

Hochschule Düsseldorf  
University of Applied Sciences



Fachbereich Wirtschaftswissenschaften  
Faculty of Business Studies



# **German Business in a Global Context**

**International Programme**  
-  
**Courses in English**

**Summer Semester 2020**

**Starting time if not mentioned otherwise: 23<sup>rd</sup> of March**

Course	Code	Lecturer	Course title	Day	Time	Room
lp	01 01	Funk	International Trade	Tue	16.00 – 18.15	3.2.004
lp	02 01	Thiele	European Union Economics	Thu	13.45 – 15.15	3.5.001
lp	03 01	Thiele	Open Economy Macroeconomics	Tue	9.00 – 11.15	3.4.015
lp	04 01	Funk	Economic Foundations of International Business	Wed	16.45 – 18.15 (start: April 1)	3.3.036
IP	05 01	Kanthak	Differentiation and Positioning – a strategical approach on how to market a lifestyle product	Fri/Sat	Block seminar: four sessions, see below: start 8 May, 2020, 10.00-16.00, please register by e-mail until April 30 at the latest	3.3.019
lp	06 01	Kraft	Business Professional Speech	Mon	13.00 – 14.30 14.45 – 16.15	3.3.019
lp	07 01	Oberließen	Wirtschaftsdeutsch Grundstufe	Tue	12.15 – 13.45	9.1.004
lp	08 01	Oberließen	Wirtschaftsdeutsch Mittelstufe	Tue	14.00 – 16.15	9.1.004
lp	09 01	Kölle	International Financial Management	Mon	16.30 – 18.00	3.3.003
lp	10 01	Scheideler	Supply Chain Management	Thu	12.30 – 14.00	3.3.002
lp	11 01	Frotscher	Introduction to Applied Econometrics	Wed	16.30 – 20.00 (every two weeks, start: 26 of March)	3.3.002
lp	12 01	Bleuel	Global Business Simulation	Mon	10.30 – 12.00 12.30 – 14.00 14.30 – 16.00 (See course program for important details)	3.3.038
lp	13 01	Straßburger	Marketing-Project	Thu	14.00 – 15.30 15.45 – 17.15 17.30 – 19.00 (see remarks below)	3.3.025
lp	14	Khabyuk	Team Management	Tue	8.30-10.00 (start: March 31)	4.E.034

## International Trade

Course code: ip-01-01

Prof. Dr. Lothar Funk ([lothar.funk@hs-duesseldorf.de](mailto:lothar.funk@hs-duesseldorf.de))

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### Basic Course Content

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 microeconomic 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

- Acemoglu, D. / Laibson, S. / J.A. List: Economics, Boston et al., 2<sup>nd</sup> ed. 2018.
- Daniels, J.P./VanHoose, D.D.: Global Economic Issues and Policies, 4th ed., Abingdon/New York 2018.
- Gerber, J.: International Economics, 7th ed., Boston et al. 2017.
- Krugman, P.R. /Obstfeld, M./Melitz, M.J.: International Economics, 10th ed., Boston et al. 2015.
- Krugman, P./Wells, R.: Economics, 2<sup>nd</sup> ed., New York 2013 (or later edition).
- Mankiw, N.G./Taylor, M.P.: Economics, 3rd ed., London et al. 2013 (or later edition)
- Mulhearn, C./Vane, H.R.: Economics for Business, 3<sup>rd</sup> ed., London/New York 2016.
- Reinert, K.A.: An Introduction to International Economics, Cambridge et al. 2012 (or later edition).

<b>Level</b>	2 <sup>nd</sup> and 3 <sup>rd</sup> year students (intermediate)
<b>Prerequisites</b>	Principles of Economics
<b>Assessment</b>	60 min. written exam (weight: 100%);
<b>Semester hours per week</b>	3
<b>ECTS</b>	5
<b>Remarks</b>	Slides to the lectures can be downloaded at the start of the lectures at <a href="http://www.lothar-funk.de">www.lothar-funk.de</a> (Username: studierende, Password: wortschaft)

## European Union – Structure and Impact on national companies

Course code: ip-02-01

Prof. Dr. Mouna Thiele ([mouna.thiele@hs-duesseldorf.de](mailto:mouna.thiele@hs-duesseldorf.de))

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### Content

The EU is unique. It is neither a state nor a normal international organization.

(1) As a starting point the course introduces the institutions which represent the European Union. The aim is to understand the assigned competences and to get to know the main economic topics dealt with on the European level. Moreover, the different steps toward European economic integration will be examined.

(2) Afterwards, we will focus on Europe's part in world trade, its influence on globalization and the gains / losses of trade and (regional) integration. The effects of integration deepening and EU widening on producers and consumers will be analysed.

(3) The third part the course targets to familiarize with:

Who is lobbying the EU? How to get information about relevant topics pending on the European level? How is the EU influencing our lives?

### Learning Outcome

- Basic understanding of the EU institutions and how they work.
- To gain knowledge which competencies are located on the European level
- Examine how economic integration affects national welfare
- Financial framework, selected spending areas
- Identify the challenges of information gathering
- Understanding how lobbying works

### Literature

- Baldwin, R. / Wyplosz, The Economics of European Integration, 5<sup>th</sup> ed. London et al. 2015.
- Gerber, J., International Economics, 7<sup>th</sup> ed., Boston et al. 2017.
- Peterson, J. / Shackelton M. (Ed.) Institutions of the European Union, 4<sup>th</sup> ed. Oxford 2017.
- Staab, A. European Union Explained: Institutions, Actors, Global Impact, 3<sup>rd</sup> ed. Bloomington 2013.
- Official internet page of the EU: <http://europa.eu>; <http://ted.europa.eu/TED>

<b>Level</b>	2 <sup>nd</sup> and 3 <sup>rd</sup> year students
<b>Prerequisites</b>	Principles of economics
<b>Assessment</b>	60 minutes written exam (weight: 100 %) and an oral presentation
<b>Semester hours per week</b>	2
<b>ECTS</b>	4

## **Remarks: Excursion to Brussels**

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

### **Content:**

On June 17th – 18th the excursion will visit different institutions of the European Union like the EU Commission and EU Parliament as well as other participants of the European business in Brussels. The aim is to get firsthand information about the working structure on the European level.

### **Learning Outcome:**

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

**Level:** Second and third year students

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

Agenda and travel details will be given during class.

### **Cost:**

Expenses for overnight accommodation and food

**Assessment:** no

**Semester hours per week:** part of the course European Union

**ECTS:** -

## Open Economy Macroeconomics

Course code: ip-03-01

Prof. Dr. Mouna Thiele ([mouna.thiele@hs-duesseldorf.de](mailto:mouna.thiele@hs-duesseldorf.de))

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### 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. We then turn to exchange-rate regimes and open-economy macroeconomics. Two issues are of primary concern. First, what is the effect of economic openness and highly mobile international capital on the ability of domestic macroeconomic policies to manage business-cycle fluctuations under various exchange-rate regimes? Second, what is the domestic economy's vulnerability to financial and macroeconomic disturbances from abroad and what, if any, are the means of protecting that economy (including regional monetary integration)? In this segment of the course, we examine the nature and causes of international financial and exchange-rate crises. 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

- Gerber, J.: International Economics, 6th ed., New York et al. 2014
- Krugman, P./Obstfeld, M.: International Economics , 8th ed., New York et al. 2008
- Mankiw, N.G./Taylor, M.P.: Economics, 3rd ed., London et al. 2014
- Reinert, K.A.: An Introduction to International Economics, Cambridge et al. 2012

<b>Level</b>	2 <sup>nd</sup> and 3 <sup>rd</sup> year students (intermediate)
<b>Prerequisites</b>	Basic knowledge of economics, especially principles of macroeconomics
<b>Assessment</b>	60 min. written exam (weight: 100%)
<b>Semester hours per week</b>	3
<b>ECTS</b>	5
Or	
<b>Assessment</b>	60 min. written exam (weight: 100%) and an oral presentation;
<b>Semester hours per week</b>	3
<b>ECTS</b>	6

## Economic Foundations of International Business

Course code: ip-04-01

Prof. Dr. Lothar Funk ([lothar.funk@hs-duesseldorf.de](mailto:lothar.funk@hs-duesseldorf.de))

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### Content

- The business environment and business economics
- Business organisations
- Products, marketing and advertising
- Business Strategy
- Business Growth Strategy
- Government and the firm
- 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

- Blair, R.D./Rush, M.: The Economic of Managerial Decisions, Harlow et al. 2019.
- Mankiw, N.G./Taylor, M.P./Ashwin, A.: Business Economics, 3<sup>rd</sup> ed., Andover 2019.
- McKenzie, R.B./Lee, D.R.: Microeconomics for Managers, 3<sup>rd</sup> ed., Cambridge 2017.
- McKenzie, R.B./Tullock, G.: The New World of Economics, 6<sup>th</sup> ed., Berlin et al. 2012.
- Sloman, J./Garratt, D./Guest, J./Jones, E.: Economics for Business, 7<sup>th</sup> ed., Harlow et al. 2016 (or later edition).
- Sloman, J./Garratt, D./Guest, J.: Economics, 10<sup>th</sup> ed., Harlow et al. 2018.
- German Commercial Code
- Robbers, An Introduction to German Law, 5th edition, 2012

<b>Level</b>	2 <sup>nd</sup> and 3 <sup>rd</sup> year students (intermediate)
<b>Prerequisites</b>	Principles of Microeconomics and Macroeconomics
<b>Assessment</b>	60 minutes written exam at the end of the course (100%), if you present a case study with slides (15 minutes), you receive one more credit
<b>Semester hours per week</b>	2
<b>ECTS</b>	4 (or 5 with presentation)
<b>Remarks</b>	Course is together with regular Bachelor International Management student; starts for IP-students on 31 March only; if you cannot attend the course regularly because you want to attend the econometrics course, this is not a problem.  Slides to the lectures can be downloaded at the start of the lectures at <a href="http://www.lothar-funk.de">www.lothar-funk.de</a> (Username: studierende, Password: wortschaft)





## Differentiation and Positioning – a strategic approach on how to market a lifestyle product

Course code: ip-05-01

Oliver Kanthak ([oliveralexkanthak@gmail.com](mailto:oliveralexkanthak@gmail.com))

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### 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 101 on how to conduct executive presentations (PPT). The final will be a paper and presentation.

### Literature

- Lindstrom, M.: Buy-Ology, 1<sup>st</sup> ed., New York, et al. 2008
- Gladwell, M.: The Tipping Point, New York, et al. 2002
- Keegan, W. / Green, M.: Global Marketing, 6<sup>th</sup> ed., Harlow, et al. 2011
- Kotler, P. / Armstrong, G.: Principles of Marketing, 15<sup>th</sup> ed., Harlow, et al. 2012
- Lewis, R.: When Cultures Collide, 3<sup>rd</sup> ed., Boston, et al. 2010
- Ries, A. / Trout, J.: Positioning: The Battle for your mind, 2<sup>nd</sup> ed., et al. 2011

**Level** 2<sup>nd</sup> and 3<sup>rd</sup> students

**Prerequisites** Marketing principles

**Assessment** Presentation during semester, essay at end of the semester.

**Semester hours per week** This course will be conducted as a seminar with 4 sessions held throughout the semester.

**Remarks:** Block seminar, dates as follows:

- Friday 09.05.20 and Saturday 09.05.20
- Friday 22.05.20 and Saturday 23.05.20

Always from 10.00 – 16.00 in room 03.03.19 (until further notice after registering).

Please note. You have to register by e-mail to Mr Kanthak until April 30 at the latest.

**ECTS** 4

## Business Professional Speech

Course code: ip-06-01

Dr. Hans Kraft ([hans.kraft@hs-duesseldorf.de](mailto:hans.kraft@hs-duesseldorf.de))

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### Course Content

The course covers all minor aspects of business and professional speech.

### Topics include

- 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

<b>Literature</b>	To be announced
<b>Level</b>	All levels
<b>Prerequisites</b>	Fluent command of the English language, basic knowledge of PowerPoint or other presentation techniques as Keynote, Prezi, PechaKucha, etc.
<b>Assessment</b>	Presentation during semester, term paper, regular presence in class, active participation
<b>Semester hours per week</b>	4
<b>ECTS</b>	8
<b>Remarks</b>	Please note, you have to register for this class. Please contact: <a href="mailto:hans.kraft@hs-duesseldorf.de">hans.kraft@hs-duesseldorf.de</a>  Max. 20 participants

## **Business Germany I (Wirtschaftsdeutsch Grundstufe)**

Course code: ip-07-01

Ulrike Oberließen ([ulrike.oberliessen@hs-duesseldorf.de](mailto:ulrike.oberliessen@hs-duesseldorf.de))

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### **Content**

- Establishing contacts (communicating in everyday situations)
- Talking about yourself in professional contexts
- Cultural misunderstandings
- Professional dialogue (talking about companies and products)
- Contextual and situational grammar exercises

### **Learning Outcome**

Students will be able to

- Talk about their personal career, current endeavors and plans for their future career
- Establish contact in their university or business environment
- Solve linguistic and cultural problems through communication
- Gain an insight into the German employment market
- Enter into dialogue with other professionals, talk about departments, positions and areas of responsibility
- Reduce the number of language mistakes through structured exercises in German grammar

<b>Literature</b>	To be announced in seminar
<b>Level</b>	Beginners
<b>Prerequisites</b>	Interest in learning German
<b>Assessment</b>	60 minute written exam at the end of the course
<b>Semester hours per week</b>	2
<b>ECTS</b>	2

## **Business German II (Wirtschaftsdeutsch Mittelstufe)**

Course code: ip-08-01

Ulrike Oberließen ([ulrike.oberliessen@hs-duesseldorf.de](mailto:ulrike.oberliessen@hs-duesseldorf.de))

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### **Content**

- Communication in everyday business situations
- Professional qualifications
- Negotiations
- Job Interviews
- Marketing / Advertising
- Trade Fairs: Visit to Messe Düsseldorf
- Intercultural Issues
- Contextual and situational grammar exercises
- Company profiles

### **Learning Outcome**

Students will learn how to

- Talk about their personal development, their current aims and their plans for the future
- Extend their vocabulary in the word field of “marketing”
- Be aware of cultural differences in the business world
- Reduce the number of mistakes through grammar exercises

### **Literature**

Relevant material will be distributed during class

### **Level**

Intermediate

### **Prerequisites**

Good beginner’s German

### **Assessment**

90 min. written exam (weight: 100%) and an oral presentation

### **Semester hours per week**

3

### **ECTS**

4,5

## International Financial Management

Course code: ip-09-01

Prof. Dr. Christian Kölle ([christian.koelle@hs-duesseldorf.de](mailto:christian.koelle@hs-duesseldorf.de))

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### Content

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

- Broaden the understanding of foreign exchange and international capital markets.
- Understand how the different instruments for managing foreign exchange risks (futures, forwards, options, swaps) function and how they are applied in a corporate context.
- Identify the challenges involved in foreign investments.

### Literature

Eiteman, D.; Stonehill, A.; Moffet, M.: Multinational Business Finance, 13/e, 2013

### Supplementary reading material

- Bösch, M.: Finanzwirtschaft, 4<sup>th</sup> ed., 2019
- Brealey, R. A.; Myers, S. C.; Allen, F.: Principles of Corporate Finance, 12/e, 2017
- Perridon, L.; Steiner, M.; Rathgeber, A.: Finanzwirtschaft der Unternehmung, 17th ed., 2016
- Thiele, M.; Freitag, Ph.: Währungsrisiken und ihre Absicherung, in: WISU, 2/14, S. 191-196

<b>Level</b>	3 <sup>rd</sup> year students
<b>Prerequisites</b>	None
<b>Assessment</b>	30 minutes written exam at the end of the course
<b>Semester hours per week</b>	2
<b>ECTS</b>	3

## Supply Chain Management

Course code: ip-10-01

Prof. Dr. Peter Scheideler ([peter.scheideler@hs-duesseldorf.de](mailto:peter.scheideler@hs-duesseldorf.de))

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### Content

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. 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.

### Learning Outcome

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

- Understand the objectives of a Supply Chain
- Understand the drivers and metrics of a Supply Chain
- Design 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

- **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, 1<sup>st</sup> edition, Financial Times Prentice Hall, Harlow, 2012
- Feigin, G.: Supply Chain Planning and Analytics, 1<sup>st</sup> 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

<b>Level</b>	2 <sup>nd</sup> and 3 <sup>rd</sup> year students (intermediate)
<b>Prerequisites</b>	None
<b>Assessment</b>	60 min written exam at the end of the course
<b>Semester hours per week</b>	2
<b>ECTS</b>	4

## Introduction to Applied Econometrics

Course code: ip-11-01

Jakob Frotscher ([jakob.frotscher@hs-duesseldorf.de](mailto:jakob.frotscher@hs-duesseldorf.de))

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### Basic Course Content

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

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.

### Literature

- 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.

<b>Level</b>	2 <sup>nd</sup> and 3 <sup>rd</sup> year / final year (intermediate)
<b>Prerequisites</b>	Basic knowledge about statistics
<b>Assessment</b>	Final written exam (around 2 hours) and weekly class tests Grading: 80% (exam) / 20% (class tests)
<b>Semester hours per week</b>	2
<b>ECTS</b>	4
<b>Remarks</b>	The course will start on 26 <sup>th</sup> of March and will take place every fortnight.

## Global Business Simulation

Course code: ip-12-01

Prof. Dr. Hans-H. Bleuel ([h.bleuel@hs-duesseldorf.de](mailto:h.bleuel@hs-duesseldorf.de))

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### Contents

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

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 total of 60 students (thereof 12 international students) due to technical reasons. Working groups will be mixed by nationality to ensure an intercultural experience.

**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:

- Bleuel: Internationales Management – Grundlagen, Umfeld und Entscheidungen, Stuttgart 2017.
- Hill: International Business – Competing in the Global Market Place, 12. ed., New York 2018.
- Kutschker / Schmid: Internationales Management, 7. Aufl. 2010.
- Eiteman / Stonehill / Moffett: Multinational Business Finance, 15. Aufl, Boston 2015.
- Documentation of CESIM (available at: <http://globalchallenge.cesim.com/>)

Please refer to the reserved reading shelf for the above-mentioned literature. Additional readings will be made available on the web site of Prof. Bleuel (<https://wiwi.hs-duesseldorf.de/hans-bleuel>)

**Level:** 3<sup>rd</sup> 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

**Semester hours per week:** 6

**ECTS:** 10

**Remark:** Please register for this class in advance by mail: [h.bleuel@hs-duesseldorf.de](mailto:h.bleuel@hs-duesseldorf.de)

“First come, first serve”-principle as participation is limited to a total of 12 exchange students.

**Participation is mandatory for the first session (March 30<sup>th</sup>, 2020, 8:30h-10:00h, Room 3.3.040)** 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: <https://wiwi.hs-duesseldorf.de/hans-bleuel>



## Marketing-Project

Course code: ip-13-01

Prof. Dr. Heidi Straßburger ([heidi.strassburger@hs-duesseldorf.de](mailto:heidi.strassburger@hs-duesseldorf.de))

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### 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, 1<sup>st</sup> ed., Springer-Gabler, Wiesbaden 2017
- Fill, C. / Turnbull, S.: Marketing Communications, 7<sup>th</sup> ed., Pearson, 2016
- Kotler, P. / Armstrong, G.: Principles of Marketing, Global Edition, 17<sup>th</sup> ed., Pearson, 2017
- Solomon, M. / Marshall, G. / Stuart, E.: Marketing – Real People, Real Choices, 9<sup>th</sup> ed., Pearson, 2017

<b>Level</b>	2 <sup>nd</sup> and 3 <sup>rd</sup> year students (intermediate)
<b>Prerequisites</b>	Principles in Marketing and market communications
<b>Assessment</b>	Active participation, project documentation and final presentation at the end of the course
<b>Semester hours per week</b>	6
<b>ECTS</b>	12
<b>Remarks</b>	Registration via SharePoint:  <a href="https://share.hs-duesseldorf.de/anmeldungen/wiwi/module.aspx">https://share.hs-duesseldorf.de/anmeldungen/wiwi/module.aspx</a> ; mandatory attendance in the first session on Thursday, 26 <sup>th</sup> of March (no enrolments possible after this date). Participation is limited to 12 students.



## Team Management

Course code: ip-14-01

Prof. Dr. Olexiy Khabyuk ([olexiy.khabyuk@hs-duesseldorf.de](mailto:olexiy.khabyuk@hs-duesseldorf.de))

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**Please note: The course will be taught in English, if at least about 10 exchange students participate. The decision will be made in the first lecture on March 31st, 8.30 a.m. Otherwise, the course language will be German.**

### Basic Course Content:

1. In which case is teamwork effective? What are the pros and cons of working in a team?
2. Of whom should a team consist of?
3. How can a manager arrange effective teamwork?
4. How to handle problems in teams?
5. Intercultural Management – Working in international Teams

### Learning Outcome:

This course focuses upon three main issues and how to get the skills to handle them:

- What do I have to know if I work in a team?
- Which skills are necessary to be a good team leader?
- (How) will teamwork change in international teams?

Time and Place: Tuesday, 8.30-10.00, Room 4.E.034

Syllabus is available her: <https://moodle.hs-duesseldorf.de/course/view.php?id=60>

Login with your HSD ID

Then enter Einschreibeschlüssel/Password: Teamworkhardwork

### Literature:

- Belbin, Raymond M.: Management teams. Why they succeed or fail, 3. Auflage, Amsterdam, Heidelberg [u.a.] 2011
- Fisher, Roger; Patton, Bruce M; Ury, William: Das Harvard-Konzept. Der Klassiker der Verhandlungstechnik, 22. Auflage, Frankfurt/Main [u.a.] 2004
- Hoop, Richard d.: Macht Musik. So spielt Ihr Team zusammen, statt nur Lärm zu produzieren, Offenbach 2012
- Oelsnitz, Dietrich von der; Busch, Michael W.: Team: Toll, ein anderer macht's! Die Wahrheit über Teamarbeit, Zürich 2012

**Level:** all levels

**Prerequisites:** basic knowledge of PowerPoint

**Assessment:** 3 presentations (2 within an international team of students, 1 individual presentation), regular presence in class

**Semester hours per week:** 2

**ECTS:** 4

# English Language Courses

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**Remark**                    **Please choose from the offered BBA English courses only.**

You **cannot** attend any BKM/BIM English courses from the German programme!

**The classes will start from 23 March on;** contact in case of questions related to courses: [sheridan.jenczewski@hs-duesseldorf.de](mailto:sheridan.jenczewski@hs-duesseldorf.de)

**Level**

Business English I: B1/B2 level

Business English II: B2 level

Business English III: C1 level

**Semester hours**    4  
**per week**

**ECTS**                    4

Course Code	Title	Teacher	Day + Time	Room
BBA 07.11.2	Business English I Group A	Harman	Tue 14.30 – 16.00 Thu 16.30 – 18.00	3.3.026
BBA 07.12.2	Business English I Group B	Cowe	Tue 12.30 – 14.00 Tue 14.30 – 16.00	3.4.003
BBA 07.13.2	Business English I Group C	Harman	Tue 16.30 – 18.00 Thu 14.30 – 16.00	9.1.004
BBA 07.21.2	Business English II Group A	Choudhary	Thu 14.30 – 16.00 Fri 14.30 – 16.00	3.3.022 9.1.006
BBA 07.22.3	Business English II Group B	Choudhary	Thu 16.30 – 18.00 Fri 12.30 – 14.00	3.3.022 9.1.006
BBA 07.23.3	Business English II Group C	Jenczewski	Mon 8.30 – 10.00 Wed 8.30 – 10.00	3.3.022 3.3.022
BBA 07.31.4	Business English III	Jenczewski	Wed 12.30 – 14.00 Fri 10.30 – 12.00	3.3.025 3.3.026

# Winter Semester 2018/19

## Lecture Period

23 March 2020 – 10 July 2020

Most classes of the International and the German Programme start on March 23, some classes will start on March 30.

**Bank Holidays (no lectures)** May 1; May 21; June 1; June 11

**Spring School** 14– 17 April 2020 (special lecture of ZWEK, usually no regular lectures)

**Day of last regular lecture** July 10

**Examination Period** from early July (exam instead of last lecture often in the IP-programme) until July 29.

## Further general information

### Cancelled lectures / room changes

Information at the following link (in German only):

<http://wiwi.hs-duesseldorf.de/aktuelles/schwarzes-brett>

### International Programme

Please check course descriptions for all information

### 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:

<https://wiwi.hs-duesseldorf.de/studium/vorlesungsverzeichnis/Seiten/default.aspx>

Different credits depending on module, for details please look online:

- Bachelor Business Administration (BBA) courses:

[https://wiwi.hs-duesseldorf.de/studium/studiengaenge/bachelor-business-administration/Documents/2019/Modulhandbuch%20BBAV\\_T%20\(Stand%20Oktober%202019\).pdf](https://wiwi.hs-duesseldorf.de/studium/studiengaenge/bachelor-business-administration/Documents/2019/Modulhandbuch%20BBAV_T%20(Stand%20Oktober%202019).pdf)

- Bachelor International Management (BIM) courses:

[https://wiwi.hs-duesseldorf.de/studium/studiengaenge/bachelor-international-management/Documents/Modulhandbuch\\_BIM.pdf](https://wiwi.hs-duesseldorf.de/studium/studiengaenge/bachelor-international-management/Documents/Modulhandbuch_BIM.pdf)

- Bachelor Kommunikations- und Multimediamanagement (BKM) courses:

<https://wiwi.hs-duesseldorf.de/studium/studiengaenge/bachelor-kommunikations-multimediamanagement/>

### **Registration for courses at the Faculty of Business Studies**

- Unless indicated otherwise in the respective programmes, it is not necessary to register formally for the courses. However, please contact the lecturer in the regular programmes in German if you have special questions regarding the respective course.
- Registration for the exams will take place in about two months before the end of the semester, you will receive an e-mail with instructions from the International Office

### **Language courses offered from ZWEK**

- Separate certificate
- 80% attendance
- Registration for ZWEK courses:

<https://zwek.hs-duesseldorf.de/sprachenlernangebot/niveaustufen/Seiten/default.aspx>