



BA Business Administration

Advanced and Extension Modules in English

Module descriptions

For our module descriptions please note the following:

- 1) Advanced modules (p. 2) are typically for students in their 3-4 semester (2nd year)
- 2) Extension modules (p. 12) are typically for students in the 5-6 semester (3rd year)
- 3) Modules consist of 2-4 courses. Within one module some courses may be taught in English and others in German. International students can take part in the whole module or can choose to take only the courses offered in English.
- 4) The module descriptions are for the entire module. That means they describe all the individual courses taught within the module
- 5) The course goals /content for the English courses are black; the German in grey.

Advanced Modules (3-4 semester students)

Each advanced modules consist of two – three separate courses. International students can take part in the entire module or choose to take the part of the module that is offered in English.

1. Financial Principles of Corporate Management
 - a. Capital Budgeting and Cost of Capital
 - b. Financial and Risk Management
2. Principles of Process Management and ERP Systems
 - a. Principles of Process Management (*in German*)
 - b. ERP-Systems (*in English*)
3. Logistics
4. Accounting
 - a. Financial Reporting: Balance Policy and Annual Accounts Analysis (*in German*)
 - b. Management Accounting (*in English*)
5. Economics II: Globalization and European Integration
6. Entrepreneurship
7. Business game
8. German Academia & Society
 - a. Intercultural Management
 - b. Economy, Society and Academia in Germany

Financial Principles of Corporate Management [20200]		
Examination: [20209] Financial Principles of Corporate Management	Course No:	ECTS credits: 6
Recommended classification: 3 rd /4th semester	Compulsory mark: [WPF]	Language of instruction: English
Module Leader: Prof. Christian Tallau	Module frequency: [0]	How to register:
Student support: Prof. Christian Tallau, Prof. Dr. Juliane Wolf, André Perusso		
Qualification objectives	Students are able to <ul style="list-style-type: none"> • analyse enterprises on the basis of cash flow-oriented key performance indicators, • prepare integrated financial planning, • describe the key elements of the operative risk management process, • explain the deficits and advantages of alternative financial objectives, • make investment decisions under imperfect capital market conditions, • explain and use portfolio theory and the Capital Asset Pricing Model (CAPM) as theoretical models to calculate risk adjusted equity costs 	
Type and length of examination	Written examination (120 mins)	
Teaching format	Teaching in the form of seminars with exercises/ case studies	
Teaching content	<ul style="list-style-type: none"> • Cash flow statements and working capital • Integrated financial planning • The risk management process (risk identification, risk assessment, risk reporting, risk management, risk monitoring) • Financial objectives • Investment accounting with capital rationing, taxes and risk • Portfolio theory and CAPM 	
Workload for entire module	Face-to-face instruction: 4 hrs/wk per semester Preparatory and follow-up work by student: Total:	45 h 135 h 180 h
Requirements with regard to content	Basic Bookkeeping course Basic Investment and Finance course	
Formal requirements	None	
Recommended reading	Perridon/Steiner/Rathgeber, Finanzwirtschaft der Unternehmung, München, ab 12. Aufl. Vanini, Risikomanagement: Grundlagen, Instrumente, Unternehmenspraxis, Stuttgart 2012 Brealey/Myers/Allen (BMA): Principles of Corporate Finance, Global Edition, 10th ed., 2011	

Module: Principles of Process Management and ERP Systems [20300]		
Course taught in English: ERP Systems		
Examination: [20309] Principles of Process Management and ERP Systems	Course No:	ECTS credits: 6 (3 ECTS for English part "ERP-systems")
Recommended classification: 3 rd /4th semester	Compulsory mark: [WPF]	Language of instruction: English/German
Module Leader: Prof. Dr. Appelfeller	Module frequency: [0]	How to register:
Student support: Prof. Dr. Carsten Feldmann, Prof. Dr. Jürgen Nonhoff, Holger de Bi		
Qualification objectives	Students are able to <ul style="list-style-type: none"> • explain process orientation requirements and distinguish process-oriented companies from other companies, • differentiate and explain fundamental elements of process management, and to relate them to each another, • model and analyse processes and to optimise them, in particular, on an ERP basis, • explain the structure, mode of operation and characteristics of ERP systems, • put process management and ERP systems into relation with each other and to comprehend and test processes selected for this purpose on the system. 	
Type and length of examination	Written examination (90 mins); Group lecture on a case study to be addressed (approximately 20-30 mins per person)	
Teaching format	Lectures, case study work in small groups, presentation of case study results by students, work on an ERP system	
Teaching content	<ul style="list-style-type: none"> • The business process management system as a frame of reference • Analysing, modelling and optimising business processes • The significance of ERP systems for business process management • The structure, mode of operation and characteristics of ERP systems • ERP systems for companies of different sizes • Practical work on a range of ERP systems 	
Workload (module)	Face-to-face instruction: 4 hrs/wk per semester Preparatory and follow-up work by student: Total:	45 h 135 h 180 h
Workload (only course offered in English)	Face – to face instruction: 2 hrs /wk per semester Preparatory and follow-up work by student Total:	22.5 h 67.5h 90h
Requirements with regard to content	None	
Formal requirements	None	
Recommended reading	Fischermanns, Guido: Praxishandbuch Prozessmanagement, 10. aktualisierte Auflage, Gießen 2012 Gronau, Norbert: Enterprise Resource Planning: Architektur, Funktionen und Management von ERP-Systemen, München 2010 Schmelzer, Hermann, J.; Sesselmann, Wolfgang : Geschäftsprozessmanagement in der Praxis, 8. Auflage, München 2013	

Logistics [20400]		
Examination: [20309] Logistics	Course No:	ECTS credits: 6
Recommended classification: 3 rd /4th semester	Compulsory mark: [WPF]	Language of instruction: English
Module Leader: Dr. Therese Kirsch	Module frequency: [0]	How to register:
Student support: Dr. Therese Kirsch, Patrick Lückmann MBA		
Qualification objectives	<p>Students are able to</p> <ul style="list-style-type: none"> • are able to define and use the key terms in logistics and explain the different objectives pertaining to logistics. • are able to name the latest developments / framework conditions and derive their impact on logistics. • are able to explain and differentiate between traditional logistical tasks and the logistics systems associated with them in the individual phases of the value creation process (procurement, production, distribution and disposal). • are capable of investigating logistical issues, critically questioning existing concepts and developing new solution concepts. • present their proposals for solutions comprehensibly and defend these using reasoned arguments in discussions with superiors and customers. • organise case study work independently in a team (possibly with international members). 	
Type and length of examination	<ul style="list-style-type: none"> • Written examination (90 mins.), 75 % of module grade • Case study work: 25 % of module grade 	
Teaching format	<ul style="list-style-type: none"> • Teaching in form of seminars • Excursions • Case studies 	
Teaching content	<ul style="list-style-type: none"> • Strategic planning of logistics systems • Extended TUL logistics divided into procurement, production, distribution and disposal / return according to the Supply Chain Operations Reference Model • Current trends in logistics • Objectives of logistics 	
Workload	Face-to-face instruction: 4 hrs/wk per semester Preparatory and follow-up work by student: Total:	45 h 135 h 180 h
Requirements with regard to content	Content of the foundation module "Primary Business Processes"	
Formal requirements	None	
Recommended reading	<p>Schulte, C. (2009): Logistik – Wege zur Optimierung der Supply Chain, 5. Auflage, München 2009 Gleißner / Femerling (2013): Logistik, 2. akt. u. erw. Aufl., Wiesbaden 2013 Pfohl, H.-C. (2010): Logistiksysteme, 8. Aufl., Berlin /Heidelberg 2010 Werner, H. (2008): Supply Chain Management, 3. Aufl., Wiesbaden 2007</p>	

Accounting [20800]		
Examination: [20809] Accounting	Course No:	ECTS credits: 6 (3 ECTS for English part "Management Accounting")
Recommended classification: 3 rd /4th semester	Compulsory mark: [WPF]	Language of instruction: German/English
Module Leader: Prof. Dr. Martin Schreiber	Module frequency: [0]	How to register:
Student support: Prof. Dr. Martin Schreiber, Prof. Dr. Ronny Gebhardt, Prof. Dr. Holger Pooten, Ralf Gebhardt, Gröne		
Qualification objectives	<p>Students should be familiar with the possibilities of decision-oriented information processing and transfer with regard to external and internal addressees.</p> <p>Students should:</p> <ul style="list-style-type: none"> • be able to recognise accounting options and discretionary powers existing in accordance with the German Commercial Code (HGB) and be able to use them within accounting policy objectives in a decision-oriented manner • recognise opportunities and limitations of accounting policy in accordance with HGB • know the key foundations of indicator-based balance sheet analysis • become acquainted with the main areas of indicator analysis • be able to prepare and assess corporate management decisions using cost accounting data and • be able to develop suitable cost accounting systems applicable to virtually all practical cases. 	
Type and length of examination	Written examination (90 mins)	
Teaching format	<ul style="list-style-type: none"> • Teaching in the form of seminars • Learning team coaching • Case study processing and exercise units 	
Teaching content	<p>Accounting policy and balance sheet analysis</p> <ul style="list-style-type: none"> • Accounting policy objectives • Assessment criteria of accounting policy instruments • Accounting policy instruments for styling and presenting the facts and for allocation of profits policy • Foundations of indicator-based financial statement analysis <p>Management Accounting (in English:)</p> <ul style="list-style-type: none"> • Differentiated full cost accounting (activity-based costing) • Differentiated variable costing with multistage contribution margin accounting • Standard costing and deviation analyses <ul style="list-style-type: none"> o Static standard costing o Flexible budgeting based on full costing o Marginal costing (flexible standard costing based on variable costing) • International approaches in designing cost accounting systems (e.g. Standard Cost Accounting) 	

Workload	Face-to-face instruction: 4 hrs/wk per semester Preparatory and follow-up work by student: Total:	45 h 135 h 180 h
Requirements with regard to content	Relevant knowledge from the basic module Financial Business Administration II	
Formal requirements	none	
Recommended reading	Coenenberg/Haller/Schultze: Jahresabschluss und Jahresabschlussanalyse, aktuelle Auflage Freidank/Velte: Rechnungslegung und Rechnungslegungspolitik, aktuelle Auflage Friedl/Hofmann/Pedell, B.: Kostenrechnung, aktuelle Auflage	

Economics II: Globalisation and European Integration [21100]		
Examination: [21109] Globalisation and European Integration	Course No:	ECTS credits: 6
Recommended classification: 3 rd /4 th semester	Compulsory mark: [WPF]	Language of instruction: English
Module Leader: Prof. Dr. Jürgen Reckwerth	Module frequency: [0]	How to register:
Student support: Prof. Dr. Manuel Rupprecht		
Qualification objectives	Students are able to <ul style="list-style-type: none"> • understand how globalisation and European integration work, and assess their effects on corporate decisions • know and apply the basic terms and concepts of international business analysis and integration theory, in particular describe and apply simple trade theory models • apply the relationships learned to current economic policy issues and problems • prepare, present and discuss complex economic topics with assistance in the team. 	
Type and length of examination	Written examination (90 mins), 75 % of module grade Presentation, 25 % of module grade	
Teaching format	teaching in the form of seminars, exercises, group work	
Teaching content	Foundations of commercial law, foundations of company law	
Workload	Face-to-face instruction: 4 hrs/wk per semester Preparatory and follow-up work by student: Total:	45 h 135 h 180 h
Requirements with regard to content	good knowledge of the German Civil Code (BGB): General Section, contract law; basic knowledge of property law	
Formal requirements	none	
Recommended reading	See lecture materials	

Entrepreneurship [30200]		
Examination: Entrepreneurship [30209]	Course No:	ECTS credits: 6
Recommended classification: 3 rd semester	Compulsory mark: [WPF]	Language of instruction: English
Module Leader: Prof. Dr. Ulrich Balz	Module frequency: [0]	How to register:
Student support: Dr. Todd Davey		
Qualification objectives	Students are able to <ul style="list-style-type: none"> • describe and recognise entrepreneurial thinking and acting • apply their knowledge and skills to their own business idea • develop this idea to a conceptual prototype • develop social and human resources skills. 	
Type and length of examination	Presentation, Seminar paper	
Teaching format	Project work with coaching	
Teaching content	<ul style="list-style-type: none"> • Entrepreneurial thinking / acting and concept creation • Concept and prototype testing • Communicating and presenting your concept • Financially proving your concept 	
Workload	Face-to-face instruction: 4 hrs/wk per semester Preparatory and follow-up work by student: Total:	45 h 135 h 180 h
Requirements with regard to content	none	
Formal requirements	none	
Recommended reading	none	

Business game [30100]		
Examination: Business game [30109]	Course No:	ECTS credits: 6
Recommended classification: 3 rd semester	Compulsory mark: [WPF]	Language of instruction: English
Module Leader: Prof. Dr. Heinz-Gerd Bordemann	Module frequency: [0]	How to register:
Student support: Prof. Dr. Heinz-Gerd Bordemann, Prof. Dr. Thomas Baaken, Prof. Dr. Christiane Fühner, Prof. Dr. Klaus Kobold, Prof. Dr. Martin Schreiber, Prof. Dr. Klaus Schulte, Prof. Dr. Dirk Thoms-Meyer		
Qualification objectives	<p>Students</p> <ul style="list-style-type: none"> • learn how to think, plan and act entrepreneurially using business games • recognise and take into account connections and dependencies between different entrepreneurial factors of success and consider these in their activities and decisions • apply problem-oriented methods and procedures to solve tasks and organise their implementation (course of action, allocation of tasks, etc.) independently • are able to portray and represent the results generated in the form of lectures, project reports, etc. 	
Type and length of examination	Presentations, lectures, project reports, results of business games (the types of examination are defined for each course on a task-related basis)	
Teaching format	Business game, case studies, project-based tasks	
Teaching content	<p>Business game TOPSIM Euro</p> <ul style="list-style-type: none"> • Market-driven further development of the product offered (Washing machine) • Pricing, advertising, sales management • Capacity decisions, rationalisation measures • Personnel allocation, procurement <p>Bank business game</p> <ul style="list-style-type: none"> • Definition and coordination of business policy objectives and actions • Decision-making concerning measures for implementing business objectives • Organisation of the decision and communication process • Business development analysis and reporting <p>Alternating topics in the form of case studies and project work are described and introduced by the lecturers before term starts</p>	
Workload	Face-to-face instruction: 4 hrs/wk per semester Preparatory and follow-up work by student: Total:	45 h 135 h 180 h
Requirements with regard to content	good knowledge of the German Civil Code (BGB): General Section, contract law; basic knowledge of property law	
Formal requirements	none	
Recommended reading	Published individually, depending on the course	

German Academia & Society [40309]		
Examination: [40309] German Academia & Society	Course No.:	ECTS credits: 6
Recommended classification: 1 st semester (Internat. Students)	Compulsory mark: [PF]	Language of instruction: English
Module Leader: Prof. Dr. Marcus Laumann	Module frequency: [0]	How to register:
Student support: Prof. Dr. Marcus Laumann, Cathrin Ruppe, Constantina Rokos		
Qualification objectives	Students shall <ul style="list-style-type: none"> • overcome cultural barriers that hinder their process of integration, • get familiar with the German academic system and evaluation/marking criteria, • be able to reflect on changes in their everyday life, • understand and analyze cultural differences between Germany and their respective native country, • be able to discuss current topics of German politics, economy, and society. 	
Type and length of examination	Video and written assignments (Video: 20%, 2 written assignments: 80%)	
Teaching format	<ul style="list-style-type: none"> • Interactive lectures 	
Teaching content	<ul style="list-style-type: none"> • Intercultural Management • Economy, Society and Academia in Germany 	
Workload	Präsenzveranstaltung (6 SWS): Studentische Vor- und Nachbereitung: Summe:	68 112 180
Requirements with regard to content	Intermediate level of English	
Formal requirements	none	
Recommended reading	Adler, J.N.: International Dimensions of Organizational Behaviour, 5th edition, SAGE.	

Extension Modules (5-6 semester students)

Each Extension Module consists of four separate courses. Some of these courses are taught in English and some are taught in German. International students can take part in the entire module or just choose the courses that are taught in English.

1. Strategic Marketing

- a. Strategic Marketing
- b. Innovation Marketing and Management
- c. Consulting Methods for Sector Marketing
- d. Project in Strategic Marketing

2. International Marketing

- a. International Marketing (strategic level)
- b. International Business (operative level)
- c. Methods and Tools for Project
- d. Project in International Marketing

3. Organization and Information Management

- a. Corporate Organization and Business Model Management
- b. Quality Management & Tools for Organizational and Information Management
- c. Process Standardization and Supporting IT Systems
- d. International Organization Management

4. Supply Chain Management

- a. Ecosystem Management (*in English*)
- b. Production Planning and Control (*in German*)
- c. Supplier Relationship Management (*in German*)
- d. International Value Chain Management (*in English*)

5. External Accounting

- a. International Financial Reporting (*in English*)
- b. Consolidated Financial Statement (*in German*)
- c. Annual Accounts and its Analysis (*in German*)
- d. Seminar on selected fields of Financial Reporting (*in German*)

Strategic Marketing [61800]		
Examination: [61809] Strategic Marketing	Course No:	ECTS credits: 12
Recommended classification: 5 th , 6 th and 7 th semester	Compulsory mark: [WPF]	Language of instruction: English
Module Leader: Prof. Dr. Ralf Schengber	Module frequency: [0]	How to register:
Student support: Prof. Dr. Ralf Schengber, Prof. Dr. Thomas Baaken, Dr. Todd Davey, Dr. Tobias Kesting, Dr. Thorsten Kliewe, Sue Rossano Rivero, M.A.		
Qualification objectives	Students •	
Type and length of examination	Combination of lecture (25%)/project work (25%)/assignment (50%)	
Teaching format		
Teaching content		
Workload	Face-to-face instruction: 8 hrs/wk per semester Preparatory and follow-up work by student: Total:	90 h 270 h 360 h
Requirements with regard to content		
Formal requirements	Requirements for admission to the module examination: at least 120 CP.	
Recommended reading		

See more detailed description in the appendix p.19!

International Marketing [61100]		
Examination: [61109] International Marketing	Course No:	ECTS credits: 12
Recommended classification: 5 th , 6 th and 7 th semester	Compulsory mark: [WPF]	Language of instruction: English
Module Leader: Prof. Dr. Thomas Baaken	Module frequency: [0]	How to register:
Student support: Prof. Dr. Thomas Baaken, Prof. Dr. Olaf Arlinghaus, Dr. Tobias Kesting, Sue Rossano Rivero, M.A.		
Qualification objectives	Students <ul style="list-style-type: none"> • 	
Type and length of examination	Written examination (60 mins), 33,3 % of module grade Seminar paper and presentation, 33,3% of module grade Presentation and project work, 33,3 % of module grade	
Teaching format		
Teaching content		
Workload	Face-to-face instruction: 8 hrs/wk per semester Preparatory and follow-up work by student: Total:	90 h 270 h 360 h
Requirements with regard to content		
Formal requirements	Requirements for admission to the module examination: at least 120 CP.	
Recommended reading		

See more detailed description in the appendix p. 19!

Organisation and Information Management [61300]		
Examination [61309] Organisation and Information Management	LCourse-Nr.:	ECTS credits: 12
Recommended classification: 5 th , 6 th and 7 th semester	Compulsary marks: [WPF]	Language of instruction: English
Module Leader: Prof. Dr. Wolfgang Buchholz	Module frequency: [0]	How to register::
Student support: Prof. Dr. Wolfgang Buchholz, Prof. Dr. Wieland Appelfeller, Prof. Dr. Carsten Feldmann, Prof. Dr. Marcus Laumann, Prof. Dr. Jürgen Nonhoff		
Qualification objectives	The students can <ul style="list-style-type: none"> • derive, explain and apply practically relevant concepts in the areas of Corporate organization, Innovation management, Process standardization, Quality management and International project management. • explain and apply selected tools for Quality, Innovation and Project management. • explain the impact of culture on Innovation and International project management. • derive the role of IT-support for Process standardisation based on examples. 	
Type and length of examination	<ul style="list-style-type: none"> • Written exam (60 mins): 50 % of module grade • Case study presentation: 37,5 % of module grade • Seminar thesis: 12,5 % of module grade 	
Teaching format	<ul style="list-style-type: none"> • Lecture • Case study work, Case study presentation • Guest lecturers 	
Teaching content	<ul style="list-style-type: none"> • Corporate Organisation and Business Model Innovation • Process Standardisation and Supporting IT-Systems • Quality Management & Tools for Organisational and Information Management • International Project Management 	
Workload	Präsenzveranstaltung (8 SWS): Studentische Vor- und Nachbereitung: Summe:	90 h 270 h 360 h
Requirements with regard to content	Basic Know-how in Organisational management, Project Management and Business IT	
Formal requirements	Requirements for admission to the module examination: at least 120 CP.	
Recommended reading	Grant, R. M./Jordan, J. (2012): Foundations of strategy, Chichester 2012 Dumas, M./La Rosa, M., Mendling, J./Reijers, H. (2013): Fundamentals of Business Process Management, Heidelberg 2013 Andler, N. (2011), Tools for Project Management, Workshops and Consulting, Erlangen 2011 Koester, K. (2010): International Project Management, SAGE Pub, 2010 Adler, J.N. (2011): International Dimensions of Organizational Behaviour, 5th edition, CENGAGE Learning, 2011	

Supply Chain Management [61900]		
Examination: [61909] Supply Chain Management	Course No:	ECTS credits: 12 (6 ECTS for English part)
Recommended classification: 5 th , 6 th and 7 th semester	Compulsory mark: [WPF]	Language of instruction: German / English
Module Leader: Prof. Dr. Wolfgang Buchholz	Module frequency: [0]	How to register:
Student support: Prof. Dr. Wolfgang Buchholz, Prof. Dr. Wieland Appelfeller, Prof. Dr. Christiane Fühner, Prof. Dr. Marcus Laumann		
Qualification objectives	<p>Students</p> <ul style="list-style-type: none"> • can explain, classify and assess the role of ecosystems, networks and platforms for a company and can derive recommendations for strategy and organisation • can explain the basic principles of in- and outsourcing and can derive recommended actions about how to apply these concepts in selected value-added processes • know the IT systems relevant for procurement, and are capable of explaining their intended use, • are able to analyse and criticise strategic and operational procurement processes, and design the IT-based optimisation of these processes • are able to structure and model logistically relevant problems of manufacturing firms independently on the basis of case studies, and resolve them using optimising methods and heuristic algorithms. 	
Type and length of examination	<p>Written examination (90 mins): 75 % of module grade Presentation of case studies: 25 % of module grade</p>	
Teaching format	<ul style="list-style-type: none"> • Teaching in the form of seminars • Case study work • Presentation of case studies • Practical exercises on an SRM system • Guest lectures 	
Teaching content	<ul style="list-style-type: none"> • Ecosystem Management (in English) • International value chain management (in English) • Supplier relationship management • Production planning and control 	
Workload	<p>Face-to-face instruction: 8 hrs/wk per semester Preparatory and follow-up work by student: Total:</p>	<p>90 h 270 h 360 h</p>
Requirements with regard to content	<p>Basic knowledge in the subject areas of organisation, logistics, business informatics and operations research</p>	
Formal requirements	<p>Requirements for admission to the module examination: at least 120 CP.</p>	
Recommended reading	<p>Bach, N./Brehm, C./Buchholz, W./Petry, T. (2017): Organisation - Gestaltung wertschöpfungsorientierter Architekturen, Prozesse und Strukturen, 2., vollständig überarbeitete und erweiterte Aufl., Wiesbaden 2017 Gong, Y. (2013): Global Operations Strategy – Fundamentals and Practice Dumas, M./La Rosa, M., Mendling, J./Reijers, H. (2013): Fundamentals of Business Process Management, Heidelberg 2013 Appelfeller, W./Buchholz, W. (2011): Supplier Relationship Management – Strategie, Organisation und IT des modernen Beschaffungsmanagement, 2. Auflage, Wiesbaden 2011 Günther, H.-O./ Tempelmeier, H. (2012): Produktion und Logistik, 9. Auflage, Berlin u.a. 2012</p>	

Financial Reporting [60800]		
Examination: [60809] Financial Reporting	Course No:	ECTS credits: 12 (3 ECTS for the English part "IFR")
Recommended classification: 5 th , 6 th and 7 th semester	Compulsory mark: [WPF]	Language of instruction: German/English
Module Leader: Prof. Dr. Holger Pooten	Module frequency: [0]	How to register:
Student support: Prof. Dr. Holger Pooten, Prof. Dr. Ronny Gebhardt, Prof. Dr. Isabel von Keitz		
Qualification objectives	<p>In this module, students should learn the professional requirements needed to issue and read annual financial statements. This is achieved by expanding the basic knowledge gained in the relevant compulsory and advanced modules, learning new subject-specific knowledge and methods, and considering interdisciplinary approaches.</p> <p>Students should</p> <ul style="list-style-type: none"> • expand their knowledge of the main differences between accounting based on national principles (in particular, the German Commercial Code, HGB) and in accordance with international standards (in particular, the International Financial Reporting Standards, IFRS) and the accounting leeway offered by different sets of regulations • learn the methods for dealing with special accounting problems that are unknown to them • be familiar with the key standards of group accounting • be able to assess the economic situation of a company on the basis of a specific business report that is unknown to them and • be able to present technical problems and the solutions developed accordingly (in writing and orally). 	
Type and length of examination	Written examination (90 mins), 75 % of module grade Presentation or seminar paper, 25 % of module grade	
Teaching format	Teaching in the form of seminars, seminars, case study work and exercise units	
Teaching content	<p>Group accounting (in accordance with HGB and IFRS):</p> <ul style="list-style-type: none"> • Foundations • Group accounting obligations • Full consolidation • Proportional consolidation • At-equity method. <p>International accounting (in English):</p> <ul style="list-style-type: none"> • Internationalisation of accounting in Germany • Foundations of the IASB set of regulations • Comparison of key recognition, assessment and reporting requirements in accordance with HGB versus IFRS <p>Annual financial statements and financial statement analysis</p> <ul style="list-style-type: none"> • Objectives and steps involved in an indicator-based annual financial statement analysis • Indicators of a fiscal and performance-related annual financial statement analysis 	

	<ul style="list-style-type: none"> Possibilities and limitations of an indicator-based overall assessment formation 	
Workload	Face-to-face instruction: 8 hrs/wk per semester Preparatory and follow-up work by student: Total:	90 h 270 h 360 h
Requirements with regard to content	Requirements with regard to content: Profound knowledge gained from relevant courses in the module "Financial Business Administration II" and the advanced module "Accounting"	
Formal requirements	Requirements for admission to the module examination: at least 120 CP.	
Recommended reading	Baetge/Kirsch/Thiele: Konzernbilanzen, neueste Auflage Coenenberg/Haller/Schultze: Jahresabschluss und Jahresabschlussanalyse, neueste Auflage Küting/Weber: Die Bilanzanalyse, neueste Auflage Pellens/Fülbier/Gassen/Sellhorn: Internationale Rechnungslegung, neueste Auflage	

Appendix

Course Syllabus

- International Marketing, p. 20 - 32
- Strategic Marketing, p. 33 - 40

INTERNATIONAL MARKETING

Winter Semester 2018 - 2019

Dear students,

Welcome to the **International Marketing Course**. International marketing has become a cornerstone of modern business since companies need to look for opportunities beyond their current domestic markets.

Today most business activities are global in scope. Technology, research, capital investment, and production, as well as marketing, distribution, and communications networks, all have global dimensions. Every business must be prepared to compete in an increasingly interdependent global economic and physical environment, and all businesspeople must be aware of the effects of these trends when managing either a domestic company that exports or a multinational conglomerate.

The challenge of international marketing is to develop strategic plans that are competitive in these intensifying global markets. For a growing number of companies, being international is no longer a luxury but a necessity for economic survival. These and other issues affecting the world economy, trade, markets and competition are discussed throughout the course.

We wish you a successful learning process!

If you have any further questions and comments, feel free to contact your lecturers.



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Dr. Sue Rossano-Rivero
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“The power of international marketing is the opportunity to provide value to the diverse individuals of our world”

COURSE GOALS AND OBJECTIVES

The course will provide you with domain specific knowledge through **Lecture Sessions in International Marketing**. It will help you to develop the necessary analytical and critical skills through its **Case Studies** approach throughout the course and it will provide you with the opportunity to apply the knowledge during the development of **project work**.



Figure 1. Course synergies across the different modules and activities

- LO1.** Understand the basic foundations of marketing in the international context.
- LO2.** Obtain tools to apply these concepts to the resolution of case studies and real business projects.
- LO3.** Learn that international marketing is about striking the right balance between maximizing the similarities across cultures and customizing marketing to important local differences.
- LO4.** Learn from business study-cases and real companies from the region the complexities of conducting marketing research in an international environment.
- LO5.** Be able to apply the acquired knowledge in the development of strategic plans for the introduction of new products and services into international markets.

LO=Learning Objective

COURSE INFORMATION AND SCHEDULE



LECTURE IN INTERNATIONAL MARKETING

25% / 3 Credits

Monday 14:15 - 15:45 Weekly

Facilitators: Dr. Rossano-Rivero & Prof. Baaken

Start: 08.10.2018

End: 25.01.2019

Room: FHZ / D231



CASE STUDIES ON INTERNATIONAL MARKETING

15% / 2 Credits

Wednesday 16:15 – 17:45 Weekly

Facilitators: Prof. Baaken & C. Umanzor

Start: 10.10.2018

End: 27.01.2019

Room: FHZ / D506



PROJECT IN INTERNATIONAL MARKETING

35% / 4 Credits

Monday 16:00 - 18:00 Weekly

Facilitators: Depending on the project

Start: 15.10.2018

End: 25.01.2019

Room: Depending on the project



LECTURE IN INTERNATIONAL BUSINESS

25% / 3 Credits

Detailed information is provided by Prof. Dr. Arlinghaus.



EVALUATION OF THE COURSE: LECTURE IN INTERNATIONAL MARKETING

- Students are expected to read the textbook and supporting materials, such as cases, and to come to class prepared to discuss this material, together with any fresh developments reported in the media.
- Students will work in groups (3-4 students) to deliver the assignments for the corresponding session. The assignments correspond to the resolution of case studies using the format provided in the document entitled: **Guidelines for case studies** to be found in the ILIAS Platform. In every session, there will always be room for discussion of the cases. Students will have the opportunity to start preparing the reports in class, and will deliver the final report on the designated date (see below in Course Topics and Timeline).
- Students will work in groups (3-4 students) to prepare an **international marketing proposal**, which will run for the duration of the course and which will have the following deliverables: (i) A short power point presentation of the executive summary of the report and (iii) A written report – The International Marketing Proposal. (See details in the document entitled: **The International Marketing Proposal** to be found in the ILIAS Platform.
- There will be a final exam consisting of a mix of multiple choice and essay questions discussing theoretical concepts and short-case resolution based on the cases studied in class.

Grading:

Assignments / Case resolution	25%
International marketing project proposal + Presentation	25%
Final Exam	50%

COURSE TOPICS AND TIMELINE

DATE	TOPICS, READINGS AND ASSIGNMENTS	CASES	IM PROPOSAL STAGE DETAILED INSTRUCTIONS ARE PROVIDED IN EACH MODULE
08.10.2018	<p>Introduction – The scope and challenges of international marketing</p> <p><i>Cateora, P. R., Gilly, M. C., Graham, J. L. & Money, R.B. (2016). International marketing. McGraw-Hill Education.</i></p> <p>Chapter 1</p>	<p>Assignment 1.1 <i>Starbucks – going global too fast</i> Questions 1 & 2</p> <p>* To be delivered on the 22.10.2018</p>	NA
15.10.2018	<p>The cultural environment of global marketing</p> <p><i>Cateora, P. R., Gilly, M. C., Graham, J. L. & Money, R.B. (2016). International marketing. McGraw-Hill Education.</i></p> <p>Chapter 4</p>	<p>Assignment 1.2 <i>Cultural Norms, Fair & Lovely, and Advertising</i> Question 2</p> <p>* To be delivered on the 29.10.2018</p>	<p>Product and international market selection</p> <p>Select a product (or service) to be marketed in a new international market.</p> <p>Select the new international market where the product or service would be introduced</p>
22.10.2018	<p>Assessing global market opportunities <i>The market assessment tasks</i></p> <p><i>Schlegelmilch. B. B. (2016). Global marketing strategy - an executive digest. Springer International Switzerland.</i></p> <p>Chapter 2</p> <p><i>Susan P. Douglas C. Samuel Craig, (2011), "The role of context in assessing international marketing opportunities", International Marketing Review, Vol. 28 Iss 2 pp. 150 – 162</i></p>	<p><i>P&M Cosmetics GmbH & Co. KG – The case of international markets selection</i></p>	<p>Cultural analysis</p> <p>Elaborate a cultural analysis of the proposed foreign market where your product or service will be introduced.</p>

COURSE TOPICS AND TIMELINE

DATE	TOPICS, READINGS AND ASSIGNMENTS	CASES	IM PROPOSAL STAGE DETAILED INSTRUCTIONS ARE PROVIDED IN EACH MODULE
29.10.2018	<p>Assessing global market opportunities <i>Developing a global vision through marketing research (2)</i></p> <p>Cateora, P. R., Gilly, M. C., Graham, J. L. & Money, R.B. (2016). <i>International marketing</i>. McGraw-Hill Education. Chapter 8</p>	<p>Supplementary material <i>International marketing research at the Mayo Clinic</i></p>	<p>Analysis of available secondary data that can support your IM proposal</p>
05.11.2018	<p>Developing global marketing strategies <i>Global Marketing Management: Planning and Organization</i></p> <p>Cateora, P. R., Gilly, M. C., Graham, J. L. & Money, R.B. (2016). <i>International marketing</i>. McGraw-Hill Education. Chapter 12</p>	<p>Supplementary material <i>Marketing to the Bottom of the Pyramid (BOP)</i></p>	
12.11.2018	<p>Developing global marketing strategies <i>Alternative market-entry strategies</i></p> <p>Cateora, P. R., Gilly, M. C., Graham, J. L. & Money, R.B. (2016). <i>International marketing</i>. McGraw-Hill Education. Chapter 12</p> <p>Forum discussion: <i>What led to the differing approaches and which, if any, of Amazon's emerging markets' strategies and investments would succeed?</i></p>	<p>Supplementary material <i>Amazon in emerging markets Case W94C01</i></p>	<p>Choose a market-entry strategy for your product or service to be introduced in the new market</p>
19.11.2018	<p>Products and services for consumers B-2-C</p> <p>Cateora, P. R., Gilly, M. C., Graham, J. L. & Money, R.B. (2016). <i>International marketing</i>. McGraw-Hill Education. Chapter 13</p>	<p>Assignment 1.3: Case Study report <i>Kameda Seika: Cracking the US Market</i></p>	<p>Evaluation of the product as an innovation for the intended market</p> <p>Potential problems and resistance to product acceptance</p>

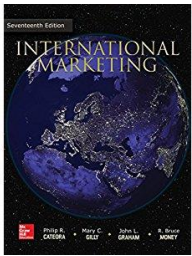
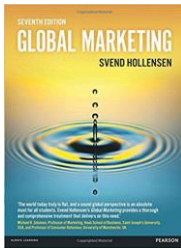
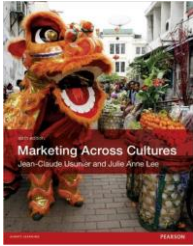
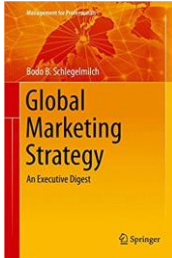
COURSE TOPICS AND TIMELINE

DATE	TOPICS, READINGS AND ASSIGNMENTS	CASES	IM PROPOSAL STAGE DETAILED INSTRUCTIONS ARE PROVIDED IN EACH MODULE
		* To be delivered on the 10.12.2018	
26.11.2018	Products and services for business B-2-B <i>Cateora, P. R., Gilly, M. C., Graham, J. L. & Money, R.B. (2016). International marketing. McGraw-Hill Education. Chapter 14</i>	Assignment 1.3: Case Study <i>Kameda Seika: Cracking the US Market</i>	Analysis of competitors' product report
03.12.2018	International marketing channels <i>Cateora, P. R., Gilly, M. C., Graham, J. L. & Money, R.B. (2016). International marketing. McGraw-Hill Education. Chapter 15</i>	NA	- Typical distribution of the product in the new market - Competitors' distribution channels
10.12.2018	Integrated marketing communications and international advertising <i>Cateora, P. R., Gilly, M. C., Graham, J. L. & Money, R.B. (2016). International marketing. McGraw-Hill Education. Chapter 16</i>	Supplementary material <i>Delta Plastics of the South: Product Innovation in a Resistant Market</i>	- Most used advertising and promotion strategies to reach target audiences in the new country - Competitors' promotion and advertising methods
17.12.2018	Pricing for international markets <i>Cateora, P. R., Gilly, M. C., Graham, J. L. & Money, R.B. (2016). International marketing. McGraw-Hill Education. Chapter 18</i>	Assignment 1.4: Case Study report <i>Yushan Bicycles: Learning to Ride Abroad</i> * To be delivered on the 14.01.2019	Customary pricing strategies for similar products in the new country Competitors' prices
24.12.2018	Christmas Holidays		

COURSE TOPICS AND TIMELINE

DATE	TOPICS, READINGS AND ASSIGNMENTS	CASES	IM PROPOSAL STAGE DETAILED INSTRUCTIONS ARE PROVIDED IN EACH MODULE
31.12.2018	Christmas Holidays	NA	
07.01.2019	Review session		
14.01.2019	Final Presentations	NA	NA
21.01.2019	Final Presentations	NA	NA
28.01.2019	FINAL EXAM WEEK	NA	NA

Readers

	Cateora, P.R., Gilly, M.C., Graham, J.L. & Money, R.B. (2016). <i>International marketing</i> . Irwin: McGraw-Hill Education.		Hollensen, S. (2016). <i>Global Marketing</i> . London: Pearson Education.
	Usunier, J.C., Lee, J.A., & Lee, J. (2013). <i>Marketing across cultures</i> . London: Pearson Education.		Schlegelmilch, B.B. (2016). <i>Global Marketing Strategy - an executive digest</i> . Springer International Switzerland.

Case Studies in International Marketing

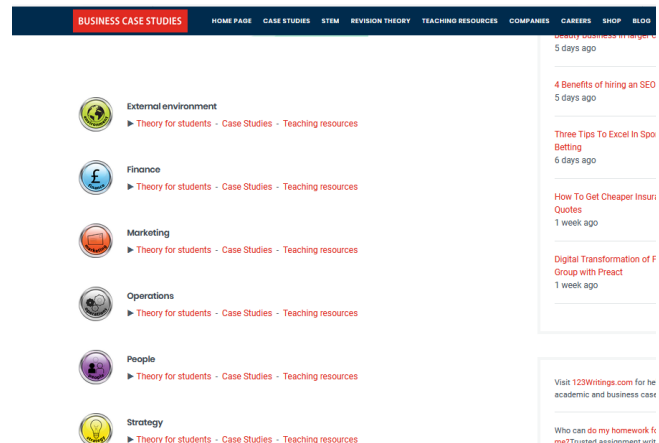
Students will work in pairs on a select case.

The topic of the case will be related to the content of the lecture “International Marketing”

Sources of cases are different:

1. The Times 100 platform in England offers 100 cases every year and provides back ground material to each case. However students are requested to update the case material by material available in the Web.

<https://businesscasestudies.co.uk/case-studies/by-topic/marketing.html>



2. A number of cases are provided by the lecturers. Those cases are also to be updated by material available on in the Web.
3. Students are able to search for their own cases in the Web.

The choice of cases has to get approval by the lecturers.

Students have to present their case work and results to their peers of the course. Thus every students has presented once during the term. Guidelines for an Operational Approach to Case and Problem Analysis will be provided.

Marks will be assessed on a list of criteria:

Context and Background Information

Making connections from theory/evidence to your practice

Analysis of the Issues

Links to Course Readings and Additional Research

Conceptual Understanding

Identifies Issues/Problems

Connections: Theory and Practice

Referenced Sources

Case Presentation

Delivery and Enthusiasm

Visuals

Involvement of the class:

Questions -Generating discussion -Activities

Response to Class Queries

STRATEGIC MARKETING PROJECTS



Thomas
Baaken

In addition to the theoretical component, a strategic marketing project will be undertaken within the course. The project will address an existing strategic marketing problem from an organisational/commercial partner to provide a valuable practical situation in which the strategic marketing theory can be applied to practice.

Lecture (2 hours plenary session per week). Students will be allocated to the different projects which start in the 2nd week (first lecture International Marketing Project is on Mon 15th 4.00pm (s.t.)). The classrooms will be displayed in the LSF during the first week of the semester.

Students will:

- learn how to critically analyse and solve marketing international related problems
- develop analytical skills in the formulation and implementation of an integrated international marketing concept
- develop practical, decision-making and projectmanagement experience
- develop interpersonal, intercultural and teamwork skills through group project activities

The international marketing project will be conducted with a local firm and will run in conjunction with the other marketing lectures of the module.

Students are required to be involved in the project and drive and contribute to the work. It's a team effort and every contribution is important, welcome and of substantial importance to the result. Plenary sessions will be minuted (template will be provided) and the minutes are to be sent to the company on the following day. Presence is mandatory.

At the end of the semester (3rd week of January) the final results will be presented by students to delegates of the company on site. All students are due to take an active part in the presentation.

Participants will be awarded, in addition to credits, with a detailed and personalised certificate on letterhead of the company and signed by the CEO for their work.

2. International Marketing Project		
Aspect	When	Weighting
Participation and contributions	During lessons	80%
Final presentation	End of semester	20%
		100%
Total contribution to the International Marketing Module		35% = 4 credits



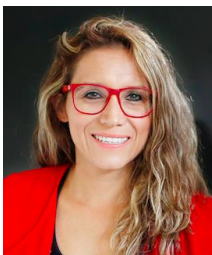
Useful sources for International Marketing Information (but not limited to them)

<p>Global Edge site (MSU CIBER) This site links international business and country information in a logical, easy to use format. Information is quickly obtained by using the on-site search engine.</p>	<p>http://globaledge.msu.edu</p>
<p>The World Economic Forum Focus on producing reports of relevance in the fields of competitiveness, global risks, and scenario thinking.</p>	<p>https://www.weforum.org/</p>
<p>World Development Reports (World Bank) Each year the WDR provides in depth analysis of a specific aspect of development. Past reports have considered such topics as the role of the state, transition economies, labour, infrastructure, health, the environment, and poverty.</p>	<p>http://www.worldbank.org/en/publication/wdr/wdr-archive</p>
<p>EMIS (Country and Industry Reports) Multi-source news, research, forecasts and macroeconomic statistics from 125+ emerging market countries.</p>	<p>https://www.emis.com/</p>
<p>The Economist Main sections:</p> <ul style="list-style-type: none"> - Business and Finance - Economics A-Z - Markets & Data 	<p>http://www.economist.com/sections/business-finance</p> <p>http://www.economist.com/economics-a-to-z</p> <p>http://www.economist.com/markets-data</p>

MEET YOUR LECTURER FOR INTERNATIONAL MARKETING



Prof. Dr. habil. Thomas Baaken is a Full Professor in Marketing at Münster University of Applied Sciences (MUAS), since 1991, and the director of the Science-to-Business Marketing Research Centre at the same university since 2002. In addition, he is appointed as Adjunct Professor at the Education Centre for Innovation and Commercialisation (ECIC) at the University of Adelaide (Australia) since 2008. In 2013 he was appointed as "Senior International Research Fellow" at VU Vrije Universiteit Amsterdam (NL). Also, he regularly lectures International Market Research at Christ University, Bangalore (India). He has conducted professional training workshops in México, Costa Rica and Argentina for managers of Higher Education Institutions, specially working in technology transfer positions. He possess extensive experience in the organisation and execution of international conferences and workshops. He was assigned from 1998 until 2003 as Vice President (Deputy Vice Chancellor) Research and Development and Technology Transfer at MUAS. Author of more than 100 publications in the area of marketing, entrepreneurship, innovation and university-business collaboration



Dr. Sue Rossano-Rivero is a Junior Professor in Entrepreneurship and International business development at the faculty of economics from Münster University of Applied Sciences (MUAS). She is an experienced researcher at the Science-to-Business Marketing Research centre at MUAS. She is also trainer by the Professional Development Programme (PDP) offered to Latin American Universities to support their professionalization as entrepreneurial universities. Sue holds a Bachelor degree from Northwood University in Michigan (USA) on International business and economics. She holds a master's degree in Electronic Commerce from the Graduate School of Business from Tec de Monterrey (México). Her research focuses on „intrapreneurship, international entrepreneurship and the role of social networks in entrepreneurship“.



Claudia Umanzor Zelaya, M.Sc. was awarded a Master of Science in Design for Sustainable Development with more than ten years of international professional experience in sustainability, creativity, innovation and alternative teaching methods. Passionate about inspiring others around an idea.

2015 – present Assistant Professor at the International School of Economic and Administrative Sciences University of La Sabana, Columbia.

November 2011 – present University of La Sabana Professor, Chía, Colombia. Implementation of alternative teaching methods to provide innovative and sustainable solutions for today's challenges.

2004 –2007 Ingenieros Asociados. Project Supervisor and Corporate Social Responsibility leader. On-site supervisor in textile industry. Design and implementation of special projects that benefited the communities

2006 – 2007: Gildan Activewear, Dominican Republic, led the most important project of the company and supervised the quality of construction materials, approved budget estimates and kept records in the project's blog.

2004 – 2006: Gildan Activewear, Honduras, On site supervisor.

2001 – 2004 Oxford Brooks University Researcher assistant, San Pedro Sula, Honduras.

OFFICE HOURS

Dr. Sue Rossano-Rivero: Wednesdays from 14:00 to 16:00 hrs.
(Please send an email in advance to make an appointment)

If you would like to set an appointment with **Prof. Dr. Thomas Baaken** please contact:



Dip. Betriebsw. Denise Becker
Team Assistant

Science-to-Business Marketing Research Centre
Johann-Krane-Weg 23, Third floor
48149 Münster, Germany

Tel: +49 251 83-65594

denise.becker@fh-muenster.de

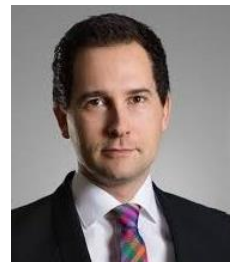
Science Marketing
Science-to-Business Marketing Research Centre



FH MÜNSTER
University of Applied Sciences

Strategic Marketing Module (English)
Course Syllabus and Structure
Winter Semester 2018/19

Course Leader Prof. Dr. Thomas Baaken



Thomas Baaken, Carmen-Maria Albrecht, Kerstin Kurzhals, Christian Junker

Strategic Marketing (English)

1. Strategic Marketing Lecture
2. Consulting Tools & Methods
3. Innovative & Digital Business Models
4. Strategic Marketing Project

Includes:

- International teaching format
- Interactive style of teaching
- Real world projects for real organisations

Seminars are English spoken

Strategic marketing module (English)

This semester, students will be given a unique opportunity to study the strategic marketing module in English whilst also getting exposed to the strategic marketing area, industry projects, Consulting Methods and Innovative & Digital Business Models.

The Strategic Marketing Module (English) will consist of 4 equally weighted components:

1. Strategic Marketing Lecture
2. Consulting Tools & Methods
3. Innovative & Digital Business Models
4. Strategic Marketing Project

Lecture on consulting methods/ Lecture on Innovative & Digital Business Models

The development, evaluation and implementation of business strategies are essential to successful management. As is the view that the key to achieving this is a management system whose process can be learned. This management system will help managers monitor and understand a dynamic environment, generate visionary and creative strategic options that will be responsive to changes and provide sustainable competitive advantages to firms.

Easiest way to take an English-taught course

If you ever wanted to undertake an English spoken course, this module offers a stress-reduced way of doing so as the entire module is accompanied by workshops, conversations and course material in English language.

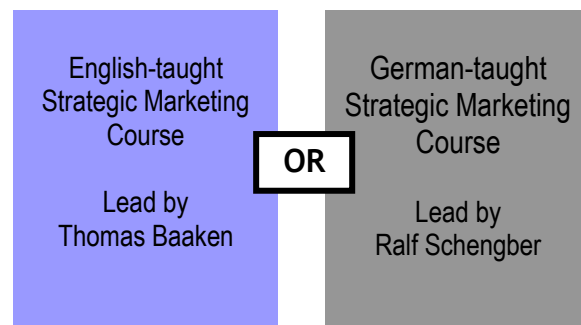
Hands-on project work

Students will be given the opportunity to test their skills and knowledge in the real world as this module includes time allocated to undertake actual project work.

Interactive style of teaching

With an approach often found in either Australia or the USA, you will benefit from a different style of teaching: a more interactive, visual and hands-on style that provides a high degree of stimulation. Also e-learning elements will be included and give you flexibility to a certain degree.

Options for studying the strategic marketing module



English-taught strategic marketing module options

Strategic marketing module (English)

1. **Strategic marketing lecture**
Tuesday, 2.15pm – 3.45pm
FHZ C506
2. **Strategic marketing project**
Monday, 4.00pm (s.t.) – 6.00pm
Lecture rooms announced Mon 8th in room FHZ D425 at 12.30pm
(No project-lecture on Mon 8th)
3. **Consulting Tools & Methods**
FHZ D425
Monday, 12.30pm – 2.00pm
4. **Innovative & Digital Business Models**
FHZ C408
Wednesday, 10.15am – 11.45am

Strategic marketing (English) weighting:

Aspect	%
Strategic Marketing Lecture (Albrecht)	25%
Tools & Methods (K. Kurzhals)	15%
Innovative & Digital Business Models (K. Kurzhals, Junker)	25%
Strat. Marketing Project (Baaken et al.)	35%
Total	100%

1. Strategic marketing lecture



Carmen-Maria Albrecht

Today's business is often dominated by short-term goals or operational problems. The course will provide methods and structures to create entrepreneurial thinking.

In many organizations, the key problem is how to support both efficiency and an entrepreneurial spirit.

Strategies in marketing have changed enormously over the last decades. With so many messages bombarding customers in the marketplace today, it is now more difficult than ever to establish customer loyalty. Companies without marketing as a dominant functional strategy are at a disadvantage in today's business world. Those who are still centered on their products, rather than their customers, are likely to fail. Thus, this course focuses on the understanding of the market function to develop a capacity for analyzing complex marketing and business situations and to formulate marketing strategies that enable the company to establish long lasting customer relationships.

Textbooks accompanying course

T. Tomczak/S. Reinecke/A. Kuss (2018): Strategic Marketing, Springer Gabler.

Ch. Homburg/S. Kuester/H. Krohmer (2012): Marketing Management: A Contemporary Perspective, 2nd ed., McGraw Hill.

S. Hollensen/M. Opresnik (2015): Marketing: A Relationship Perspective, 2nd ed., Vahlen.

Strategic marketing lecture course structure

Lecture (2 hours per week) the first lecture is October 9th, 2018 Tuesdays, 2.15pm – 3:45pm, **FHZ C506**.

Contents:

The strategic management process with its various stages (from setting the vision to implementing the strategy) is discussed.

Assessment

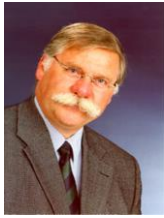
1. Strategic marketing lecture		
Aspect	When	%
Exam	End of semester	100%
Total contribution to the Strategic Marketing Module		25% = 3 credits

Various text books are used & cases are provided:

Overview of main textbooks



2. Strategic Marketing Projects



Thomas Baaken

In addition to the theoretical component, a strategic marketing project will be undertaken within the course. The project will address an existing strategic marketing problem from an organisational/commercial partner to provide a valuable practical situation in which the strategic marketing theory can be applied to practice.

Lecture (2 hours plenary session per week) the projects are introduced on Mon 8th in room FHZ D425 at 12.30pm. Students will then be allocated to the different projects which start in the following week (first lecture strategic marketing project is on Mon 15th 4.00pm (s.t.)). The classrooms will be displayed in the LSF during the first week of the semester.

Objectives

Students will:

- learn how to critically analyse and solve marketing strategy related problems
- develop analytical skills in the formulation and implementation of an integrated marketing concept
- develop practical, decision-making and projectmanagement experience
- develop interpersonal, intercultural and teamwork skills through group project activities

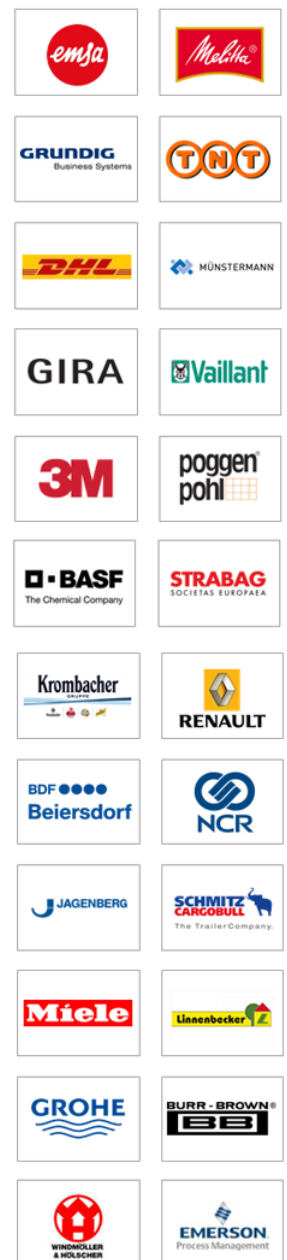
The strategic marketing project will be conducted with a local firm and will run in conjunction with the other marketing lectures of the module.

Students are required to be involved in the project and drive and contribute to the work. It's a team effort and every contribution is important, welcome and of substantial importance to the result. Plenary sessions will be minuted (template will be provided) and the minutes are to be sent to the company on the following day. Presence is mandatory.

At the end of the semester (3rd week of January) the final results will be presented by the students to delegates of the company on site. All students are due to take an active part in the presentation.

Participants will be awarded, in addition to credits, with a detailed and personalised certificate on letterhead of the company and signed by the CEO for their work.

2. Strategic marketing project		
Aspect	When	Weighting
Participation and contributions	During lessons	80%
Final presentation	End of semester	20%
		100%
Total contribution to the Strategic Marketing Module		35% = 4 credits



3. Consulting Tools & Methods for Marketing



**Kerstin
Kurzhals**

In practice, consulting companies offer various methods to solve daily problems and challenges of strategic impact for numerous companies. These theory-driven but very hands-on methods are going to help students and future employees to perform successfully in leading positions. The appliance will be based on authentic examples from the industry and marketing projects. All seminars will be presented in English.

Course objectives and benefits

Students will:

- Get to know consulting methods, e.g. in
 - Project and Time Management
 - Designing Research Instruments
 - Creativity Techniques
 - CoCreation and Design Thinking
 - Qualitative and Quantitative Data Analyses
 - Trends and Future Foresight
 - Boosting your Presentation Skills
- Apply methods in semester project to solve prevailing problems
- Train personal skills and prepare for your job in a leading position
- Understand managers' and consultants' way of thinking and find a way to strategic decisions
- Learn how to develop a solution jointly as a team and to "sell" it to others

Your challenge during the semester

During the semester, you will solve strategic questions of your choice within the strategic marketing project class. This will be done with the support of different tools & methods, provided within this lecture.

Objectives and benefits

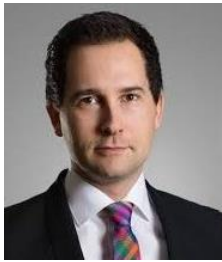
The lecture aims to equip you with the necessary tools and methods to be able to solve versatile, strategic questions from business practice. The ultimate objective of the course is to provide you with a hands-on "Toolbox" for management practice, which will be applied, adapted and tested directly in the semester project, but at the same time aims to prepare you beyond the project for a job in a leading position.

Accordingly, the structure of the course is characterised by a compilation of various smaller, separate thematic blocks, which will be lectured by different experts in the areas. The course will be delivered in a mixture of different learning formats including online learning and face-to-face interactive sessions. The mix of e-learning lectures and classroom lectures gives you a high degree of flexibility on the one hand side, and the possibility to use the thematic blocks when you need them in the accompanying marketing project on the other side.

3. Consulting Tools & Methods		
Aspect	When	Weighting
Presentation	1st/2nd week of January	10%
Online Exam	3rd week of January, tba	90%
		100%
Total of the entire strategic marketing course		15% = 2 credits

DATE	TOPIC	LECTURER	MEDIUM
08.10.2018	Introduction / Distribution of Company-Projects	Kurzahls/ Baaken	present
15.10.2018	Agile Project Management, Minutes and Agenda	Junker	online
22.10.2018	Project Planning and Management	Orazbayeva	online
29.10.2018	Working Session: Set up the Semester Project	Kurzahls/Orazbayeva	present
05.11.2018	Desk Research & Designing Research Instruments	Schmidt	online
12.11.2018	Creativity Techniques	Umanzor	present
19.11.2018	Design Thinking	Petzold	present
26.11.2018	Design Thinking	Petzold	present
03.12.2018	Trends and Future Foresight	Junker	present
10.12.2018	Qualitative Analysis in MAXQDA or NVivo	Junker/Marx	online
17.12.2018	Quantitative Analysis in MS Excel and SPSS	Junker/Schmidt	online
24.12.2018	CHRISTMAS HOLIDAY		
31.12.2018			
07.01.2019	Beyond PPT: Results and Recommendations	Kurzahls	present
14.01.2019	Boosting Your Presentation Skills	Kurzahls/ Baaken	present
21.01.2019	Wrap up and preparation on the Online Test	Kurzahls/ Baaken	present

4. Innovative & Digital Business Models



Christian
Junker



Kerstin
Kurzhals

4. Innovative & Digital Business Models		
Aspect	When	Weighting
Presentation and Assignment	21.11.	50%
Online Exam	3rd week of January, tba	50%
Total of the entire strategic marketing course		25% = 3 credits

Course objectives and benefits

This course provides students with a foundation of innovation and business models in the context of digitalization. Digitization is one of the key drivers of economic and social growth and dynamics. In addition to optimizing existing process and value chains and opening up new sales and communication channels, digitization opens up a variety of possibilities for a fundamental change in traditional business models.

The professional world of tomorrow therefore needs managers and entrepreneurs who understand digital change and its impact. Hence the course aims at developing entrepreneurial thinking personalities, who are not only prepared for the changed requirements of digitization in daily work, but drive these developments actively.

Objectives

The overall aim of this lecture is to educate **management skills** with a **strong focus on innovation, digitisation and business models**.

Students will

- learn about the basic categories and principles of innovation
- gain knowledge about the possibilities of digital technologies and trends as well as their socio-economic impact
- get competences in developing digital business models, by learning how to design, test and build business models using the latest meta-frameworks.
- develop a mind-set towards entrepreneurial thinking and acting
- work in groups on several digital trends
- design innovative business models of their own choice
- practice their presentation skills

Thereby the aim is not to develop engineering skills, but rather to guide graduates who understand the implications of new **digital trends and technologies** and are able to translate their opportunities and risks into **innovative and digital business models**.

This course is based on a learning approach that combines theory, activating and adaptive elements, practice, teamwork and presentation skills.

Information about assessment

To get Assessments valued for your study

Please note that you have to register at "Prüfungsamt" for the course like for any other.

Assessment components

A grade of HD, D, C, P or F (see **German equivalent notation** below) will be assigned to each of the projects and will account for designated percentages of each participant's final course grade. Additionally, peer evaluations provided by members of each team may be required in-group assignments and these would be factored into the individual's team project grade.

Resubmission policy

The faculty will in general allow participants the opportunity to resubmit items of assessment that receive a failing grade. The due date for the resubmitted item will never be more than 2 weeks after the date of the failing assessment piece's return to the faculty.

Assessment marking

A variety of techniques will be employed in the marking of assessment components. In addition to the grading providing by the course faculty, self-rated measures of assessment may be used.

Grades used

For courses with graded assessment the following standardised symbols and their notations will be used.

Grade	Notation	Notional %	German Notation	Comments
High Distinction	HD	85-100	1,0-1,3	Outstanding quality, complete in every way; demonstrated real understanding and shows great insight.
Distinction	D	75-84	1,7-2,3	Very good, complete in almost every way; demonstrated real understanding and shows insight.
Merit	M	65-74	2,7-3,3	Good, shows understanding of basic concepts and demonstrates initiative and clear thought; reasonably thorough and well presented; logical manner.
Pass	P	50-64	3,7-4,0	Satisfactory; some essential points understood; lacks completeness or shows no 'insightfulness'
Fail	F	Below 50	5,0	Unsatisfactory to very poor, some essential points not covered or expression of them unconvincing. May lack clear understanding of the course.

Contact

If you have any further questions or like to set an appointment please contact



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