

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

Winter Semester 2018/19

SEMESTER DATES

Winter Semester 2018/19

Lecture Period

24 September 2018 – 25 January 2019

Some classes of the International and the German Programme start on 24 September, but most classes start on 1 October

Bank Holidays (no lectures)

3 October – Day of German Unity (*Tag der Deutschen Einheit*)

1 November – All Saints Day (*Allerheiligen*)

Autumn School

22 – 26 October 2018

Christmas holidays

24 December 2018 – 4 January 2019

Examination Period

28 January – 13 February 2019

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 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>

COURSE OVERVIEW

IP.01.01 Teacher: Funk	Comparative Institutional Economics Tuesday 17.00 – 18.30	Start: 25 Sep	Room: 3.3.003
IP.01.02 Teacher: Funk	Economics of Institutions, Strategy and Management Wednesday 10.30 – 14.00 26 Sep, 16 Jan, 23 Jan: 12.30 – 16.00	Start: 26 Sep	Room: 3.3.003
IP.02.01 Teacher: Scheideler	International Retail Thursday 8.30 – 10.00	Start: 4 Oct	Room: 4.E.034
IP.02.02 Teacher: Scheideler	Digital Sales & Distribution Thursday 10.30 – 12.00	Start: 4 Oct	Room: 4.E.034
IP.02.03 Teacher: Scheideler	Tools & Methods of International Distribution Thursday 12.30 – 14.00	Start: 4 Oct	Room: 4.E.034
IP.03.01 Teacher: Kanthak	Differentiation and Positioning – a strategical approach on how to market a lifestyle product Saturday 10.00 – 15.30	Block Seminar: 13 Oct, 3 Nov, 21 Nov, 8 Dec	Room: 3.3.019
IP.04.01 Teacher: Kraft	Business Professional Speech Monday 13.00 – 16.15	Start: 1 Oct	Room: 3.3.019
IP.05.01 Teacher: Oberließen	Business German I Tuesday 12.15 – 13.45	Start: 2 Oct	Room: 9.1.004
IP.06.01 Teacher: Oberließen	Business German II Tuesday 14.00 – 16.15	Start: 2 Oct	Room: 9.1.004
IP.07.01 Teacher: Von Keitz	The Business Environment in China Wednesday 14.30 – 16.00	Start: 10 Oct	Room: 3.3.025
IP.08.01 Teacher: Otte-Gräbener	Introduction to German Corporate and Commercial Law Tuesday 10.30 – 12.00	Start: 2 Oct	Room: 3.4.015
IP.09.01 Teacher: Turban	Trade Risk Management in a Changing World Trading System Wednesday 8.30 – 10.00	Start: 10 Oct	Room: 3.3.002
IP.10.01 Teachers: Thiele Högemann	Contemporary issues of monetary policy Friday 13.30 – 17.00	Block Seminar: 28 Sep, 5 Oct, 12 Oct, 9 Nov, 23 Nov, 7 Dec, 18 Jan, 25 Jan	Room: 9.1.004
IP.11.01 Teacher: Khabyuk	Digitalisation of Media Business Models in Germany and Worldwide: Impact for the Society? Thursday 14.30 – 16.00	Start: 4 Oct	Room: 3.3.019

Comparative Institutional Economics (IP.01.01)

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. 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 2013.• Acemoglu, D. / Laibson, S. / J.A. List: Economics, Boston et al. 2015.• Sobel, R. S. et al.: Understanding Economics, from 13th ed., London et al. 2011. <p>Further hints to reading and materials will be distributed in the classes.</p>
Level	2nd and 3rd year (intermediate)
Prerequisites	Principles of Economics
Assessment	One hour written examination
Semester hours per week	2
ECTS	4

Economics of Institutions, Strategy and Management

(IP.01.02)

Lothar Funk

Course Content	<p>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.</p> <p>Key topics include:</p> <ul style="list-style-type: none">• 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	<p>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.</p>
Literature	<ul style="list-style-type: none">• Mankiw, N.G./Taylor, M.P./Ashwin, A.: Business Economics, London 2013 (2nd ed. 2016)• Mankiw, N.G./Taylor: Economics, 3rd, ed., London et al 2014 (or later editions)• Mulhearn, C./Vane, H.R.: Economics for Business, 3rd ed., London/New York 2016.
Level	2nd and 3rd year (intermediate)
Prerequisites	Principles of Economics
Assessment	90 minutes written examination
Semester hours per week	4

ECTS

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

International Retail (IP.02.01)

Prof. Dr. Peter Scheideler

Course Content	<p>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.</p> <p>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.</p>
Learning Outcome	<p>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.</p>
Literature	<ul style="list-style-type: none">• 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	2 nd and 3 rd 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	<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	2 nd and 3 rd 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

Tools & Methods of International Distribution (IP.02.03)

Prof. Dr. Peter Scheideler

Course Content	<p>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.</p> <p>At the end of the course, the students are able to draft and critically evaluate distribution strategies for different scenarios.</p>
Learning Outcome	<p>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.</p>
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 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

- 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 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:
13 October, 3 November, 21 November and 8 December. 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	<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	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	<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

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

The Business Environment in China (IP.07.01)

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

- "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 min. written exam (weight: 100 %) at the end of the course
Semester hours per week	2
ECTS	3
Remarks	The course will start on 26 September 2018 at 14.30 – 16.00 in room 3.3.025

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

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	German Civil Code German Commercial Code Robbers, An Introduction to German Law, 6 th 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

Trading System (IP.09.01)

Prof. Dr. Manfred Turban

Course Content	The course is about business risks in international trade and the management of business trade risks and will discuss changes in the risk profiles and the challenges of risk management arising from the current crisis of the multilateral trading system as well as from increasing frictions in regional trading agreements and trading blocs.
Learning Outcome	Students will learn how to identify business risks in international trade and which tools can be properly applied in trade risk management. The course will make special reference to new business risks resulting from the crisis of the multilateral trading system (GATT/WTO, enhanced tariff conflicts) as well as from the disintegration of regional trade agreements (European Union, NAFTA) through exits of Member countries (Brexit, monetary crises) or trade conflicts (trade conflicts within NAFTA) .
Literature	<p>Grath, Anders (2016), The Handbook of International Trade and Finance, London, Philadelphia, New Dehli (4e)</p> <p>Krugmann, Paul R. / Obstfeld, Maurice / Melitz, Marc J. (2018), International Economics. Theory and Policy, Harlow (11e)</p> <p>Mavriodis, Petros C. (2016,1/ 2017,2), The Regulation of International Trade, Vol.1: GATT, Vol.2: The WTO-Agreements on Trade in Goods, Cambridge-London</p> <p>Senti, Richard (2017), WTO. System und Funktionsweise der Welthandelsordnung, Zurich-Basel-Geneva (2e)</p> <p>Trebilcock, Michael / Howse, Robert / Eliason, Antonia (2013), The Regulation of International Trade, London – New York (4e)</p>
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

Contemporary issues of monetary policy (IP.10.01)

Günther Högemann / Prof. Dr. Mouna Thiele

Course Content	<p>“Money is the fuel of every economy”. We will test if this phrase holds true. (1) As a starting point the course summarizes the function of money, the monetary system and the instruments of monetary policy. (2) Afterwards we will focus on current monetary topics like a cash free monetary system, positive money initiative, special country analysis in respect to monetary policy and other issues. Every topic will be addressed theoretically and with practical examples. (3) We will take an excursion to ECB in Frankfurt on Thursday November 15th and get insides about the work of the ECB.</p>
Learning Outcome	<ul style="list-style-type: none">• Understanding of money and the monetary system• Gain knowledge how monetary instruments work• Examine the policy of ECB• Apply knowledge to current questions and challenges of special monetary issues• Identify the challenges of monetary policies
Literature	<p><u>Basic Literature:</u> Bindseil, U., Monetary Policy Operations and the Financial System, Oxford 2014 Bofinger, P. Monetary Policy: Goals, Institutions, Strategies, and Instruments, Oxford 2001 Fandl, M., Monetary and Financial Policy in the Euro Area: An Introduction, Heidelberg 2018. Gerber, J., International Economics, 6th ed., Boston et al. 2014. Shahin, W. / El-achkar, E., Banking and Monetary Policy in a changing financial environment: A regulatory approach, New York 2018. Official internet page of the ECB https://www.ecb.europa.eu/home/html/index.en.html</p> <p>Additional literature will be presented during class.</p>
Level	Second and third year students
Prerequisites	Basic knowledge of economics, especially principles of macroeconomics
Assessment	45 min. written exam (weight: 75 %) and an oral presentation (weight: 25 %) (Registration up to week 3 of the term. Topics will be picked in class.)
Timetable	<p>The course will be blocked biweekly 3 ½ hours, Friday afternoon. Except the excursion to ECB will be on Thursday.</p> <ul style="list-style-type: none">• 28 September• 5 October• 12 October• 9 November

- 15 November (Tuesday)
- 7 December
- 18 January
- Exam

ECTS

4

Remark

You need to register for class till 12 October. Otherwise you will not be able to go to ECB and take the exam.

To Frankfurt we will go by bus. There should no charges except our own spendings.

Digitalisation of Media Business Models in Germany and Worldwide: Impact for the Society? (IP.11.01)

Prof. Dr. (UFU München) Olexiy Khabyuk

Course Content	<ol style="list-style-type: none">1. Discussion of basic terms with application to the German mass media order: media goods, media enterprises, consumers, media markets, advertising markets, digitalisation, society2. Presentations 1 and discussion: mass media industries in the world3. Business Model Canvas and other instruments of business model analysis, with application to German enterprises4. Presentations 2 and discussion: mass media enterprises in the world.5. Current and future societal implications of the mass media development, with application to German mass media industry6. Presentations 3 and discussion: societal and economic implications for mass media industry7. Optional: Study trip to a German mass media enterprise, e.g. Deutsche Welle, Westdeutscher Rundfunk (WDR), Rheinische Post etc.
Learning Outcome	<p>After the course students shall be able</p> <ul style="list-style-type: none">• to analyse business models in general and particularly in the media industries,• to better understand the key players and trend figures of the Germany media industry,• to better evaluate the key players of the media industry of their home country,• to consider the media development in their home country media industry in comparison with other countries and in the context of the world economics,• to rudimentary derive current and future societal implications of the mass media development for their home country.
Literature	<ul style="list-style-type: none">• Albarran, Alan B.: The media economy, Media management and economics series, Second edition, New York 2017.• Osterwalder, Alexander/Pigneur, Yves: Business model generation. A handbook for visionaries, game changers, and challengers, New York 2013.
Level	All levels
Prerequisites	Basic knowledge of PowerPoint or any other presentation software
Assessment	<ul style="list-style-type: none">• 3 presentations (75 %):<ol style="list-style-type: none">1. Presentation of the mass media system in their home country (about 10-15 min.)2. Presentation of a business model of one important mass media player in their home country (10-15 min.)

3. Presentation of Societal and Economic Impacts (10-15 min.)

- **final exam (25 %)**
- **regular presence in class**

**Semester hours
per week** 2

ECTS 4

English Language Courses

Remark **Please choose from the offered BBA English courses only.**

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

The classes will start from 1 October on

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	Teacher	Day + Time	Room
BBA 07.11.2	Business English I Group A	Jenczewski	Mon 8.30 – 10.00 Wed 10.30 – 12.00	3.3.026
BBA 07.12.2	Business English I Goup B	Jenczewski	Mon 12.30 – 14.00 Fri 12.30 – 14.00	3.3.026
BBA 07.13.2	Business English I Group C	Cowe	Tue 12.30 – 16.00	3.4.003
BBA 07.14.2	Business English I Group D	Harman	Thu 14.30 – 18.00	3.3.026
BBA 07.21.2	Business English II Group A	Jenczewski	Mon 10.30 – 12.00 Tue 10.30 – 12.00	3.3.026
BBA 07.22.2	Business English II Group B	Jenczewski	Tue 12.30 – 14.00 Fri 10.30 – 12.00	3.3.026
BBA 07.23.3	Business English II Group C	Sur Choudhary	Thu 10.30 – 14.00	9.1.004
BBA 06.31.4	Business English III	Jenczewski	Tue 8.30 – 10.00 Wed 8.30 – 10.00	3.3.026

NOTES