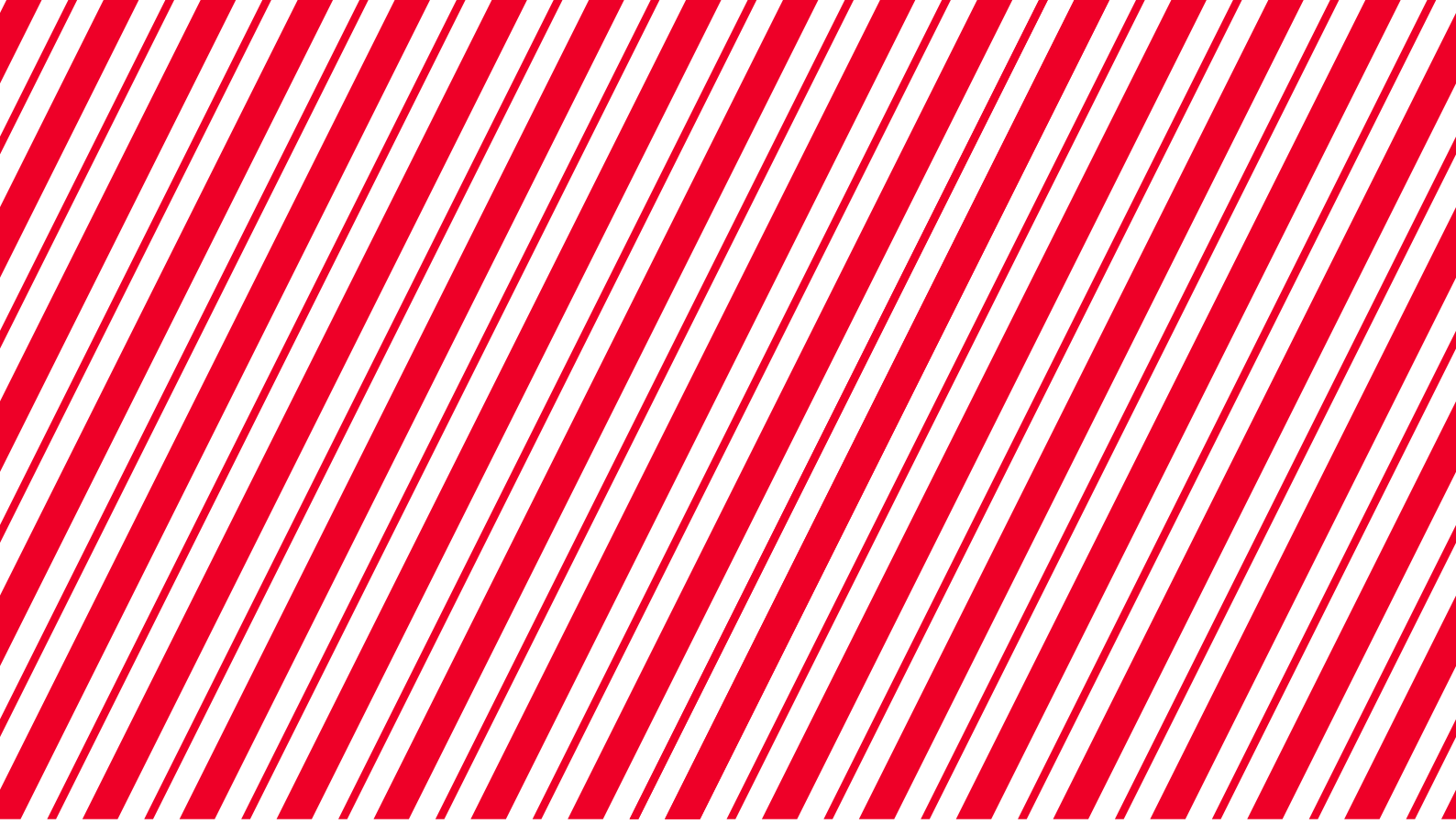




HSD

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 2026/2027

(Status as of 08.09.2026)

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1. SEMESTER DATES WINTER SEMESTER 2026/27

Lecture Period

5 October 2026 – 22 January 2027

Information Session:

Faculty of Business Studies, Prof. Dr. Lothar Funk, 17.09. 2026, 2:30–3:30 p.m., online via MS Teams
Additional details will be provided by the International Office during the orientation week.

Bank Holidays (no lectures)

26.10.–30.10.2026

Self study week for all students*

3 October 2026

Day of German Unity | Tag der deutschen Einheit

1 November 2026

All Saints Day | Allerheiligen

23.12.2026–03.01.2027

Christmas Holidays | Weihnachtsferien

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

Examination Period

23 January 2027–12 February 2027

Please note: IP exams start earlier than the final lectures stop (in the last week of regular lectures). 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 2026/27](#)
- 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 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 Coordinators

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 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 \(hs-duesseldorf.de\)](https://hs-duesseldorf.de/register)

5. COURSE CATALOGUE – INTERNATIONAL PROGRAMME WINTER SEMESTER 2026/27

(start from 05.10.2026)

[Link to the complete course catalogue winter semester 2026/27](#)

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

Study Programme	Module	Course No.	Semester no.	Lecturer	Course title	Hours per week	1st Course				Coordination and Hints: Unless otherwise noted, NO registration is required for course participation. SharePoint registration ONLY for courses marked in BLUE, the link is: https://share.hs-duesseldorf.de/anmeldungen/wiwi/module.aspx
Example:							Day	from	to	Room	Blue marked courses: Registration via SharePoint
bba	15	01	5								
International Programme											Status: 3.9.2026
Lectures start on october 5th (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 NOT required
ip	01	02	0	Funk	Economics of Strategy and Management	4	Wed	12:30	14:00	3.3.025	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	Scheideler	International Retail	2	Mon	10:30	12:00	3.3.022	with BIM; registration will take place in presence (in the first lecture) or via e-mail to Professor Scheideler: peter.scheideler@hs-duesseldorf.de
ip	02	02	0	Scheideler	Digital Sales & Distribution	2	Mon	12:30	14:00	3.3.022	
ip	02	03	0	Scheideler	Tools & Methods of International Distribution	2	Mon	14:30	16:00	3.3.022	
ip	03	01	0	Kanthak	Differentiation and Positioning – a strategic approach on how to market lifestyle products	2	Fri	10:00	17:00	tbd	block dates: tbd; registration is required via e-mail to: oliver.kanthak@hs-duesseldorf.de
ip	03	01	0	Kanthak	Differentiation and Positioning – a strategic approach on how to market lifestyle products		Sat	10:00	17:00	tbd	
ip	04	01	0	Kraft	Business Professional Speech	4	Mon	13:00	14:30	3.3.002	max. 20 participants; 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	3.3.002	
ip	06	01	0	Otte	Introduction to German Private 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 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	2	Mon	16:00	17:30	9.1.007	registration will take place in presence (in the first lecture); 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 7; 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	start: 14.10., project sessions will be scheduled flexibly in consultation with students during the first meeting
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

Level	2nd and 3rd year students (intermediate)
Prerequisites	Principles of Economics
Assessment	One hour written examination (weight: 100%)
Course Content	Institutions do matter! The growth of living standards in the last century and the differences between national growth rates have a great deal to do with certain types of formal institutions, e.g. in politics, as well as informal institutions (shaped, for example, from traditions and culture). The lecture emphasises the economic perspectives needed to understand the various functional and strategic areas of business and management within the national and international business environment. There will be also a focus on the differences among regions in the world economy especially due to differing institutions and their effects on incentives. Appropriate consideration is thus given to the various political and societal dimensions that characterise the business environment in which decision makers of companies operate. The lecture focuses, above all, on differing economy-wide environments, its causes, and its implications. Introducing some empirical trends in International Economics. Issues include: 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	— 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	The distinction between micro and macro business environments is somewhat artificial since many business-related issues require both micro and macro perspectives. This lecture takes, however, a rather strong micro business perspective which has to be embedded into its wider context, however. The course thus provides the essential knowledge to understand transactions among economic actors and their often strategic interactions. The issues will be discussed in a way that will help future managers to steer their companies much better than without this knowledge. Starting with basic micro-models, the lecture will add in an accessible way more innovative thinking that has extended and reformulated previous ideas. Covering transactions and organisations as well as institutions more realistically has revolutionised economic insights how businesses actually function. This fascinating development allows business students to learn the economics that really matters for them. Key topics include: 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	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.
Literature	— Chaudhuri, A.: Economics: A Global Introduction, London et al. 2025 — Mankiw, N. G./ Taylor, M. P./ Ashwin, A.: Business Economics, 4th. ed., Andover et al. 2024 — Mankiw, N. G./ Taylor, M. P.: Economics, 7th ed., Andover et al. 2026 — McKenzie, R. B./ Tullock, 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, 05.10.2026) 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	— 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, 05.10.2026) 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	— 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, 05.10.2026) or via email to Professor Scheideler peter.scheideler@hs-duesseldorf.de .
Course Content	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. At the end of the course, the students are able to draft and critically evaluate distribution strategies for different scenarios.
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	— 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 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.
Learning Outcome	Students will gain knowledge in understanding and analysing 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. 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.
Literature	— Lindstrom, M.: Buy-Ology, 1st ed., New York, et al. 2008 — Gladwell, M.: The Tipping Point, New York, et al. 2002 — Keegan, W./ Green, M.: Global Marketing, 6th ed., Harlow, et al. 2011 — Kotler, P./ Armstrong, G.: Principles of Marketing, 15th ed., Harlow, et. al 2012 — Lewis, R.: When Cultures Collide, 3rd ed., Boston, et al 2010 — Ries, A./ Trout, J.: Positioning: The Battle for your mind, 2nd ed., et al 2011 In its current edition

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: — 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	Upon successful completion of the course, students will be able to: — deliver speeches without notes in front of a group, — develop techniques for impromptu speaking, — understand and apply the basics of effective body language, — overcome stage fright and fear of public speaking, — navigate challenges of intercultural communication, — recognize the social importance of small talk, and — handle key business situations, such as target agreements, sales conversations, and job interviews.
Literature	To be announced

INTRODUCTION TO GERMAN PRIVATE LAW (IP.06.01)

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

SWS: 2

ECTS: 4

Level	All levels
Prerequisites	Fluent command of the English language
Assessment	60 minutes' written exam at the end of the course
Hint	This course will be held in presence. Please check the homepage of Professor Otte for more information. Registration is not required.
Course Content	1. Introduction to the German Civil Law and Court System 2. Sale and purchase agreements 3. Lease agreements 4. Employment contracts 5. German legal entities 6. 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	— German Civil Code — German Commercial Code — Robbers, An Introduction to German Law, 8th edition, 2023

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	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) Key topics include: 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. Additional open macroeconomic issues for 2 more credits: 1. the macroeconomy and (international) competitiveness; 2. open economy macroeconomics issues: fiscal and monetary policies; 3. macroeconomic policies for current account imbalances.
Learning Outcome	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). 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.

Literature	— Acemoglu, D./ Laibson, S./ J.A. List: Economics, Boston et al., 3rd ed. 2022 — Chinn, M. D./ Irwin, D. A.: International Economics, Cambridge et al. 2025 — 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, M. P.: Economics, 7th ed., Andover et al. 2026 — 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
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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	— English language skills and a basic understanding for economic relationships. — Regular attendance is expected due to group work elements.
Assessment	Presentations during the semester and a final presentation at the end of the course.
Hint	Lecture: Blocked appointments, mainly in presence, on Friday, 09.00–15:00, in 09.E.007; Kick-off: Friday, 09.10.2026 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). PLEASE REGISTER FOR THIS CLASS: anne-christin.kemper@hs-duesseldorf.de ("first come, first serve"-principle as participation is limited due to didactical reasons)
Course Content	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: 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	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

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: 2

ECTS: 5

Level	2nd and 3rd year students with good economic knowledge
Prerequisites	Principles of Economics
Assessment	Portfolio exam, consisting of an individual presentation and a written exam
Hint	Important: 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.
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	— 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	— 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 — Busch, D./ Ferrarini, G. et al. Sustainable Finance in Europe: Corporate Governance, Financial Stability and Financial Markets 2022 — IMF (Ed.), Global Financial stability report, 2025 (next issue upcoming October 2026) — 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 Official internet pages of the ECB and the ESRB

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

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

SWS: 4

ECTS: 6

Level	All levels
Prerequisites	None
Assessment	90 min written examination
Hint	Registration required via SharePoint Anmeldeportal WiWi (hs-duesseldorf.de)
Course Content	Are you eager to know how the recommendation system of Netflix works? Are you willing to learn how Dynamic Pricing at Amazon is conducted? Are you interested in learning the basic principles of AI? 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?" Topics: — Basics of Marketing Analytics (methods, concepts, tools) — Case studies using modern analysis tools, i.e. R, Python, Excel — Customer profiling, targeting and scoring — Recommender systems — Digital Marketing / Web Analytics — Dynamic Pricing — Forecasting
Learning Outcome	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.

Literature	— Abadia, R., et.al.: Big Data: A Road Map for Successful Digital Marketing. De Gruyter 2018. — Artun: Predictive Marketing: Easy Ways Every Marketer Can Use Customer Analytics and Big Data, John Wiley & Sons 2019. — Chapman/Feit: R For Marketing Research and Analytics (2nd ed. 2019). Springer International Publishing, Imprint: Springer 2019. — Fader/Toms: The Customer Centricity Playbook – Implement a Winning Strategy driven by Customer Lifetime Value, Philadelphia 2018. — Gentsch, P.: AI in marketing, sales and service: how marketers without a Data Science degree can use AI, Big Data and bots. Palgrave Macmillan 2019. — Paczkowski, W. R.: Business Analytics: Data Science for Business Problems. Springer 2021. — Provost/ Fawcett: Data science for business. What you need to know about data mining and data-analytic thinking, Sebastopol, CA 2013.
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MARKETING COMMUNICATIONS (IP.37.01)

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

SWS: 2

ECTS: 4

Level	2nd- and 3rd-year students (intermediate level)
Prerequisites	Principles of Marketing and Marketing Communications
Assessment	Active participation, written documentation, and a final presentation at the end of the semester
Hint	Registration required via SharePoint Anmeldeportal WiWi (hs-duesseldorf.de)
Course Content	Development of an advertising campaign: — Communication objectives, target audience, positioning, and key messages, media mix — Marketing communications activities (multi-channel approach), integrated com. — Teamwork supported by team coaching sessions in presence — The results of the group work will be presented and evaluated at the end of the course
Learning Outcome	Upon successful completion of the course, students will be able to: — Independently develop an advertising campaign, regarding advertising strategies and designing promotional measures — Create and deliver professional presentations — Plan, structure, and manage an advertising project, including time management and effective teamwork — Approach project challenges and difficulties flexibly and creatively
Literature	— Clow, K. et al.: Integrated Advertising, Promotion, and Marketing Communications, Global Edition — Fill, C./ Turnbull, S.: Marketing Communications, Pearson — Kotler, P./ Armstrong, G.: Principles of Marketing, Global Edition — Kreutzer, R. T.: Practice-Oriented Marketing: Basics – Instruments – Case Studies, Springer In its current edition



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 2026/27

(Status as of 08.09.2026)

6.

ENGLISH LANGUAGE COURSES

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

SWS: 4

ECTS: 4

Level	Business English I: B1/B2 level Business English II: B2 level Business English III: C1 level			
Information	Please choose from the offered BBA English courses only. You cannot attend any BKM/BIM English courses from the German programme! The classes will start from 05 October 2026 on.			
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	03.3.019
BBA 07.12.2	Business English I (B1/B2) Group B	Jenczewski	Wed 8.30 — 10.00 Thu 8.30 — 10.00	03.4.003 03.3.025
BBA 07.13.2	Business English I (B1/B2) Group C	Dhawan	Thurs 12.30 — 14.00 Thurs 14.30 — 16.00	09.2.004
BBA 07.14.2	Business English I (B1/B2) Group D	Jenczewski	Mon 10.30 — 12.00 Tue 08.30 — 10.00	03.3.019 03.4.003
BBA 07.15.2	Business English II (B2) Group A	Johnston	Mon 8.30 — 10.00 Mon 10.30 — 12.00	09.1.004
BBA 07.16.2	Business English II (B2) Group B	Jenczewski	Tue 10.30 — 12.00 Thu 10.30 — 12.00	03.4.003 03.3.025
BBA 07.17.3	Business English II (B2) Group C	McCarvey	Wed 08.30 — 10.00 Wed 10.30 — 12.00	09.2.004
BBA 07.18.4	Business English III (C1)	Jenczewski	Fri 08.30 — 10.00 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



Information

The HSD's Centre for Training and Competence Development (ZWEK) offers German courses for Incoming 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 26/27](#).

Don't miss the Information session organised by the International Office on **18 September 2026 at 10.00 in room 06.E.006**

ZWEK language courses in the winter semester run from 05.10.2026 to 12.02.2027.

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



Registration

Registration is possible from 14.09.2026 to 27.09.2026, 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

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

Where?

Café 34, IIK, Eulerstraße 50, 40477 Düsseldorf

PUBLISHER

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Fachbereich Wirtschaftswissenschaften
Faculty of Business Studies
in cooperation with the Department of Communication and Marketing

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