

**Summer Semester 2016**

**International Programme  
(Courses in English)**

**German Business  
in a Global Context**

**Course Descriptions**

<b>Course Code</b>	<b>Lecturer</b>	<b>Course title</b>	<b>Day</b>	<b>Time</b>	<b>Room</b>
ip 01 01	Funk	International Trade	Tue	16:00 – 18:15	3.3.040
ip 02 01	Funk	International Economic Policy for Managers	Wed	14:15 – 15:45	3.3.003
ip 03 01	Funk	Applied Macroeconomics for Managers	Wed	16:00 – 18:15	3.3.003
ip 04 01	Thiele	Open Economy Macroeconomics	Fri	10:15 – 12:30	3.3.003
ip 05 01	Thiele	European Union – Structure and Impact on national companies	Thu	10:30 – 12:00	3.3.022
ip 06 01	Otte-Gräbener	Introduction to German Corporate and Commercial Law	Wed	12:30 – 14:00	3.3.026
ip 07 01	Kanthak	Case Study: 1 product, 4 P's & foreign countries	Mon	16:30 – 18:00	3.3.019
ip 08 01	Kraft	Business Professional Speech	Mon Mon	13:00 – 14:30 14:45 – 16:15	3.3.019
ip 09 01	Oberließen	Wirtschaftsdeutsch Mittelstufe	Tue	14:00 – 16:15	5.3.001
ip 10 01	Oberließen	Wirtschaftsdeutsch Grundstufe	Tue	12:15 – 13:45	5.3.001
ip 11 01	Kölle	International Financial Management	Mon	16:30 – 18:00	3.3.003
ip 11 12	Frotscher	Introduction to Applied Econometrics	Thu	16:30 – 20:00	3.3.026
ip 12 13	von Keitz	The Business Environment in China	Wed	14:30 – 16:00	tba
ip 12 14	Kemper	Marketing in an international context	Mon	8:30 – 15:00	5.2.037
bim T1 01	Bleuel	Global Business Simulation	Thu Wed	18:00 – 21:00 08:30 – 16:00	3.4.002 3.3.032

## **International Trade**

course code: ip 01 01

**Prof. Dr. Lothar Funk**

### **Basic Course Content:**

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:**

- Gerber, J.: International Economics, 6th ed., 2013.
- Mankiw, N.G./Taylor, M.P.: Economics, 3rd ed., London et al. 2013.
- Reinert, K.A.: An Introduction to International Economics, Cambridge et al. 2012.

**Level:** 2<sup>nd</sup> and 3<sup>rd</sup> year students (intermediate)

**Prerequisites:** Principles of Economics

**Assessment:** 45 min. written exam (weight: 100%) and a presentation of a case study.

**Semester hours per week:** 3

**ECTS:** 6

# **International Economic Policy Issues for Managers**

course code: ip 02 01

**Prof. Dr. Lothar Funk**

## **Content:**

The state needs to ensure that a market economy functions efficiently and “fairly”. The necessary precautions are specifically implemented as part of economic policy. The latter includes all governmental activities which either directly or indirectly influence the economy. Above all, this can either take the form of regulation or occur via financial or monetary activities of the “state” which consists of different actors. The course provides knowledge to understand these issues 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. Key topics include:

- Distinction between policy targets, policy instruments and policy goals
- Economic policy and the international business environment
- Selected fields of international microeconomic policies
- Selected fields of international macroeconomic policies

## **Learning Outcome:**

The course arms future managers with a clear understanding of the core ideas of economic policy for business (or management) with a focus on international issues. In order to be effective, management decisions have to be soundly based on a critical awareness of the fundamental economic policies which affect business operations in a fundamental way. An understanding of the key concepts of international economic policy given in this course provides a sound foundation for optimal-decision making in business.

Additionally, the content ensures that students will be better equipped with appropriate knowledge to appreciate and react appropriately to changes in their international competitive and macroeconomic environment in which their business operate.

## **Literature:**

- Daniels, J.P./VanHoose, D.D.: Global Economic Issues and Policies, 3rd ed., Abingdon/New York 2014.
- Mulhearn, C./Vane, H.R.: Economics for Business, 2nd ed., 2012.
- Hubbard, R.G./O'Brien, A. P.: Money, Banking, and the Financial System, 2nd. ed. Boston et al. 2014

Further hints to reading and materials will be distributed in the classes.

**Level:** 2<sup>nd</sup> and 3<sup>rd</sup> year students (intermediate)

**Prerequisites:** Principles of Economics

**Assessment:** 60 min written examination

**Semester hours per week:** 1 (offered 8 times with each time 2 hours)

**ECTS:** 2

**Time and place:** Wednesday 14.30 - 16.00pm (starting on March 30, further dates will be announced), Room 3.3.003

## **Applied Macroeconomics for Managers**

course code: ip 03 01

**Prof. Dr. Lothar Funk**

### **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. Key topics include:

- main macroeconomic problems – short-run and long-run issues;
- main macroeconomic theories and their key messages;
- main macroeconomic policies; and
- different views how the economy works.

### **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. Open economy macroeconomic issues such as the balance of payment or the exchange rate, however, will be discussed in a different course.

**Level:** 2nd and 3rd year (intermediate) **Prerequisites:** Principles of Economics

### **Main textbooks:**

- Mankiw, N.G./Taylor, M.P.: Economics, 3rd ed., London et al. 2013.
- Acemoglu, D./Laibson, D./List, J.A.: Economics, Boston et al. 2015.
- Miles, D./Scott, A./Breedon, F.: Macroeconomics, 3rd ed., Chichester 2012.

**Assessment:** one hour written examination

**Semester hours per week:** 3

**ECTS:** 6

## **Open Economy Macroeconomics**

course code: ip 04 01

**Prof. Dr. Mouna Thiele**

### **Content:**

In the first chapter students should become familiar with the various sub-accounts within the balance of payments and be able 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. We then 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.

### **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.

**Level:** second and third year students (intermediate)

**Prerequisites:** basic knowledge of economics, especially principles of macroeconomics

### **Literature:**

- Gerber, J.: International Economics, 6th ed., New York et al. 2014
- Krugman, P./Obstfeld, M.: International Economics , 8th ed., New York et al. 2008
- Mankiw, N.G./Taylor, M.P.: Economics, 3rd ed., London et al. 2014

**Assessment:** 45 min. written exam (weight: 100%) and an oral presentation

**Semester hours per week:** 3

**ECTS:** 6

## **European Union – Structure and Impact on national companies**

course code: ip 05 01

**Prof. Dr. Mouna Thiele**

### **Content:**

The EU is unique. It is neither a state nor a normal international organization. (1) As a starting point the course introduces the Institutions which represent the European Union. The aim is to understand the assigned competences and to get to know the main economic topics dealt with on the European level. Moreover the different steps toward European economic integration will be examined. (2) Afterwards we will focus on Europe's part in world trade, its influence on Globalization and the gains / losses of trade and (regional) integration. The effects of integration deepening and EU widening on producers and consumers will be analyzed. (3) The third part the course targets to familiarize with:

Who is lobbying the EU?

How to get information about relevant topics pending on the European level?

What kind of funding / incentive programs are available?

### **Learning Outcome:**

- Basic understanding of the EU institutions and how they work.
- To gain knowledge which competencies are located on the European level
- Examine how economic integration affects national welfare
- Financial framework, selected spending areas
- Identify the challenges of information gathering
- Understanding how lobbying works
- Students should be able to find suitable funding programs.

**Level:** 2nd and 3rd year (intermediate)

**Prerequisites:** Principles of Economics

### **Basic Literature:**

- Baldwin, R. / Wyplosz, The Economics of European Integration, 3rd ed. London et al. 2009.
- Gerber, J., International Economics, 6th ed., Boston et al. 2014.
- Peterson, J. / Shackelton M. (Ed.) Institutions of the European Union, 3rd ed. Oxford 2012.
- Staab, A. European Union Explained: Institutions, Actors, Global Impact, 2nd ed. Bloomington 2011.
- Mankiw/Taylor, Economics, ITP: 3rd ed., London et al. 2014
- Official internet page of the EU: <http://europa.eu>; <http://ted.europa.eu/TED>

**Assessment:** 60 min. written exam (weight: 100 %) and an oral presentation

**Semester hours per week:** 2

**ECTS:** 4

## **Introduction to German Corporate and Commercial Law**

course code: ip 06 01

**Prof. Dr. Otte-Gräbener, LL.M.**

### **Content:**

- Introduction to the German Civil Law and Court System
- Sale and purchase agreements
- Lease agreements
- Employment contracts
- German legal entities
- 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.

**Level:** 2nd and 3rd year (intermediate)

**Prerequisites:** Fluent command of the English language

### **Literature:**

- German Civil Code
- German Commercial Code
- Robbers, An Introduction to German Law, 5th edition, 2012

**Assessment:** 60 minutes' written exam at the end of the course

**Semester hours per week:** 2

**ECTS:** 4

## **CASE STUDY: 1 product, 4 P's & different countries**

course code: ip 07 01

**Oliver Kanthak**

### **Content:**

This course follows a practical, step-by-step approach on positioning a lifestyle product. The process will go from market research, defining a value proposition, carefully selecting the target group, as well as the positioning of the product. In accordance to the 4 P's, sales channels and promotional measures will then be defined. Individual groups will look at marketing potentials abroad by using the tools learned at an earlier stage as well as their own experience. Markets will then be assessed and decided on.

**Learning Outcome:** Using a gradual and structured approach, the students are to acquire a check list for a product launch in the lifestyle segment. Foreign markets and their potentials are to be identified, considering each participants background. On this basis, sales channels and marketing tools should be defined. After all, this course shall give the students an entrepreneurial-insight on how to take a product from vision to market. Furthermore, intercultural awareness and tolerance shall be gained through the international mix of participants.

### **Literature:**

- Lindstrom, M.: Buy-Ology, 1<sup>st</sup> ed., New York, et al. 2008
- Gladwell, M.: The Tipping Point, New York, et al. 2002
- Keegan, W. / Green, M.: Global Marketing, 6<sup>th</sup> ed., Harlow, et al. 2011
- Kotler, P. / Armstrong, G.: Principles of Marketing, 15<sup>th</sup> ed., Harlow, et. al 2012
- Lewis, R.: When Cultures Collide, 3<sup>rd</sup> ed., Boston, et al 2010

**Level:** Second to third year students

**Prerequisites:** Marketing principles

**Assessment** presentation during semester, essay at end of the semester.

**Semester hours per week:** 2

**ECTS:** 4

## **Business Professional Speech**

course code: ip 08 01

**Dr. H. Kraft**

### **Course Content:**

The course covers all minor aspects of business and professional speech.

### **Topics include:**

- impromptu speech, public speech, speaking without notes, speciality 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:**

- 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

**Level:** all levels

**Prerequisites:** Fluent command of the English language, basic knowledge of PowerPoint

**Assessment:** presentation during semester, term paper, regular presence in class, active participation

**Semester hours per week:** 4

**ECTS:** 8

### **Remarks:**

- **Please register for this class:** [hans.kraft@hs-duesseldorf.de](mailto:hans.kraft@hs-duesseldorf.de)
- max. 20 participants
- The course will start on 4<sup>th</sup> April 2016.

## **Business German II (Mittelstufe)**

course code: ip 09 01

### **U. Oberließen**

#### **Content:**

- 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 learn how to

- 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

**Level:** Intermediate

**Prerequisites:** Good beginner’s German

**Assessment:** 90 min. written exam (weight: 100%) and an oral presentation

**Semester hours per week:** 3

**ECTS:** 4,5

## **Business German I (Grundstufe)**

course code: ip 10 01

### **U. Oberließen**

#### **Content:**

- 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

- 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

**Level:** Beginners

**Prerequisites:** Interest in learning German

**Assessment:** 60-minute written exam at the end of the course

**Semester hours per week:** 2

**ECTS:** 2

# **International Financial Management**

course code: ip 11 01

**Prof. Dr. Christian Kölle**

## **Content:**

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:**

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:**

Eiteman, D.; Stonehill, A.; Moffet, M.: Multinational Business Finance, 13/e, 2013

## **Supplementary reading material:**

- Bösch, M.: Finanzwirtschaft, 2. Aufl., 2013
- Brealey, R. A.; Myers, S. C.; Allen, F.: Principles of Corporate Finance, 11/e, 2013
- Perridon, L.; Steiner, M.; Rathgeber, A.: Finanzwirtschaft der Unternehmung, 16. Aufl., 2012
- Thiele, M.; Freitag, Ph.: Währungsrisiken und ihre Absicherung, in: WISU, 2/14, S. 191-196

**Level:** third year students

**Prerequisites:** none

**Assessment:** 45 min written exam at the end of the course

**Semester hours per week:** 2

**ECTS:** 4

## **Introduction to Applied Econometrics**

course code: ip 11 12

**Jakob Frotscher**

### **Basic Course Content:**

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:**

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. 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.

### **Literature:**

- 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

**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 is: 80% (exam) / 20% (class tests).

**Semester hours per week:** 2

**ECTS:** 4

## **The Business Environment in China**

course code: ip 12 01

**Dr. Hui Bin Meng von Keitz**

### **Content:**

- The New Normal
- Supply-Side Economic Reform and the 13th Five-Year Plan(2016-2020)
- Rising Soft Power
- An Overview of intellectual Property Law of P.R.C in 2015
- Investments Trends
- Cost Increases
- Competition with Chinese Companies
- Human Resources: Talent Recruitment and Retention
- Nondiscrimination / National Treatment
- Transparency
- Standards and Conformity Assessment
- Currency & Exchange Rate
- Ethnic, Language Groups & Cultural Values
- Religion and Cultural Dimensions

### **Learning Outcome:**

This course is aimed to provide detailed knowledge on business environment in China in 3 aspects: 1. Political Factors ; 2. Economic Factors; 3. Cultural Factors which influence the business practices in China. As the world's second largest trading nation after the United States, China will continue to be an important business partner of Europe. European business students, organizations and companies will get a deep insight of the differences in the economic, political, and cultural environment of the country and their impact on business conducts in China.

### **Literature:**

- "China's 12th Five-Year Plan: Overview." KPMG China. Mar. 2011
- "China's Transition to Slower but Better Growth." IMF Survey. Aug 14, 2015
- "Development of China's Industrial Economy in Past Decade." Xinhua. Sep 4, 2012
- Stephanie Henry. "Bilateral Investment Treaties: What They Are and Why They Matter." China Business Review, US-China Business Council. Sep 12, 2014
- Deborah S. Davis:" What's the business landscape in China today?" Aug 20, 2013
- Professor F. Warren McFarlan:" China- Opportunity and Challenge." October 14, 2008

**Level:** all levels

**Prerequisites:** knowledge of basic international economics + fluent command of English

**Assessment:** 60 min. written exam (weight: 100 % ) at the end of the course

**Semester hours per week:** 2

**ECTS:** 4

**Remarks:** The course will start on 06.04.2016 at 14:30-16:00.

## Marketing in an International Context

course code: ip 12 14

Prof. Dr. Anne Christin Kemper

### 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:

- Basics of marketing, brand management and international marketing
- Selected strategic and operative marketing decisions in an international context
- Objectives and influencing factors of international marketing decisions
- International marketing strategies (going and being international)
- International standardisation and differentiation of marketing instruments
- Marketing practices in different internationally driven industries
- International company and marketing cases from different industries
- Case Study Cosmetics Industry (Schwarzkopf)

Participation is limited to a total of 16 students due to didactical reasons.

### Learning Outcome:

- Gain basic knowledge and demonstrate an understanding of key concepts and instruments related to marketing in an international context
- Be able to analyse and assess marketing-related international context factors as well as international marketing concepts, strategies and instruments
- Understand the marketing specifics and practices in different internationally driven industries
- Provide conceptual methods and managerial solutions to international marketing problems
- Be able to conceptualise marketing concepts, strategies and instruments in an international context

### Literature:

**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

**Czinkota, M.R./Ronkainen, I.A./Zvobgo, G. (2013):** International Marketing, 10th ed., Cengage Learning

**Doole, I./Lowe, R./Kenyon, A. (2015):** International Marketing Strategy. Analysis, Development and Implementation, 7th ed., Cengage Learning

**Hill, C.W.L. (2014):** International business: Competing in the global market place, 10th ed., McGraw Hill Education

**Keegan, W.J./Green M. (2014):** Global Marketing. 8th ed., Prentice Hall

**Kotabe, M./Helsen, K. (2015):** Global Marketing Management, 6th ed., Wiley

**Kotler, P./Armstrong, G./Saunders, J./Wong, V. (2013):** Principles of Marketing, 6th ed., Pearson

**Backhaus/Voeth (2010):** Internationales Marketing, 6th ed., Springer

**Baumgarth, C. (2008):** Markenpolitik, 3rd ed., Gabler

**Berndt/Fantapie-Altobelli/Sander (2010):** Internationales Marketing-Management, 4th Ed., Springer-Gabler

**Meffert/Burmann/Becker (2010):** Internationales Marketing-Management. Ein markenorientierter Ansatz, 4th ed., Kohlhammer

**Müller/Gelbrich (2014):** Interkulturelle Kommunikation, Vahlen

**Müller/Gelbrich (2014):** Interkulturelles Marketing, 3th ed., Vahlen

**Scharf, A./Schubert, B./Hehn, P. (2012):** Marketing. Einführung in Theorie und Praxis, 5th ed., Schäffer-Poeschel

**Zentes/Swoboda/Schramm-Klein (2013):** Internationales Marketing, 3th ed., Vahlen

**Level:** 2nd and 3rd year students (intermediate)

**Prerequisites:** English language skills and a basic understanding for economic relationships. Regular attendance is expected due to group work elements during the course.

**Assessment:** Presentations during the semester and final presentation at the end of the course.

**Semester hours per week:** 2

**ECTS:** 4

**Timing:**

Block seminar with application-oriented elements:

Day 1: 18.4.2016      8:30 – 15:00 (Monday)

Day 2: 02.5.2016      8:30 – 15:00 (Monday)

Day 3: 23.5.2016      8:30 – 15:00 (Monday)

Day 4: 13.6.2016      8:30 – 15:00 (Monday)

**PLEASE REGISTER FOR THIS CLASS UNTIL 16<sup>th</sup> MARCH:**

[anne-christin.kemper@hs-duesseldorf.de](mailto:anne-christin.kemper@hs-duesseldorf.de)

("first come, first serve"-principle as participation is limited to a total of 16 students)

## **Global Business Simulation**

course code: T1 01

**Prof. Dr. Hans Bleuel**

### **Contents:**

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

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.

### **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:**

- Hill: International Business – Competing in the Global Market Place, 8. ed., New York 2010
- Kutschker / Schmid: Internationales Management, 6. Aufl. 2008.
- Eiteman / Stonehill / Moffelt: Multinational Business Finance, 12. Aufl, Boston 2009.
- Documentation of CESIM (available at: <http://globalchallenge.cesim.com/>)

Please refer to the reserved reading shelf for the above-mentioned literature. Additional readings will be made available on the web site of Prof. Bleuel ([www.fh-duesseldorf.de/bleuel](http://www.fh-duesseldorf.de/bleuel))

**Level:** third year students

### **Prerequisites:**

The students should have a good knowledge of basics in general management, international business and financial management. Additionally, a spread sheet literacy (e.g. MS-Excel) is necessary.

**Assessment:** term paper (20 pages) on a group basis

**Contact hours per week:** 6

**Credits:** 9

### **Remarks:**

**PLEASE REGISTER FOR THIS CLASS:** [h.bleuel@hs-duesseldorf.de](mailto:h.bleuel@hs-duesseldorf.de)

(“first come, first serve”-principle as participation is limited to a total of 12 exchange students)

Participation is mandatory on Thursday, 7<sup>th</sup> April 2016 due to formation of groups (no enrolments possible after this date).

## English Language Courses

Please choose from the offered BBA English courses only.

You cannot attend any BKM/BIM English courses from the German programme!

### Wirtschaftsenglisch 1 - B1/B2 level

bba O7 11 2 Dryden Thu 08:30 - 10:00  
Thu 10:30 - 12:00  
Room: 5.3.022

bba O7 12 2 Crowe Tue 14:30 – 16:00  
Tue 16:30 – 18:00  
Room: 5.3.022

bba O7 13 2 Jenczewski Mon 12:30 - 14:00  
Wed 10:30 - 12:00  
Room: 3.3.026

### Wirtschaftsenglisch 2 - B2 level

bba O7 14 3 O' Sullivan Tue 08:30 - 10:00  
(course A) Tue 10:30 - 12:00  
Room: 5.2.016

bba O7 21 3 O'Sullivan Tue 12:30 - 14:00  
(course B) Tue 14:30 - 16:00  
Room: 5.2.016

bba O7 22 4 Jenczewski Mon 08:30 - 10:00  
Room: 3.3.026  
Wed 08:30 - 10:00  
Room: 3.3.002

### Wirtschaftsenglisch 3 - C1 level

bba O7 31 4 Jenczewski Tue 10:30 - 12:00  
Room: 3.3.019  
Fri 12:30 - 14:00  
Room: 3.3.002

**Semester hours per week: 4**

**ECTS: 4**