



HSD

Hochschule Düsseldorf
University of Applied Sciences



Fachbereich Wirtschaftswissenschaften
Faculty of Business Studies

GERMAN BUSINESS IN A GLOBAL CONTEXT

International Programme (IP)

Courses in English

Summer Semester 2022

(Status as of 08/03/2022)

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1. SEMESTER DATES SUMMER SEMESTER 2022

Lecture Period

21 March 2022 – 8 July 2022

Please note: IP lectures may end a few days earlier.

Classes of the International and the German Programme usually start in the week of 21/03/2022; please check the course catalogue for details.

Bank Holidays (no lectures)

15 April 2022	Good Friday Karfreitag
18 April 2022	Easter Monday Ostermontag
19 April 2022 - 22 April 2022	Spring School of ZWEK* Lecture-free time, Easter Vorlesungsfreie Zeit, Ostern
26 May 2022	Ascension Day Christi Himmelfahrt
06 June 2022	Whit Monday Pfingstmontag
16 June 2022	Corpus Christi Fronleichnam

***Please note:** Unless otherwise announced in special cases, there are no regular lectures due to special lecture week of ZWEK (the HSD's Centre for Training and Competence Development)

Spring School: Registration from 07/03/2022 until 07/04/2022.

Examination Period

09 July 2022 – 29 July 2022

Please note: IP exams may start earlier in the last lecture week from beginning of July 2022; 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 lecturer

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 summer semester 2022](#)
 - 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](#)
-

Coronavirus – in focus

Please find HSD's administrative information about current regulations and measures connected with the Corona pandemic on the following websites:

- [General information for international students – Coronavirus](#)
- [Information and updates to Coronavirus at the faculty of Business Studies](#)

Further information on the corona-regulations at HSD is offered by the International Office. These rules have to be strictly followed in order to avoid risks of infections with covid-19.

Please note: Changes of assessment are possible due to corona-regulations; more information during the lectures!

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.
- If not indicated in the course catalogue, registration is not required!

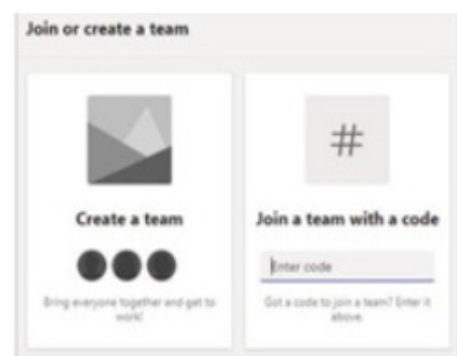
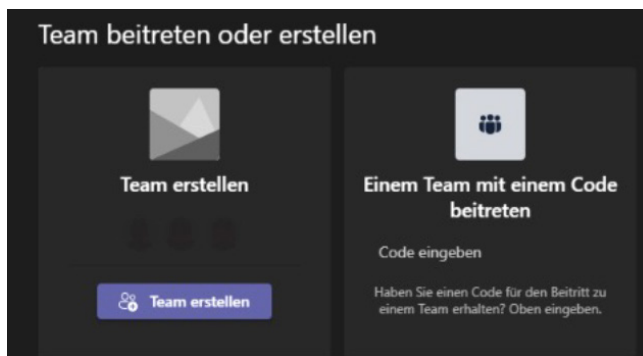
Formats of lectures:

- Course formats may vary (in presence, digital, hybrid or blended).
- Most courses are planned to take place in presence. Registration may only be necessary, if indicated.

REGISTRATION FOR DIGITAL COURSES

Access with HSD Account only!

- Please check the [“login”](#) details of your online courses
- Most of the online courses will take place via Microsoft Teams. Please make sure to install Microsoft Teams on your computer. You can join the respective course by entering the team code; see screenshot below:



REGISTRATION FOR EXAMS

- Registration will take place in **May/June 2022**, you will receive an e-mail with instructions from the examination office.
- **Please note:** Changes of assessment are possible due to corona-regulations; more information during the lectures!

4. CONTACT

Contact to International Office

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

Student Exchange Coordinator

Room 02.1.037

incoming@hs-duesseldorf.de

Marie Sophie Hamann

T +49 211 4351-8190

Michaela Petri

T +49 211 4351-8125

Contact to Lecturers

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

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

5. COURSE CATALOGUE – INTERNATIONAL PROGRAMME SUMMER SEMESTER 2022

(start from 21/03/2022)

[Link to the complete course catalogue summer semester 2022](#)

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

Vorlesungsverzeichnis für das SoSe 2022 an der Hochschule Düsseldorf																Stand: 8.3.2022	
Course catalogue for the summer semester 2022																	
ALLE VORLESUNGEN BEGINNEN AB DEM 21. MÄRZ 2022 (wenn nicht anders vermerkt)																	
Courses will start from 21/03/2022 (unless otherwise stated) - subject to modifications!																	
Studiengang / study programme	Studienfach- modul / study module	Veranstaltung innerhalb des Studiengangs / lecture of module	Semester nach SIO / semester according to study regulations	Dozent / lecturer / professor	Vorlesungsbezeichnung / term of lecture	SWS /work load measurement	1. Veranstaltung / First lecture					Oder-Veranstaltung / Alternative lecture					Fachkoordination und Hinweise / Responsible coordinator and hints
							Format	W-Tag weekday	von from	bis to	Raum room	Format	W-Tag weekday	von from	bis to	Raum room	
Beispiel:																	
bba	15	01	5														
International Programme (in English language)																Status: 8.3.2022	
ip International Program (in englischer Sprache)																	
ip	01	01	0	Funk	International Trade	3	B	Tue	16:00	18:15	3.2.004						In English, together with BBA, Lecture start digitally. See also IP brochure
ip	03	01	0	Thiele	Open Economy Macroeconomics	3	P	Tue	9:00	11:15	3.4.015						In English, together with BBA
ip	04	01	0	Funk	Economic Foundations of International Business	2	B	Wed	16:45	18:15	3.3.036						together with BIM, Lecture start digitally. See also IP brochure
ip	05	01	0	Kanthak	Differentiation and Positioning – a strategic approach on how to market lifestyle product	2	P		10:00	16:30	3.3.002						In English, Dates: 19.5, 20.5, 26.5, 27.5
ip	06	01	0	Kraft	Business Professional Speech	4	B	Mon	13:00	14:30	3.3.019						max. 20 participants
ip	06	01	0	Kraft	Business Professional Speech		B	Mon	14:45	16:15	3.3.019						registration required - please send mail to hans.kraft@hs-duesseldorf.de
ip	07	01	0	Oberließen	Wirtschaftsdeutsch Grundstufe	2	P	Tue	12:15	13:45	3.3.002						Will only take place if possible in presence.
ip	08	01	0	Oberließen	Wirtschaftsdeutsch Mittelstufe	3	P	Tue	14:00	16:15	3.3.002						Will only take place if possible in presence.
ip	09	01	0	Kölle	International Finance	2	P	Mon	16:30	18:00	3.4.002						In English, together with BIM
ip	10	01	0	Scheiderer	Supply Chain Management	2	P	Wed	8:30	10:00	3.3.022						In English
ip	11	01	0	Frotscher	Introduction to Applied Econometrics	2	P	Wed	16:30	20:00	3.3.002						In English, every 2nd week please send mail to: Jakob.Frotscher@hs-duesseldorf.de
ip	12	01	0	Bleuel	Global Business Simulation	6	P	Mon	10:30	12:00	3.3.036	B	Thr	8:30	10:00	3.3.038	Module starts on Monday, 28/03/2022. Please register to Moodle for this module by Thursday 24/03/22 for more information (no enrolments after this date due to technical reasons). Module is held in English; lectures on Mondays, group consulting on Thursdays.
ip	12	01	0	Bleuel	Global Business Simulation		P	Mon	12:30	14:00	3.3.036	B	Thr	10:30	12:00	3.3.038	
ip	12	01	0	Bleuel	Global Business Simulation		P	Mon	14:30	16:00	3.3.036	B	Thr	12:30	14:00	3.3.038	
ip	13	01	0	Straßburger	Marketing-Project	6	D	Thr	14:00	15:30	3.3.025						Registration required! Further information: heidi.strassburger@hs-duesseldorf.de Max. 12 students Marketing Know-how desirable
ip	13	01	0	Straßburger	Marketing-Project		D	Thr	15:45	17:15	3.3.025						
ip	13	01	0	Straßburger	Marketing-Project		D	Thr	17:30	19:00	3.3.025						
ip	15	01	0	Feisel	Intercultural Leadership	3	B	Fri	9:00	15:00	4.E.034						In English Dates: 1.4., 8.4, 20.4, 21.4, 22.4 from 9 to 3 p.m. registration required - please send an e-mail to: eddie.feisel@hs-duesseldorf.de

P = in presence (in the indicated rooms at the university, if nothing else will be announced)

D = digital (via Microsoft Teams)

B = blended (digital or in presence)

INTERNATIONAL TRADE (IP.01.01)

Lecturer **Prof. Dr. Lothar Funk**

SWS: **3**

ECTS: **5**

Level	2nd and 3rd year students (intermediate)
Prerequisites	Principles of Economics
Assessment	Written exam; 60 minutes (weight: 100%); please note: changes of the type of assessment are possible due to potential changes corona-regulations; more information during the lectures.
Hint	<p>Please check lothar-funk.de for types of lectures (digitally or in presence) and download of slides at the start of the lectures (Username: studierende, Password: wortschaft).</p> <p>First lectures: digitally: Link to MS Teams (Teams code: rnhs447)</p> <p>Materials during the semester will be also uploaded in this Teams folder. Lectures after Easter will be in presence at the university. All this applies until further notice during the lectures and in the Teams lecture folder.</p>
Course Content	<ol style="list-style-type: none"> 1. Introducing some empirical trends in International Economics 2. Introducing International Organizations 3. The Trade Models of David Ricardo, Heckscher & Ohlin and expansions 4. New Trade Theories of Intra-Industry Trade 5. Protectionism: Tariffs, Non-Tariff Barriers 6. The Political Dimension of Trade Barriers 7. International Regulations and Standards
Learning Outcome	The course analyses the details on how an open economy functions from a microeconomic perspective. It is concerned with the most important theories of international trade, while examining the welfare effects that arise from international trade and trade barriers. Moreover, the course explores the basic economic policy instruments at the national and international levels.
Literature	<ul style="list-style-type: none"> — Acemoglu, D. / Laibson, S. / J.A. List: Economics, Boston et al., 2nd ed. 2018. — 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. 2021. — Krugman, P.R./Obstfeld, M./Melitz, M.J.: International Economics, 11th ed., Boston et al. 2018. — Mankiw, N.G./Taylor, M.P.: Economics, 3rd ed., London et al. 2013 (or later edition). — Reinert, K.A.: An Introduction to International Economics, Cambridge et al. 2nd ed. 2021. — Sawyer, W.C./Sprinkle, R.L.: Applied International Economics 5th ed., London/New York 2020. — Shenkar, O./Yadong L/Chi. T.: International Business, 4th ed. London/New York 2021.

OPEN ECONOMY MACROECONOMICS (IP.03.01)

Lecturer Prof. Dr. Mouna Thiele

SWS: 3

ECTS: 5/6

Level	2nd and 3rd year (intermediate)
Prerequisites	Basic knowledge of economics, especially principles of macroeconomics
Assessment	60 min. written exam (weight: 100%) or: 60 min. written exam (weight: 100%) and a 15 minutes oral presentation
Hint	ECTS: 5 or: 6 (with additional oral presentation)
Course Content	In the first chapter students become familiar with the various sub-accounts within the balance of payments and learn to classify transactions. We proceed with a principles-level introduction to exchange rates, determining the value of national currencies in the context of simple supply and demand analysis. Afterwards we turn to exchange-rate regimes and open-economy macroeconomics. Two issues are of primary concern. First, what is the effect of economic openness and highly mobile international capital on the ability of domestic macroeconomic policies to manage business-cycle fluctuations under various exchange-rate regimes? Second, what is the domestic economy's vulnerability to financial and macroeconomic disturbances from abroad and what, if any, are the means of protecting that economy (including regional monetary integration)? In this segment of the course, we examine the nature and causes of international financial and exchange rate crises. We will apply the newly acquired knowledge to various case studies.
Learning Outcome	Students should become familiar with mechanisms of the balance of payments, and be able to classify transactions, to determine the value of national currencies in the context of simple supply and demand analysis. Furthermore, students should be able to address the major developments in international macroeconomics. Its objectives are to cover the theory of exchange rates and target zones, balance of payments and speculative attacks, and currency crises and contagion.
Literature	<ul style="list-style-type: none"> — Gerber, J.: International Economics, 7th ed., New York et al. 2017 — Krugman, P./Obstfeld, M./ Melitz, M.: International Economics , 10th ed., New York et al. 2015 — Mankiw, N.G./Taylor, M.P.: Economics, 5nd ed., Andover et al. 2020 — Reinert, K.A.: An Introduction to International Economics, Cambridge et al. 2012

ECONOMIC FOUNDATIONS OF INTERNATIONAL BUSINESS (IP.04.01)

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

SWS: 2

ECTS: 4/5

Level	2nd and 3rd year students (intermediate)
Prerequisites	Principles of Microeconomics and Macroeconomics
Assessment	Written exam; 60 minutes (weight: 100%); please note: changes of the type of assessment are possible due to potential changes corona-regulations; more information during the lectures.
Hint	<p>ECTS: 4 (or 5 with additional presentation at the end of course period)</p> <p>Course together with regular BIM students. If you cannot attend the course regularly because you would like to attend "Introduction to Applied Econometrics", this is not a problem. Please check lothar-funk.de for types of lectures (digitally or in presence) and download of slides at the start of the lectures (Username: studierende, Password: wortschaft).</p> <p>First lectures: digitally: Link to MS Teams (Teams code: 5xpt029)</p> <p>Materials during the semester will be also uploaded in this Teams folder. Lectures after Easter will be in presence at the university. All this applies until further notice during the lectures and in the Teams lecture folder.</p>
Course Content	<ol style="list-style-type: none"> 1. The business environment and business economics 2. Business organisations 3. Products, marketing and advertising 4. Business Strategy and competitiveness 5. Business Growth Strategy 6. Government, market failure and the firm 7. Globalisation, multinational business and "hidden champions"
Learning Outcome	This course enables you to analyse the economic context of a wide range of business challenges at an intermediate level which is usually not taught in typical principles of economics textbooks. This includes the external business environment and how businesses interact, as well as their role within the economy and the strategic decisions taken by management.
Literature	<p>— Johnson, W.H.A.: Managing Global Strategy, New York/London 2021.</p> <p>— Mankiw, N.G./Taylor, M.P./Ashwin, A.: Business Economics, 3rd ed., Andover 2019.</p> <p>— McKenzie, R.B./Tullock, G.: The New World of Economics, 6th ed., Berlin 2012.</p> <p>— Shenkar, O./Yadong L/Chi. T.: International Business, 4th ed. London/New York 2021.</p> <p>— Sloman, J./Garratt, D./Guest, J./Jones, E.: Economics for Business, 7th ed., Harlow et al. 2016 (or later edition).</p> <p>— Wentzel, A.: A Guide to Argumentative Research Writing and Thinking, London/ New York 2018.</p>

DIFFERENTIATION AND POSITIONING – A STRATEGICAL APPROACH ON HOW TO MARKET LIFESTYLE PRODUCTS (IP.05.01)

Lecturer **Oliver Kanthak**

SWS: 2

ECTS: 4

Level	2nd and 3rd year (intermediate)
Prerequisites	Marketing principles
Assessment	Presentation during semester, essay at end of the semester.
Hint	<p>This course will only take place in presence and will be conducted as a seminar with 4 sessions held throughout the semester.</p> <p>Registration: required via SharePoint Anmeldeportal WiWi (hs-duesseldorf.de)</p>
Course Content	<p>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).</p>
Learning Outcome	<p>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.</p>
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.06.01)

Lecturer **Dr. Hans Kraft**

SWS: 4

ECTS: 8

Level	All levels
Prerequisites	Fluent command of the English language, basic knowledge of PowerPoint or other presentation techniques as Keynote, Prezi, PechaKucha, etc.
Assessment	Presentation during semester, term paper, regular presence in class, active participation
Hint	Please note, you have to register for this class. Please contact: hans.kraft@hs-duesseldorf.de Max. 20 participants
Course Content	<p>The course covers all minor aspects of business and professional speech:</p> <ul style="list-style-type: none"> — Impromptu speech, public speech, speaking without notes, specialty speeches for various occasions, posture, gesture, facial expressions, vocal variety, breathing, preparation of speeches, mental and emotional aspects, stage fright, structure of speeches — Intercultural communication, small talk, job interview, annual appraisal, target agreement, sales talk, active listening — Students are cordially invited to express wishes concerning content.
Learning Outcome	<ul style="list-style-type: none"> — Students will deliver speeches without notes in front of the group — Students will learn how to deliver impromptu speeches — Students will become familiar with the basic aspects of body language — Students will see how stage fright and fear of speaking can be overcome — Students will get some insight into the obstacles of intercultural communication — Students will become acquainted with the social importance of small talk — Students will become acquainted with important business situations, such as target agreement, sales talk, job interview
Literature	To be announced

BUSINESS GERMAN I (IP.07.01)

Lecturer [Ulrike Oberließen](#)

SWS: 2

ECTS: 2

Level	Beginners with basic knowledge
Prerequisites	Interest in learning German
Assessment	Attendance, 60 minute written exam at the end of the course
Hint	This course will only take place in presence! Registration required via SharePoint Anmeldeportal WiWi (hs-duesseldorf.de)
Course Content	<ul style="list-style-type: none">— Establishing contacts (communicating in everyday situations)— Talking about yourself in professional contexts— Cultural misunderstandings— Professional dialogue (talking about companies and products)— Contextual and situational grammar exercises
Learning Outcome	Students will be able to <ul style="list-style-type: none">— talk about their personal career, current endeavors and plans for their future career— establish contact in their university or business environment— solve linguistic and cultural problems through communication— gain an insight into the German employment market— enter into dialogue with other professionals, talk about departments, positions and areas of responsibility— reduce the number of language mistakes through structured exercises in German grammar
Literature	To be announced in seminar

BUSINESS GERMAN II

(IP.08.01)

Lecturer **Ulrike Oberließen**

SWS: **3**

ECTS: **4,5**

Level	Intermediate
Prerequisites	Good beginner's German
Assessment	Attendance, an oral presentation and 90 min. written exam (weight: 100%)
Hint	This course will only take place in presence! Registration required via SharePoint Anmeldeportal WiWi (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	Students will be able to <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

INTERNATIONAL FINANCE (IP.09.01)

Lecturer **Prof. Dr. Christian Kölle**

SWS: **2**

ECTS: **3**

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

SUPPLY CHAIN MANAGEMENT (IP.10.01)

Lecturer **Prof. Dr. Peter Scheideler**

SWS: 2

ECTS: 4

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

INTRODUCTION TO APPLIED ECONOMETRICS (IP.11.01)

Lecturer [Jakob Frotscher](#)

SWS: 2

ECTS: 4

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

GLOBAL BUSINESS SIMULATION (IP.12.01)

Lecturer **Prof. Dr. Hans-H. Bleuel**

SWS: **6**

ECTS: **10**

Level	3rd year students
Prerequisites	The students should be familiar with principles of general management, international business, accounting and financial management. Additionally, a spreadsheet literacy (e.g. MS-Excel) is helpful.
Assessment	Term paper (15pages + appendix) on a group basis
Hint	<p>Registration required – Module starts on Monday, 28/03/2022. Please register to Moodle for this module by Thursday 24/03/22 for more information (no enrolments after this date due to technical reasons). Lectures on Mondays, group consulting on Thursdays.</p> <p>This course will take place online via MS Teams login code: MS-Teams: 9u0w6iy Moodle: siemens2022</p>
Course Content	<ol style="list-style-type: none"> 1. Introduction to business simulations 2. Integrated financial planning 3. Selected challenges of international business planning 4. Simulation framework 5. Decision rounds 6. Final reporting <p>In the course, the students participate in an international business simulation (CESIM Global Challenge). After introductory sessions, the students work in a group to manage “their” corporation. Participation is limited to total of 60 students (thereof 12 international students) due to technical reasons. Working groups will be mixed by nationality to ensure an intercultural experience.</p>
Learning Outcome	The course allows students to apply their international management know-how to a simulation framework of a multinational corporation. In an active learning environment, the students acquire knowledge of the interrelations in a group of international business units, international corporate planning topics and risk management issues. Additionally, the students will be enabled to develop own quantitative planning tools in MS-Excel to support international corporate strategy and policy. Social competencies of the students are required during the group work.
Literature	<ul style="list-style-type: none"> — Bleuel: Internationales Management – Grundlagen, Umfeld und Entscheidungen, Stuttgart 2017. — Hill: International Business – Competing in the Global Market Place, 12. ed., New York 2018. — Kutschker / Schmid: Internationales Management, 7. Aufl. 2010. Eiteman / Stonehill / Moffett: Multinational Business Finance, 15. Aufl, Boston 2015. — Documentation of CESIM (available at: globalchallenge.cesim.com)

MARKETING-PROJECT (IP.13.01)

Lecturer **Prof. Dr. Heidi Straßburger**

SWS: **6**

ECTS: **12**

Level	2nd and 3rd year students (intermediate)
Prerequisites	Principles in Marketing and market communications
Assessment	Active participation, project documentation and final presentation at the end of the course
Hint	Registration required. Please contact: heidi.strassburger@hs-duesseldorf.de Max. 12 students
Course Content	<p>The projects are handled in small groups.</p> <ul style="list-style-type: none"> — Support in the development of a marketing concept: situational analysis -marketing and communications objectives, target groups, positioning – marketing and communications activities, integrated communication — Team-coaching and milestone meetings — The results of the project work will be presented and evaluated at the end of the course.
Learning Outcome	<p>Students can implement independently the acquired marketing and communication knowledge in holistic application situations.</p> <ul style="list-style-type: none"> — On the basis of their research and analysis, students learn to find targeted marketing and communication solutions. — They are able to create and hold presentations. — Students will learn project organization including planning and structuring, time management and teamwork. — They can learn to respond flexibly and creatively to challenges and difficulties in the project.
Literature	<ul style="list-style-type: none"> — Burmann, C. / Riley, N.-M. / Halaszovich, T. / Schade, M.: Identity-Based Brand Management, 1st ed., Springer-Gabler, Wiesbaden 2017 — Fill, C. / Turnbull, S.: Marketing Communications, 7th ed., Pearson, 2016 — Kotler, P. / Armstrong, G.: Principles of Marketing, Global Edition, 17th ed., Pearson, 2017 — Solomon, M. / Marshall, G. / Stuart, E.: Marketing – Real People, Real Choices, 9th ed., Pearson, 2017

INTERCULTURAL LEADERSHIP (IP.14.01)

Lecturer **Prof. Dr. Edda Feisel**

SWS: **2**

ECTS: **3**

Level	3rd year students
Prerequisites	None
Assessment	<ul style="list-style-type: none"> — This course requires active participation. — The assessment will be a seminar paper of 10-15 pages and final presentation at the end of the course.
Hint	<p>The course will be blocked and take place at the HSD on the following dates:</p> <p>Friday, 1st April 2022, 09:00 – 15:00 Friday, 8th April 2022, 09:00 – 15:00, digital session Wednesday, 20th April 2022, 09:00 – 15:00 Thursday, 21st April 2022, 09:00 – 15:00 Friday, 22nd April, 09:00 – 15:00</p> <p>Registration: To register please send an email to edda.feisel@hs-duesseldorf.de latest until 18 March, 2022.</p>
Course Content	<p>After successfully completing the course Intercultural leadership, students will understand and assess the significance and relevance of intercultural leadership.</p> <p>They will know the difference between management and leadership and understand the major leadership theories and their practical implications</p>
Learning Outcome	<p>Students will:</p> <ul style="list-style-type: none"> — Be able to evaluate the fit of leadership approaches for different circumstances. — Understand the concepts of culture, intercultural management and different cultural dimensions, models and theories from Hofstede, Trompenaars, Globe etc. — Understand basic principles of intercultural communication in doing business in global marketplace. — Discuss and differentiate between the basic principles of diversity management.

INTERCULTURAL LEADERSHIP (IP.15.01)

Lecturer **Prof. Dr. Edda Feisel**

SWS: **2**

ECTS: **2**

Literature	<ul style="list-style-type: none"> — Hofstede, Gert & Minkow, Michael (2010). Cultures and Organizations - Software of the Mind: Intercultural Cooperation and Its Importance for Survival. Third edition, McGrawHill. ebookcentral.proquest.com/lib/bibl/detail.action?docID=6262353 — Barling, Julian (2014). The Science of Leadership: Lessons from Research for Organizational Leaders. New York: Oxford University Press. — Gasteiger, Rosina M., Kaschube, Jürgen & Rathjen, Philipp (2016). Interkulturelle Führung in Organisationen: Menschen im globalen Kontext effektiv führen. Springer Gabler link-springer-com.ezp.hs-duesseldorf.de/book/10.1007%2F978-3-658-12301-7 — Gehrke, Bettina & Claes, Marie-Therese (2014). Global Leadership Practices: A Cross-Cultural Management Perspective. Red Globe Press. — Northouse, Peter (2018). Leadership: Theory and practice. Sage Publications Limited. Eight edition. — Wild, John J. & Wild, Kenneth L. (2019). International Business: The challenges of globalization. Ninth edition. Prentice Hall. ebookcentral-proquest-com.ezp.hs-duesseldorf.de/lib/bibl/detail.action?docID=5834552&query= — Yukl, Gary (2019). Leadership in organizations. Ninth edition. Pearson Education Limited. ebookcentral-proquest-com.ezp.hs-duesseldorf.de/lib/bibl/detail.action?docID=5892731
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HSD

Hochschule Düsseldorf
University of Applied Sciences

W

Fachbereich Wirtschaftswissenschaften
Faculty of Business Studies

ZWEK

Zentrum für Weiterbildung und Kompetenzentwicklung
Centre for Training and Competence Development

LANGUAGE COURSES

Summer Semester 2022

(Status as of 08/03/2022)

BUSINESS GERMAN I (IP.07.01)

Lecturer [Ulrike Oberließen](#)

SWS: 2

ECTS: 3

Level	Beginners with basic knowledge
Prerequisites	Interest in learning German
Assessment	Attendance, 60 minute written exam at the end of the course
Hint	This course will only take place in presence! Registration required via SharePoint Anmeldeportal WiWi (hs-duesseldorf.de)
Course Content	<ul style="list-style-type: none">— Establishing contacts (communicating in everyday situations)— Talking about yourself in professional contexts— Cultural misunderstandings— Professional dialogue (talking about companies and products)— Contextual and situational grammar exercises
Learning Outcome	Students will be able to <ul style="list-style-type: none">— talk about their personal career, current endeavors and plans for their future career— establish contact in their university or business environment— solve linguistic and cultural problems through communication— gain an insight into the German employment market— enter into dialogue with other professionals, talk about departments, positions and areas of responsibility— reduce the number of language mistakes through structured exercises in German grammar
Literature	To be announced in seminar

BUSINESS GERMAN II (IP.08.01)

Lecturer **Ulrike Oberließen**

SWS: **3**

ECTS: **4,5**

Level	Intermediate
Prerequisites	Good beginner's German
Assessment	Attendance, an oral presentation and 90 min. written exam (weight: 100%)
Hint	This course will only take place in presence! Registration required via SharePoint Anmeldeportal WiWi (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	Students will be able to <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

Lecturer 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			
Hint	<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 21 March 2022 on.</p>			
Registration	Registration for lectures in presence is not required.			
Course Code	Title	Teacher	Day + Time	Room
BBA 07.11.2	Business English I (B1/B2) Group A	Jenczewski	Mon 10.30 — 12.00 Wed 8.30 — 10.00	3.3.022 3.3.019
BBA 07.12.2	Business English I (B1/B2) Group B	Jenczewski	Tue 8.30 — 10.00 Wed 10.30 — 12.00	3.3.019
BBA 07.13.2	Business English I (B1/B2) Group C	Albutt	Mon 12.30 — 14.00 Thurs 14.30 — 16.00	3.3.026 3.3.019
BBA 07.13.2	Business English I (B1/B2) Group D	Dhawan	Fri 8.30 — 10.00 Fri 10.30 — 12.00	3.3.022
BBA 07.21.2	Business English II (B2) Group A	Choudhary	Fri 12.30 — 14.00 Fri 14.30 — 16.00	9.1.006
BBA 07.22.3	Business English II (B2) Group B	Albutt	Mon 14.30 — 16.00 Thurs 12.30 — 14.00	3.3.026 3.3.019
BBA 07.23.3	Business English II (B2) Group C	Jenczewski	Mon 8.30 — 10.00 Wed 12.30 — 14.00	3.3.022 3.3.019
BBA 07.31.4	Business English III (C1)	Jenczewski	Mon 12.30 — 14.00 Fri 10.30 — 12.00	3.3.022 3.3.019



SPRACH KURSE ZWEK

SOSE 2022



Foto: unsplash/fachry-zella-devandra

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 a wide range of language courses such as German as a foreign language, English, French, Arabic and Spanish, among many other languages.

Please find all the information concerning further language courses on the website of the "ZWEK":

DE: [Sprachlernangebot](#)

EN: [Language learning offer](#)

Moodle:

[Information ZWEK Language Courses SoSe 2022](#)

In this Moodle room you will find all the descriptions of our language courses for the summer semester 2022. Have fun choosing your favourite course!



Registration

Required from **7/03/2022 until 20/03/2022** using your HSD email-address only!

All German and English courses will take place in presence.

Please sign in via SharePoint:

[Registration ZWEK Language courses](#)

Certificates

Language courses offered from ZWEK

- Separate certificate
- 80 % attendance
- active participation in class and
- 90 min. written exam

Contact

If you have further questions regarding the language courses, please contact Denise Mahrenholtz 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 Tuesday (starting 29 March 2022) at 18:30.

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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