

Winter Semester 2015/16

**International Programme
(Courses in English)**

**German Business
in a Global Context**

Course Descriptions

Course Code	Lecturer	Course title	Day	Time	Room
ip 01 01	Scheideler	Sales Management	Thu	14:30 – 16:00	01.43
ip 02 01	Scheideler	Supply Chain Management	Tue	10:30 – 12:00	01.43
ip 03 01	Thiele	Open Economy Macroeconomics	Thu	10:00 – 12:30	03.86
ip 04 01	Funk	Comparative Institutional Economics	Thu	08:30 – 10:00	01.48
ip 04 02	Funk	Economics of Institutions, Strategy and Management	Wed Wed	10:30 – 12:00 12:30 – 14:00	01.48
ip 05 01	Turban	International Retailing	Wed	10:30 – 12:00	01.41
ip 06 01	Oberließen	Wirtschaftsdeutsch Mittelstufe	Tue	14:00 – 16:30	01.42
ip 07 01	Oberließen	Wirtschaftsdeutsch Grundstufe	Tue	12:15 – 13:45	01.42
ip 08 01	Kraft	Business Professional Speech	Mon Mon	13:00 – 14:30 14:45 – 16:15	00.66
ip 09 01	Kanthak	Case Study: 1 product, 4 P's & foreign countries	Mon	16:30 – 18:00	00.66
ip 10 01	Wangermann	International and intercultural project management	Block seminar	Please check course description	

Sales Management

course code: ip 01 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

Supply Chain Management

course code: ip 02 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

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

Remark: The course will start on 1st October 2015

Comparative Institutional Economics

course code: ip 05 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:

- Gerber, J.: International Economics, 6th ed., Boston 2013.
- Griffiths, A. / Wall, S.: Economics for Business and Management, 3rd. 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 05 01

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.
- ♦ Mankiw, N.G./Taylor: Economics, 3rd, ed., London et al 2014
- ♦ Daniels, J.P./ Van Hoose, J.P.: Global Economic Issues and Policies, 2nd ed., London and New York 2011(3rd ed. 2014)
- ♦ Sobel, R. S. et al.: Understanding Economics, 13th ed., London et al. 2011.

Assessment: 90 minutes written examination and presentation

Semester hours per week: 4

ECTS: 8

International Retailing

course code: ip 09 01

Prof. Dr. Manfred Turban

Content:

The course focusses on the role of cross-border activities in contemporary retailing. Based on a characterization of retail operations at large and an overview of the main formats and systems in contemporary fixed-store and remote retailing, students will become familiar with the main features of international retail activities and the dimensions of foreignness of cross-border retail markets. The course will outline the forms of international retail management, and the motives and drivers standing behind. International retail markets will be analysed according to differences at the macro, the task and the organizational environment. We will distinguish and characterise the main types of target markets in international retailing. Among the main topics are theories of retail internationalization, and specific strategies applied by international retailers. We will point out differences between internationalization strategies of fixed and online retailers. An international business case of a German multi-channel retailer will round up the course.

Learning Outcome: The aim of the course is to introduce students to the main topics of international retailing. Based on a consideration of the key characteristics of the retail business and the organizations of retailing, we will focus on the challenges of contemporary international retail management. The students will develop an understanding of the framework of operation of international retail companies and become familiar with the main concepts and strategies of international retail companies.

Literature:

Alexander, Nicholas / Doherty, Anne Marie (2009), International Retailing, Oxford

Sternquist, Brenda (2007), International Retailing, New York, 2e

Dawson, John / Mukoyama, Masao (ed.) (2014), Global Strategies in Retailing, London-New York
Background in retail management:

- Dawson, John / Findlay, Anne and Sparks, Leigh (ed.) (2008), The Retailing Reader, London-New York 2008
- Goworek, Helen / McGoldrick, Peter (2015), Retail Marketing Management, Harlowe

Level: 2nd and 3rd year (Intermediate)

Prerequisites: Basic knowledge in management and marketing

Assessment: 1 1/2 hour written exam at the end of the course

Semester hours per week: 2

ECTS: 4

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

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
- The course will start on 28th September 2015.

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

course code: ip 09 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, 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

Remarks: The course will start on 28th September 2015.

International and intercultural project management

course code: ip 10 01

Dr. Iris Wangermann

Due to the ongoing globalization, more and more people work in mixed-cultural and often virtual project teams. And even if you think of yourself as a tolerant person, you will probably pretty fast reach your (cultural) limits. For instance, if your team-members have a different way of dealing with time and hierarchies, or if communication does not work and misunderstandings appear. The result is a bad team performance. To meet these misunderstandings and differences with tolerance is not enough, as experience shows. Intercultural competence goes far beyond it. Practicing it is the aim of this seminar.

Content and Aims

- Challenge intercultural team: develop competence for the challenge of leading an international project team. We will work through different teambuilding stages (get to know each other, communicating direction, conflicts), develop and practice good practices.
- What is culture? Develop an understanding for the own cultural imprinting and the structure of culture. Understand where intercultural misunderstandings in international project work derive from and how to effectively deal with them.
- Cultural rules: experience the influence of cultural rules on own and intercultural team behavior.
- Cultural dimensions: Get to know the cultural dimensions, important for international project management and their influence on business and team behavior. Develop and practice good practices.
- Stereotypes, prejudices and perception: experience, that we all stereotype, its direct and negative influence on international project work. Develop good practices.

Methods

- Theoretical input, small group work, moderated discussions, simulations, self-tests, worksheets.
- Video project (see credit points): real work and learning experience in intercultural project teams
- Video series of an international project team and dealing with typical, Intercultural critical incidents

Assessment:

- Group work
- Shoot a Video of a critical Incident in an international, intercultural project team.

ECTS: 4

Prerequisites: English (B1 Level). Fluent speaking and writing skills are required.

Remarks:

- The course will take place on three dates:

Friday, 25.09.2015: 10am – 5:30 pm, room 03.82
Saturday, 26.09.2015: 10 am – 5:30 pm, room 01.42
Friday, 02.10.2015 : 10 am - 5:30 pm, 01.43
- **Please register for this course until 18th September:** Info@Iris-Wangermann.de
- max. 20 participants
- Organisational skills module

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 Cowe	Tue 14:30 - 16:00 Tue 16:30 - 18:00 Room: E0.61
bba O7 12 2 Dryden	Thu 08:30 - 10:00 Thu 10:30 - 12:00 Room: 03.81
bba O7 13 2 Jenczewski (course A)	Mon 14:30 - 16:00 Room: 01.41 Wed 12:30 - 14:00 Room: 03.82
bba O7 14 2 Jenczewski (course B)	Tue 10:30 - 12:00 Room: 00.66 Fri 12:30 - 14:00 Room: U1.42

Wirtschaftsenglisch 2 -	B2 level
bba O7 21 3 Jenczewski (course A)	Tue 08:30 - 10:00 Room: 00.66 Fri 08:30 - 10:00 Room: U1.42
bba O7 21 3 Jenczewski (course B)	Mon 10:30 - 12:00 Room 03.82 Fri 10:30 - 12:00 Room U1.42
bba O7 22 3 O'Sullivan	Tue 08:30 - 10:00 Room: 03.82 Tue 10:30 - 12:00 Room: 03.82

Wirtschaftsenglisch 3 -	C1 level
bba O7 31 4 Jenczewski	Tue 12:30 - 14:00 Room: 01.41 Wed 08:30 - 10:00 Room: 01.43

Semester hours per week: 4

ECTS: 4