

All course descriptions

Brand Management and Marketing Communication	10 ECTS
Brand Management in a digital world*	6 ECTS
Diversity in Marketing	5 ECTS
Finance and Investment I	5 ECTS
International Business	10 ECTS
Intercultural Communication	5 ECTS
Introduction to Business Administration	5 ECTS
Marketing and Consumer Behaviour	10 ECTS
Marketing Basics	5 ECTS
Microeconomics	5 ECTS
Operations Management	5 ECTS
Statistics	5 ECTS

Brand Management and Marketing Communications					
Course module	Workload	ECTS	Semester	Frequency	Lecture period
BSBMC	300 h	10	4 th semester	At least once an academic year	1 semester
Course type		Contact time	Self-study time	Group size	
Lecture		8 SWS / 128 h	172 hours	max. 40 students	
Teaching language					
English					
Use of the course/module in Bachelor's study programme					
<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"/> Marketing and International Business (Mandatory focus module/course) <input type="checkbox"/> Mittelstandsmanagement <input type="checkbox"/> Bau-Wirtschaftsingenieurwesen <input type="checkbox"/> Wirtschaftsingenieurwesen					
Learning outcomes					
<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>					
Content					
<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

Brand Management in a Digital World					
Course module	Workload	ECTS	Semester	Frequency	Lecture period
BSBMC	360 h	6	Master	Every winter semester	1 semester
Course type Seminar (5 SWS) + Exercise (3 SWS)		Contact time 80 h / 5 SWS 48 h / 3 SWS		Self-study time 232 hours	Group size 20 - 30 students
Teaching language English / German					
Applicability of the module Master's programme "Business Management" (focus module)					
Content <ul style="list-style-type: none"> • The history of brands and their management • The era of globalization, digitalization and co-creation • Generating and understanding brand-related insights • Defining and aligning brand strategy • Co-creating brand meaning • Situational challenges for brands in various industries (e.g., B2B, retail, services, non-for-profit) • Ethics in the context of brand management • Future directions of brand management 					
Acquisition of competences <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>					
Learning objectives with regard to the overall qualification / degree to be acquired 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.

Diversity in Marketing					
Course module	Workload 150 h	ECTS 5	Semester 3 th or 4 th semester	Frequency Each semester	Lecture period 1 semester
Course type Seminar	Contact time 4 SWS / 64 h	Self-study 86 h	Group size 30 students		
Teaching language English					
Use of the course/module in Bachelor's study programme					
<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"/> Marketing and International Business <input type="checkbox"/> Mittelstandsmanagement <input type="checkbox"/> Bau-Wirtschaftsingenieurwesen <input type="checkbox"/> Wirtschaftsingenieurwesen <input type="checkbox"/> Keramik-Wirtschaftsingenieurwesen					
Learning outcomes					
<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>					
Content					
<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"> ▪ How brands and marketers speak to and through diversity ▪ The rewards that diversity in marketing offers ▪ The risk of executing diversity in marketing ▪ Diversity in marketing in the 21st century ▪ The role of online pressure groups ▪ Diversifying demographics in targeting ▪ Media regulations ▪ Diversity in retail ▪ Responding to diverse marketing environments and managing diversity 					

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.

Finance and Investment I					
Course module	Workload	ECTS credits	Semester	Frequency	Lecture period
BPF11	150	5	3 rd Semester	Each Semester	1 Semester
Course type		Contact time	Self-Study	Group size	
Lecture		4 SWS / 64 h	86 h	unlimited	
Teaching language					
English					
Use of the course/module in Bachelor's study programme					
<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					
Learning outcomes					
<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>					
Skills					
<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>					
Content					
<p>The basics of:</p> <ul style="list-style-type: none"> • Methods of financial investment calculations • Corporate Finance and Financial instruments • Financial planning and accounting • Bank Management 					
Teaching methods					
<p>Lectures / seminars (depending on group size), Presentations-, Discussion-, practice elements.</p>					
Key competencies:					
<p>Working independently, group work, discussions, individual understanding of financial subject matter and discussions in groups.</p>					
Knowledge transfer via:					
<p>Lectures, Practical exercises, presentations, group work, discussions, self-study.</p>					
Preliminary Requirements					
<p>Formal: access to the bachelor programme By content: none</p>					

Form of assessment

Exam

Necessary conditions for ECTS credits

Successful completion of the course/passed exam

Weight of the grading

According to the ECTS credits

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

International Business					
Course module	Workload	ECTS credits	Semester	Frequency	Lecture period
BSINB	300 h	10	4 th semester/2 nd year	At least once an academic year	1 semester
Course type		Contact time	Self-study	Group size	
Lecture		8 SWS / 128 h	172 hours	max. 40 students	
Teaching language					
English					
Use of the course/module in Bachelor's study programme					
<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"/> Marketing and International Business (Mandatory focus module/course) <input type="checkbox"/> Mittelstandsmanagement <input type="checkbox"/> Bau-Wirtschaftsingenieurwesen <input type="checkbox"/> Wirtschaftsingenieurwesen					
Learning outcome					
<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>					
Content					
<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>					
Learning approach					
<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, 10th 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, 6th edition New York.

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

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

Content
<ol style="list-style-type: none"> 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 9. Relationship building 10. Working in a culturally diverse team 11. English as the Lingua Franca for international meetings and negotiations
Preliminary requirements Formal: English language level minimum B2 By content: None
Form of assesment Exam or paper
Necessary conditions for ECTS credits Passed exam
Weight of grading According to ECTS credits
Module coordinator Language lecturer: Ellen Rana Lecturer Language lecturer: Ellen Rana
References (current edition): Holliday, A., Hyde, M. and Kullman, J. Intercultural Communication. An Advanced Resource Book. London and New York: Routledge. Piller, I. Intercultural Communication. A Critical Introduction. Edinburgh: Edinburgh University Press. <ul style="list-style-type: none"> ▪ Additional sources will be provided throughout the semester

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

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.

Marketing and Consumer Behaviour					
Course module	Workload	ECTS credits	Semester	Frequency	Lecture period
BSMCB	300 h	10	3 rd semester	once an academic year	1 semester
Course type					
Lecture					
Teaching language					
German / English					
Use of the course/module in Bachelor's study programme					
<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					
Learning outcomes					
<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>					
Content					
<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.

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

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

Microeconomics					
Course module	Workload	ECTS credits	Semester	Frequency	Lecture period
BPVW1	150 h	5	1 st semester	Every semester	1 semester
Course type		Contact time 4	Self-study time	Group size	
Lecture		SWS / 64 h	86 h	60 students	
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 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					
Learning outcomes					
<p>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.</p>					
Contents					
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					
Methodological skills:					
Lecture with presentation, discussion and exercise elements					
Requirements					
Formal: No requirements By content: No requirements					
Form of assesment					
Written exam					
Necessary conditions for ECTS credits					
Passed examination					
Weight of grading					
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.

Operations Management					
Module no.	Workload	ECTS credits	Semester	Frequency offered	Duration
BPOPM	150	5	2 nd semester	Each semester	1 semester
Course components		Contact time	Independent study	Planned group size	
Lecture		4 semester hours / 64 h	86 h	60 students	
Teaching language					
German/English					
Module used in (degree program)					
<input checked="" type="checkbox"/> Bachelor's degree program: Business Administration <input checked="" type="checkbox"/> Bachelor's degree program: Business Administration Dual <input checked="" type="checkbox"/> Bachelor's degree program: Business Administration – Taxes Dual <input type="checkbox"/> Bachelor's degree program: Business Administration (Part-time) "VWA" (business science degree) <input checked="" type="checkbox"/> Bachelor's degree program: Marketing and International Business <input checked="" type="checkbox"/> Bachelor's degree program: SME Management <input checked="" type="checkbox"/> Bachelor's degree program: Civil and Industrial Engineering <input checked="" type="checkbox"/> Bachelor's degree program: Industrial Engineering <input checked="" type="checkbox"/> Bachelor's degree program: Industrial Ceramic Engineering					
Learning outcome					
<p>Students will become competent in the design and management of operations organizations in industry and commerce, including their links to procurement logistics. Students will learn and understand the significance, functions, and goals of the operations modules in businesses.</p>					
Skills					
<p>Understanding how complex procurement organizations work. The ability to apply theory to a practical task in the procurement environment.</p>					
Contents					
<p><i>A. Basics of the general links between procurement/production/logistics</i> <i>B. Basics of procurement, contextualization of functions in businesses</i> B.1. Procurement markets: demand and market analyses B.2. Procurement portfolio & goals, overview of detailed functions <i>C. Basics of production</i> C.1. Production in the corporate context C.2. Basics of production management <i>D. Basics of logistics</i> D.1. Strategic alignment of logistics / delivery stock strategies D.2. Lean logistics</p>					

<p>Teaching formats Lectures with presentation, discussion, and exercise elements.</p>
<p>Requirements Formal: No requirements Content: No requirements</p>
<p>Forms of examination: Written exam</p>
<p>Requirements for the award of credits: Passed written exam</p>
<p>Weight of the grade in the final score Weighted according to the number of ECTS credits</p>
<p>Module representative: ▪ Prof. Dr. Bräkling</p> <p>Lecturers: ▪ Prof. Dr. Lux, Prof. Dr. Bräkling, Prof. Dr. Leyendecker</p>
<p>Literature list:</p> <ul style="list-style-type: none"> ▪ Bräkling, E.; Oidtmann, K.: Power in Procurement, SpringerGabler Verlag, Wiesbaden ▪ Bräkling, E. Lux, J.; Oidtmann, K.: Logistikmanagement, SpringerGabler Verlag, Wiesbaden ▪ Large, R.: Strategisches Beschaffungsmanagement, SpringerGabler Verlag, Wiesbaden. ▪ Arnold, U.: Beschaffungsmanagement, Schäffer-Poeschel Verlag, Stuttgart. ▪ Büsch, M.: Praxishandbuch Strategischer Einkauf, SpringerGabler Verlag ▪ Ury, W.: Nein sagen und trotzdem erfolgreich verhandeln, Campus Verlag ▪ Schneeweiß, C.: Einführung in die Produktionswirtschaft, Springer verlag ▪ Hoitsch, H.-J.: Produktionswirtschaft, Vahlen Verlag

Statistics					
Course module	Workload	ECTS credits	Semester	Frequency	Lecture period
BPSTA	150	5	2 nd semesterr	Every semester	1 Semester
Course type		Contact time	Self-study time		Group size
Lecture		4 SWS / 64 h	86 h		No restriction
Teaching language					
English					
Use of course/module in Bachelor's study programme					
Marketing and International Business					
Learning outcomes					
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.					
Skills					
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					
Course content					
I. Statistical univariate analysis: frequency distributions, statistical parameters (mean, median, measures of statistical dispersion) II. Statistical multivariate analysis: multivariate distributions, regression analysis, correlation analysis					
Teaching method					
Lecture/seminar (depending on the number of participants) with presentation, discussion and exercise elements					
Preliminary requirements					
Formal: Admission to the Bachelor's programme By content: None					
Form of assesment					
Exam					
Necessary conditions for ECTS credits					
Passed exam					
Weight of grading					
According to the ECTS credits					
Module coordinator					
Prof. Dr. Georg Schlichting					
Lecturers					
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