



Course Unit: Medium and small sized companies in global competition – Examples of strategic projects of a producing enterprise (B 04)

Semester	2
Hours per week	2
Contact hours (total)	32 h
Individual study	28 h

Language of Tuition/Assessment	English
Group size (max)	12
ECTS credits	2
Lecturer	Dipl-Bw Eckhard Neumann

Contents

Focus of entrepreneurial activities, sales/distribution vs. marketing strategy, strategic planning, LEAN in a non-serial production process

Teaching Methods

Lessons with case examples and working in groups

Requirements

Formal:

Fully enrolled M.A. student in the Faculty of Business and Social Sciences.

Content:

Students should be fluent in English.

Literature:

Reading materials for the different topics covered will be introduced in class.

Assessment Method:

Group presentations plus written paper. Details will be provided in class.

Exam registration*):

Students must register within the first two weeks of the semester (i.e. by 28 October 2016).

* [*Prüfungsamt Termine*](#)

August 10, 2016