



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

Winter Semester 2022/2023

(Status as of 15/09/2022)

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1. SEMESTER DATES WINTER SEMESTER 2022/23

Lecture Period

26 September 2022–21 January 2023

Please note: IP lectures may end a few days earlier. Please check the course catalogue for details.

13/09–17/09/2022

Orientation Week

15/09/2022, 3:00 p.m.

Information Session: Faculty of Business Studies

Bank Holidays (no lectures)

10/10/2022–14/10/2022

Autumn School (no lectures) | special programme from ZWEK*,
HSD's Centre for Training and Competence Development

3 October 2022

Anniversary of German unification | Tag der deutschen Einheit

1 November 2022

All Saints Day | Allerheiligen

27/12/2022–03/01/2023

Christmas Holidays | Weihnachtsferien

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

Examination Period

16 January 2023–10 February 2023

Please note: IP exams may start earlier in the last lecture week from beginning 16/01/2023; 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 instructor

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 winter semester 2022/23](#)
 - Different credits depending on module, for details please check online:
 - [Bachelor Business Administration \(BBA\) courses](#)
 - [Bachelor International Management \(BIM\) courses](#)
 - [Bachelor Kommunikations- und Multimediamanagement \(BKM\) courses](#)
-

Coronavirus – in focus

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

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

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

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

3. REGISTRATION FOR COURSES

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

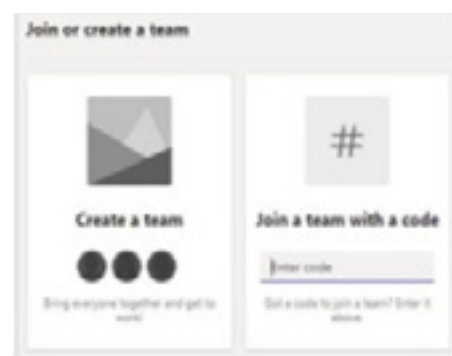
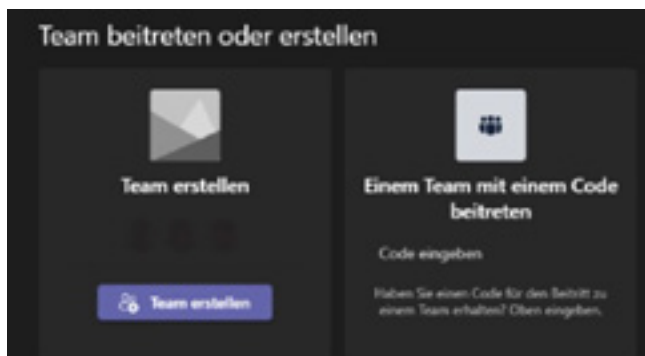
Formats of lectures:

- Course formats may vary (in presence, digital, hybrid or blended).
- Courses usually take place in physical presence (digital courses exceptionally). Registration may only be necessary, if indicated.

REGISTRATION FOR DIGITAL COURSES

Access with HSD Account only!

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



REGISTRATION FOR EXAMS

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

4. CONTACT

Contact to International Office

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

Student Exchange Coordinator

Room 02.1.037
incoming@hs-duesseldorf.de

Marie Sophie Hamann

T +49 211 4351-8190

Michaela Petri

T +49 211 4351-8125

Contact to Instructors

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

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

5. COURSE CATALOGUE – INTERNATIONAL PROGRAMME WINTER SEMESTER 2022/23

(start from 26/09/2022)

[Link to the complete course catalogue winter semester 2022/23](#)

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

Studiengang	Studienfach/ Studienmodul	Veranstaltung innerhalb des Studienfaches	Semester nach SO	Dozent	Vorlesungsbezeichnung	SMS	1. Veranstaltung				Oder - Veranstaltung				Fachkoordination und Hinweise
							W-Tag	von	bis	Raum	W-Tag	von	bis	Raum	
Beispiel:															
w	15	01	5												
International Program															
Stand: 8.9.2022															
Lectures start at september 26th (if no other date is noted)															
ip International Program (Dekanin / Funk)															
ip	01	01	0	Funk	Institutional Economics in an International Context	2	Mi	12:30	14:00	3.3.003					in English
ip	01	02	0	Funk	Economics of Strategy and Management	2	Mi	10:30	12:00	3.3.003					in English, with bim
ip	01	03	0	Funk	Economics of Strategy and Management	2	Di	17:00	18:30	3.3.003					
ip	02	01	0	Scheideler	International Retail	2	Mo	10:30	12:00	3.3.040					in English
ip	02	02	0	Scheideler	Digital Sales & Distribution	2	Mo	12:30	14:00	3.3.040					with bim
ip	02	03	0	Scheideler	Tools & Methods of International Distribution	2	Mo	14:30	16:00	3.3.040					
ip	03	01	0	Kanthak	Differentiation and Positioning – a strategic approach on how to market lifestyle products	2									lecture date and time will be published soon. registration required via SharePoint
ip	04	01	0	Kraft	Business Professional Speech	4	Mo	13:00	14:30	3.3.022					
ip	04	01	0	Kraft	Business Professional Speech		Mo	14:45	16:15	3.3.022					
ip	05	01	0	Oberließen	Wirtschaftsdeutsch Mittelstufe	3	Di	12:00	14:30	9.1.004					registration required via SharePoint first lecture: 20.9.2022
ip	06	01	0	Otte-Gräbener	Introduction to German Corporate and Commercial Law	2	Di	10:30	12:00	3.4.015					in English First lecture will take place in presence. registration required (mail to manfred.turban@hs-duesseldorf.de)
ip	07	01	0	Turban	Trade Risk Management in a Changing World Trading System	2	Do	14:30	16:00	3.3.002					
ip	08	01	0	Funk	Applied Macroeconomics for Managers	2	Do	8:45	10:15	3.3.002					in English
ip	08	02	0	Funk	Applied Macroeconomics for Managers	2	Do	10:30	12:00	3.3.002					first lecture: 22.9.2022
ip	09	01	0	Kölle	International Finance	2	Mo	10:30	12:00	3.4.015					
ip	10	01	0	Mutafoglu	Sustainability Management in an International Environment	2	Do	12:30	14:00	3.4.003					
ip	11	01	0	Kemper	Marketing in an International Context	3	Fr	9:00	15:00	9.E.007					in English, blocked appointments, will be announced prior to the first lecture, registration required (mail to: anne-christin.kemper@hs-duesseldorf.de)

Mo — Monday

Di — Tuesday

Mi — Wednesday

Do — Thursday

Fr — Friday

INSTITUTIONAL ECONOMICS IN AN INTERNATIONAL CONTEXT (IP.01.01)

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

SWS: 2

ECTS: 4

Level	2nd and 3rd year students (intermediate)
Prerequisites	Principles of Economics
Assessment	One hour written examination (weight: 100%)
Course Content	<p>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, its causes, and its implications. Introducing some empirical trends in International Economics.</p> <p>Issues include:</p> <ol style="list-style-type: none"> 1. Basic institutional issues and comparative perspectives in economics 2. Business in the national and international environments 3. Comparison of economic systems and nations 4. Analysis of different regions in the world and their economic features 5. 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.
Literature	<ul style="list-style-type: none"> — Main textbook: Gerber, J.: International Economics, 8th ed., Boston 2022. — Acemoglu, D. / Laibson, S. / J.A. List: Economics, 3rd ed., Boston et al. 2021. — Haas, R.: The World. A Brief Introduction, London et al. 2020. — Shenkar, O. / Yadong, L. / Chi, T.: International Business, 4th ed., New York/London 2022. — Sawyer, W.C./Sprinkle, R.L.: Applied International Economics, 5th ed, London/New York 2020, — Sobel, R. S. et al.: Understanding Economics, from 14th ed., London et al. 2015. — van den Berg, H.: International Economics. A Heterodox Approach, 3rd ed., New York/London 2017

ECONOMICS OF STRATEGY AND MANAGEMENT (IP.01.02 / IP.01.03)

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

SWS: 4

ECTS: 6

(with an additional case study presentation of 15 minutes 7 ECTS can be achieved for IP students)

Level	2nd and 3rd year (intermediate)
Prerequisites	Principles of Economics
Assessment	90 minutes written examination (weight: 100%)
Course Content	<p>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.</p> <p>Key topics include:</p> <ol style="list-style-type: none"> 1. Governance of transactions and the related institutional background 2. Economic theory of the firm 3. Behavioural aspects of economics 4. Markets and the importance of other modes of organisation 5. Between extreme market forms: interaction and strategy 6. Competition and strategy 7. Beyond markets: property and contracts
Learning Outcome	<p>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.</p>
Literature	<p>— Daniels, J.P./VanHoose, D.D.: Global Economic Issues and Policies, 4th ed., Abingdon/New York 2018.</p> <p>— Mankiw, N.G./Taylor, M.P./Ashwin, A.: Business Economics, 3rd. ed., Andover et al. 2019.</p> <p>— Mankiw, N.G./Taylor: Economics, 5th ed., Andover et al. 2020.</p> <p>— McKenzie, R.B./Tulluck, G.: The New World of Economics, 6th ed., Berlin et al. 2012.</p> <p>— Sloman, J./ Garratt, D./Guest, J./Jones, E.: Economics for Business, 7th ed., Harlow et al. 2016 (or later edition).</p>

INTERNATIONAL RETAIL (IP.02.01)

Instructor [Prof. Dr. Peter Scheideler](#)

SWS: 2

ECTS: 4

Level	2nd and 3rd year students (intermediate)
Prerequisites	none
Assessment	60 min written examination in the last week of the semester
Please note	Registration will take place in presence (in the first lecture, 4th Oct. 2022) or via email to Professor Scheideler peter.scheideler@hs-duesseldorf.de .
Course Content	The course examines the challenges of International Retailers. It gives an overview of the importance and dimensions of International Retailing in the global context. It explains possible expansion and market entry strategies together with the most relevant business figures, which retailers need to monitor to steer their international operations and to identify new markets / potentials.
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.
Literature	<ul style="list-style-type: none"> — 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

DIGITAL SALES AND DISTRIBUTION (IP.02.02)

Instructor [Prof. Dr. Peter Scheideler](#)

SWS: 2

ECTS: 4

Level	2nd and 3rd year (intermediate)
Prerequisites	None (basic understanding of e-business would be great)
Assessment	60 min written examination in the last week of the semester
Please note	Registration will take place in presence (in the first lecture, 4th Oct. 2022) or via email to Professor Scheideler peter.scheideler@hs-duesseldorf.de .
Course Content	The course will show the newest digital developments in offline (stationary) and online sales as well as the distribution of goods in the digital world (e-distribution). Technologies / Methods / Tools like NFC, Mobile Marketing, Mobile Payments, RFID, Beacons, e-marketplaces, e-shops, APPs and more will be discussed. A special focus will be placed on Omni-Channel aspects to show how companies combine their online and offline business to attract new customers or keep current customers loyal.
Learning Outcome	The students understand the use and the value of new technologies in Sales & Distribution. They can judge, under which circumstances these new technologies should be applied or not.
Literature	<ul style="list-style-type: none"> — Graf, A., Schneider, H.: Das E-commerce Buch: Marktanalysen, Geschäftsmodelle, Strategien, DFV GmbH, Frankfurt am Main, 2015 — Wirtz, B.: Electronics Business, Springer-Gabler, Wiesbaden, 5. Auflage 2016 — Heinemann, G.: Der neue Online-Handel, Springer-Gabler, Wiesbaden, 6. Auflage, 2015 — Kollmann, T.: E-Business, Springer-Gabler, Wiesbaden, 5. Auflage, 2013 — Heinemann, G.: Der neue Mobile-Commerce, Springer-Gabler-Verlag, Wiesbaden, 2012 — Gläß, R.; Leukert, B.: Handel 4.0: Die Digitalisierung des Handels, Springer-Gabler-Verlag, Wiesbaden, 2017

TOOLS AND METHODS OF INTERNATIONAL DISTRIBUTION (IP.02.03)

Instructor [Prof. Dr. Peter Scheideler](#)

SWS: 2

ECTS: 4

Level	2nd and 3rd year students (intermediate)
Prerequisites	None
Assessment	60 min written examination in the last week of the semester
Please note	Registration will take place in presence (in the first lecture, 4th Oct. 2022) or via email to Professor Scheideler peter.scheideler@hs-duesseldorf.de .
Course Content	The course includes the organisational (Sales Organisation, Distribution channels, etc.) but also the logistical (Warehouse, Inventory, Transportation etc.) aspects in international distribution and outlines possible strategies. At the end of the course, the students are able to draft and critically evaluate distribution strategies for different scenarios.
Learning Outcome	The students get an understanding about the possibilities for a manufacturer to distribute its products to its end-customers. They are able to evaluate different methods and strategies and learn to apply strategies for different scenarios.
Literature	<ul style="list-style-type: none"> — Schögel, M.: Distributionsmanagement, Munich, 2012 — Koether, R.: Distributionslogistik – Effiziente Absicherung der Lieferfähigkeit, Wiesbaden, 2014

DIFFERENTIATION AND POSITIONING – A STRATEGICAL APPROACH ON HOW TO MARKET LIFE- STYLE PRODUCTS (IP.03.01)

Instructor [Oliver Kanthak](#)

SWS: 2

but this course will be conducted as a seminar with 4 sessions held throughout the semester (lecture date and time will be published soon. registration required via SharePoint)

ECTS: 4

Level	2nd and 3rd year (intermediate)
Prerequisites	Marketing principles
Assessment	Presentation during semester, essay at end of the semester.
Please note	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.04.01)

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

BUSINESS GERMAN II (IP.05.01)

Instructor [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%)
Please note	Registration required via SharePoint Anmeldeportal WiWi (hs-duesseldorf.de)
Course Content	<ul style="list-style-type: none"> — Communication in everyday business situations — Professional qualifications — Negotiations — Job Interviews — Marketing / Advertising — Trade Fairs: Visit to Messe Düsseldorf — Intercultural Issues — Contextual and situational grammar exercises — Company profiles
Learning Outcome	<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

INTRODUCTION TO GERMAN CORPORATE AND COMMERCIAL LAW (IP.06.01)

Instructor [Prof. Dr. Sabine Otte-Graebener](#), LL.M. (Bristol)

SWS: 2

ECTS: 4

Level	2nd and 3rd year (intermediate)
Prerequisites	Fluent command of the English language
Assessment	60 minutes' written exam at the end of the course
Please note	This course will be held both in presence and online via MS Teams. Please check the homepage of Professor Otte-Gräbener for more information and to sign up for this course.
Course Content	<ol style="list-style-type: none"> 1. Introduction to the German Civil Law and Court System 2. Sale and purchase agreements 3. Lease agreements 4. Employment contracts 5. German legal entities 6. Setting up a company
Learning Outcome	This course shall give the students a basic overview on important issues of German business law. It will combine theoretical aspects of German law with practical case studies. A particular emphasis will be on issues particularly relevant to foreigners working in Germany, i.e. sale and lease agreements, employment agreements and setting up German legal entities. Students should be able to address the major issues related to German commercial law at the end of the course.
Literature	<ul style="list-style-type: none"> — German Civil Code — German Commercial Code — Robbers, An Introduction to German Law, 7th edition, 2019

TRADE RISK MANAGEMENT IN A CHANGING WORLD TRADING SYSTEM (IP.07.01)

Instructor [Prof. Dr. Manfred Turban](#)

SWS: 2

ECTS: 4

Level	Advanced
Prerequisites	Good knowledge in international business theory and international economics
Assessment	90 minutes written exam at the end of the course
Course Content	<p>The course will be on business risks in international trade and the management of business trade risks, and will focus on new developments in the trade risk profiles and in the challenges of risk management. Initially, we will discuss the trends in world trade with main emphasis on the foreign trade of EU and of Germany, and consider the traditional categorization of trade barriers and short-term international business risks. The course will address further the main elements of the rule-based world trading system, its rules and treaties as well as the regionalization of the system by different types of Preferential Trade Agreements. The European trade integration will illustrate the growing relevance of regional Trading Blocs. The course will highlight the relationship between trade risks of companies in international trade and the development of the world trading system, and special emphasis will be put on new challenges arising in international trade. This will be exemplified by crises and conflicts within the world trading system, frictions in regional trading agreements and trading blocs such as the “Brexit”, economic crises such as the Economic and Financial crisis of 2008-09, the economic consequences of Covid19 pandemic, and the effects of the present war of Russia against Ukraine on international trade. The course will give an overview on traditional short-term risk management of firms and the traditional instruments and strategies, and show the great need to develop new strategies and tools. The course will discuss present developments and outline potential strategies of firms in trade risk management to cope with arising challenges.</p>

Learning Outcome	<p>Students will learn to identify business risks in the present context and development of international trade as well as to discuss strategies and tools, which firms can apply to cover international business risks. The course will provide an overview on traditional methods of trade risk management, and discuss how newly arising challenges in world trade might be met. Special reference will be given to the increasingly fragile multi-lateral trading system (GATT/WTO), enhanced trade conflicts between its member countries, and frictions in Preferential Trade Agreements. Students will learn to reflect the impact of recent economic crises, the effect of the Covid19 pandemic, and of the War of Russia against Ukraine on world trade. Students will become familiar with recent discussions how firms might adapt their risk management strategies to cover newly arising business risks.</p>
Literature	<ul style="list-style-type: none"> — Bade, Donna L. (2015), Export/Import Procedures and Documentation, New York (5e) — Baldwin, Richard (2016), The Great Convergence. Information Technology and the New Globalization, Cambridge - London — Grath, Anders (2016), The Handbook of International Trade and Finance, London, Philadelphia, New Dehli (4e) — Helpman, Elhanan (2011), Understanding Global Trade, Cambridge – London — Krugman, Paul R. / Obstfeld, Maurice / Melitz, Marc J. (2018), International Economics. Theory and Policy, Harlow (11e) — Reinert, Kenneth A. (2020), An Introduction to International Economics. New Perspectives on the World Economy, Cambridge – New York, 2e — Senti, Richard (2017), WTO. System und Funktionsweise der Welthandelsordnung, Zurich-Basel-Geneva (2e) — Seyoum, Belay (2013), Export-import Theory, Practices and Procedures, New York – London – Oxford (3e) edition, Mcgraw-Hill Publ. Comp, New York, 2013

APPLIED MACROECONOMICS FOR MANAGERS (IP.08.01 / IP.08.02)

Instructor [Prof. Dr. Lothar Funk](#)
SWS: 4 or 3
ECTS: 8 for entire course or 6 ECTS for course without open economy macroeconomic part

Level	2nd and 3rd year (intermediate)
Prerequisites	Principles of Economics
Assessment	Written examination (weight: 100%); 1 hour in 6 ECTS course, 90 minutes in 8 ECTS course
Please Note	Lecture of 4 hours in each lecture week; last 3 lectures only for 8 credit students.
Course Content	<p>The course provides knowledge about a number of important macroeconomic problems, including high unemployment, low economic growth or stagflation. The course provides knowledge to understand these problems in a way, which will help managers to use this knowledge to steer their companies in a better way through, for example, recessions or periods of high inflations (8 credits).</p> <p>Key topics include:</p> <ol style="list-style-type: none"> 1. main macroeconomic problems and indicators – short-run and longrun issues; 2. main macroeconomic theories and their key messages; 3. main macroeconomic policies: fiscal, monetary, structural; 4. different views how the economy works and applied issues on labour markets and growth. <p>Additional open macroeconomic issues for 2 more credits:</p> <ol style="list-style-type: none"> 1. the macroeconomy and (international) competitiveness; 2. open economy macroeconomics issues: fiscal and monetary policies; 3. macroeconomic policies for current account imbalances.

Learning Outcome	<p>The course will improve the knowledge of future managers on the dynamics of the macroeconomy and the importance of changes in macroeconomic policy for the business level. Policy and practical applications will be emphasised. To ensure accessibility, the aggregate demand and supply model will serve as the main engine for analysis. There will be a focus on the international dimension by comparing important issues such as unemployment, inflation or economic growth across countries (6 credits; three quarters of the entire course).</p> <p>Open economy macroeconomic issues such as the balance of payment or the exchange rate, will be discussed in the last part of the course (three last sessions of the lecture) of the lecture when students want to get 8 credits for the entire course.</p>
Literature	<ul style="list-style-type: none"> — Acemoglu, D. / Laibson, S. / J.A. List: Economics, 3rd ed., Boston et al. 2021. — Daniels, J.P./VanHoose, D.D.: Global Economic Issues and Policies, 4th ed., Abingdon/New York 2018. — Gerber, J.: International Economics, 8th ed., Boston 2022. — Makin, A. J.: International Money and Finance, Abingdon/New York 2017. — Mankiw, N.G./Taylor, M.P./Ashwin, A.: Business Economics, 3rd. ed., Andover et al. 2019. — Mankiw, N.G./Taylor: Economics, 5th ed., Andover et al. 2020. — Sawyer, W.C./Sprinkle, R.L.: Applied International Economics, 5th ed, London/ New York 2020. — Sloman, J./ Garratt, D./Guest, J./Jones, E.: Economics for Business, 7th ed., Harlow et al. 2016 (or later edition). — Shenkar, O./Yadong, L./Chi, T.: International Business, 4th ed., New York/London 2022.

INTERNATIONAL FINANCE (IP.09.01)

Lecturer [Prof. Dr. Christian Kölle](#)

SWS: 2

ECTS: 3

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

SUSTAINABILITY MANAGEMENT IN AN INTERNATIONAL ENVIRONMENT (IP.10.01)

Instructor [Prof. Dr. Konar Mutafoğlu](#)

SWS: 2

ECTS: 4

Level	2nd and 3rd year students (intermediate)
Prerequisites	None
Assessment	60 min written exam at the end of the course
Course Content	This course provides an overview of current challenges of sustainable development, perspectives on sustainability from various stakeholder groups and practical steps of sustainability management in a business context. The first part will introduce today's challenge of sustainable development and the role of businesses in this context. The second part will take the perspective of different stakeholder groups (e.g. shareholders, employees or consumers) on sustainability. The final part will look at implementing sustainability management in different domains and business processes (e.g. supply chain management, sustainability accounting and reporting) as well as more broadly economic and business models for sustainability. All parts will put a particular emphasis on the international context and environment in which businesses and their stakeholders are operating.
Learning Outcome	Students will gain an overview of the current sustainability challenges and the role of businesses in contributing to sustainable development. Next to practical approaches at firm level, students will also be able to critically reflect current trends and efforts of businesses. Next to transforming existing business activities towards sustainability, this includes dedicated approaches for sustainable economic and business models.
Literature	Will be announced in the course

MARKETING IN AN INTERNATIONAL CONTEXT (IP.11.01)

Instructor [Prof. Dr. Anne Christin Kemper](#)

SWS: 3

ECTS: 5

Level	2nd and 3rd year (intermediate)
Prerequisites	<ul style="list-style-type: none"> — English language skills and a basic understanding for economic relationships. — Regular attendance is expected due to group work elements.
Assessment	Case study presentations during the semester and a final presentation/documentation at the end of the course.
Please note	<p>Wednesday, 12:30-14:00. Additional timing aspects will be announced during the lecture. Two additional seminar days will be time-wise fixed during the lecture. Start: 06/10/2022</p> <p>Online lecture via Microsoft Teams. Access to the respective team will be delivered to all students after their registration. Please download the respective software prior to the first lecture day in order to avoid technical problems.</p> <p>PLEASE REGISTER FOR THIS CLASS: anne-christin.kemper@hs-duesseldorf.de ("first come, first serve"-principle as participation is limited)</p>
Course Content	<p>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:</p> <ol style="list-style-type: none"> 1. Basics of marketing, brand management and international marketing 2. Selected strategic and operative marketing decisions in an international context 3. Marketing practices in different internationally driven industries 4. International company and marketing examples from different industries 5. Case Studies (offline, online driven industries) <p>Participation is limited due to didactical reasons.</p>
Learning Outcome	<ol style="list-style-type: none"> 1. 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 context factors as well as internationally oriented marketing concepts, strategies and instruments 2. Understand the marketing specifics and practices in different industries 3. Provide conceptual methods and managerial solutions to marketing problems 4. Be able to conceptualise marketing concepts, strategies and instruments

<p>Literature</p>	<ul style="list-style-type: none"> — 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 Hal — 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 <p>Further sources</p>
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6. ENGLISH LANGUAGE COURSES

Instructor [StR i.H. Sheridan Jenczewski](#)

SWS: 4

ECTS: 4

Level	Business English I: B1/B2 level Business English II: B2 level Business English III: C1 level			
Hint	<p>Please choose from the offered BBA English courses only.</p> <p>You cannot attend any BKM/BIM English courses from the German programme! The classes will start on September 26th.</p>			
Registration	Registration for lectures in presence is not required.			
Course Code	Title	Teacher	Day + Time	Room
BBA 07.11.2	Business English I (B1/B2) Group A	Jenczewski	Mon 08.30 — 10.00 Wed 10.30 — 12.00	03.3.026
BBA 07.12.2	Business English I (B1/B2) Group B	Jenczewski	Mon 12.30 — 14.00 Fri 12.30 — 14.00	03.3.026
BBA 07.13.2	Business English I (B1/B2) Group C	Dhawan	Thurs 08.30 — 10.00 Thurs 10.30 — 12.00	03.4.003
BBA 07.14.2	Business English I (B1/B2) Group D	Jenczewski	Mon 10.30 — 12.00 Tue 08.30 — 10.00	03.3.026
BBA 07.15.2	Business English II (B2) Group A	Albutt	Wed 10.30 — 12.00 Thurs 08.30 — 10.00	03.3.019 03.3.022
BBA 07.16.2	Business English II (B2) Group B	Jenczewski	Tue 12.30 — 14.00 Wed 08.30 — 10.00	03.3.026
BBA 07.17.3	Business English II (B2) Group C	Sur Choudhary	Fri 12.30 — 14.00 Wed 14.30 — 16.00	03.3.04.003
BBA 07.18.4	Business English III (C1)	Jenczewski	Tue 10.30 — 12.00 Fri 10.30 — 12.00	03.3.026



**SPRACH
KURSE
ZWEK**

**WISE
22/23**



Foto: [unsplash/joseph-gonzalez](https://unsplash.com/photos/joseph-gonzalez)

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) We offer German as a foreign language, English, French, Arabic and Spanish, among many other languages. These range from A1 to C2, depending on the language. We also offer courses in German Sign Language..</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>ZWEK language courses in the winter semester run from 26/09/2022 to 03/02/2023. In the winter semester 2022/23, we offer most of our language courses face-to face.</p>	
<p>Registration</p>	<p>Registration is possible from 05/09/2022 to 18/09/2022, provided that free places are available 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 	
<p>Contact</p>	<p>If you have further questions regarding the language courses, please contact Denise Mahrenholtz via email: sprachen.zwek@hs-duesseldorf.de</p>	

SPRACHCAFÉ MONDIAL



What?

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

When?

Every Tuesday from 18:30 to 20:00.

Where?

Just log in via [this link](#) and join!

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