GERMAN BUSINESS IN A GLOBAL CONTEXT

International Programme
- Courses in English

Winter Semester 2019/20

Version 24 September 2019
SEMESTER DATES

Winter Semester 2019/20

Lecture Period
23 September 2019 – 24 January 2020

Some classes of the International and the German Programme start on 23 September, but most classes start on 30 September

Bank Holidays (no lectures)
3 October, 1 November

Autumn School
21 – 25 October 2019

Christmas holidays
23 December 2019 – 3 January 2020

Examination Period
25 January – 14 February 2020

Summer Semester 2020

Lecture Period
23 March – 10 July 2020

Easter holidays
14 April – 17 April 2020

Bank Holidays (no lectures)
1 May, 21 May, 1 June, 11 June

Examination Period
11 July – 29 July 2020
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 November or December, 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
<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
<th>Type</th>
<th>Time</th>
<th>Start Date</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>IP.01.01</td>
<td>Comparative Institutional Economics</td>
<td>IP.01.01</td>
<td>Tuesday 17.00 – 18.30</td>
<td>Start: 24 Sep</td>
<td>Room: 3.3.003</td>
</tr>
<tr>
<td>IP.01.02</td>
<td>Economics of Institutions, Strategy and Management</td>
<td>IP.01.02</td>
<td>Wednesday 10.30 – 14.00</td>
<td>Start: 25 Sep</td>
<td>Room: 3.3.003</td>
</tr>
<tr>
<td>IP.02.01</td>
<td>International Retail</td>
<td>IP.02.01</td>
<td>Thursday 8.30 – 10.00</td>
<td>Start: 26 Sep</td>
<td>Room: 4.E.034</td>
</tr>
<tr>
<td>IP.02.02</td>
<td>Digital Sales &amp; Distribution</td>
<td>IP.02.02</td>
<td>Thursday 10.30 – 12.00</td>
<td>Start: 26 Sep</td>
<td>Room: 4.E.034</td>
</tr>
<tr>
<td>IP.02.03</td>
<td>Tools &amp; Methods of International Distribution</td>
<td>IP.02.03</td>
<td>Thursday 12.30 – 14.00</td>
<td>Start: 26 Sep</td>
<td>Room: 4.E.034</td>
</tr>
<tr>
<td>IP.03.01</td>
<td>Differentiation and Positioning – a strategical approach on how to market a lifestyle product</td>
<td>IP.03.01</td>
<td>Saturday 10.00 – 16.00</td>
<td>Block Seminar: 12 Oct, 13 Oct, 19 Oct, 20 Oct</td>
<td>Room: 3.3.019 Room: 3.3.022</td>
</tr>
<tr>
<td>IP.04.01</td>
<td>Business Professional Speech</td>
<td>IP.04.01</td>
<td>Monday 13.00 – 16.15</td>
<td>Start: 30 Sep</td>
<td>Room: 3.3.019</td>
</tr>
<tr>
<td>IP.05.01</td>
<td>Business German I</td>
<td>IP.05.01</td>
<td>Tuesday 12.00 – 13.30</td>
<td>Start: 1 Oct</td>
<td>Room: 9.1.004</td>
</tr>
<tr>
<td>IP.06.01</td>
<td>Business German II</td>
<td>IP.06.01</td>
<td>Tuesday 13.45 – 16.00</td>
<td>Start: 1 Oct</td>
<td>Room: 9.1.004</td>
</tr>
<tr>
<td>IP.08.01</td>
<td>Introduction to German Corporate and Commercial Law</td>
<td>IP.08.01</td>
<td>Tuesday 10.30 – 12.00</td>
<td>Start: 1 Oct</td>
<td>Room: 3.4.015</td>
</tr>
<tr>
<td>IP.09.01</td>
<td>Trade Risk Management in a Changing World Trading System</td>
<td>IP.09.01</td>
<td>Wednesday 8.30 – 10.00</td>
<td>Start: 2 Oct</td>
<td>Room: 3.3.002</td>
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<tr>
<td>IP.10.01</td>
<td>Applied Macroeconomics for Managers</td>
<td>IP.10.01</td>
<td>Wednesday 14.30 – 16.00</td>
<td>Start: 2 Oct</td>
<td>Room: 3.3.025</td>
</tr>
<tr>
<td>IP.11.01</td>
<td>Marketing in an international context</td>
<td>IP.11.01</td>
<td>Wednesday 12.30-14.00</td>
<td>Start: 2 Oct</td>
<td>Room: 3.4.015</td>
</tr>
</tbody>
</table>

Additional timing aspects will be announced
Comparative Institutional Economics (IP.01.01)
Prof. Dr. Lothar Funk

Course Content
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. Issues include:

- 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
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.

Literature

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

Level
2nd and 3rd year (intermediate)

Prerequisites
Principles of Economics

Assessment
One hour written examination

Semester hours per week
2

ECTS
4
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

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.

- Mankiw, N.G./Taylor: Economics, 4th, ed., London et al. 2017 (or later editions)

2nd and 3rd year (intermediate)

Prerequisites: Principles of Economics
<table>
<thead>
<tr>
<th><strong>Assessment</strong></th>
<th>90 minutes written examination</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Semester hours per week</strong></td>
<td>4</td>
</tr>
<tr>
<td><strong>ECTS</strong></td>
<td>7 (with an additional case study presentation of 15 minutes 8 ECTS can be achieved)</td>
</tr>
</tbody>
</table>
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


Level

2nd and 3rd year students (intermediate)

Prerequisites

None

Assessment

60 min written examination in the last week of the semester

Semester hours per week

2

ECTS

4
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

Level
2nd and 3rd year students (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
| **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** | • Schögel, M.: Distributionsmanagement, Munich, 2012  
| **Level** | 2nd and 3rd year students (intermediate) |
| **Prerequisites** | None |
| **Assessment** | 60 min written examination in the last week of the semester |
| **Semester hours per week** | 2 |
| **ECTS** | 4 |
Differentiation and Positioning – a strategical approach on how to market a lifestyle product (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 101 on how to conduct executive presentations (PPT). The final will be a paper and presentation.

Literature

Level
Second to third year students

Assessment
Presentation during semester, essay at end of the semester

ECTS
4

Remarks
The course is held as a block seminar on the following days:
12 & 13 October in Room 3.3.019 and 19 & 20 October in Room 3.3.022. All sessions take place on Saturdays!

Please register until 30 September by sending an e-mail to oliveralexkanthak@gmail.com
Business Professional Speech (IP.04.01)
Dr. Hans Kraft

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

Topics
• 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
Max. 20 participants
Please register for this class by sending an e-mail to hans.kraft@hs-duesseldorf.de
## Business German I (IP 05.01)
### 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 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 |
## Business German II (IP.06.01)

### Ulrike Oberließen

<table>
<thead>
<tr>
<th><strong>Course Content</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication in everyday business situations</td>
<td></td>
</tr>
<tr>
<td>Professional qualifications</td>
<td></td>
</tr>
<tr>
<td>Negotations</td>
<td></td>
</tr>
<tr>
<td>Job Interviews</td>
<td></td>
</tr>
<tr>
<td>Marketing / Advertising</td>
<td></td>
</tr>
<tr>
<td>Trade Fairs: Visit to Messe Düsseldorf</td>
<td></td>
</tr>
<tr>
<td>Intercultural Issues</td>
<td></td>
</tr>
<tr>
<td>Contextual and situational grammar exercises</td>
<td></td>
</tr>
<tr>
<td>Company profiles</td>
<td></td>
</tr>
</tbody>
</table>

**Learning Outcome**

Students will learn how to

- talk about their personal development, their current aims and their plans for the future
- extend their vocabulary in the word field of “marketing”
- be aware of cultural differences in the business world
- reduce the number of mistakes through grammar exercises

**Literature**

Relevant material will be distributed during class

**Level**

Intermediate

**Prerequisites**

Good beginner’s German

**Assessment**

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

**Semester hours per week**

3

**ECTS**

4,5
Introduction to German Corporate and Commercial Law (IP.08.01)

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

Course Content
- 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
- German Civil Code
- German Commercial Code
- Robbers, An Introduction to German Law, 6th edition, 2017

Level
Second and third year students (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
The course is about business risks in international trade and the management of business trade risks and will focus on changes in the trade risk profiles and in the challenges of risk management in the context of both recent developments of the international trading system and increasing frictions in regional trading agreements and trading blocs. The course will highlight major trends and changes in international trade relations and their impact on the EU and the German economy. International trade risks of firms will be identified, and the legacy of the multilateral world trading system will be discussed in the light of recent developments in international trade regulation. The course will be finally devoted to the identification of methods of trade risk management appropriate to cope with the new challenges for firms arising from the ongoing tendencies towards a further disintegration of the existing rule-based world trading order.

Students will learn to identify business risks in international trade and tools which can be properly applied in trade risk management to cope with these categories of risk. The course will make special reference to new business risks resulting from recent trade conflicts and a fragile multilateral trading system (GATT/WTO) as well as from further risks of disintegration of regional trade agreements (European Union, NAFTA/USCMA) through conflicts between Member countries and exits of countries from trade agreements (e.g. monetary crises, Brexit).

- **Bade, Donna** (2015), Export/Import Procedures and Documentation, New York (5e)

**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.10.01)
### 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: 2 October, 14.30 – 16.00  
| | Other lectures to be announced on this day |
# Marketing in an international context (IP.11.01)

**Prof. Dr. Anne Christin Kemper**

<table>
<thead>
<tr>
<th><strong>Course Content</strong></th>
<th>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:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Basics of marketing, brand management and international marketing</td>
<td></td>
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<tr>
<td>Selected strategic and operative marketing decisions in an international context</td>
<td></td>
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<tr>
<td>Marketing practices in different internationally driven industries</td>
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</tr>
<tr>
<td>International company and marketing cases from different industries</td>
<td></td>
</tr>
<tr>
<td>Case Study</td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th><strong>Literature</strong></th>
</tr>
</thead>
</table>

| **Level** | 2nd and 3rd year students (intermediate) |

<table>
<thead>
<tr>
<th><strong>Prerequisites</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Registration for class till 1 October.</td>
<td></td>
</tr>
<tr>
<td>Basic knowledge of PowerPoint or any other presentation software</td>
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<tr>
<td>English language skills and a basic understanding for economic relationships.</td>
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</tr>
<tr>
<td>Regular attendance due to group work elements during the course.</td>
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</tr>
</tbody>
</table>

**PLEASE REGISTER FOR THIS CLASS:**

anne-christin.kemper@hs-duesseldorf.de

(“first come, first serve”-principle; participation is limited due to didactical reasons)
Assessment

- Presentations during the semester
- Final presentation at the end of the course.

Semester hours per week 2

ECTS 4
English Language Courses

Remark
Please choose from the offered BBA English courses only.

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

The classes will start from 23 September on

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

Semester hours per week
4

ECTS
4

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Title</th>
<th>Teacher</th>
<th>Day + Time</th>
<th>Room</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBA 07.11.2</td>
<td>Business English I</td>
<td>Jenczewski</td>
<td>Mon 08.30 – 10.00, Wed 10.30 – 12.00</td>
<td>3.3.026</td>
</tr>
<tr>
<td></td>
<td>Group A</td>
<td></td>
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<tr>
<td>BBA 07.12.2</td>
<td>Business English I</td>
<td>Jenczewski</td>
<td>Mon 12.30 – 14.00, Fri 12.30 – 14.00</td>
<td>3.3.026</td>
</tr>
<tr>
<td></td>
<td>Group B</td>
<td></td>
<td></td>
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<tr>
<td>BBA 07.13.2</td>
<td>Business English I</td>
<td>Cowe</td>
<td>Tue 12.30 – 16.00</td>
<td>3.4.003</td>
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<td></td>
<td>Group C</td>
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<tr>
<td>BBA 07.14.2</td>
<td>Business English I</td>
<td>Harman</td>
<td>Tue 14.30 – 18.00</td>
<td>3.3.026</td>
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<td>Group D</td>
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<tr>
<td>BBA 07.21.2</td>
<td>Business English II</td>
<td>Jenczewski</td>
<td>Mon 10.30 – 12.00, Tue 08.30 – 10.00</td>
<td>3.3.026</td>
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<tr>
<td></td>
<td>Group A</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>BBA 07.22.2</td>
<td>Business English II</td>
<td>Jenczewski</td>
<td>Tue 12.30 – 14.00, Fri 10.30 – 12.00</td>
<td>3.3.026</td>
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<tr>
<td></td>
<td>Group B</td>
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<tr>
<td>BBA 07.23.3</td>
<td>Business English II</td>
<td>Sur Choudhary</td>
<td>Thu 10.30 – 14.00</td>
<td>9.1.004</td>
</tr>
<tr>
<td></td>
<td>Group C</td>
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<td></td>
</tr>
<tr>
<td>BBA 07.31.4</td>
<td>Business English III</td>
<td>Jenczewski</td>
<td>Tue 10.30 – 12.00, Wed 08.30 – 10.00</td>
<td>3.3.026</td>
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</table>