

Hochschule Düsseldorf
University of Applied Sciences



Fachbereich Wirtschaftswissenschaften
Faculty of Business Studies



GERMAN BUSINESS IN A GLOBAL CONTEXT

International Programme

-

Courses in English

Summer Semester 2018

| COURSE CODE | | | LECTURER | COURSE TITLE | DAY | TIME | ROOM |
|-------------|----|----|---------------|---|--|---|---------|
| lp | 01 | 01 | Funk | International Trade | Tue | 16.00 – 18.15 | 3.3.040 |
| lp | 02 | 01 | Funk | Applied Macroeconomics for Managers | Wed | 14.15 – 15.45 | 3.3.003 |
| lp | 03 | 01 | Thiele | Open Economy Macroeconomics | Tue | 9.00 – 11.15 | 3.2.004 |
| lp | 04 | 01 | Thiele | European Union Economic Analysis | Thu | 10.45 – 12.15 | 3.2.003 |
| lp | 05 | 01 | Otte-Gräbener | Introduction to German Corporate and Commercial Law | Tue | 10.30 – 12.00 | 3.4.015 |
| lp | 06 | 01 | Kanthak | Differentiation and Positioning – a strategical approach on how to market a lifestyle product | Block seminar: Start Mon, 9 April, 16.30; The other sessions will be announced (2x Fri, 3x Sat) | | 3.3.019 |
| lp | 07 | 01 | Kraft | Business Professional Speech | Mon | 13.00 – 14.30 14.45 – 16.15 | 3.3.019 |
| lp | 08 | 01 | Oberließen | Wirtschaftsdeutsch Grundstufe | Tue | 12.15 – 13.45 | 3.4.020 |
| lp | 09 | 01 | Oberließen | Wirtschaftsdeutsch Mittelstufe | Tue | 14.00 – 16.15 | 3.4.020 |
| lp | 10 | 01 | Kölle | International Financial Management | Mon | 16.30 – 18.00 | 3.3.003 |
| lp | 11 | 01 | Scheideler | Supply Chain Management | Mon | 8.30 – 10.00 | 4.E.001 |
| lp | 12 | 01 | Frotscher | Introduction to Applied Econometrics | Thu | 16.30 – 20.00 | 3.3.002 |
| lp | 13 | 01 | von Keitz | The Business Environment in China | Wed | 14.30 – 16.00 | 3.3.019 |
| lp | 14 | 01 | Bleuel | Global Business Simulation | Mon | 10.30 – 12.00 12.30 – 14.00 14.30 – 16.00 | 3.3.036 |
| lp | 16 | 01 | Straßburger | Marketing-Project | Thu | 14.00 – 15.30 15.45 – 17.15 17.30 – 19.00 | 3.3.025 |
| lp | 17 | 01 | Kemper | Marketing in an International Context | Block seminar: Mon, 9 April, 9.15 – 16.00 Mon, 23 April, 9.00 – 16.00 Mon, 7 May, 9.00 – 16.00 Mon, 28 May, 9.00 – 16.00 | | 3.5.001 |

INTERNATIONAL TRADE

Course code: ip-01-01

Prof. Dr. Lothar Funk

Basic 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

- Acemoglu, D. / Laibson, S. / J.A. List: Economics, Boston et al. 2015.
- 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.
- 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., London et al. 2013.
- 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.

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|--------------------------------|--|
| Level | 2 nd and 3 rd year students (intermediate) |
| Prerequisites | Principles of Economics |
| Assessment | 60 min. written exam (weight: 100%) and a presentation of a case study |
| Semester hours per week | 3 |
| ECTS | 6 |

APPLIED MACROECONOMICS FOR MANAGERS

Course code: ip-02-01

Prof. Dr. Lothar Funk

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. 2015.
- 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.
Introduction will take place on 11 April.

OPEN ECONOMY MACROECONOMICS

Course code: ip-03-01

Prof. Dr. Mouna Thiele

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

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|--------------------------------|---|
| Level | 2 nd and 3 rd year students (intermediate) |
| Prerequisites | Basic knowledge of economics, especially principles of macroeconomics |
| Assessment | 45 min. written exam (weight: 100%) and an oral presentation |
| Semester hours per week | 3 |
| ECTS | 6 |

EUROPEAN UNION ECONOMIC ANALYSIS

Course code: ip-04-01

Prof. Dr. Mouna Thiele

Content

The EU is unique. It is neither a state nor a normal international organization.

(1) As a starting point the course introduces the Institutions which represent the European Union. The aim is to understand the assigned competences and to get to know the main economic topics dealt with on the European level. Moreover, the different steps toward European economic integration will be examined.

(2) Afterwards, we will focus on Europe's part in world trade, its influence on Globalization and the gains / losses of trade and (regional) integration. The effects of integration deepening and EU widening on producers and consumers will be analyzed.

(3) The third part the course targets to familiarize with:

Who is lobbying the EU? How to get information about relevant topics pending on the European level? How is the EU influencing our lives?

Learning Outcome

- Basic understanding of the EU institutions and how they work.
- To gain knowledge which competencies are located on the European level
- Examine how economic integration affects national welfare
- Financial framework, selected spending areas
- Identify the challenges of information gathering

Literature

- Baldwin, R. / Wyplosz, The Economics of European Integration, 3rd ed. London et al. 2009.
- Gerber, J., International Economics, 6th ed., Boston et al. 2014.
- Peterson, J. / Shackelton M. (Ed.) Institutions of the European Union, 3rd ed. Oxford 2012.
- Staab, A. European Union Explained: Institutions, Actors, Global Impact, 2nd ed. Bloomington 2011.
- Official internet page of the E; <http://ted.europa.eu/TED>

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| Level | 2 nd and 3 rd year students |
| Prerequisites | Principles of economics |
| Assessment | 60 minutes written exam (weight: 100 %) and an oral presentation |
| Semester hours per week | 2 |
| ECTS | 4 |

INTRODUCTION TO GERMAN CORPORATE AND COMMERCIAL LAW

Course code: ip-05-01

Prof. Dr. Sabine Otte-Gräbener

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, 5th edition, 2012

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|--------------------------------|--|
| Level | 2 nd and 3 rd 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 |

DIFFERENTIATION AND POSITIONING – A STRATEGICAL APPROACH ON HOW TO MARKET A LIFESTYLE PRODUCT

Course code: ip-06-01

Oliver Kanthak

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 2nd and 3rd students

Prerequisites Marketing principles

Assessment Presentation during semester, essay at end of the semester.

Semester hours per week Kick-off-session on 9 April at 16.30 in room 3.03.019. This course will be conducted as a block seminar with sessions held throughout the semester. Two sessions will be held on a Friday, three sessions on a Saturday.

ECTS 4

BUSINESS PROFESSIONAL SPEECH

Course code: ip-07-01

Dr. Hans Kraft

Course Content

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

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

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| 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 |

WIRTSCHAFTSDEUTSCH GRUNDSTUFE

Course code: ip-08-01

Ulrike Oberließen

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

WIRTSCHAFTSDEUTSCH MITTELSTUFE

Course code: ip-09-01

Ulrike Oberließen

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

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| Literature | Relevant material will 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

Course code: ip-10-01

Prof. Dr. Christian Kölle

Content

1. Global Financial Environment
2. Foreign Exchange Theory
3. Managing Multinational Exchange Rate Exposure
4. Interational 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

Eiteman, D.; Stonehill, A.; Moffet, M.: Multinational Business Finance, 13/e, 2013

Supplementary reading material

- 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

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| Level | 3 rd 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

Course code: ip-11-01

Prof. Dr. Peter Scheideler

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:

- 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

- **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

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| 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

Course code: ip-12-01

Jakob Frotscher

Basic 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

- 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

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| 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

Course code: ip-13-01

Dr. Hui-Bin Meng von Keitz

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

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| 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 |
| Remarks | The course will start on 11 April 2018 at 14.30 in 3.3.019. |

GLOBAL BUSINESS SIMULATION

Course code: ip-14-01

Prof. Dr. Hans-H. Bleuel

Contents

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

- Hill: International Business – Competing in the Global Market Place, 8. ed., New York 2010
- Kutschker / Schmid: Internationales Management, 6. Aufl. 2008.
- Eiteman / Stonehill / Moffelt: Multinational Business Finance, 12. Aufl, Boston 2009.
- 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 (www.fh-duesseldorf.de/bleuel)

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|-------------------------------|---|
| Level | 3 rd year students |
| Prerequisites | The students should have a good knowledge of basics in general management, international business and financial management. Additionally, a spreadsheet literacy (e.g. MS-Excel) is necessary. |
| Assessment | Term paper (20 pages) on a group basis |
| Contact hours per week | 6 |
| Credits | 9 |
| Remarks | <p>Please register for this class: h.bleuel@hs-duesseldorf.de “First come, first serve”-principle as participation is limited to a total of 12 exchange students</p> <p>Participation is mandatory on Monday, 3 April 2018 at 10.30 am in room 4.E.001 due to formation of groups (no enrolment possible after this date)</p> |

MARKETING-PROJECT

Course code: ip-16-01

Prof. Dr. Heidi Straßburger

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

- 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

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|--------------------------------|---|
| Level | 2 nd and 3 rd 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, 12 April 2018 (no enrolments possible after this date) Participation is limited to 12 students. |

MARKETING IN AN INTERNATIONAL CONTEXT

Course code: ip-17-01

Prof. Dr. Anne Christin Kemper

Content

The objective of the course is to explore and apply key principles and practices of marketing in an international context. The course contains - in an application-oriented manner - the following key topics:

- Basics of marketing, brand management and international marketing
- Selected strategic and operative marketing decisions in an international context
- Marketing practices in different internationally driven industries
- International company and marketing cases from different industries
- Case Study

Learning Outcome

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

Literature

- Faix, A./Kemper, A.C./Köhler, R. (2000): Integrating brand strategies after an acquisition, in: Phillips, C./Pruyn, A./Kestemont, M.-P. (Ed.): Understanding marketing. A European Casebook, Wiley, p. 73-83
- Czinkota, M.R./Ronkainen, I.A./Zvobgo, G. (2013): International Marketing, 10th ed., Cengage Learning
- Doole, I./Lowe, R./Kenyon, A. (2015): International Marketing Strategy. Analysis, Development and Implementation, 7th ed., Cengage Learning
- Hill, C.W.L. (2014): International business: Competing in the global market place, 10th ed., McGraw Hill Education
- Keegan, W.J./Green M. (2014): Global Marketing. 8th ed., Prentice Hal
- Kotabe, M./Helsen, K. (2015): Global Marketing Management, 6th ed., Wiley
- Kotler, P./Armstrong, G./Saunders, J./Wong, V. (2013): Principles of Marketing, 6th ed., Pearson
- Backhaus/Voeth (2010): Internationales Marketing, 6th ed., Springer
- Baumgarth, C. (2008): Markenpolitik, 3rd ed., Gabler
- Berndt/Fantapie-Altobelli/Sander (2010): Internationales Marketing-Management, 4th Ed., Springer-Gabler
- Meffert/Burmann/Becker (2010): Internationales Marketing-Management. Ein markenorientierter Ansatz, 4th ed., Kohlhammer
- Müller/Gelbrich (2014): Interkulturelle Kommunikation, Vahlen
- Müller/Gelbrich (2014): Interkulturelles Marketing, 3th ed., Vahlen
- Scharf, A./Schubert, B./Hehn, P. (2016): Marketing. Einführung in Theorie und Praxis, 6th ed., Schäffer-Poeschel
- Zentes/Swoboda/Schramm-Klein (2013): Internationales Marketing, 3th ed., Vahlen

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|--------------------------------|---|
| Level | 2 nd and 3 rd year students (intermediate) |
| Prerequisites | English language skills and a basic understanding for economic relationships Regular attendance is expected due to group work elements during the course. |
| Assessment | Presentations during the semester and final presentation at the end of the course. |
| Semester hours per week | 2 |
| ECTS | 4 |
| Remark | Please register for this class: anne-christin.kemper@hs-duesseldorf.de “first come, first serve”-principle as participation is limited to 12 students |