

Hochschule Düsseldorf
University of Applied Sciences



Fachbereich Wirtschaftswissenschaften
Faculty of Business Studies



GERMAN BUSINESS IN A GLOBAL CONTEXT

International Programme

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Courses in English

Summer Semester 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 International Management (BIM) courses: http://wiwi.hs-duesseldorf.de/studium/studiengaenge/bachelor-international-management/modulhandbuch/Documents/Modulhandbuch_BIM_2011.pdf
- 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

IP.01.01	International Trade			
Lecturer: Funk	Tuesday	16.00 – 18.15		Room: 3.2.004
IP.02.01	Applied Macroeconomics for Managers			
Lecturer: Funk	Wednesday (Block seminar, 8 lectures)	14.15 – 15.45	Start: 27 March 14:30 – 16:00	Room: 3.3.003
IP.03.01	Open Economy Macroeconomics			
Lecturer: Thiele	Tuesday	9.00 – 11.15		Room: 3.4.015
IP.04.01	Financial Modeling			
Lecturer: Bleuel	Wednesday	10.30 – 12.00		Room: 3.3.038
IP.05.01	Differentiation and Positioning – a strategical approach on how to market lifestyle products			
Lecturer: Kanthak	Saturday (Block seminar, 4 lectures)	10.00 – 16.00	Start: 13 April	Room 03.03.19
IP 06.01	Business Professional Speech			
Lecturer: Kraft	Monday	13.00 – 14.30 <i>and</i> 14.45 – 16.15		Room: 3.3.019
IP.07.01	Business German I			
Lecturer: Oberließen	Tuesday	12.15 – 13.45		Room: 9.1.004
IP.08.01	Business German II			
Lecturer: Oberließen	Tuesday	14.00 – 16.15		Room: 9.1.004
IP.09.01	International Financial Management			
Lecturer: Kölle	Monday	16.30 – 18.00		Room: 3.3.003
IP.10.01	Supply Chain Management			
Lecturer: Scheideler	Monday	8.30 – 10.00		Room: 4.E.001
IP.11.01	Introduction to Applied Econometrics			
Lecturer: Frotscher	Thursday (every 14 days)	16.30 – 20.00		Room: 3.3.019
IP.12.01	The Business Environment in China			
Lecturer: von Keitz	Wednesday	14:30 – 16:00		Room: 3.3.002
IP.13.01	Financial Global Business Simulation			
Lecturer: Bleuel	Monday	10.30 – 12.00 12.30 – 14.00 14.30 – 16.00 <i>or:</i>	Start: 01.04.19 8.30 – 10.00 Room: 3.3.040 Mandatory!	Room: 3.3.036 Room: 3.3.038
	Thursday	10.30 – 12.00 12.30 – 14.00 14.30 – 16.00		

IP.14.01	Marketing-Project	14.00 – 15.30	
Lecturer: Straßburger	Thursdays	15.45 – 17.15	Room: 3.3.025
		17.30 – 19.00	
IP.15.01	Team Management		
Lecturer: Khabyuk	Thursday	8.30 – 12.00	Room: 4.E.034

International Trade (IP.01.01)

Prof. Dr. Lothar Funk

Course Content	<ol style="list-style-type: none">1. Introducing some empirical trends in International Economics2. Introducing International Organizations3. The Trade Models of David Ricardo, Heckscher & Ohlin and expansions4. New Trade Theories of Intra-Industry Trade5. Protectionism: Tariffs, Non-Tariff Barriers6. The Political Dimension of Trade Barriers7. 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	<ul style="list-style-type: none">• Acemoglu, D. / Laibson, S. / J.A. List: Economics, Boston et al. 2015 (<i>or later edition</i>).• Daniels, J.P./VanHoose, D.D.: Global Economic Issues and Policies, 3rd ed., Abingdon/New York 2014.• Gerber, J.: International Economics, 6th ed., Boston et al. 2013 (<i>or later edition</i>).• Krugman, P.R. /Obstfeld, M./Melitz, M.J.: International Economics, 10th ed., Boston et al. 2014.• Krugman, P./Wells, R.: Economics, 2nd ed., New York 2013 (or later edition).• Mankiw, N.G./Taylor, M.P.: Economics, 3rd ed., Andover 2013 (<i>or later edition</i>)• <i>Mankiw, N.G./Taylor, M.P.: Business Economics, 3rd ed., Andover 2018 (introduction).</i>• Mulhearn, C./Vane, H.R.: Economics for Business, 3rd ed., London/New York 2016.• Reinert, K.A.: An Introduction to International Economics, Cambridge et al. 2012 (<i>main textbook</i>).
Level	2nd and 3rd year (intermediate)
Prerequisites	Principles of Economics
Assessment	<i>60 min. written exam; (if students want one more credit, they can additionally make a presentation of a case study)</i>
Semester hours per week	3
ECTS	<i>5 for students with written exam only; 1 more for presentation</i>

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

- Mankiw, N.G./Taylor, M.P.: Economics, 3rd ed., London et al. 2013 (or later edition).
- Acemoglu, D./Laibson, D./List, J.A.: Economics, Boston et al., 2nd. ed 2018.
- Hubbard, R. G./O' Brien, A. P.: Money, Banking, and the Financial System, Boston et al. 2011.
- Krugman, P./Wells, R.: Economics, 2nd ed., New York 2013 (or later edition).
- Mulhearn, C./Vane, H.R.: Economics for Business, 3rd ed., London/New York 2016.
- Miles, D./Scott, A./Breedon, F.: Macroeconomics, 3rd ed., Chichester 2012.

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	Gerber, J.: International Economics, 6th ed., New York et al. 2014 Krugman, P./Obstfeld, M.: International Economics , 8th ed., New York et al. 2008 Mankiw, N.G./Taylor, M.P.: Economics, 3rd ed., London et al. 2014 Reinert, K.A.: An Introduction to International Economics, Cambridge et al. 2012
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	<ol style="list-style-type: none">1. Fundamentals of Corporate Finance2. Introduction to MS-Excel3. Principles of Modelling in Corporate Finance4. 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	<ul style="list-style-type: none">• Brealey / Myers / Allen: Principles of Corporate Finance, 12. ed., Boston 2016.• Häcker / Ernst: Financial Modeling – An Introductory Guide to Excel and VBA Applications in Finance.• Holden: Excel Modeling in Corporate Finance, 5. ed., Boston 2015.
Level	3 rd 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

Differentiation and Positioning – a strategical approach on how to market lifestyle products (IP 05.01)

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	<p>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.</p> <p>Also: There will be a 101 on how to conduct executive presentations (PPT). The final will be a paper and presentation.</p>
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	2 nd and 3 rd students
Prerequisites	Marketing principles
Assessment	Presentation during semester, essay at end of the semester.
Semester hours per week	2
ECTS	4
Remarks	<p>Block seminar, dates as follows:</p> <ul style="list-style-type: none">• 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

Course Content	The course covers all minor aspects of business and professional speech. Topics include <ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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	<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	Students will be able to <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
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	<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 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	<ol style="list-style-type: none">1. Global Financial Environment2. Foreign Exchange Theory3. Managing Multinational Exchange Rate Exposure4. International Financial Markets5. Foreign Investments – Decision and Management
Learning Outcome	<ul style="list-style-type: none">• 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	<p>Eiteman, D.; Stonehill, A.; Moffet, M.: Multinational Business Finance, 13/e, 2013</p> <p>Supplementary reading material</p> <ul style="list-style-type: none">• Bösch, M.: Finanzwirtschaft, 3. Aufl., 2016• Brealey, R. A.; Myers, S. C.; Allen, F.: Principles of Corporate Finance, 12/e, 2017• Perridon, L.; Steiner, M.; Rathgeber, A.: Finanzwirtschaft der Unternehmung, 17. Aufl., 2016• 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, and supply chain performance measures.
Learning Outcome	At the conclusion of this course, the students should be able to: <ul style="list-style-type: none">• Understand the objectives of a Supply Chain• Understand the drivers and metrics of a Supply Chain• Design Supply Chain Networks• Apply coordination strategies like Continuous Replenishment, CPFR, or VMI• Understand the differences of the transportation modes• Source efficiently• Understand the required Information Technology
Literature	<ul style="list-style-type: none">• Chopra, S./ Meindl, P.: Supply Chain Management – Strategy, Planning, and Operations, 6th edition, Pearson Education Limited, Harlow, 2016• Watson, M./ Lewis, S./ Cacioppi, P./ Jayaraman, J.: Supply Chain Network Design: Applying Optimization and Analytics to the Global Supply Chain, 1st edition, Financial Times Prentice Hall, Harlow, 2012• Feigin, G.: Supply Chain Planning and Analytics, 1st edition., Business Expert Press, New York, 2011• Jacobs, F. R./ Chase. R. B.: Operations and Supply Chain Management, 14th edition, Mcgraw-Hill Publ. Comp, New York, 2013
Level	2 nd and 3 rd 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 (IP.11.01)

Jakob Frotscher

Course Content	<ol style="list-style-type: none">1. The scientific method and definitions2. Regression analysis and the classical linear regression model3. Extensions of the classical linear regression model4. Binary dependent variable5. Time series
Learning Outcome	<p>The course aims at introducing students to the basic tools of econometric analysis, making use of weekly practices and econometric software that will help them develop basic empirical skills. In the first few classes, it will become evident that knowing the main steps of the scientific method is the cornerstone of critical empirical thinking. The course will review the classical linear regression model and its extension to the multivariate case. Population and sample regression functions, the nature of the error term, parameter estimation, goodness of fit measures, hypothesis testing, dummy variables, and model selection criteria, are among the topics to be covered through the first two thirds of the course. The last few weeks will be devoted to the study of binary dependent variable models (LPM, Logit, and Probit) and time series analysis.</p>
Literature	<ul style="list-style-type: none">• Studenmund, A.H., Using econometrics: A practical guide, 6th ed. 2014• Griffiths, W. Using Eviews: For principles of econometrics, 4th ed., 2011• Gujarati, D., Basic econometrics, 5th ed. 2008• Gujarati, D., Econometrics by example, 2011• Wooldridge, J., Introduction to econometrics: A modern approach, 4th ed. 2008
Level	2 nd and 3 rd 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	<ul style="list-style-type: none">• 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	<p>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 high 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.</p>
Literature	<ul style="list-style-type: none">• "China's 12th Five-Year Plan: Overview." KPMG China. Mar. 2011• "China's Transition to Slower but Better Growth." IMF Survey. Aug 14, 2015• "Development of China's Industrial Economy in Past Decade." Xinhua. Sep 4, 2012• Stephanie Henry. "Bilateral Investment Treaties: What They Are and Why They Matter." China• Business Review, US-China Business Council. Sep, 2016• Deborah S. Davis:" What's the business landscape in China today?" Aug 20, 2013• Professor F. Warren McFarlan:" China- Opportunity and Challenge." October 14, 2008
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**
- Bleuel: Internationals Management – Grundlagen, Umfeld und Entscheidungen, Stuttgart 2017.
 - Hill: International Business – Competing in the Global Market Place, 12. ed., New York 2018.
 - Kutschker / Schmid: Internationales Management, 7. Aufl. 2010.
 - Eiteman / Stonehill / Moffett: Multinational Business Finance, 15. Aufl, Boston 2015.
 - Documentation of CESIM (available at: <http://globalchallenge.cesim.com/>)

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

Level 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	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• Burmann, C. / Riley, N.-M. / Halaszovich, T. / Schade, M.: Identity-Based Brand Management, 1st ed., Springer-Gabler, Wiesbaden 2017• Fill, C. / Turnbull, S.: Marketing Communications, 7th ed., Pearson, 2016• Kotler, P. / Armstrong, G.: Principles of Marketing, Global Edition, 17th ed., Pearson, 2017• Solomon, M. / Marshall, G. / Stuart, E.: Marketing – Real People, Real Choices, 9th ed., Pearson, 2017
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	<ol style="list-style-type: none">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	<p>This course focuses upon three main issues and how to get the skills to handle them:</p> <ul style="list-style-type: none">• 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	<ul style="list-style-type: none">• 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	<p>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</p> <p>Syllabus is available her: https://moodle.hs-duesseldorf.de/mod/resource/view.php?id=1047 Login with your HSD ID Then enter Einschreibeschlüssel/ Password: Teamworkhardwork</p>

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 4

per week

ECTS 4

Course Code	Title	Lecturer	Day + Time	Room
BBA 07.11.2	Business English I Group A	Jenczewski	Mon 8.30 – 10.00	3.3.022
			Wed 8.30 – 10.00	3.3.019
BBA 07.12.2	Business English I Group B	Cowe	Tue 12.30 – 14.00	3.4.003
			Tue 14.30 – 16.00	
BBA 07.13.2	Business English I Group C	Harman	Thu 14.30 – 16.00	9.1.004
			Thu 16:30 – 18.00	
BBA 07.21.2	Business English II Group A	Jenczewski	Tue 10.30 – 12.00	3.3.026
			Fri 12.30 – 14.00	3.3.002
BBA 07.22.2	Business English II Group B	Choudhary	Thu 10.30 – 12.00	9.1.007
			Thu 12.30 – 14.00	
BBA 07.23.3	Business English II Group C	Harman	Tue 14.30 – 16.00	3.3.026
			Tue 16:30 – 18.00	
BBA 07.31.4	Business English III	Jenczewski	Wed 12.30 – 14.00	3.3.025
			Fri 10.30 – 12.00	3.3.026

NOTES