

Module	Management Seminar II – Selected Business and Economics Topics in Theory and Practice
Language of instruction	English
Semester	International Semester Spring 2020
ECTS-Credits	10
Contact hours	130 hrs (incl. project work and excursions)
Lecturers	Prof. Dr. Cordes, Prof. Dr. Disch, Prof. Dr. Dennin, Guest Lecturers from partner universities
Examination type	Exams, Presentations, Course assessment
Pass mark	4.0
Methodology	Lectures, workshops, seminars, discussions, case studies, company visits
Prerequisites	English Language B1, basic knowledge of business
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"> • Logistics and Supply Chain Management: The students will have a basic understanding of logistic processes and the decisive parameters to describe, evaluate and control logistic systems. Therefore, the core drivers of logistic values and logistic cost will be provided. Based on the contribution of inventory management and Supply Chain Management decisions on business success the students will learn to understand and use various managerial methods to achieve cost effectiveness and increase customer value. Process innovation due to the development of Industry 4.0 will be highlighted and explained. The students learn to identify, analyze and set the multidimensional aims of a business and their stakeholders. Based on basic managerial methods, like the ROI (DuPont analysis), they will develop an understanding of the interdependencies, the target competition and goal congruence of changes in the logistic strategies and their effect on the business process as a whole. One of the main goals of the lecture is, to enable the students to identify, understand and evaluate best practices of existing logistic solutions (for example; Amazon, Porsche, UPS) and equip them to adapt and adopt those as a benchmark for their own business process. The knowledge of the most important technical terms of logistics will help the students to discuss logistical problems with logistics experts on a professional level. • Finance Theory: This lecture examines the behavior of the financial markets (money market, bond market, stock market) and the valuation of financial instruments like bonds, stocks, and derivatives. Last, but not least we use stocks and bonds to construct efficiently diversified portfolios. Students are encouraged to understand the connection between the theoretical concepts of finance and their real world applications. Instead of focusing on mass of dull facts that will become obsolete, this lecture emphasizes a unifying, analytic framework for studying financial markets and financial instruments. This framework uses a few basic concepts to help organize your thinking about the determination of asset prices, and the structure of financial markets. The basic concepts are time value of money, basic supply and demand analysis to explain the behavior in financial markets and basic concepts of financial mathematics and statistics. ▪ Globalization and International Trade Introduction to Globalization: flatteners and triple convergence. Case Study: Global Financial Crisis 2008

	<p>Basics of International Trade. Facts & Figures, Terms of Trade. Introduction to Trade Theory.</p> <ul style="list-style-type: none"> ▪ Absolute and Comparative Advantage (Smith/Ricardo). ▪ Specialization and the concept of opportunity costs. ▪ Heckscher-Ohlin and Factor Endowments (Labor and Capital). ▪ New Trade Theories and Gravity Model of Trade. <p>Current Issues:</p> <ul style="list-style-type: none"> ▪ Economic Stability and Trade Deficits ▪ Trade Wars: USA vs EU and China <ul style="list-style-type: none"> • Marketing Communications • Entrepreneurship: Introduction to entrepreneurship and workshop, case studies and discussions • Company visits
<p>Learning Outcomes and Skills</p>	<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, Strategy, 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>
<p>Literature</p>	<p>To be provided by lecturers</p>