

# All course descriptions

Brand Management and Marketing Communication	10 ECTS
Brand Management in a digital world*	6 ECTS
Business English I	5 ECTS
Business English II - Presenting in English	5 ECTS
Business English III - International Recruitment Process	5 ECTS
Diversity in Marketing	5 ECTS
Finance and Investment I	5 ECTS
International Business	10 ECTS
Intercultural Communication	5 ECTS
Intercultural Management	5 ECTS
Introduction to Business Administration	5 ECTS
Marketing and Consumer Behaviour	10 ECTS
Marketing Basics	5 ECTS
Microeconomics	5 ECTS
Statistics	5 ECTS
Strategic Management*	6 ECTS
Unternehmensführung (Corporate Management)	5 ECTS

\* Master's level course - Bachelor students receive 10 ECTS, but must obtain the professor's approval before participation

<b>Brand Management and Marketing Communications</b>					
<b>Course module</b>	<b>Workload</b>	<b>ECTS</b>	<b>Semester</b>	<b>Frequency</b>	<b>Lecture period</b>
BSBMC	300 h	10	4 <sup>th</sup> semester/2 <sup>nd</sup> year	At least once an academic year	1 semester
<b>Course type</b>		<b>Contact time</b>	<b>Self-study time</b>	<b>Group size</b>	
Lecture		8 SWS / 128 h	172 hours	max. 40 students	
<b>Teaching language</b>					
English					
<b>Use of the course/module in Bachelor's study programme</b>					
<input type="checkbox"/> Business Administration <input type="checkbox"/> Business Administration dual <input type="checkbox"/> Business Administration - Steuern dual <input type="checkbox"/> Business Administration (berufsbegleitendes Studium/part-time study programme) „VWA“ <input checked="" type="checkbox"/> <b>Marketing and International Business (Mandatory focus module/course)</b> <input type="checkbox"/> Mittelstandsmanagement <input type="checkbox"/> Bau-Wirtschaftsingenieurwesen <input type="checkbox"/> Wirtschaftsingenieurwesen					
<b>Learning outcomes</b>					
<p>After this module, students will have the essential professional skills to perform qualified tasks in the field of brand management and marketing communication. This implies the knowledge of brand management, the effectiveness of marketing communication as well as strategies and instruments in the fields of brand management, media advertising, public relations, sales promotion, direct marketing, online and social media marketing (digital marketing), event and trade fair marketing, sponsoring, personal sales and outdoor advertising. Questions of comparative advertising as well as ethical and legal aspects of marketing communication are also dealt with.</p> <p>In addition, students will be able to assess the contribution of marketing communication to the achievement of marketing and corporate goals in a situation- and industry-specific manner. Finally, they develop their personal skills in the areas of communication and presentation.</p>					
<b>Content</b>					
<p>This course provides an extensive overview of the key concepts, techniques and applications of brand management and marketing communications. In part 1, we start off with an introduction to consumer behavior before addressing different communication objectives. The basis of all further discussion is set by an intensive look at the theory of brand management. Based on those insights, in part 2, learning covers all elements of the communications mix, including advertising, public relations, sponsorship, sales promotion, direct marketing, point-of-purchase communications, exhibitions and personal selling. Due to its growing importance, the instruments of digital marketing are discussed in part 3. The course blends inspired examples with wide ranging theories and applications to provide a complete introduction to this popular subject.</p>					

In the following, the three parts of the module are explained in more detail:

### **Part 1: Brand Management & Integrated Marketing Communications**

How can companies grow in saturate and competitive markets? Most marketing researchers and practitioners will agree that today, a strong brand is the key to market success! But brands are not only built by advertising, they emerge from peak performances and grow from inside to outside. In interactive lectures, we will have a closer look at the history and theory of branding and its application to real business cases. Looking at the implementation of branding strategies, we then focus on integrated marketing communication that combines different media in different cultures and countries to improve the results of branding campaigns. Many practical examples and case studies will be discussed.

### **Part 2: From Advertising Strategy to Implementation**

The development process of communication campaigns may vary according to budget, timings and audience. But there is hardly any doubt among marketing experts that most successful campaigns follow a step-by-step approach that has been intensively investigated. Target groups have to be selected, communication objectives need to be set and a message, creative, and media strategy must be defined before a campaign can be implemented and evaluated. In this course, we take a deep look at all the different stages in campaign development through a combination of interactive lectures, case studies, and class discussions.

### **Teil 3: Digital Marketing**

The technical and societal developments of digitalisation are shown. Students are given an overview of today's possibilities of online communication. The focus here is on marketing communication via online or social media platforms. In addition to the definition of terms, current trends, strategies, and measurement parameters, monitoring and legal foundations are discussed.

#### **Teaching methods**

Lecture/seminar (depending on number of participants) with lecture, discussion and exercise elements.

#### **Preliminary requirements**

**Formal:** Access to Bachelor's programme

**By Content:** none

#### **Form of assesment**

Written exam or portfolio examination and presentation (one or more papers, each relating to parts 1, 2 and 3)

#### **Necessary conditions for ECTS credits**

Successful completion of the course/ passed exam

#### **Weight of grading**

According to ECTS credits

#### **Module coordinator**

- Prof. Dr. Holger J. Schmidt

#### **Lecturers**

- Prof. Dr. Holger J. Schmidt and Anna J. Hoffmann

#### **Literature (current edition)**

- Schmidt: Markenführung. Wiesbaden.
- De Pelsmacker / Geuens / v. d. Bergh: Marketing Communications: A European Perspective, Essex.
- Dahlem / Lange / Smith: Marketing Communications: A Brand Narrative Approach, Chichester.
- Chaffey / Smith: Digital Marketing Excellence, London and New York
- Charlesworth: Digital Marketing, London and New York

<b>Brand Management in a Digital World</b>					
<b>Course module</b>	<b>Workload</b>	<b>ECTS</b>	<b>Semester</b>	<b>Frequency</b>	<b>Lecture period</b>
BSBMC	360 h	6	Master	Every winter semester	1 semester
<b>Course type</b> Seminar (5 SWS) + Exercise (3 SWS)		<b>Contact time</b> 80 h / 5 SWS 48 h / 3 SWS		<b>Self-study time</b> 232 hours	<b>Group size</b> 20 - 30 students
<b>Teaching language</b> English / German					
<b>Applicability of the module</b> Master's programme "Business Management" (focus module)					
<b>Content</b> <ul style="list-style-type: none"> <li>• The history of brands and their management</li> <li>• The era of globalization, digitalization and co-creation</li> <li>• Generating and understanding brand-related insights</li> <li>• Defining and aligning brand strategy</li> <li>• Co-creating brand meaning</li> <li>• Situational challenges for brands in various industries (e.g., B2B, retail, services, non-for-profit)</li> <li>• Ethics in the context of brand management</li> <li>• Future directions of brand management</li> </ul>					
<b>Acquisition of competences</b> <p>1. Subject-related competences</p> <p>After participating in the module course, the students are able to understand the nature of brands as well as current development trends in brand management, to analyse their current anchoring/importance in the economy and society, to evaluate different methods, approaches and instruments of brand management and to independently solve complex practical tasks in the context of brand management.</p> <p>2. Methodological competences</p> <p>After participating in the module, the students are able to understand, apply and evaluate scientific methods in order to collect and evaluate information required for brand management. They are also able to evaluate scientific literature and apply its findings to the practice of brand management.</p> <p>3. Interdisciplinary key qualifications</p> <p>After participating in the module course, the students have considerably improved their competences in teamwork, presentation and scientific work. The competences acquired here can be applied across disciplines.</p>					
<b>Learning objectives with regard to the overall qualification / degree to be acquired</b> After this module, the students have extensive knowledge in the field of brand management against the backdrop of a global and digital world in order to deal with complex tasks related to brand management both in theory and in practice. Furthermore, they have practical application competence and have intensified their knowledge by means of case studies and practical exercises					

**Teaching methods**

Seminar-based teaching (mostly based on the flipped-classroom principle), case studies, group discussions, presentations, self-study. Complemented by electronic teaching and learning opportunities.

**Preliminary requirements**

**Formal:** Access to Master's programme

**By Content:** fluent in English

**Performance (type of performance and duration)**

Portfolio examination consists of at least 2 of the following 3 forms of examination: Written examination, academic paper, case study discussion.

**Necessary conditions for ECTS credits**

Successful completion of the course/ passed exam

**Weight of grading**

According to ECTS credits

**Module coordinator**

- Prof. Dr. Holger J. Schmidt

**Lecturers**

- Prof. Dr. Holger J. Schmidt

**Literature (current edition)**

- Beverland, M. (2018). Brand Management: Co-creating Meaningful Brands. London: Sage.
- Burmann, Chr., Riley, N.-M., Halaszovich, T., Schade, M. (2017). Identity-Based Brand Management. Wiesbaden: Springer Gabler.
- Ind, N., Schmidt, H. J. (2019). Co-creating Brands. London: Bloomsbury.
- Steenkamp, J.-B. (2017). Global Brand Strategy. London: Palgrave Macmillan.

<b>Business English I</b>					
<b>Course module</b>	<b>Workload</b>	<b>ECTS credits</b>	<b>Semester</b>	<b>Frequency</b>	<b>Lecture period</b>
BPEN1	150 h	5	1 <sup>st</sup> semester	Each semester	1 semester
<b>Course type</b>		<b>Contact time</b>	<b>Self-study time</b>	<b>Group size</b>	
Seminar		2 SWS / 32 h	86 h	20 students	
Tutorial		2 SWS / 32 h			
<b>Teaching language</b>					
English					
<b>Applicability of the module</b>					
Master's programme "Business Management" (focus module)					
<b>Use of the course/module in Bachelor's study programme</b>					
<input checked="" type="checkbox"/> Business Administration <input type="checkbox"/> Business Administration dual <input checked="" type="checkbox"/> Business Administration - Steuern dual <input type="checkbox"/> Business Administration (berufsbegleitendes Studium/part-time study programme) „VWA“ <input checked="" type="checkbox"/> Marketing and International Business <input checked="" type="checkbox"/> Mittelstandsmanagement <input type="checkbox"/> Bau-Wirtschaftsingenieurwesen <input type="checkbox"/> Wirtschaftsingenieurwesen •					
<b>Learning outcomes and competences</b>					
<p>Students are divided into small groups based on the results of an English language placement test given at the start of the semester. The module is split into two components, business vocabulary and business communication.</p> <p>On successful completion of Business English I, participants should have reached a minimum level of B2, however, this is dependent on their respective language level on entry.</p> <p>Students should also have developed:</p> <ul style="list-style-type: none"> <li>confidence in using the English language in business situations.</li> <li>their vocabulary for working in an English speaking environment.</li> <li>skills in reading texts related to business issues.</li> <li>speaking, listening and writing skills in business English.</li> <li>their overall ability to communicate in English in business settings.</li> </ul>					
<b>Self-competence</b>					
Communication, problem solving, group work, information retrieval, time management					

**Content**

1. Company culture, departments and organisational structures
2. Successful businesses- examples of, factors affecting
3. Successful management
4. Number work - Interpreting statistics, describing trends
5. Teamwork
6. Business reports & emails
7. Suitable register for business situations

**Teaching methods**

Case studies, group work, exercises, online study course

**Preliminary requirements**

**Formal:** 7 to 9 years school English

**By Content:** No requirements

**Form of assesment**

Written exam or written assignment/report

**Necessary conditions for ECTS credits**

Passed exam

**Weight of grading**

According to ECTS credits

**Module coordinator**

Ellen Rana

**Lecturer**

Ellen Rana

**Literature (current edition)**

Murphy: Essential Grammar

<b>Business English II</b>					
Course module	Workload	ECTS credits	Semester	Frequency	Lecture period
BEEN2	150 h	5	3 <sup>rd</sup> or 4 <sup>th</sup> semester	Each semester	1 Semester
Course type		Contact time	Self-study time	Group size	
Lecture/educational discussion		4 SWS / 64 h	86 h	No restriction	
Teaching language					
English					
Use of the course/module in Bachelor's study programme					
<input checked="" type="checkbox"/> Business Administration <input checked="" type="checkbox"/> Business Administration dual <input checked="" type="checkbox"/> Business Administration - Steuern dual <input checked="" type="checkbox"/> Business Administration (berufsbegleitendes Studium/part-time study programme „VWA“ <input checked="" type="checkbox"/> Marketing and International Business <input checked="" type="checkbox"/> Mittelstandsmanagement <input checked="" type="checkbox"/> <b>Bau-Wirtschaftsingenieurwesen (Compulsory module)</b> <input checked="" type="checkbox"/> <b>Wirtschaftsingenieurwesen (Compulsory module)</b>					
Learning outcomes					
<ul style="list-style-type: none"> <li>▪ Participants will learn how to present ideas, arguments and information with clarity and reasonable accuracy both orally and in written form using appropriate register and conventions</li> <li>▪ They will learn how to discuss business related topics using appropriate register, select and organise suitable information, plan the structure, highlights and delivery of both written and oral presentations</li> <li>▪ On successful completion of this module, participants should be able to: <ul style="list-style-type: none"> <li>▪ collect appropriate data from a range of sources</li> <li>▪ undertake a simple research task with guidance</li> <li>▪ work effectively with others as a member of a team</li> <li>▪ take responsibility for their own learning</li> </ul> </li> </ul>					
Competences					
Language skills - groupwork, negotiating, communication, problem solving					
Content					
<ol style="list-style-type: none"> <li>1. Presenting in English</li> <li>2. Differences between written and spoken language</li> <li>3. Presenting ideas- written</li> <li>4. Presenting ideas- spoken</li> <li>5. Oral presentations- structure, language and register</li> <li>6. Techniques to aid oral presentations</li> <li>7. Software tools: SPSS, PPT, Prezi and interactive presentations</li> </ol>					
Forms of teaching					
Seminar-style teaching (depending on the number of participants) with lecture, discussion and exercise elements.					
Participation requirements					
<b>Formal:</b> Admission to Bachelor's programme					
<b>By content:</b> None					



<b>Form of assesment</b> Exam or paper
<b>Necessary conditions for ECTS credits</b> Passed exam
<b>Weight of grading</b> According to ECTS credits
<b>Module coordinator</b> Language lecturer: Ellen Rana <b>Lecturer</b> Language lecturer: Ellen Rana
<b>References (current edition)</b> Will be provided throughout the module

<b>Business English III</b>					
Course module	Workload	ECTS credits	Semester	Frequency	Lecture period
BEEN3	150 h	5	3 <sup>th</sup> or 4 <sup>th</sup> semester	Each semester	1 semester
Course type		Contact time	Self-study	Group size	
Lecture		4 SWS / 64 h	86 h	keine Beschränkung	
Teaching language					
English					
Use of the course/module in Bachelor's study programme					
<input checked="" type="checkbox"/> Business Administration <input checked="" type="checkbox"/> Business Administration dual <input checked="" type="checkbox"/> Business Administration - Steuern dual <input checked="" type="checkbox"/> Business Administration (berufsbegleitendes Studium/part-time study programme) „VWA“ <input checked="" type="checkbox"/> Marketing and International Business <input checked="" type="checkbox"/> Mittelstandsmanagement <input type="checkbox"/> Bau-Wirtschaftsingenieurwesen <input type="checkbox"/> Wirtschaftsingenieurwesen					
Learning outcomes					
<p>On successful completion of this module, participants should:</p> <ul style="list-style-type: none"> <li>▪ understand how the English speaking, international recruitment process works</li> <li>▪ be able to successfully complete various application methods</li> <li>▪ be confident about presenting themselves to potential employers</li> <li>▪ realize the importance of interview training</li> <li>▪ be prepared to apply for internships and/or jobs in English speaking companies</li> </ul> <p>Transferable skills: planning, written communication, meeting deadlines</p>					
Competences					
Language competence - Communication, problem solving, group work, time management					
Content					
<ol style="list-style-type: none"> <li>1. Identifying my qualities and skills, strengths and weaknesses</li> <li>2. Creating 'My Profile'</li> <li>3. Understanding job adverts- specifications and descriptions</li> <li>4. Filling in application forms- paper-based and online</li> <li>5. An English Curriculum Vitae &amp; Letter of Application</li> <li>6. Assessment Centres – what to expect and the different tests</li> <li>7. Giving presentations in the recruitment process</li> <li>8. Interviews- face to face</li> <li>9. Interviews - Telephone / online interviews</li> <li>10. Job contracts- identifying important features</li> </ol>					
Teaching methods					
Seminar-style teaching (depending on the number of participants) with lecture, discussion and exercise elements.					
Preliminary requirements					
<b>Formal:</b> access to the bachelor programme <b>By content:</b> none					

<b>Form of assesment</b> Exam/Portfolio examination
<b>Necessary conditions for ECTS credits</b> Passed exam
<b>Weight of the grading</b> According to the ECTS points
<b>Module coordinator</b> Ellen Rana <b>Lecturer</b> Ellen Rana
<b>Literature</b> Will be provided throughout the module

<b>Diversity in Marketing</b>					
<b>Course module</b>	<b>Workload</b> 150 h	<b>ECTS</b> 5	<b>Semester</b> 3 <sup>th</sup> or 4 <sup>th</sup> semester	<b>Frequency</b> Each semester	<b>Lecture period</b> 1 semester
<b>Course type</b> Seminar	<b>Contact time</b> 4 SWS / 64 h	<b>Self-study</b> 86 h	<b>Group size</b> 30 students		
<b>Teaching language</b> English					
<b>Use of the course/module in Bachelor's study programme</b>					
<input type="checkbox"/> Business Administration <input type="checkbox"/> Business Administration dual <input type="checkbox"/> Business Administration - Steuern dual <input type="checkbox"/> Business Administration (berufsbegleitendes Studium/part-time study programme) „VWA“ <input checked="" type="checkbox"/> <b>Marketing and International Business</b> <input type="checkbox"/> Mittelstandsmanagement <input type="checkbox"/> Bau-Wirtschaftsingenieurwesen <input type="checkbox"/> Wirtschaftsingenieurwesen <input type="checkbox"/> Keramik-Wirtschaftsingenieurwesen					
<b>Learning outcomes</b>					
<p>Upon the successful completion of this module, students should have detailed knowledge and understanding of diversity in the marketing management process. The course has been designed to provide students with the opportunity to practically apply theory on a selection of business scenarios in practice. At the same time, course participants will learn how to solve problems through responsible decision-making and critical or creative thinking. Course participants will learn how to work effectively with others, e.g., as a member of a team or group. To organise and manage oneself, e.g., through effective time management. Collect, analyse, organise, and critically evaluate information. To communicate effectively in visual, oral and/or written presentation. To use scientific resources and technology such as computers effectively and responsibly. To show understanding of systems and those problems cannot be solved in isolation.</p>					
<b>Content</b>					
<p>Customers are increasingly opting for brands based upon how diverse and inclusive they are in their marketing. Research has proven that consumers want diversity in marketing and yet many brands struggle to achieve this and do not know how to fix it. Customers who feel that they belong to and feel included in the marketing of their favourite brands or products will become loyal which will fuel business growth and offer improved customer experiences.</p> <p>This course will look at how diversity is incorporated in the workplace as well as in practice from a marketing perspective. In this course students are introduced to racial diversity, inclusion, and representation in marketing.</p> <p>Throughout the course, participants will be provided with an introduction to the theories, strategies, and practices of diversity in marketing in different contexts. Topics that will be included:</p> <ul style="list-style-type: none"> <li>▪ How brands and marketers speak to and through diversity</li> <li>▪ The rewards that diversity in marketing offers</li> <li>▪ The risk of executing diversity in marketing</li> <li>▪ Diversity in marketing in the 21<sup>st</sup> century</li> <li>▪ The role of online pressure groups</li> <li>▪ Diversifying demographics in targeting</li> <li>▪ Media regulations</li> <li>▪ Diversity in retail</li> <li>▪ Responding to diverse marketing environments and managing diversity</li> </ul>					

The module includes an introduction to diversity marketing. In an increasingly complex global marketing environment, marketers are continuously challenged to develop inclusive brands. This module introduces students to address the contemporary consumer. Finally, the students will develop an understanding of how to analyse how brands adapt to the mercurial conditions of media today and how to respond.

**Learning approach**

The module will draw upon a mixture of activities including lectures, case study analysis, group work, presentations, and discussions. Learning support material will be provided in OLAT.

**Course participants**

Students enrolled to the “BSc Marketing and International Business” programme and students from international partner institutions.

**Form of assesment**

In this course, students must take a written exam and complete a group assignment/project.

**Module coordinator**

Ms. Simone Thomas

**Lecturer**

Ms. Simone Thomas

**Course materials**

Course participants will be provided with case studies, articles, and lecture notes during the course. In addition, it's recommended using the following textbooks to deepen the understanding of marketing theory and practice.

- Fulp, C. (2018). Success Through Diversity: Why the Most Inclusive Companies Will Win. Beacon Press: Massachusetts. New York.
- Khamis, S. (2020). Branding Diversity: New Advertising and Cultural Strategies. Routledge:
- Rudolph, T., Schlegelmilch, B.B. & Bauer, A. (2012). Diversity in European Marketing: Text and Cases. Springer Gabler: Germany.

<b>Finance and Investment I</b>					
<b>Course module</b>	<b>Workload</b>	<b>ECTS credits</b>	<b>Semester</b>	<b>Frequency</b>	<b>Lecture period</b>
BPF11	150	5	3 <sup>rd</sup> Semester	Each Semester	1 Semester
<b>Course type</b>		<b>Contact time</b>	<b>Self-Study</b>	<b>Group size</b>	
Lecture		4 SWS / 64 h	86 h	unlimited	
<b>Teaching language</b>					
English					
<b>Use of the course/module in Bachelor's study programme</b>					
<input checked="" type="checkbox"/> Business Administration/Mandatory module <input checked="" type="checkbox"/> Business Administration dual/Mandatory module <input checked="" type="checkbox"/> Business Administration Steuern dual/Mandatory module <input checked="" type="checkbox"/> Business Administration (part-time study program) „VWA“/Mandatory module <input checked="" type="checkbox"/> Marketing and International Business/Mandatory module <input checked="" type="checkbox"/> Mittelstandsmanagement/Mandatory module <input checked="" type="checkbox"/> Bau-Wirtschaftsingenieurwesen/Mandatory module <input checked="" type="checkbox"/> Industrial Engineering Management/Mandatory module					
<b>Learning outcomes</b>					
<p>Students should have a basic understanding of the basics of financial calculations and financial economics used in business. In addition, students should be able to follow and discuss conversations on the subject matter, at least partially.</p>					
<b>Skills</b>					
<p>Students should have formed the foundation to further develop self-confidence in the subject matter, methods and social competencies. The contents of the module should be able to be applied in easy practical situations.</p>					
<b>Content</b>					
<p>The basics of:</p> <ul style="list-style-type: none"> <li>• Methods of financial investment calculations</li> <li>• Corporate Finance and Financial instruments</li> <li>• Financial planning and accounting</li> <li>• <u>Bank Management</u></li> </ul>					
<b>Teaching methods</b>					
<p>Lectures / seminars (depending on group size), Presentations-, Discussion-, practice elements.</p>					
<b>Key competencies:</b>					
<p>Working independently, group work, discussions, individual understanding of financial subject matter and discussions in groups.</p>					
<b>Knowledge transfer via:</b>					
<p>Lectures, Practical exercises, presentations, group work, discussions, self-study.</p>					
<b>Preliminary Requirements</b>					
<p><b>Formal:</b> access to the bachelor programme  <b>By content:</b> none</p>					

**Form of assesment**

Exam

**Necessary conditions for ECTS credits**

Successful completion of the course/passed exam

**Weight of the grading**

According to the ECTS cedits

**Module representative**

Prof. Dr. Michael Kaul

**Lecturers**

Marc Frost; Prof. Dr. Michael Kaul, lecturers, research associates, guest lecturers

**Additional Information Literature (current edition)**

- Blohm H.; Lüder, K.; Schäfer, C.: Investition, München.
- Brealey, M.; Meyers, S; Allen, F: Principles of Corporate Finance, McGraw-Hill
- Caprano E.; Wimmer, K.: Finanzmathematik, München.
- Däumler K.-D.; Grabe, J.: Betriebliche Finanzwirtschaft, Herne.
- Helbaek, M; Lindset, L; Mclellan, B: Corporate Finance, McGraw-Hill
- Hillier, D.; et al: Corporate Finance; McGraw-Hill
- Hull J. C.: Options, Futures, and Other Derivatives
- Peppmeier A.: Bankbetriebslehre, Herne.
- Zantow R., Dinauer J., Schäffler C.: Finanzwirtschaft des Unternehmens, Hallbergmoos.

Additional Literature will be given as needed during the lecture

<b>International Business</b>					
<b>Course module</b>	<b>Workload</b>	<b>ECTS credits</b>	<b>Semester</b>	<b>Frequency</b>	<b>Lecture period</b>
BSINB	300 h	10	4 <sup>th</sup> semester/2 <sup>nd</sup> year	At least once an academic year	1 semester
<b>Course type</b>		<b>Contact time</b>	<b>Self-study</b>	<b>Group size</b>	
Lecture		8 SWS / 128 h	172 hours	max. 40 students	
<b>Teaching language</b>					
English					
<b>Use of the course/module in Bachelor's study programme</b>					
<input type="checkbox"/> Business Administration <input type="checkbox"/> Business Administration dual <input type="checkbox"/> Business Administration - Steuern dual <input type="checkbox"/> Business Administration (berufsbegleitendes Studium/part-time study programme) „VWA“ <input checked="" type="checkbox"/> <b>Marketing and International Business (Mandatory focus module/course)</b> <input type="checkbox"/> Mittelstandsmanagement <input type="checkbox"/> Bau-Wirtschaftsingenieurwesen <input type="checkbox"/> Wirtschaftsingenieurwesen					
<b>Learning outcome</b>					
<p>Upon successful completion of this module, students should have gathered deeper insights into strategic and operative key issues with Marketing and International Business. The course has been designed to give students a chance to apply theory on a selection of real-life business scenarios. At the same time, course participants will improve presentation skills, the ability to work in teams as well as critical investigation, and self-motivating study skills.</p>					
<b>Content</b>					
<p>With an increasing importance of international exchange and transactions, businesses, regardless of size, have to direct their attention to the international market place. In order to compete effectively in foreign markets, not only to fill incoming orders from abroad every now and then, a well-focused international marketing strategy based on a thorough understanding of target markets is indispensable.</p> <p>This course introduces students to a range of international marketing topics and the various challenges that international marketers are facing, i.e. the complexity of the international marketing environment, cultural diversity, newly emerging markets, the need to balance adaption and standardization of international marketing campaigns, the many facets of customer relationship management in international markets, consumer behaviour issues including digital consumer behaviour.</p>					
<b>Learning approach</b>					
<p>A successful completion of the module requires students to commit about 300 learning hours. The workload is composed of 128 hours of class sessions, 160 - 180 hours of independent and self-directed learning activities outside of class and an exam.</p> <p>The module will draw upon a mixture of activities including lectures, case study analysis, group work, presentations and discussions.</p> <p>Learning support material will be provided in OLAT.</p>					



### Course participants

Students enrolled to the “BSc Marketing and International Business” programme and students from international partner institutions.

### Form of assesment

The course assignment is designed as a **project work** which has to be completed in teams. Each team has the task is to develop an **international marketing plan** for a project company of their choice.

Students should work in teams of 3-4 persons at most. The teams are asked to choose their **project company** during the **first course session**.

Each team is asked to deliver altogether **four presentations** on the different steps of the international marketing planning process, i.e.

Phase 1:	Marketing audit
Phase 2:	Market information
Phase 3:	Strategies and objectives
Phase 4:	Operative marketing management

- As a first step of the strategic planning process, the management has to evaluate the firm’s overall competitive position as well as the international marketing environment. In order to do so, the company has to be examined - possibly benchmarked with a key competitor.
- Foreign target markets can be selected according to their attractiveness and the anticipated country risk. The former is mainly determined by the market and sales potential, which have to be reliably estimated. In doing so, marketing executives have to handle a bundle of market data delivered by field or desk research in order to discover the (un-) articulated customer needs.
- Business mission and corporate objectives give orientation to all stakeholders. Furthermore, a properly designed hierarchy of objectives is indispensable for both keeping the employees motivated and the company on track. After the objectives have been set, the marketing management has to decide about appropriate strategies to achieve them.
- Finally, the marketing mix has to be designed to implement the marketing plan. It should be taken into consideration that efficiency has the absolute priority for marketing decision makers in this regard.

Each team will be given an **opponent team**, which implies that those two teams will have to work together intensively by reading each other’s reports and presentation materials, giving feedback and sharing ideas for improvement.

Furthermore, the teams are asked to submit an **executive report** in order to briefly summarize the results.

The reports have to be in-line with common standards of academic writing and should not exceed 8 - 10 pages. The reports have to be submitted latest one week after the last presentation.

### Weight of grading

The final grade for each student will be a weighted average score composed of both a team (1 and 2) and an individual grade (3):

- presentations (60%) – (1)
- written report (20%) – (2)
- class-room based indicators, such as attendance and participation (20%) – (3)

The students performance will be graded on a scale from 1 to 5 whereas “1” is the best possible grade and indicates an “outstanding performance” and “5” is a “fail”.

In order to reward above-average performing students, the teams will be given the possibility to evaluate each team member individually (**peer-to-peer**).

**Module representative**

Prof. Dr. Axel Schlich

**Lecturers**

Prof. Dr. Axel Schlich

Prof. Dr. Andreas Hesse

**Course materials and literature (current edition)**

Course participants will be provided with a selection of case studies, articles and lecture notes during the course. In addition, students may use the following textbooks in order to deepen their understanding of international marketing issues.

Czinkota, M. R. / Ronkainen, I. A. (2013): International Marketing, 10<sup>th</sup> edition, international edition, Cengage Learning.

Grafers, H.W./ Schlich, A. W. (2006): Strategic Export Management, Helsinki: WSOY. Hollensen,

S. / Opresnik, M. (2010): Marketing – A Relationship Perspective, Munich. Kotabe, M. & Helsen, K. (2014): Global Marketing Management, 6<sup>th</sup> edition New York.

Usunier, Jean-Claude/Lee, Julie Anne (2013): Marketing Across Cultures, 6th edition, Harlow.

<b>Intercultural Communications</b>					
<b>Course module</b>	<b>Workload</b>	<b>ECTS credits</b>	<b>Semester</b>	<b>Frequency</b>	<b>Lecture period</b>
BEUIC	150 h	5	3 <sup>rd</sup> or 4 <sup>th</sup> semester	Each Semester	1 semester
<b>Course type</b>		<b>Contact time</b>	<b>Self-study time</b>	<b>Group size</b>	
Lecture/educational discussion		4 SWS / 64 h	86 h	keine Beschränkung	
<b>Teaching language</b>					
English					
<b>Use of course/module in Bachelor's study programme</b>					
<input checked="" type="checkbox"/> Business Administration <input checked="" type="checkbox"/> Business Administration dual <input checked="" type="checkbox"/> Business Administration - Steuern dual <input checked="" type="checkbox"/> Business Administration (berufsbegleitendes Studium/part-time study programme) „VWA“ <input checked="" type="checkbox"/> Marketing and International Business <input checked="" type="checkbox"/> Mittelstandsmanagement <input type="checkbox"/> Bau-Wirtschaftsingenieurwesen <input type="checkbox"/> Wirtschaftsingenieurwesen					
<b>Learning outcomes and competences</b>					
<p>The aims of this module are to:</p> <ul style="list-style-type: none"> <li>▪ equip students with knowledge and understanding of concepts relating to intercultural communication</li> <li>▪ provide students with a range of specific skills needed to study and work in an international setting</li> <li>▪ develop transferable skills including: co-operative learning, critical thinking and expressing ideas in a clear, concise way</li> <li>▪ demonstrate the importance of being 'mindful' in international situations</li> </ul>					
<b>Learning outcomes</b>					
<p>Participants should have gained knowledge and understanding of:</p> <ul style="list-style-type: none"> <li>▪ their own personal culture</li> <li>▪ how culture influences our behaviour and understanding of the world</li> <li>▪ how the communication process works- both verbally and non-verbally</li> <li>▪ how to minimise misunderstandings in an multicultural context</li> <li>▪ how to find and synthesise key information from written and spoken sources</li> <li>▪ how to engage in analytical and critical thinking</li> <li>▪ how to present ideas and information to multicultural audiences</li> <li>▪ how to think and work independently</li> </ul>					
<b>Competences</b>					
Language skills - communication, problem solving, group work, time management					

**Content**

1. What is culture?
2. Discovering your own cultural traits
3. Stereotypes and generalisations
4. What is communication
5. Non-verbal communication
6. Models of Intercultural communication
7. High and low context cultures
8. Uses of time globally

<p>9. Relationship building</p> <p>10. Working in a culturally diverse team</p> <p>11. English as the Lingua Franca for international meetings and negotiations</p>
<p><b>Teaching methods</b></p> <p>Lectures- live and recorded, student presentations, student-led discussions, synchronous and asynchronous online activities</p> <p>Students are expected to conduct a considerable amount of independent reading/research/international team activities in addition to classroom based teaching.</p>
<p><b>Preliminary requirements</b></p> <p><b>Formal:</b> English language level minimum <b>B2</b></p> <p><b>By content:</b> None</p>
<p><b>Form of assesment</b></p> <p>Exam or paper</p>
<p><b>Necessary conditions for ECTS credits</b></p> <p>Passed exam</p>
<p><b>Weight of grading</b></p> <p>According to ECTS credits</p>
<p><b>Module coordinator</b></p> <p>Language lecturer: Ellen Rana</p> <p><b>Lecturer</b></p> <p>Language lecturer: Ellen Rana</p>
<p><b>References (current edition):</b></p> <p>Holliday, A., Hyde, M. and Kullman, J. Intercultural Communication. An Advanced Resource Book. London and New York: Routledge.</p> <p>Piller, I. Intercultural Communication. A Critical Introduction. Edinburgh: Edinburgh University Press.</p> <ul style="list-style-type: none"> <li>▪ Additional sources will be provided throughout the semester</li> </ul>

<b>Intercultural Management</b>					
<b>Course module</b>	<b>Workload</b>	<b>ECTS credits</b>	<b>Semester</b>	<b>Frequency</b>	<b>Lecture period</b>
Intercult	180 h	5	1 <sup>st</sup> /2 <sup>nd</sup> Semester	Each Semester	1 Semester
<b>Course type</b> Lecture		<b>Contact time</b> 4 SWS / 64 h	<b>Self-study</b> 116 h	<b>Group size</b> No restriction	
<b>Teaching language</b> Master-Course "Business Management" and "HRM" (Compulsory elective module)					
<b>Learning outcomes and competences</b> Successful completion of this module will provide students with an understanding of the way management is approached in different areas of the world. By applying theoretical knowledge to case studies and discussing real life situations, students will learn more about their own culture and be made aware of the importance of intercultural communication in their future roles as international managers.					
<b>Content</b> The fundamentals of culture Drivers and consequences of globalisation National Culture. The typologies of Hofstede, Trompenaars and Hall. Cultural Intelligence and its importance for management and leadership. Cultural communication styles Non-verbal communication The GLOBE Report and its impact on business working in multi-cultural groups and teams The international manager in different cultures Country specific information					
<b>Teaching methods</b> Lectures, group work, discussion and presentation of academic papers, case studies, critical incidents.  <u>Language of instruction:</u> English  <u>Key Competencies:</u> responding appropriately to others, listening carefully to what others say, developing points and ideas, encouraging others to contribute, responding perceptively to contributions from others, peer evaluations, presenting information.					
<b>Preliminary requirements</b> <b>Formal:</b> Admission to the Master's programme ■ <b>By content:</b> None					
<b>Form of assesment</b> Exam or paper					
<b>Necessary conditions for ECTS credits</b> Successful completion of the course/passed exam					
<b>Weight of grading</b> Weighting according to the number of ECTS credits					

**Module coordinator**

Ellen Rana  
PGCE

**Lecturer**

Ellen Rana  
PGCE

**Literature (current edition)**

Culture, Leadership, and Organizations by RJ House et al.

Intercultural Communication: An Advanced Resource Book for Students by A Holliday. Intercultural Management MBA Masterclass by N Jacob.

Further literature will be given during the semester.

<b>Introduction to Business Administration</b>					
<b>Course module</b>	<b>Workload</b>	<b>ECTS credits</b>	<b>Semester</b>	<b>Frequency</b>	<b>Lecture period</b>
BPBWL	150 h	5	1 <sup>st</sup> semester	Each semester	1 Semester
<b>Course type</b>		<b>Contact time</b>	<b>Self-study</b>	<b>Group size</b>	
Lecture		4 SWS/64 h	86 h	unlimited	
<b>Teaching language</b>					
English					
<b>Use of the course/module in Bachelor's study programme</b>					
<input type="checkbox"/> Business Administration <input type="checkbox"/> Business Administration dual <input type="checkbox"/> Business Administration Steuern dual <input type="checkbox"/> Business Administration (berufsbegleitendes Studium/part-time study programme) „VWA“ <input checked="" type="checkbox"/> <b>Marketing and International Business</b> <input type="checkbox"/> Mittelstandsmanagement <input type="checkbox"/> Bau-Wirtschaftsingenieurwesen <input type="checkbox"/> Wirtschaftsingenieurwesen					
<b>Learning Outcomes</b>					
<b>Professional skills:</b>					
<ul style="list-style-type: none"> <li>- Students are able to illustrate basic business decisions and adequate research methods.</li> <li>- Students are able to define and describe business functions and disciplines as well as the interplay of such.</li> <li>- Students are able to identify and analyze business problems and develop proposals for solutions.</li> <li>- Students are aware of the challenges of theory-to-practice transfer.</li> </ul>					
<b>Methodological skills:</b>					
<ul style="list-style-type: none"> <li>- Students are enabled to improve their abilities in problem-solving, academic transfer and analysis.</li> <li>- Student know the specific epistemological framework and methods.</li> </ul>					
<b>Social skills:</b>					
<ul style="list-style-type: none"> <li>- Students develop their competencies in collaboration and teamwork.</li> <li>- Students build skills in arguing and discussing about given topics.</li> </ul>					
<b>Self-competence:</b>					
<ul style="list-style-type: none"> <li>- The module encourages students in their capabilities of self-management. For instance, in regard to self-studying and time-management of the exam preparation process.</li> <li>- The module contributes to the development of ethical consciousness in regard to the social responsibility of market players, in particular companies and consumers.</li> </ul>					
<b>Content:</b>					
<p>Selection of topics:</p> <ul style="list-style-type: none"> <li>▪ Business Administration as a science (theoretical and practical perspectives, theoretical foundations, history of BWL)</li> <li>▪ Key terms, components and objectives of business administration (e.g., economic principle, competition, market forms)</li> <li>▪ Overview of basic business functions (in particular, finance, investment, organization, HR, marketing, procurement, production, logistics, accounting, controlling).</li> <li>▪ Initial management decision (e.g., location decisions, objectives, legal forms of organizations)</li> <li>▪ Management basics (e.g., planning process, strategic management)</li> <li>▪ Introduction of business and corporate ethics</li> <li>▪ Schools of thought and theories of BWL (e.g., production factors, institutionalization, behavioral theories)</li> </ul>					



**Teaching methods**

Lecturing incl. seminaristic elements (according to the number of participants) with speeches, presentations, discussions and working tasks

**Knowledge transfer**

by wall board, presentations, scripts, text-based information, tasks, case studies, discussions

**Preliminary requirements**

**Formal:** Students of Bachelor programme (MIB)

**By content:** No requirements

**Form of assesment**

Written exam or written assignment/report

**Necessary conditions for ECTS credits**

Successful completion of the course/passed exam

**Weight of the grading**

According to the ECTS credits

**Module coordinator**

Prof. Dr. Sibylle Treude

**Lecturers:**

Prof. Dr. Andreas Hesse

Teaching staff of the faculty

**Literature (current edition)**

- Capaul, Roman; Steingruber, Daniel: Betriebswirtschaft verstehen. Das St. Galler Management-Modell.
- Hutzschenreuter, Thomas: Allgemeine Betriebswirtschaftslehre. Grundlagen mit zahlreichen Praxisbeispielen.
- Kornmeier, Martin: Wissenschaftliches Schreiben leicht gemacht für Bachelor, Master und Dissertation.
- Kornmeier, Martin: Wissenschaftstheorie und wissenschaftliches Arbeiten. Eine Einführung für Wirtschaftswissenschaftler.
- Schierenbeck, Henner; Wöhle, Claudia B.: Grundzüge der Betriebswirtschaftslehre.
- Thommen, Jean-Paul; Achleitner, Ann-Kristin: Allgemeine Betriebswirtschaftslehre. Umfassende Einführung aus managementorientierter Sicht.
- Wöhe, Günter; Döring, Ulrich: Einführung in die Allgemeine Betriebswirtschaftslehre.

<b>Marketing and Consumer Behaviour</b>					
<b>Course module</b>	<b>Workload</b>	<b>ECTS credits</b>	<b>Semester</b>	<b>Frequency</b>	<b>Lecture period</b>
BSMCB	300 h	10	3 <sup>rd</sup> semester	once an academic year	1 semester
<b>Course type</b> Lecture					
<b>Teaching language</b> German / English					
<b>Use of the course/module in Bachelor's study programme</b>					
<input type="checkbox"/> Business Administration <input type="checkbox"/> Business Administration dual <input type="checkbox"/> Business Administration - Steuern dual <input type="checkbox"/> Business Administration (berufsbegleitendes Studium) „VWA“ <input checked="" type="checkbox"/> Marketing and International Business (compulsory elective module) <input type="checkbox"/> Mittelstandsmanagement <input type="checkbox"/> Bau-Wirtschaftsingenieurwesen <input type="checkbox"/> Wirtschaftsingenieurwesen					
<b>Learning outcomes</b>					
<p>Upon successful completion of this module, students should have gathered deeper insights into strategic and operative key issues with Marketing and Consumer Behaviour. The course has been designed to give students a chance to apply theory on a selection of real-life business scenarios. At the same time, course participants will improve their ability to work in teams as well as critical investigation, and self-motivating study skills.</p>					
<b>Content</b>					
<p>The marketplace isn't any more what it used to be, major societal forces have challenged marketers to develop new strategies and instruments. These major societal forces include information technology, globalization, deregulation, retail transformation, consumer information and integration, but also increasing consumer resistance and less tolerance about undesired marketing. In this course students are introduced to the principal changes in the marketing environment.</p> <p>Throughout the course, participants will be provided with an introduction to the theories, strategies and practices of marketing in different contexts. Typical strategic and operative marketing challenges dealt with include e.g.:</p> <p>How can we spot and choose the right market segments?  How can we differentiate our offerings?  How should we respond to customers who buy on price?  How far can we go in customizing our offering for each customer?  How can we grow our business?  How can we build stronger brands?  How can we keep our customers loyal?  How can we establish multiple channels and yet manage channel conflict?</p> <p>Furthermore, the module includes an introduction to the analysis of consumer behaviour. In an increasingly complex marketing environment, marketers are continuously challenged to develop a profound understanding of how consumers or groups of consumers select, buy, and use products, services, or ideas. This module introduces students to the determinants involved in consumers' decision making.</p> <p>Last but not least, the students will develop an understanding of both the methods used in market research and their role in supporting marketing decision-making.</p>					

Market research is the interface between an organization and its target publics used to identify marketing opportunities, to improve understanding of customers and to monitor marketing performance. The module addresses all stages of the market research process from definition of the research objectives over choice of research design, data collection, data analysis, to presentation of findings.

**Teaching methods**

Lecture with discussion and exercise elements

**Form of assesment**

Written exam of 180 minutes length

**Weight of grading**

According to ECTS credits

**Module coordinator**

Prof. Dr. Axel Schlich

**Lecturer**

Prof. Dr. Axel Schlich

N.N.

**Literature (current edition)**

Course participants will be provided with case studies, articles and lecture notes during the course.

In addition, it's recommended to use the following textbooks in order to deepen the understanding of marketing theory and practice.

- Dibb, S./Simkin, L./Pride, W.M./Ferrell, O.C. (2012): Marketing concepts & strategies, 6th edition. Hollensen,
- S. / Opresnik, M. (2010): Marketing – A Relationship Perspective, Munich. Homburg,
- C./Krohmer, H./Kuester, S. (2009): Marketing management – a contemporary perspective.

<b>Marketing Basics</b>					
<b>Course module</b>	<b>Workload</b>	<b>ECTS credits</b>	<b>Semester</b>	<b>Frequency</b>	<b>Lecture period</b>
BPMAG	150 h	5	2 <sup>nd</sup> Semester	Each semester	1 Semester
<b>Course type</b>		<b>Contact time</b>	<b>Self-study</b>	<b>Group size</b>	
Lecture		4 SWS/64 h	86 h	unlimited	
<b>Teaching language</b>					
English					
<b>Use of the course/module in Bachelor's study programme</b>					
<input type="checkbox"/> Business Administration <input type="checkbox"/> Business Administration dual <input type="checkbox"/> Business Administration Steuern dual <input type="checkbox"/> Business Administration (berufsbegleitendes Studium/part-time study programme) „VWA“ <input checked="" type="checkbox"/> <b>Marketing and International Business</b> <input type="checkbox"/> Mittelstandsmanagement <input type="checkbox"/> Bau-Wirtschaftsingenieurwesen <input type="checkbox"/> Wirtschaftsingenieurwesen					
<b>Learning outcomes</b>					
<p>The teaching module is a basic introduction of marketing as a business function. Students learn how companies may use marketing strategies and marketing activities in competitive markets. Students know important marketing decision making challenges and are able to develop proposals with appropriate methods.</p>					
<b>Professional skills:</b>					
<ul style="list-style-type: none"> <li>- Students get to know various marketing strategies and are methodologically enabled to develop such strategies</li> <li>- Students get a solid knowledge to interpret and apply marketing mix activities (e.g. price, product, promotions, placement) as well as online marketing activities</li> <li>- Students get to know specific challenges and implications of B2B, B2C and service marketing</li> <li>- At a first glance, students get an insight to market research</li> <li>- Students get to know topical marketing issues and trends and examine marketing-specific business decisions in consideration of the business press</li> <li>- In addition, to that, students are enabled to present results of their studies within the group.</li> </ul>					
<b>Methodological skills:</b>					
<ul style="list-style-type: none"> <li>- Self-studying, team work, discussions, application of strategic marketing methods</li> </ul>					
<b>Content:</b>					
<p>Selection of topics:</p> <ul style="list-style-type: none"> <li>- Key terms of marketing: market, market players, marketing, marketing instruments, strategic marketing</li> <li>- B2B, B2C, service marketing</li> <li>- Introduction to consumer behavior</li> <li>- Marketing strategies and tools to develop marketing strategies</li> <li>- Product policies, product marketing focused on innovation and brand management</li> <li>- Pricing</li> <li>- Promotion, marketing communication</li> <li>- Placement, sales channel management</li> <li>- Introduction to online-marketing and e-commerce</li> <li>- Examination of marketing trends</li> <li>- Introduction to market research (objectives, methods to gather data, methods of data analysis)</li> </ul>					

<p><b>Teaching methods</b> Lecturing incl. seminaristic elements (according to the number of participants) with speeches, presentations, discussions and working tasks. Consideration of topical business news magazines.</p>
<p><b>Knowledge transfer</b> by wall board, presentations, scripts, text-based information, tasks, case studies, discussions</p>
<p><b>Requirements</b> <b>Formal:</b> Students of Bachelor programme (MIB) <b>By content:</b> No requirements</p>
<p><b>Form of assesment</b> Written exam</p>
<p><b>Necessary conditions for ECTS credits</b> Passed examination</p>
<p><b>Weight of grading</b> According to the ECTS credits</p>
<p><b>Module coordinator</b> Bernhard Boeffgen <b>Lecturers</b> Prof. Dr. Andreas Hesse Teaching staff of the faculty</p>
<p><b>Additional information / Literature (current edition)</b></p> <ul style="list-style-type: none"> <li>▪ Scharf, A./Schubert, B./Hehn, P.: Marketing. Einführung in Theorie und Praxis</li> <li>▪ Homburg, Christian: Marketingmanagement. Strategie – Instrumente – Umsetzung – Unternehmensführung</li> <li>▪ Becker, Jochen: Marketing-Konzeption</li> <li>▪ Internetauftritt des Handelsblattes (Premium-Account der Hochschule)</li> </ul>

<b>Microeconomics</b>					
<b>Course module</b>	<b>Workload</b>	<b>ECTS credits</b>	<b>Semester</b>	<b>Frequency</b>	<b>Lecture period</b>
BPVW1	150 h	5	1 <sup>st</sup> semester	Every semester	1 semester
<b>Course type</b>		<b>Contact time 4</b>	<b>Self-study time</b>	<b>Group size</b>	
Lecture		SWS / 64 h	86 h	60 students	
<b>Teaching language</b>					
English					
<b>Use of the course/module in Bachelor's study programme</b>					
<input checked="" type="checkbox"/> Business Administration <input checked="" type="checkbox"/> Business Administration dual <input checked="" type="checkbox"/> Business Administration - Steuern dual <input type="checkbox"/> Business Administration (berufsbegleitendes Studium/part-time study programme) „VWA“ <input checked="" type="checkbox"/> Marketing and International Business <input checked="" type="checkbox"/> Mittelstandsmanagement <input checked="" type="checkbox"/> Bau-Wirtschaftsingenieurwesen <input checked="" type="checkbox"/> Wirtschaftsingenieurwesen					
<b>Learning outcomes</b>					
At the end of the module, students should have basic knowledge in the following areas: Basic questions of economics and the subject of microeconomics, household, enterprise, market and price theory. Furthermore, they should be able to apply the models of microeconomics to cases of economic practice.					
<b>Contents</b>					
I. Subject of microeconomics II. The Economic Theory of the Household III. The Theory of Business Enterprise IV. Market and market forms V. Price formation in goods markets VI. Labour and capital markets					
<b>Methodological skills:</b>					
Lecture with presentation, discussion and exercise elements					
<b>Requirements</b>					
<b>Formal:</b> No requirements <b>By content:</b> No requirements					
<b>Form of assesment</b>					
Written exam					
<b>Necessary conditions for ECTS credits</b>					
Passed examination					
<b>Weight of grading</b>					
According to the ECTS credits					

**Module coordinator**

Prof. Dr. Georg Schlichting

**Lecturers**

Prof. Dr. Georg Schlichting

Prof. Dr. Mark O. Sellenthin,

Prof. Dr. Margareta Teodorescu

**Additional information / Literature (current edition)**

- Bartling, H. / Luzius, F., Grundzüge der Volkswirtschaftslehre.
- Bofinger, P., Grundzüge der Volkswirtschaftslehre
- Mankiw, Taylor; Grundzüge der Volkswirtschaftslehre.
- Schumann, J./ Meyer, U./ Ströbele, W., Grundzüge der mikroökonomischen Theorie.
- Varian, H. R., Grundzüge der Mikroökonomik.
- Woll, A., Volkswirtschaftslehre.



<b>Statistics</b>					
<b>Course module</b>	<b>Workload</b>	<b>ECTS credits</b>	<b>Semester</b>	<b>Frequency</b>	<b>Lecture period</b>
BPSTA	150	5	2 <sup>nd</sup> term	Every semester	1 Semester
<b>Course type</b>		<b>Contact time</b>	<b>Self-study time</b>		<b>Group size</b>
Lecture		4 SWS / 64 h	86 h		No restriction
<b>Teaching language</b>					
English					
<b>Use of course/module in Bachelor's study programme</b>					
Marketing and International Business					
<b>Learning outcomes</b>					
After successfully completing the module, students know the areas of application of statistical methodology and are able to demonstrate the ability of using methods of descriptive statistics to analyze empirical facts.					
<b>Skills</b>					
Specialized skills: oral presentation, arguing and moderating/ participating in discussions on statistical issues and facts, scientific working methods, interpretation of quantitative data Soft skills: team work					
<b>Course content</b>					
I. Statistical univariate analysis: frequency distributions, statistical parameters (mean, median, measures of statistical dispersion) II. Statistical multivariate analysis: multivariate distributions, regression analysis, correlation analysis					
<b>Teaching method</b>					
Lecture/seminar (depending on the number of participants) with presentation, discussion and exercise elements					
<b>Preliminary requirements</b>					
<b>Formal:</b> Admission to the Bachelor's programme <b>By content:</b> None					
<b>Form of assesment</b>					
Exam					
<b>Necessary conditions for ECTS credits</b>					
Passed exam					
<b>Weight of grading</b>					
According to the ECTS credits					
<b>Module coordinator</b>					
Prof. Dr. Georg Schlichting					
<b>Lecturers</b>					
Prof. Dr. Georg Schlichting Prof. Dr. Margareta Teodorescu					

**Suggested references (latest editions)**

- Agresti, A./ Franklin, C. (2009): Statistics – The Art and Science of Learning from Data
- Bleymüller, J./ Gehlert, G./ Gülicher, H.: Statistik für Wirtschaftswissenschaftler
- Bourier, G.: Beschreibende Statistik
- Hippmann, H.-D.: Statistik für Wirtschafts- und Sozialwissenschaftler
- Schwarze, J.: Grundlagen der Statistik I. Beschreibende Statistik

<b>Strategic Management</b>					
<b>Course module</b>	<b>Workload</b>	<b>ECTS credits</b>	<b>Study semester</b>	<b>Frequency</b>	<b>Lecture period :</b>
STRATMAN	180 h	6	Master	Each semester	1 semester
<b>Course type</b>		<b>Contact time</b>	<b>Self-study time</b>	<b>Group size</b>	
Lecture		4 SWS / 64 h	86 h	No restriction	
<b>Teaching language</b>					
German / English					
<b>Learning outcomes and competences</b>					
<b>Learning outcomes</b>					
<p>After completing the module, the students will be familiar with the questions of the strategic Managements. They are able to analyze concrete strategic questions independently. They are also familiar with the techniques and starting points for implementing strategies.</p>					
<b>Contents</b>					
<ol style="list-style-type: none"> <li>1. nature of the strategy</li> <li>2. goals, values and performance</li> <li>3. basics of the industry analysis</li> <li>4. further topics of industry and competition analysis</li> <li>5. analysis of resources and capabilities</li> <li>6. organisational structures and management systems</li> <li>7. nature and sources of competitive advantage</li> <li>8. cost advantages</li> <li>9. differentiation advantages</li> <li>10. industry evolution</li> <li>11. technology-based industries and management of innovation</li> <li>12. competitive advantages in mature industries</li> <li>13. vertical integration and scope of the company's activities</li> <li>14. global strategies</li> <li>15. diversification strategies</li> <li>16. management of companies with several business areas</li> </ol>					
<b>Teaching method</b>					
Seminaristic lessons (depending on the number of participants) with lecture, discussion and exercise elements.					
<u>Key competences:</u>					
<ul style="list-style-type: none"> <li>• Teamwork (arguing about given contents, moderating team meetings)</li> <li>• Conception of thesis papers</li> <li>• Oral presentation of contents in presentation form</li> <li>• Ability to communicate (written and oral)</li> </ul>					
<u>Knowledge transfer via:</u>					
Beamer, blackboard, slide script and practical contributions on current topics strategic management					
<b>Preliminary requirements</b>					
<b>Formal:</b> Admission to the Master's programme					
<b>By content:</b> None					

**Form of assesment**

Exam or paper

**Necessary conditions for ECTS credits**

Passed exam

**Weight of grading**

According to ECTS credits

**Module coordinator**

Prof. Dr. Martin Kaschny

**Lecturer**

Prof. Dr. Martin Kaschny

**Additional information****Literature (current edition)**

- Grant, R. M., Nippa, M.: Strategisches Management.
- Grant, Robert: Contemporary Strategy.
- Porter, M. E.: Competitive Advantage, Creating and Sustaining Superior Performance.
- Lynch, Richard: Corporate Strategy.

Further literature will be mentioned in individual cases.

<b>Unternehmensführung (Corporate Management)</b>					
Course module	Workload	ECTS credits	Semester	Frequency	Lecture period
BPMAN	150 h	5	5 <sup>th</sup> semester	Each semester	1 semester
Course type		Contact time	Self-study time	Group size	
Lecture		4 SWS / 64 h	86 h	No restriction	
Teaching language					
German / English					
Use of the course/module in Bachelor's study programme					
<input checked="" type="checkbox"/> Business Administration <input checked="" type="checkbox"/> Business Administration dual <input checked="" type="checkbox"/> Business Administration - Steuern dual <input checked="" type="checkbox"/> Business Administration (berufsbegleitendes Studium/part-time study programme) „VWA“ <input checked="" type="checkbox"/> Marketing and International Business <input checked="" type="checkbox"/> Mittelstandsmanagement <input type="checkbox"/> Bau-Wirtschaftsingenieurwesen <input type="checkbox"/> Wirtschaftsingenieurwesen					
Learning outcomes and competences					
Learning outcomes					
After this module, students will be familiar with various analysis grids with which they can examine typical questions of business administration or general management and relate various subareas and topics of business administration to one another.					
Competences					
The students are familiar with various management tools that they can use in a targeted manner. Social competence is built up by working in groups. Teamwork (arguing about given contents; moderating team meetings); conception of thesis papers; oral presentation of contents in presentation form; ability to communicate in English (specialist terminology and idioms).					
Content					
<ul style="list-style-type: none"> <li>I. Fundamentals of corporate management <ul style="list-style-type: none"> <li>• definitions</li> <li>• corporate constitution</li> </ul> </li> <li>II. corporate governance functions <ul style="list-style-type: none"> <li>• Areas of responsibility of the management</li> </ul> </li> <li>III. support systems for corporate governance <ul style="list-style-type: none"> <li>• design concepts</li> <li>• techniques</li> <li>• information management</li> </ul> </li> <li>IV. Corporate environmental policy</li> </ul>					
Teaching methods					
Lecture with discussion and exercise elements.					

<b>Preliminary requirements</b> <b>Formal:</b> Admission to the Bachelor's programme <b>By content:</b> None
<b>Form of assesment</b> Exam
<b>Necessary conditions for ECTS credits</b> Passed exam
<b>Weight of grading</b> According to ECTS credits
<b>Module coordinator</b> Prof. Dr. Andreas Mengen <b>Lecturer</b> Prof. Dr. Andreas Mengen; Prof. Dr. Clemens Büter
<b>Literature (current edition)</b> <ul style="list-style-type: none"><li>• Bartol, Kathryn M. and Martin, David C.: Management.</li><li>• Macharzina, Klaus und. Wolf, Joachim: Unternehmensführung.</li><li>• Case-Study z.B. „Ryanair“ (in english).</li></ul>