

Course Offer in English

Course descriptions

Fall 2021 – Online

While the pandemic situation remains uncertain, we decided to offer **all courses of the Fall Semester 2021 online**.

1	Academic Writing	2 ECTS
2	Financial Markets, Globalization and International Trade	4 ECTS
3	Change Management	2 ECTS
4	Strategic Management with Game Theory	2 ECTS
5	Corporate Governance	2 ECTS
6	Business Ethics	2 ECTS
7	Cultural Aspects for Business in Germany and Europe	3 ECTS
8	Strategic Marketing	3 ECTS
9	Innovation Management	2 ECTS
10	International and intercultural perspectives on social injustice	2 ECTS
11	Negotiation in International Sales	3 ECTS
12	International Human Resource Management	3 ECTS
13	Management, Organisation und Kommunikation in Unternehmen (in German) (Business Management, Organization and Communication):	5 ECTS
14	German Language (basic)	4 ECTS
15	German Language (advanced)	4 ECTS

01 Academic Writing: 2 ECTS

Writing for academic purposes can be learned and continually improved over time. Development of strong skills will result in more effective writing that is enjoyable for both writer and reader. This course is designed to introduce some key building blocks of writing in English for undergraduate academic purposes. Guidelines, writing practice and feedback will strengthen both confidence and skills for more effective essay writing. Presentation skills will also be highlighted. Students will have practice presenting to a group and receiving feedback for reflection and improvement.

02 Financial Markets, Globalization and International Trade: 4 ECTS

This course will provide an introduction to International Economics, Financial Markets and Globalization topics, as well as the basics of International Trade.

First, this lecture focuses on the common core of international economics:

- (1) The Foreign Exchange Market,
- (2) International Trade and
- (3) Pros and Cons of Globalization.

Second, we analyze how financial markets (such as those for bonds, stocks, and other assets) and financial institutions (banks, central banks) work.

And, as a final motivation, it is simply good to know what is going on in this world and it is, therefore, also fun to study this fascinating field of international financial markets & international economics.

03 Change Management: 2 ECTS

The objective of this course is that students acquire knowledge in all aspects of the Change Management process. Students will learn to

- identify the main players in all phases of a change process,
- identify 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

04 Strategic Management with Game Theory: 2 ECTS

In this course, students will acquire knowledge about the principles of game theory and strategic decisions. Game theory is the study of mathematical models of strategic interaction among rational decision-makers. Topics of this lecture are static and dynamic games between two persons, teams or companies. There are wide applications in the field of economics, marketing, logistics, production and all competitive situations.

05 Corporate Governance: 2 ECTS

- 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.
- 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.
- The failures of corporate governance, corporate governance impact on the financial crisis. Case Studies on Enron, Parmalat and Wells Fargo companies

06 Business Ethics: 2 ECTS

Business is one of the ruling forces in the modern world. Whether one is an employer, an employee, a client, a customer, a consumer, a shareholder, a board member, or a community resident, good and bad business ethics have an impact on all lives. One way to learn about ethics is by discussing issues so that each individual can come to their own evaluation of ethical behaviour. This course will assist students in identifying their own ethical standpoint as well as help them analyse ethical issues in business. For this reason the course format will involve lecture and group discussion based on readings and case studies. Team debating will help students to voice their opinions in a structured, supportive way.

Competencies:

- identifying and analysing ethical situations in organisations
- determining values and developing an ethical framework
- applying ethical decision-making to real-life situations

07 Cultural Aspects for Business in Germany and Europe: 3 ECTS

Raising awareness for Developing Intercultural Competence. Communicating across cultures requires the development of a good understanding of the role of culture in business. Developing Intercultural Competence through:

- exploring and understanding your own culture
- learning about cultural concepts and understanding of other cultures
- identifying cultural values and their impact on work practices
- exploring the business culture of Germany and other European countries

Intercultural Business Communication: Developing intercultural communication skills by exploring and analyzing some characteristics of Business Culture in Germany and other European countries

- Social and business etiquette
- Business communication
- Management styles & decision making
- Marketing principles
- Meetings and Negotiations
- Presentations
- Applying for a job/ Setting up a business in Germany

Assessment and Evaluation: Students carry out a research in one of the communication areas and present their findings.

08 Strategic Marketing: 3 ECTS

The aim of the course is to acquaint students with setting marketing objectives and formulating strategies. The students will learn the principles of strategic marketing planning, identification of company market opportunities, target markets selection and they also will be able to solve the problems related to strategic and tactical issues of the marketing mix.

Course content:

1. Principles of Strategic Marketing, Holistic Marketing
2. Typology of Business Strategies in Marketing
3. External Marketing Situational Analysis, Analysis Application, Data Evaluation
4. Internal Marketing Situational Analysis, SWOT Analysis, VRIO analysis, Portfolio Analysis
5. Strategy Selection, Determination of Mission, Vision, Goals, Specific Marketing Goals
6. Standard Approaches to Planning, Creating Strategic Marketing Plan

09 Innovation Management: 2 ECTS

The course highlights the importance of innovation to new ventures, established companies and society. In the beginning of the course, fundamentals of innovation management are introduced (e.g. characteristics of innovations, invention – innovation, incremental innovations – radical innovations, market pull – technology push, managing innovation).

Further topics include: process models of the innovation process, organizing innovation, innovation and technology strategy, company culture and innovation, integration of the customer into the innovation process, determinants for success and failure of innovation projects.

In addition, case studies will be used to apply theoretical concepts to real life situations.

10 International and intercultural perspectives on social injustice: 2 ECTS

The exchange of ideas and change of perspectives will help reflect individual perceptions of social injustice. We will also analyze situations, in which imbalanced power relations matter, including both everyday life experience and Social Work projects.

The course is taught by Dipl. Soz.päd. Dr. Stefan Hoffmann (Landesreferent ejw-Weltdienst with focus on Nigeria and Eritrea. Experience: international workcamps, finances, project management).

11 Negotiation in International Sales: 3 ECTS

In this course students will take an interactive learning-by-doing-approach to selected task-people-constellations in international sales.

The objective will be on getting beyond price haggling tactics to sustainable business partnerships in a B2B environment.

Students will get acquainted with the proven success of the Harvard approach to negotiation, experiencing some of its basic recommendations. They will proceed experimenting with the Harvard model in international sales settings.

We will answer the following questions:

- How can we find out our and our negotiating partner's true interest (rather than negotiating about opposing positions?)
- How can we create mutually beneficial options during a negotiation rather than jumping to the first possible agreement?
- How can we deal with problems rather than arguing with people?
- Which standards of fairness do really make sense in a negotiation?
- What are the differences in the negotiation process if
 - individuals
 - groups
 - mixed international groups opposing each other are involved?
- What common tactics or tricks in sales negotiations should we know and which are options to react to them?
- How do culture-specific values, attitudes, behaviour and communication styles affect sales negotiations?

Participants are encouraged to bring along examples, notions, attitudes and inferences from their own countries or foreign countries they have experiences with.

We will rely heavily on role plays and group and video feedback so each participant will have the opportunity and is expected to experience her or his behaviour in negotiations, experimenting the influences her/his conduct has on others.

One important secondary objective and side benefit of this training, therefore, is applying the rules of giving and receiving feedback to/from others in a supportive and constructive fashion.

12 International Human Resource Management: 3 ECTS

The Organisation of Work

- Taylorism and fordism as a solution ... and a problem
- Direct communication: initiatives and their comparative coverage: employee discretion and autonomy
- Cross-national comparative work organization: Is there one best way internationally in the organisation of work?
- International best practice in flexibility and work–life balance; Contractual flexibility: ‘non-permanent’ employment
- Putting recruitment and selection into cultural context: Regional challenges & Global pressures on domestic recruitment
- Performance Management: Definition, Influences of Context and Culture, Rewards and bases of pay, the significance to employees of pay for performance - Culture and distinctive national reward systems - Managing pay for performance: procedural issues (International evidence on best practice in reward)
- Training and development: The role of the state national systems: varieties of capitalism, education, and initial vocational education and training
- Common ambitions for the HRM department
- The changing nature and the role of line management on the HRM function: Pressure to outsource some transactional activities, impact of shared services and the effects of electronic HRM,
- The influences on cross-national comparative variation in the role of HRM departments
- Organisational design models

Strategic international HRM

- Resource dependency theory: The resource-based view of the firm
- The knowledge-based view of the firm and organizational learning theory
- Relational and social capital theory
- A model of global HRM
- Strategic planning: Selection, Preparation, Adjustment, reward package, Performance measurement, Managing Expatriation & Repatriation, Managing Diversity in International Forms of Working, Global skills supply strategies, other forms of international working , Types of international employees, Women in international management , Dual-career couples, implications of international working on work–life balance
- The multi-cultural team : Key competencies for multi-cultural teams and Strategies for managing multi-cultural teams
- Globalising HRM:
- The pursuit of global operations and designs
- Reflecting global operations in IHRM - The integration mechanisms provided by the centre
- Talent management
- Employer branding
- Global knowledge management strategies and management through global networks

13 Management, Organisation und Kommunikation in Unternehmen (in German)
(Business Management, Organization and Communication): 5 ECTS

German language level of at least B1 is required.

Students will learn about the work environment in German companies and will get familiar with business situations: presentations, introduction, tasks, sales procedures – offers and orders, leading discussions and meetings. Students consolidate, expand and apply their knowledge of business, especially with regard to entrepreneurship and organization, and they become more competent and confident users of German for professional purposes. They also develop their thinking skills, and learn about different cultural perspectives.

Content:

- Einführung in die Unternehmensorganisation
(Introduction to company organization)
- Grundlagen der Organisation
(basics of organization)
- Gestaltungsparameter der Aufbauorganisation
(parameters of organizational structures)
- Grundformen der Aufbauorganisation
(Basic forms of organizational structures)
- Grundlagen der Prozessorganisation
(basics of process organization)

14 German Language (basic): 4 ECTS

German language course for student with no or basic German knowledge.

15 German Language (advanced): 4 ECTS

German language course for student with an advance level of German language skills, e.g. a minimum of A2 level.

This list is updated on a regular basis. All courses are subject to change.

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