LIST OF COURSES FROM

THE INTERNATIONAL STUDY PROGRAMME (ISP) and
THE REGULAR STUDY PROGRAMME (RSP)

summer semester 2020; edition August 2019

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Please note that the classes from the International Study Programme (ISP) may change depending on the number of students. If you mix courses from the ISP and the Regular Study Programme (RSP) it might be possible, that some lecturing dates are overlapping.
1. DOING BUSINESS IN THE ARAB WORLD (ISP)

Course objectives and learning outcomes:
To provide an introduction to the cultures of the modern Middle East, and to Arab Business Culture in particular.
To prepare students for doing business with Arab partners successfully.

By the end of the course, students will be able to
- Understand Arab values and stereotypes and see your own values and stereotypes in context
- Know about the regional differences in the Arab Region
- Recognize the importance of values such as “hospitality” and “tribalism” for your Arab counterpart
- Acquire a fundamental understanding of Arab business culture
- Learn how to deal with typical aspects of conducting business with Arabs
- Learn how to deal with conflicts and how to recognize “success”
- Develop effective communication techniques to obtain the best results while negotiating with Arabs

Content outline:
The Arab Region spans over 6,437 kilometers and two continents, and its population reaches about 300 million people. Some countries have seen the introduction of modern management and organizations, but the political and administrative environment remains a very traditional one. In order to work successfully and effectively with Arabs, it is essential to recognize this unique cultural diversity and business infrastructure.

Working language: English  
Workload: 40 hours of lecture presence / 110 hours of independent study  
Exam / credits: final exam (70% of final grade), presentation (20% of final grade), class participation (10% of final grade) / 5 ECTS  
Offered: winter semester and summer semester  
Available seats: no restrictions

2. EMPLOYABILITY SKILLS – GERMAN FOR THE WORKPLACE (ISP)

Course objectives and content outline:
Improve students’ competences in handling situations at the work place in Germany, such as applying for the job, job interviews, the daily situations in the company, small-talk and German work culture. The main stress will be held on specific vocabulary and interactive role plays in German in order to improve the language skills and get the basic employability skills around German work place.

Working language: English  
Workload: 36 hours of lecture presence / 100 hours of independent study  
Exam / credits: written examination / 3 ECTS  
Offered: winter semester and summer semester  
Available seats: no restrictions

3. GERMAN LANGUAGE (ISP)

Content outline:
The German language intensive class treats the four competences (reading, listening, writing, speaking) on a basic level (A1.a); level test in advance - based on the results, the course outline will be adapted.

4. GERMAN LANGUAGE INTENSIVE CLASS A1 (prior to the semester start) (ISP)

Content outline:
Different levels possible; placement test will take place in advance
alphabet, (declarative) sentences, questions with interrogative pronouns (Wer?,Wie?...), pronouns (nominative), conjugation of regular verbs, conjugation of verbs in present tense, definite and indefinite articles, singular and plural nouns, interrogative questions with “w”, yes/no-questions, definite and indefinite articles (accusative), negation with “kein”, pronouns (nominative), possessive determiner (mein, dein, sein, ihr, Ihr), temporal adverbs in a sentence (zuerst, dann, danach), conjugation of irregular verbs, simple past of “haben” and “sein”, verbs that are separable (trennbare Verben), the verb “gehen” + infinitive, temporal information in a sentence, temporal prepositions (um, bis, von...bis), imperative, the verbs “mögen” and “möchten”, addition “gern” and “nicht gern”, impersonal pronoun „man”, modal verbs “können”, “müssen”, “wollen”, definite and indefinite articles (dative), prepositions with dative (aus, bei, mit, nach, von, vor, zu)

Working language: English
Workload: 75 hours of lecture presence / 205 hours of independent study
Exam / credits: oral examination (10 minutes) / 6 ECTS
Offered: winter semester and summer semester
Available seats: no restrictions

5. INFORMATION TECHNOLOGY SERVICE MANAGEMENT (ISP)

Content outline:
• The lifecycle of Information Technology Infrastructure Library V3 (ITIL© V3)
• ITSM Governance: Association and Dependency to the Business
• Process oriented structures for ITSM and compliance
• IT-Services; Structure and Implementation
• Operational IT Setup
• IT Outsourcing
• Contracts and Service Level Management
• Financial aspects
• Quality Management

Working language: English
Workload: 40 hours of lecture presence / 110 hours of independent study
Exam / credits: written examination / 5 ECTS
Offered: winter semester and summer semester
Available seats: no restrictions
6. INTERCULTURAL NEGOTIATION TRAINING (ISP)

Course objectives and content outline:
Improve students’ competences in handling business with foreign cultures. Throughout the seminar, a wide range of situations will be discussed and analyzed which are intended to simulate daily life in international organisations. The “foreignness” of these situations is increased by the time pressure to which participants will be subjected. The objective here is to test out strategies which help to overcome ambiguity and insecurity in students own behaviour and in that of their partners. Each student will analyze and discuss a specific topic of foreignness in class, which will enable students to improve their competence in intercultural encounters. This involves a sensitization in relation to culture-specific behavior conventions, the ability to perform in foreign and multilingual situations and the practicing of “role distance” as well as recognising and using intercultural synergy potential.

Working language: English
Workload: 44 hours of lecture presence / 110 hours of independent study
Exam / credits: written examination and presentation / 5 ECTS
Offered: winter semester and summer semester
Available seats: no restrictions

7. INTERCULTURAL TRAINING GERMANY (ISP)

Obligatory class for all international exchange and study abroad students.

Course objectives:
Develop intercultural competence, identify pitfalls and prevent misunderstandings. The increased sensitivity leads to stress reduction and improved performance.

Content:
Welcome to Germany!
I. Introduction culture, cultural dimensions, Intercultural Competence
II. stereotypes and prejudices
III. Germany: Country, people, history, language, culture, structures of society, education, business structures

Living in Germany
I. Culture Shock
II. Communication
III. Separation of private and professional sphere
IV. Bureaucracy
V. Leisure

Working in Germany
I. Business Etiquette
II. Supervisors, co-workers, colleagues
III. Punctuality and other work-values
IV. Criticism
V. Teamwork

Methods:
The concept of the workshop is very practical. Short presentations, discussion and dialogue, case studies, media, metalog tools are used as appropriate.

Working language: English
Workload: 32 hours of lecture presence
Exam / credits: no examination / no credits
Offered: winter semester and summer semester
Available seats: no restrictions
8. INTERNATIONAL INNOVATION MANAGEMENT (ISP)

Course objectives and content outline:
This course introduces the theories and practices of international innovation management. The course examines areas including the role of creativity and innovation for growth and wealth creation, effective innovation processes and the associated management issues, and the characteristics of innovative organisations.

Working language: English
Workload: 40 hours of lecture presence / 110 hours of independent study
Exam / credits: presentation and abstract / 5 ECTS
Offered: winter semester and summer semester
Available seats: no restrictions

9. INTERNATIONAL LEADERSHIP (ISP)

Course objectives and content outline:
International leaders want to lead competently and sustainably in their business practices. They have to integrate a framework for execution of international strategy, working across cultures and distance. Combining theoretical knowledge with real-world examples from diverse cultures, countries and industry sectors, the lecture will give the students a deeper understanding of the problems and the complexities of international management.

Working language: English
Workload: 40 hours of lecture presence / 110 hours of independent study
Exam / credits: presentation and abstract / 5 ECTS
Offered: winter semester and summer semester
Available seats: no restrictions

10. INTERNATIONAL MANAGEMENT –CASE STUDIES (ISP)

Course objectives:
Upon successful completion of this module, students are able to understand and analyze
- basic challenges of international business and globalization of markets;
- core concepts in managing international corporations;
- strategies and market entry forms in international management;
- intercultural aspects in managing firms across borders and culture, so that they are able to make basic comparisons and draw conclusions about cross culture differences.
Individual cases about the successful and non-successful internationalization of German and non-German firms.

Content outline
1. Introduction to international management: Trends in international trade, foreign direct investments (FDI) and international licensing of business firms
2. Overview of international business strategies: International versus global versus multinational versus transnational strategies
3. International market entry strategies
4. International supply chain and production management
5. Cross cultural management and international human resource management
6. Case studies (1): Internationalization strategies of big German Corporations
7. Case studies (2): Internationalization strategies of German “Hidden Champions”
8. New challenges and topics international management: Internationalization of research and development in firms, offshoring and outsourcing, international supply chain management, international protection of IP
11. INTERNATIONAL MARKETING (ISP)

Course objectives:
On completion of the course students will be able to:
- apply basic International Marketing theories and the concepts to understand the environment
- undertake strategic business analysis in order to develop International Marketing objectives and strategies
- understand segmentation, targeting and positioning as applied to the international environment
- develop creative international market entry strategies
- explain the differences in negotiating with marketing partners from different countries and the implications for the marketing strategies (4Ps)

Content outline:

Working language: English
Workload: 40 hours of lecture presence / 110 hours of independent study
Exam / credits: written examination / 5 ECTS
Offered: winter semester and summer semester
Available seats: no restrictions

12. INTERNATIONAL MARKETING: CONSUMER BEHAVIOUR (RSP)

Course objectives:
- Appreciate the differences between the simple and Black Box models of decision-making.
- What is perception and why perception is important for customers.
- Understand what stimuli is and why you should try and manage stimuli in marketing a product.
- Recognize what constitutes a consumer lifestyle and understand how different personal characteristics affect lifestyle.
- Understand what an attitude is and what its three components are.
- Evaluate how customer attitudes can be moulded.
- Understand the theory of reasoned action.
- Distinguish between different motivation theories in consumer behavior.
- Understand how differing emotions are manipulated to encourage us to buy more.
- Appreciate how cognition, feeling and involvement affect what and how we buy.
- Explain why different learning theories are important in consumer behavior and understand how differing learning theories are used commercially.
- Understand how consumers can recall memories and why this is important for marketing.

Content outline:

Working language: English
Workload: 16 hours of lecture presence / 44 hours of independent study
Exam / credits: written examination / 2 ECTS
Offered: summer semester 2020 only
Available seats: restrictions possible
13. INTERNATIONAL OPERATIONS MANAGEMENT & LOGISTICS II: (RSP)

Course objectives and content outline:
Production and operations management (ERP/PPS) – Application of ERP and inventory management systems – Decision making processes for production and warehousing sites – Global production – Quality management and Certifications – Controlling: measuring performance, analyzing potential of improvement – Value-chain analysis and design – Case studies

Working language: English
Workload: 40 hours of lecture presence / 110 hours of independent study
Exam / credits: written examination / 5 ECTS
Offered: summer semester 2020 only
Available seats: restrictions possible

14. INTERNATIONAL SOCIAL MEDIA MARKETING (ISP)

Course objectives and content outline:
Students will learn about the global development of social media and analyze the challenges and possibilities of international social media marketing. The focal point will be which kind of marketing goals can be better achieved via social media and which strategies can be applied. Practical aspects, e.g. the analysis of social media campaigns or how to create engagement & gain visibility in social media networks, will also be discussed. By analyzing international campaigns, students will learn how social media marketing can be used to boost branding and performance goals of any company. Furthermore, students will gain insights into how social media is practically handled in international companies like Bosch Power Tools.

Working language: English
Workload: 20 hours of lecture presence / 55 hours of independent study
Exam / credits: written examination / 2 ECTS
Offered: winter semester and summer semester
Available seats: no restrictions

15. INTERNATIONAL STUDENT CASE COMPETITION (BUSINESS SIMULATION GAME) (ISP)

Course objectives:
Participants
- assume the role of a manager of a company
- have to find a prosperous strategy
- plan their processes
- make decisions in all parts of the business process like personal staff, production, advertisement, R&D, finance and accounting
- have to be responsive to market behaviour
- present their results at the annual general meeting (or similar)

Content outline:
Day 1
Intercultural and social competence training
Introduction to Business administration with BTI Factory (incl. special business vocabulary)
Day 2
Introduction to the simulation game TOPSIM Easy Management
Expert groups and presentations
Decisions Period 1-3 – Presentation results of Period 1-3
Special Task 1 (i.e. strategic planning concept)
Decisions Period 4 – Presentation results of Period 4
Day 3
Special Task 2 (i.e. advertisement campaign)
Decisions Period 5-6 – Presentation results of Period 5-6
Preparation Annual General Meeting
Annual General Meeting and Feedback

Working language: English

Workload: 24 hours of lecture presence / 64 hours of independent study

Exam / credits: successful participation, presentations and a short test at the beginning of day 3 / 3 ECTS

Offered: winter semester and summer semester

Available seats: no restrictions

16. THE FINANCIAL MARKET IN GERMANY (ISP)

Course objectives and content outline:
For a better understanding of current issues at the worldwide financial markets, this lecture provides an overview of the most common investments as a basis for further discussions and analysis. Students are given the chance to invest a certain amount of fictitious capital to learn the consequences of their decisions.

Shares / functioning of the stock markets / bonds / investment funds / fundamental and technical analysis / macroeconomic influences (central bank decisions)

Working language: English

Workload: 40 hours of lecture presence / 110 hours of independent study

Exam / credits: written examination and presentation / 5 ECTS

Offered: winter semester and summer semester

Available seats: no restrictions