German Business in a Global Context

International Programme - Courses in English

Summer Semester 2020
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<td>Ip</td>
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<td>European Union Economics</td>
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<td>Ip</td>
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<td>Ip</td>
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<td>Economic Foundations of International Business</td>
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<td>IP</td>
<td>05</td>
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<td>Differentiation and Positioning – a strategical approach on how to market a lifestyle product</td>
<td>Fri/Sat</td>
<td>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</td>
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<td>Ip</td>
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<td>Wirtschaftsdeutsch Grundstufe</td>
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<tr>
<td>Ip</td>
<td>08</td>
<td>Oberließen</td>
<td>Wirtschaftsdeutsch Mittelstufe</td>
<td>Tue</td>
<td>14.00 – 16.15</td>
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<tr>
<td>Ip</td>
<td>09</td>
<td>Kölle</td>
<td>International Financial Management</td>
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<td>16.30 – 18.00</td>
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<td>Ip</td>
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<td>Scheideler</td>
<td>Supply Chain Management</td>
<td>Thu</td>
<td>12.30 – 14.00</td>
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<td>Ip</td>
<td>11</td>
<td>Frotscher</td>
<td>Introduction to Applied Econometrics</td>
<td>Wed</td>
<td>16.30 – 20.00 (every two weeks, start: 26 of March)</td>
<td>3.3.002</td>
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<tr>
<td>Ip</td>
<td>12</td>
<td>Bleuel</td>
<td>Global Business Simulation</td>
<td>Mon</td>
<td>10.30 – 12.00 12.30 – 14.00 14.30 – 16.00 (See course program for important details)</td>
<td>3.3.038</td>
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<tr>
<td>Ip</td>
<td>13</td>
<td>Straßburger</td>
<td>Marketing-Project</td>
<td>Thu</td>
<td>14.00 – 15.30 15.45 – 17.15 17.30 – 19.00 (see remarks below)</td>
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<tr>
<td>Ip</td>
<td>14</td>
<td>Khabyuk</td>
<td>Team Management</td>
<td>Tue</td>
<td>8.30-10.00 (start: March 31)</td>
<td>4.E.034</td>
</tr>
</tbody>
</table>
International Trade
Course code: ip-01-01
Prof. Dr. Lothar Funk (lothar.funk@hs-duesseldorf.de)

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

Level
2nd and 3rd year students (intermediate)

Prerequisites
Principles of Economics

Assessment
60 min. written exam (weight: 100%);

Semester hours per week
3

ECTS
5

Remarks
Slides to the lectures can be downloaded at the start of the lectures at www.lothar-funk.de (Username: studierende, Password: wortschaft)
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

Level
2nd and 3rd year students

Prerequisites
Principles of economics

Assessment
60 minutes written exam (weight: 100 %) and an oral presentation

Semester hours per week
2

ECTS
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: -
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

Level
2nd and 3rd year students (intermediate)

Prerequisites
Basic knowledge of economics, especially principles of macroeconomics

Assessment
60 min. written exam (weight: 100%)

Semester hours per week
3

ECTS
5

Or
Assessment
60 min. written exam (weight: 100%) and an oral presentation;

Semester hours per week
3

ECTS
6
Economic Foundations of International Business
Course code: ip-04-01
Prof. Dr. Lothar Funk (lothar.funk@hs-duesseldorf.de)

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 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
- German Commercial Code
- Robbers, An Introduction to German Law, 5th edition, 2012

Level
2nd and 3rd year students (intermediate)

Prerequisites
Principles of Microeconomics and Macroeconomics

Assessment
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

Semester hours per week
2

ECTS
4 (or 5 with presentation)

Remarks
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 www.lothar-funk.de (Username: studierende, Password: wortschaft)
Differentiation and Positioning – a strategical approach on how to market a lifestyle product
Course code: ip-05-01
Oliver Kanthak (oliveralexkanthak@gmail.com)

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

Level
2nd and 3rd 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. Your have to register by e-mail to Mr Kanthak until April 30 at the latest.

ECTS
4
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

Literature
To be announced

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

Semester hours per week
4

ECTS
8

Remarks
Please note, you have to register for this class. Please contact: hans.kraft@hs-duesseldorf.de

Max. 20 participants
Content
- Establishing contacts (communicating in everyday situations)
- Talking about yourself in professional contexts
- Cultural misunderstandings
- Professional dialogue (talking about companies and products)
- Contextual and situational grammar exercises

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

Literature
To be announced in seminar

Level
Beginners

Prerequisites
Interest in learning German

Assessment
60 minute written exam at the end of the course

Semester hours per week
2

ECTS
2
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)

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

Supplementary reading material
- Brealey, R. A.; Myers, S. C.; Allen, F.: Principles of Corporate Finance, 12/e, 2017
- Thiele, M.; Freitag, Ph.: Währungsrisiken und ihre Absicherung, in: WISU, 2/14, S. 191-196

Level
3rd year students

Prerequisites
None

Assessment
30 minutes written exam at the end of the course

Semester hours per week
2

ECTS
3
Supply Chain Management
Course code: ip-10-01
Prof. Dr. Peter Scheideler (peter.scheideler@hs-duesseldorf.de)

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

Level
2nd and 3rd year students (intermediate)

Prerequisites
None

Assessment
60 min written exam at the end of the course

Semester hours per week
2

ECTS
4
Introduction to Applied Econometrics  
Course code: ip-11-01  
Jakob Frotscher (jakob.frotscher@hs-duesseldorf.de)

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

- Gujarati, D., Econometrics by example, 2011.

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)

Semester hours per week  
2

ECTS  
4

Remarks  
The course will start on 26th 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)

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:

- 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: 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
Semester hours per week: 6

ECTS: 10

Remark: Please register for this class in advance by mail: 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 30th, 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)

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

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

Semester hours per week
6

ECTS
12

Remarks
Registration via SharePoint:
https://share.hs-duesseldorf.de/anmeldungen/wiwi/module.aspx;
mandatory attendance in the first session on Thursday, 26th of March (no enrolments possible after this date). Participation is limited to 12 students.
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 here: 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

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

Level
Business English I: B1/B2 level
Business English II: B2 level
Business English III: C1 level

Semester hours per week  4

ECTS  4

<table>
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<tr>
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<td>BBA 07.11.2</td>
<td>Business English I</td>
<td>Harman</td>
<td>Tue 14.30 – 16.00</td>
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<td>Group A</td>
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<td>Thu 16.30 – 18.00</td>
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<tr>
<td>BBA 07.12.2</td>
<td>Business English I</td>
<td>Cowe</td>
<td>Tue 12.30 – 14.00</td>
<td>3.4.003</td>
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<tr>
<td></td>
<td>Group B</td>
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<td>Tue 14.30 – 16.00</td>
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<tr>
<td>BBA 07.13.2</td>
<td>Business English I</td>
<td>Harman</td>
<td>Tue 16.30 – 18.00</td>
<td>9.1.004</td>
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<td>Group C</td>
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<td>Thu 14.30 – 16.00</td>
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<tr>
<td>BBA 07.21.2</td>
<td>Business English II</td>
<td>Choudhary</td>
<td>Thu 14.30 – 16.00</td>
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<td>Group A</td>
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<td>Fri 14.30 – 16.00</td>
<td>9.1.006</td>
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<tr>
<td>BBA 07.22.3</td>
<td>Business English II</td>
<td>Choudhary</td>
<td>Thu 16.30 – 18.00</td>
<td>3.3.022</td>
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<tr>
<td></td>
<td>Group B</td>
<td></td>
<td>Fri 12.30 – 14.00</td>
<td>9.1.006</td>
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<tr>
<td>BBA 07.23.3</td>
<td>Business English II</td>
<td>Jenczewski</td>
<td>Mon 8.30 – 10.00</td>
<td>3.3.022</td>
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<td>Group C</td>
<td></td>
<td>Wed 8.30 – 10.00</td>
<td>3.3.022</td>
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<tr>
<td>BBA 07.31.4</td>
<td>Business English III</td>
<td>Jenczewski</td>
<td>Wed 12.30 – 14.00</td>
<td>3.3.025</td>
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<td>Fri 10.30 – 12.00</td>
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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:

• Bachelor International Management (BIM) courses:
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