



**HSD**

Hochschule Düsseldorf  
University of Applied Sciences



Fachbereich Wirtschaftswissenschaften  
Faculty of Business Studies

# GERMAN BUSINESS IN A GLOBAL CONTEXT

**International Programme (IP)**

**Courses in English**

**Summer Semester 2026**

**(Status as of 20.03.2026)**

# TABLE OF CONTENTS

<b>1. Semester Dates Summer Semester 2026 .....</b>	<b>3</b>
<b>2. General Information .....</b>	<b>4</b>
<b>3. Registration for courses.....</b>	<b>5</b>
Registration for exams .....	5
<b>4. Contact .....</b>	<b>6</b>
<b>5. Course catalogue – International Programme</b>	
<b>Summer Semester 2026 .....</b>	<b>7</b>
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
<b>6. Language Courses .....</b>	<b>20</b>
English Language Courses .....	21
Language Courses ZWEK .....	22
Sprachcafé Mondial .....	24

# 1. SEMESTER DATES SUMMER SEMESTER 2026

## Lecture Period 07 April – 10 July 2026

Classes of the International and the German Programme usually start in the week of 07 April 2026; please check the course catalogue for details.

## Bank Holidays (no lectures)

01 May 2026	Maifeiertag   May Day
14 May 2026	Christi Himmelfahrt   Ascension Day
25 May 2026	Pfingstmontag   Whit Monday
04 June 2026	Fronleichnam   Corpus Christi

## Examination Period 06 July 2026 – 31 July 2026

**Please note:** IP exams often start earlier than the final lectures stop (in the last lecture week). 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](https://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 2026](#)
- 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 **June 2026**. 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 2026

(start from 07 April 2026)

[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. /SO	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: <a href="https://share.hs-duesseldorf.de/anmeldungen/wiwi/module.aspx">https://share.hs-duesseldorf.de/anmeldungen/wiwi/module.aspx</a>		
							Day	from	to	Room	Day	from	to	Room			
bba	Beispiel: 15	01	5														Blue marked courses: Registration via SharePoint
<b>International Programme</b> , usually starts 7 April (if there is no specific other starting date), registrations possible from 30 March, 2026													<b>Status: 20.3.2026</b>				
ip	01	01	0	Funk	International Trade	3	Di	16:00	18:15	3.2.004							together with BBA
ip	23	01	0	Thiele	Open Economy Macroeconomics	3	Do	11:00	13:15	9.E.007							together with BBA
ip	24	01	0	Funk	Economic Foundations of International Business	2	Mi	16:45	18:15	3.3.003							together with BIM
ip	25	01	0	Kanthak	Differentiation and Positioning - a strategical approach on how to market lifestyle product	2	Fr	10:00	16:30	3.3.025							max. 20 participants, Block dates: 29.5, 30.5., 5.6., 6.6.
ip	25	01	0	Kanthak	Differentiation and Positioning - a strategical approach on how to market lifestyle product		Sa	10:00	16:30	3.3.025							
ip	26	01	0	Kraft	Business Professional Speech	4	Mo	13:00	14:30	3.3.019							max. 20 participants
ip	26	01	0	Kraft	Business Professional Speech		Mo	14:45	16:15	3.3.019							
ip	29	01	0	Kölle	International Finance	2	Mo	16:30	18:00	3.4.002							together with BIM, max. 12 participants
ip	30	01	0	Scheideler	Supply Chain Management	4	Do	10:30	14:00	3.3.032							max. 20 participants
ip	31	01	0	Frotscher	Introduction to Applied Econometrics	2	Di	16:30	20:00	3.5.001							max. 20 participants
ip	32	01	0	Bleuel	Financial Global Business Simulation	6	Mo	10:30	12:00	3.3.036	Do	8:30	10:00	3.3.038			In-advance registration via Sharepoint necessary until: 09.04.26; 12 participants max.; course starts: 13.04.26, 13h; Mondays = lecture (face-to-face) , Thursdays = teamwork and online team consulting (20 minutes per team) , together with BIM
ip	32	01	0	Bleuel	Financial Global Business Simulation		Mo	12:30	14:00	3.3.036	Do	10:30	12:00	3.3.038			
ip	32	01	0	Bleuel	Financial Global Business Simulation		Mo	14:30	16:00	3.3.036	Do	12:30	14:00	3.3.038			
ip	33	01	0	Straßburger	Marketing-Project	6	Do	14:30	16:00	3.3.019							Registration required via SharePoint. Further information: Homepage from Prof. Dr. Straßburger Max. 15 students
ip	33	01	0	Straßburger	Marketing-Project		Do	16:15	17:45	3.3.019							
ip	33	01	0	Straßburger	Marketing-Project		Do	18:00	19:30	3.3.019							
ip	34	01	0	Geraedts	Global Operations Management	2	Mo	10:30	12:00	3.3.002							regular Dates: 13.4., 27.4., 29.6., 6.7. LEGO-Simulation (10:30-18h): 20.4., 8.6.
ip	10	01	0	Mutafoglu	Sustainability Management in an International Environment	2	Mo	16:30	18:00	3.3.025							

\* Mo = Monday, Di = Tuesday, Mi = Wednesday, Do = Thursday, Fr = Friday, Sa = Saturday

# INTERNATIONAL TRADE (IP.01.01)

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

**SWS:**                    **3**

**ECTS:**                  **5**

<b>Level</b>	2nd and 3rd year students (intermediate)
<b>Prerequisites</b>	Principles of Economics
<b>Assessment</b>	Written exam; 60 minutes (weight: 100%); more information during the lectures.
<b>Hint</b>	Please check <a href="http://lothar-funk.de">lothar-funk.de</a> for information on lectures and and downloads (Username: studierende, Password: wortschaft).
<b>Course Content</b>	<ol style="list-style-type: none"> <li>1. Introducing some empirical trends in International Economics</li> <li>2. Introducing International Organizations</li> <li>3. The Trade Models of David Ricardo, Heckscher &amp; Ohlin and expansions</li> <li>4. New Trade Theories of Intra-Industry Trade</li> <li>5. Protectionism: Tariffs, Non-Tariff Barriers</li> <li>6. The Political Dimension of Trade Barriers</li> <li>7. International Regulations and Standards</li> </ol>
<b>Learning Outcome</b>	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, and current challenges as well as future prospects.
<b>Literature</b>	<ul style="list-style-type: none"> <li>— Gerber, J.: International Economics, 8th ed., Boston et al. 2022</li> <li>— Mankiw, N.G. /Taylor, M.P. /Ashwin, A.: Business Economics, 4th ed., et al. 2024</li> <li>— Mankiw, N. G./ Taylor, M.P.: Economics, 7th ed., Andover et al. 2026.</li> <li>— Peng. M. W.: Global Business 5th ed., Boston 2023</li> <li>— Reinert, K.A.: An Introduction to International Economics, Cambridge et al. 2nd ed. 2021.</li> </ul>

# OPEN ECONOMY MACROECONOMICS (IP.23.01)

**Lecturer**            **Prof. Dr. Mouna Thiele**

**SWS:**                **3**

**ECTS:**              **5/6**

<b>Level</b>	2nd and 3rd year (intermediate)
<b>Prerequisites</b>	Basic knowledge of economics, especially principles of macroeconomics
<b>Assessment</b>	60 min. written exam (weight: 100%) (5 ECTS) or: 60 min. written exam (weight: 100%) and a 15 minutes oral presentation (6 ECTS)
<b>Hint</b>	ECTS: 5 or: 6 (with additional oral presentation) No registration required. Just come to class at the beginning of the semester.
<b>Course Content</b>	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.
<b>Learning Outcome</b>	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.
<b>Literature</b>	<ul style="list-style-type: none"> <li>— Bekaert, G. /Hodrick, R., 2019 International Financial Management, Cambridge University Press</li> <li>— Daniels /Van Hoose, 2018, Global Economics issues and Policies, 4th edition.</li> <li>— Gerber, J. 2022, International Economics, 8th edition.</li> <li>— Krugman, P. /Obstfeld, M./ Melitz, M. 2015: International Economics , 12th ed., Boston et al. 2018.</li> <li>— Mankiw /Taylor, Economics, ITP: 5nd ed., Andover 2020, chapters 31 &amp; 32, also available in German, 7th ed. 2026</li> <li>— Reinert, K.A.: An Introduction to International Economics, Cambridge et al. 2nd ed. 2021.</li> </ul>

# ECONOMIC FOUNDATIONS OF INTERNATIONAL BUSINESS (IP.24.01)

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

**SWS:**                **2**

**ECTS:**              **4/5**

<b>Level</b>	2nd and 3rd year students (intermediate)
<b>Prerequisites</b>	Principles of Microeconomics and Macroeconomics
<b>Assessment</b>	Written exam; 60 minutes (weight: 100%) and a 15 minutes oral presentation. More information during the lectures.
<b>Hint</b>	Please check <a href="http://lothar-funk.de">lothar-funk.de</a> for information on lectures and and downloads (Username: studierende, Password: wortschaft).
<b>Course Content</b>	<ol style="list-style-type: none"> <li>1. The business environment and business economics</li> <li>2. Management of international business and soci-ethical issues</li> <li>3. Products, marketing and advertising</li> <li>4. Business ststrategy and competitiveness</li> <li>5. Business Growth strategy</li> <li>6. Government, market failure and the firm</li> <li>7. Globalisation, multinational business and "hidden champions"</li> </ol>
<b>Learning Outcome</b>	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.
<b>Literature</b>	<ul style="list-style-type: none"> <li>— Chaudhuri, A.: Economics: A Global Introduction, London et al. 2025.</li> <li>— Fatehi, K. /Choi, J.: International Business Management, 3rd ed., Cham 2025.</li> <li>— Mankiw, N.G. /Taylor, M.P. /Ashwin, A.: Business Economics, 4th ed., Andover et al.2024</li> <li>— Mankiw, N. G./ Taylor, M.P.: Economics, 7th ed., Andover et al. 2026.</li> <li>— Shenkar, O. /Yadong, L. /Chi, T.: International Business, 4th ed. London/New York 2021</li> <li>— Sloman, J. /Garratt, D. /Guest, J. /Jones, E.: Economics for Business, 9th ed., Harlow et al. 2023.</li> <li>— Wentzel. A.: A Guide to Argumentative Research Writing and Thinking, London/</li> </ul>

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

Lecturer **Oliver Kanthak**

SWS: 2

ECTS: 4

<b>Level</b>	2nd and 3rd year (intermediate)
<b>Prerequisites</b>	Marketing principles
<b>Assessment</b>	Presentation during semester, essay at end of the semester.
<b>Hint</b>	This course will only take place in presence and will be conducted as a seminar with 4 sessions held throughout the semester: 29 May, 30 May, 05 June, 06 June. Registration: required via SharePoint <a href="https://hs-duesseldorf.de">Anmeldeportal WiWi (hs-duesseldorf.de)</a>
<b>Course Content</b>	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).
<b>Learning Outcome</b>	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.
<b>Literature</b>	<ul style="list-style-type: none"> <li>— Gladwell, M.: The Tipping Point, New York, et al. 2002.</li> <li>— Keegan, W. /Green, M.: Global Marketing, 6th ed., Harlow, et al. 2011.</li> <li>— Kotler, P. /Armstrong, G.: Principles of Marketing, 15th ed., Harlow, et. al 2012.</li> <li>— Lewis, R.: When Cultures Collide, 3rd ed., Boston, et al 2010.</li> <li>— Lindstrom, M.: Buy-Ology, 1st ed., New York, et al. 2008.</li> <li>— Ries, A. /Trout, J.: Positioning: The Battle for your mind, 2nd ed., et al 2011.</li> </ul>

# BUSINESS PROFESSIONAL SPEECH (IP.26.01)

Lecturer **Dr. Hans Kraft**

SWS: 4

ECTS: 8

<b>Level</b>	All levels
<b>Prerequisites</b>	Fluent command of the English language, basic knowledge of PowerPoint or other presentation techniques as Keynote, Prezi, PechaKucha, etc.
<b>Assessment</b>	Presentation during semester, term paper, regular presence in class, active participation
<b>Hint</b>	<b>Please note, you have to register for this class.</b> Please contact: <a href="mailto:hans.kraft@hs-duesseldorf.de">hans.kraft@hs-duesseldorf.de</a> Max. 20 participants
<b>Course Content</b>	<b>The course covers all minor aspects of business and professional speech:</b> — 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.
<b>Learning Outcome</b>	— 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
<b>Literature</b>	To be announced

# INTERNATIONAL FINANCE (IP.29.01)

**Lecturer**            **Prof. Dr. Christian Kölle**

**SWS:**                **2**

**ECTS:**              **3**

<b>Level</b>	3rd year students
<b>Prerequisites</b>	None
<b>Assessment</b>	36 min written exam at the end of the course
<b>Hint</b>	This course will take place in presence
<b>Course Content</b>	<ol style="list-style-type: none"> <li>1. Global Financial Environment</li> <li>2. Foreign Exchange Theory</li> <li>3. Managing Multinational Exchange Rate Exposure</li> <li>4. International Financial Markets</li> <li>5. Foreign Investments – Decision and Management</li> </ol>
<b>Learning Outcome</b>	<ol style="list-style-type: none"> <li>1. Broaden the understanding of foreign exchange and international capital markets.</li> <li>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.</li> <li>3. Identify the challenges involved in foreign investments.</li> </ol>
<b>Literature</b>	<p>— Eiteman, D.; Stonehill, A.; Moffet, M.: Multinational Business Finance, 15/e, 2021</p> <p><b>Supplementary reading material:</b></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:**              **8**

<b>Level</b>	2nd and 3rd year students (intermediate)
<b>Prerequisites</b>	None
<b>Assessment</b>	60 min written exam at the end of the course and simulation during the course.
<b>Hint</b>	<p>The class format will be hybrid (offline lecture with online streaming)  <a href="#">Link to lecture via online-platform TEAMS</a></p> <p>Link to lecture material: Kurs: Modul M10:  <a href="#">Supply Chain Management (hs-duesseldorf.de)</a></p> <p>Maximum number of participants: 16</p>
<b>Course Content</b>	<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 &amp; integration, global SCM, supply chain drivers and metrics, network design, sourcing, Information technology, and supply chain performance measures</p>
<b>Learning Outcome</b>	<p>At the conclusion of this course, the students should be able to:</p> <ul style="list-style-type: none"> <li>— Understand the objectives of a Supply Chain</li> <li>— Understand the drivers and metrics of a Supply Chain</li> <li>— Design Supply Chain Networks</li> <li>— Apply coordination strategies like Continuous Replenishment, CPFR, or VMI</li> <li>— Understand the differences of the transportation modes</li> <li>— Source efficiently</li> <li>— Understand the required Information Technology</li> </ul>
<b>Literature</b>	<ul style="list-style-type: none"> <li>— Chopra, S. /Meindl, P.: Supply Chain Management – Strategy, Planning, and Operations, 6th edition, Pearson Education Limited, Harlow, 2016</li> <li>— Feigin, G.: Supply Chain Planning and Analytics, 1st edition., Business Expert Press, New York, 2011</li> <li>— Jacobs, F. R. /Chase. R. B.: Operations and Supply Chain Management, 14th edition, Mcgraw-Hill Publ. Comp, New York, 2013</li> <li>— 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</li> </ul>

# INTRODUCTION TO APPLIED ECONOMETRICS (IP.31.01)

**Lecturer**            [Jakob Frotscher](#)

**SWS:**                2

**ECTS:**              4

<b>Level</b>	2nd and 3rd year / final year (intermediate)
<b>Prerequisites</b>	Basic knowledge about statistics
<b>Assessment</b>	Final written exam (around 2 hours) and weekly class tests Grading: 80% (exam) / 20% (class tests)
<b>Hint</b>	<p>The course will take place every fortnight. Contact Mr Frotscher for further information directly, please.</p> <p><a href="#">Link to Microsoft Teams</a></p>
<b>Course Content</b>	<ol style="list-style-type: none"> <li>1. The scientific method and definitions</li> <li>2. Regression analysis and the classical linear regression model</li> <li>3. Extensions of the classical linear regression model</li> <li>4. Binary dependent variable</li> <li>5. Time series</li> </ol>
<b>Learning Outcome</b>	<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>
<b>Literature</b>	<ul style="list-style-type: none"> <li>— Griffiths, W. Using Eviews: For principles of econometrics, 4th ed., 2011.</li> <li>— Gujarati, D., Basic econometrics, 5th ed. 2008.</li> <li>— Gujarati, D., Econometrics by example, 2011.</li> <li>— Studenmund, A.H., Using econometrics: A practical guide, 6th ed. 2014.</li> <li>— Wooldridge, J., Introduction to econometrics: A modern approach, 4th ed. 2008.</li> </ul>

# FINANCIAL GLOBAL BUSINESS SIMULATION (IP.32.01)

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

**SWS:** 6

**ECTS:** 10

<b>Level</b>	3rd year students
<b>Prerequisites</b>	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.
<b>Assessment</b>	Term paper (15pages + appendix) on a group basis
<b>Hint</b>	<p>Registration required via SharePoint by 9<sup>th</sup> April 2026  <a href="#">Anmeldeportal WiWi (hs-duesseldorf.de)</a>  Please register for the International Programme instead of the equivalent course in the <a href="#">national BIM programme</a>.</p> <p><b>Participation is mandatory for the first session (13th April 2026, 13:00–15:00, Room 3.3.036)</b> due to group configuration (no enrolment possible after this date). Please refer to the <a href="#">website of Prof. Dr. Bleuel</a> for any possible updates of the first session.</p>
<b>Course Content</b>	<ol style="list-style-type: none"> <li>1. Introduction to business simulations</li> <li>2. Integrated financial planning</li> <li>3. Selected challenges of international business planning</li> <li>4. Simulation framework</li> <li>5. Decision rounds</li> <li>6. Final reporting</li> </ol> <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>
<b>Learning Outcome</b>	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.
<b>Literature</b>	<ul style="list-style-type: none"> <li>— Bleuel: Internationales Management – Grundlagen, Umfeld und Entscheidungen, Stuttgart 2017.</li> <li>— Documentation of CESIM (available at: <a href="#">globalchallenge.cesim.com</a>)</li> <li>— Eiteman /Stonehill /Moffett: Multinational Business Finance, 15. Aufl. Boston 2020.</li> <li>— Hill: International Business – Competing in the Global Market Place, 14. ed., New York 2022.</li> </ul>

# MARKETING-PROJECT (IP.33.01)

**Lecturer**            **Prof. Dr. Heidi Straßburger**

**SWS:**                 **6**

**ECTS:**              **12**

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

# GLOBAL OPERATIONS MANAGEMENT (IP.34.01)

**Lecturer**            **Prof. Dr. Stefan Geraedts**

**SWS:**                **2**

**ECTS:**              **4**

<b>Level</b>	2nd and 3rd year students (intermediate)
<b>Assessment</b>	Portfolio exam consisting of - active participation in the LEGO®-Simulation, part 1 (April 20th) - active participation in the LEGO®-Simulation, part 2 (June 8th) - written exam (60 min) at the end of the course
<b>Hint</b>	This course will only take place in presence. Part of this lecture are two sessions “LEGO® Simulation of an Operations Environment”. Further details will be announced in the first lecture on April 13th, 2026.
<b>Course Content</b>	<ul style="list-style-type: none"> <li>— Operations Environment <ul style="list-style-type: none"> <li>- Manufacturing Processes</li> <li>- Logistics Processes</li> <li>- Quality Management</li> </ul> </li> <li>— Basic Principles of Lean Management <ul style="list-style-type: none"> <li>- Value Stream Mapping &amp; Value Stream Design</li> <li>- Push vs. Pull Principle</li> <li>- Heijunka &amp; Kanban</li> <li>- Continuous Improvement Process</li> </ul> </li> </ul>
<b>Learning Outcome</b>	At the end of the course, students ... <ul style="list-style-type: none"> <li>- ... have a basic understanding of operations processes (manufacturing, logistics, quality)</li> <li>- ... have an understanding of Lean Management tools and can apply these tools</li> <li>- ... understand relevant operations KPIs and can calculate them</li> <li>- ... understand basic methods and tools of continuous improvement processes</li> </ul>
<b>Literature</b>	will be announced in the first session on April 13th, 2026

# SUSTAINABILITY MANAGEMENT IN AN INTERNATIONAL ENVIRONMENT (IP.10.01)

**Instructor**      **Prof. Dr. Konar Mutafoglu**

**SWS:**              2

**ECTS:**            4

<b>Level</b>	2nd and 3rd year students (intermediate)
<b>Prerequisites</b>	None
<b>Assessment</b>	60 min written exam at the end of the course
<b>Course Content</b>	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.
<b>Learning Outcome</b>	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.
<b>Literature</b>	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 2026  
(Status as of March 2026)

# 6. ENGLISH LANGUAGE COURSES

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

**SWS:**              **4**

**ECTS:**            **4**

<b>Level</b>	Business English I: B1/B2 level Business English II: B2 level Business English III: C1 level			
<b>Information</b>	<b>Please choose from the offered BBA English courses only.</b>  You <b>cannot</b> attend any BKM/BIM English courses from the German programme! <b>The classes will start from 07 April 2026 on.</b>			
<b>Registration</b>	Registration for lectures is not required.			
<b>Course Code</b>	<b>Title</b>	<b>Teacher</b>	<b>Day + Time</b>	<b>Room</b>
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	9.1.004
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	Thu 08.30 — 10.00 Thu 10.30 — 12.00	03.3.025
BBA 07.16A.3	Business English II (B2) Group B	Johnston	Mon 12.30 — 14.00 Mon 14.30 — 16.00	03.3.025
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 2026



Foto: matheus-frade/unsplash.com

\* Credits for Learning agreements of the Faculty of Business Studies at HSD can only be awarded for the courses on the previous pages.


# LANGUAGE COURSES

# ZWEK

Zentrum für Weiterbildung und Kompetenzentwicklung  
Centre for Training and Competence Development

## Contact

[sprachen.zwek@hs-duesseldorf.de](mailto:sprachen.zwek@hs-duesseldorf.de)

 <p><b>Information</b></p>	<p><b>The HSD's Centre for Training and Competence Development (ZWEK)</b> 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":  <b>DE:</b> <a href="#">Sprachlernangebot</a>  <b>EN:</b> <a href="#">Language learning offer</a></p> <p><b>Moodle:</b>  <a href="#">Information ZWEK Language Courses SoSe 2026</a>          In this Moodle room you will find all the descriptions of our language courses for the summer semester 2026. Have fun choosing your favourite course!</p>
<p><b>Registration</b></p>	<p>Required from <b>23th March 2026 until 5th April 2026</b> using your HSD email-address only!</p> <p><b>All German and English courses will take place in presence.</b></p> <p>Please sign in via SharePoint:  <a href="#">Registration ZWEK Language courses</a></p>
<p><b>Certificates</b></p>	<p><b>Language courses offered from ZWEK</b></p> <ul style="list-style-type: none"> <li>— Separate certificate</li> <li>— 80% attendance</li> <li>— active participation in class and</li> <li>— 90 min. written exam</li> <li>— mandatory blended learning sessions in Moodle</li> <li>— Oral exam (5-15 minutes)</li> </ul>
<p><b>Contact</b></p>	<p>If you have further questions regarding the language courses, please contact ZWEK via email: <a href="mailto:sprachen.zwek@hs-duesseldorf.de">sprachen.zwek@hs-duesseldorf.de</a></p>



**SPRACHLERNANGEBOTE  
SOMMERSEMESTER 2026:**

**DEUTSCH ALS FREMDSPRACHE: A1 – B1.1**  
 DAF: LESEN, VERSTEHEN, SCHREIBEN B2/C1

**SPRACHEN:**  
 ARABISCH A1  
 ENGLISCH B1 – C1  
 GEBÄRDENSPRACHE I  
 JAPANISCH A1.1  
 JAPANISCH A1.2  
 SPANISCH A1  
 SPANISCH A2

**INFOS UNTER:**  
 SPRACHLERNANGEBOT (HS-DUESSELDORF.DE)

# 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

## Where?

Institute for International Communication  
Eulerstraße 50, room F4

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: 20.03.2026