



Technische Hochschule  
Ingolstadt

Programme in English\*  
for Exchange Students  
courses offered by Business School

Summer term 2015

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## Study Programme for Exchange Students

Every semester Technische Hochschule Ingolstadt offers exchange students a full semester programme in English offering 2<sup>nd</sup> and 3<sup>rd</sup> year modules with a total of 30 European Credits. Please note, that classes with less than eight participants could be cancelled.

<http://www.haw-ingolstadt.de/studium/international/wege-nach-ingolstadt-studium.html> in the download area.

### **Semester schedule is:**

Autumn / winter semester (WS): 1<sup>st</sup> week in October – end of February

Spring / summer semester (SS): 3<sup>rd</sup> week in March – end of July

## Study Programme for Exchange Students

Module	Subject	Lecturer	Hours per week	credits	Course assessment	Lectures held*	Business	Engineering	Computer Sciences
1	Marketing	Decker, Raab	4	5	written exam	Winter & Summer	x		
2	Strategic Management I	Jünger, Wittmann	3	5	written exam	Winter & Summer	x		
3	Strategic Management Case Studies	Augsdörfer, Scheed	3	5	presentation	Winter & Summer	x		
4	Technology Management	Augsdörfer	2	5	written exam, presentation	Winter & Summer	x	x	
5	Association of Southeast Asian Nations	Tabios	2	5	seminar paper, presentation	Summer			
6	Business Planning	Ungrade	2	5	seminar paper, presentation	Winter & Summer	x	x	x
7	Business in Latin America	Roxana Orozco	2	5	written exam, term paper	Winter & Summer	x	x	x
8	Managing intercultural teams and issues	Vittoria Piattelli	2	5	seminar paper, presentation	Winter & Summer	x	x	x
9	Intercultural Business Communication	Anja Reicherstorfer	2	5	written examination, presentation	Winter & Summer	x	x	x
10	Retailing across cultures	Anja Reicherstorfer	2	5	presentation	Winter & Summer	x	x	x
11	European Union	Anne-Marie Schnackertz	2	5	written exam; project presentation	Winter & Summer	x	x	x
12	Intercultural Competence	McDonald	2	5	Written exam, presentation	Winter & Summer	x	x	x
13	Retail Controlling	Vogler	4	5	Written exam	Summer	x	x	x
14	International Retail Marketing	Chandrasekhar	4	5	Written exam	Summer	x	x	x
15	International Sales, Multi Channel & Pricing	Knoppe	4	5	Written exam	Summer	x	x	x
16	Successful Negotiations in a Global World	Hahn	4	5	Presentation Seminar Paper	Summer	x	x	x

## 1. Marketing

No.	1						
Module	Marketing						
Lecturer	Prof. Dr. Alexander Decker/Celine Schulz						
Offered	4 SWS/ 5 ECTS / weekly lecture/ winter term/summer term						
Language	English						
Content	<ul style="list-style-type: none"> <li>- Nature and function of marketing</li> <li>- Strategic planning processes</li> <li>- Corporate strategic planning</li> <li>- Business unit strategic planning</li> <li>- Marketing process                             <ul style="list-style-type: none"> <li>o Analyzing market opportunities                                     <ul style="list-style-type: none"> <li>▪ Conducting market research</li> <li>▪ Forecasting and Demand measurement</li> <li>▪ Dealing with the competition</li> <li>▪ Identifying market segments</li> <li>▪ Selecting target markets (Market targeting)</li> </ul> </li> <li>o Designing marketing strategies                                     <ul style="list-style-type: none"> <li>▪ Positioning strategies</li> <li>▪ Differentiation strategies</li> </ul> </li> <li>o Developing marketing programs                                     <ul style="list-style-type: none"> <li>▪ Setting the product and branding strategy</li> <li>▪ Developing pricing strategies and programs</li> </ul> </li> <li>o Managing the marketing effort                                     <ul style="list-style-type: none"> <li>▪ Designing and managing marketing channels</li> </ul> </li> </ul> </li> <li>Designing and managing integrated marketing communications</li> </ul>						
Objective	<p>The students will be able to</p> <ul style="list-style-type: none"> <li>- define the nature, function and basic principles of marketing.</li> <li>- describe the strategic planning processes of a company in order to understand marketing as a market driven philosophy.</li> <li>- apply the marketing research process as a framework to analyze broad and task marketing environment of a company.</li> <li>- understand the nature of positioning and differentiation.</li> <li>- describe the concept and key elements of the marketing mix and their application.</li> </ul> <p>solve case studies on realistic marketing problems</p>						
Learning methods	lecture						
Prerequisite for attendance							
Usability of the module for this or for other study programmes							
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total
	le	4	5				
Course evaluation	written exam 90 min.						
Further information							
Recommended literature	<ul style="list-style-type: none"> <li>- Kotler, P.; Keller, K. L.: Marketing Management, 14. ed., Upper Saddle River (NJ) 2012; <a href="http://www.prenhall.com/kotler">http://www.prenhall.com/kotler</a> (Questions)</li> <li>- Kotler, P.; Armstrong, G.; Wong, V.; Saunders, J., Principles of Marketing; 5th European edition; 2008</li> </ul>						

## 2. Strategic Management

No.	2						
Module	Strategic Management						
Lecturer	Prof. Dr. Peter Augsdörfer/Tas Islam/Juliane Kellner						
Offered	2 SWS/ 5 ECTS / weekly lecture/ winter term						
Language	English						
Content	<ul style="list-style-type: none"> <li>- Introduction to Executive Management</li> <li>- The tools of strategy analysis</li> <li>- The analysis of competitive advantage</li> <li>- Business strategies in different industry contexts</li> <li>- Implementing and managing corporate strategies</li> <li style="padding-left: 20px;">Value Based Management</li> </ul>						
Objective	<p>The students develop competencies in the following fields:</p> <ul style="list-style-type: none"> <li>- Focus on all the relevant elements of business development and put the relevant questions</li> <li>- Apply the instruments of strategic and operational management with a clear focus on customer advantage and competitive advantage</li> <li>- Develop the basis for business plans in workshops</li> <li>- Successfully apply practical tips for business development</li> <li>- Increase knowledge of the various aspects of business development based on a market oriented approach</li> <li>- Drive the levers of value creation in different operational functions</li> </ul>						
Learning methods	lecture						
Prerequisite for attendance	-						
Usability of the module for this or for other study programmes	-						
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total
	le	3	5				
Course evaluation	written exam 90 min.						
Further information							
Recommended literature	<p>Grant, R., Contemporary Strategy Analysis, 2010.  Haderberg, A. et al., Strategic Management: Theory and Application, 2007.  Hungenberg, H., Strategisches Management in Unternehmen, 2008.  Macharzina, K.; Wolf, J; Unternehmensführung, 2008.  Welge, M.; Al-Laham, A.; Strategisches Management, 2008.  Wheelen, T. / Hunger, D., Strategic Management and Business Policy, 2007.  Wittmann, R./Reuter, M., Strategic Planning, 2008</p>						

### 3. Strategic Management Case Studies

No.	3						
Module	Strategic Management Case Studies						
Lecturer	Prof. Dr. Michael Jünger/Prof. Dr. Robert Wittmann						
Offered	3 SWS/ 4 ECTS / weekly lecture/ winter term/summer term						
Language	English						
Content	<p>The course will focus on topics around</p> <ul style="list-style-type: none"> <li>* Strategy Process</li> <li>* Strategy Implementation</li> <li>* Change Management</li> <li>* Innovation management</li> <li>* Risk analysis</li> <li>* Corporate Social Responsibility</li> <li>* Organizational Development</li> <li>* Value Based Management</li> </ul>						
Objective	<p>The course mainly builds on the concepts and competencies of corporate management as taught in the preceding course "Unternehmensführung Teil 1 / Strategic Management I".</p> <p>During the course we will discuss aspects involved in a modern management approach. In small groups you will work on certain topics throughout management challenges companies are faced today.</p>						
Learning methods	lecture						
Prerequisite for attendance	-						
Usability of the module for this or for other study programmes	-						
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total
	le	3	4				
Course evaluation	presentation						
Further information							
Recommended literature	<p>Grant, R., Contemporary Strategy Analysis, 2010.</p> <p>Haderberg, A. et al., Strategic Management: Theory and Application, 2007.</p> <p>Hungenberg, H., Strategisches Management in Unternehmen, 2008.</p> <p>Macharzina, K.; Wolf, J; Unternehmensführung, 2008.</p> <p>Welge, M.; Al-Laham, A.; Strategisches Management, 2008.</p> <p>Wheelen, T. / Hunger, D., Strategic Management and Business Policy, 2007.</p> <p>Wittmann, R./Reuter, M., Strategic Planning, 2008</p>						

#### 4. Technology Management

No.	4						
Module	Technology Management (virtual course)						
Lecturer	Prof. Dr. Peter Augsdörfer						
Offered	2 SWS/ 5 ECTS / weekly lecture/ winter term/summer term						
Language	English						
Content	<p>The purpose of this course is to enable the students to:</p> <ul style="list-style-type: none"> <li>- gain a thorough knowledge of technology management issues</li> <li>- explain the role of R&amp;D</li> <li>- recognise the importance of corporate innovation</li> </ul> <p>Content</p> <ul style="list-style-type: none"> <li>- Technological change</li> <li>- Technology strategy planning</li> <li>- Innovation management</li> <li>- National system of innovation</li> </ul>						
Objective	Technological innovation is a key challenge in today's organisations. The students are able to estimate the role of technology-based competencies in corporate competitiveness, strategy and organisation. Also they are familiar with the effective management of research, development and innovative activities undertaken by industrial firms, and the factors that account for difference in performance.						
Learning methods	lecture						
Prerequisite for attendance	-						
Usability of the module for this or for other study programmes	-						
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total
	le	2	5				
Course evaluation	written exam 90 min. (3 ECTS) presentation (2 ECTS)						
Further information							
Recommended literature	<p>Pavitt et al. (2003) <i>Managing for Innovation</i>, Wiley</p> <p>Burgelman R.A., Maidique M.A., (2003), <i>Strategic Management of Technology and Innovation</i>, Irwin, USA</p> <p>Pfeiffer, W., Metze, G., Schneider, W., and Amler, R., (1985), <i>Technologie-Portfolio zum Management strategischer Geschäftsfelder</i>, 3. Auflage, Vandenhoeck &amp; Ruprecht, Göttingen</p> <p>Freeman, C., (1982), <i>The Economics of Industrial Innovation</i>, 2nd edition, first edition in 1974, Pinter, London</p> <p>Augsdorfer, P., (1996), <i>Forbidden Fruit: an analysis of bootlegging, uncertainty, and learning in corporate R&amp;D</i>, Aldershot</p>						



## 5. Association of Southeast Asian Nations (ASEAN)

No.	5						
Module	Association of Southeast Asian Nations						
Lecturer	Anna Leah Tabios						
Offered	2 SWS/ 5 ECTS / blocked lecture/winter term						
Language	English						
Content	<p>I. Introduction</p> <p>II. Concept of regionalism (pros and cons of regional integration)</p> <ul style="list-style-type: none"> <li>• The significance of regional organizations</li> <li>• Survey of existing regional organizations (European Union, African Union, Caribbean Community, Organization of American States, Association of South East Asian Nations)</li> </ul> <p>III. Why ASEAN matters: An overview of Asia</p> <ul style="list-style-type: none"> <li>• Preconditions for regional integration in Southeast Asia</li> </ul> <p>IV. From formation to vision: ASEAN's multifaceted history and contemporary nature</p> <p>V. Relations and interactions of Southeast Asian countries</p> <p>VI. The ASEAN Charter</p> <p>VII. The three pillars of the ASEAN Community</p> <ul style="list-style-type: none"> <li>• Political-Security Community or debate</li> <li>• Economic Community or debate</li> <li>• ASEAN's Socio-Cultural Community or debate</li> </ul> <p>VIII. Global perspectives: External relations of ASEAN</p> <p>IX. Challenges of integration</p> <ul style="list-style-type: none"> <li>• Disputes between or among ASEAN member States</li> </ul> <p>X. The Future of ASEAN</p>						
Objective	<p>The course aims to familiarize the participants with the emergence, establishment, and the development of the ASEAN as a forward-looking regional institution that plays a significant part in the integration of the region and in international trade.</p> <p>This course has been designed to give students a fundamental understanding of the ASEAN as a regional organization, and its significance not just in Southeast Asia but also in the global context. It traces the history of the ASEAN's emergence and looks into the history, political structure, economy, and even the culture of its 10 member states. As the roles and functions of the organization evolve through its years of operation, mainly in response to international and regional changes, we take a closer look on how these institutional developments have affected the individual member States, the region's interactions with the rest of the world, and both successes and failures of ASEAN as a regional organization.</p>						
Learning methods	Lecture, project work and presentation						
Prerequisite for attendance	-						
Usability of the module for this or for other study programmes	-						
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total
	le	2	5				
Course evaluation	Seminar paper (3 ECTS) presentation (2 ECTS)						
Further information							
Recommended literature	<p>The ASEAN Charter (Signed 2007; Effective 2008)</p> <p>Kazushi Shimizu, "The ASEAN Charter and the ASEAN Economic Community," in <i>Econ. J. of Hokkaido Univ.</i> (2011)</p> <p>Alice Ba, "Regionalism's multiple negotiations: ASEAN in East Asia in <i>Cambridge Review of International Affairs</i> (2009)</p>						

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	<p>Anja Jetschke, "Institutionalizing ASEAN: Celebrating Europe through network governance" in <i>Cambridge Review of International Affairs</i> (2009)</p>
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## 6. Business Planning

No.	6						
Module	Business Planning						
Lecturer	Carsten Ungrade						
Offered	2 SWS/ 5 ECTS / blocked lecture/ winter term/summer term						
Language	English						
Content	<p>Key success factors like strategic planning, information sharing, incentives, budgeting, control, change management or the role of power and influence in a business venture will be discussed.</p> <p>Effective business planning will be divided in a comprehensive process of:</p> <ul style="list-style-type: none"> <li>• Identifying business ideas</li> <li>• Screening the idea to determine feasibility</li> <li>• Developing a strategic plan</li> <li>• Developing an operating model</li> <li>• Transforming strategies to operational issues</li> </ul> <p>Case studies, practical exercises and presentations</p>						
Objective	<p>This lecture shows the critical issues and feasibility of developing a business venture. With actual case studies students will be prepared to develop a strategic frame, an operating model and a systematic roadmap for execution. Students will understand the difficult political and organizational obstacles that accompany every business planning. Upon completion of all the cumulative lessons, the students will understand the process of an entrepreneurial business planning.</p>						
Learning methods	lecture						
Prerequisite for attendance	-						
Usability of the module for this or for other study programmes	-						
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total
	le	2	5				
Course evaluation	Seminar paper (3 ECTS) presentation (2 ECTS)						
Further information							
Recommended literature	Baringer, B.R., (2009), Preparing Effective Business Plans: An Entrepreneurial Approach, Prentice Hall, ISBN-13: 9780132338233						

## 7. Business in Latin America

No.	7						
Module	Business in Latin America						
Lecturer	Roxana Orozco						
Offered	2 SWS/ 5 ECTS / blocked lecture/ winter term/summer term						
Language	English						
Content	<ol style="list-style-type: none"> <li>1. Introduction to the Latin American subcontinent: <ul style="list-style-type: none"> <li>• Geographic scope</li> <li>• Common historic roots</li> </ul> </li> <li>2. Conducting business in Latin America: <ul style="list-style-type: none"> <li>• Latin American cultures: similarities and differences</li> <li>• Pragmatic overview of classic/ contemporary cultural studies on Latin America</li> <li>• Economic outlook for the region</li> <li>• Foreign direct investment/ multinationals</li> </ul> </li> </ol>						
Objective	The students emerge with an understanding of the potential and the challenges of conducting business in Latin America through practical knowledge in cultural, managerial, economic, political and legal issues.						
Learning methods	lecture						
Prerequisite for attendance	-						
Usability of the module for this or for other study programmes	-						
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total
	le	2	5				
Course evaluation	Written exam 90 min. (3 ECTS) Term paper (2 ECTS)						
Further information							
Recommended literature	<p>Albert, R. (1996): A Framework and Model for Understanding Latin American and Latino/Hispanic Cultural Patterns. In: Landis, D./ Bhagat, R. (1996, eds.): Handbook of Intercultural Training. 2<sup>nd</sup>. Ed., pp. 317-348. Sage, Thousand Oaks, 1996.</p> <p>Ball et al. (2004): International Business, 9<sup>th</sup> Edition, New York: McGraw-Hill.</p> <p>Beamish et al. (2003): International Management, Text and Cases, 5<sup>th</sup>. Edition, New York: McGraw-Hill.</p> <p>Brake T. and Walker, D. (1995): Doing Business Internationally, Princeton: Training Management Corporation.</p> <p>House et al. (2004, eds.): Culture, Leadership, and Organizations. The GLOBE-Study of 62 Societies. Thousand Oaks, London, 2004.</p> <p>Lenartowicz/ Johnson, James (2002): Comparing Managerial Values in Twelve Latin American Countries: An Exploratory Study. In: Management International Review, Vol. 42, p.p. 279-397, 2002/2003.</p> <p>Moran, Robert (1995): International Business Case Studies for the Multicultural Marketplace. Houston: Gulf Publishing Company</p>						

**8. Managing Intercultural Teams and Issues**

No.	9							
Module	Managing Intercultural Teams and Issues							
Lecturer	Vittoria Piattelli							
Offered	2 SWS/ 5 ECTS / blocked lecture/ winter term/summer term							
Language	English							
Content	<p>Developing and promote cultural awareness.  This seminar will offer participants a deep understanding on differences within and among cultures.  This program gives participants insights into the impact culture has on personal and business interactions.  Seminar contents cover the following areas:</p> <ul style="list-style-type: none"> <li>- Concept of culture, typologies of culture - Understanding cultural differences - Understanding one's own culture</li> <li>- Challenges of intercultural communication - Comparing communicative styles and introducing guidelines</li> <li>- Organization, motivation and leadership in the context of different cultural dimensions</li> <li>- multicultural teamwork</li> <li>- Intercultural competence and intercultural training</li> </ul> <p>Learning Methods  Content range from cultural dimensions theories and inputs, to practical role simulations, games and exercises all blend with own individual reflection (with different methods) and generative dialogue settings (individual, in pairs, triads, small group and plenum), to improve cultural awareness.</p>							
Objective	<p>At the end of the seminar participants will be able to answer to these questions:</p> <ul style="list-style-type: none"> <li>➤ How my own behavior and expectations are influenced by my culture(s)?</li> <li>➤ How can I differentiate the different cultures within me?</li> <li>➤ How can I communicate constructively and effectively with team members?</li> <li>➤ What do I need to understand and practice, in order to manage with success international relationships?</li> <li>➤ Which concrete expectations do different cultures have concerning leadership, decision-making, conflict-management?</li> <li>➤ How can I transfer the knowledge learned in one culture and effectively utilize them as re-solution resources in a new and unfamiliar setting?</li> </ul> <p>Training objectives:</p> <ul style="list-style-type: none"> <li>• identify how culture influence your way of living and perceiving reality</li> <li>• understand how to best manage international teams</li> <li>• benefit from the influences of different cultures within international team</li> <li>• establish guidelines for team communication and cooperation across cultures</li> <li>• identify potential conflict situations</li> <li>• resolve conflict situations effectively across cultures</li> <li>• transfer own intercultural knowledge to different situations</li> </ul>							
Learning methods	lecture							
Prerequisite for attendance	-							
Usability of the module for this or for other study programmes	-							
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total	
	le	2	5					
Course evaluation	Seminar paper (3 ECTS) presentation (2 ECTS)							
Further information	For this seminar, you need to bring: <ol style="list-style-type: none"> <li>1. A notebook</li> <li>2. pen or pencil</li> </ol>							
Recommended literature	By Edward T. Hall : <i>The Silent Language</i> (1959)							

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	<p><i>The Hidden Dimension</i> (1966) <i>The Dance of Life: The Other Dimension of Time</i> (1983) By Hofstede, Geert: <i>Cultures and Organizations: Software of the Mind</i> (1993) By Trompenaars, Fons; Hampden-Turner, Charles: <i>Riding the Waves of Culture</i></p>
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## 9. Intercultural Business Communication

No.	9						
Module	Intercultural Business Communication						
Lecturer	Anja Reicherstorfer						
Offered	2 SWS/ 5 ECTS / weekly lecture/ winter term/summer term						
Language	English						
Content	<ul style="list-style-type: none"> <li>- The importance of intercultural communication</li> <li>- Cultural Dimensions</li> <li>- Intercultural Aspects in</li> <li>- Managing people</li> <li>- Negotiation</li> <li>- Presentations</li> <li>- Advertising</li> <li>- Comparing cultures, Case Studies and Role Plays</li> </ul>						
Objective	The students are familiar with the role of culture and cultural differences and their effects on professional interaction. Students will develop an awareness of factors leading to intercultural misunderstandings and consider methods of overcoming these problems in business communication.						
Learning methods	lecture						
Prerequisite for attendance	-						
Usability of the module for this or for other study programmes	-						
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total
	le	2	5				
Course evaluation	Written exam 90 min. (3 ECTS) Term paper and presentation (2 ECTS)						
Further information							
Recommended literature							

**10. Retailing across Cultures**

No.	10														
Module	Retailing across Cultures														
Lecturer	Anja Reicherstorfer														
Offered	2 SWS/ 5 ECTS / weekly lecture/ winter term/summer term														
Language	English														
Content															
This class is highly interactive. A lot of group work regarding different aspects of international retailing is a main part of this class. Students will look at different countries and their retailers, prepare mini-presentations and develop an understanding for similarities and differences between cultures, and how some important international players handle challenges. Case studies and critical incidents will also be an important part of the class.															
Objective															
Does culture have an influence on retailing, and does retailing even have an influence on culture? Students have looked at this central question from different angles and have developed a better understanding of cultural factors at play in international retailing.															
Learning methods	lecture														
Prerequisite for attendance	-														
Usability of the module for this or for other study programmes	-														
Workload	<table border="1"> <thead> <tr> <th>Course type</th> <th>SWS</th> <th>ECTS</th> <th>Time of attendance</th> <th>WBT</th> <th>Self studies</th> <th>total</th> </tr> </thead> <tbody> <tr> <td>le</td> <td>2</td> <td>5</td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total	le	2	5				
	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total								
le	2	5													
Course evaluation	Term paper (3 ECTS) Presentation (2 ECTS)														
Further information	Class attendance and active participation is paramount for the success of this class. If you are interested in this topic, please be prepared to be an active participant in this class. Students are also welcome to 'add' the intercultural topics they are interested in to this class. The language in this class is English														
Recommended literature	Handouts will be provided in class or made available on moodle.														



**11. European Union**

No.	11							
Module	European Union							
Lecturer	Anne-Marie Schnackertz							
Offered	2 SWS/ 5 ECTS / weekly lecture/ winter term/summer term							
Language	English							
Content	<ul style="list-style-type: none"> <li>- A brief presentation of the 28 + applicant states: population, capital, language, culture, economic indicators and major companies</li> <li>- European cultural identity (past) :unity and diversity</li> <li>- The history of the European Union</li> <li>- The single market: objectives, means and instruments</li> <li>- New Member States and Enlargement issues</li> <li>- Schengen and Europol: more internal security for Europe</li> <li>- Aspects of the Monetary Union, the EU budget and taxation</li> <li>- The institutions of the European Union</li> <li>- Workers' and consumers' rights</li> <li>- Cultural issues: (e.g. sports,TV,education,arts, the American vs the European Dream)</li> </ul> <p>Study of current cases illustrating problems arising from the divergence between national and European interests.</p>							
Objective	The students are introduced to the historical, cultural and institutional background of the European Community. They are made familiar with issues inside and outside the community.							
Learning methods	lecture							
Prerequisite for attendance	-							
Usability of the module for this or for other study programmes	-							
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total	
	le	2	5					
Course evaluation	Written examination (90 minutes) (3 ECTS) Project presentation / term paper (2 ECTS)							
Further information								
Recommended literature	Handouts will be provided in class or made available on moodle.							

**12. Intercultural Competence**

No.	12						
Module	Intercultural Competence						
Lecturer	Prof. Dr. James McDonald						
Offered	2 SWS/ 5 ECTS / weekly lecture/ winter term/summer term						
Language	English						
Content	This course will be a proper <i>seminar</i> requiring intensive participation from all class members. Weekly in-class discussions will be based on assigned readings. Furthermore, students will be expected to engage one another in online communication via the MOODLE learning platform.						
Objective	To familiarize students with the practical and theoretical fundamentals of intercultural communication with special emphasis on commercial application (i.e. business communication).						
Learning methods	lecture						
Prerequisite for attendance	-						
Usability of the module for this or for other study programmes	-						
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total
	le	2	5				
Course evaluation	Written exam, 90 minutes, 3 ECTS Additional research paper, 2 ECTS						
Further information							
Recommended literature	An online reader containing all relevant English-language texts will be supplied at the beginning of the semester. The course reader will be posted online on the Moodle platform. Participants will therefore need access to the platform prior to attending the course. Additional texts will be added throughout the semester to supplement and illustrate various points as necessary.						

**13. Retail Controlling**

No.	16						
Module	Retail Controlling						
Lecturer	Prof. Dr. Thomas Vogler						
Offered	4 SWS/ 5 ECTS/ weekly lecture/ winter term						
Language	English						
Content	<ul style="list-style-type: none"> <li>- Specifics of retail companies</li> <li>- Retail controlling vs. industrial controlling</li> <li>- Controlling concepts for retailers</li> <li>- Balanced Scorecard in retail companies</li> <li>- Database of retail controlling</li> <li>- Data Warehouse</li> <li>- OLTP, OLAP and Data-Mining</li> <li>- Management Information Systems and Enterprise Resource Planning</li> <li>- Planning and Budgeting</li> </ul>						
Objective	The students know the basics of the organization of retail companies. Due to these prerequisites they are able to develop a specific controlling concept for retail companies. They are also able to adapt a balanced scorecard for retail companies. They know about the database for controlling in retail companies and are able to describe a Data Warehouse. They do also know about the difference between OLAP, OLTP and Data Mining and know the basics of planning and budgeting in companies.						
Learning methods	Lecture						
Prerequisite for attendance							
Usability of the module for this or for other study programmes	-						
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total
	le	4	5	46 h		79 h	125 h
Course evaluation	Written examination 90 minutes						
Further information							
Recommended literature	<p>Torrington, Hall, Taylor (2008), Human Resource Management, 7th ed., Prentice Hall</p> <p>Ringlstetter, Kaiser (2008), Humanressourcen-Management, München</p> <p>Berthel, Becker (2007), Personalmanagement, Stuttgart</p> <p>Vahs (2009), Organisation, Stuttgart</p>						

**14. International Retail Marketing**

No.	15						
Module	International Retail Marketing						
Lecturer	Prof. Dr. Natarajan Chandrasekhar						
Offered	4 SWS/ 5 ECTS/ weekly lecture/ winter term						
Language	English						
Content	<p>introduction to marketing &amp; its evolution</p> <ul style="list-style-type: none"> <li>- developing marketing strategies &amp; plans</li> <li>- gathering information &amp; scanning the environment</li> <li>- market research &amp; demand forecasting</li> <li>- Creating customer value, satisfaction &amp; loyalty</li> <li>- analysing consumer markets/business markets</li> <li>- identifying market segments &amp; targets</li> <li>- brand building, equity</li> <li>- promotions/pricing</li> <li>- STPD</li> <li>- new product development &amp; its management – product life cycle</li> <li>- marketing mix</li> </ul>						
Objective	Students know the marketing basics and its relevance to an organization. Students can apply marketing principles and have practical understanding of marketing and its importance in environment of business						
Learning methods	Lecture						
Prerequisite for attendance							
Usability of the module for this or for other study programmes	-						
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total
	le	4	5	46 h		79 h	125 h
Course evaluation	Written examination 90 minutes						
Further information							
Recommended literature	Marketing Management, Philip Kotler Basic Marketing, Retail Management, Berman & Evans Case studies, articles and slides available on the intranet						

**15. International Sales, Multi-Channel & Price Management**

No.	17							
Module	International Sales, Multi-Channel & Price Management							
Lecturer	Prof. Dr. Marc Knoppe							
Offered	4 SWS/ 5 ECTS/ weekly lecture/ winter term							
Language	English							
Content	<p>International Sales</p> <ul style="list-style-type: none"> <li>- Managing the sales forecasting process</li> <li>- Sales forecasting performance measurement</li> <li>- Benchmarking in sales</li> </ul> <p>Multi-Channel Management</p> <ul style="list-style-type: none"> <li>- Sales channels</li> <li>- Cross channel management</li> <li>- Sales &amp; Leadership</li> </ul> <p>Price Management</p> <ul style="list-style-type: none"> <li>- Setting of initial prices</li> <li>- Modification of existing prices</li> <li>- Developing a price structure</li> <li>- Pricing systems</li> <li>- Pricing strategies</li> </ul> <p>Case studies</p>							
Objective	Students know the different sales channels and interfaces. Students are able to organize a forecasting process and to set prices. Students are familiar with the requirements of international sales and price management.							
Learning methods	Lecture							
Prerequisite for attendance								
Usability of the module for this or for other study programmes	-							
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total	
	le	4	5	46 h		79 h	125 h	
Course evaluation	Oral Examination							
Further information								
Recommended literature	<p>Chandler, R.M., 2011, Pricing Strategies: A Marketing Approach, Camden USA</p> <p>Berman, B., Evans, J.R., 2011 Retail Management: A Strategic Approach, 11/E, New Jersey, ISBN-10: 0136087582, ISBN-13: 9780136087588</p> <p>Mentzer, J.T., Moon, M.A., 2005, Sales Forecasting Management: A Demand Management Approach, 2/E, London</p>							

**16. Successful Negotiations in a Global World**

No.	16						
Module	Successful Negotiations in a Global World						
Lecturer	Dr. Peter Hahn						
Offered	2 SWS/ 5 ECTS / blocked lecture/summer term						
Language	English						
Content	<p>Economical facts, historical developments as well as current living conditions (East-West:in particular USA, Europe, Asia (Japan, Taiwan, China, Korea, Singapore). The cultural dimensions and their influence on negotiations in business relations will be introduced and discussed. Negotiation strategies and techniques will be a major topic and trained in role plays. The participants should be enabled to perceive culture specific features and peculiarities which is important to establish open-minded relations which again is a prerequisite for successfully negotiate with international business partners.</p>						
Objective	<p>The students will study culture specific knowledge (East-West: USA-Europe-Asia) relating to negotiations. The awareness of communication-, management-, and leadership styles will be raised. Different negotiation strategies and techniques will be explained and trained in role-plays.</p>						
Learning methods	Lecture with exercises and role plays						
Prerequisite for attendance							
Usability of the module for this or for other study programmes	Also offered for IRM, BA, IHM und IG						
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total
	le	2	5				
Course evaluation	Presentation Seminar paper						
Further information							
Recommended literature	<ol style="list-style-type: none"> <li>1. Fons Trompenaars, „Handbuch Globales Managen“, Wie man kulturelle Unterschiede im Geschäftsleben versteht, Econ Verlag , 1993</li> <li>2. Geert Hofstede; Lokales Denken, Globales Handeln, Interkulturelle Zusammenarbeit, Oktober 2011, Beck-Wirtschaftsberater Bemerkung: Pflicht 1 oder 2</li> <li>3. Kishore Mahubani, „Can Asians Think“, Marshall Cavendish Editions, 2009</li> <li>4. Beatrice Hecht-El Minshawi, „Interkulturelle Kompetenz“, Beltz Verlag, Weinheim und Basel, 2008</li> <li>5. Yang Liu, “Ost trifft West”, Verlag Hermann Schmidt Mainz, ISBN 978-87439-733-9</li> <li>6. Eigenes Material: Peter O. Hahn (im Seminar zur Verfügung gestellt)</li> <li>7. Christel Kumbruck, Wibke Derboven, Interkulturelles Training, Springer, 2004</li> </ol>						