



HSD

Hochschule Düsseldorf
University of Applied Sciences

W

Fachbereich Wirtschaftswissenschaften
Faculty of Business Studies

GERMAN BUSINESS IN A GLOBAL CONTEXT

International Programme (IP)

Courses in English

Summer Semester 2025

(Status as of 25.03.2025)

TABLE OF CONTENTS

1. Semester Dates Summer Semester 2025	3
2. General Information	4
3. Registration for courses.....	5
Registration for exams	5
4. Contact	6
5. Course catalogue – International Programme	
Summer Semester 2025	7
International Trade (IP.01.01)	8
Open Economy Macroeconomics (IP.23.01)	9
Economic Foundations of International Business (IP.24.01)	10
Differentiation and Positioning – a strategical approach on how to market lifestyle	
products (IP.25.01)	11
Business Professional Speech (IP.26.01)	12
International Finance (IP.29.01)	13
Supply Chain Management (IP.30.01)	14
Introduction to Applied Econometrics (IP.31.01)	15
Financial Global Business Simulation (IP.32.01)	16
Marketing-Project (IP.33.01)	17
Global Operations Management (IP.34.01)	18
Sustainability Management in an International Environment (IP.10:01)	19
6. Language Courses	20
English Language Courses	21
Language Courses ZWEK	22
Sprachcafé Mondial	24

1. SEMESTER DATES SUMMER SEMESTER 2025

Lecture Period

24 March–27 June 2025

Classes of the International and the German Programme usually start in the week of 24 March 2025; please check the course catalogue for details.

Bank Holidays (no lectures)

18–21 April 2025	Easter Holidays
22–25 April 2025	Self study week for all students*
01 May 2025	Maifeiertag May Day
29 May 2025	Christi Himmelfahrt Ascension Day
09 June 2025	Pfingstmontag Whit Monday
19 June 2025	Fronleichnam Corpus Christi

***Please note:** Unless specifically announced otherwise, regular lectures will not take place.

Examination Period

28 June–18 July 2025

Please note: IP exams may already take place in the last lecture week (23 June–27 June 2025); often exam instead of last lecture in International Programme.

2.

GENERAL INFORMATION

Cancelled lectures | room changes

Information can be found at the following link: hs-duesseldorf.de/aktuelles/schwarzes-brett

International Programme

- For more details, please refer to the course descriptions in this brochure.
- For further information, feel free to contact the respective lecturer.

German Programme

- It is only possible to enroll in entire modules; selecting individual lectures from a module is not an option.
- You can find the current timetable for all courses offered in German here:
[Link to the complete course catalogue summer semester 2025](#)
- The number of credits varies depending on the module. For detailed information, please check online.
 - [Bachelor Business Administration \(BBA\) courses](#)
 - [Bachelor International Management \(BIM\) courses](#)
 - [Bachelor Kommunikations- und Multimediamanagement \(BKM\) courses](#)

3.

REGISTRATION FOR COURSES

— **Important:** Please refer to the hints in the [course catalogue](#); as registration requirements vary for different courses. Depending on the course, registration may be:

- Required via [SharePoint](#)
- Required via e-mail
- Not required at all

REGISTRATION FOR EXAMS

— Registration will take place in **May/June 2025**. You will receive an e-mail with instructions from the examination office.

— **Important:** Please ensure you do not miss the registration deadline. **URGENT:** You will not be able to take the exams without timely registration.

4. CONTACT

Contact to International Office

In case of any general questions, please do not hesitate to contact Ms Deuß and Ms Petri at the International Office.

Student Exchange Coordinator

Room 02.1.037
incoming@hs-duesseldorf.de

Eva Deuß

T +49 211 4351-3675

Michaela Petri

T +49 211 4351-8125

Contact to Instructors

For all questions regarding the lectures – prior to and after the respective examination of the course – please contact the respective professor / Instructor by using your official “HSD student e-mail address” only.

[Register of persons \(hs-duesseldorf.de\)](#)

5. COURSE CATALOGUE – INTERNATIONAL PROGRAMME SUMMER SEMESTER 2025

(start from 24 March 2025)

[Link to the complete course catalogue](#)

[Link to the courses in English](#)

[Link to Registration for courses via SharePoint](#)

Study Programme	Module	Course No.	Semester no. SVO	Lecturer	Course title	SWS	1st Course				Alternative Course				Coordination and Hints Unless otherwise noted, NO registration is required for course participation. SharePoint registration ONLY for courses marked in BLUE, the link is: https://share.hs-duesseldorf.de/anmeldungen/vwiv/module.aspx
							Day	from	to	Room	Day	from	to	Room	
Beispiel:													Blue marked courses: Registration via SharePoint		
bba	15	01	5												
International Programme													Status: 25.3.2025		
International Programme, usually starts 24 March (if there is no specific other starting date), registrations possible from 10 March, 2025															
ip	01	01	0	Funk	International Trade	3	Tue	16:00	18:15	3.2.004					together with BBA
ip	23	01	0	Thiele	Open Economy Macroeconomics	3	Tue	9:00	11:15	3.3.036					together with BBA
ip	24	01	0	Funk	Economic Foundations of International Business	2	Wed	16:45	18:15	3.3.003					together with BM
ip	25	01	0	Kanthak	Differentiation and Positioning - a strategic approach on how to market lifestyle product	2	Fri	10:00	16:30	3.3.025					max. 20 participants, Block dates: 28.3.; 4.4.; 5.4.
ip	25	01	0	Kanthak	Differentiation and Positioning - a strategic approach on how to market lifestyle product	2	Sat	10:00	16:30	3.3.019					
ip	26	01	0	Kraft	Business Professional Speech	4	Mon	13:00	14:30	3.3.019					max. 20 participants
ip	26	01	0	Kraft	Business Professional Speech	4	Mon	14:45	16:15	3.3.019					
ip	29	01	0	Kölle	International Finance	2	Mon	16:30	18:00	3.4.002					together with BM, max. 12 participants
ip	30	01	0	Scheideler	Supply Chain Management	4	Wed	8:30	11:30	3.3.038					max. 20 participants
ip	31	01	0	Frotscher	Introduction to Applied Econometrics	2	Tue	16:30	20:00	3.5.001					max. 20 participants
ip	32	01	0	Bleuel	Global Business Simulation	6	Mon	10:30	12:00	3.3.036	Do	8:30	10:00	3.3.038	In-advance registration via Sharepoint necessary until: 26.03.2025; max. 12 participants; course starts: 31.03.25; Mondays = lecture (face-to-face), Thursdays = teamwork and online team consulting (20 minutes per team), together with BM
ip	32	01	0	Bleuel	Global Business Simulation	6	Mon	12:30	14:00	3.3.036	Do	10:30	12:00	3.3.038	
ip	32	01	0	Bleuel	Global Business Simulation	6	Mon	14:30	16:00	3.3.036	Do	12:30	14:00	3.3.038	
ip	33	01	0	Straßburger	Marketing-Project	6	Thu	14:30	16:00	3.3.019					Registration required via SharePoint. Further information: Website from Prof. Dr. Straßburger Max. 15 participants
ip	33	01	0	Straßburger	Marketing-Project	6	Thu	16:15	17:45	3.3.019					
ip	33	01	0	Straßburger	Marketing-Project	6	Thu	18:00	19:30	3.3.019					
ip	34	01	0	Geraedts	Global Operations Management	2	Mon	10:15	11:45	3.4.003					regular Dates: 24.3.; 31.3.; 7.4.; 5.5.; 12.5.; 16.6.; 23.6. LEGO-Simulation: 14.4. (10:30 - 16:30h in 9.2.004); 19.5. (10:30 - 16:30h in 9.2.004)
ip	10	01	0	Mutafoglu	Sustainability Management in an International Environment	2	Wed	10:30	12:00	3.5.001					

INTERNATIONAL TRADE (IP.01.01)

Lecturer **[Prof. Dr. Lothar Funk](#)**

SWS: **3**

ECTS: **5**

Level	2nd and 3rd year students (intermediate)
Prerequisites	Principles of Economics
Assessment	Written exam; 60 minutes (weight: 100%); more information during the lectures.
Hint	Please check lothar-funk.de for information on lectures and and downloads (Username: studierende, Password: wortschaft).
Course Content	<ol style="list-style-type: none"> 1. Introducing some empirical trends in International Economics 2. Introducing International Organizations 3. The Trade Models of David Ricardo, Heckscher & Ohlin and expansions 4. New Trade Theories of Intra-Industry Trade 5. Protectionism: Tariffs, Non-Tariff Barriers 6. The Political Dimension of Trade Barriers 7. International Regulations and Standards
Learning Outcome	The course analyses the details on how an open economy functions from a microeconomic perspective. It is concerned with the most important theories of international trade, while examining the welfare effects that arise from international trade and trade barriers. Moreover, the course explores the basic economic policy instruments at the national and international levels.
Literature	<ul style="list-style-type: none"> — Acemoglu, D. /Laibson, S. /J.A. List: Economics, Boston et al., 3rd ed. 2022 — Daniels, J.P. /Van Hoose, D.D.: Global Economic Issues and Policies, 4th ed., Abingdon/New York 2018. — Gerber, J.: International Economics, 8th ed., Boston et al. 2021 — Krugman, P.R. /Obstfeld, M. /Melitz, M.J.: International Economics, 11th ed., Boston et al. 2018. — Mankiw, N.G. /Taylor, M.P. /Ashwin, A.: Business Economics, 4th ed. 2024, Boston — Peng, M. W.: Global Business 5th ed., Boston 2023 — Reinert, K.A.: An Introduction to International Economics, Cambridge et al. 2nd ed. 2021. — Sawyer, W.C. /Sprinkle, R.L.: Applied International Economics 5th ed., London/ New York 2020.

OPEN ECONOMY MACROECONOMICS (IP.23.01)

Lecturer **Prof. Dr. Mouna Thiele**

SWS: 3

ECTS: 5/6

Level	2nd and 3rd year (intermediate)
Prerequisites	Basic knowledge of economics, especially principles of macroeconomics
Assessment	60 min. written exam (weight: 100%) (5 ECTS) or: 60 min. written exam (weight: 100%) and a 15 minutes oral presentation (6 ECTS)
Hint	ECTS: 5 or: 6 (with additional oral presentation) No registration required. Just come to class at the beginning of the semester.
Course Content	In the first chapter students become familiar with the various sub-accounts within the balance of payments and learn to classify transactions. We proceed with a principles-level introduction to exchange rates, determining the value of national currencies in the context of simple supply and demand analysis. Afterwards we turn to exchange-rate regimes and open-economy macroeconomics. Two issues are of primary concern. First, what is the effect of economic openness and highly mobile international capital on the ability of domestic macroeconomic policies to manage business-cycle fluctuations under various exchange-rate regimes? Second, what is the domestic economy's vulnerability to financial and macroeconomic disturbances from abroad and what, if any, are the means of protecting that economy (including regional monetary integration)? In this segment of the course, we examine the nature and causes of international financial and exchange rate crises. We will apply the newly acquired knowledge to various case studies.
Learning Outcome	Students should become familiar with mechanisms of the balance of payments, and be able to classify transactions, to determine the value of national currencies in the context of simple supply and demand analysis. Furthermore, students should be able to address the major developments in international macroeconomics. Its objectives are to cover the theory of exchange rates and target zones, balance of payments and speculative attacks, and currency crises and contagion.
Literature	<ul style="list-style-type: none"> — Bekaert, G. /Hodrick, R., 2019 International Financial Management, Cambridge University Press — Daniels /Van Hoose, 2018, Global Economics issues and Policies, 4th edition. — Gerber, J. 2022, International Economics, 8th edition. — Krugman, P. /Obstfeld, M./ Melitz, M. 2015: International Economics , 11th ed., Boston et al. 2018. — Mankiw /Taylor, Economics, ITP: 5nd ed., Andover 2020, chapters 31 & 32, also available in German. — Reinert, K.A.: An Introduction to International Economics, Cambridge et al. 2nd ed. 2021.

ECONOMIC FOUNDATIONS OF INTERNATIONAL BUSINESS (IP.24.01)

Lecturer **[Prof. Dr. Lothar Funk](#)**

SWS: **2**

ECTS: **4/5**

Level	2nd and 3rd year students (intermediate)
Prerequisites	Principles of Microeconomics and Macroeconomics
Assessment	Written exam; 60 minutes (weight: 100%) and a 15 minutes oral presentation. More information during the lectures.
Hint	Please check lothar-funk.de for information on lectures and and downloads (Username: studierende, Password: wortschaft).
Course Content	<ol style="list-style-type: none"> 1. The business environment and business economics 2. Management of international business and soci-ethical issues 3. Products, marketing and advertising 4. Business strategy and competitiveness 5. Business Growth strategy 6. Government, market failure and the firm 7. Globalisation, multinational business and "hidden champions"
Learning Outcome	This course enables you to analyse the economic context of a wide range of business challenges at an intermediate level which is usually not taught in typical principles of economics textbooks. This includes the external business environment and how businesses interact, as well as their role within the economy and the strategic decisions taken by management.
Literature	<ul style="list-style-type: none"> — Fatehi, K. /Choi, J.: International Business Management, Cham 2019. — Grantham, A.: Sustainable Business Strategy. Berlin/Boston 2022. — Mankiw, N.G. /Taylor, M.P. /Ashwin, A.: Business Economics, 4th ed., Andover 2024 — McKenzie, R.B. /Tullock, G.: The New World of Economics, 6th ed., Berlin 2012. — Peng, M.W: Global Business 5th ed., Boston 2023. — Shenkar, O. /Yadong, L. /Chi, T.: International Business, 4th ed. London/New York 2021 — Sloman, J. /Garratt, D. /Guest, J. /Jones, E.: Economics for Business, 9th ed., Harlow et al. 2023. — Wentzel, A.: A Guide to Argumentative Research Writing and Thinking, London/ New York 2018.

DIFFERENTIATION AND POSITIONING – A STRATEGICAL APPROACH ON HOW TO MARKET LIFESTYLE PRODUCTS (IP.25.01)

Lecturer **Oliver Kanthak**

SWS: 2

ECTS: 4

Level	2nd and 3rd year (intermediate)
Prerequisites	Marketing principles
Assessment	Presentation during semester, essay at end of the semester.
Hint	This course will only take place in presence and will be conducted as a seminar with 4 sessions held throughout the semester. Registration: required via SharePoint Anmeldeportal WiWi (hs-duesseldorf.de)
Course 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. Also: there will be a 1to1 on how to conduct executive presentations (PPT). The final will be a paper and presentation.
Literature	<ul style="list-style-type: none"> — 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. — Lindstrom, M.: Buy-Ology, 1st ed., New York, et al. 2008. — Ries, A. /Trout, J.: Positioning: The Battle for your mind, 2nd ed., et al 2011.

BUSINESS PROFESSIONAL SPEECH (IP.26.01)

Lecturer **Dr. Hans Kraft**

SWS: 4

ECTS: 8

Level	All levels
Prerequisites	Fluent command of the English language, basic knowledge of PowerPoint or other presentation techniques as Keynote, Prezi, PechaKucha, etc.
Assessment	Presentation during semester, term paper, regular presence in class, active participation
Hint	Please note, you have to register for this class. Please contact: hans.kraft@hs-duesseldorf.de Max. 20 participants
Course Content	<p>The course covers all minor aspects of business and professional speech:</p> <ul style="list-style-type: none"> — Impromptu speech, public speech, speaking without notes, specialty 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	<ul style="list-style-type: none"> — 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

INTERNATIONAL FINANCE (IP.29.01)

Lecturer **Prof. Dr. Christian Kölle**

SWS: **2**

ECTS: **3**

Level	3rd year students
Prerequisites	None
Assessment	36 min written exam at the end of the course
Hint	This course will take place in presence
Course Content	<ol style="list-style-type: none"> 1. Global Financial Environment 2. Foreign Exchange Theory 3. Managing Multinational Exchange Rate Exposure 4. International Financial Markets 5. Foreign Investments – Decision and Management
Learning Outcome	<ol style="list-style-type: none"> 1. Broaden the understanding of foreign exchange and international capital markets. 2. Understand how the different instruments for managing foreign exchange risks (futures, forwards, options, swaps) function and how they are applied in a corporate context. 3. Identify the challenges involved in foreign investments.
Literature	<p>— Eiteman, D.; Stonehill, A.; Moffet, M.: Multinational Business Finance, 15/e, 2021</p> <p>Supplementary reading material:</p> <p>— Bösch, M.: Finanzwirtschaft, 4. Aufl., 2019</p> <p>— Brealey, R. A.; Myers, S. C.; Allen, F.: Principles of Corporate Finance, 13/e, 2020</p> <p>— Perridon, L.; Steiner, M.; Rathgeber, A.: Finanzwirtschaft der Unternehmung, 17. Aufl., 2016</p> <p>— Thiele, M.; Freitag, Ph.: Währungsrisiken und ihre Absicherung, in: WISU, 2/14, S. 191-196</p>

SUPPLY CHAIN MANAGEMENT (IP.30.01)

Lecturer **Prof. Dr. Peter Scheideler**

SWS: **4**

ECTS: **4**

Level	2nd and 3rd year students (intermediate)
Prerequisites	None
Assessment	60 min written exam at the end of the course and small project during the course.
Hint	<p>The class format will be hybrid (offline lecture with online streaming) Link to lecture via online-platform TEAMS</p> <p>Link to lecture material: Kurs: Modul M10: Supply Chain Management (hs-duesseldorf.de)</p> <p>Maximum number of participants: 20</p>
Course Content	<p>This course addresses basic concepts and strategies used in SCM. The primary focus is to develop a good understanding of strategic, tactical and operational issues of SCM and become familiar with the integration of various SCM entities.</p> <p>Topics include: supply chain strategy, supply chain coordination & integration, global SCM, supply chain drivers and metrics, network design, sourcing, Information technology, and supply chain performance measures</p>
Learning Outcome	<p>At the conclusion of this course, the students should be able to:</p> <ul style="list-style-type: none"> — Understand the objectives of a Supply Chain — Understand the drivers and metrics of a Supply Chain — Design Supply Chain Networks — Apply coordination strategies like Continuous Replenishment, CPFR, or VMI — Understand the differences of the transportation modes — Source efficiently — Understand the required Information Technology
Literature	<ul style="list-style-type: none"> — Chopra, S. /Meindl, P.: Supply Chain Management – Strategy, Planning, and Operations, 6th edition, Pearson Education Limited, Harlow, 2016 — Feigin, G.: Supply Chain Planning and Analytics, 1st edition., Business Expert Press, New York, 2011 — Jacobs, F. R. /Chase. R. B.: Operations and Supply Chain Management, 14th edition, Mcgraw-Hill Publ. Comp, New York, 2013 — Watson, M. /Lewis, S. /Cacioppi, P. /Jayaraman, J.: Supply Chain Network Design: Applying Optimization and Analytics to the Global Supply Chain, 1st edition, Financial Times Prentice Hall, Harlow, 2012

INTRODUCTION TO APPLIED ECONOMETRICS (IP.31.01)

Lecturer [Jakob Frotscher](#)

SWS: 2

ECTS: 4

Level	2nd and 3rd year / final year (intermediate)
Prerequisites	Basic knowledge about statistics
Assessment	Final written exam (around 2 hours) and weekly class tests Grading: 80% (exam) / 20% (class tests)
Hint	<p>The course will take place every fortnight. Contact Mr Frotscher for further information directly, please.</p> <p>Link to Microsoft Teams</p>
Course Content	<ol style="list-style-type: none"> 1. The scientific method and definitions 2. Regression analysis and the classical linear regression model 3. Extensions of the classical linear regression model 4. Binary dependent variable 5. Time series
Learning Outcome	<p>The course aims at introducing students to the basic tools of econometric analysis, making use of weekly practices and econometric software that will help them develop basic empirical skills. In the first few classes, it will become evident that knowing the main steps of the scientific method is the cornerstone of critical empirical thinking.</p> <p>The course will review the classical linear regression model and its extension to the multivariate case. Population and sample regression functions, the nature of the error term, parameter estimation, goodness of fit measures, hypothesis testing, dummy variables, and model selection criteria, are among the topics to be covered through the first two thirds of the course. The last few weeks will be devoted to the study of binary dependent variable models (LPM, Logit, and Probit) and time series analysis.</p>
Literature	<ul style="list-style-type: none"> — Griffiths, W. Using Eviews: For principles of econometrics, 4th ed., 2011. — Gujarati, D., Basic econometrics, 5th ed. 2008. — Gujarati, D., Econometrics by example, 2011. — Studenmund, A.H., Using econometrics: A practical guide, 6th ed. 2014. — Wooldridge, J., Introduction to econometrics: A modern approach, 4th ed. 2008.

FINANCIAL GLOBAL BUSINESS SIMULATION (IP.32.01)

Lecturer [Prof. Dr. Hans-H. Bleuel](#)

SWS: 6

ECTS: 10

Level	3rd year students
Prerequisites	The students should be familiar with principles of general management, international business, accounting and financial management. Additionally, a spreadsheet literacy (e.g. MS-Excel) is helpful.
Assessment	Term paper (15pages + appendix) on a group basis
Hint	<p>Registration required via SharePoint by 26th March 2025 Anmeldeportal WiWi (hs-duesseldorf.de) Please register for the International Programme instead of the equivalent course in the national BIM programme.</p> <p>Participation is mandatory for the first session (31st March 2025, 10:30–12:00, Room 3.3.036) due to group configuration (no enrolment possible after this date). Please refer to the website of Prof. Dr. Bleuel for any possible updates of the first session.</p>
Course Content	<ol style="list-style-type: none"> 1. Introduction to business simulations 2. Integrated financial planning 3. Selected challenges of international business planning 4. Simulation framework 5. Decision rounds 6. Final reporting <p>In the course, the students participate in an international business simulation (CESIM Global Challenge). After introductory sessions, the students work in a group to manage “their” corporation. Participation is limited to total of 60 students (thereof 12 international students) due to technical reasons. Working groups will be mixed by nationality to ensure an intercultural experience.</p>
Learning Outcome	The course allows students to apply their international management know- how to a simulation framework of a multinational corporation. In an active learning environment, the students acquire knowledge of the interrelations in a group of international business units, international corporate planning topics and risk management issues. Additionally, the students will be enabled to develop own quantitative planning tools in MS-Excel to support international corporate strategy and policy. Social competencies of the students are required during the group work.
Literature	<ul style="list-style-type: none"> — Bleuel: Internationales Management – Grundlagen, Umfeld und Entscheidungen, Stuttgart 2017. — Documentation of CESIM (available at: globalchallenge.cesim.com) — Eiteman /Stonehill /Moffett: Multinational Business Finance, 15. Aufl. Boston 2020. — Hill: International Business – Competing in the Global Market Place, 14. ed., New York 2022.

MARKETING-PROJECT (IP.33.01)

Lecturer **Prof. Dr. Heidi Straßburger**

SWS: **6**

ECTS: **12**

Level	2nd and 3rd year students (intermediate)
Prerequisites	Principles in Marketing and market communications
Assessment	Active participation, project documentation and final presentation at the end of the course
Hint	Registration required via SharePoint Anmeldeportal WiWi (hs-duesseldorf.de)
Course Content	<p>The projects are handled in small groups.</p> <ul style="list-style-type: none"> — Support in the development of a marketing concept: situational analysis -marketing and communications objectives, target groups, positioning – marketing and communications activities, integrated communication — Team-coaching and milestone meetings — The results of the project work will be presented and evaluated at the end of the course.
Learning Outcome	<p>Students can implement independently the acquired marketing and communication knowledge in holistic application situations.</p> <ul style="list-style-type: none"> — On the basis of their research and analysis, students learn to find targeted marketing and communication solutions. — They are able to create and hold presentations. — Students will learn project organization including planning and structuring, time management and teamwork. — They can learn to respond flexibly and creatively to challenges and difficulties in the project.
Literature	<ul style="list-style-type: none"> — Burmann, C. /Riley, N.-M. /Halaszovich, T. /Schade, M.: Identity-Based Brand Management, 1st ed., Springer-Gabler, Wiesbaden 2017 — Fill, C. /Turnbull, S.: Marketing Communications, 7th ed., Pearson, 2016 — Kotler, P. /Armstrong, G.: Principles of Marketing, Global Edition, 17th ed., Pearson, 2017 — Solomon, M. /Marshall, G. /Stuart, E.: Marketing – Real People, Real Choices, 9th ed., Pearson, 2017

GLOBAL OPERATIONS MANAGEMENT (IP.34.01)

Lecturer **Prof. Dr. Stefan Geraedts**

SWS: **2**

ECTS: **4**

Level	2nd and 3rd year students (intermediate)
Assessment	Portfolio exam consisting of — homework, — active participation in the LEGO® Game — written exam (60 min.) at the end of the course.
Hint	This course will only take place in presence. Part of this lecture is an 8h session “LEGO® Game Simulation of an Operations Environment”. Further details will be announced in the first lecture on 24th March, 2025.
Course Content	<ul style="list-style-type: none"> — Operations Environment <ul style="list-style-type: none"> - Manufacturing Processes - Logistics Processes - Quality Management — Basic Principles of Lean Management <ul style="list-style-type: none"> - Value Stream Mapping & Value Stream Design - Push vs. Pull Principle - Heijunka & Kanban - Continuous Improvement Process
Learning Outcome	<p>At the end of the course, students ...</p> <ul style="list-style-type: none"> - ... have a basic understanding of operations processes (manufacturing, logistics, quality) - ... have an understanding of Lean Management tools and can apply these tools - ... understand relevant operations KPIs and can calculate them - ... understand basic methods and tools of continuous improvement processes
Literature	<ul style="list-style-type: none"> — Abadia, R., et.al.: Big Data: A Road Map for Successful Digital Marketing. De Gruyter 2018. — Artun: Predictive Marketing: Easy Ways Every Marketer Can Use Customer Analytics and Big Data, John Wiley & Sons 2019. — Chapman /Feit: R For Marketing Research and Analytics (2nd ed. 2019). Springer International Publishing, Imprint: Springer 2019. — Fader /Toms: The Customer Centricity Playbook – Implement a Winning Strategy driven by Customer Lifetime Value, Philadelphia 2018. — Gentsch, P.: AI in marketing, sales and service: how marketers without a Data Science degree can use AI, Big Data and bots. Palgrave Macmillan 2019. — Paczkowski, W. R.: Business Analytics: Data Science for Business Problems. Springer 2021. — Provost /Fawcett: Data science for business. What you need to know about data mining and data-analytic thinking, Sebastopol, CA 2013

SUSTAINABILITY MANAGEMENT IN AN INTERNATIONAL ENVIRONMENT (IP.10.01)

Instructor **Prof. Dr. Konar Mutafoglu**

SWS: **2**

ECTS: **4**

Level	2nd and 3rd year students (intermediate)
Prerequisites	None
Assessment	60 min written exam at the end of the course
Course Content	<p>This course provides an overview of current challenges of sustainable development, perspectives on sustainability from various stakeholder groups and practical steps of sustainability management in a business context. The first part will introduce today's challenge of sustainable development and the role of businesses in this context. The second part will take the perspective of different stakeholder groups (e.g. shareholders, employees or consumers) on sustainability. The final part will look at implementing sustainability management in different domains and business processes (e.g. supply chain management, sustainability accounting and reporting) as well as more broadly economic and business models for sustainability. All parts will put a particular emphasis on the international context and environment in which businesses and their stakeholders are operating.</p>
Learning Outcome	<p>Students will gain an overview of the current sustainability challenges and the role of businesses in contributing to sustainable development. Next to practical approaches at firm level, students will also be able to critically reflect current trends and efforts of businesses. Next to transforming existing business activities towards sustainability, this includes dedicated approaches for sustainable economic and business models.</p>
Literature	Will be announced in the course



HSD
Hochschule Düsseldorf
University of Applied Sciences

W
Fachbereich Wirtschaftswissenschaften
Faculty of Business Studies

ZWEK
Zentrum für Weiterbildung und Kompetenzentwicklung
Centre for Training and Competence Development

LANGUAGE COURSES

Summer Semester 2025
(Status as of February 2025)

6. ENGLISH LANGUAGE COURSES

Instructor **StR i.H. Sheridan Jenczewski**

SWS: **4**

ECTS: **4**

Level	Business English I: B1/B2 level Business English II: B2 level Business English III: C1 level			
Information	<p>Please choose from the offered BBA English courses only.</p> <p>You cannot attend any BKM/BIM English courses from the German programme! The classes will start from 24 March 2025 on.</p>			
Registration	Registration for lectures is not required.			
Course Code	Title	Teacher	Day + Time	Room
BBA 07.11.2	Business English I (B1/B2) Group A	Jenczewski	Mon 10.30 — 12.00 Wed 08.30 — 10.00	03.3.022 03.3.019
BBA 07.12.2	Business English I (B1/B2) Group B	Jenczewski	Mon 12.30 — 14.00 Tue 08.30 — 10.00	03.3.022 03.3.019
BBA 07.13.2	Business English I (B1/B2) Group C	Dhawan	Fri 08.30 — 10.00 Fri 10.30 — 12.00	03.3.022
BBA 07.14A.2	Business English I (B1/B2) Group D	Fries	Wed 10.30 — 12.00 Wed 12.30 — 14.00	09.2.007
BBA 07.15A.2	Business English II (B2) Group A	Edwards	Mon 12.30 — 14.00 Mon 14.30 — 16.00	03.3.025
BBA 07.16A.3	Business English II (B2) Group B	McCarvey	Wed 12.30 — 14.00 Wed 14.30 — 16.00	09.1.006
BBA 07.17A.3	Business English II (B2) Group C	Jenczewski	Mon 08.30 — 10.00 Tue 12.30 — 14.00	03.3.022 03.3.019
BBA 07.18.4	Business English III (C1)	Jenczewski	Wed 12.30 — 14.00 Fri 10.30 — 12.00	03.5.001 03.3.019



ZWEK SPRACH KURSE

SOSE
2025



Foto: hannah-busing/unsplash.com

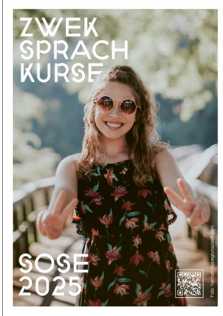
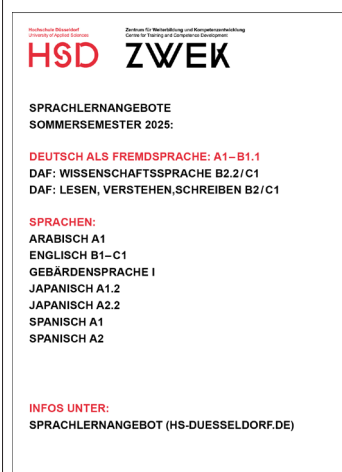
LANGUAGE COURSES

ZWEK

Zentrum für Weiterbildung und Kompetenzentwicklung
Centre for Training and Competence Development

Contact

sprachen.zwek@hs-duesseldorf.de

	<p>The HSD's Centre for Training and Competence Development (ZWEK) offers a wide range of language courses such as German as a foreign language, English, Arabic and Spanish, among many other languages. Please find all the information concerning further language courses on the website of the "ZWEK":</p> <p>Please find all the information concerning further language courses on the website of the "ZWEK": DE: Sprachlernangebot EN: Language learning offer</p>	
<p>Information</p>	<p>Moodle: Information ZWEK Language Courses SoSe 2025 In this Moodle room you will find all the descriptions of our language courses for the summer semester 2025. Have fun choosing your favourite course!</p>	
<p>Registration</p>	<p>Required from 18th March 2025 until 31st March 2025 using your HSD email-address only!</p> <p>All German and English courses will take place in presence.</p> <p>Please sign in via SharePoint: Registration ZWEK Language courses</p>	
<p>Certificates</p>	<p>Language courses offered from ZWEK</p> <ul style="list-style-type: none"> — Separate certificate — 80% attendance — active participation in class and — 90 min. written exam — mandatory blended learning sessions in Moodle — Oral exam (5-15 minutes) 	
<p>Contact</p>	<p>If you have further questions regarding the language courses, please contact ZWEK via email: sprachen.zwek@hs-duesseldorf.de</p>	

SPRACHCAFÉ MONDIAL



What?

Sprachcafé Mondial is our popular weekly event for learning languages in a fun and entertaining way. Get to know new people in a relaxed atmosphere and train your language skills by talking to native speakers! Everyone who is passionate about language learning and enjoys making international connections is welcome to join our friendly gatherings, where conversations and entertaining games make practicing foreign languages even more enjoyable.

When?

Every Wednesday at 18:30, starting 09 April 2025

Where?

Institute for International Communication
Eulerstraße 50, room will be announced soon

Check out the [following link](#) for more information and discover more events to connect with people and practice languages!

PUBLISHER

Hochschule Düsseldorf – University of Applied Sciences
Fachbereich Wirtschaftswissenschaften
Faculty of Business Studies
in cooperation with the Department of Communication and Marketing

Last update: 25.03.2025