



Heilbronn University of Applied Sciences  
Reinhold-Würth-University - Campus Künzelsau  
Faculty of Engineering and Business

***International course offer for incoming students***

***Academic Year 2022/2023***



## Bachelor level BUSINESS courses for Incomings

Course ID	Course Title	ECTS credits	Contact hours per week	Dept.	Term
293121	<a href="#">Business Management</a>	4	2	BM	winter/summer
293122	<a href="#">Business Simulation</a>	6	5	BM	winter/summer
293132	<a href="#">International Management</a>	5	4	BM	winter/summer
293428	<a href="#">International Business Negotiation</a>	2	2	BM	winter/summer
293425	<a href="#">Intercultural Communication</a>	2	2	BM	winter/summer
293436	<a href="#">Global Leadership</a>	2	2	BM	winter/summer
293416	<a href="#">International Marketing Case Studies (CRM)</a>	2	2	BM	winter/summer
293417	<a href="#">International Marketing Week</a>	2	2	BM	summer
243094	<a href="#">Culture, Sports and Event Venue Management</a>	2	2	BK	winter/summer
430141	<a href="#">National and International aspects of social management</a>	4	5	BS	winter/summer
243065	<a href="#">243066 International Aspects of Cultural, Leisure and Sport Management in combination with 243067 Applied Foreign Language</a>	6 (4)  (2)	6 (4)  (2)	BK	Winter/summer
243036 293031 430381	<a href="#">Business English 1</a>	2	2	BK/BM/BS	winter/summer
243037 293211 430382	<a href="#">Business English 2</a>	2	2	BK/BM/BS	winter/summer
959100	<a href="#">German as a foreign language-beginner</a>	4	2	all	winter/summer
959110	<a href="#">German as a foreign language-advanced</a>	4	2	all	winter/summer

### Academic Year at Heilbronn University of Applied Sciences

Summer semester: Mid-March until Mid-July Winter semester: End of September until Mid-February

*Bachelor business students at Campus Künzelsau can also select some business subjects from Campus Schwäbisch Hall, that is 20 km. away from Künzelsau and can be reached by bus (50 minutes ride, every hour). The possibility to follow the courses in Schwäbisch Hall ultimately depends on the final scheduling of the courses.*

Apply for our Würth-Scholarship for Incoming students at: <https://www.hs-heilbronn.de/wuerth-incoming-scholarship-263cb420827c23da>



## Master level BUSINESS courses for Incomings

Course ID	Course Title	ECTS credits	Contact hours per week	Dept.	Term
295001	<a href="#">Consumer Behavior</a>	5	4	MBM	winter
295002	<a href="#">International Marketing Strategy</a>	5	4	MBM	summer
295011	<a href="#">International Sales Strategy</a>	5	4	MBM	winter
295012	<a href="#">Intercultural Communication</a>	4	3	MBM	summer
295021	<a href="#">Media and Communication Strategy</a>	5	4	MBM	winter
295022	<a href="#">Digital Marketing</a>	5	4	MBM	winter
295041	<a href="#">The Global Marketplace</a>	5	4	MBM	winter
295051	<a href="#">International Leadership</a>	5	4	MBM	winter
295052	<a href="#">Internationalization Simulation</a>	4	4	MBM	summer
295071	<a href="#">Research Methods</a>	5	4	MBM	winter/summer
241051	<a href="#">Current issues in Global Culture</a>	3	2	MBK	summer
241052	<a href="#">Selected Chapters in Global Culture</a>	3	2	MBK	winter
241061	<a href="#">International aspects of Sports Management</a>	2	1,5	MBK	summer
241062	<a href="#">Selected Chapter in Culture and Leisure Management</a>	2	1,5	MBK	winter

### Academic Year at Heilbronn University of Applied Sciences

Summer semester: Mid-March until Mid-July    Winter semester: End of September until Mid-February

Apply for our Würth-Scholarship for Incoming students at: <https://www.hs-heilbronn.de/wuerth-incoming-scholarship-263cb420827c23da>



## Bachelor level ENGINEERING courses for Incomings

Course ID	Course Title	ECTS credits	Contact hours per week	Dept.	Term
362192	<a href="#">Decentralized Energy System Laboratory</a>	4	3	WEM	summer
362212	<a href="#">Communications Technology Laboratory</a>	3	2	WEM	summer
362232	<a href="#">Environmental Economy, Environmental Management</a>	2	2	WEM	summer
360204	<a href="#">HVAC Laboratory</a>	3	3	WEM	summer
225118	<a href="#">Business Simulation</a>	2	2	WI	winter/summer
225261	<a href="#">International accounting</a>	2	2	WI	winter/summer
225302	<a href="#">Modelling and Simulation of technical systems</a>	2	2	WI	winter/summer
225303	<a href="#">Programming and Process Management</a>	3	2	WI	winter/summer
225321	<a href="#">Personalities of Entrepreneurs: Feel for the Market, Innovation and Willingness to Implement</a>	2	2	WI	winter/summer
225265	<a href="#">Seminar and Case Studies: Current Aspects of Strategic Management and Quantitative Marketing Management</a>	6	3	WI	winter/summer
225276	<a href="#">Project Laboratory</a>	6	3	WI	winter/summer
225255	<a href="#">Seminar and Case Studies: Current Aspects of Technical Procurement and Sales Management</a>	6	3	WI	winter/summer
225122	<a href="#">English for industrial engineers</a>	4	4	WI	Winter/summer
310647	<a href="#">Technical English 1</a>	2	2	ET	winter/summer
310648	<a href="#">Technical English 2</a>	2	2	ET	winter/summer
	Bachelor Thesis (laboratory-based, final evaluation through home university)			WI	winter/summer

### Academic Year at Heilbronn University of Applied Sciences

Summer semester: Mid-March until Mid-July Winter semester: End of September until Mid-February

Apply for our Würth-Scholarship for Incoming students at: <https://www.hs-heilbronn.de/wuerth-incoming-scholarship-263cb420827c23da>

## COURSE DESCRIPTION

### 293121 Business Management

Semester: 4

Hrs/ week: 2

ECTS: 4

Lecturer: Prof. Dr. Marcus Drescher

#### Course description

The course business management focuses on diverse aspects of the management process. It involves principles of management.

- Basics of management/corporate management
- Normative corporate management (terms, meaning, elements)
- Strategic corporate management (term, meaning, elements)
- Value-based corporate management (shareholder value management)
- Operative corporate management (planning and check, organization and organizational transformation)

Pronounced focus is set on the strategy development process both analyzing different strategic options and providing tools for analyzing organizations and their environment. The course closes with the strategy implementation and the role of leadership throughout the process. The course expects active contributions and uses case studies for illustrating overall concepts.

#### Assessment

Written exam

### 293122 Business Simulation

Semester: 4

Hrs/ week: 5

ECTS: 6

Lecturer: Prof. Dr. Marcus Drescher

#### Course description

In the business simulations, student teams take over the top-management of a manufacturing company. Students apply knowledge from prior lectures and make decisions covering the whole value creation process including procurement, sales & production planning, HR planning, finance, research & development. Student teams compete in the same markets for customers. They experience that their company's success is not only dependent on their own decisions, but also from the strategies of other competing student teams. The course is enriched by theory input, performance reviews as well as regular analytical assignment and presentations.

#### Assessment

Simulation result (20%), Midterm presentation (30%) Presentation (50%)

### 293132 International Management

Semester: 6

Hrs/ week: 4

ECTS: 5

Lecturer: Prof. Dr. Simona Gentile-Lüdecke

### Course description

The course provides students with the necessary knowledge and skills to critically analyze the dynamics of the global market in which an international company operates. The aim of this course is to enable students to better analyze and understand the opportunities and challenges that companies face when expanding their activities internationally and when dealing with international competitors in their home markets.

An instructional unit involves lectures, class discussions, case analyses. The topics of the course look at three main areas:

- International environment challenges. Focus is placed on the analysis of country differences in political economy and political risks as well as cultural and social heterogeneities. In this segment, the course covers the major facets of the international management environment (legal, political, economic, and cultural). The central debates surrounding the culture construct, formal and informal institutions, economic development, and regional integrations are presented in class, along with the major frameworks that have been used to describe these phenomena
- Global organizational forms and international strategies. Focus is placed on the strategic challenges confronting firms that compete in the global economy. Aim is to develop understanding of how to gain competitive advantage and compete successfully in the international marketplace.
- International management operations. The course covers an array of organizational issues such as international human resource staffing and management, global R&D, global supply chain, global leadership.

### Assessment

Midterm written assignment (50%) Presentation (50%)

## 293428 International Business Negotiation

Semester: 6/7

Hrs/ week: 2

ECTS: 2

Lecturer: Prof. Dr. Simona Gentile-Lüdecke

### Course description

Business negotiations are increasingly recognized as a full part of the managerial process, highly relevant to the implementation of business strategies. International business managers are now increasingly business negotiators, who constantly discuss deals across borders with a variety of people, be it consumers, intermediaries or competitors.

The course aims to provide students with necessary tools to succeed in international negotiations. After the course students should be able to:

- Understand the process of international business negotiation
- Develop knowledge of the issues at stake and the main variables
- Understand the impact of culture in international business negotiations
- Develop skills for being a successful negotiator

The following topics will be object of discussion and analysis:

- Background factors
- The role of culture in international business negotiation
- Negotiating power (options and concessions)
- The pre-negotiation stage
- Negotiator preparation and negotiating teams
- Communication in negotiations
- Exploring interests and positions
- Negotiation strategy and tactics
- Conflict in negotiations
- Negotiations with China
- Negotiation in different settings

### **Assessment**

Written assignment (30%) Presentation (70%)

## **293425 Intercultural Communication**

Semester: 6/7

Hrs/ week: 2

ECTS: 2

Lecturer: Prof. Dr. Simona Gentile-Lüdecke

### **Course description**

After following this course, students should be able to:

- Understand the role of culture in the organization and review the major aspects of culture
- Look at how culture influences management practices
- Raise awareness of how culture guides the way managers look at problems as well as the solutions they find
- Analyze the leadership across cultures and multicultural teams
- Learn how to develop intercultural competences

The following topics will be object of discussion and analysis:

- The meaning of culture
- Different dimensions of culture
- The international company
- Culture and human resource management
- Intercultural communication
- Managing intercultural conflicts
- Managing intercultural teams
- Intercultural leadership

### **Assessment**

Written assignment (30%), Presentation (70%)

## **293436 Global Leadership**

Semester: 6/7

Hrs/ week: 2

ECTS: 2

Lecturer: Prof. Dr. Simona Gentile-Lüdecke

### Course description

With the knowledge acquired in the course students should be able to:

- review and analyze a selected number of leadership theories, giving special attention to how each theoretical approach can be applied in real-world organizations
- understand the influence of culture on leadership
- understand what shapes individual and group decision making, what enhances or weakens team performance

In the lectures following topics will be object of analysis and discussion:

- Leadership – basic definition of the concept and components of leadership
- Trait approach
- Skills approach
- Behavioural approach
- Situational leadership
- Transactional and transformational leadership
- Authentic leadership
- Servant leadership
- Intercultural aspects of leadership
- Models of relation between leadership and followership. LMX theory.
- Leadership of workgroups and teams.
- Gender and leadership
- Leadership and ethics.
- Toxic leadership: the dark side of leadership

### Assessment

Written assignment (30%) Presentation (70%)

### 293416 International Marketing Case Studies (CRM)

Semester: 6/7

Hrs/ week: 2

ECTS: 2

Lecturer: Prof. Dr. Joachim Link

### Course description

Subject of the elective is the understanding and training of the Anglo-Saxon case study method. International case studies with selected management problems are treated according to a special structure and discussed. The main focus are problems of strategic marketing. The elective is a preparation for the NIBS Case Study Competition, which takes place annually. Selected BM students compete against students from other universities in a worldwide case study competition.

### Assessment

Written case solution / presentation

### 293417 International Marketing Week

Semester: 4

Hrs/ week: 2

ECTS: 2

Lecturer: Prof. Dr. Joachim Link



### **Course description**

The "International Marketing Week" network is an association of twelve European universities (in Belgium, Great Britain, Denmark, Germany, Finland, France, Latvia, the Netherlands, Austria and Spain) which arrange an International Marketing Week for marketing students every year.

In this week, the students are requested to work on a marketing topic (e.g. participation in a logo contest, creation of a marketing concept, development of a viral marketing campaign or realization of market analyses for new products), mostly in connection with a business partner, and to use their knowledge of different marketing aspects and techniques.

Due to their international participants, the International Marketing Week creates an international setting where intercultural dialogue and cooperation are the key to success. Company visits as well as cultural and social activities are organized to give the students the possibility to meet their fellow students from other countries.

### **Assessment**

Presentation

## 243094 Culture, Sport and Event Venues Management

Semester: 6

Hrs/ week: 2

ECTS: 2

Lecturer: Prof. Dr. Louise Bielzer

### Course description

Students who have successfully participated in this module will be able to:

- differentiate culture, sport and event venues according to their history, specific characteristics, functions and requirements of the various stakeholders
- identify, differentiate and evaluate the different stages “planning”, “financing”, “construction” and “operation” of an event venue
- recognize relationships between an event location’s structural conditions and its operation, identify critical factors and compare and evaluate various practical examples
- analyze the current market position of an event location in competition and strategically (re-)position it successfully vs. its competitors in the future

The course content is organized in three sections:

#### *Culture, Sport and Event Venue Management – General Introduction*

- Overview of the Historic Development of Selected Event Venue Clusters
- Typical Features of Selected Event Venue Clusters
- Significance of Architecture and Room Layouts for Operations
- Stakeholder of Culture, Sport and Event Venues: Requirements of Investors, Owners, Operators, Event Organizers, Visitors etc.
- Interdependencies between “Construction” and “Operation”

#### *Planning, Financing and Construction of Culture, Sport and Event Venues*

- Market, Demand and Competition Analyses
- Feasibility Studies as Basis for Planning
- Location Factors and Site Selection
- Development of Suitable Room Layouts as Basis for Architectural Competitions
- Project Development and Architectural Competition
- Business Planning
- Life-Cycle of Event Venues

#### *Strategic and Operative Management of Culture, Sport and Event Venues*

- Application of Strategic Management Methods on Event Venues: Successful Strategic Positioning and Repositioning of Event Venues on the Market
- Selected Management Challenges in Operative Event Venue Management
- Sustainability as Key Issue

### Assessment

Written examination (60 minutes)

## 243066 International Aspects of Cultural, Leisure and Sports Management (only in combination with 243067 Applied Foreign Language)

Semester: 4

Hrs/ week: 4

ECTS: 4

Lecturer: Prof. Dr. Raphaela Henze

### Course description

By following this course students acquire knowledge of the social and economic peculiarities of cultural organizations in international comparison as well as an understanding of the special challenges faced in international cultural management.

The following topics will be object of analysis:

- Culture Financing
- Art and culture in societal change/ reflection on the (self-) conception of the cultural manager
- Cultural management approaches in international comparison (including historical/postcolonial, sociological, ethnological, geographical discourses)
- External cultural policy/critical reflection on funding models
- Audience development and community engagement
- Perspectives of the leisure sector

### Assessment

Presentation

## 243067 Applied Foreign Language (only in combination with 243065 International Aspects of Cultural, Leisure and Sports Management)

Semester: 4

Hrs/ week: 2

ECTS: 2

Lecturer: Brigitte Brath

### Course description

Students develop language competencies, which enable them to function in an academic and professional environment. They can:

- Interpret and classify statements made in the foreign language
- Identify what is relevant in terms of contents
- Transfer and apply what they have learnt to hands-on situations
- Describe and explain facts

The course content will focus on:

- Basics in academic writing
- Writing a literature review
- Solving complex assignments in the area of marketing, fundraising, sponsoring, intercultural communication based on case studies
- Idiomatic phrases as well as presentation techniques considering international audiences

### Assessment

Written Exam

## 430141 National and international aspects of social management

Semester: 4

Hrs/ week: 4

ECTS: 4

Lecturer: Prof. Dr. Elisabeth Schloeder

## Course description

In this module, basic national and international aspects of social and health care management are taught. In addition, the political control and financing forms of the health care system are explained in international comparison. The students experience an introduction to international development aid and get to know international social welfare organizations in the context of excursions in Germany and abroad.

The module takes into account:

- Structure and organization of international social and health organizations as well as social and health policy making,
- Needs and problem situations of clients in the mirror of socio-political and socio-cultural values and norms,
- Ethical basic attitudes and professional standards in the self-image of culture-independent professional social work in an international context.

The course focuses on the following topics:

- National and international systems of social and health care,
- Differences in the financing structures of the social sector and the health sector in Europe
- Background and peculiarities of specific facts of the social sector in international comparison
- Backgrounds of different social, institutional cultural and olitical contexts of the respective systems
- Similarities and differences in the national and international supply of social and health care institutions

## Assessment

Written exam

## 243036/ 293031/ 430381 Business English 1

Semester: 2

Hrs/ week: 2

ECTS: 2

Lecturer: Brigitte Brath

## Course Description

### *Office Communication:*

- Written correspondence and telephoning
- Formal/ informal language
- General business correspondence phrases
- Enquiries
- Structure and specific phrases
- Making arrangements
- Complaints
- Structure and specific phrases
- Reasons for complaints
- General telephoning phrases

### *General Business Vocabulary*

- Company profiles
- Company structures

*Facts and Figures*

- How to read numbers in English
- Describing graphs
- Interpretation of graphs and identifying trends

*Grammar*

- Review of tenses
- Adverbs

**Assessment**

Written exam (90 min)

**243037/293211/430382 Business English 2**

Semester: 4

Hrs/ week: 2

ECTS: 2

Lecturer: Brigitte Brath

**Course description**

*Meetings*

- General meeting vocabulary
- Types of meetings and roles in a meeting
- Meeting phrases
- Meeting simulations

*Complaints Management*

- Responding to a complaint/ Adjustment of complaints
- Phrases used when handling a complaint

*Report Writing*

- Types of reports
- Structure and purpose of reports

*Marketing and Advertising*

- Vocabulary

*Presentation Techniques*

- Structuring a presentation
- Phrases used in presentations
- Highlighting information in presentations
- Slide design
- Cultural differences in presentations

**Assessment**

Presentation

**959100/ 959110 German as a foreign language (beginner / advanced)**

Lecturer: Ulrike Letzgus

Start: XXXX

We offer exchange students from our foreign partner universities German courses as part of the university-wide “Studium Generale” program.

The levels of the German as a Foreign Language courses are based on the [Common European Framework of Reference for Languages \(CEFR\)](#).

In all German courses, attendance is mandatory. If you miss many lectures, you are not allowed to attend the exam and you will not receive any ECTS.

The placement to the different levels of the German as a foreign language will be carried out during the first meeting

## 295001 Consumer Behaviour

Semester: 1

Hrs/ week: 4

ECTS: 5

Lecturer: Prof. Dr. Joachim Link

### Course description

Students will be able to understand the social and psychological factors influencing consumer behavior using marketing theory. They will be able to apply the knowledge of the driving forces of consumer behavior for the development of marketing measures.

The course focuses on the following topics:

- Factors influencing consumer behavior
- Benchmarks for analysis of consumer behavior
- Psychological factors in consumer behavior (Perception, motivation, involvement, attitude, purchase intention)
- Conditioning- and learning processes
- Reference groups and social effects
- Consumer decision-making
- Measuring consumer behaviour (e.g. eye contact)
- Consumer behaviour in different target groups (age groups, gender, lifestyles)
- Consumer behaviour in different countries and cultures
- Marketing implications of consumer behaviour

### Assessment

Written exam

## 295002 International Marketing Strategy

Semester: 2

Hrs/ week: 4

ECTS: 5

Lecturer: Prof. Dr. Marcus Meyer

### Course description

At the end of the course students will know all relevant alternatives of international market entry strategies. They will understand the underlying parameters and master the corresponding planning tools for a market entry

The course is structured in the following way:

#### *Introduction*

- Theoretical basics
- State of research
- Contemporary developments in International Marketing Strategies (IMS)

#### *Developments in IMS*

- Planning components
- Planning processes

- Deriving strategy scenarios
- Selecting suitable strategy options

#### *Implementing IMS*

- Factors influencing strategy implementation
- Strategy implementation
- Control and adaptation of implemented strategies
- Timing and organization of international activities

*(Topical) case studies and exercises*

#### **Assessment**

Presentation

### **295011 International Sales Strategy**

Semester: 1

Hrs/ week: 4

ECTS: 5

Lecturer: Prof. Dr. Simona Gentile-Lüdecke

#### **Course description**

A firm lives or dies by what it sells. The sales function is the engine of growth and sustainability and is increasingly recognized as a strategic function of growing importance within the firm. The aim of the course is to prepare students for analyzing, selecting and organizing sales activities with a special focus at international sales. At the end of the course participants should be able to present the influencing factors and challenges of international sales. Moreover, they should be able to confidently describe the necessary strategic and operational measures that are fundamental to the successful internationalization of companies' sales

Following topics will be discussed and analyzed in the course

- Introduction to sales and the role of selling
- Relation between sales and marketing
- Customer definition and segmentation
- Sales channels and channel choice at international level
- Designing sales organization, Key account management
- Pricing policy
- Negotiation tactics and strategies
- Reward and compensation of sales people

#### **Assessment:**

Midterm paper/presentation (30%) , final exam (70%)

### **295012 Intercultural Communication**

Semester: 2

Hrs/ week: 3

ECTS: 4

Lecturer: Prof. Dr. Simona Gentile-Lüdecke



### Course description

Globalization made intercultural communication inevitable and the success of every international business depends on the effectiveness of the communication with other cultures. Although the challenges of an increasingly diverse world are great, the benefits are even greater. Communicating and establishing relationships with people from different cultures can lead to a whole host of benefits, including healthier communities, increased international, national, and local commerce, reduced conflict, and personal growth through increased tolerance

After following this course students should be able to:

- Develop awareness of their own culture's influence on their communications
- Gain knowledge of multiple perspectives, processes and best practices for effective intercultural communication
- Critically discuss the fundamental principles and topics in intercultural communication
- Apply the acquired knowledge and skills in various communication contexts

The following topics will be object of discussion and analysis:

- The need of intercultural communication
- The cultural context
- The verbal and non verbal code
- The environmental context
- The perceptual context
- The socio-relational context
- Theories of intercultural communication
- Intercultural communication in intercultural conflicts
- Intercultural communication in intercultural business negotiations
- Intercultural communication in managing and leading multicultural (virtual) teams

### Assessment

Midterm assignment (30%) Presentation (70%)

## 295021 Media and Communication Strategy

Semester: 1

Hrs/ week: 4

ECTS: 5

Lecturer: Prof. Dr. Marcus Meyer

### Course description

After following this course students will have comprehensive knowledge of alternative media strategies in international markets. In addition, they will be familiar with all the relevant tools and methods required to develop them.

The course content is organized as follows:

#### *Introduction*

- Media types, selection and use
- Strategy development and –evaluation
- Communicative objectives and strategy development

#### *International analysis (domestic market)*

- Analysis of demand and target groups

- Analysis of advertising messages
- Analysis of media deployment

*External analysis (potential foreign markets)*

- Environmental and competitor analysis
- Analysis of target segments and their needs
- Analysis of media law
- Analysis of the media landscape
- Deducing advertising messages
- Deducing uses of media

*Exercises*

**Assessment**

Presentation

**295022 Digital Marketing**

Semester: 1

Hrs/ week: 4

ECTS: 5

Lecturer: Prof. Dr. Christian Pohl

**Course description**

At the end of the course students will be able to apply the knowledge of innovative electronic communication in case studies or real-life practical projects. In teamwork students will develop solutions (e.g. in the form of prototypes, descriptions of requirements, concept evaluations, etc.) that are based on current problems of practical relevance. For example, they can optimize existing online systems, design suitable marketing strategies, or analyze and evaluate the acceptance and usability of such solutions.

Students must independently analyze the task, identify problems, form teams and develop solutions. This requires a high degree of organizational and teamwork skills, communication and cooperation.

Following topics are at the core of the course:

- Design, development and evaluation of innovative communication solutions within digital marketing based on case studies and real projects
- Team-based working through practice-relevant issues
- Management presentations of results

**Assessment**

Presentation

**295041 The Global Marketplace**

Semester: 1

Hrs/ week: 4

ECTS: 5

Lecturer: Prof. Dr. Simona Gentile-Lüdecke

Over the past five decades, the world economy has gone through a process of transformation commonly referred to as globalization, characterized by a decline of barriers to cross-border trade and investment. At the same time, the recent political world events (Brexit, trade frictions USA-China, global pandemic, Russia-Ukraine conflict) in addition to the sustainability and environmental challenges create tensions and uncertainty regarding the future of global activities.

This course provides students with the necessary knowledge and skills to enable them to critically analyze the dynamics of global marketplace within which an international firm operates.

The course will focus on the following topics:

- Globalization (and deglobalization?)
- National differences in political, legal, economic systems (formal institutions)
- National differences in cultures (informal institutions)
- Firm resources: competitiveness and growth
- Ethics, corporate social responsibilities and sustainability
- Foreign direct Investment
- Entry strategy and strategic alliances
- Digital multinational, global strategies and acquisitions
- Global supply chains
- Global R&D
- Global Human Resource Management

As a part of the course, students participate in the **X-Culture project** ([www.x-culture.org](http://www.x-culture.org)). They will work on a real case international challenge in global virtual teams. Students from 110 universities and 35 countries take part to the project. Each student will be assigned to a team of 5/6 students from different countries. Each week there will be a deliverable and an assessment. Students that present the best final report will be invited to the annual symposium of X-Culture and will be able to meet face-to-face with their team members. Each student will receive an official certificate that will acknowledge the participation to this unique project

### **Assessment**

Midterm paper (X-Culture report, 30%), final exam (70%)

## **295051 International Leadership**

Semester: 1

Hrs/ week: 4

ECTS: 5

Lecturer: Prof. Dr. Marcus Drescher

### **Course description**

Through the course, students gain a comprehensive knowledge of leadership in companies. Along the historical development of leadership research, different approaches are explained, discussed and applied. Building on this knowledge, challenges of leadership in an international context are dealt with, in particular leadership of virtual and multicultural teams.

The content of the course includes following topics:

- Leadership versus management
- Trait theories
- Behavior theories

- Leadership styles
- Contingency theories
- Leader-follower theories
- Team leadership
- Culture
- Diversity
- Virtual teams

### **Assessment**

Presentation during semester (50%) Written exam (50%)

## **295052 Internationalization Simulation**

Semester: 2

Hrs/ week: 4

ECTS: 4

Lecturer: Prof. Dr. Marcus Drescher

### **Course description**

Student teams apply previously learned knowledge in a business simulation previously learned knowledge. Teams take over the management of companies located in different regions of the world. In this simulation, students experience the challenges that arise in internationalization, especially due to different requirements of the locations, internal factors, competitors and environmental influences.

The content of the course focuses on:

- Assuming leadership of a fictitious company
- Decision making under uncertainty in competition with other teams and changing economic conditions
- Operative and strategic planning as well as decision making on a broad range of issues: international marketing-mix, expansion decisions, investment decisions, HR planning, capacity planning, procurement management, competition analysis and financial planning

### **Assessment**

Simulation result (20%) Midterm presentation (30%) Presentation (50%)

## **295071 Research Methods**

Semester: 1

Hrs/ week: 4

ECTS: 5

Lecturer: Prof. Dr. Simona Gentile-Lüdecke

### **Course description**

The course aims to introduce students to the quantitative and qualitative research methods most frequently used by business scholars. Basic knowledge of these methodological approaches is critical to the comprehension of empirical research publications and to the design of own research projects (Master dissertation).

At the end of the semester students who have successfully participated in this course should be able to:

- demonstrate an understanding of the principles underlying the design, process and analysis of business research
- identify appropriate research methods for particular research questions and settings
- show an awareness and sensitivity to the ethical issues of research
- interpret the meaning of the most important statistical indicators featured in quantitative analysis
- describe the basic steps, strengths and weaknesses of different qualitative methods
- be able to present the results of a research in written report and presentation

The following topics will be object of analysis and discussion:

- Background information on research
- Ethics in business research
- Choosing the right research design
- The conceptual and theoretical framework
- Secondary data
- Collection of primary data
- Sampling, survey and interviews
- Analysis of quantitative and qualitative data
- Report writing and presentation

**Assessment:**

Midterm presentation (40%) Written assignment (60%)

**241051 Current Issues in Global Culture**

Semester: 1

Hrs/ week: 2

ECTS: 3

Lecturer: Prof. Dr. Louise Bielzer

**Course description**

The course aims to provide students with the theoretical foundations of aspects of the sociology of culture and comparative cultural analyses. Students who have successfully completed the submodule 6.1 are accordingly able to

- differentiate and compare various theoretical concepts in cultural studies
- discuss current issues in cultural theory
- recognize processes of globalization of culture and critically question them and
- establish connections between cultural theory and various aspects of the of the cultural, sports and leisure industries

The course focuses on the following topics:

- Definition of culture/different cultural terms
- Cultural theories and models
- Globalization and culture
- Identity concepts
- Cultural-sociological aspects of current social development (e. g. value orientation and value change)
- Cultural migration processes
- Importance of culture in connection with increasing internationalization of culture, sport and leisure economy

- Practical examples from the fields of culture, sports and leisure economy

### Assessment

Presentation

## 241052 Selected Chapters in Global Culture

Semester: 2

Hrs/ week: 2

ECTS: 3

Lecturer: Prof. Dr. Louise Bielzer

### Course description

Students who successfully completed the course, are able to:

- analyze and evaluate cultural theories and models with regard to their practical implications in the cultural, leisure and sports industries
- understand and distinguish models and concepts of intercultural management
- understand the importance of intercultural competences by analysis of practical examples from the culture, leisure and sports industry
- identify intercultural management challenges in the activity of in companies operating in the culture, leisure and sports industry and develop and discuss possible solutions.

The course focuses on the following topics:

- Theories and concepts of intercultural management
- Intercultural and cross-cultural management
- Dimensions and forms of intercultural management in culture-, leisure- and sport economy
- Current intercultural management requirements in culture-, leisure- and sport economy
- Working and discussing business cases from culture-, leisure- and sport economy

### Assessment

Presentation

## 241061 International Aspects of Sport Management

Semester: 1

Hrs/ week: 1,5

ECTS: 2

Lecturer: Prof. Dr. Thomas Bezold

### Course description

Students who have successfully participated in this module

- are able to differentiate between the various functional areas of sport management
- know about the most important international sport associations
- understand the complexity of sports leagues operations and international sport events
- are able to identify current trends and issues in international sports management

The following topics are object of analysis and discussion:

- Structures of international sport associations
- Organization and marketing of international sport events
- Structural elements of American and European professional sports leagues
- Internationalization in sports
- Current trends in international sports management

## Assessment

Presentation

### 241062 Selected Chapter in Culture and Leisure Management

Semester: 2

Hrs/ week: 1,5

ECTS: 2

Lecturer: Prof. Dr. Raphaela Henze

#### Course description

Students have in-depth knowledge of the of current cultural-political events on the basis of intensive confrontation with the underlying international discourses. They are in a position to implement the resulting implications in organizations operating in the culture and leisure sector.

Through the examination of international smart practices as well as in the independent realization of events, students train their problem solving competence as well as critical reflection and research skills. Throughout the course current trends are addressed.

Following topics are object of discussion and analysis:

- Learning terminology in the culture and leisure sector and questioning it critically
- New forms of participation in non-homogeneous societies
- The changing role of the culture manager in a non-homogeneous society
- Identifying and addressing inequalities, discrimination in culture and leisure sector
- Current trends in the international culture and leisure management

## Assessment

Presentation

### 362192 Decentralized Energy System Laboratory

Semester: 4

Hrs/ week: 3

ECTS: 4

Lecturer: Prof. Dr.-Ing. Ekkehard Laqua

#### Course description

The aim of the laboratory experiments in energy technology is the practical visualization of basic knowledge as well as the presentation of selected practical aspects connected with theoretical technical knowledge.

Students are able to acquire and understand the theoretical knowledge necessary for the respective laboratory from lectures and self-study. They have relevant knowledge from measurement technology, especially the different methods of error calculation and they know how to evaluate results.

The course focuses on following topics:

- The behaviour of photovoltaic systems under different operating conditions
- Charging and discharging characteristics of accumulators

- Operating characteristics of fuel cells
- Wind turbines with doubly fed asynchronous generators
- Design of photovoltaic installations
- Decentralized power supply systems

### **Assessment**

Laboratory work

## **951100 Communications Technology Laboratory**

Semester: 6

Hrs/ week: 2

ECTS: 3

Lecturer: Prof. Dr.-Ing. Anke Ostertag

### **Course description**

By the end of the course students will be able to reproduce the basic knowledge in SPS programming within the programming environment Codesys. They will acquire knowledge of the devices Raspberry Pi and Pixtend and will be able to combine the application of SPS programming with the knowledge of the relevant areas of communication technology.

The course content include following topics:

- SPS Programming with Codesys
- Basics and building blocks
- Visualization
- Simulation
- Connection of Pixtend, Raspberry Pi via Wlan
- Application on the basis of different practice-relevant examples

### **Assessment**

Laboratory work

## **362232 Environmental Economy, Environmental Management**

Semester: 6

Hrs/ week: 2

ECTS: 2

Lecturer: Prof. Dr.-Ing. Anke Ostertag

### **Course description**

Aim of the course is to provide students with the basic knowledge of environmental pollution and the circular economy.

Students will be able to assess the interrelationships of environmental pollution in terms of environmental impact within a life cycle assessment . They know the principles of sustainability and the basics of environmental economics and environmental management. The students will be able to create life cycle assessments with the tool SimaPro

The following topics will be discussed:



*Part 1 Basics and theory of environmental economics and environmental management*

- Basics
- Sustainability
- Environmental economics and management

*Part 2 Application / Laboratory Life Cycle*

- Assessment with SimaPro
- Basics Life Cycle Assessment
- LCA -Laboratory with software SimaPro

**Assessment**

Written exam

**951160 HVAC Laboratory**

Semester: 6

Hrs/ week: 3

ECTS: 3

Lecturer: Prof. Dr.-Ing. Ekkehard Laqua

**Course description**

By following the course students will acquire a broad and integrated cognitive expertise in the field of HVAC. The students will be able to deepen their cognitive skills through practical applications and will be able to assess the application of the respective technology.

The course will deal with following topics:

- Combined heat and power
- Gas equipment technology
- Solar thermal energy
- Controlled residential ventilation
- Heat pumps
- Air-conditioners
- Air distribution systems

**Assessment**

Laboratory work

**225118 Business Simulation**

Semester: 4

Hrs/ week: 2

ECTS: 2

Lecturer: Prof. Dr. Markus Speidel

**Course description**

In the Business Simulation course, students, working in groups, will manage a virtual company as an aid to learning, by doing, about the practical aspects of running a company in a dynamic environment.

The course main objectives are listed as follows:

*Learning objectives:*

- Planning games as teaching- and learning methods
- Introduction to TOPSIM General Management Business Simulation
- Test round (briefing and feedback)
- Gaming round 1 to 5 (each with theory input, briefing and feedback)
- Final presentation (main shareholders meeting)
- Reflection and evaluation on the learning objectives

*Qualification objectives:*

- Application and reinforcement of business knowledge and methods in operative and strategic company management
- Targeted use of information sources in accounting/controlling and market research

**Assessment**

Presentation

**225261 International accounting**

Semester: 6

Hrs/ week: 2

ECTS: 2

Lecturer: Prof. Dr. Martin Tettenborn

**Course description**

By the end of the course students will be able to:

- Basic understanding of accounting of the firm, i. e. how the financial position of the firm is represented to different stakeholders depending on their various claims / objectives;
- understand the growing importance of global financial markets and its relation to financial reporting;
- understand the usefulness of a conceptual framework and the objective of financial reporting;
- understand basic accounting assumptions and measurement principles.

Each lecture will look at a different set of different accounting topics. An instructional unit involves lectures, class discussions, analyses of financial reports. The following are the main topics that will be dealt with:

- Introduction to Accounting
- Importance of global markets
- objective of financial reporting.
- Challenges facing financial reporting
- Conceptual Framework
- Measurement principles
- Revenue recognition
- Analyses of various financial reports

**Assessment**

Written examination (40 minutes)

## 225302 Modelling and Simulation of technical Systems

Semester: 6

Hrs/ week: 3

ECTS: 3

Lecturer: Prof. Dr.-Ing. Heinz Frank, Prof. Dr.-Ing. Ingo Kühne

### Course description

By the end of the course students know the general procedure for modeling and simulation of technical systems. In addition they know the benefits of simulations for several very different technical fields.

The course intend to achieve following objectives:

#### Learning objectives

- General purpose and procedures when modelling and simulating technical systems
- Overview of different simulation systems and presentation of concrete tools (e.g. Matlab/Simulink, Spice, COMSOL, microcontroller-based development environments)
- Concrete lab exercises and more extensive, project-based modelling and simulating tasks

#### Qualification objectives:

- Designing a model for an industrial engineering problem
- Executing simulations for detailed issues
- Verification of modelling- and simulation tasks, also on real technical systems

### Assessment

Practical work

## 225303 Programming and Process Management

Semester: 6

Hrs/ week: 2

ECTS: 3

Lecturer: Prof. Dr. Gertrud Peinel

### Course description

By following the course students learn the systematic practical application of (business) informatics: the fundamentals, modelling, analysis and execution of business processes or the planning and creation of a software. Students learn to weigh technical alternatives and must develop and apply ideas or procedures and evaluate them in consideration of different standards.

After successful completion of the lab, they are able to present their work or their share of the solutions in a presentation.

The course includes following contents:

#### Business process modelling:

Presentation and realization of one or more tasks in a correct notation of a business process model including analysis and workflow-initialization mastering a commercial BPM tool.

Or

#### Programming:

Realizing one or more tasks in functional programs and scripts.

## Assessment

Practical work and presentation

### **225321 Personalities of Entrepreneurs: Feel for the Market, Innovation and Willingness to Implement**

Semester: 7

Hrs/ week: 2

ECTS: 2

Lecturer: Mr. W. Glauner

#### **Course description**

Based on successful and less successful entrepreneurial biographies, students learn about the importance of the personal and situational conditions. They develop practice in the generation and evaluation of business ideas; the determination of financial requirements, needed equity, and debt capital; in dealing with changing income situations.

The course content aims at achieving following objectives:

#### *Learning objectives:*

- Core function of companies in a (social) market economy
- Perspectives of entrepreneurs
- Business qualifications
- Specialist qualifications

#### *Qualification objectives:*

Understanding of psychologically based insights associated with an "entrepreneurial personality" as well as development of action strategies in dealing with the expected challenges of a young company or of a company founder

## Assessment

Practical work

### **225265 Seminar and Case Studies: Current Aspects of Strategic Management and Quantitative Marketing Management**

Semester: 7

Hrs/ week: 3

ECTS: 6

Lecturer: Prof. Dr. Rainald Kasprk

#### **Course description**

Students work independently on a specific task: either they have to develop a model or a theoretical framework or they have to solve a practical operational problem or a case study on the basis of original texts from scientific and practical sources. In an oral presentation, students defend the written paper and train their communication skills as well as how to deal with public criticism.

The course aims at achieving following objectives:

*Learning objectives*

Processing of current topics on issues of strategic controlling, market research and strategy development

*Qualification objectives*

Independent development of a theoretical approach or independent solution of a practical operational problem on the basis of original texts from scientific and practical sources.

**Assessment**

Written report

**225276 Project Laboratory**

Semester: 7

Hrs/ week: 3

ECTS: 6

Lecturer: Prof. Dr. Rainald Kasprk

**Course description**

Students work on internal / external tasks in the form of projects in the fields of the fields of information and communication technology or related fields. Students work on a project independently or in a team and show that they can work with both scientific methods as well as project management methods. They master the engineering description of a task. They are able to plan a project, to draw up a schedule and to draw up an agreement on objectives in terms of content and deadlines.

The course has following objectives:

*Learning objectives*

- Self-organization of a working group of students for an interdisciplinary project
- Joint planning of goals and deadlines
- Organization according to project management methods
- Assumption of subtasks by the members of the working group
- Regular meetings with actual and target comparisons in the project progress
- Planning and execution of a event to present the results and/or presentation of results in the form of written documentation.

*Qualification objectives*

Development, implementation and evaluation of an engineering problem in the form of a completed project.

Learning project management methods in practice

**Assessment**

Laboratory work

## 225255 Seminar and Case Studies: Current Aspects of Technical Procurement and Sales Management

Semester: 7

Hrs/ week: 3

ECTS: 6

Lecturer: Prof. Dr.-Ing. Wolfgang Albrecht

### Course description

Students work independently on a specific task: either they have to develop a model or a theoretical framework or they have to solve a practical operational problem or a case study on the basis of original texts from scientific and practical sources. In an oral presentation, students defend the written paper and train their communication skills as well as how to deal with public criticism.

The course aims at achieving following objectives:

#### *Learning objectives*

Processing of current topics on issues of procurement and sales of technically complex goods in the investment goods market.

#### *Qualification objectives*

Independent development of a theoretical approach or independent solution of a practical operational problem on the basis of original texts from scientific and practical sources.

### Assessment

Written report

## 225122 English for industrial engineers

Semester: 3

Hrs/ week: 4

ECTS: 4

Lecturer: Mrs. Brigitte Brath, Mr. Colin Morris

### Course description

By following the course students will be able to understand the core statements of more complex texts and are in a position to comment on them, to their own position and, if necessary, to propose and present solutions. The corresponding technical and business-related vocabulary will be expanded and deepened accordingly.

The course content includes following themes

- Create and edit standard business correspondence documents (e.g. inquiries, making appointments)
- Developing and practicing typical oral communication situations (getting to know each other, small talk, telephone calls, etc.)

- Describing organizational structures
- Describing economic developments using charts and graphs
- Linguistic focus: Letter styles, technical and business language, technical terms and idiomatic expressions
- Intercultural communication and its meaning; regional aspects

### **Assessment**

Written exam

## **310647 Technical English 1**

Semester: 1

Hrs/ week: 2

ECTS: 2

Lecturer: Mrs. Brigitte Brath

### **Course description**

By the end of the course students

- master the basics of technical vocabulary
- can explain facts/situations in the foreign language
- master formal and informal language
- communicate and distinguish between the oral and written modes
- differentiate according to the addressees

The course content includes following themes

- Basic vocabulary of business English and technical English and idiomatic expressions of the English business language
- Basics of written business correspondence and oral communication incl. telephoning in English (e.g. making appointments)
- Terminology for describing and interpreting technical data or graphics and measurement results
- Reading comprehension: English technical literature/data sheets

### **Assessment**

Written exam

## **310647 Technical English 2**

Semester: 2

Hrs/ week: 2

ECTS: 2

Lecturer: Mrs. Brigitte Brath

### **Course description**

By the end of the course students are familiar with the relevant terminology and are able to describe and classify facts in the foreign language and to transfer what they have learned to practical situations.

The course content includes following themes

- English as a lingua franca
- Report Writing - especially Recommendation Report
- Presentation techniques with consideration of intercultural aspects
- Analysis/processing of case studies/problem cases and subsequent reporting or working out of solutions
- Expansion of technical vocabulary

### **Assessment**

Written exam and presentation