound, e.g. empirically researched structures and constructs, and uses selected <i>emic</i> (culture-specific or unique) characteristics and behavior patterns for contrastive examples and to some extent in-depth comprehension and empathy. Its content consists of:</p> <p>1) Introduction to international management: the challenges of modern-day management in MNCs. 2) Approaches to Culture: definitions & concepts, 3) Analyzing and comparing etic values: applying G. Hofstede's 4 - 5 dimensions as well as further theories and models: e.g. E. Hall's <i>High and Low Contexts</i>, F. Trompenaars' <i>Universals</i>, and H. C. Triandis' Cultural Syndromes Individualism & Collectivism, the GLOBE 62 Project (R. House, et al.) 4) Perceiving, measuring & analyzing organizational biases across borders as well as Corporate Cultures and trying to manage the same, 5) Intercultural communication mgmt.: verbal and nonverbal cross-cultural communication and communication styles, 6) Social cognition and conflict mgmt., 7) Negotiating globally, 8) Decision-making, motivation and leadership across cultural borders 9) Managing intercultural synergy & change mgmt. in MNCs.</p>
<p>Lehr-/Lernmethoden/ Method of Instruction:</p> <p>The course runs primarily as a lecture with discussions, and occasional video input, simulations, critical incidents, and cases. Instructions and counselling as well as further discussions, presentations & simulations are carried out in separate sessions to give the students an opportunity to practise their new skills, modify their international management hypotheses and carry out oral presentations on selected subjects.</p>

Literatur/Lehrmaterial/ Course text books and literature:

SELECTED CHAPTERS FROM:

Nancy J. Adler & Allison Gundersen, *International Dimensions of Organizational Behavior*. 2007.

Geert Hofstede, *Cultures and Organizations. Software of the Mind*. 1991.

Harry C. Triandis, *Culture and Social Behavior*, 1994.

Stella Ting-Toomey, *Communicating Across Cultures*, 1999.

Roger Fischer & William Ury, *Getting to Yes. Negotiating Agreement Without Giving In*, 1981.

John B. Cullen & K. Praveen Parboteeah, *Multinational Management. A Strategic Approach*, 2007.

Robert J. House, et al., *Culture, Leadership and Organizations. The GLOBE Study of 62 Societies*. 2004.

Besonderes:

This course will make regular use of guest lecturers from HfWU partner universities.

Module Description

Code: VI.3.7.	Name: International Trade and Finance
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Administration

Module Coordinator: Professor Dr. Uwe Stehr		
Cycle: Only in Summer Semester	ECTS-Credits: 8	Lecture hours per week: 6
Prerequisites: Authorization to Main Study Period		Language of Instruction: English

Student Evaluation

Written exam (max. 60 minutes)	75 %
Term Paper / Presentation	25 %

Module Details

<p>Learning Outcomes and Skills: This class will prepare future internationally active managers & MNC executives in understanding the risks and opportunities of doing business across national borders if not globally. Lectures – styled exclusively in discussions with students - will acquaint them with the basics principles & interdependencies of the complex International Economic System. Students will learn to appreciate and argue the potentials of International Trade as important provider of economic growth & national prosperity as well as threats, e.g., requesting national adjustments and transitions due to increased competition. The discussion on protectionism and of the welfare effects will summarize the essentials for the international students. Furthermore students will be introduced to the basic principles of the International Monetary System and thus will gain insights into Exchange Rates, determination and volatility as well as Country Risk. Here the aim is to enable the students understanding and applying different techniques in hedging and thus minimizing risks involved in International Trade and Finance. Finally, the students will receive a sound foundation in weighting up respective advantages, costs, and risks in international trade and financing affairs, thus being able to assess and provide certain prudent strategies including hedges from risks occurring in international business affairs.</p>
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<p>Course Components: VI.3.7.1/VI.7.2.1 Lecture VI.3.7.2/VI.7.2.2 Cases in Trade Finance</p>

Degree Program Business Administration (B.Sc.)

Course Component: International Trade and Finance		
ECTS-Credits: 6	Lecture hours per week: 4	Language of Instruction: English
Course Contents: This class will be instructed in the English language and comprises broadly three important aspects of the current international economic system. First , International Trade and Investments (causes and consequences), second , Exchange Rate Determination and international capital mobility, and third , different answers in international payment methods, trade and financing instruments as ways to mitigate the possible international risks involved. <ol style="list-style-type: none">1. The International Economic Environment2. The Balance of Payments3. International Trade Theory4. Protectionism and Removal of Trade Barriers5. Foreign Direct Investment6. The Role of International Organizations7. The International Monetary System Exchange Rate Determination8. The International Finance Environment Political Risk Finance and Risk Mitigation Techniques in International Trade		
Teaching Methods The course runs primarily as a lecture with thorough discussions, and occasional other media. In separate exercises (VI.3.7.2 / VI.7.2.2) students will work independently on Case Studies in International Trade and Finance		
Text books/Learning resources: Paul R. Krugman/Maurice Obstfeld, <i>International Economics. Theory and Policy</i> , Addison-Wesley, current ed., Dominick Salvatore, <i>International Economics</i> . John Wiley, current ed., Alan C. Shapiro, <i>Multinational Financial Management</i> . Prentice-Hall, current ed., And any of several other textbooks on international economics and trade (many of which are available in the HfWU-library). Handelsblatt, Google and Wikipedia Further texts will be explicitly recommended at the beginning of lectures.		

Degree Program Business Administration (B.Sc.)

Course Component: Finance and Risk Mitigation Techniques in International Trade		
ECTS-Credits: 3	Lecture hours per week: 2	Language of Instruction: German
Course Contents: This class will be instructed in the English language and will introduce to the different Risks and Mitigation techniques in International Trade Finance and Investments, covering the following subjects: <ol style="list-style-type: none">1. Current Trends in International Trade2. The Trade Cycle3. Total Risk and Risk Management4. Methods of Payment5. Short Term Financing6. Structured Trade Finance		
Teaching Methods The practitioners presentation will guide though out the lecture and the in depths discussions on current affairs in trade finance. Students will work as well independently on Case Studies in International Trade and Finance. Furthermore they will prepare presentations to several aspects in trade finance in form of a "Finanzsteckbrief" (Financial Profile of a specific product used in International Trade & Finance).		
Text books/Learning resources: Handelsblatt, Google and Wikipedia Paul R. Krugman / Maurice Obstfeld, <i>International Economics. Theory and Policy</i> , Addison-Wesley, current ed., Dominick Salvatore, <i>International Economics</i> . John Wiley, current ed., Alan C. Shapiro, <i>Multinational Financial Management</i> . Prentice-Hall, current ed., And any of several other textbooks on international economics and trade (many of which are available in the HfWU-library). Further texts will be explicitly recommended at the beginning of lectures.		

Modulbeschreibung

Code: VI.7.3.	Modulbezeichnung: International Corporate Strategy
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Bezüge zu anderen Modulen

Vorgelagerte Module/ prerequisites: Module 1, Comparative Management, attended previously highly recommended	Nachgelagerte Module: keine
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Organisation

Modulverantwortliche/r: Prof. Dr. Richard Wilcox		
Modulart: Wahl-Pflichtfach	Turnus: Jedes Jahr (carried out in winter semesters only)	
Zulassungsvoraussetzungen: keine	ECTS-Punkte: 8	SWS: 6

Prüfungsleistungen

Art/ Student Performance Evaluation:	Gewichtung/ Weighting:
Klausur, 90 Minuten (EXAM: approx. 50% in essay form, 90 min. max.) and Referat (paper or oral presentation)	100 % of total grade/mark exam 70%, paper /presentation 30%

Ausgestaltung des Moduls

<p>Lernziele und Kompetenzen/ Learning Goals and Competencies:</p> <p>This course should give students with an interest in working in MNCs an in-depth induction to the major issues, techniques, and challenges of developing and formulating strategies in a MNC. Furthermore, the students should acquire insight into assorted processes of crafting or expounding corp. strategy depending on the corp. culture and national culture of the parent country. Students should become aware of risks and opportunities of managing with and without formulated strategic intent in a MNC. In addition, they should become aware of different approaches to running MNCs regarding economies of scale, flexibility & local responsiveness, and managing knowledge, learning & innovation across cultural borders. Moreover, the students should be made aware of and develop skills towards recognizing, evaluating and to some extent measuring international political & legal risk.</p>
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Modulelemente: VI.7.3.	Dozent/in: Prof. Dr. Wilcox
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Beschreibung für Modulelement

Code: VI.7.3.	Titel des Modulelements: International Corporate Strategy
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Organisation

Dozent/in/ Instructor: Dr. Richard Wilcox		Status: Professor
ECTS-Units: 8	SWS/ Contact hours per week: 6	Sprache/ Language of instruction: English
Workload: ECTS-Units x 25 = 200 h., divided up as follows:		
Lecture: 35%	Studying outside of class: 35%	Simulations & case studies 10%

Ausgestaltung des Modulelements

<p>Lerninhalte/ Curriculum, Learning Content:</p> <p>The course commences with a revue of standard US approaches to business policy and corp. strategy (e.g. Igor Ansoff, Wheelen & Hunger). Then a judicious review of Europe's best selling textbook on corp. strategy exposes British methods of crafting strategy dynamically as being culturally dependent. It, furthermore, analyses the contribution of M. E. Porter towards establishing and maintaining an international strategic competitive position. Strategies for developing from an exporting or multi-domestic corp. to a <i>Transnational</i> one are also considered critically. The predicaments of measuring and evaluating political & legal risk are also reviewed critically.</p> <p>1) Approaches to International Strategy, and Corporate Strategic Management 2) international Strategic Scanning and Analysis a) Analysing the external and internal environment b) PESTEL & SWOT-Analysis c) Analysing the Competitive Environment (M. E. Porter) 3) The Global vs. the International Business Enterprise: <i>Transnational Management</i> (C. Bartlett & S. Ghoshal) 4) Political Risk Evaluation and Measurement 5) Types of Legal Risk 6) Issues in MNCs, e.g. a) Strategic Innovation Management in MNCs b) Challenges to International Learning Organisations c) Social Responsibility and Ethics in Strategic Management.</p>
<p>Lehr-/Lernmethoden/ Method of Instruction:</p> <p>The course's input stems primarily from lectures (with PPT & worksheets), textbook readings, as well as occasional video input, all eliciting spontaneous discussion and substantive criticism. Simulations, critical incidents, current business-strategy periodicals & newspaper articles, e.g. from <i>The Economist</i>, <i>Harvard Business Review</i> etc. and above all, case studies from and about MNCs form the basis for structured output. Students will prepare case-study evaluations according to the Harvard case-study method and oral presentations. Instructions and counselling as well as further discussions, presentations & simulations are carried out in separate sessions to give the students an opportunity to practise their new skills and modify their international management hypotheses and make their oral presentations on selected subjects.</p>

Literatur/Lehrmaterial/ Course text books and literature:

Gerry Johnson, Kevan Scholes, und Richard Whittington: *Exploring Corporate Strategy: Text and Cases: Enhanced Media Edition*, 2006

Gerry Johnson & Kevan Scholes, *Exploring Corporate Strategy. Text and Cases*, 2002

Thomas L. Wheelen & J. David Hinger, *Concepts in Strategic Management and Business Policy. Achieving Sustainability*, Pearson, 12th international ed., 2010

Thomas L. Wheelen & J. David Hunger, *Strategic Management and Business Policy*, 2003

Christopher a. Bartlett & Sumantra Ghoshal, *Transnational Management. Text, Cases, and Readings in Cross-Border Management*, Irwin, 1992

Christopher a. Bartlett & Sumantra Ghoshal, *Managing Across Borders. The Transnational Solution*, Harvard Business School Press, 2002

Nitin Nohria & Sumantra Ghoshal, *The Differentiated Network. Organizing Multinational Corporations for Value Creation*, Jossey-Bass Publ., 1997

Janice Monti-Belkaoui and Ahmed Riahi-Belkaoui, *The Nature, Estimation, and Management of Political Risk*, 1989.

Besonderes:

This course will make regular use of guest lecturers from HfWU partner universities.

Stand/ as per: 09.07.10 WX and **valid as of WS 10/11**

Modulbeschreibung

Code: VI.7.4.	Modulbezeichnung: International Human Resource Management
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Bezüge zu anderen Modulen

Vorgelagerte Module: Module 1, Comparative Management, attended either previously or in parallel is highly recommended	Nachgelagerte Module: keine
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Organisation

Modulverantwortliche/r: Prof. Dr. Richard Wilcox		
Modulart: Wahl-Pflichtfach		Turnus: Jedes Jahr (carried out in spring/summer semesters only)
Zulassungsvoraussetzungen: keine	ECTS-Punkte: 8	SWS: 6

Prüfungsleistungen

Art/ Student Performance Evaluation: Klausur, 90 Minuten (EXAM: approx. 50% in essay form, 90 min. max.) and Referat (paper or oral presentation)	Gewichtung/ Weighting: 100 % of total grade/mark exam 70%, paper /presentation 30%
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Ausgestaltung des Moduls

Lernziele und Kompetenzen/ Learning Goals and Competencies: This course should give students with an interest in working in international human resource management (IHRM) an in-depth induction to the major issues, risks, opportunities and challenges of managing personnel in a MNC. This course should prepare future HR Managers working in MNCs to excel in the face of the many challenges of successfully managing (parent country) expatriates, host and third country nationals running operations at foreign direct investments, i.e., international subsidiaries.	
Modulelemente: VI.7.4.	Dozent/in: Prof. Dr. Wilcox

Beschreibung für Modulelement

Code: VI.7.4.	Titel des Modulelements: International Human Resource Management
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Organisation

Dozent/in/ Instructor: Dr. Richard Wilcox		Status: Professor
ECTS-Units: 8	SWS/ Contact hours per week: 6	ECTS-Units: 8
Workload: ECTS-Units x 25 = 200 h., divided up as follows:		
Lecture: 55%	Studying outside of class: 35%	Simulations & case studies 10%

Ausgestaltung des Modulelements

<p>Lerninhalte/ Curriculum, Learning Content:</p> <p>The approach adopted in this course focuses on the strategic interpersonal interaction skills and personal management demands and competencies required of HR managers working in MNCs. It integrates the insight gathered from the IB&M Module Comparative Management with particular issues impacting and challenging internationally active HR managers. It combines the extensive research from sound academic IHRM literature with practical and hands-on applications of cross-cultural management practices. The content consists of:</p> <p>1)The human and cultural environment of international business: motivation and value systems, 2) The organisational context of HRM in the MNE 3) Organisational structure & HRM: progressing from export sales dept. to MNEs as well as the context of cross-border alliances and SMEs 4) Staffing international operations for sustained global growth as well as managing cultural differences: assessing cross-cultural risks (e.g. legal risks) 5) Recruitment and selection of international staff (PCNs/HCNs/TCNs) 6) International compensation 7) Performance appraisal management of expatriates, TCNs & HCNs running a MNC's foreign subsidiaries 8) International management development and comparative career paths 9) International staff training with an emphasis on cross-cultural and foreign language training 10) Valuing & leveraging cultural diversity 11) Repatriation of expatriates 12) International industrial relations 13) Current HRM issues and case studies about IHRM in MNEs, e.g. a) Is training the key to managing the multinational learning organisation? b) International change management c) Ethical problems for HR managers across cultural borders.</p>
<p>Lehr-/Lernmethoden/ Method of Instruction:</p> <p>The course's input stems primarily from lectures (with PPT & worksheets), textbook readings, as well as occasional video input, all eliciting spontaneous discussion and substantive criticism. Simulations, critical incidents, current IHRM-periodical & newspaper articles, e.g. from <i>Harvard Business Review</i> etc. and above all, case studies from and about MNCs form the basis for structured output. Students will prepare case-study evaluations according to the Harvard case-study method and make oral presentations. Instructions and counselling as well as further discussions, presentations & simulations are carried out in separate sessions to give the students an opportunity to practise their new skills and modify their international management hypotheses.</p>

Literatur/Lehrmaterial/ Course text books and literature:

The primary textbook is:

Peter J. Dowling, Marion Festing & Allen D. Engle, Sr., *International Human Resource Management. Managing people in a multinational context.* 5th ed., 2008.

Other sources that will be tapped are:

Dennis R. Briscoe, et al. *International Human Resource Management.* 3rd ed., 2009.

Paul Evens, et al., *The Global Challenge. Frameworks for International Human Resource Management.* 2002.

Michael M. Harris, ed., *Handbook of International Human Resource Management.* 2008.

Anne-Wil Harzing and Joris Van Ruysseveldt, eds., *International Human Resource Management.* 2nd ed., 2008

Mark E Mendenhall, et al., eds., *Reading and Cases in International Human Resource Management.* 2009.

Tony Edwards and Chris Rees: *International Human Resource Management: Globalization, National Systems & Multinational Companies.* 2007.

Besonderes/ further information:

This course will make regular use of guest lecturers from HfWU partner universities.

The input sessions usually take place on Wed. mornings (180 min.) and the output sessions on early Thu. mornings (90 min.) in the spring/ summer semesters only.

Modulbeschreibung

Code: VI.1.4./VI.7.5	Modulbezeichnung: International Marketing Research
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Bezüge zu anderen Modulen

Vorgelagerte Module: -	Nachgelagerte Module: -
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Organisation

Modulverantwortliche/r: Prof. Dr. Ramme		
Modulart: Wahlpflichtfach		Turnus: jährlich nur im WS
Zulassungsvoraussetzungen: Zulassung zum Hauptstudium	ECTS-Punkte: 8	SWS: 6

Prüfungsleistungen

Art:	Gewichtung:
Written Exam, 60 minutes	60%
Paper/Presentation	40%

Ausgestaltung des Moduls

<p>Lernziele und Kompetenzen:</p> <p>This module is designed as introductory course in marketing research. The students will learn about marketing research from a supplier's and buyer's point of view. In their later career, they may not be the generator of market research - but they will most certainly be a user of market research results. This course will provide the students with the requisite knowledge and skills to either conduct their own market research (primary research) or to competently evaluate the research results of others (secondary research).</p>

<p>Modulelemente:</p> <p>VI.1.4.1 / VI.7.5.1 Basics of Marketing Research</p> <p>VI.1.4.2 / VI.7.5.2 Project International Marketing Research</p>	<p>Dozent/in:</p> <p>Prof. Dr. Ramme</p>
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Beschreibung für Modulelement

Code: VI.1.4.1/ VI.7.5.1	Titel des Modulelements: Basics of Marketing Research
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Organisation

Dozent/in: Prof. Dr. Ramme		Status: Professorin	
ECTS-Punkte: 4	SWS: 4	Sprache: englisch	
Workload: ECTS-Punkte x 25 = 100 Stunden, mit der folgenden Aufteilung:			
Vorlesung: 25 %	Vor-/Nachbereitung/Selbststudium: 60 %	Bearbeit. v. Aufgaben/Gruppenarbeit 15 %	

Ausgestaltung des Modulelements

<p>Lerninhalte:</p> <p>Through this course the students will be exposed to the powers and limitations of empirical research methods. The course provides an introductory knowledge of marketing research including problem definition, research design, sampling, data collection, data analysis with SPSS, write up, and presentation.</p>
<p>Lehr-/Lernmethoden:</p> <p>Lecture with discussion, short group assignments in order to foster team work activities, guest speakers from companies in order to link theory and practice, guest lectures from our international partner universities to get an international approach to marketing research</p>
<p>Literatur/Lehrmaterial:</p> <ul style="list-style-type: none"> • Shao, Alan; Zhou, Kevin: Marketing Research: An Aid to Decision Making, Atomic Dog, 3rd edition, 2006 • McDaniel Jr., Carl, and Roger Gates: Marketing Research Essentials, Wiley, 6th edition, 2007
<p>Besonderes:</p> <p>Guest speakers from companies and our international partner universities are invited. The number of participating students is 25 maximum. It will not be enforced in WS 11/12.</p>

Beschreibung für Modulelement

Code: VI.1.4.2/VI.7.5.2	Titel des Modulelements: Project International Marketing Research
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Organisation

Dozent/in: Prof. Dr. Ramme		Status: Professorin
ECTS-Punkte: 4	SWS: 2	Sprache: englisch
Workload: ECTS-Punkte x 25 = 100 Stunden, mit der folgenden Aufteilung:		
Vorlesung: 25 %	Vor-/Nachbereitung/Selbststudium: 15 %	Bearbeit. v. Aufgaben/Gruppenarbeit 60 %

Ausgestaltung des Modulelements

<p>Lerninhalte:</p> <p>To fully benefit from a marketing research course, the students have the opportunity to apply concepts, techniques, and skills covered in the classroom to a real world setting. Furthermore the focus of this class is the international approach. Therefore, the students will either work in teams on a real life international case delivered by a company or on an international project which we will carry out with students from our partner universities. The steps undertaken in this vein encompass the development of research objectives, use of secondary data, development of qualitative and/or quantitative research, collection of data (preferably online surveys), data analysis with SPSS, and conclusions.</p>
<p>Lehr-/Lernmethoden:</p> <p>The USP for this class is team work on a real life case for a client or together with professors from our partner universities guided and monitored by the teacher. The output is a presentation and a written report on the findings of the International Marketing Research project. The students present the findings in front of the client or the reports will be forwarded to professors from our partner universities. The objective of this course is applying international marketing research theories to a real life example, supporting the ability to work in a team, and improving presentations skills which are very important in marketing research as in the later career complicated methods of analysis are often communicated to managers who do not have the time to get an in-depth insight into the material.</p>
<p>Literatur/Lehrmaterial:</p> <ul style="list-style-type: none"> • Shao, Alan; Zhou, Kevin: Marketing Research: An Aid to Decision Making, Atomic Dog, 3rd edition, 2006 • Gillespie, Kate; Jeannet, Jean-Pierre; Hennessey, H. David: Global Marketing: An Interactive Approach. South-Western College Pub; 2nd edition, 2006 • Briefing material from the company if applicable
<p>Besonderes:</p> <p>The USP of this course is the application of international marketing research theory to a real life setting. The number of participating students is 25 maximum. It will not be enforced in WS 11/12.</p>

Modulbeschreibung

Code: VI.1.5./ VI.7.6	Modulbezeichnung: International Marketing Project
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Bezüge zu anderen Modulen

Vorgelagerte Module: "Comparative Management" highly recommended as pre- or co-requisites	Nachgelagerte Module: keine
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Organisation

Modulverantwortliche/r: Prof. Dr. Ramme		
Modulart: Wahlpflichtfach		Turnus: jährlich nur im SS
Zulassungsvoraussetzungen: Zulassung zum Hauptstudium	ECTS-Punkte: 8	SWS: 6

Prüfungsleistungen

Art:	Gewichtung:
Klausur, 60 Minuten	30%
Referat	70%

Ausgestaltung des Moduls

Lernziele und Kompetenzen:	
<p>The field of international marketing is becoming more and more important. It is constantly being cross-fertilized by perspectives from many different disciplines. This module will provide a comprehensive, lively, contemporary and practical introduction to international marketing and will cover the diversity of global values, popular culture, lifestyles and industries and their role and relationship in formulating marketing strategies in detail.</p> <p>The global orientation will be accomplished by the academic input from the teachers and by the multicultural nature of the project having students from different cultures who are working together for two intensive weeks. The students will learn how to cope with challenges in the global marketplace, as well as the implications and problems of carrying out business strategies and tactics in different countries.</p> <p>The objectives of the course are to develop the following skills: working in intercultural teams, working for a real life client, working under time pressure, making presentations, writing academic papers with a practical approach, understanding how a company in a foreign country operates.</p>	
Modulelemente: VI.1.5.1/ VI.7.6.1 International Marketing Project	Dozent/in: Prof. Dr. Iris Ramme

Beschreibung für Modulelement

Code: VI.1.5.1/VI.7.6.1	Titel des Modulelements: International Marketing Project
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Organisation

Dozent/in: Prof. Dr. Iris Ramme		Status: Professor
ECTS-Punkte: 8	SWS: 6	Sprache: englisch
Workload: ECTS-Punkte x 25 = 200 Stunden, mit der folgenden Aufteilung:		
Vorlesung: 40 %	Vor-/Nachbereitung/Selbststudium: 25 %	Bearbeit. v. Aufgaben/Gruppenarbeit 35 %

Ausgestaltung des Modulelements

<p>Lerninhalte:</p> <p>International marketing theories with varying focus depending on the nature of the project.</p>
<p>Lehr-/Lernmethoden:</p> <p>This class will be carried out as an Intensive Program together with our partner universities and will have a very practical/operational approach. The practical approach can be either achieved</p> <ul style="list-style-type: none"> ▪ by collaborating with a business partner who is interested in internationalizing its business and thus working on a real-life marketing case in intercultural teams or ▪ by working on a marketing simulation game together with students from other countries or ▪ by working on an international research project or ▪ by visiting several companies in a different country (or in different countries) and analyzing their applications of theories and techniques which will take a multi-national approach to the discussion of global marketing theory. <p>The focus of this class is applying theory of global marketing combined with hands-on experience with different cultures, companies and countries.</p>
<p>Literatur/Lehrmaterial:</p> <ul style="list-style-type: none"> • Masaaki Kotabe, Kristiaan Helsen: Global Marketing Management, John Wiley & Sons Inc; 3rd ed. 2005 • Svend Hollensen: Global Marketing: A Decision-Oriented Approach, 4th ed. 2007. • Kate Gillespie, Jean-Pierre Jeannet, H. David Hennessey: Global Marketing, Houghton Mifflin Company, 2nd ed., 2007 • Presentations of the companies and/or case descriptions of the companies
<p>Besonderes:</p> <p>The practical application with either company visits, marketing simulations or working for a real life company as well as the multi-cultural teams is the USP for this module. If it is not possible e.g. due to financial restrictions to arrange for face-to-face meetings the project will be carried out virtually (web-conferencing, e-mail, Skype, etc.).</p> <p>The number of participants from our university is restricted to 5 to 15 students depending on the number of international partners involved.</p>

Module Description

Code: VI.2.2.	Name: Managing Global Personnel
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Administration

Module Coordinator: Professor Dr. Cyrus Achouri		
Cycle: Winter and Summer semesters	ECTS-Credits: 8	Lecture hours per week: 6
Prerequisites: Authorization to Main Study Period		Language of Instruction: English

Student Evaluation

Written exam (max. 90 minutes)	70% Intercultural Management, 30% Corporate Culture
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Module Details

Learning Outcomes and Skills: The participation at course VI.2.1. (Human Resource Management) as a prerequisite is highly recommended to take part at this course! The theoretic contents are going to be taught in terms of lectures and enriched by several practice examples as well as case studies that are going to be discussed within the class.

Course Components: VI.2.2.1 Intercultural HR Management VI.2.2.2 Corporate Culture, Knowledge and Skill Management

Degree Program Business Administration (B.Sc.)

Course Component: Intercultural HR Management		
ECTS-Credits: 6	Lecture hours per week: 4	Language of Instruction: English
Course Contents: This class shall enable the students to apply the learnt contents of HRM in a global business life within multi-national companies. With help of case studies and examples students are going to be introduced into following further contents: <ul style="list-style-type: none">• Adaption of Management Styles and Techniques to a global Business Environment, Development of Management Strategies with Reference to Business and Country Cultures• Culture, Decision-Making and Internationalization Strategies• Strategic Models for Managers• Introduction to anthropologic Basics, Culture Bound/Culture Free Theories• Understanding for cultural Differences• International Management Development Models• Corporate Culture and Behavior		
Teaching Methods The theoretic contents will be taught in terms of lectures and enriched by several practice examples as well as case studies that will be discussed within the class.		
Text books/Learning resources: Achouri, C.: Modern Systemic Leadership, Publicis/Wiley, 2010 Hofstede, G.: Lokales Denken, Globales Handeln. DTV, 2006 Bergemann, N./Sourisseaux, A. (Hrsg.): Interkulturelles Management. Springer, 2002		

Degree Program Business Administration (B.Sc.)

Course Component: Corporate Culture, Knowledge and Skill Management		
ECTS-Credits: 2	Lecture hours per week: 2	Language of Instruction: English
Course Contents: <ul style="list-style-type: none">• Corporate Culture• Introduction to Knowledge Management• Skill Management• Understanding for the above Class Contents in Connection with further Management Courses• Reflection of different Approaches for a deliberate cultural Change		
Teaching Methods <p>The theoretic contents will be taught in terms of lectures and enriched by several practice examples as well as case studies that will be discussed within the class. In addition to this the students will have to work out researches and presentations within small groups.</p>		
Text books/Learning resources: <p>Generally the script shall serve as a basis for the lectures</p> <ul style="list-style-type: none">• Wikipedia and own documentation research with help of Google and other services• Further reading recommendations regarding corporate culture:<ul style="list-style-type: none">○ Edgar H. Schein (1995) Unternehmenskultur, Ein Handbuch für Führungskräfte; Frankfurt a. Main, New York, Campus Verlag○ Sonja Sackmann (2002) Unternehmenskultur, Erkennen, Entwickeln, Verändern; Neuwied Kriftel, Luchterhand Verlag○ Klaus Doppler & Christoph Lauterburg (2000) Change Management, Den Unternehmenswandel gestalten; Frankfurt a. Main, Campus Verlag• Further reading regarding knowledge management:<ul style="list-style-type: none">○ Karl Eric Sveiby (1997) The new Organizational Wealth: Managing and Measuring		

Module Description

Code: VI.8.1.	Name: Business Informatics
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Administration

Module Coordinator: Professor Dr. Staiger		
Cycle: Winter and Summer semesters	ECTS-Credits: 8	Lecture hours per week: 6
Prerequisites: Authorization to Main Study Period		Language of Instruction: German

Student Evaluation

Written exam (max. 120 minutes)	100 %
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Module Details

Learning Outcomes and Skills: Knowledge of techniques and concepts about creating client, server and service applications using Internet technologies are the aim of this course. In addition to this the students shall get an insight to the development and architecture of modern multistage information systems.

Course Components: VI.6.8.1 Information Technologies VI.6.8.2 Information Management

Degree Program Business Administration (B.Sc.)

Course Component: Information Technologies		
ECTS-Credits: 6	Lecture hours per week: 4	Language of Instruction: German
Course Contents: <ul style="list-style-type: none">• Basic Knowledge of Different Techniques for the Creation of Web Based Information Systems with Multistage Architectures• Client Components for an Information Display with HTML and the Script Language JavaScript• Server Script Languages (PHP, C#) for Dynamic Web Sites• Data Base Queries with ODBC (Open Database Connectivity)		
Teaching Methods <p>Students are going to be involved interactively to the lectures which shall provide the knowledge basis of this class. In addition to this case studies will be used to grant a better understanding.</p>		
Text books/Learning resources: <ul style="list-style-type: none">• http://de.selfhtml.org/• Erlenkötter, C# Universell programmieren von Anfang an• Dynamische Hilfe zum Visual Web Developer und .NET-Framework		

Degree Program Business Administration (B.Sc.)

Course Component: Information Management		
ECTS-Credits: 2	Lecture hours per week: 2	Language of Instruction: German
Course Contents: <ul style="list-style-type: none">• Basic Terms and their Classifications• Information Search and Information Overflow as Central Issues• Various Conceptualizations as Core Task of Information Management• Align and Enable Functions of IT• Technologies for the Realization of Information Management• Current Issues of Information Management Environment• Structuring and Managing IT Departments with Help of Using ITIL		
Teaching Methods <p>Students are going to be involved interactively to the lectures which shall provide the knowledge basis of this class. In addition to this presenting case studies and analyzing the current literature shall grant a better understanding.</p> <p>The students shall apply the concepts autonomously with current issues and present their outcomes in front of class.</p>		
Text books/Learning resources: <ul style="list-style-type: none">• Helmut Krcmar: Informationsmanagement, 3. Auflage, Springer, 2003• Script• Current Literature		

Module Description

Code: VI.8.2.	Name: Public & European Law
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Administration

Module Coordinator: Professor Dr. jur. Konrad Scori		
Cycle: Winter and Summer semesters	ECTS-Credits: 8	Lecture hours per week: 6
Prerequisites: Authorization to Main Study Period	Language of Instruction: German	

Student Evaluation

Written exam (max. 120 minutes)	100 %
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Module Details

Learning Outcomes and Skills: The aim of this course is to get an understanding of issues regarding economic constitution and European law in connection with business and market circumstances. Moreover, the students shall be able to solve legal cases regarding the above issues.
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Course Components: VI.8.2.1 Economic Constitution Law VI.8.2.2 European Law I
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Degree Program Business Administration (B.Sc.)

Course Component: Economic Constitution Law		
ECTS-Credits: 2	Lecture hours per week: 2	Language of Instruction: German
Course Contents: <ul style="list-style-type: none">• Basics of Economic Constitutions in Connection with Governmental Economic Interventions• Economic Administration State and Legal Principles• Constitutional Protection of Private Economic Activities		
Teaching Methods <p>Students are going to be involved interactively to the lectures which shall provide the knowledge basis of this class. Practice case studies shall enrich these lectures to grant a better understanding.</p>		
Text books/Learning resources: Script		

Degree Program Business Administration (B.Sc.)

Course Component: European Law I		
ECTS-Credits: 6	Lecture hours per week: 4	Language of Instruction: German
Course Contents: <ul style="list-style-type: none">• European Idea: Historic and Political Backgrounds, Integration Models• Terms, System and Meaning of European Law• European Bodies and Institutions• European Commercial Law (Single European Market)		
Teaching Methods <p>Students are going to be involved interactively to the lectures which shall provide the knowledge basis of this class. Practice case studies as well as regularly held quizzes shall enrich the classes to grant a better understanding.</p>		
Text books/Learning resources: <ul style="list-style-type: none">• Script• Law and exercise material will be handed out		

Module Description

Code: VI.8.3.	Name: Image and Publicity
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Administration

Module Coordinator: Professor Dr. Dr. D.J.M. Soulas de Russel		
Cycle: Winter and Summer semesters	ECTS-Credits: 8	Lecture hours per week: 6
Prerequisites: Authorization to Main Study Period		Language of Instruction: German

Student Evaluation

Written exam (max. 60 minutes)	20 %
Corporation/Term Paper	80 %

Module Details

<p>Learning Outcomes and Skills:</p> <p>The event is to give students an additional specialist qualification in the field of corporate presence. Consistently in the practical working group of the participants developed a feel for the economic side of the imago logical operational activity. To this end, he learns concretely and tested the methods used and hence solutions can be found in order to draw the image of products, brands and businesses, maintain, correct or change it. This is done by taking (individually and / or the team) and complete implementation of a real project, coupled with the deepening of scientific and presentation (abstract) of a particular point of the economy-imagology or advertising.</p> <p>In times of more and more uniform and homogenous markets an organization's image is gaining importance to convince both customers and employees. Hence the aim of this course is to teach the students mechanisms and possibilities to influence the image of goods, brands, and companies. So this course is a mixture of various business perspectives (marketing, behavioural psychology, business sociology and history, corporate culture).</p>
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<p>Course Components:</p> <p>VI.8.3.1 Comparative Economic Literature</p> <p>VI.8.3.2 Publicity</p>
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Degree Program Business Administration (B.Sc.)

Course Component: Comparative Economic Literature		
ECTS-Credits: 4	Lecture hours per week: 3	Language of Instruction: German
Course Contents: 1.1 Image: Midway of Success 1.2 Different Effects of Image 1.3 Parts of Corporate, Brand and Product Image 1.4 Product-Brand-Company 1.5 Creation of Pictures in the 'Image Workshop' 1.6 Image Trend: Look-Models, Copy, Invention 1.7 Images between Fake and Reality 1.8 Discrepancies between Targets and Actual Images 1.9 Image Developments in Connection with Enterprise History, Brands and Products		
Teaching Methods With help of documented observations and collected materials motivated students shall work out projects about one of the above course contents.		
Text books/Learning resources: Essig, C., Soulas de Russel, D.J.M., Bauer, D., Das Image von Produkten, Marken und Unternehmen, Verlag Wissenschaft und Praxis, Sternenfels 2010, 238 p. Soulas de Russel, D.J.M., d'Ambrosio, D., Publicity kompakt: werben um besser zu verkaufen, Verlag Wissenschaft und Praxis, Sternenfels 2009.		

Degree Program Business Administration (B.Sc.)

Course Component: Image and Publicity		
ECTS-Credits: 4	Lecture hours per week: 3	Language of Instruction: German
Course Contents: 2.1 Advertising System: Psycho and Socio Backgrounds 2.2 Advertising Design: Preparations and Concepts, Selection Principles and Criteria 2.3 Advertising Techniques: Customized Campaigns 2.4 Advertising History 2.5 Advertising Development of Various Companies, Brands and/or Products		
Teaching Methods The active participation at this interactive class shall enable the students to at least advise in future advertising design issues in companies. A connection between theory and practice will be generated with help of working out examples and projects.		
Text books/Learning resources: Essig, C., Soulas de Russel, D.J.M., Bauer, D., Das Image von Produkten, Marken und Unternehmen, Verlag Wissenschaft und Praxis, Sternenfels 2010, 238 p. Soulas de Russel, D.J.M., d'Ambrosio, D., Publicity kompakt: werben um besser zu verkaufen, Verlag Wissenschaft und Praxis, Sternenfels 2009, 170 p.		