



**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 2025/2026**

**(Status as of 01.09.2025)**

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# 1. SEMESTER DATES WINTER SEMESTER 2025/26

## Lecture Period

22 September 2025 – 6 February 2026

### Information Session:

Faculty of Business Studies, Prof. Dr. Lothar Funk

18 Sept. 2025, 10:00 - 11:00 a.m. , Room 3.2.004

Additional details will be provided by the International Office during the orientation week.

## Bank Holidays (no lectures)

20.10.–24.10.2025

Self study week for all students\*

3 October 2025

Day of German Unity | Tag der deutschen Einheit

1 November 2025

All Saints Day | Allerheiligen

24.12.2025–4.01.2026

Christmas Holidays | Weihnachtsferien

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

## Examination Period

12 January 2026–6 February 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 under the following link: [hs-duesseldorf.de/aktuelles/schwarzes-brett](https://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 2025/26](#)
- 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 2025**. 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 Coordinators

Room 02.1.037

[incoming@hs-duesseldorf.de](mailto: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 courses – prior to and after the respective examination of the course – please contact the respective lecturer by using your official “HSD student e-mail address” only.

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

## 5.

# COURSE CATALOGUE – INTERNATIONAL PROGRAMME WINTER SEMESTER 2025/26

(start from 29.09.2025)

[Link to the complete course catalogue winter semester 2025/26](#)

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

| Study Programme  | Module  | Course No. | Semester no. | Lecturer    | Course title   | Hours per week | Course dates |       |       |         | Coordination and Hints:<br>Unless otherwise noted, NO registration is required for course participation.<br>SharePoint registration ONLY for courses marked in BLUE, the link is:<br><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    |  |
| Example:   |   |            |              |             |  |                |              |       |       |         |  |
| bba  | 15  | 01         | 5            |             |  |                |              |       |       |         | Blue marked courses: Registration via SharePoint   |
|  |   |            |              |             |  |                |              |       |       |         |  |
| International Programme                                      |   |            |              |             |  |                |              |       |       |         |  |
| Status: 28.8.2025  |   |            |              |             |  |                |              |       |       |         |  |
| Lectures start on september 29th (if no other date is noted) |   |            |              |             |  |                |              |       |       |         |  |
| ip   | German Business in an Global Context (courses in English) |            |              |             |  |                |              |       |       |         | (Dean / Funk)  |
| ip   | 01  | 01         | 0            | Funk        | Institutional Economics in an International Context  | 2              | Wed          | 10:30 | 12:00 | 3.3.025 | registration is <u>NOT</u> required  |
| ip   | 01  | 02         | 0            | Funk        | Economics of Strategy and Management   | 4              | Wed          | 12:30 | 14:00 | 3.3.025 | with BIM; registration is <u>NOT</u> required  |
| ip   | 01  | 03         | 0            | Funk        | Economics of Strategy and Management   |                | Tue          | 17:00 | 18:30 | 3.3.003 |  |
| ip   | 02  | 01         | 0            | Scheideler  | International Retail   | 2              | Mon          | 8:30  | 10:00 | 3.3.036 | with BIM;<br>registration will take place in presence (in the first lecture; 29/09/2025) or via e-mail to Professor Scheideler: peter.scheideler@hs-duesseldorf.de   |
| ip   | 02  | 02         | 0            | Scheideler  | Digital Sales & Distribution   | 2              | Mon          | 10:30 | 12:00 | 3.3.036 |  |
| ip   | 02  | 03         | 0            | Scheideler  | Tools & Methods of International Distribution  | 2              | Mon          | 12:30 | 14:00 | 3.3.036 |  |
| ip   | 03  | 01         | 0            | Kanthak     | Differentiation and Positioning – a strategical approach on how to market lifestyle products | 2              | Fri          | 10:00 | 17:00 | 3.4.003 | block dates: 17.10., 18.10., 24.10., 25.10.;<br>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 |                | Sat          | 10:00 | 17:00 | 3.3.019 |  |
| ip   | 04  | 01         | 0            | Kraft       | Business Professional Speech   | 4              | Mon          | 13:00 | 14:30 | 3.3.022 | max. 20 participants;<br>registration is required via e-mail to: hans.kraft@hs-duesseldorf.de  |
| ip   | 04  | 01         | 0            | Kraft       | Business Professional Speech   |                | Mon          | 14:45 | 16:15 | 3.3.022 |  |
| ip   | 06  | 01         | 0            | Otte        | Introduction to German Corporate and Commercial Law  | 2              | Mon          | 14:15 | 15:45 | 3.4.003 | registration is NOT required   |
| ip   | 08  | 01         | 0            | Funk        | Applied Macroeconomics for Managers  | 4              | Thu          | 8:45  | 10:15 | 3.3.002 | registration is <u>NOT</u> 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 | registration will take place in presence (in the first lecture; 29/09/2025); the course is also open to BBA students   |
| ip   | 11  | 01         | 0            | Kemper      | Marketing in an International Context  | 4              | Fri          | 9:00  | 15:00 | 9.E.007 | block dates will be announced during the first lecture, which will take place on October 10, 2025;<br>registration is required via e-mail to Professor Kemper: anne-christin.kemper@hs-duesseldorf.de  |
| ip   | 36  | 01         | 0            | Martschink  | Marketing Analytics and Big Data   | 2              | Wed          | 8:30  | 10:00 | 3.3.025 | project sessions will be scheduled flexibly in consultation with students during the first meeting; registration via SharePoint  |
| ip   | 36  | 02         | 0            | Martschink  | Project: Marketing Analytics and Big Data  | 2              | Wed          | 14:30 | 15:30 | 3.3.025 |  |
| ip   | 37  | 01         | 0            | Straßburger | Marketing Communications   | 2              | Wed          | 16:30 | 18:00 | 3.3.019 | max. 12 participants; registration via SharePoint  |

# INSTITUTIONAL ECONOMICS IN AN INTERNATIONAL CONTEXT (IP.01.01)

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

**SWS:** 2

**ECTS:** 4

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



# 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)

|                         |  |
|-------------------------|--|
| <b>Level</b>            | 2nd and 3rd year (intermediate)  |
| <b>Prerequisites</b>    | Principles of Economics  |
| <b>Assessment</b>       | 90 minutes written examination (weight: 100%)  |
| <b>Course Content</b>   | <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><b>Key topics include:</b></p> <ol style="list-style-type: none"> <li>1. Governance of transactions and the related institutional background</li> <li>2. Economic theory of the firm</li> <li>3. Behavioural aspects of economics</li> <li>4. Markets and the importance of other modes of organisation</li> <li>5. Between extreme market forms: interaction and strategy</li> <li>6. Competition and strategy</li> <li>7. Beyond markets: property and contracts</li> </ol> |
| <b>Learning Outcome</b> | <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>   |
| <b>Literature</b>       | <p>— Chaudhuri, A.: Economics: A Global Introduction, London et al. 2025</p> <p>— Mankiw, N. G./ Taylor, M. P./ Ashwin, A.: Business Economics, 4th. ed., Andover et al. 2024</p> <p>— Mankiw, N. G./ Taylor, M. P.: Economics, 6th ed., Andover et al. 2023</p> <p>— McKenzie, R. B./ Tullock, G.: The New World of Economics, 6th ed., Berlin et al. 2012</p> <p>— Sloman, J./ Garratt, D./ Guest, J./ Jones, E.: Economics for Business, 9th ed., Harlow et al. 2023</p>  |

# INTERNATIONAL RETAIL (IP.02.01)

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

**SWS:** 2

**ECTS:** 4

|                         |   |
|-------------------------|---|
| <b>Level</b>            | 2nd and 3rd year students (intermediate)  |
| <b>Prerequisites</b>    | none  |
| <b>Assessment</b>       | 60 min written examination in the last week of the semester   |
| <b>Hint</b>             | Registration will take place in presence (in the first lecture, 29.09.2025) or via email to Professor Scheideler <a href="mailto:peter.scheideler@hs-duesseldorf.de">peter.scheideler@hs-duesseldorf.de</a> .   |
| <b>Course Content</b>   | 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.   |
| <b>Learning Outcome</b> | 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.  |
| <b>Literature</b>       | <ul style="list-style-type: none"> <li>— Berman, B.; Evans, J.-R.: Retail Management: A Strategic Approach, Pearson, 11th edition, 2010</li> <li>— Merkel, H.; Breuer, P.; Eltze, C.; Kerne, J.: Global Sourcing im Handel, Springer-Verlag, Heidelberg, 2008</li> <li>— Becker, J.; Winkelmann, A.: Handelscontrolling, Springer Gabler Verlag, Heidelberg, 3rd edition, 2014</li> <li>— Pohl, J.: Internationale Handelslogistik, Logos Verlag, Berlin, 2008</li> </ul> |

# DIGITAL SALES AND DISTRIBUTION (IP.02.02)

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

**SWS:** 2

**ECTS:** 4

|                         |  |
|-------------------------|--|
| <b>Level</b>            | 2nd and 3rd year (intermediate)  |
| <b>Prerequisites</b>    | None (basic understanding of e-business would be great)  |
| <b>Assessment</b>       | 60 min written examination in the last week of the semester  |
| <b>Hint</b>             | Registration will take place in presence (in the first lecture, 29.09.2025) or via email to Professor Scheideler <a href="mailto:peter.scheideler@hs-duesseldorf.de">peter.scheideler@hs-duesseldorf.de</a> .  |
| <b>Course Content</b>   | 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.  |
| <b>Learning Outcome</b> | 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.  |
| <b>Literature</b>       | <ul style="list-style-type: none"> <li>— Graf, A., Schneider, H.: Das E-commerce Buch: Marktanalysen, Geschäftsmodelle, Strategien, DFV GmbH, Frankfurt am Main, 2015</li> <li>— Wirtz, B.: Electronics Business, Springer Gabler, Wiesbaden, 5. Auflage 2016</li> <li>— Heinemann, G.: Der neue Online-Handel, Springer Gabler, Wiesbaden, 6. Auflage, 2015</li> <li>— Kollmann, T.: E-Business, Springer-Gabler, Wiesbaden, 5. Auflage, 2013</li> <li>— Heinemann, G.: Der neue Mobile-Commerce, Springer Gabler Verlag, Wiesbaden, 2012</li> <li>— Gläß, R.; Leukert, B.: Handel 4.0: Die Digitalisierung des Handels, Springer Gabler Verlag, Wiesbaden, 2017</li> </ul> |

# TOOLS AND METHODS OF INTERNATIONAL DISTRIBUTION (IP.02.03)

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

**SWS:** 2

**ECTS:** 4

|                         |   |
|-------------------------|---|
| <b>Level</b>            | 2nd and 3rd year students (intermediate)  |
| <b>Prerequisites</b>    | None  |
| <b>Assessment</b>       | 60 min written examination in the last week of the semester   |
| <b>Hint</b>             | Registration will take place in presence (in the first lecture, 29.09.2025) or via email to Professor Scheideler <a href="mailto:peter.scheideler@hs-duesseldorf.de">peter.scheideler@hs-duesseldorf.de</a> .   |
| <b>Course Content</b>   | 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.<br>At the end of the course, the students are able to draft and critically evaluate distribution strategies for different scenarios. |
| <b>Learning Outcome</b> | 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.   |
| <b>Literature</b>       | <ul style="list-style-type: none"> <li>— Schögel, M.: Distributionsmanagement, Munich, 2012</li> <li>— Koether, R.: Distributionslogistik – Effiziente Absicherung der Lieferfähigkeit, Wiesbaden, 2014</li> </ul>  |

# 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

|                         |  |
|-------------------------|--|
| <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>             | Registration required via e-mail to <a href="mailto:oliver.kanthak@hs-duesseldorf.de">oliver.kanthak@hs-duesseldorf.de</a>   |
| <b>Course Content</b>   | This course takes a practical, step-by-step approach to successfully positioning a lifestyle product. Market and competitor research and analysis will form the foundation for the next steps: identifying and selecting a target group, defining key differentiation variables, positioning the product effectively, and targeting the chosen audience. Throughout the course, practical examples from various brands and markets will be discussed. In the final project, students will work in groups to develop a market entry strategy paper for a country of their choice, applying the concepts, materials, and tools learned during the semester, along with their own expertise and background. |
| <b>Learning Outcome</b> | <p>Students will gain knowledge in understanding and analyzing markets, using these insights to successfully position and market a product. Exploring different industries will provide a balanced mix of theoretical content and practical examples from modern business.</p> <p>The course offers entrepreneurial insights on how to take a product from vision to market, fostering initiative, communication, and creativity. Additionally, there will be a dedicated session on how to deliver effective executive presentations (PowerPoint). The course will conclude with a final paper and presentation.</p>  |
| <b>Literature</b>       | <ul style="list-style-type: none"> <li>— Lindstrom, M.: Buy-Ology, 1st ed., New York, et al. 2008</li> <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>— Ries, A./ Trout, J.: Positioning: The Battle for your mind, 2nd ed., et al 2011</li> </ul>   |

# BUSINESS PROFESSIONAL SPEECH (IP.04.01)

**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>             | <p><b>Please note, you have to register for this class.</b></p> <p>Please contact: <a href="mailto:hans.kraft@hs-duesseldorf.de">hans.kraft@hs-duesseldorf.de</a></p> <p>Max. 20 participants</p>  |
| <b>Course Content</b>   | <p><b>The course covers all minor aspects of business and professional speech:</b></p> <ul style="list-style-type: none"> <li>— 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</li> <li>— Intercultural communication, small talk, job interview, annual appraisal, target agreement, sales talk, active listening</li> <li>— Students are cordially invited to express wishes concerning content.</li> </ul> |
| <b>Learning Outcome</b> | <p>Upon successful completion of the course, students will be able to:</p> <ul style="list-style-type: none"> <li>— deliver speeches without notes in front of a group,</li> <li>— develop techniques for impromptu speaking,</li> <li>— understand and apply the basics of effective body language,</li> <li>— overcome stage fright and fear of public speaking,</li> <li>— navigate challenges of intercultural communication,</li> <li>— recognize the social importance of small talk, and</li> <li>— handle key business situations, such as target agreements, sales conversations, and job interviews.</li> </ul>    |
| <b>Literature</b>       | 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

|                         |  |
|-------------------------|--|
| <b>Level</b>            | 2nd and 3rd year (intermediate)  |
| <b>Prerequisites</b>    | Fluent command of the English language   |
| <b>Assessment</b>       | 60 minutes' written exam at the end of the course  |
| <b>Hint</b>             | This course will be held both in presence.<br>Please check the <a href="#">homepage of Professor Otte</a> for more information.<br>Registration is not required.   |
| <b>Course Content</b>   | <ol style="list-style-type: none"> <li>1. Introduction to the German Civil Law and Court System</li> <li>2. Sale and purchase agreements</li> <li>3. Lease agreements</li> <li>4. Employment contracts</li> <li>5. German legal entities</li> <li>6. Setting up a company</li> </ol>   |
| <b>Learning Outcome</b> | 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. |
| <b>Literature</b>       | <ul style="list-style-type: none"> <li>— German Civil Code</li> <li>— German Commercial Code</li> <li>— Robbers, An Introduction to German Law, 8th edition, 2023</li> </ul>   |

# 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

|                       |   |
|-----------------------|---|
| <b>Level</b>          | 2nd and 3rd year (intermediate)   |
| <b>Prerequisites</b>  | Principles of Economics   |
| <b>Assessment</b>     | Written examination (weight: 100%);<br>1 hour in 6 ECTS course, 90 minutes in 8 ECTS course   |
| <b>Hint</b>           | Lecture of 4 hours in each lecture week; last 3 lectures only for 8 credit students   |
| <b>Course Content</b> | <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><b>Key topics include:</b></p> <ol style="list-style-type: none"> <li>1. main macroeconomic problems and indicators – short-run and longrun issues;</li> <li>2. main macroeconomic theories and their key messages;</li> <li>3. main macroeconomic policies: fiscal, monetary, structural;</li> <li>4. different views how the economy works and applied issues on labour markets and growth.</li> </ol> <p><b>Additional open macroeconomic issues for 2 more credits:</b></p> <ol style="list-style-type: none"> <li>1. the macroeconomy and (international) competitiveness;</li> <li>2. open economy macroeconomics issues: fiscal and monetary policies;</li> <li>3. macroeconomic policies for current account imbalances.</li> </ol> |



|                         |  |
|-------------------------|--|
| <b>Learning Outcome</b> | <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>  |
| <b>Literature</b>       | <ul style="list-style-type: none"> <li>— Acemoglu, D./ Laibson, S./ J.A. List: Economics, Boston et al., 3rd ed. 2022</li> <li>— Chinn, M. D./ Irwin, D. A.: International Economics, Cambridge et al. 2025</li> <li>— Daniels, J. P./ VanHoose, D. D.: Global Economic Issues and Policies, 4th ed., Abingdon/ New York 2018</li> <li>— Gerber, J.: International Economics, 8th ed., Boston et al. 2022</li> <li>— Makin, A. J.: International Money and Finance, Abingdon/ New York 2017</li> <li>— Mankiw, N. G./ Taylor, M. P./ Ashwin, A.: Business Economics, 4th ed., Andover 2024</li> <li>— Mankiw, N. G./ Taylor: Economics, 6th ed., Andover et al. 2023</li> <li>— Sawyer, W. C./ Sprinkle, R. L.: Applied International Economics, 5th ed, London/ New York 2020</li> <li>— Shenkar, O./ Yadong L/ Chi. T.: International Business, 4th ed. London/ New York 2022</li> <li>— Sloman, J./ Garratt, D./ Guest, J./ Jones, E.: Economics for Business, 9th ed., Harlow et al. 2023</li> </ul> |

# MARKETING IN AN INTERNATIONAL CONTEXT (IP.11.01)

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

**SWS:** 4

**ECTS:** 6

|                         |  |
|-------------------------|--|
| <b>Level</b>            | 2nd and 3rd year (intermediate)  |
| <b>Prerequisites</b>    | <ul style="list-style-type: none"> <li>— English language skills and a basic understanding for economic relationships.</li> <li>— Regular attendance is expected due to group work elements.</li> </ul>  |
| <b>Assessment</b>       | Case study presentations during the semester and a final presentation/documentation at the end of the course.  |
| <b>Hint</b>             | <p>Lecture: Blocked appointments, mainly in presence, on Friday, 09.00–15:00, in 09.E.007;</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><b>PLEASE REGISTER FOR THIS CLASS:</b><br/> <a href="mailto:anne-christin.kemper@hs-duesseldorf.de">anne-christin.kemper@hs-duesseldorf.de</a><br/> ("first come, first serve"-principle as participation is limited due to didactical reasons)</p>  |
| <b>Course Content</b>   | <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"> <li>1. Basics of marketing, brand management and international marketing</li> <li>2. Selected strategic and operative marketing decisions in an international context</li> <li>3. Marketing practices in different internationally driven industries</li> <li>4. International company and marketing examples from different industries</li> <li>5. Case Studies (offline, online driven industries)</li> </ol> |
| <b>Learning Outcome</b> | <ol style="list-style-type: none"> <li>1. Gain basic knowledge and demonstrate an understanding of key concepts and instruments related to marketing in an international context</li> <li>2. Be able to analyse and assess marketing-related context factors as well as internationally oriented marketing concepts, strategies and instruments</li> <li>3. Understand the marketing specifics and practices in different industries</li> <li>4. Provide conceptual methods and managerial solutions to marketing problems</li> <li>5. Be able to conceptualise marketing concepts, strategies and instruments</li> </ol>  |

## Literature

- 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

## Further sources

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

**Instructor** [Günter Högemann](#)

**SWS:** 3

**ECTS:** 5

|                         |   |
|-------------------------|---|
| <b>Level</b>            | 2nd and 3rd year students with good economic knowledge  |
| <b>Prerequisites</b>    | Principles of Economics   |
| <b>Assessment</b>       | Portfolio exam, consisting of an individual presentation (40%) and a written examination at the end of the class (60%)  |
| <b>Hint</b>             | <b>Important:</b> Registration will take place in person during the first lecture (or, in exceptional cases, during the second lecture). The course is also open to BBA students.   |
| <b>Course Content</b>   | “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.   |
| <b>Learning Outcome</b> | <ul style="list-style-type: none"> <li>— Gain a deep understanding of money and the monetary system</li> <li>— Examine the policy of the ECB and of other selected central banks in special monetary areas</li> <li>— Apply the knowledge to current questions and challenges of special monetary issues, and identify the current challenges of monetary policies</li> <li>— Understand the role of banks, financial crises and financial regulation</li> <li>— Explore how digital currencies reshape monetary policy and the financial system</li> </ul>   |
| <b>Literature</b>       | <ul style="list-style-type: none"> <li>— Bernanke, B., 21st Century Monetary Policy: The Federal Reserve from the Great Inflation to COVID-19, Norton &amp; Company, 2022</li> <li>— Bindseil, U., Monetary Policy Operations and the Financial System, Oxford 2014</li> <li>— Bindseil, U; Pantelopoulos, G.: Introduction to Payments and Financial Market Infrastructures, 2023 Springer Verlag</li> <li>— Busch, D./ Ferrarini, G. et al. Sustainable Finance in Europe: Corporate Governance, Financial Stability and Financial Markets 2022</li> <li>— IMF (Ed.), Global Financial stability report, 2022 and onward</li> <li>— Mishkin, F., The Economics of Money, Banking and Financial markets, 13th ed., Pearson, 2022</li> <li>— Shahin, W. /El-achkar, E., Banking and Monetary Policy in a changing financial environment: A regulatory approach, New York 2018</li> </ul> <p>Official internet pages of the <a href="#">ECB</a> and the <a href="#">ESRB</a></p> |

# MARKETING ANALYTICS AND BIG DATA (IP.36.01 | IP.36.02)

**Instructor** [Prof. Dr. Bastian Martschink](#)

**SWS:** 4

**ECTS:** 6

|                         |   |
|-------------------------|---|
| <b>Level</b>            | All levels  |
| <b>Prerequisites</b>    | None  |
| <b>Assessment</b>       | 90 min written examination  |
| <b>Hint</b>             | Registration required via SharePoint<br><a href="#">Anmeldeportal WiWi (hs-duesseldorf.de)</a>  |
| <b>Course Content</b>   | <p>Are you eager to know how the recommendation system of Netflix works?<br/>Are you willing to learn how Dynamic Pricing at Amazon is conducted?<br/>Are you interested in learning the basic principles of AI?<br/>In this course, we will cover all of the examples above and many more. You'll learn about the role of Marketing Analytics in the business world and how you can leverage data to better understand customers and help companies grow. Through hands-on exercises, you'll learn how to answer big questions like "on which channel should I spend my marketing budget on?" or "how can I find my target customer group in a data-driven way?"</p> <p>Topics:</p> <ul style="list-style-type: none"> <li>— Basics of Marketing Analytics (methods, concepts, tools)</li> <li>— Case studies using modern analysis tools, i.e. R, Python, Excel</li> <li>— Customer profiling, targeting and scoring</li> <li>— Recommender systems</li> <li>— Digital Marketing / Web Analytics</li> <li>— Dynamic Pricing</li> <li>— Forecasting</li> </ul> |
| <b>Learning Outcome</b> | <p>You will gain the skills to measure performance, dive deep into web and AI technologies and be able to make informed decisions to become a key player in any marketing team. You will be able to understand customer touchpoints and the tools and technologies necessary for businesses to seize their greatest opportunities. You will learn how the web works and how to gather data as well as how to turn data into actionable insights and smart marketing ideas.</p>  |

|                   |   |
|-------------------|---|
| <b>Literature</b> | <ul style="list-style-type: none"> <li>— Abadia, R., et.al.: Big Data: A Road Map for Successful Digital Marketing. De Gruyter 2018.</li> <li>— Artun: Predictive Marketing: Easy Ways Every Marketer Can Use Customer Analytics and Big Data, John Wiley &amp; Sons 2019.</li> <li>— Chapman/Feit: R For Marketing Research and Analytics (2nd ed. 2019). Springer International Publishing, Imprint: Springer 2019.</li> <li>— Fader/Toms: The Customer Centricity Playbook – Implement a Winning Strategy driven by Customer Lifetime Value, Philadelphia 2018.</li> <li>— 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.</li> <li>— Paczkowski, W. R.: Business Analytics: Data Science for Business Problems. Springer 2021.</li> <li>— Provost/ Fawcett: Data science for business. What you need to know about data mining and data-analytic thinking, Sebastopol, CA 2013.</li> </ul> |
|-------------------|---|

# MARKETING COMMUNICATIONS (IP.37.01)

**Lecturer** [Prof. Dr. Heidi Straßburger](#)

**SWS:** 2

**ECTS:** 4

|                         |  |
|-------------------------|--|
| <b>Level</b>            | 2nd- and 3rd-year students (intermediate level)  |
| <b>Prerequisites</b>    | Principles of Marketing and Marketing Communications   |
| <b>Assessment</b>       | Active participation, written documentation, and a final presentation at the end of the semester   |
| <b>Hint</b>             | Registration required via SharePoint<br><a href="#">Anmeldeportal WiWi (hs-duesseldorf.de)</a>   |
| <b>Course Content</b>   | <p>Development of an advertising campaign:</p> <ul style="list-style-type: none"> <li>— Communication objectives, target audience, positioning and key messages, media mix – marketing communications activities (multi-channel approach), integrated com.</li> <li>— Teamwork supported by team coaching sessions in presence</li> <li>— The results of the group work will be presented and evaluated at the end of the course</li> </ul>  |
| <b>Learning Outcome</b> | <p>Upon successful completion of the course, students will be able to:</p> <ul style="list-style-type: none"> <li>— Independently develop an advertising campaign, regarding advertising strategies and designing promotional measures</li> <li>— Create and deliver professional presentations</li> <li>— Plan, structure, and manage an advertising project, including time management and effective teamwork</li> <li>— Approach project challenges and difficulties flexibly and creatively</li> </ul> |
| <b>Literature</b>       | <ul style="list-style-type: none"> <li>— Clow, K. et al.: Integrated Advertising, Promotion, and Marketing Communications, Global Edition</li> <li>— Fill, C./ Turnball, S.: Marketing Communications, Pearson</li> <li>— Kotler, P./ Armstrong, G.: Principles of Marketing, Global Edition</li> <li>— Kreutzer, R. T.: Practice-Oriented Marketing: Basics – Instruments – Case Studies, Springer</li> </ul> <p>(in its current edition)</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 2025/26**

**(Status as of 01.09.2025)**



# 6. ENGLISH LANGUAGE COURSES

**Instructor** [StR i.H. Sheridan Jenczewski](#)

**SWS:** 4

**ECTS:** 4

| <b>Level</b>        | Business English I: B1/B2 level<br>Business English II: B2 level<br>Business English III: C1 level  |                |  |                      |
|---------------------|---|----------------|--|----------------------|
| <b>Information</b>  | <p><b>Please choose from the offered BBA English courses only.</b></p> <p>You <b>cannot</b> attend any BKM/BIM English courses from the German programme!<br/> <b>The classes will start from 29 September 2025 on.</b></p> |                |  |                      |
| <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<br>(B1/B2) Group A   | Jenczewski     | Mon 08.30 — 10.00<br>Wed 10.30 — 12.00     | 03.3.019             |
| BBA 07.12.2         | Business English I<br>(B1/B2) Group B   | Jenczewski     | Mon 12.30 — 14.00<br>Fri 12.30 — 14.00     | 03.3.019             |
| BBA 07.13.2         | Business English I<br>(B1/B2) Group C   | Dhawan         | Thurs 12.30 — 14.00<br>Thurs 14.30 — 16.00 | 09.2.004             |
| BBA 07.14.2         | Business English I<br>(B1/B2) Group D   | Jenczewski     | Mon 10.30 — 12.00<br>Tue 08.30 — 10.00     | 03.3.019<br>03.4.003 |
| BBA 07.15.2         | Business English II (B2)<br>Group A   | Albutt         | Wed 10.30 — 12.00<br>Thurs 08.30 — 10.00   | 03.3.022<br>03.3.019 |
| BBA 07.16.2         | Business English II<br>(B2) Group B   | Jenczewski     | Tue 12.30 — 14.00<br>Wed 08.30 — 10.00     | 03.4.003<br>03.3.019 |
| BBA 07.17.3         | Business English II<br>(B2) Group C   | Edwards        | Tue 08.30 — 10.00<br>Tue 10.30 — 12.00     | 09.1.004             |
| BBA 07.18.4         | Business English III (C1)   | Jenczewski     | Fri 08.30 — 10.00<br>Fri 10.30 — 12.00     | 03.3.019             |

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



### Information

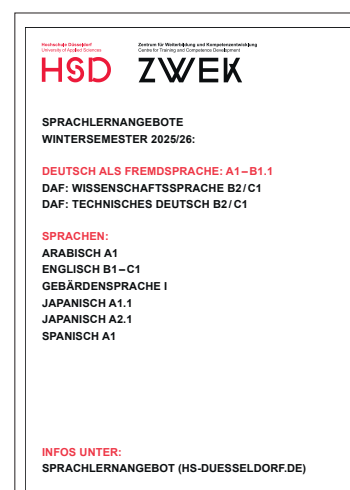
The HSD's Centre for Training and Competence Development (ZWEK) offers German courses for Incomings of all Faculties and will offer winter semester language courses in German A 1, German A2.1, German B1 .1. For advanced students with level B2.2 ZWEK offers the course „Wissenschaftssprache“.

You will find all information and details on our website [Language Learning Offer by ZWEK](#) or in [Moodle Course: Informationen zu ZWEK Sprachkursen Wintersemester 25/26](#).

Don't miss the Information session organised by the International Office on **17 September 2025** at **10.00 – 11.00 in room 5.E.001?**

**ZWEK language courses in the winter semester run from 29.09.2025 to 06.02.2026.**

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



### Registration

Registration is possible from 08.09.2025 to 21.09.2025, 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](mailto:sprachen.zwek@hs-duesseldorf.de)

# SPRACHCAFE 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

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