

Winter Semester 2017/18

**International Programme
(Courses in English)**

**German Business
in a Global Context**

Course Descriptions

Course Code	Lecturer	Course title	Day	Time	Room
lp 01 01	Kemper	International Marketing and Brand Management	Block seminar	Please check course description	3.3.002
lp 02 01	Funk	Comparative Institutional Economics	Tue	16:30 – 18:00	3.3.003
lp 02 02	Funk	Economics of Institutions, Strategy and Management	Wed	10:30 – 12:00 12:30 – 14:00	3.2.004
lp 03 01	Scheideler	International Retail	Thu	08:30 - 10:00	3.3.036
lp 03 02	Scheideler	Digital Retail	Thu	10:30 – 12:00	3.3.036
lp 03 03	Scheideler	Efficient Consumer Response	Thu	12:30 – 14:00	3.3.036
lp 04 01	Kanthak	Differentiation and Positioning – a strategical approach on how to market a lifestyle product	Mon	16:30 – 18:00	3.3.019
lp 05 01	Kraft	Business Professional Speech	Mon	13:00 – 14:30 14:45 – 16:15	3.3.019
lp 06 01	Oberließen	Wirtschaftsdeutsch Grundstufe	Tue	12:15 – 13:45	3.2.003
lp 07 01	Oberließen	Wirtschaftsdeutsch Mittelstufe	Tue	14:00 – 16:15	3.2.003
lp 08 01	von Keitz	The Business Environment in China	Wed	14:30 – 16:00	3.2.004
lp 09 01	Welker	Entrepreneurship	Wed	16:30 – 19:00	3.2.004
lp 10 01	Grimm	Media Economy & Media Management	Tue	08:30 – 10:00	3.3.022

International Marketing and Brand Management

course code: ip 01 01

Prof. Dr. Anne Christin Kemper

Content:

The objective of the course is to explore and apply key principles and practices of international marketing and brand management in an international context. The course contains - in an application-oriented manner - the following key topics:

- Basics and specifics of marketing in an international context
- Motives and objectives of international marketing decisions
- Environmental analysis and influencing factors of International Marketing
- Specifics of international market research
- Basic strategic orientations of International Marketing
- International marketing strategies (going and being international)
 - Market selection and market segmentation
 - Market entry mode and market entry timing
- International standardisation versus differentiation of the marketing mix
- Brand management in an international context
- International marketing practices in different industries
- International company and marketing cases from different industries (case studies)

Participation is limited to a total of 15 students due to didactical reasons.

Learning Outcome:

- Gain basic knowledge and demonstrate an understanding of key concepts and instruments related to international marketing and brand management
- Be able to analyse and assess marketing-related international context factors as well as international marketing concepts, strategies and instruments
- Understand marketing specifics and practices in different internationally driven industries
- Provide conceptual methods and managerial solutions to international marketing problems
- Be able to conceptualise international marketing concepts, strategies and instruments

Literature:

- **Faix, A./Kemper, A.C./Köhler, R. (2000):** Integrating brand strategies after an acquisition, in: Phillips, C./Pruyn, A./Kestemont, M.-P. (Ed.): Understanding marketing. A European Casebook, Wiley, p. 73-83
- **Czinkota, M.R./Ronkainen, I.A./Zvobgo, G. (2013):** International Marketing, 10th ed., Cengage Learning
- **Doole, I./Lowe, R./Kenyon, A. (2015):** International Marketing Strategy. Analysis, Development and Implementation, 7th ed., Cengage Learning
- **Hill, C.W.L. (2014):** International business: Competing in the global market place, 10th ed., McGraw Hill Education
- **Keegan, W.J./Green M. (2014):** Global Marketing. 8th ed., Prentice Hal
- **Kotabe, M./Helsen, K. (2015):** Global Marketing Management, 6th ed., Wiley
- **Kotler, P./Armstrong, G./Saunders, J./Wong, V. (2013):** Principles of Marketing, 6th ed., Pearson
- **Backhaus/Voeth (2010):** Internationales Marketing, 6th ed., Springer
- **Baumgarth, C. (2008):** Markenpolitik, 3rd ed., Gabler
- **Berndt/Fantapie-Altobelli/Sander (2010):** Internationales Marketing-Management, 4th Ed., Springer-Gabler

- **Meffert/Burmann/Becker (2010):** Internationales Marketing-Management. Ein markenorientierter Ansatz, 4th ed., Kohlhammer
- **Müller/Gelbrich (2014):** Interkulturelle Kommunikation, Vahlen
- **Müller/Gelbrich (2014):** Interkulturelles Marketing, 3th ed., Vahlen
- **Scharf, A./Schubert, B./Hehn, P. (2016):** Marketing. Einführung in Theorie und Praxis, 6th ed., Schäffer-Poeschel
- **Zentes/Swoboda/Schramm-Klein (2013):** Internationales Marketing, 3th ed., Vahlen

Level: 2nd and 3rd year students (intermediate)

Prerequisites:

- **English language skills and a basic understanding for economic relationships.**
- **Regular attendance is expected due to group work elements during the course.**

Assessment: Presentations during the semester and final presentation at the end of the course.

Semester hours per week: 4

ECTS: 7

Time and place:

1. Weekly:
Friday 12.30 – 14.00 am (starting on October 13), room 3.3.002, plus
2. Additional block seminar days with application-oriented elements on:

Day 1:	20.10.2017	10:00 – 14:00 (Friday, location: “Messe Düsseldorf”)
Day 2:	27.11.2017	09:15 – 15:15 (Monday, room 3.3.002)
Day 3:	08.01.2018	09:15 – 15:15 (Monday, room 3.3.002)
Day 4:	15.01.2018	09:15 – 15:15 (Monday, room 3.3.002)

PLEASE REGISTER FOR THIS CLASS UNTIL OCTOBER 9:

anne-christin.kemper@hs-duesseldorf.de

(“first come, first serve”-principle as participation is limited to a total of 15 students)

Comparative Institutional Economics

course code: ip 02 01

Prof. Dr. Lothar Funk

Basic Course Content:

Institutions do matter! The growth of living standards in the last century and the differences between national growth rates have a great deal to do with certain types of formal institutions, e.g. in politics, as well as informal institutions (shaped, for example, from traditions and culture). The lecture emphasises the economic perspectives needed to understand the various functional and strategic areas of business and management within the national and international business environment. There will be also a focus on the differences among regions in the world economy especially due to differing institutions and their effects on incentives. Appropriate consideration is thus given to the various political and societal dimensions that characterise the business environment in which decision makers of companies operate. The lecture focuses, above all, on differing economy-wide environments. Issues include:

- Basic institutional issues and comparative perspectives in economics
- Business in the national and international environments
- Comparison of economic systems and nations
- Analysis of different regions in the world and their economic features
- Necessary ingredients of an environment for growth and prosperity

Learning Outcome:

Based on the knowledge of the basic principles of economics and international economic issues the course will broaden the students' understanding of current world trends and their underlying causes. A special focus will be the analysis how business can cope with different economic environments. All this will demonstrate the intellectual power of economics in practice particularly for business students.

Level: 2nd and 3rd year (intermediate)

Prerequisites: Principles of Economics

Literature:

- Main textbook: Gerber, J.: International Economics, 6th ed., Boston 2013.
- Acemoglu, D. / Laibson, S. / J.A. List: Economics, Boston et al. 2015.
- Sobel, R. S. et al.: Understanding Economics, 13th ed., London et al. 2011.

Further hints to reading and materials will be distributed in the classes.

Assessment: one hour written examination

Semester hours per week: 2

ECTS: 4

Economics of Institutions, Strategy and Management

course code: ip 02 02

Prof. Dr. Lothar Funk

Basic Course Content:

The distinction between micro and macro business environments is somewhat artificial since many business-related issues require both micro and macro perspectives. This lecture takes, however, a rather strong micro business perspective which has to be embedded into its wider context, however. The course thus provides the essential knowledge to understand transactions among economic actors and their often strategic interactions. The issues will be discussed in a way that will help future managers to steer their companies much better than without this knowledge. Starting with basic micro-models, the lecture will add in an accessible way more innovative thinking that has extended and reformulated previous ideas. Covering transactions and organisations as well as institutions more realistically has revolutionised economic insights how businesses actually function. This fascinating development allows business students to learn the economics that really matters for them. Key topics include:

- Governance of transactions and the related institutional background
- Economic theory of the firm
- Behavioural aspects of economics
- Markets and the importance of other modes of organisation
- Between extreme market forms: interaction and strategy
- Competition and strategy
- Beyond markets: property and contracts

Learning Outcome:

The course arms future managers with a clear understanding of the core principles of economics from a business or management perspective in contrast to the traditional public policy perspective. In order to be effective, management decisions have to be based on a sound knowledge of the underlying forces of transactions, interactions and potential strategies. Understanding this business-related economics is a proper foundation for optimal-decision making in business. The lecture with discussion will adopt an interactive approach by engaging students in a broad range of cases studies.

Level: 2nd and 3rd year (intermediate)

Prerequisites: Principles of Economics

Selected textbooks:

- Mankiw, N.G./Taylor, M.P./Ashwin, A.: Business Economics, London et al. 2013 (2nd ed. 2016)
- Mankiw, N.G./Taylor: Economics, 3rd, ed., London et al 2014
- Mulhearn, C./Vane, H.R.: Economics for Business, 3rd ed., London/New York 2016.

Assessment: 90 minutes written examination and presentation

Semester hours per week: 4

ECTS: 8

International Retail

course code: ip 03 01

Prof. Dr. Peter Scheideler

Content:

The course examines the challenges of International Retailers. It starts with a general overview of the importance and dimensions of International Retailing in the global context. It will then explain possible expansion and market entry strategies together with the most relevant business figures, which retailers need to generate to steer their international operations and to identify new markets / potentials.

In the second part of the course, we will focus on the Marketing Mix (Product, Price, Placement, and Promotion) and its specific characteristics for International Retailers. The course will continue with topics like Store Management, Retail Logistics, Global Sourcing, Distribution, and Inventory Management to give a comprehensive view on operational issues in International Retailing.

Learning Outcome:

The students will learn the insides of International Retailers. They will understand the tools and the complexity of International Retailing and will understand the way International Retailers operate. They are able to perform strategic as well as operational assessments / evaluations of International Retailers and can work out solutions in case of inefficiencies.

Literature:

- Berman, B.; Evans, J.-R.: Retail Management: A Strategic Approach, Pearson, 11th edition, 2010
- Merkel, H.; Breuer, P.; Eltze, C.; Kerne, J.: Global Sourcing im Handel, Springer-Verlag, Heidelberg, 2008
- Becker, J.; Winkelmann, A.: Handelscontrolling, Springer Gabler Verlag, Heidelberg, 3rd edition, 2014
- Pohl, J.: Internationale Handelslogistik, Logos Verlag, Berlin, 2008

Level: 2nd and 3rd year students (intermediate)

Prerequisites: none

Assessment: 60 min written exam on the 24.01.2018

Remarks: This course starts on the 12.10.2017

Semester hours per week: 2

ECTS: 4

Digital Retail

course code: ip 03 02

Prof. Dr. Peter Scheideler

Content:

The course will show the newest digital developments in offline (stationary) and online retail. Technologies / Methods / Tools like NFC, Mobile Marketing, Mobile Payments, RFID, Beacons, e-marketplaces, e-shops, APPs and more will be discussed. A special focus will be placed on Omni-Channel aspects to show how retailers combine their online and offline business to attract new customers or keep current customers loyal.

Learning Outcome:

The students understand the use and the value of the new technologies. They can judge, under which circumstances these new technologies should be applied or not.

Literature:

- Graf, A., Schneider, H.: Das E-commerce Buch: Marktanalysen, Geschäftsmodelle, Strategien, DFV GmbH, Frankfurt am Main, 2015
- Wirtz, B.: Electronics Business, Springer-Gabler, Wiesbaden, 5. Auflage 2016
- Heinemann, G.: Der neue Online-Handel, Springer-Gabler, Wiesbaden, 6. Auflage, 2015
- Kollmann, T.: E-Business, Springer-Gabler, Wiesbaden, 5. Auflage, 2013
- Heinemann, G.: Der neue Mobile-Commerce, Springer-Gabler-Verlag, Wiesbaden, 2012
- Gläß, R.; Leukert, B.: Handel 4.0: Die Digitalisierung des Handels, Springer-Gabler-Verlag, Wiesbaden, 2017

Level: 2nd and 3rd year students (intermediate)

Prerequisites: none (basic understanding of e-business would be great)

Assessment: 60 min written exam on the 24.01.2018

Remarks: This course starts on the 12.10.2017

Semester hours per week: 2

ECTS: 4

Efficient Consumer Response

course code: ip 03 03

Prof. Dr. Peter Scheideler

Content:

Efficient Consumer Response (ECR) is a method, which puts the customer in the centre of each decision in Retail. Quantitative customer data derived from POS-systems or loyalty cards as well as qualitative customer data derived from customer surveys or market research are used to optimize the Retailer's operations.

ECR methods are used to optimize the demand side (Efficient Promotion, Efficient Product Introduction, Efficient Assortment – Category Management) as well as the supply side (supply chain management) thus affects the whole value chain of a retailer.

In this course all relevant ECR methods will be explained and trained on practical example (e.g. a Category Management Case has to be done based on POS-data)

Learning Outcome:

The students will learn how to use the methods of ECR and how they positively affect the operational excellence of International Retailers. The learnings will be applied on real cases within this course.

Literature:

- Beckmann, B.: Category Management im Rahmen der Efficient Consumer Response, 2007
- Lammers, Lars Moritz: Efficient Consumer Response, Springer 2012
- Hertel, J.; Zentes, J.; Schramm-Klein, H.: Supply Chain Management und Warenwirtschaftssysteme im Handel, 2nd edition, Heidelberg, 2011
- Kühnel, A.: Demand Side von Efficient Consumer Response im Handel: Ziele, Strategien, Implementierungsansätze und Probleme am Beispiel eines Handelsunternehmens, Saarbrücken 2009
- Seifert, D.: Efficient Consumer Response, 4th edition, Munich et al. 2006

Level: 2nd and 3rd year students (intermediate)

Prerequisites: none

Assessment: 60 min written exam on the 24.01.2018

Remarks: This course starts on the 12.10.2017

Semester hours per week: 2

ECTS: 4

Differentiation and Positioning – a strategical approach on how to market a lifestyle product

course code: ip 04 01

Oliver Kanthak

Content:

This course follows a practical, step-by-step approach to successfully positioning a lifestyle product. Conducting market and competitors' research/analysis will lay the foundation of the following steps: looking at / selecting a target group, working out differentiation variables, properly position the product in the market and aim at the selected target group. Throughout the course there will be practical examples from different brands and markets. Group work will be applied at the end of the semester: the students will write a market entry strategy paper for a country of their choice, using the material and tools learned throughout the semester (as well as their own background).

Learning Outcome: The students are to acquire knowledge on understanding and analyzing markets, using this information in order to successfully position and then market a product. Keeping a look on different industries shall give a balanced combination of theoretical content and practical examples of modern business. After all, this course will be giving the students an entrepreneurial-insight on how to take a product from vision to market, by promoting one's own initiative, communication, as well as creativity.

Literature:

- Lindstrom, M.: Buy-Ology, 1st ed., New York, et al. 2008
- Gladwell, M.: The Tipping Point, New York, et al. 2002
- Keegan, W. / Green, M.: Global Marketing, 6th ed., Harlow, et al. 2011
- Kotler, P. / Armstrong, G.: Principles of Marketing, 15th ed., Harlow, et. al 2012
- Lewis, R.: When Cultures Collide, 3rd ed., Boston, et al 2010
- Ries, A. / Trout, J.: Positioning: The Battle for your mind, 2nd ed., et al 2011

Level: Second to third year students

Prerequisites: Marketing principles

Assessment presentation during semester, essay at end of the semester.

Semester hours per week: 2

ECTS: 4

Business Professional Speech

course code: ip 05 01

Dr. H. Kraft

Course Content:

The course covers all minor aspects of business and professional speech.

Topics include:

- impromptu speech, public speech, speaking without notes, speciality speeches for various occasions, posture, gesture, facial expressions, vocal variety, breathing, preparation of speeches, mental and emotional aspects, stage fright, structure of speeches
- intercultural communication, small talk, job interview, annual appraisal, target agreement, sales talk, active listening

Students are cordially invited to express wishes concerning content.

Learning Outcome:

- Students will deliver speeches without notes in front of the group
- Students will learn how to deliver impromptu speeches
- Students will become familiar with the basic aspects of body language
- Students will see how stage fright and fear of speaking can be overcome
- Students will get some insight into the obstacles of intercultural communication
- Students will become acquainted with the social importance of small talk
- Students will become acquainted with important business situations, such as target agreement, sales talk, job interview

Literature: To be announced

Level: all levels

Prerequisites: Fluent command of the English language, basic knowledge of PowerPoint

Assessment: presentation during semester, term paper, regular presence in class, active participation

Semester hours per week: 4

ECTS: 8

Remarks:

- **Please register for this class:** hans.kraft@hs-duesseldorf.de
- max. 20 participants

Wirtschaftsdeutsch Mittelstufe

course code: ip 06 01

U. Oberließen

Content:

- Communication in everyday business situations
- Professional qualifications
- Negotiations
- Job Interviews
- Marketing / Advertising
- Trade Fairs: Visit to Messe Düsseldorf
- Intercultural Issues
- Contextual and situational grammar exercises
- Company profiles

Learning Outcome:

Students will learn how to

- Talk about their personal development, their current aims and their plans for the future
- Extend their vocabulary in the word field of “marketing”
- Be aware of cultural differences in the business world
- Reduce the number of mistakes through grammar exercises

Literature: Relevant material will be distributed during class

Level: Intermediate

Prerequisites: Good beginner’s German

Assessment: 90 min. written exam (weight: 100%) and an oral presentation

Semester hours per week: 3

ECTS: 4,5

Wirtschaftsdeutsch Grundstufe

course code: ip 07 01

U. Oberließen

Content:

- Establishing contacts (communicating in everyday situations)
- Talking about yourself in professional contexts
- Cultural misunderstandings
- Professional dialogue (talking about companies and products)
- Contextual and situational grammar exercises

Learning Outcome:

Students will be able to

- Talk about their personal career, current endeavors and plans for their future career
- Establish contact in their university or business environment
- Solve linguistic and cultural problems through communication
- Gain an insight into the German employment market
- Enter into dialogue with other professionals, talk about departments, positions and areas of responsibility
- Reduce the number of language mistakes through structured exercises in German grammar

Literature: To be announced in seminar

Level: Beginners

Prerequisites: Interest in learning German

Assessment: 60-minute written exam at the end of the course

Semester hours per week: 2

ECTS: 2

The Business Environment in China

course code: ip 08 01

Dr. Hui Bin Meng von Keitz

Content:

- The New Normal
- Supply-Side Economic Reform and the 13th Five-Year Plan(2016-2020)
- Rising Soft Power
- An Overview of intellectual Property Law of P.R.C in 2015
- Investments Trends
- Cost Increases
- Competition with Chinese Companies
- Human Resources: Talent Recruitment and Retention
- Nondiscrimination / National Treatment
- Transparency
- Standards and Conformity Assessment
- Currency & Exchange Rate
- Ethnic, Language Groups & Cultural Values
- Religion and Cultural Dimensions

Learning Outcome:

This course is aimed to provide detailed knowledge on business environment in China in 3 aspects: 1. Political Factors ; 2. Economic Factors; 3. Cultural Factors which influence the business practices in China. As the world's second largest trading nation after the United States, China will continue to be an important business partner of Europe. European business students, organizations and companies will get a deep insight of the differences in the economic, political, and cultural environment of the country and their impact on business conducts in China.

Literature:

- "China's 12th Five-Year Plan: Overview." KPMG China. Mar. 2011
- "China's Transition to Slower but Better Growth." IMF Survey. Aug 14, 2015
- "Development of China's Industrial Economy in Past Decade." Xinhua. Sep 4, 2012
- Stephanie Henry. "Bilateral Investment Treaties: What They Are and Why They Matter." China Business Review, US-China Business Council. Sep 12, 2014
- Deborah S. Davis:" What's the business landscape in China today?" Aug 20, 2013
- Professor F. Warren McFarlan:" China- Opportunity and Challenge." October 14, 2008

Level: all levels

Prerequisites: knowledge of basic international economics + fluent command of English

Assessment: 60 min. written exam (weight: 100 %) at the end of the course

Semester hours per week: 2

ECTS: 4

Remarks: The course will start on 11.10.2017 at 14:30-16:00.

Entrepreneurship

course code: ip 09 01

Dr. Burk Welker

Content:

1. Introduction
2. Entrepreneurship, Innovation, and Disruption - What is it All About?
3. Company Formation Strategies
4. Legal Design of the Firm and International Comparative Analysis
5. Financing and Investing in New Ventures
6. The Business Plan (Workshop)

Learning Outcome:

Upon completion of this course, the participants will gain knowledge of the fundamentals of new company formation and individual or institutional venture management, and acquire important skills related to new business development activities in a business firm.

Literature:

- Blackwell, Edward: How to prepare a Business Plan, Kogan Page, London, 1989
- Casson, Mark (Hrsg.) : Entrepreneurship, Edward Elgar, Aldershot Hants., London, 1990
- Diebold, John: The Innovators, E.P. Dutton, New York, 1990
- Timmons, Jeffrey A.: New Venture Creation - Entrepreneurship for the 21st Century, rev. 4th ed., Irwin, Burr Ridge IL, 1994
- Wilken, Paul H.: Entrepreneurship – A Comparative and Historical Study, Ablex Publishers Co., Norwood NJ, 1979

Level: 2nd and 3rd year (intermediate)

Prerequisites: none

Assessment: 60 min. written exam (weight: 100 %) and an oral presentation (prerequisite for taking the exam)

Semester hours per week: 3

ECTS: 6

Media Economy & Media Management

Course code: ip 10 01

Andreas Grimm

Content:

- Basics of media-knowledge
- Increasing importance of Media Economy
- Overview of german and international media landscape
- Basic information of the 3 most important media: TV, Print and Online
- Future trends in Media

Learning Outcome:

- Basic knowledge of Media Economy
- Learning of correlation of Media and Economy
- Understanding of impact of media
- Provide understanding of importance of media economy
- Ability to estimate future trends

Literature:

- **Albarran, Alan B., (2012/2013):** Mediamanagement and Media Economics Research in a transmedia Environment, Papers from the 2012 Broadcast Education Association Research Symposium, 1st. edition 2013
- **Albarran, Alan B.,:** The Media Economy, Second edition, New York 2017
- **C. Ann Hollifield, Jan Leblanc Wicks, George Sylvie, Wilson Lowrey:** Media Management, A casebook Approach, 5th Edition, New York
- **Sven Pagel (Hrsg.):** Schnittstellen (in) der Medienökonomie (1.Aufl. 2015), Nomos Verlagsgesellschaft, Baden-Baden

Level: 2nd and 3rd year students (intermediate)

Prerequisites: Principles of Economics

Assessment: 2 hour written exam at the end of the course

Semester hours per week: 2

ECTS: 4

English Language Courses

Please choose from the offered BBA English courses only.

You cannot attend any BKM/BIM English courses from the German programme!

Wirtschaftsenglisch 1 - B1/B2 level

bba O7 11 2	Jenczewski (Course A)	Mon 08:30 - 10:00, Room 3.3.026 Tue 10:30 - 12:00, Room 3.3.002
bba O7 11 2	Jenczewski (Course B)	Mon 14:30 – 16:00, Room 3.3.026 Fri 14:30 – 16:00, Room 3.4.003
bba O7 12 2	Cowe (Course C)	Tue 12:30 - 14:00, Room 3.3.026 Tue 14:30 - 16:00, Room 3.3.026
bba O7 13 2	Passmore (Course D)	Wed 08:30 - 10:00, Room 3.3.026 Wed 10:30 - 12:00, Room 3.3.026

Wirtschaftsenglisch 2 - B2 level

bba O7 13 2	Jenczewski (Course A)	Tue 08:30 - 10:00, Room 3.3.026 Fri 12:30 - 14:00, Room 3.4.003
bba O7 14 3	Jenczewski (Course B)	Tue 12:30 - 14:00, Room 3.4.015 Wed 12:30 - 14:00, Room 3.4.020
bba O7 21 3	Harman (Course C)	Thu 14:30 - 16:00, Room 3.2.003 Thu 16:30 - 18:00, Room 3.2.003

Wirtschaftsenglisch 3 - C1 level

bba O7 31 4	Jenczewski	Mon 12:30 - 14:00, Room 3.3.026 Wed 08:30 - 10:00, Room 3.4.003
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Semester hours per week: 4

ECTS: 4