

Winter Semester 2016/17

**International Programme
(Courses in English)**

**German Business
in a Global Context**

Course Descriptions

Course Code			Lecturer	Course title	Day	Time	Room
ip	01	01	Kemper	Marketing in an international context	Block seminar	Please check course description	3.3.002
ip	02	01	Funk	Comparative Institutional Economics	Thu	08:30 – 10:00	3.3.003
ip	02	01	Funk	Economics of Institutions, Strategy and Management	Wed	10:30 – 12:00 12:30 – 14:00	3.2.004
ip	03	01	Funk	The German Economy and other Varieties of Capitalism in the World Economy	Wed	16:30 – 18:00	3.2.004
ip	04	01	Thiele	Macroeconomic Case Studies	Fri	08:30 – 11:00	3.3.002
ip	05	01	Thiele	European Union – Structure and Impact on national companies	Thu	10:30 – 12:00	3.3.022
ip	06	01	Scheideler	Supply Chain Management	Thu	10:30 - 12:00	3.3.022
ip	07	01	Scheideler	Sales Management	Thu	12:30 – 14:00	3.4.003
ip	08	1	Scheideler	Aspects of International Retail – Introduction Aspects of International Retail – Business Cases	Tue	09:00 – 12:00	3.4.015
ip	08	2	Scheideler	Aspects of International Retail – Efficient Consumer Response	Tue	12:30 – 14:00	3.4.015
ip	09	01	Kanthak	Differentiation and Positioning – a strategical approach on how to market a lifestyle product	Mon	16:30 – 18:00	3.3.019
ip	10	01	Kraft	Business Professional Speech	Mon	13:00 – 14:30 14:45 – 16:15	3.3.019
ip	11	01	Oberließen	Wirtschaftsdeutsch Mittelstufe	Tue	12:15 – 13:45	3.4.003
ip	12	01	Oberließen	Wirtschaftsdeutsch Grundstufe	Tue	14:00 – 16:15	3.4.003
ip	13	13	von Keitz	The Business Environment in China	Wed	14:30 – 16:00	3.2.004

Marketing in an International Context

course code: ip 01 01

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

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. (2016): Marketing. Einführung in Theorie und Praxis, 6th 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: 3

ECTS: 5

Time and place:

1. Wednesday 9.00 – 10.30 am (starting on September 28), Room 3.3.002, plus
2. Additional block seminar days with application-oriented elements on:
Day 1: 07.11.2016 9:15 – 15:15 (Monday)
Day 2: 16.01.2017 9:15 – 15:15 (Monday)

PLEASE REGISTER FOR THIS CLASS UNTIL SEPTEMBER 21:

anne-christin.kemper@hs-duesseldorf.de

("first come, first serve"-principle as participation is limited to a total of 20 students)

Comparative Institutional Economics

course code: ip 02 01

Prof. Dr. L. Funk

Basic 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. Issues include:

- Basic institutional issues and comparative perspectives in economics
- Business in the national and international environments
- Comparison of economic systems and nations
- Analysis of different regions in the world and their economic features
- 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.

Level: 2nd and 3rd year (intermediate)

Prerequisites: Principles of Economics

Literature:

- Main textbook: Gerber, J.: International Economics, 6th ed., Boston 2013.
- Acemoglu, D. / Laibson, S. / J.A. List: Economics, Boston et al. 2015.
- Sobel, R. S. et al.: Understanding Economics, 13th ed., London et al. 2011.

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

Assessment: one hour written examination

Semester hours per week: 2

ECTS: 4

Economics of Institutions, Strategy and Management

course code: ip 02 1

Prof. Dr. Lothar Funk

Basic 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:

- Governance of transactions and the related institutional background
- Economic theory of the firm
- Behavioural aspects of economics
- Markets and the importance of other modes of organisation
- Between extreme market forms: interaction and strategy
- Competition and strategy
- 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.

Level: 2nd and 3rd year (intermediate)

Prerequisites: Principles of Economics

Selected textbooks:

- ♦ Mankiw, N.G./Taylor, M.P./Ashwin, A.: Business Economics, London et al. 2013 (2nd ed. 2016)
- ♦ Mankiw, N.G./Taylor: Economics, 3rd ed., London et al 2014
- ♦ Mulhearn, C./Vane, H.R.: Economics for Business, 3rd ed., London/New York 2016.

Assessment: 90 minutes written examination and presentation

Semester hours per week: 4

ECTS: 8

The German Economy and other Varieties of Capitalism in the World Economy

course code: ip 03 01

Prof. Dr. Lothar Funk

Basic Course Content:

Prof. Dr. Funk will provide the first part of the course as a lecture on the German economic policy background and its theoretical underpinnings. The second part will be a seminar which includes presentations of students on the concept of “Varieties of Capitalisms”, its theoretical underpinnings and criticisms as well as country examples of other coordinated, liberal and mixed market economies. This practical approach will also provide knowledge and a useful framework for future country reports and comparisons by the students.

Learning Outcome:

The lecture part of the course aims at building up a sound understanding of Germany’s economic institutions and economic policy in a European and global context. The course will additionally arm future managers with a clear understanding of the core differences among different market economies which are particularly important to understand in order to ensure business success. The course thus provides an introduction to the German economy and its economic policy foundations as well as a route-map to further study of the largest economy and business location in the European Union as well as to its distinction from other varieties of market economies. In addition to a short written examination, students taking this course will be expected to write and present a short essay on a related topic in order to improve their writing and presentation skills.

Level: 2nd and 3rd year (intermediate)

Prerequisites: Principles of Economics

Literature:

- Baumol, W./Litan, R./Schramm, C.J.: Good Capitalism, Bad Capitalism, and the Economics of Growth and Prosperity, New Haven/London 2007 (large parts of the text are available at <http://escholarship.org/uc/item/3zt2b504>).
- Bowman, J.R.: Capitalisms Compared, London et al. 2014
- Funk, L.: Essentials of the British Economic Debate on German Ordoliberalism, in: Schweiger, C. (ed.): Drifting towards the Exit? Taking Stock of Britain’s EU Membership after 40 Years, Augsburg 2015, pp. 102-125.
- Funk, L.: Germany: Economy, in: Western Europe 2016, London: Europa Publications 2015, pp. 310-325.
- McCann, L.: International and Comparative Business, London et al. 2014.
- Unger, B. (ed.): The German Model seen by its neighbours, 2015 (available at: <https://www.socialeurope.eu/wp-content/uploads/2015/04/German-Model.pdf>)

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

Assessment: essay including presentation; written examination at the end of the course (45 minutes)

Semester hours per week: 2

ECTS: 4

Macroeconomic Case Studies

course code: ip 04 01

Prof. Dr. Mouna Thiele

Content:

During the course students will discuss various current macroeconomic topics and issues related to International Trade like:

Globalization and Deglobalization, Exchange rate systems and its implication on economies, Remittances and its impact as international financial flows (unilateral transfers / secondary income), International flows of FDI, Made in the World Initiative, GDP Measurement and the influence of new technologies and business models, Aspect of international labour Migration.

Starting point is an introduction to the topics and to scientific writing. Afterwards students will in groups of two focus on one of the given topics and write a scientific paper about it. Initial literature will be given. In addition a questionnaire on two additional topics has to be presented. After having acquired the relevant knowledge we will discuss on the topics in class.

Learning Outcome:

Students should become familiar with mechanisms of macroeconomic analysis. They will learn to focus on a topic and analysis it from different standpoints. Economic knowledge shall be applied and extended. Moreover students can practice scientific writing.

Level: second and third year students (intermediate)

Prerequisites: good knowledge of economics, especially principles of macroeconomics

Literature:

- starting literature will be given to any topic separately during first class.

Latecomers will not be accepted.

Assessment: 20 pages assignment (weight 80 %) and a questionnaire on two additional topics written and presented during class (weight: 20%).

Semester hours per week: 3

Credits: 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?

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

Level: Second and third year students

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.

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

Excursion to Brussels

Prof. Dr. Mouna Thiele

Taking place depends on number of participants (minimum 20) and financing restrictions.

Content:

On November 30th – December 1st the excursion will visit different institutions of the European Union like the EU Commission and EU Parliament as well as other participants of the European business in Brussels. The aim is to get firsthand information about the working structure on the European level.

Learning Outcome:

- Combine theoretical and practical knowledge of the EU institutions and how they work.

Level: Second and third year students

Prerequisites: Participation in the course: European Union – Structure and Impact on national companies (course code: ip)

Agenda and travel details will be given during class.

Cost:

Expenses for overnight accommodation and food

Assessment: none

Semester hours per week: 1 (blocked)

ECTS: -

Supply Chain Management

course code: ip 06 01

Prof. Dr. Peter Scheideler

Content:

This course addresses basic concepts and strategies adopted in the 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. Topics include: supply chain strategy, supply chain risk management, supply chain coordination & integration, value of information (sharing), global SCM, Supply Chain drivers and metrics, network design, sourcing, Information technology, coordinated product design, and supply chain performance measures. This course will also discuss the SCOR Model and how to use it.

Learning Outcome:

At the conclusion of this course, the students should be able to:

- Understand the objectives of a Supply Chain
- Understand the drivers and metrics of a Supply Chain
- Design Distribution Networks
- Apply coordination strategies like Continuous Replenishment, CPFR, or VMI
- Understand the differences of the transportation modes
- Source efficiently
- Understand the required Information Technology
- Learn to work with the SCOR-Model

Literature:

- **Chopra, S./ Meindl, P.: Supply Chain Management – Strategy, Planning, and Operations, 6th edition, Pearson Education Limited, Harlow, 2015**
- 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
- Arndt, H.: Supply Chain Management, Optimierung logistischer Prozesse, 6th edition, Springer Gabler Verlag, Wiesbaden, 2013
- Jacobs, F. R./ Chase. R. B.: Operations and Supply Chain Management, 14th edition, Mcgraw-Hill Publ. Comp, New York, 2013

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

Prerequisites: none

Assessment: 60 min written exam at the end of the course

Semester hours per week: 2

ECTS: 4

Sales Management

course code: ip 07 01

Prof. Dr. Peter Scheideler

Content:

The goal of the Sales Management course is to examine the elements of an effective sales force as a key component of the organization's effort to increase its business. Course objectives include understanding the sales process, the relationship between sales and marketing, sales force structure (sales organisation), use of technology to improve sales force effectiveness, and issues in recruiting, selecting, training, motivating, compensating and retaining salespeople.

The course is primarily an interactive discussion including debates and real cases to apply the theories that are discussed.

The course is focused on professional, product related business-to-business (b2b: industry-to-industry and industry-to-retail) sales issues and sales management.

Learning Outcome:

At the conclusion of this course, the students should be able to:

- Set up a Sales Strategy (Sales Channel, Price Policy, Customer/Market Segmentation, Customer Prioritization)
- Design an effective Sales Organisation
- Recruit and select the right people
- Set up an effective compensation programme
- Approach the customer most effectively
- Increase the efficiency of the Sales Force
- Create a sustainable win-win-solution using modern collaboration methods like CPFR or ECR.

Literature:

- Hair, J. F./ Anderson, R. E./ Mehta, R./ Babin, B. J.: Sales Management, Andover, 2009
- Helm, R./ Mauroner, O./ Steiner, M.: Marketing, Vertrieb und Distribution, Konstanz und München, 2015
- Homburg, C./ Schäfer, H./ Schneider, J.: Sales Excellence – Vertriebsmanagement mit System, 7th edition, Springer Gabler, Wiesbaden, 2012,
- Albers, S./ Krafft, M.: Vertriebsmanagement: Organisation – Planung – Controlling – Support, Springer Gabler, Wiesbaden, 2013
- Steiner, J.: Vertrieb: Sales Management in der Konsumgüterindustrie, UVK Verlagsgesellschaft mbH, Konstanz und München, 2013

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

Prerequisites: none

Assessment: 60 min written exam at the end of the course

Semester hours per week: 2

ECTS: 4

Aspects of International Retail – Introduction

course code: ip 08 1

Prof. Dr. Peter Scheideler

Content:

The course examines the challenges of International Retailers. It starts with a general overview of the importance and dimensions of International Retailing in the global context. It will then explain possible expansion and market entry strategies together with the most relevant business figures which retailers need to generate to steer their international operations and to identify new markets / potentials.

In the second part of the course we will focus on the Marketing Mix (Product, Price, Placement, Promotion) and its specific characteristics for International Retailers. The course will continue with topics like Store Management, Retail Logistics, Global Sourcing, Distribution, and Inventory Management to give a comprehensive view on operational issues in International Retailing.

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. These evaluations can be further trained in depth in the course "Aspects of International Retail – Business Cases".

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

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

Prerequisites: none

Assessment: 60 min written exam at the end of the course

Remarks: This course ends on 29.11.2016

Semester hours per week: 2

ECTS: 4

Aspects of International Retail – Business Cases

course code: ip 08 1

Prof. Dr. Peter Scheideler

Content:

The students will analyse different International Retailers based on the information they have learned in the IP-course “Aspects of International Retail – Introduction”. For that the students will receive the necessary tools and templates. Only “listed” International Retailers like Walmart, Tesco or Metro can be analysed as they need to publish e.g. yearly reports which are the base for the student’s study. In that respect the students will also learn to critically read reports and publications of International Retailers.

Learning Outcome:

Each student needs to generate a study of one International Retailer. However, based on the number of participating students in this course, the studies can also be done in groups of two. After this course the students have applied their knowledge of the IP-course “Aspects of International Retail – Introduction” on a “real life example”.

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

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

Prerequisites: participation of IP-course “Aspects of International Retail – Introduction”

Assessment: Study of one International Retailer, Presentation and discussion of study in front of class

Remarks: This course starts on 06.12.2016

Semester hours per week: 2

ECTS: 4

Aspects of International Retail – Efficient Consumer Response

course code: ip 08 2

Prof. Dr. Peter Scheideler

Content:

Efficient Consumer Response (ECR) is a method which puts the customer in the centre of each decision in Retail. Quantitative customer data derived from POS-systems or loyalty cards as well as qualitative customer data derived from customer surveys or market research are used to optimize the Retailer's operations.

ECR methods are used to optimize the demand side (Efficient Promotion, Efficient Product Introduction, Efficient Assortment – Category Management) as well as the supply side (supply chain management) thus affects the whole value chain of a retailer.

In this course all relevant ECR methods will be explained and trained on practical example (e.g. a Category Management Case has to be done based on POS-data)

Learning Outcome:

The students will learn how to use the methods of ECR and how they positively affect the operational excellence of International Retailers. The learnings will be applied on real cases within this course.

Literature:

- Beckmann, B.: Category Management im Rahmen der Efficient Consumer Response, 2007
- Lammers, Lars Moritz: Efficient Consumer Response, Springer 2012
- Hertel, J.; Zentes, J.; Schramm-Klein, H.: Supply Chain Management und Warenwirtschaftssysteme im Handel, 2nd edition, Heidelberg, 2011
- Kühnel, A.: Demand Side von Efficient Consumer Response im Handel: Ziele, Strategien, Implementierungsansätze und Probleme am Beispiel eines Handelsunternehmens, Saarbrücken 2009
- Seifert, D.: Efficient Consumer Response, 4th edition, Munich et al. 2006

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

Prerequisites: none

Assessment: 60 min written exam at the end of the course

Semester hours per week: 2

ECTS: 4

Differentiation and Positioning – a strategical approach on how to market a lifestyle product.

course code: ip 09 01

Oliver Kanthak

Content:

This course follows a practical, step-by-step approach to successfully positioning a lifestyle product. Conducting market and competitors' research/analysis will lay the foundation of the following steps: looking at / selecting a target group, working out differentiation variables, properly position the product in the market and aim at the selected target group. Throughout the course there will be practical examples from different brands and markets. Group work will be applied at the end of the semester: the students will write a market entry strategy paper for a country of their choice, using the material and tools learned throughout the semester (as well as their own background).

Learning Outcome: The students are to acquire knowledge on understanding and analyzing markets, using this information in order to successfully position and then market a product. Keeping a look on different industries shall give a balanced combination of theoretical content and practical examples of modern business. After all, this course will be giving the students an entrepreneurial-insight on how to take a product from vision to market, by promoting one's own initiative, communication, as well as creativity.

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

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 10 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
- max. 20 participants

Business German II (Mittelstufe)

course code: ip 11 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 12 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

The Business Environment in China

course code: ip 13 13

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
- 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 28.09.2016.

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 A2 / B1 - A2/B1 level

ws 00 01 2 O'Sullivan Tue 12:30 - 14:00, Room 3.3.025
Tue 14:30 - 16:00, Room 3.3.025

Wirtschaftsenglisch 1 - B1/B2 level

bba 07 11 2 Jenczewski (Course A) Mon 12:30 - 14:00, Room 3.3.022
Wed 08:30 - 10:00, Room 3.3.026

bba 07 12 2 Cowe (Course B) Tue 14:30 – 16:00, Room 3.3.002
Tue 16:30 – 18:00, Room 3.3.002

bba 07 13 2 Jenczewski (Course C) Mon 08:30 - 10:00, Room 3.3.022
Fri 10:30 - 12:00, Room 3.3.019

bba 07 13 2 Dryden (Course D) Thu 08:30 - 10:00, Room 3.2.003
Thu 10:30 - 12:00, Room 3.2.003

Wirtschaftsenglisch 2 - B2 level

bba 07 14 3 O' Sullivan (Course A) Tue 08:30 - 10:00, Room 3.2.003
Tue 10:30 - 12:00, Room 3.2.003

bba 07 21 3 Jenczewski (Course B) Tue 12:30 - 14:00, Room 3.4.015
Fri 12:30 - 14:00, Room 3.3.019

bba 07 22 4 Jenczewski (Course C) Mon 10:30 - 12:00, Room 3.3.002
Fri 08:30 - 10:00, Room 3.3.019

Wirtschaftsenglisch 3 - C1 level

bba 07 31 4 Jenczewski Tue 08:30 - 10:00, Room 3.3.022
Tue 10:30 - 12:00, Room 3.3.022

Semester hours per week: 4

ECTS: 4