GERMAN BUSINESS IN A GLOBAL CONTEXT

International Programme - Courses in English

Summer Semester 2019

Version 25.03.2019
SEMESTER DATES

Summer Semester 2019

Lecture Period
25 March – 12 July 2019

Bank Holidays (no lectures)
23 – 26 April, 1 May, 30 May, 10 June 2019

Examination Period
15 July – 3 August 2019
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 all information

German Programme
- Only entire modules, not possible to select separate lectures from a module
- Different credits depending on module, for details please look online:
  - Bachelor Business Administration (BBA) courses: http://wiwi.hs-duesseldorf.de/studium/studiengaenge/bachelor-business-administration/modulhandbuch
  - Bachelor Kommunikations- und Multimediamanagement (BKM) courses: http://wiwi.hs-duesseldorf.de/studium/studiengaenge/bachelor-kommunikations-multimediamanagement/modulhandbuch

Registration for courses at the Faculty of Business Studies
- Unless indicated otherwise in the respective programmes, it is not necessary to register for the courses.
- Registration for the exams will take place in June, 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
## COURSE OVERVIEW

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<td>IP.01.01</td>
<td><strong>International Trade</strong></td>
<td>Funk</td>
<td>Tuesday</td>
<td>16.00 – 18.15</td>
<td>Room: 3.2.004</td>
</tr>
<tr>
<td>IP.02.01</td>
<td><strong>Applied Macroeconomics for Managers</strong></td>
<td>Funk</td>
<td>Wednesday (Block seminar, 8 lectures)</td>
<td>14.15 – 15.45 and 14:30 – 16:00</td>
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<tr>
<td>IP.03.01</td>
<td><strong>Open Economy Macroeconomics</strong></td>
<td>Thiele</td>
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<tr>
<td>IP.04.01</td>
<td><strong>Financial Modeling</strong></td>
<td>Bleuel</td>
<td>Wednesday</td>
<td>10.30 – 12.00</td>
<td>Room: 3.3.038</td>
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<tr>
<td>IP.05.01</td>
<td><strong>Differentiation and Positioning</strong> – a strategical approach on how to market lifestyle products</td>
<td>Kanthak</td>
<td>Saturday (Block seminar, 4 lectures)</td>
<td>10.00 – 16.00</td>
<td>Room 03.03.19</td>
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<tr>
<td>IP.06.01</td>
<td><strong>Business Professional Speech</strong></td>
<td>Kraft</td>
<td>Monday</td>
<td>13.00 – 14.30 and 14.45 – 16.15</td>
<td>Room: 3.3.019</td>
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<td>IP.07.01</td>
<td><strong>Business German I</strong></td>
<td>Oberließen</td>
<td>Tuesday</td>
<td>12.15 – 13.45</td>
<td>Room: 9.1.004</td>
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<tr>
<td>IP.08.01</td>
<td><strong>Business German II</strong></td>
<td>Oberließen</td>
<td>Tuesday</td>
<td>14.00 – 16.15</td>
<td>Room: 9.1.004</td>
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<tr>
<td>IP.09.01</td>
<td><strong>International Financial Management</strong></td>
<td>Kölle</td>
<td>Monday</td>
<td>16.30 – 18.00</td>
<td>Room: 3.3.003</td>
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<tr>
<td>IP.10.01</td>
<td><strong>Supply Chain Management</strong></td>
<td>Scheideler</td>
<td>Monday</td>
<td>8.30 – 10.00</td>
<td>Room: 4.E.001</td>
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<tr>
<td>IP.11.01</td>
<td><strong>Introduction to Applied Econometrics</strong></td>
<td>Frotscher</td>
<td>Thursday (every 14 days)</td>
<td>16.30 – 20.00</td>
<td>Room: 3.3.019</td>
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<tr>
<td>IP.12.01</td>
<td><strong>The Business Environment in China</strong></td>
<td>von Keitz</td>
<td>Wednesday</td>
<td>14:30 – 16:00</td>
<td>Room: 3.3.002</td>
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<tr>
<td>IP.13.01</td>
<td><strong>Financial Global Business Simulation</strong></td>
<td>Bleuel</td>
<td>Monday</td>
<td>10.30 – 12.00 or: 10.30 – 12.00 or 12.30 – 14.00 or 14.30 – 16.00</td>
<td>Room: 3.3.036</td>
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<td>Thursday</td>
<td>10.30 – 12.00</td>
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<td>8.30 – 10.00</td>
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<td>Mandatory!</td>
<td>Room: 3.3.036</td>
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<tr>
<td>Code</td>
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<td>Lecturer</td>
<td>Schedule</td>
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<tr>
<td>IP.14.01</td>
<td>Marketing-Project</td>
<td>Straßburger</td>
<td>14.00 – 15.30 \  15.45 – 17.15 \  17.30 – 19.00</td>
<td>3.3.025</td>
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<tr>
<td>IP.15.01</td>
<td>Team Management</td>
<td>Khabyuk</td>
<td>Thursday 8.30 – 12.00</td>
<td>4.E.034</td>
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International Trade (IP.01.01)
Prof. Dr. Lothar Funk

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 (intermediate)

Prerequisites
Principles of Economics

Assessment
60 min. written exam; (if students want one more credit, they can additionally make a presentation of a case study)

Semester hours per week
3

ECTS
5 for students with written exam only; 1 more for presentation
Applied Macroeconomics for Managers (IP.02.01)
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. Key topics include:

- main macroeconomic problems – short-run and long-run issues;
- main macroeconomic theories and their key messages;
- main macroeconomic policies;
- different views how the economy works.

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. Open economy macroeconomic issues such as the balance of payment or the exchange rate, however, will be discussed in a different course.

Literature

Level
2nd and 3rd year (intermediate)

Prerequisites
Principles of Economics

Assessment
One hour written examination

Semester hours per week
1

ECTS
2

Remarks
There will be 8 lectures with 90 minutes each.
First lecture: 27 March, 14.30 – 16.00
Other lectures to be announced on this day (they will be also on Wednesdays from 14.15 – 15.45)
Open Economy Macroeconomics (IP.03.01)
Prof. Dr. Mouna Thiele

Course Content
In the first chapter students become familiar with the various sub-accounts within the balance of payments and learn to classify transactions. We proceed with a principles-level introduction to exchange rates, determining the value of national currencies in the context of simple supply and demand analysis. 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.

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
second and third year students (intermediate)

Prerequisites
basic knowledge of economics, especially principles of macroeconomics

Further information
Assessment: 60 min. written exam (weight: 100%)
Semester hours per week: 3
Credits: 5

or

Assessment: 60 min. written exam (weight: 100%) and a 15 minute oral presentation
Semester hours per week: 3
Credits: 6
Financial Modeling (IP.04.01)
Prof. Dr. Hans-H. Bleuel

Course Content
1. Fundamentals of Corporate Finance
2. Introduction to MS-Excel
3. Principles of Modelling in Corporate Finance
4. Using MS-Excel as a Tool for Financial Decisions

Learning Outcome
The students will be able to apply techniques of spreadsheet modelling to decisions in corporate finance. Students know about standards in financial modelling. They are able to develop basic models for financial decision making and have the skills to interpret the output of models.

Literature
• Häcker / Ernst: Financial Modeling – An Introductory Guide to Excel and VBA Applications in Finance.

Level
3rd year students

Prerequisites
Students should be familiar with principles of finance and accounting

Assessment
PC-assessment, 90 minutes

Semester hours per week
2

ECTS
4
**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 101 on how to conduct executive presentations (PPT). The final will be a paper and presentation.

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**Level**

2nd and 3rd students

**Prerequisites**

Marketing principles

**Assessment**

Presentation during semester, essay at end of the semester.

**Semester hours per week**

2

**ECTS**

4

**Remarks**

Block seminar, dates as follows:

- Saturday, 13.04.19
- Saturday, 27.04.19
- Saturday, 11.05.19
- Saturday, 18.05.19

Always from 10.00 – 16.00 in room 03.03.19
# Business Professional Speech (IP.06.01)

**Dr. Hans Kraft**

<table>
<thead>
<tr>
<th>Course Content</th>
<th>The course covers all minor aspects of business and professional speech.</th>
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</thead>
</table>
| **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 |
| Assessment | Presentation during semester, term paper, regular presence in class, active participation |
| Semester hours per week | 4 |
| ECTS | 8 |
| Remarks | Please register for this class: hans.kraft@hs-duesseldorf.de  
Max. 20 participants |
Business German I (IP.07.01)
Ulrike Oberließen

Course 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
Business German II (IP.08.01)
Ulrike Oberließen

Course 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 is going to 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 (IP.09.01)
Prof. Dr. Christian Kölle

Course 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 (IP.10.01)
#### Prof. Dr. Peter Scheideler

**Course 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
- 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
## 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

## Learning Outcome
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., Basic econometrics, 5th ed. 2008
- 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
The Business Environment in China (IP.12.01)
Dr. Hui-Bin Meng von Keitz

Course Content
- Ethnic, Language, Religion and Cultural Values
- Trade Circumstance
- Investment Trends
- Urbanization
- Manufacturing
- Rising Chinese Consumers
- Brainpower behemoth
- Internet Trading
- Increasing Costs
- Competition with SOE
- One Belt one Road
- Political Decisions & Risks
- Pilot Free Trade Zone
- Supply-Side Economic Reform and the 13th Five-Year Plan (2016-2020)
- Overview of Intellectual Property Law of P.R.C
- Human Resources: Talent Recruitment and Retention
- Nondiscrimination / National Treatment
- Transparency

Learning Outcome
This course is aimed to provide detailed knowledge on business environment in China in 3 aspects: 1. Political Factors; 2. Economic Factors; 3. Cultural Factors which influence the business practices in China. As the world’s second largest trading nation after the United States, China will continue to be an important business partner of Europe. European business students, organizations and companies will get a deep insight of the differences in the economic, political, and cultural environment of the country and their impact on business conducts in China.

Literature
- Stephanie Henry. “Bilateral Investment Treaties: What They Are and Why They Matter.” China
- Deborah S. Davis:“” What’s the business landscape in China today?” Aug 20, 2013

Level
All levels

Prerequisites
Knowledge of basic international economics + fluent command of English

Assessment
- 60 minutes written exam (weight: 100%) at the end of the course

Semester hours per week
2

ECTS
4
# Financial Global Business Simulation (IP.13.01)
## Prof. Dr. Hans-H. Bleuel

### Course Content
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

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](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

### Remarks
Please register for this class in advance: h.bleuel@hs-duesseldorf.de

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

**Participation is mandatory on Monday, 1 April 2019 at 08.30 – 10.00 am in room 3.3.040** due to formation of groups (no enrolment possible after this date)
# Marketing-Project (IP.14.01)
## Prof. Dr. Heidi Straßburger

### Course Content
- The projects are handled in small groups.
- Support in the development of a marketing concept: situational analysis - marketing and communications objectives, target groups, positioning – marketing and communications activities, integrated communication
- Team-coaching and milestone meetings
- The results of the project work will be presented and evaluated at the end of the course.

### Learning Outcome
- Students can implement independently the acquired marketing and communication knowledge in holistic application situations.
- On the basis of their research and analysis, students learn to find targeted marketing and communication solutions.
- They are able to create and hold presentations.
- Students will learn project organization including planning and structuring, time management and teamwork.
- They can learn to respond flexibly and creatively to challenges and difficulties in the project.

### Literature

### 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
Binding registration takes place exclusively in the first session on Thu, 28 March 2019 (no enrolments possible after this date)
Participation is limited to 12 students.
Team Management (IP.15.01)
Prof. Dr. Olexiy Khabyuk

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 May 23rd, 2019, 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?

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

Remarks
Time and Place: Thursday, on selected dates (23.05., 06.06., 13.06., 27.06., 04.07., 11.07.) 8.30-12.00, Room 4.E.034

Syllabus is available here: https://moodle.hs-duesseldorf.de/mod/resource/view.php?id=1047
Login with your HSD ID
Then enter Einschreibeschlüssel/ Password: Teamworkhardwork
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!

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

Semester hours per week 4

ECTS 4

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<tr>
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<th>Title</th>
<th>Lecturer</th>
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<tr>
<td>BBA 07.11.2</td>
<td>Business English I</td>
<td>Jenczewski</td>
<td>Mon 8.30 – 10.00, Wed 8.30 – 10.00</td>
<td>3.3.022, 3.3.019</td>
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<tr>
<td></td>
<td>Group A</td>
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