



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

Winter Semester 2024/2025

(Status as of 23.09.2024)

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1. SEMESTER DATES WINTER SEMESTER 2024/25

Lecture Period

30 September 2024–7 February 2025

Please note: IP lectures may end a few days earlier with exams in last lecture week. More information on this by lecturer in the lecture..

Information Session:

Faculty of Business Studies; Prof. Dr. Lothar Funk

During orientation weeks by International Office:

23 September 2024 at 14.30 in room 03.3.040

Bank Holidays (no lectures)

21.10.–25.10.2024

Self study week for all students*

3 October 2024

Day of German Unity | Tag der deutschen Einheit

1 November 2024

All Saints Day | Allerheiligen

23.12.2024–5.01.2025

Christmas Holidays | Weihnachtsferien

***Please note:** Unless otherwise announced in special cases, there are no regular lectures.

Examination Period

18 January 2025–7 February 2025

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 under the following link: hs-duesseldorf.de/aktuelles/schwarzes-brett

International Programme

- Please check course descriptions for more information in this brochure
- For further information, please ask the respective instructor

German Programme

- Only entire modules; not possible to select separate lectures from a module
- Please find the current timetable of all courses offered in German here:
[Link to the complete course catalogue winter semester 2024/25](#)
- Different credits depending on module, for details 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 check the hints in the [course catalogue](#); for several courses, the registration is required via [SharePoint](#) or via e-mail or not required at all.

Types of registration may vary:

- Registration via SharePoint or
- Registration via e-mail or
- Registration is NOT required

REGISTRATION FOR EXAMS

— Registration will take place in **December 2024**. You will receive an e-mail with instructions from the examination office.

— Please make sure not to miss the date of registration. **URGENT:** The exams can't be written without the registration on time.

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 WINTER SEMESTER 2024/25

(start from 30.09.2024)

[Link to the complete course catalogue winter semester 2024/25](#)

[Link to Overview: Courses in English](#)

Study programme	Module	Course No.	Semester	Teacher	Course title	SWS	Course				Coordination and hints
			or SIO				Day	from	to	Room	
International Programme											Status: 10.9.2024
Lectures start on september 30th (if no other date is noted)											
German Business in an Global Context (courses in English)											(Dean / Funk)
ip	01	01	0	Funk	Institutional Economics in an International Context	2	Tue	10:30	12:00	3.3.003	registration is NOT required
ip	01	02	0	Funk	Economics of Strategy and Management	4	Tue	12:30	14:00	3.3.003	with BIM; registration is NOT required
ip	01	03	0	Funk	Economics of Strategy and Management		Tue	17:00	18:30	3.3.003	
ip	02	01	0	Scheiderer	International Retail	2	Mon	8:30	10:00	3.3.036	with BIM; registration will take place in presence (in the first lecture; 30/09/2024) or via e-mail to Professor Scheiderer: peter.scheiderer@hs-duesseldorf.de
ip	02	02	0	Scheiderer	Digital Sales & Distribution	2	Mon	10:30	12:00	3.3.036	
ip	02	03	0	Scheiderer	Tools & Methods of International Distribution	2	Mon	12:30	14:00	3.3.036	block dates: 18.10., 19.10., 25.10., 26.10.; registration is required via e-mail to: oliver.kanthak@hs-duesseldorf.de
ip	03	01	0	Kanthak	Differentiation and Positioning – a strategical approach on how to market lifestyle products	2	Fri	10:00	16:00	3.4.003	
ip	03	01	0	Kanthak	Differentiation and Positioning – a strategical approach on how to market lifestyle products		Sat	10:00	16:00	3.4.003	max. 20 participants; registration is required via e-mail to: hans.kraft@hs-duesseldorf.de
ip	04	01	0	Kraft	Business Professional Speech	4	Mon	13:00	14:30	3.3.022	
ip	04	01	0	Kraft	Business Professional Speech		Mon	14:45	16:15	3.3.022	registration is required via SharePoint or via e-mail to ulrike.oberliessen@hs-duesseldorf.de
ip	05	01	0	Oberliessen	Wirtschaftsdeutsch Mittelstufe	3	Tue	12:00	14:30	3.4.001	
ip	06	01	0	Otte	Introduction to German Corporate and Commercial Law	2	Mon	14:15	15:45	3.4.003	in English; registration is NOT required
ip	08	01	0	Funk	Applied Macroeconomics for Managers	4	Thu	8:45	10:15	3.3.002	in English; registration is NOT required
ip	08	01	0	Funk	Applied Macroeconomics for Managers		Thu	10:30	12:00	3.3.002	
ip	16	01	0	Högemann	Current monetary policy challenges and financial market stability	3	Mon	14:00	16:15	9.1.007	in English; registration is NOT required
ip	10	01	0	Mutafoglu	Sustainability Management in an International Environment	2					Takes place in the summer semester
ip	11	01	0	Kemper	Marketing in an International Context	4	Fri	9:00	15:00	9.E.007	In English; block dates: 11.10., 8.11., 15.11., 22.11., 29.11., 6.12., 13.12.; registration is required via e-mail to: anne-christin.kemper@hs-duesseldorf.de
ip	12	01	0	Geraedts	Global Operations Management	2	Thu	14:30	16:00	3.4.003	Deviating from the regular dates: The LEGO simulation game will take place on 05/12/24, 10:00 a.m. – 6:00 p.m., Room 9.1.006; registration is NOT required

INSTITUTIONAL ECONOMICS IN AN INTERNATIONAL CONTEXT (IP.01.01)

Instructor [Prof. Dr. Lothar Funk](#)

SWS: 2

ECTS: 4

Level	2nd and 3rd year students (intermediate)
Prerequisites	Principles of Economics
Assessment	One hour written examination (weight: 100%)
Course Content	<p>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, its causes, and its implications. Introducing some empirical trends in International Economics.</p> <p>Issues include:</p> <ol style="list-style-type: none"> 1. Basic institutional issues and comparative perspectives in economics 2. Business in the national and international environments 3. Comparison of economic systems and nations 4. Analysis of different regions in the world and their economic features 5. 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.
Literature	<ul style="list-style-type: none"> — Acemoglu, D./ Laibson, S./ J.A. List: Economics, Boston et al., 3rd ed. 2022 — Gerber, J.: International Economics, 8th ed., Boston et al. 2022 — Mankiw, N.G./ Taylor, M.P./ Ashwin, A.: Business Economics, 4th ed., Andover 2024 — Peng, M. W: Global Business 5th ed., Boston 2023 — Shenkar, O./ Yadong L/ Chi. T.: International Business, 4th ed. London/ New York 2022 — Sloman, J./ Garratt, D./ Guest, J./ Jones, E.: Economics for Business, 9th ed., Harlow et al. 2023

ECONOMICS OF STRATEGY AND MANAGEMENT (IP.01.02 / IP.01.03)

Instructor [Prof. Dr. Lothar Funk](#)

SWS: 4

ECTS: 6

(with an additional case study presentation of 15 minutes 7 ECTS can be achieved for IP students)

Level	2nd and 3rd year (intermediate)
Prerequisites	Principles of Economics
Assessment	90 minutes written examination (weight: 100%)
Course Content	<p>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.</p> <p>Key topics include:</p> <ol style="list-style-type: none"> 1. Governance of transactions and the related institutional background 2. Economic theory of the firm 3. Behavioural aspects of economics 4. Markets and the importance of other modes of organisation 5. Between extreme market forms: interaction and strategy 6. Competition and strategy 7. Beyond markets: property and contracts
Learning Outcome	<p>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.</p>
Literature	<ul style="list-style-type: none"> — Daniels, J. P./ VanHoose, D. D.: Global Economic Issues and Policies, 4th ed., Abingdon/ New York 2018 — Mankiw, N. G./ Taylor, M. P./ Ashwin, A.: Business Economics, 4th. ed., Andover et al. 2024 — Mankiw, N. G./ Taylor, M. P.: Economics, 6th ed., Andover et al. 2023 — McKenzie, R. B./ Tulluck, G.: The New World of Economics, 6th ed., Berlin et al. 2012 — Sloman, J./ Garratt, D./ Guest, J./ Jones, E.: Economics for Business, 9th ed., Harlow et al. 2023

INTERNATIONAL RETAIL (IP.02.01)

Instructor [Prof. Dr. Peter Scheideler](#)

SWS: 2

ECTS: 4

Level	2nd and 3rd year students (intermediate)
Prerequisites	none
Assessment	60 min written examination in the last week of the semester
Hint	Registration will take place in presence (in the first lecture, 30.09.2024) or via email to Professor Scheideler peter.scheideler@hs-duesseldorf.de .
Course Content	The course examines the challenges of International Retailers. It gives an overview of the importance and dimensions of International Retailing in the global context. It explains possible expansion and market entry strategies together with the most relevant business figures, which retailers need to monitor to steer their international operations and to identify new markets / potentials.
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	<ul style="list-style-type: none">— 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

DIGITAL SALES AND DISTRIBUTION (IP.02.02)

Instructor [Prof. Dr. Peter Scheideler](#)

SWS: 2

ECTS: 4

Level	2nd and 3rd year (intermediate)
Prerequisites	None (basic understanding of e-business would be great)
Assessment	60 min written examination in the last week of the semester
Hint	Registration will take place in presence (in the first lecture, 30.09.2024) or via email to Professor Scheideler peter.scheideler@hs-duesseldorf.de .
Course Content	The course will show the newest digital developments in offline (stationary) and online sales as well as the distribution of goods in the digital world (e-distribution). 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 companies 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 new technologies in Sales & Distribution. They can judge, under which circumstances these new technologies should be applied or not.
Literature	<ul style="list-style-type: none"> — 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

TOOLS AND METHODS OF INTERNATIONAL DISTRIBUTION (IP.02.03)

Instructor [Prof. Dr. Peter Scheideler](#)

SWS: 2

ECTS: 4

Level	2nd and 3rd year students (intermediate)
Prerequisites	None
Assessment	60 min written examination in the last week of the semester
Hint	Registration will take place in presence (in the first lecture, 30.09.2024) or via email to Professor Scheideler peter.scheideler@hs-duesseldorf.de .
Course Content	<p>The course includes the organisational (Sales Organisation, Distribution channels, etc.) but also the logistical (Warehouse, Inventory, Transportation etc.) aspects in international distribution and outlines possible strategies.</p> <p>At the end of the course, the students are able to draft and critically evaluate distribution strategies for different scenarios.</p>
Learning Outcome	The students get an understanding about the possibilities for a manufacturer to distribute its products to its end-customers. They are able to evaluate different methods and strategies and learn to apply strategies for different scenarios.
Literature	<ul style="list-style-type: none">— Schögel, M.: Distributionsmanagement, Munich, 2012— Koether, R.: Distributionslogistik – Effiziente Absicherung der Lieferfähigkeit, Wiesbaden, 2014

DIFFERENTIATION AND POSITIONING – A STRATEGICAL APPROACH ON HOW TO MARKET LIFE- STYLE PRODUCTS (IP.03.01)

Instructor [Oliver Kanthak](#)

SWS: 2

but this course will be conducted as a seminar with 4 sessions

ECTS: 4

Level	2nd and 3rd year (intermediate)
Prerequisites	Marketing principles
Assessment	Presentation during semester, essay at end of the semester.
Hint	Registration required via e-mail to oliver.kanthak@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"> — 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

BUSINESS PROFESSIONAL SPEECH (IP.04.01)

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	The course covers all minor aspects of business and professional speech: <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

INTRODUCTION TO GERMAN CORPORATE AND COMMERCIAL LAW (IP.06.01)

Instructor [Prof. Dr. Sabine Otte](#), LL.M. (Bristol)

SWS: 2

ECTS: 4

Level	2nd and 3rd year (intermediate)
Prerequisites	Fluent command of the English language
Assessment	60 minutes' written exam at the end of the course
Hint	This course will be held both in presence. Please check the homepage of Professor Otte for more information. Registration is not required.
Course Content	<ol style="list-style-type: none">1. Introduction to the German Civil Law and Court System2. Sale and purchase agreements3. Lease agreements4. Employment contracts5. German legal entities6. Setting up a company
Learning Outcome	This course shall give the students a basic overview on important issues of German business law. It will combine theoretical aspects of German law with practical case studies. A particular emphasis will be on issues particularly relevant to foreigners working in Germany, i.e. sale and lease agreements, employment agreements and setting up German legal entities. Students should be able to address the major issues related to German commercial law at the end of the course.
Literature	<ul style="list-style-type: none">— German Civil Code— German Commercial Code— Robbers, An Introduction to German Law, 7th edition, 2019

APPLIED MACROECONOMICS FOR MANAGERS (IP.08.01 / IP.08.02)

Instructor [Prof. Dr. Lothar Funk](#)

SWS: 4 or 3

ECTS: 8 for entire course **or**
6 for course without „open economy macroeconomic“ part

Level	2nd and 3rd year (intermediate)
Prerequisites	Principles of Economics
Assessment	Written examination (weight: 100%); 1 hour in 6 ECTS course, 90 minutes in 8 ECTS course
Hint	Lecture of 4 hours in each lecture week; last 3 lectures only for 8 credit students
Course Content	<p>The course provides knowledge about a number of important macroeconomic problems, including high unemployment, low economic growth or stagflation. The course provides knowledge to understand these problems in a way, which will help managers to use this knowledge to steer their companies in a better way through, for example, recessions or periods of high inflations. (8 credits)</p> <p>Key topics include:</p> <ol style="list-style-type: none"> 1. main macroeconomic problems and indicators – short-run and longrun issues; 2. main macroeconomic theories and their key messages; 3. main macroeconomic policies: fiscal, monetary, structural; 4. different views how the economy works and applied issues on labour markets and growth. <p>Additional open macroeconomic issues for 2 more credits:</p> <ol style="list-style-type: none"> 1. the macroeconomy and (international) competitiveness; 2. open economy macroeconomics issues: fiscal and monetary policies; 3. macroeconomic policies for current account imbalances.

Learning Outcome	<p>The course will improve the knowledge of future managers on the dynamics of the macroeconomy and the importance of changes in macroeconomic policy for the business level. Policy and practical applications will be emphasised. To ensure accessibility, the aggregate demand and supply model will serve as the main engine for analysis. There will be a focus on the international dimension by comparing important issues such as unemployment, inflation or economic growth across countries (6 credits; three quarters of the entire course).</p> <p>Open economy macroeconomic issues such as the balance of payment or the exchange rate, will be discussed in the last part of the course (three last sessions of the lecture) of the lecture when students want to get 6 credits for the entire course.</p>
Literature	<ul style="list-style-type: none"> — Acemoglu, D./ Laibson, S./ J. A. List: Economics, Boston et al., 3rd ed. 2022 — Daniels, J. P./ VanHoose, D. D.: Global Economic Issues and Policies, 4th ed., Abingdon/New York 2018 — Gerber, J.: International Economics, 8th ed., Boston et al. 2022 — Makin, A. J.: International Money and Finance, Abingdon/ New York 2017 — Mankiw, N. G./ Taylor, M. P./ Ashwin, A.: Business Economics, 4th ed., Andover 2024 — Mankiw, N. G./ Taylor: Economics, 6th ed., Andover et al. 2023 — Sawyer, W. C./ Sprinkle, R. L.: Applied International Economics, 5th ed, London/ New York 2020 — Shenkar, O./ Yadong L/ Chi. T.: International Business, 4th ed. London/ New York 2022 — Sloman, J./ Garratt, D./ Guest, J./ Jones, E.: Economics for Business, 9th ed., Harlow et al. 2023

MARKETING IN AN INTERNATIONAL CONTEXT (IP.11.01)

Instructor [Prof. Dr. Anne Christin Kemper](#)

SWS: 4

ECTS: 6

Level	2nd and 3rd year (intermediate)
Prerequisites	<ul style="list-style-type: none"> — English language skills and a basic understanding for economic relationships. — Regular attendance is expected due to group work elements.
Assessment	Case study presentations during the semester and a final presentation/documentation at the end of the course.
Hint	<p>Lecture: Blocked appointments, mainly in presence, on Friday, 09.00–15:00, in 09.E.007; Start: 11.10.2024; Block dates: 11.10., 8.11., 15.11., 22.11., 29.11., 6.12., 13.12.2024</p> <p>Additional aspects will be announced prior to or during the lecture. Access to MS Teams (for selected online lecture elements) will be provided after registration (please download the respective software in order to avoid technical problems).</p> <p>PLEASE REGISTER FOR THIS CLASS: anne-christin.kemper@hs-duesseldorf.de ("first come, first serve"-principle as participation is limited due to didactical reasons)</p>
Course Content	<p>The objective of the course is to explore and apply key principles and practices of marketing in an international context. The course contains - in an application-oriented manner - the following key topics:</p> <ol style="list-style-type: none"> 1. Basics of marketing, brand management and international marketing 2. Selected strategic and operative marketing decisions in an international context 3. Marketing practices in different internationally driven industries 4. International company and marketing examples from different industries 5. Case Studies (offline, online driven industries)
Learning Outcome	<ol style="list-style-type: none"> 1. Gain basic knowledge and demonstrate an understanding of key concepts and instruments related to marketing in an international context 2. Be able to analyse and assess marketing-related context factors as well as internationally oriented marketing concepts, strategies and instruments 3. Understand the marketing specifics and practices in different industries 4. Provide conceptual methods and managerial solutions to marketing problems 5. Be able to conceptualise marketing concepts, strategies and instruments

<p>Literature</p>	<ul style="list-style-type: none"> — Baumgarth, C. (2014): Markenpolitik, 4th ed., Springer Gabler — Berndt, R./ Fantapie-Altobelli, C./ Sander, M. (2020): Internationales Marketing-Management, 6th ed., Springer Gabler — Cateora Ph. R/ Mooney, R. B./ Gilly, M. C./Graham, J. L. (2019): International Marketing, 18th ed., Boston — Czinkota, M. R./ Kotabel, M./ Vrontis, D./Shams, S. M. R. (2019): Marketing Management. Past, Present and Future, 4th ed., Springer International Publishing — Czinkota, M. R./ Ronkainen Ilkka, A./ Cui, A. (2022): International Marketing, 11th ed., Cengage Learning — Doole, I./ Lowe, R./ Kenyon, A. (2022): International Marketing Strategy. Analysis, Development and Implementation, 9th ed., Cengage Learning — 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 — Hill, C. W. L. (2023): International business: Competing in the global market place, 14th ed., McGraw Hill Education — Keegan, W. J./ Green M. (2017): Global Marketing. 9th ed., Pearson — Kotabe, M./ Helsen, K. (2022): Global Marketing Management, 9th ed., Wiley — Kotler, P./ Keller, K./ Chernev, A. (2021): Marketing Management, 16th ed. (Global Edition), Pearson — Kreutzer, R. T. (2021): Online-Marketing, 3rd ed., Springer Gabler — Meffert, H./ Burmann, C./ Kirchgeorg, M/ Eisenbeiß, M (2023): IMarketing: Grundlagen marktorientierter Unternehmensführung. Konzepte, Instrumente, Praxisbeispiele, 14th ed., Springer Gabler — Müller/ Gelbrich (2021): Interkulturelles Konsumverhalten, Vahlen — Müller/ Gelbrich (2014): Interkulturelle Kommunikation, Vahlen — Müller/ Gelbrich (2015): Interkulturelles Marketing, 2nd ed., Vahlen — Scharf, A./ Schubert, B./ Hehn, P. (2022): Marketing. Einführung in Theorie und Praxis, 7th ed., Schäffer-Poeschel — Swoboda, B./ Schramm-Klein, H/ Halaszovich, T (2021): Internationales Marketing. Going and Being International, 3rd ed., Vahlen <p>Further sources</p>
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GLOBAL OPERATIONS MANAGEMENT (IP. 12.01)

Instructor [Prof. Dr. Stefan Geraedts](#)

SWS: 2

ECTS: 4

Level	2nd and 3rd year (intermediate)
Prerequisites	None
Assessment	Portfolio exam (homework incl. presentation + test at the end of the class)
Hint	Lecture dates: 10.10.2024 14.30–16.00 17.10.2024 14.30–16.00 31.10.2024 14.30–16.00 07.11.2024 14.30–16.00 14.11.2024 14.30–16.00 21.11.2024 14.30–16.00 05.12.2024 10.00–18.00 (LEGO® Game – Simulation of an Operations Environment) 12.12.2024 14.30–16.00 09.01.2025 14.30–16.00 16.01.2025 14.30–16.00
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	At the end of the course, students ... <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	Further relevant material will be announced during class

CURRENT MONETARY POLICY CHALLENGES AND FINANCIAL MARKET STABILITY (IP.16.01)

Instructor [Günter Högemann](#)

SWS: 3

ECTS: 5

Level	2nd and 3rd year students with good economic knowledge
Prerequisites	Principles of Economics
Assessment	Portfolio exam, consisting of an individual presentation (40%) and a written examination at the end of the class (60%)
Hint	Registration will take place in presence during the first lectures until end of October The course is also open for BBA students
Course Content	“Money is the fuel of every economy – and every sound economy needs a sound financial system.” We will test if this phrase holds true. Based on a solid theoretical and practical knowledge of monetary policy from previous economics classes, we will focus on current monetary topics such as digital currencies, market imperfections, and special country analyses with respect to their monetary policy. We will also look at banks, financial crises, and financial regulation. Each topic will be addressed both theoretically and with practical examples.
Learning Outcome	<ul style="list-style-type: none"> — Gain a deep understanding of money and the monetary system — Examine the policy of the ECB and of other selected central banks in special monetary areas — Apply the knowledge to current questions and challenges of special monetary issues, and identify the current challenges of monetary policies — Understand the role of banks, financial crises and financial regulation — Explore how digital currencies reshape monetary policy and the financial system
Literature	<ul style="list-style-type: none"> — Busch, D./ Ferrarini, G. et al. Sustainable Finance in Europe: Corporate Governance, Financial Stability and Financial Markets 2022 — Bernanke, B., 21st Century Monetary Policy: The Federal Reserve from the Great Inflation to COVID-19, Norton & Company, 2022 — Bindseil, U., Monetary Policy Operations and the Financial System, Oxford 2014 — Bindseil, U; Pantelopoulos, G.: Introduction to Payments and Financial Market Infrastructures, 2023 Springer Verlag — IMF (Ed.), Global Financial stability report, 2022 and onward — Mishkin, F., The Economics of Money, Banking and Financial markets, 13th ed., Pearson, 2022 — Shahin, W. /El-achkar, E., Banking and Monetary Policy in a changing financial environment: A regulatory approach, New York 2018 <p>Official internet pages of the ECB and the ESRB</p>



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

Winter Semester 2024/25

(Status as of 18.09.2024)

6.

BUSINESS GERMAN II (IP.05.01)

Instructor [Ulrike Oberließen](#)

SWS: 3

ECTS: 5

Level	Intermediate
Prerequisites	Good beginner's German
Assessment	Attendance, an oral presentation and 90 min. written exam (weight: 100%)
Hint	Registration required via SharePoint Anmeldeportal WiWi (hs-duesseldorf.de) or via e-mail to ulrike.oberliessen@hs-duesseldorf.de
Course Content	<ul style="list-style-type: none">— 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	<p>Students will be able to</p> <ul style="list-style-type: none">— 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

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 30 September 2024 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 08.30 — 10.00 Wed 10.30 — 12.00	03.3.026
BBA 07.12.2	Business English I (B1/B2) Group B	Jenczewski	Mon 12.30 — 14.00 Fri 12.30 — 14.00	03.3.026
BBA 07.13.2	Business English I (B1/B2) Group C	Dhawan	Thurs 12.30 — 14.00 Thurs 14.30 — 16.00	09.2.007
BBA 07.14.2	Business English I (B1/B2) Group D	Jenczewski	Mon 10.30 — 12.00 Tue 08.30 — 10.00	03.3.026 03.4.003
BBA 07.15.2	Business English II (B2) Group A	Albutt	Wed 10.30 — 12.00 Thurs 08.30 — 10.00	03.3.019
BBA 07.16.2	Business English II (B2) Group B	Jenczewski	Tue 12.30 — 14.00 Wed 08.30 — 10.00	03.4.003 03.3.026
BBA 07.17.3	Business English II (B2) Group C	Edwards	Thurs 08.30 — 10.00 Thurs 10.30 — 12.00	09.2.007
BBA 07.18.4	Business English III (C1)	Jenczewski	Fri 08.30 — 10.00 Fri 10.30 — 12.00	03.3.026

THE HSD'S CENTRE FOR TRAINING AND COMPETENCE DEVELOPMENT (ZWEK) GENERAL LANGUAGE COURSES OFFERED TO STUDENTS OF ALL FACULTIES*



*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



Information

The HSD's Centre for Training and Competence Development (ZWEK) offers German courses for Incomings of all Faculties and will offer winter semester language courses in German A 1, German A2.1, German B1 .1. For advanced students with level B2.2 ZWEK offers the course „Wissenschaftssprache“.

You will find all information and details on our website [Language Learning Offer by ZWEK](#) or in [Moodle Course: Informationen zu ZWEK Sprachkurse Wintersemester 24/25](#).

Don't miss the Information session organised by the International Office on 18 September 2024 at 10.00 – 11.00 in room 6.E.006.

ZWEK language courses in the winter semester run from 30.09.2024 to 07.02.2025.

In winter semester all German courses are face-to-face.



Registration

Registration is possible from 9.09.2024 to 22.09.2024, provided that free places are available using your HSD email-address only!

All German courses are face-to-face.

Please sign in via SharePoint:
[Registration ZWEK Language courses](#)

Certificates

Language courses offered from ZWEK

- separate ZWEK-certificate
- 80% attendance
- active participation in class
- blended learning in moodle
- written and oral exam

Contact

If you have further questions regarding the language courses, please contact ZWEK via email: sprachen.zwek@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!

When?

Every Wednesday from 18.30–20.00

Where?

Just log in via [this link](#) and join!

PUBLISHER

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

Last update: 23.09.2024