



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 2023

(Status as of 10/03/2023)

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1. SEMESTER DATES SUMMER SEMESTER 2023

Lecture Period

20 March 2023 – 07 July 2023

Classes of the International and the German Programme usually start in the week of 20/03/2023; please check the course catalogue for details.

Bank Holidays (no lectures)

7 April 2023	Good Friday Karfreitag
10 April 2023	Easter Monday Ostermontag
10 April 2022 - 14 April 2023	Spring School of ZWEK* Lecture-free time, Easter Vorlesungsfreie Zeit, Ostern
18 May 2023	Ascension Day Christi Himmelfahrt
29 May 2023	Whit Monday Pfingstmontag
08 June 2023	Corpus Christi Fronleichnam

***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)

Spring School: Registration from 17/03/2023 until 24/03/2023.

Examination Period

08 July 2023 – 19 August 2023

Please note: IP exams may start earlier in the last lecture week from beginning of July 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 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 2023](#)
- 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 2023**, 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 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 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 2023

(start from 20/03/2023)

[Link to the complete course catalogue summer semester 2023](#)

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

Studiengang	Studienfach / Studienmodul	Vernanztung innerhalb des Studienfaches	Semester nach STO	Dozent	Vorlesungsbezeichnung	SWS	1. Veranstaltung				Oder - Veranstaltung				Fachkoordination und Hinweise
							W-Tag	von	bis	Raum	W-Tag	von	bis	Raum	
Beispiel:															
bba	15	01	5												
International Program													Stand: 9.3.2023		
ip International Program, start usually March 20 (if there is no specific other starting date), registrations possible from March 17, 2023															
ip	01	01	0	Funk	International Trade	3	Di	16:00	18:15	3.2.004				together with BBA	
ip	02	01	0	Thiele	European Union Economic Analysis	2	Do	13:30	15:00	3.4.015				together with BBA	
ip	03	01	0	Thiele	Open Economy Macroeconomics	3	Di	9:00	11:15	3.4.015				together with BBA	
ip	04	01	0	Funk	Economic Foundations of International Business	2	Mi	16:45	18:15	3.3.003				together with BIM	
ip	05	01	0	Kanthak	Differentiation and Positioning - a strategic approach on how to market lifestyle product	2	Fr	10:00	16:30	3.3.035				28.04., 05.05.	
ip	05	01	0	Kanthak	Differentiation and Positioning - a strategic approach on how to market lifestyle product		Sa	10:00	16:30	3.3.035				29.04., 06.05.	
ip	06	01	0	Kraft	Business Professional Speech	4	Mo	13:00	14:30	3.3.019					
ip	06	01	0	Kraft	Business Professional Speech		Mo	14:45	16:15	3.3.019					
ip	07	01	0	Oberließen	Wirtschaftsdeutsch Grundstufe	2	Di	12:00	13:30	3.3.025					
ip	08	01	0	Oberließen	Wirtschaftsdeutsch Mittelstufe	2	Di	13:45	15:15	3.3.025					
ip	09	01	0	Kölle	International Finance	2	Mo	16:30	18:00	3.4.002				together with BIM	
ip	10	01	0	Scheideler	Supply Chain Management	2	Mi	8:30	10:00	3.3.002					
ip	11	01	0	Frotscher	Introduction to Applied Econometrics	2	Di	16:30	20:00	3.3.025					
ip	12	01	0	Bleuel	Global Business Simulation	6	Mo	10:30	12:00	3.3.038	Do	8:30	10:00	3.3.038	together with BIM start: 27.03.2023
ip	12	01	0	Bleuel	Global Business Simulation		Mo	12:30	14:00	3.3.038	Do	10:30	12:00	3.3.038	
ip	12	01	0	Bleuel	Global Business Simulation		Mo	14:30	16:00	3.3.038	Do	12:30	14:00	3.3.038	
ip	13	01	0	Straßburger	Marketing-Project	6	Do	14:00	15:30	3.2.004				Registration required! Further informations: https://wiwi.hs-duesseldorf.de/personen/heidi.strassburger/Seiten/default.aspx Max. 12 students Marketing Know-how desirable	
ip	13	01	0	Straßburger	Marketing-Project		Do	15:45	17:15	3.2.004					
ip	13	01	0	Straßburger	Marketing-Project		Do	17:30	19:00	3.2.004					
ip	14	01	0	Geraechts	Global Operations Management	2	Mo	10:15	11:45	3.3.002				start: 03.04.	

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., 2nd ed. 2018. — 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.: Economics, 3rd ed., London et al. 2013 (or later edition). — 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. — Shenkar, O./Yadong L/Chi. T.: International Business, 4th ed. London/New York 2021.

EUROPEAN UNION ECONOMIC ANALYSIS (IP.02.01)

Lecturer **Prof. Dr. Mouna Thiele**

SWS: 2

ECTS: 4

Level	Second and third year students
Prerequisites	Principles of Economics
Assessment	Portfolio exam consisting of: — 3 take home tasks (30 %) — one individual presentation (40 %) — a test at end of the class: July 6th (30 %)
Course Content	The EU is unique. It is neither a state nor a normal international organization. (1) As a starting point the course introduces the Institutions which represent the European Union. The aim is to understand the assigned competencies and to get to know the main economic topics dealt with on the European level. Moreover the different steps toward European economic integration will be examined. (2) Afterwards we will focus on Europe's part in world trade, its influence on Globalization and the gains / losses of trade and (regional) integration. The effects of integration deepening and EU widening on producers and consumers will be analyzed. (3) The third part the course will focus on selected EU micro policies / macro policies and different challenges the EU is facing.
Learning Outcome	<ul style="list-style-type: none"> — Basic understanding of the EU institutions and how they work. — To gain knowledge which competencies are located on the European level — Examine how economic integration affects national welfare — Financial framework, selected spending areas — Identify the challenges of information gathering
Literature	<ul style="list-style-type: none"> — Baldwin, R. / Wyplosz, The Economics of European Integration, 6th ed. London et al. 2019. — Olsen, J, The European Union, Politics and Policies, 7th ed. 2020 London. — Gerber, J., International Economics, 7th ed., Boston et al. 2017. — Hodson, D. / Peterson, J. Institutions of the European Union, 4rd ed. Oxford 2017. — Mankiw, G. /Taylor, M., Economics, ITP:5th ed., London et al. 2020, also available in German. — Hodson, D. / Peterson, J. (Ed.), Institutions of the European Union, 4th ed. Oxford 2017. — Staab, A. European Union Explained: Institutions, Actors, Global Impact, 3nd ed. Bloomington 2013. — Official internet page of the EU: http://europa.eu; http://ted.europa.eu/TED.

Excursion to Brussels

Lecturer **Prof. Dr. Mouna Thiele**
SWS: **part of the course European Union**
ECTS: **—**

Level	Second and third year students
Prerequisites	Participation in the course: European Union – Structure and Impact on national companies (course code: ip) Agenda and travel details will be given during class. Participating in the excursion is not compulsory for taking the class but recommended.
Assessment	No
Hint	Taking place depends on number of participants (minimum 20) and financing restrictions. Cost: Expenses for overnight accommodation and food.
Course Content	On May 25th and 26th the excursion will visit different institutions of the European Union like the EU Commission and EU Parliament as well as other participants of the European business in Brussels. The aim is to get firsthand information about the working structure on the European level.
Learning Outcome	— Combine theoretical and practical knowledge of the EU institutions.

OPEN ECONOMY MACROECONOMICS (IP.03.01)

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. — Reinnert, 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.04.01)

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%); 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. — Johnson, W.H.A.: Managing Global Strategy, New York/London 2021. — Mankiw, N.G./Taylor, M.P./Ashwin, A.: Business Economics, 3rd ed., Andover 2019. — McKenzie, R.B./Tullock, G.: The New World of Economics, 6th ed., Berlin 2012. — Shenkar, O./Yadong L/Chi. T.: International Business, 4th ed. London/New York 2021. — Simon, H.: Hidden champions in the Chinese Century. Cham 2022. — Sloman, J./Garratt, D./Guest, J./Jones, E.: Economics for Business, 7th ed., Harlow et al. 2016 (or later edition). — 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.05.01)

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.06.01)

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 I (IP.07.01)

Lecturer **Ulrike Oberließen**

SWS: 2

ECTS: 3

Level	Beginners with basic knowledge
Prerequisites	Interest in learning German
Assessment	Attendance, 60 minute written exam at the end of the course
Hint	This course will only take place in presence! Registration required via SharePoint Anmeldeportal WiWi (hs-duesseldorf.de)
Course Content	<ul style="list-style-type: none"> — 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	<p>Students will be able to</p> <ul style="list-style-type: none"> — 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

BUSINESS GERMAN II (IP.08.01)

Lecturer **Ulrike Oberließen**

SWS: 2

ECTS: 4

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.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
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. Auf., 2022</p> <p>— Brealey, R. A.; Myers, S. C.; Allen, F.: Principles of Corporate Finance, 12/e, 2017</p> <p>— Perridon, L.; Steiner, M.; Rathgeber, A.: Finanzwirtschaft der Unternehmung, 18. Auf., 2022</p> <p>— Thiele, M.; Freitag, Ph.: Währungsrisiken und ihre Absicherung, in: WISU, 2/14, S. 191-196</p>

SUPPLY CHAIN MANAGEMENT (IP.10.01)

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.11.01)

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><u>Link to Microsoft Teams</u></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.</p> <p>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.12.01)

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 via SharePoint required by 22/03/23 Anmeldeportal WiWi (hs-duesseldorf.de)</p> <p>Please check your HSD-Mail on 23.03.23 for information on how to register to the simulation framework (due date: 24.03.23, 12:00h).</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, 12. ed., New York 2019. — Kutschker / Schmid: Internationales Management, 7. Aufl. 2010. Eiteman / Stonehill / Moffett: Multinational Business Finance, 15. Aufl, Boston 2015. — Documentation of CESIM (available at: globalchallenge.cesim.com)

MARKETING-PROJECT (IP.13.01)

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 informations: 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.14.01)

Lecturer **Prof. Dr. Stefan Geraedts**

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	First lecture on April 3rd, 2023
Course Content	<ul style="list-style-type: none"> — Introduction to Operations Management — Operations Strategies — Operations Environment <ul style="list-style-type: none"> - Manufacturing Processes - Logistics Processes - Quality Management - Supplier Management — Production Planning — Inventory Management — KPIs and Continuous Improvement Process
Learning Outcome	<p>At the end of the course, students ...</p> <ul style="list-style-type: none"> — ... have a basic understanding of operations management — ... can explain how to come from business strategy to operations strategy — ... have an understanding of operations processes (manufacturing, logistics, quality, supplier management) — ... can apply basic production planning algorithms — ... have an understanding of the importance of inventory management — ... understand relevant KPIs and can calculate — ... understand basic methods and tools which are applied in continuous improvement processes
Literature	<p>— Bozarth, C. B., Handfield, R. B.: Introduction to Operations and Supply Chains Management, 2018.</p> <p>Further relevant material will be announced during class.</p>

**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 2023

(Status as of 10/03/2023)

BUSINESS GERMAN I (IP.07.01)

Lecturer **Ulrike Oberließen**

SWS: 2

ECTS: 3

Level	Beginners with basic knowledge
Prerequisites	Interest in learning German
Assessment	Attendance, 60 minute written exam at the end of the course
Hint	This course will only take place in presence! Registration required via SharePoint Anmeldeportal WiWi (hs-duesseldorf.de)
Course Content	<ul style="list-style-type: none"> — 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	<p>Students will be able to</p> <ul style="list-style-type: none"> — 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

BUSINESS GERMAN II (IP.08.01)

Lecturer **Ulrike Oberließen**

SWS: 2

ECTS: 4

Level	Intermediate
Prerequisites	Good beginner's German
Assessment	Attendance, an oral presentation and 90 min. written exam (weight: 100%)
Hint	This course will only take place in presence! 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

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 20 March 2023 on.</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 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	Fries	Wed 10.30 — 10.00 Wed 12.30 — 14.00	3.4.003
BBA 07.13.2	Business English I (B1/B2) Group C	Jenczewski	Mon 12.30 — 14.00 Tue 8.30 — 10.00	3.3.022 3.3.019
BBA 07.13.2	Business English I (B1/B2) Group D	Dhawan	Fri 8.30 — 10.00 Fri 10.30 — 12.00	3.3.022
BBA 07.21.2	Business English II (B2) Group A	Choudhary	Fri 12.30 — 14.00 Fri 14.30 — 16.00	9.1.006
BBA 07.22.3	Business English II (B2) Group B	McCarvey	Wed 12.30 — 14.00 Wed 14.30 — 16.00	3.3.022 3.4.003
BBA 07.23.3	Business English II (B2) Group C	Jenczewski	Mon 8.30 — 10.00 Tue 12.30 — 14.00	3.3.022 3.3.019
BBA 07.31.4	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 2023



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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, French, 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 2023 In this Moodle room you will find all the descriptions of our language courses for the summer semester 2023. Have fun choosing your favourite course!</p>	 <p>SPRACHLERNANGEBOTE SOMMERSEMESTER 2023:</p> <p>DEUTSCH ALS FREMDSPRACHE: A1 – B1.1 DAF: LESEN, VERSTEHEN, SCHREIBEN B2/C1 DAF: TECHNISCHES DEUTSCH B2 / C1 DAF: DEUTSCH FÜR SOZIAL- UND KULTURWISSENSCHAFTEN C1</p> <p>SPRACHEN: ENGLISCH B1 – C1 GEBÄRDENSPRACHE II ITALIENISCH A2 JAPANISCH A1.2 SPANISCH A2</p> <p>INFOS UNTER: SPRACHLERNANGEBOT (HS-DUESSELDORF.DE)</p>
<p>Registration</p>	<p>Required from 06/03/2023 until 19/03/2023 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 monday at 19:00.

Where?

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

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Faculty of Business Studies
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