

Module	Management Seminar I – Selected Business and Economics Topics in Theory and Practice
Language of instruction	English
Study Program	International Semester
Semester	Fall 2019
ECTS-Credits	10
Contact hours	130 hrs incl. project work and excursions
Lecturers	Prof. Dr. Disch, Prof. Dr. Plag, Prof. Bleicher DBA, Prof. Dr. Heinrich, NN
Examination type	Exams, Presentations, Course assessment
Pass mark	4.0
Methodology	Lectures, workshops, seminars, discussions, business simulations, company visits
Prerequisites	English Language B1/B2, basic knowledge of business and management
Objectives	Students acquire knowledge in different areas of business and economics in theory and practice. They improve their presentation skills and gain understanding of business processes.
Content	<p>A series of lectures combining academic knowledge with implementation in the following areas:</p> <ul style="list-style-type: none"> Financial Markets/Economics Change Management: identify the main players in all phases of a change process, resistance and obstacles in a change process, communicate in a goal-oriented way, use different source of power, identify and develop appropriate tools of change management Corporate Governance <ul style="list-style-type: none"> Definition of basic concepts, historical development of Corporate Governance- main milestones on how Corporate Governance was established and developed in Anglo-American, Saxon, Russian and Japanese types of systems Main methodological approaches used in corporate governance- business models and corporate governance Relationship between internal and external stakeholders- presentation of different stakeholders such as suppliers, employee representatives, banks, institutional representatives, etc. Agency theory Stakeholder theory, stewardship theory and other theories- Classic and contemporary theories of Corporate Governance, literature review. Corporate governance systems across the world, the current level of corporate governance in selected European countries- Corporate Governance codes in the UK, US, Germany, Finland, France, Russia, Japan, China and India. Qualitative methods for assessing the level of corporate governance, OECD principles and good governance codes, quantitative measures of the level of corporate governance, rating systems. The board members, their role, performance and remuneration- board characteristics, diversity of top management teams, pay gender gap, etc. The role of institutional investors in corporate governance. The role of financial institutions in Corporate Governance. Best practices on Corporate Governance from the financial sector. Corporate social responsibility and corporate social performance. Corporate Governance and CSR- contemporary developments.

	<p>Governance of non-listed, family and other corporate entities, non-profit organizations. Corporate Governance in Family Firms, SMEs and non-listed companies. Types of owners, shareholder activism, protection of minority owners. Case Studies on Apple and Google Ownership structure.</p> <p>The failures of corporate governance, corporate governance impact on the financial crisis. Case Studies on Enron, Parmalat and Wells Fargo companies</p> <ul style="list-style-type: none"> • Strategic Management with Game Theory • Personal Career Strategies The course "Personal Career Strategy" is designed to motivate students to look to the future with the confidence to take on the challenge of developing an individual career strategy. Participants familiarize themselves with tools enabling them to recognize opportunities and to achieve personal goals. They learn, among other things, how to enrich their individual career with a meaningful purpose, promising a high level of satisfaction. • Workshops, excursions and company visits
Learning Outcomes and Skills	<p>The Baden-Wuerttemberg Cooperative State University (Duale Hochschule Baden-Württemberg / DHBW) is the first higher education institution in Germany which combines practical workplace training and academic studies and, therefore, achieves a close integration of theory and practice, both being components of the dual study concept.</p> <p>Students will gain an international and practice-oriented experience during their semester at our university. The new module "Management Seminar: Selected Business and Management Topics in Theory and Practice" combines academic studies and practical experience. Students are not only taught theoretical knowledge in Management, HRM, Organization, Economics etc., but also learn to apply this knowledge during the course: Case studies, simulation games, company visits and discussions will enrich the academic content of the module.</p>
Literature	To be provided by lecturers