



GERMAN BUSINESS IN A GLOBAL CONTEXT

International Programme (IP)

-

Courses in English

Winter Semester 2021/22

(Status as of 24/09/2021)

SEMESTER DATES

Winter Semester 2021/22

Lecture Period

4 October 2021 – 21 January 2022

- **Please note:** IP lectures may end a few days earlier.
Classes of the International and the German Programme usually start in the week of October 4; please check the course catalogue for details.

Bank Holiday (no lectures)

1 November (All Saints Day / Allerheiligen)

Autumn School

18 – 22 October 2021

- **Please note:** Unless otherwise announced in special cases, there are no regular lectures due to special lecture week of ZWEK.

Christmas Holidays

24 December 2021 – 3 January 2022

Examination Period

22 January – 12 February 2022

- **Please note:** IP exams may start earlier from midst of January 2022; often exam instead of last lecture in International Programme.

GENERAL INFORMATION

Cancelled lectures/ room changes

Information under the following link (only in German):

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

International Programme

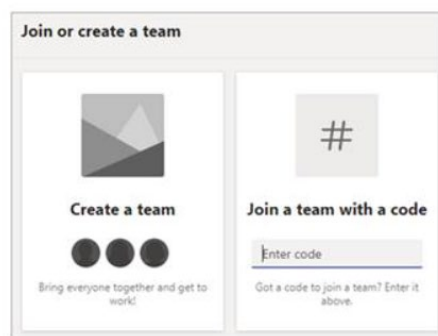
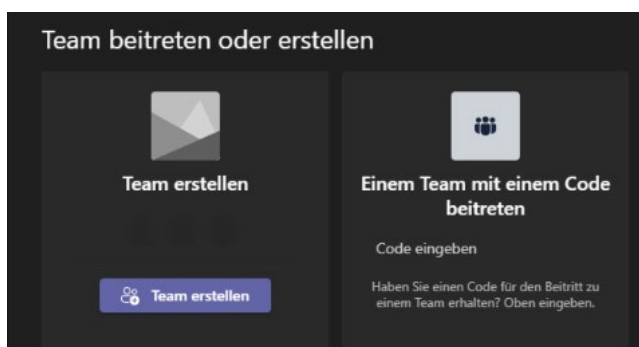
Please check course descriptions for this information in this brochure (for further information ask the respective lecturer)

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 WS 2021/22](#)
- 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](#)

Registration for courses at the Faculty of Business Studies

- Important: Please check the hints in the course catalogue; for several courses, the registration is required via SharePoint or via e-mail.
[Anmeldeportal WiWi \(hs-duesseldorf.de\)](#)
- If not indicated in the respective programmes, it is not necessary to register for the courses.
- Most of the digital online courses will take place via Microsoft Teams. Please make sure to install Microsoft Teams on your computer. You can join the respective course by entering the team code (see screenshot below):



- Please check the **“login” details of your online courses** under the following link (update by end of September): [Übersicht \(hs-duesseldorf.de\)](#)
- **Access with HSD Account only!**
- In case of any questions, please do not hesitate to contact Ms Hamann at the International Office: incoming@hs-duesseldorf.de
- Registration for the **exams** will take place in November or December, you will receive an e-mail with instructions from the examination administration (usually Ms Mietzner)

Registration and MS Teams login codes WS 2021/22:

IP.01.01 - Institutional Economics in an International Context (BIM/IP 2 SWS)	MS Teams login: 952t0t4
IP.01.02/03 - Economics of Strategy and Management (BIM/IP 4 SWS)	MS Teams login: k61n7s1
IP.02.01 - International Retail	Registration will take place in presence (in the first lecture, 4 th Oct. 2021) <u>or</u> via email to Professor Scheideler peter.scheideler@hs-duesseldorf.de . Moodle: https://moodle.hs-duesseldorf.de/enrol/index.php?id=158
IP.02.02 - Digital Sales & Distribution	
IP.02.03 - Tools & Methods of International Distribution	
IP.03.01 - Differentiation and Positioning – a strategical approach on how to market lifestyle products	Registration required via SharePoint Anmeldeportal WiWi (hs-duesseldorf.de)
IP 05.01 - Business German I	Registration required via SharePoint Anmeldeportal WiWi (hs-duesseldorf.de)
IP.06.01 - Business German II	
IP.07.01 - Introduction to German Corporate and Commercial Law	This course will be held both in presence and online via MS Teams. Please sign up for this course under the following link: MS Teams login
IP.08.01 - Trade Risks and Risk Management in a Changing World Trading System and a Changing Trading Environment	Registration required via e-mail to Professor Turban: manfred.turban@hs-duesseldorf.de
IP.09.01/03 - Applied Macroeconomics for Managers (IP, Choice option during course: 3 SWS or 2 SWS)	MS Teams login: vqwqt8m
IP.10.01 - Marketing in an International Context	Registration required via e-mail to Professor Kemper: anne-christin.kemper@hs-duesseldorf.de
English Language Courses	Registration for lectures in presence is not required. To sign in for the online course “Business English II (B2) Group C”, please contact the lecturer Mrs Sur Choudhary via email.

Further logins will be published on the following website:

<https://wiwi.hs-duesseldorf.de/studium/elearning/lehrveranstaltungen/>

Coronavirus – in focus

- Please find HSD's administrative information about current regulations and measures connected with the Corona pandemic on the following websites:
 - [General information for international students - Coronavirus](#)
 - [Information and updates to Coronavirus at the faculty of Business Studies](#)
- Further information on the corona-regulations at HSD is offered by the International Office. These rules have to be strictly followed in order to avoid risks of infections with covid-19.

COURSE CATALOGUE – INTERNATIONAL PROGRAMME - WINTER SEMESTER 2021/22 (start from 4 October 2021)

➤ [Link to the complete course catalogue WS 2021/22](#)

Studiengang / study programme	Studienfach/-modul/ study module	Veranstaltung innerhalb des Studienfaches / lecture of module	Semester nach SIO / semester according to study regulations	Dozent / lecturer / professor	Vorlesungsbezeichnung / term of lecture	SWS / work load measurement	Format/ format of lecture	Veranstaltung / lecture				Fachkoordination und Hinweise / Responsible coordinator and hints
								W-Tag weekday	von from	bis to	Raum room	
Beispiel:												
w	15	01	5									
International Programme (in English language)											Dean / Funk	
Wenn nicht anders angegeben, starten die Vorlesungen ab dem 04.10.2021 - Änderungen vorbehalten! Courses will start from 04/10/2021 (unless otherwise stated) - subject to modifications!												
ip	01	01	0	Funk	Institutional Economics in an International Context	2	D	Mi	12:30	14:00		in English
ip	01	02	0	Funk	Economics of Strategy and Management	2	D	Mi	10:30	12:00		in English, with BIM (Bachelor International Management)
ip	01	03	0	Funk	Economics of Strategy and Management	2	D	Di	17:00	18:30		
ip	02	01	0	Scheideler	International Retail	2	H	Mo	10:30	12:00	4.E.034	in English, with BIM (Bachelor International Management)
ip	02	02	0	Scheideler	Digital Sales & Distribution	2	H	Mo	12:30	14:00	4.E.034	
ip	02	03	0	Scheideler	Tools & Methods of International Distribution	2	H	Mo	14:30	16:00	4.E.034	
ip	03	01	0	Kanthak	Differentiation and Positioning – a strategical approach on how to market lifestyle products	2	P	Do	12:30	18:00	3.3.025	registration required via SharePoint; lecture times: 28 / 29 October and 04 / 05 November
								Fr	10:00	16:30	3.3.025	
ip	04	01	0	Kraft	Business Professional Speech	4						not offered this semester; German tongue students could join the seminar "Presentation skills" in BBA (Bachelor Business Administration); if interested please write to hans.kraft@hs-duesseldorf.de
ip	04	01	0	Kraft	Business Professional Speech							
ip	05	01	0	Oberließen	Wirtschaftsdeutsch Grundstufe	2	P	Di	12:00	13:30	9.1.004	registration required via SharePoint
ip	06	01	0	Oberließen	Wirtschaftsdeutsch Mittelstufe	3	P	Di	13:45	16:00	9.1.004	registration required via SharePoint
ip	07	01	0	Otte-Gräbener	Introduction to German Corporate and Commercial Law	2	B	Di	10:30	12:00	3.3.003	in English; first lecture will take place in presence
ip	08	01	0	Turban	Trade Risk Management in a Changing World Trading System	2	P	Mo	10:30	12:00	3.3.002	registration required (mail to Prof. Turban: manfred.turban@hs-duesseldorf.de)
ip	09	01	0	Funk	Applied Macroeconomics for Managers	2	D	Do	8:45	10:15		in English start: 07/10/2021
ip	09	03	0	Funk	Applied Macroeconomics for Managers	1	D	Do	10:30	12:00		blocked appointments, will be fixed in the first lecture
ip	10	01	0	Kemper	Marketing in an International Context	3	D	Mi	12:30	14:00	3.4.015	in English Two additional seminar days will be time-wise fixed during the lecture. Start: 06/10/2021 registration required (mail to Prof. Kemper: anne-christin.kemper@hs-duesseldorf.de)

IMPORTANT HINTS FOR THE COURSE CATALOGUE ABOVE

The format of the lectures may vary as follows

- P** = in presence (in the indicated rooms at the university, if nothing else will be announced)
- D** = digital (via Microsoft Teams)
- H** = hybrid (digital and in presence)
- B** = blended (digital or in presence)

Weekdays

- Mo = Monday, Di = Tuesday
- Mi = Wednesday, Do = Thursday

Contact to lecturers

Contact for all questions regarding the lectures - prior to and after the respective examination of the course - the respective professor / lecturer by using your official "HSD student e-mail address" only.

Team codes for the "online" lectures (digital / hybrid / blended)

Please check the overview (p.4) or the website: [Übersicht \(hs-duesseldorf.de\)](https://www.hs-duesseldorf.de/uebersicht)

Institutional Economics in an International Context (IP.01.01)

[Prof. Dr. Lothar Funk](#)

Course Content	<p>Institutions do matter! The growth of living standards in the last century and the differences between national growth rates have a great deal to do with certain types of formal institutions, e.g. in politics, as well as informal institutions (shaped, for example, from traditions and culture). The lecture emphasises the economic perspectives needed to understand the various functional and strategic areas of business and management within the national and international business environment. There will be also a focus on the differences among regions in the world economy especially due to differing institutions and their effects on incentives. Appropriate consideration is thus given to the various political and societal dimensions that characterise the business environment in which decision makers of companies operate. The lecture focuses, above all, on differing economy-wide environments, its causes, and its implications.</p> <p>Issues include:</p> <ul style="list-style-type: none">• Basic institutional issues and comparative perspectives in economics• Business in the national and international environments• Comparison of economic systems and nations• Analysis of different regions in the world and their economic features• Necessary ingredients of an environment for growth and prosperity
Learning Outcome	<p>Based on the knowledge of the basic principles of economics and international economic issues the course will broaden the students' understanding of current world trends and their underlying causes. A special focus will be the analysis how business can cope with different economic environments. All this will demonstrate the intellectual power of economics in practice particularly for business students.</p>
Literature	<ul style="list-style-type: none">• Main textbook: Gerber, J.: International Economics, 7th ed., Boston 2018.• Acemoglu, D. / Laibson, S. / J.A. List: Economics, 2nd ed., Boston et al. 2019.• Haas, R.: The World. A Brief Introduction, London et al. 2020.• Shenkar, O. / Yadong, L. / Chi, T.: International Business, 3rd ed., New York/London 2016.• Sawyer, W.C./Sprinkle, R.L.: Applied International Economics, 5th ed, London/New York 2020,• Sobel, R. S. et al.: Understanding Economics, from 14th ed., London et al. 2015.• van den Berg, H.: International Economics. A Heterodox Approach, 3rd ed., New York/London 2017. <p>Further hints to reading and materials will be explained and distributed in the classes.</p>
Level	2nd and 3rd year (intermediate)
Prerequisites	Principles of Economics
Assessment	One hour written examination (weight: 100%)
Semester hours per week / ECTS	2 / 4

Economics of Strategy and Management (IP.01.02/03)

[Prof. Dr. Lothar Funk](#)

Course Content The distinction between micro and macro business environments is somewhat artificial since many business-related issues require both micro and macro perspectives. This lecture takes, however, a rather strong micro business perspective which has to be embedded into its wider context, however. The course thus provides the essential knowledge to understand transactions among economic actors and their often strategic interactions. The issues will be discussed in a way that will help future managers to steer their companies much better than without this knowledge. Starting with basic micro-models, the lecture will add in an accessible way more innovative thinking that has extended and reformulated previous ideas. Covering transactions and organisations as well as institutions more realistically has revolutionised economic insights how businesses actually function. This fascinating development allows business students to learn the economics that really matters for them.

Key topics include:

- Governance of transactions and the related institutional background
- Economic theory of the firm
- Behavioural aspects of economics
- Markets and the importance of other modes of organisation
- Between extreme market forms: interaction and strategy
- Competition and strategy
- Beyond markets: property and contracts

Learning Outcome The course arms future managers with a clear understanding of the core principles of economics from a business or management perspective in contrast to the traditional public policy perspective. In order to be effective, management decisions have to be based on a sound knowledge of the underlying forces of transactions, interactions and potential strategies. Understanding this business-related economics is a proper foundation for optimal-decision making in business. The lecture with discussion will adopt an interactive approach by engaging students in a broad range of cases studies.

Literature

- Daniels, J.P./VanHoose, D.D.: Global Economic Issues and Policies, 4th ed., Abingdon/New York 2018.
- Mankiw, N.G./Taylor, M.P./Ashwin, A.: Business Economics, 3rd ed., Andover et al. 2019.
- Mankiw, N.G./Taylor: Economics, 5th ed., Andover et al. 2020.
- McKenzie, R.B./Tulluck, G.: The New World of Economics, 6th ed., Berlin et al. 2012.
- Sloman, J./ Garratt, D./Guest, J.:/Jones, E.: Economics for Business, 7th ed., Harlow et al. 2016 (or later edition).

Level 2nd and 3rd year (intermediate)

Prerequisites Principles of Economics

Assessment 90 minutes written examination (weight: 100%)

Semester hours per week 4

ECTS 6 (with an additional case study presentation of 15 minutes 8 ECTS can be achieved for IP students)

International Retail (IP.02.01)

[Prof. Dr. Peter Scheideler](#)

Course Content The course examines the challenges of International Retailers. It gives an overview of the importance and dimensions of International Retailing in the global context. It explains possible expansion and market entry strategies together with the most relevant business figures, which retailers need to monitor to steer their international operations and to identify new markets / potentials.

The course will also touch the operational Retail Mix (Assortment, Price, Location, Advertising, Store Layout, and Customer Service) and its specific characteristics for International Retailers.

Learning Outcome The students will learn the insides of International Retailers. They will understand the tools and the complexity of International Retailing and will understand the way International Retailers operate. They are able to perform strategic as well as operational assessments / evaluations of International Retailers and can work out solutions in case of inefficiencies.

Literature

- Berman, B.; Evans, J.-R.: Retail Management: A Strategic Approach, Pearson, 11th edition, 2010
- Merkel, H.; Breuer, P.; Eltze, C.; Kerne, J.: Global Sourcing im Handel, Springer-Verlag, Heidelberg, 2008
- Becker, J.; Winkelmann, A.: Handelscontrolling, Springer Gabler Verlag, Heidelberg, 3rd edition, 2014
- Pohl, J.: Internationale Handelslogistik, Logos Verlag, Berlin, 2008

Level 2nd and 3rd year (intermediate)

Prerequisites none

Assessment 60 min written examination in the last week of the semester

Semester hours per week 2

ECTS 4

Please note Registration will take place in presence (in the first lecture, 4th Oct. 2021) or via email to Professor Scheideler peter.scheideler@hs-duesseldorf.de.

Digital Sales & Distribution (IP.02.02)

[Prof. Dr. Peter Scheideler](#)

Course Content	The course will show the newest digital developments in offline (stationary) and online sales as well as the distribution of goods in the digital world (e-distribution). Technologies / Methods / Tools like NFC, Mobile Marketing, Mobile Payments, RFID, Beacons, e-marketplaces, e-shops, APPs and more will be discussed. A special focus will be placed on Omni-Channel aspects to show how companies combine their online and offline business to attract new customers or keep current customers loyal.
Learning Outcome	The students understand the use and the value of new technologies in Sales & Distribution. They can judge, under which circumstances these new technologies should be applied or not.
Literature	<ul style="list-style-type: none">• Graf, A., Schneider, H.: Das E-commerce Buch: Marktanalysen, Geschäftsmodelle, Strategien, DFV GmbH, Frankfurt am Main, 2015• Wirtz, B.: Electronics Business, Springer-Gabler, Wiesbaden, 5. Auflage 2016• Heinemann, G.: Der neue Online-Handel, Springer-Gabler, Wiesbaden, 6. Auflage, 2015• Kollmann, T.: E-Business, Springer-Gabler, Wiesbaden, 5. Auflage, 2013• Heinemann, G.: Der neue Mobile-Commerce, Springer-Gabler-Verlag, Wiesbaden, 2012• Gläß, R.; Leukert, B.: Handel 4.0: Die Digitalisierung des Handels, Springer-Gabler-Verlag, Wiesbaden, 2017
Level	2nd and 3rd year (intermediate)
Prerequisites	None (basic understanding of e-business would be great)
Assessment	60 min written examination in the last week of the semester
Semester hours per week	2
ECTS	4
Please note	Registration will take place in presence (in the first lecture, 4 th Oct. 2021) <u>or</u> via email to Professor Scheideler peter.scheideler@hs-duesseldorf.de .

Tools & Methods of International Distribution (IP.02.03)

[Prof. Dr. Peter Scheideler](#)

Course Content	The course includes the organisational (Sales Organisation, Distribution channels, etc.) but also the logistical (Warehouse, Inventory, Transportation etc.) aspects in international distribution and outlines possible strategies. At the end of the course, the students are able to draft and critically evaluate distribution strategies for different scenarios.
Learning Outcome	The students get an understanding about the possibilities for a manufacturer to distribute its products to its end-customers. They are able to evaluate different methods and strategies and learn to apply strategies for different scenarios.
Literature	<ul style="list-style-type: none">• Schögel, M.: Distributionsmanagement, Munich, 2012• Koether, R.: Distributionslogistik – Effiziente Absicherung der Lieferfähigkeit, Wiesbaden, 2014
Level	2nd and 3rd year (intermediate)
Prerequisites	None
Assessment	60 min written examination in the last week of the semester
Semester hours per week	2
ECTS	4
Please note	Registration will take place in presence (in the first lecture, 4 th Oct. 2021) <u>or</u> via email to Professor Scheideler peter.scheideler@hs-duesseldorf.de .

Differentiation and Positioning – a strategical approach on how to market lifestyle products (IP.03.01)

[Oliver Kanthak](#)

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
Level	2nd and 3rd year (intermediate)
Prerequisites	Marketing principles
Assessment	Presentation during semester, essay at end of the semester.
Semester hours per week	2, but this course will be conducted as a seminar with 4 sessions held throughout the semester (all sessions will be held on Thursdays and Fridays): 28 / 29 October and 04 / 05 November in room 3.3.025
ECTS	4
Please note	Registration required via SharePoint Anmeldeportal WiWi (hs-duesseldorf.de)

Business German I (IP 05.01)

[Ulrike Oberließen](#)

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
Level	Beginners with basic knowledge
Prerequisites	Interest in learning German
Assessment	Attendance, 60 minute written exam at the end of the course
Semester hours per week	2
ECTS	2
Please note	Registration required via SharePoint Anmeldeportal WiWi (hs-duesseldorf.de)

Business German II (IP.06.01)

[Ulrike Oberließen](#)

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	Students will learn how to <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
Level	Intermediate
Prerequisites	Good beginner’s German
Assessment	Attendance, an oral presentation and 90 min. written exam (weight: 100%)
Semester hours per week	3
ECTS	4,5
Please note	Registration required via SharePoint Anmeldeportal WiWi (hs-duesseldorf.de)

Introduction to German Corporate and Commercial Law (IP.07.01)

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

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

Trade Risks and Risk Management in a Changing World Trading System and a Changing Trading Environment (IP.08.01)

[Prof. Dr. Manfred Turban](#)

Course Content The course is about business risks in international trade and the management of business trade risks. It will focus on new developments in trade risk profiles and in challenges of risk management. We discuss the traditional categorization of short-term international business risks and risk management instruments, and supplement it by considering strategical trade risks of firms that are of growing relevance. We will discuss the origin of these risks in the development of world trade and the international trading system, in frictions in regional trading agreements and trading blocs, and in economic crises as the Economic and Financial crisis of 2008 and the economic crisis resulting from Covid19 pandemic. The course will highlight major trends and changes in international trade relations conducting to de-globalization and the challenges arising for the EU and the German economy. Particular attention will be devoted to international trade risks of firms resulting from the ongoing tendencies of disintegration of the rule-based world trading order. The course will conclude by outlining potential strategies of firms in trade risk management to cope with the arising challenges.

Learning Outcome Students will learn to identify business risks in international trade as well as strategies and tools, which firms can apply to cover international business risks. The course will provide an overview on traditional methods of trade risk management, and make special reference to business risks arising from enhanced trade conflicts between states and an increasingly fragile multilateral trading system (GATT/WTO) as well as from frictions and the disintegration of Preferential Trade Agreements (e.g. monetary crises, Brexit). The course will also reflect the impact of economic crises such as the Economic and Financial crisis of 2008 and the present economic crisis resulting from the Covid19 pandemic, and discuss how firms might adapt their strategies.

Literature

- **Bade, Donna** (2015), Export/Import Procedures and Documentation, New York (5e)
- **Baldwin, Richard** (2016), The Great Convergence, Cambridge-London
- **Grath, Anders** (2016), The Handbook of International Trade and Finance, London - Philadelphia (4e)
- **Helpman, Elhanan** (2011), Understanding Global Trade, Cambridge – London
- **Reinert, Kenneth A.** (2020), An Introduction to International Economics. New Perspectives on the World Economy, Cambridge – New York, 2e
- **Seyoum, Belay** (2013), Export-Import Theory, Practices and Procedures, New York – London – Oxford (3e)
- **Krugman, Paul R., Obstfeld Maurice, Melitz, Marc J. (2018), International Economics. Theory and Policy, London (11e)**

Level	Advanced
Prerequisites	Good knowledge in international business theory and international economics
Assessment	90 minutes written exam at the end of the course
Semester hours per week	2
ECTS	4

Applied Macroeconomics for Managers (IP.09.01/03)

[Prof. Dr. Lothar Funk](#)

Course Content The course provides knowledge about a number of important macroeconomic problems, including high unemployment, low economic growth or stagflation. The course provides knowledge to understand these problems in a way, which will help managers to use this knowledge to steer their companies in a better way through, for example, recessions or periods of high inflations. (4 credits)

Key topics include:

- main macroeconomic problems and indicators – short-run and long-run issues;
- main macroeconomic theories and their key messages;
- main macroeconomic policies: fiscal, monetary, structural;
- different views how the economy works and applied issues on labour markets & growth.

Additional open macroeconomic issues for 2 more credits:

- the macroeconomy and (international) competitiveness;
- open economy macroeconomics issues: fiscal and monetary policies;
- macroeconomic policies for current account imbalances.

Learning Outcome

The course will improve the knowledge of future managers on the dynamics of the macroeconomy and the importance of changes in macroeconomic policy for the business level. Policy and practical applications will be emphasised. To ensure accessibility, the aggregate demand and supply model will serve as the main engine for analysis. There will be a focus on the international dimension by comparing important issues such as unemployment, inflation or economic growth across countries (4 credits; two thirds of the entire course). Open economy macroeconomic issues such as the balance of payment or the exchange rate, will be discussed in a further part of the lecture when students want to get 6 credits for the entire course.

Literature

- Acemoglu, D. / Laibson, S. / J.A. List: Economics, 2nd ed., Boston et al. 2019.
- Daniels, J.P./VanHoose, D.D.: Global Economic Issues and Policies, 4th ed., Abingdon/New York 2018.
- Gerber, J.: International Economics, 7th ed., Boston 2018.
- Makin, A. J.: International Money and Finance, Abingdon/New York 2017.
- Mankiw, N.G./Taylor, M.P./Ashwin, A.: Business Economics, 3rd. ed., Andover et al. 2019.
- Mankiw, N.G./Taylor: Economics, 5th ed., Andover et al. 2020.
- Sawyer, W.C./Sprinkle, R.L.: Applied International Economics, 5th ed, London/New York 2020,
- Sloman, J./ Garratt, D./Guest, J./Jones, E.: Economics for Business, 7th ed., Harlow et al. 2016 (or later edition).
- van den Berg, H.: International Economics. A Heterodox Approach, 3rd ed., New York/London 2017.

Further hints to reading and materials will be explained and distributed in the classes.

Level	2nd and 3rd year (intermediate)
Prerequisites	Principles of Economics
Assessment	Written examination (weight: 100%); 1 hour in 4 ECTS course, 90 minutes in 6 ECTS course
Semester hours per week	2 or 3 (blocked lectures; details will be announced in first lecture, Oct. 7)
ECTS	6 ECTS for entire course or 4 ECTS for course without open economy macroeconomic part
Remarks	There will be lecture blocs with 180 minutes each at selected dates to be announced in lectures.

Marketing in an International Context (IP.10.01)

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

- Course Content** The objective of the course is to explore and apply key principles and practices of marketing in an international context. The course contains - in an application-oriented manner - the following key topics:
- Basics of marketing, brand management and international marketing
 - Selected strategic and operative marketing decisions in an international context
 - Marketing practices in different internationally driven industries
 - International company and marketing examples from different industries
 - Case Studies (offline, online driven industries)

Participation is limited due to didactical reasons.

- Learning Outcome**
- Gain basic knowledge and demonstrate an understanding of key concepts and instruments related to marketing in an international context
 - Be able to analyse and assess marketing-related context factors as well as internationally oriented marketing concepts, strategies and instruments
 - Understand the marketing specifics and practices in different industries
 - Provide conceptual methods and managerial solutions to marketing problems
 - Be able to conceptualise marketing concepts, strategies and instruments

- Literature**
- Faix, A./Kemper, A.C./Köhler, R. (2000):** Integrating brand strategies after an acquisition, in: Phillips, C./Pruyn, A./Kestemont, M.-P. (Ed.): Understanding marketing. A European Casebook, Wiley, p. 73-83
- Czinkota, M.R./Ronkainen, I.A./Zvobgo, G. (2013):** International Marketing, 10th ed., Cengage Learning
- Doole, I./Lowe, R./Kenyon, A. (2015):** International Marketing Strategy. Analysis, Development and Implementation, 7th ed., Cengage Learning
- Hill, C.W.L. (2014):** International business: Competing in the global market place, 10th ed., McGraw Hill Education
- Keegan, W.J./Green M. (2014):** Global Marketing. 8th ed., Prentice Hall
- Kotabe, M./Helsen, K. (2015):** Global Marketing Management, 6th ed., Wiley
- Kotler, P./Armstrong, G./Saunders, J./Wong, V. (2013):** Principles of Marketing, 6th ed., Pearson
- Backhaus/Voeth (2010):** Internationales Marketing, 6th ed., Springer
- Baumgarth, C. (2008):** Markenpolitik, 3rd ed., Gabler

Berndt/Fantapie-Altobelli/Sander (2010): Internationales Marketing-Management, 4th Ed., Springer-Gabler
Meffert/Burmann/Becker (2010): Internationales Marketing-Management. Ein markenorientierter Ansatz, 4th ed., Kohlhammer
Müller/Gelbrich (2014): Interkulturelle Kommunikation, Vahlen
Müller/Gelbrich (2014): Interkulturelles Marketing, 3th ed., Vahlen
Scharf, A./Schubert, B./Hehn, P. (2016): Marketing. Einführung in Theorie und Praxis, 6th ed., Schäffer-Poeschel
Zentes/Swoboda/Schramm-Klein (2013): Internationales Marketing, 3th ed., Vahlen
Further sources

Level	2nd and 3rd year (intermediate)
Prerequisites	<ul style="list-style-type: none"> • English language skills and a basic understanding for economic relationships. • Regular attendance is expected due to group work elements.
Assessment	Case study presentations during the semester and a final presentation/documentation at the end of the course.
Semester hours per week	3
ECTS	5
Timing	Wednesday, 12:30-14:00. Additional timing aspects will be announced during the lecture. Two additional seminar days will be time-wise fixed during the lecture. Start: 06/10/2021
Room	Online lecture via Microsoft Teams. Access to the respective team will be delivered to all students after their registration. Please download the respective software prior to the first lecture day in order to avoid technical problems.
Remarks	<p>PLEASE REGISTER FOR THIS CLASS: anne-christin.kemper@hs-duesseldorf.de</p> <p>("first come, first serve"-principle as participation is limited)</p>

English Language Courses

[Sheridan Jenczewski](#)

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 4 October on

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

Semester hours per week / ECTS 4 / 4

Please note Registration for lectures in presence is not required.
To sign in for the online course “Business English II (B2) Group C”, please contact the lecturer [Mrs Sur Choudhary](#) via email.

Course Code	Title	Teacher	Day + Time	Room
BBA 07.11.2	Business English I (B1/B2) Group A	Jenczewski	Mon 8.30 – 10.00 Wed 10.30 – 12.00	3.3.026
BBA 07.12.2	Business English I (B1/B2) Group B	Jenczewski	Mon 12.30 – 14.00 Fri 12.30 – 14.00	3.3.026
BBA 07.13.2	Business English I (B1/B2) Group C	Albutt	Thurs 14.30 – 16.00 Fri 16:30-18:00	3.3.026 3.3.019
BBA 07.14.2	Business English I (B1/B2) Group D	Jenczewski	Mon 10:30-12:00 Tue 8:30-10:00	3.3.026
BBA 07.15.2	Business English II (B2) Group A	Albutt	Thurs 12:30-14:00 Fri 14:30-16:00	3.3.026 3.3.019
BBA 07.16.2	Business English II (B2) Group B	Jenczewski	Tue 12:30-14:00 Wed 8:30-10:00	3.3.026
BBA 07.17.3	Business English II (B2) Group C	Sur Choudhary	Thurs 14:30-16:00 Fri 12:30-14:00	Online (Teams)
BBA 07.18.4	Business English III (C1)	Jenczewski	Tue 10.30 – 12.00 Fri 10:30-12:00	3.3.026

Language Courses – German classes

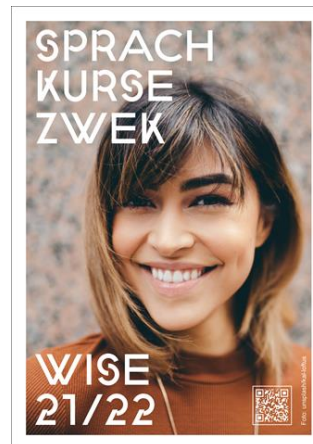
[Denise Llinás de Mahrenholtz](#)

Information Please find all the information concerning further “online” language courses on the website of the [“ZWEK”, the HSD’s Centre for Training and Competence Development.](#)

[Sprachlernangebot \(hs-duesseldorf.de\)](https://www.hs-duesseldorf.de/Sprachlernangebot)

Certificates **Language courses offered from ZWEK**

- Separate certificate
- 80 % attendance, active participation in class and 90 min. written exam



Registration Required **until 26/09/2021** using your HSD email-address only!

The lectures will take place via Microsoft Teams.

Please sign in via SharePoint: [Anmeldeportal ZWEK Sprachen \(hs-duesseldorf.de\)](#)

Contact If you have further questions regarding the language courses, please contact Denise Llinás de Mahrenholtz via email: Sprachen.ZWeK@hs-duesseldorf.de

NOTES