



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 2024

(Status as of 19th March 2024)

TABLE OF CONTENT

1. Semester Dates Summer Semester 2024	3
2. General Information	4
3. Registration for courses and exams	5
4. Contact	6
5. Course catalogue – International Programme Summer Semester 2024	7
International Trade (IP.01.01)	8
Open Economy Macroeconomics (IP.23.01)	9
Economic Foundations of International Business (IP.24.01)	10
Differentiation and Positioning – a strategical approach on how to market lifestyle products (IP.25.01)	11
Business Professional Speech (IP.26.01)	12
Wirtschaftsdeutsch Mittelstufe (IP.28.01)	13
International Finance (IP.29.01)	14
Supply Chain Management (IP.30.01)	15
Introduction to Applied Econometrics (IP.31.01)	16
Financial Global Business Simulation (IP.32.01)	17
Marketing-Project (IP.33.01)	18
Global Operations Management (IP.34.01)	19
Marketing Analytics and Big Data (IP.35.01)	20
6. Language Courses	22
Wirtschaftsdeutsch Mittelstufe (IP.28.01)	23
English Language Courses	24
Language Courses ZWEK	25
Sprachcafé Mondial	27

1. SEMESTER DATES SUMMER SEMESTER 2024

Lecture Period

02 April 2024 – 05 July 2024

Classes of the International and the German Programme usually start in the week of 2nd April 2024; please check the course catalogue for details.

Bank Holidays (no lectures)

01 May 2024	Maifeiertag May Day
09 May 2024	Christi Himmelfahrt Ascension Day
20 May 2024	Pfingstmontag Whit Monday
30 May 2024	Fronleichnam Corpus Christi

Examination Period

06 July 2024 – 26 July 2024

Please note: IP exams may start earlier in the last lecture week from beginning of July 2024; 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 2024](#)
- Different credits depending on module, for details please check online:
 - [Bachelor Business Administration \(BBA\) courses](#)
 - [Bachelor International Management \(BIM\) courses](#)
 - [Bachelor Kommunikations- und Multimediamanagement \(BKM\) courses](#)

3.

REGISTRATION FOR COURSES

- **Important:** Please check the hints in the [course catalogue](#); for several courses, the registration is required via [SharePoint](#) or via e-mail.
- If not indicated in the course catalogue, registration is not required!

REGISTRATION FOR EXAMS

- Registration will take place in **May/June 2024**, you will receive an e-mail with instructions from the examination office.

4. CONTACT

Contact to International Office

In case of any general questions, please do not hesitate to contact our Student Exchange Coordinators at the International Office.

Student Exchange Coordinator

Room 02.1.037
incoming@hs-duesseldorf.de

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 2024

(start from 2nd April 2024)

[Link to the whole course catalogue](#)

[Link to the courses in English](#)

Studiengang	Studienfach / Studienmodul	Veranstaltung innerhalb d. Studienfaches	Semester n. SO	Dozent	Vorlesungsbezeichnung	SWS	1. Veranstaltung				Oder - Veranstaltung				Fachkoordination und Hinweise	
							W-Tag	von	bis	Raum	W-Tag	von	bis	Raum		
International Program													Stand: 19.3.2024			
ip													International Program, start usually 02nd April (if there is no specific other starting date), registrations possible from 01st March 2024			
ip	01	01	0	Funk	International Trade	3	Tue	16:00	18:15	3.2.004					together with BBA	
ip	23	01	0	Thiele	Open Economy Macroeconomics	3	Tue	9:00	11:15	3.3.036					together with BBA	
ip	24	01	0	Funk	Economic Foundations of International Business	2	Wed	16:45	18:15	3.3.003					together with BIM	
ip	25	01	0	Kanthak	Differentiation and Positioning - a strategical approach on how to market lifestyle product	2	Fri	10:00	16:30	3.3.025					max. 12 participants, Block dates: 26th April, 27th April, 3rd May, 4th May	
ip	25	01	0	Kanthak	Differentiation and Positioning - a strategical approach on how to market lifestyle product		Sat	10:00	16:30	3.3.019						
ip	26	01	0	Kraft	Business Professional Speech	4	Mon	13:00	14:30	3.3.019					max. 12 participants	
ip	26	01	0	Kraft	Business Professional Speech		Mon	14:45	16:15	3.3.019						
ip	28	01	0	Oberließen	Wirtschaftsdeutsch Mittelstufe	3	Tue	12:30	14:45	3.5.001					max. 15 participants	
ip	29	01	0	Kölle	International Finance	2	Mon	16:30	18:00	3.4.002					together with BIM, max. 12 participants	
ip	30	01	0	Scheideler	Supply Chain Management	2	Wed	8:30	10:00	3.3.002					max. 20 participants	
ip	31	01	0	Frotscher	Introduction to Applied Econometrics	2	Tue	16:30	20:00	3.5.001					max. 12 participants	
ip	32	01	0	Bleuel	Global Business Simulation	6	Mon	10:30	12:00	3.3.036	Thu	8:30	10:00	3.3.038	In-advance registration via Sharepoint necessary until: 27th March 2024; 12 participants max.; course starts: 08th April 2024; Mondays = lecture (face-to-face) ; Thursdays = teamwork and online team consulting (20 minutes per team) ; together with BIM	
ip	32	01	0	Bleuel	Global Business Simulation		Mon	12:30	14:00	3.3.036	Thu	10:30	12:00	3.3.038		
ip	32	01	0	Bleuel	Global Business Simulation		Mon	14:30	16:00	3.3.036	Thu	12:30	14:00	3.3.038		
ip	33	01	0	Straßburger	Marketing-Project	6	Thu	14:30	16:00	3.2.004					Registration required! Further informations: https://wiwi.hs-duesseldorf.de/personen/heidi.strassburger/Seiten/default.aspx Max. 12 participants Marketing Know-how desirable	
ip	33	01	0	Straßburger	Marketing-Project		Thu	16:15	17:45	3.2.004						
ip	33	01	0	Straßburger	Marketing-Project		Thu	18:00	19:30	3.2.004						
ip	34	01	0	Geraeds	Global Operations Management	2	Mon	10:15	11:45	3.4.003					Block Dates: 8th April ; 22nd April ; 6th May; 27th May; 10:30-16:00 Uhr in 3.4.001; 10th June, 10:30-17:30 Uhr in 3.4001; 24.06., 1.07.	
ip	35	01	0	Martschink	Marketing Analytics and Big Data Teil 1	2	Wed	14:30	16:30	9.1.007						
ip	35	02	0	Martschink	Marketing Analytics and Big Data Teil 2	2									Timeslot will be discussed in the first lecture	

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%); more information during the lectures.
Hint	Please check lothar-funk.de for information on lectures and and downloads (Username: studierende, Password: wortschaft).
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 micro-economic 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., 3rd ed. 2022. — 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./Ashwin, A.: Business Economics, 4th ed. 2024, Boston. — Peng, M. W: Global Business 5th ed., Boston 2023. — 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.

OPEN ECONOMY MACROECONOMICS (IP.23.01)

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. 2022, International Economics, 8th edition. — Mankiw/Taylor, Economics, ITP: 5nd ed., Andover 2020, chapters 31 & 32, also available in German. — Krugman, P./Obstfeld, M./ Melitz, M. 2015: International Economics , 10th ed., New York et al. — Reinert, 2021, An Introduction to International Economics, 2nd ed. Cambridge et al. — Daniels / Van Hoose, 2018, Global Economics issues and Policies, 4th edition. — Bekaert, G. / Hodrick, R., 2019 International Financial Management, Cambridge University Press

ECONOMIC FOUNDATIONS OF INTERNATIONAL BUSINESS (IP.24.01)

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%) and a 15 minutes oral presentation. More information during the lectures.
Hint	Please check lothar-funk.de for information on lectures and and downloads (Username: studierende, Password: wortschaft).
Course Content	<ol style="list-style-type: none"> 1. The business environment and business economics 2. Management of international business and soci-ethical issues 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	<ul style="list-style-type: none"> — Fatehi, K./Choi. J.: International Business Management, Cham 2019. — Grantham, A.: Sustainable Business Strategy. Berlin/Boston 2022. — Mankiw, N.G./Taylor, M.P./Ashwin, A.: Business Economics, 4th ed., Andover 2024 — McKenzie, R.B./Tullock, G.: The New World of Economics, 6th ed., Berlin 2012. — Peng. M. W: Global Business 5th ed., Boston 2023. — Shenkar, O./Yadong L/Chi. T.: International Business, 4th ed. London/New York 202 — Sloman, J./Garratt, D./Guest, J./Jones, E.: Economics for Business, 9th ed., Harlow et al. 2023. — Wentzel. A.: A Guide to Argumentative Research Writing and Thinking, London/ New York 2018.

DIFFERENTIATION AND POSITIONING – A STRATEGICAL APPROACH ON HOW TO MARKET LIFESTYLE PRODUCTS (IP.25.01)

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	This course will only take place in presence and will be conducted as a seminar with 4 sessions held throughout the semester. Registration: required via SharePoint Anmeldeportal WiWi (hs-duesseldorf.de)
Course 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. Also: there will be a 1to1 on how to conduct executive presentations (PPT). The final will be a paper and presentation.
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.26.01)

Lecturer **Dr. Hans Kraft**

SWS: 4

ECTS: 8

Level	All levels
Prerequisites	Fluent command of the English language, basic knowledge of PowerPoint or other presentation techniques as Keynote, Prezi, PechaKucha, etc.
Assessment	Presentation during semester, term paper, regular presence in class, active participation
Hint	Please note, you have to register for this class. Please contact: hans.kraft@hs-duesseldorf.de Max. 20 participants
Course Content	The course covers all minor aspects of business and professional speech: — Impromptu speech, public speech, speaking without notes, specialty speeches for various occasions, posture, gesture, facial expressions, vocal variety, breathing, preparation of speeches, mental and emotional aspects, stage fright, structure of speeches — Intercultural communication, small talk, job interview, annual appraisal, target agreement, sales talk, active listening — Students are cordially invited to express wishes concerning content.
Learning Outcome	— 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

WIRTSCHAFTSDEUTSCH MITTELSTUFE (IP.28.01)

Lecturer **Ulrike Oberließen**

SWS: **3**

ECTS: **5**

Level	Intermediate
Prerequisites	Good beginner's German
Assessment	Attendance, an oral presentation and 90 min. written exam (weight: 100%)
Hint	<p>This course will only take place in presence! Registration required via SharePoint Anmeldeportal WiWi (hs-duesseldorf.de)</p>
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	<p>Students will be able to</p> <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.29.01)

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, 5. Aufl., 2022</p> <p>— Brealey, R. A.; Myers, S. C.; Allen, F.: Principles of Corporate Finance, 14/e, 2022</p> <p>— Perridon, L.; Steiner, M.; Rathgeber, A.: Finanzwirtschaft der Unternehmung, 18. Aufl., 2022</p> <p>— Thiele, M.; Freitag, Ph.: Währungsrisiken und ihre Absicherung, in: WISU, 2/14, S. 191-196</p>

SUPPLY CHAIN MANAGEMENT (IP.30.01)

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.31.01)

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. 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.

FINANCIAL GLOBAL BUSINESS SIMULATION (IP.32.01)

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 via SharePoint by 27th March 2024 Anmeldeportal WiWi (hs-duesseldorf.de)</p> <p>Participation is mandatory for the first session (4th April 2024, 8:30h-10:00h, Room 3.3.036) due to group configuration (no enrolment possible after this date). Please refer to the website of Prof. Dr. Bleuel for any possible updates of the first session.</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 a maximum 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, 14. ed., New York 2022. — Eiteman / Stonehill / Moffett: Multinational Business Finance, 15. Aufl. Boston 2020. — Documentation of CESIM (available at: globalchallenge.cesim.com)

MARKETING-PROJECT (IP.33.01)

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. Further information: Homepage of Prof. Dr. Straßburger Max. 12 students
Course Content	The projects are handled in small groups. — 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	Students can implement independently the acquired marketing and communication knowledge in holistic application situations. — 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	— 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

GLOBAL OPERATIONS MANAGEMENT (IP.34.01)

Lecturer **Prof. Dr. Stefan Geraedts**
 SWS: 2
 ECTS: 4

Level	2nd and 3rd year students (intermediate)
Prerequisites	None
Assessment	Portfolio exam consisting of two parts of homework (one incl. presentation), test at the end of the class.
Hint	Lecture dates: 08/04, 10:15 – 11:45 22/04, 10:15 – 11:45 06/05, 10:15 – 11:45 27/05, 10:30 – 16:00 (LEGO® Game, part I – Simulation of an Operations Environment) 10/06, 10:30 – 17:30 (LEGO® Game, part II – Simulation of an Operations Environment) 24/06, 10:15 – 11:45 01/07, 10:15 – 11:45
Course Content	<ul style="list-style-type: none"> — Operations Environment <ul style="list-style-type: none"> - Manufacturing Processes - Logistics Processes - Quality Management — Basic Principles of Lean Management <ul style="list-style-type: none"> - Value Stream Mapping & Value Stream Design - Push vs. Pull Principle - Heijunka & Kanban - Continuous Improvement Process
Learning Outcome	At the end of the course, students ... <ul style="list-style-type: none"> - ... have a basic understanding of operations processes (manufacturing, logistics, quality) - ... have an understanding of Lean Management tools and can apply these tools - ... understand relevant operations KPIs and can calculate them - ... understand basic methods and tools of continuous improvement processes
Literature	Further relevant material will be announced during class.

MARKETING ANALYTICS AND BIG DATA (IP.35.01)

Lecturer **Prof. Dr. Bastian Martschink**

SWS: 4

ECTS: 6

Level	All levels
Prerequisites	None
Assessment	90 min written exam at the end of the course
Hint	First lecture on 3 rd April, 2023
Course Content	<p>Are you eager to know how the recommendation system of Netflix works? Are you willing to learn how Dynamic Pricing at Amazon is conducted? Are you interested in learning the basic principles of AI?</p> <p>In this course, we will cover all of the examples above and many more. You'll learn about the role of Marketing Analytics in the business world and how you can leverage data to better understand customers and help companies grow. Through hands-on exercises, you'll learn how to answer big questions like "on which channel should I spend my marketing budget on?" or "how can I find my target customer group in a data-driven way?".</p> <p>Topics:</p> <ul style="list-style-type: none"> • Basics of Marketing Analytics (methods, concepts, tools) • Case studies using modern analysis tools, i.e. R, Python, Excel <ul style="list-style-type: none"> ○ Customer profiling, targeting and scoring ○ Recommender systems ○ Digital Marketing / Web Analytics ○ Dynamic Pricing ○ Forecasting
Learning Outcome	<p>You will gain the skills to measure performance, dive deep into web and AI technologies and be able to make informed decisions to become a key player in any marketing team. You will be able to understand customer touchpoints and the tools and technologies necessary for businesses to seize their greatest opportunities. You will learn how the web works and how to gather data as well as how to turn data into actionable insights and smart marketing ideas.</p>

Literature

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

**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 2024

**(Status as of
19th March 2024)**

WIRTSCHAFTSDEUTSCH MITTELSTUFE (IP.28.01)

Lecturer **Ulrike Oberließen**

SWS: **3**

ECTS: **5**

Level	Intermediate
Prerequisites	Good beginner's German
Assessment	Attendance, an oral presentation and 90 min. written exam (weight: 100%)
Hint	<p>This course will only take place in presence! Registration required via SharePoint Anmeldeportal WiWi (hs-duesseldorf.de)</p>
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	<p>Students will be able to</p> <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			
Information	<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 02nd April 2024 on.</p>			
Registration	Registration for courses 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	Mon 12.30 — 14.00 Tue 08.30 — 10.00	3.3.022 3.3.019
BBA 07.13.2	Business English I (B1/B2) Group C	Dhawan	Fri 08.30 — 10.00 Fri 10.30 — 12.00	3.3.022
BBA 07.14A.2	Business English I (B1/B2) Group D	Fries	Wed 10.30 — 12.00 Wed 12.30 — 14.00	3.4.033
BBA 07.15A.2	Business English II (B2) Group A	Edwards	Thurs 08.30 — 10.00 Thurs 10.30 — 12.00	3.3.025
BBA 07.16A.3	Business English II (B2) Group B	McCarvey	Wed 12.30 — 14.00 Wed 14.30 — 16.00	9.1.006
BBA 07.17A.3	Business English II (B2) Group C	Jenczewski	Mon 8.30 — 10.00 Tue 12.30 — 14.00	3.3.022 3.3.019
BBA 07.18.4	Business English III (C1)	Jenczewski	Wed 12.30 — 14.00 Fri 10.30 — 12.00	3.3.026 3.3.019

SPRACH KURSE ZWEK

SOSE 2024



Foto: hian-oliveira/unsplash



LANGUAGE COURSES

ZWEK

Zentrum für Weiterbildung und Kompetenzentwicklung
Centre for Training and Competence Development

Contact

sprachen.zwek@hs-duesseldorf.de

 <p>Information</p>	<p>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, Arabic and Spanish, among many other languages.</p> <p>Please find all the information concerning further language courses on the website of the "ZWEK":</p> <p>DE: Sprachlernangebot EN: Language learning offer</p> <p>Moodle: Information ZWEK Language Courses SoSe 2024</p> <p>In this Moodle room you will find all the descriptions of our language courses for the summer semester 2024. Have fun choosing your favourite course!</p>	
<p>Registration</p>	<p>Required from 18th March 2024 until 31st March 2024 using your HSD email-address only!</p> <p>All German and English courses will take place in presence.</p> <p>Please sign in via SharePoint: Registration ZWEK Language courses</p>	
<p>Certificates</p>	<p>Language courses offered from ZWEK</p> <ul style="list-style-type: none"> — Separate certificate — 80 % attendance — active participation in class and — 90 min. written exam — Oral exam 	
<p>Contact</p>	<p>If you have further questions regarding the language courses, please contact ZWEK via email: sprachen.zwek@hs-duesseldorf.de</p>	

SPRACHCAFE MONDIAL



What?

Sprachcafé Mondial is our popular weekly event for learning languages in a fun and entertaining way. Get to know new people in a relaxed atmosphere and train your language skills by talking to native speakers!

When?

Every Monday at 6:30 p.m.

Where?

Room 7.1.001.

PUBLISHER

Hochschule Düsseldorf – University of Applied Sciences
Fachbereich Wirtschaftswissenschaften
Faculty of Business Studies
in cooperation with the Department of Communication and Marketing

Last update: 19 March 2024