



Course Unit: German Business Strategies

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| Semester | 3 |
| Hours per week | 2 |
| Contact hours (total) | 32 h |
| Individual study | 28 h |

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| Language of Tuition/Assessment | English |
| Group size (max) | 20 |
| ECTS credits | 2 |
| Lecturer | Arya |

Objectives:

The aim of this course is to equip students with theoretical as well as practical knowledge about the current political, economic, and social situation in Germany. Also included in this course are discussions on globalization, international economics, German Business Strategies, CSR, and European integration. Students will discuss the various aspects of these topics, analyze the issues, and provide solutions for discussion.

Contents of the Course:

- Information Research
- International political, economic, and social developments – Germany, EU, etc.
- Discussion of issues and challenges
- Discussion of policy alternatives and solutions.
- German Management and Leadership Styles
- Sustainability and Corporate Social Responsibility (CSR)
- Cultural Insights for Effective Business Communication
- Innovation and Future in German Business

Methods:

Individual and group assignments, teaching interaction during class, discussions, simulations, and excursions.

Recommendations / Prerequisites:

- Requires strong communicative skills in English.
- Group 3 is only available to students whose relevant university entrance qualifications were NOT attained at schools or colleges located in Germany.

Assessment:

Individual research assignment (50%) and group project (50%), active participation throughout the seminar.

Suggested Reading:

- Will be announced through course Platform OpenOlat