

1	1.1 Module name (German / English) International Commerce & Leadership	1.2 Short name (optional) IC&L	1.3 Module-Code (HIS-POS)
2	2.1 Frequency of Offer: Offer in <input checked="" type="checkbox"/> each SoSe, <input type="checkbox"/> each WiSe,	2.2 Duration: <input checked="" type="checkbox"/> 1 Semester <input type="checkbox"/> 2 Semester	
3	3.1 Offer for the following study programmes	3.2 Mandatory, Elective	3.3 Recommended semester
	Master International Marketing and Sales	Man	1/2

4 Workload				Workload total	
	Lectures/ Form	Contact time	hours per semester per form of instruction/standard form	Workload	Credits
contact time (e.g. lecture, exercise, internship, seminar lessons, project/ group work, case study, business game, credited tutorial) (further lines possible)	Seminar lessons	4 (8)	60 (120)	180 (360)	6 (12)
	1. Semester choose 6 ETCS 2. Semester choose 12 ECTS				
	Amounts	Amounts contact time	Amounts contact time in hours		
self-study (e.g. tutorial, preparation / follow-up, Exam preparation, preparation of homework, Search)	Self-study		120 (240)		
	Amounts		Amounts self-study in hour		

5 Learning outcomes/ Competencies

a) Leadership training

- Alumni can reflect critically learning- and development processes and accompany those by means of adequate methods.
- Alumni are capable of transmitting different learning- and study techniques and apply these techniques situation adequately.
- Alumni can discuss the differences between Consulting, Coaching and Mentoring and are able to discharge their role as mentors in the sense of the transformation- al leadership.
- Alumni are able to apply techniques of group- and team moderation.
- Alumni can learn self-organized and give advices and support to others during their first approaches of self-organized learning.
- Alumni can discuss group processes and have acquired first approaches of controlling these processes.
- Alumni can reflect critically their own strengths and weaknesses within the process of mentoring.

b) E-Commerce

- Alumni can discuss business theory and technologies as well as systems and concepts of e-commerce. He / she is in a position to evaluate and design concepts for e-commerce.
- Alumni can discuss marketing-related decisions to electronic distribution, electronic transactions, Internet-based communications and interactive service and product design based on the particulate behavior of online consumers.
Alumni can in "e-commerce" analyze and structure international, strategically complex issues, develop a project design and methodological approach, conceptualize and manage project parts, coordinate partial areas and country tasks, create and professionally present target group oriented

reports and presentations and evaluate the project success and efficiency.

- Alumni can lead responsibly groups for complex tasks, represented and critically analyze their results, and perform competently project management.

c) Marketing Project:

- Within the project or the case study on International Marketing & Business the educational content of the lecture will be reinforced on the basis of working on current tasks in a project or in a case. Master students will occupy leadership positions while project team members will be Bachelor students of the 3rd. year.

Alumni are able to

- structure and analyze international, strategic, complex tasks in the marketing & sales area,
- develop a project design and methodical approaches, conceptualize and manage project parts, coordinate projects and lead / guide project team members create and present target group oriented reports and presentations and evaluate project success and efficiency

d) Sustainable Business - The global dimension

- Alumni can estimate the influence of the changing societal context on a global company.
- Alumni can describe and discuss the model of sustainable development as well as approaches to its implementation.
- Alumni can explain the global societal challenges of the 21st century, recognize change approaches of economic theories, and show and evaluate concrete approaches for the implementation of sustainable development in society and businesses.
- Alumni can independently prepare, present and discuss complex economic and interdisciplinary problems.
- Alumni can sum up unknown topics in the field of sustainable economics in a structured manner.

e) International Economic Relations

- Alumni will be able to demonstrate profound knowledge about the recent developments on the international market for goods, about possible interrelations with recent policy decisions in this field (BREXIT etc.) as well as about the effects of these developments on the national and international level in discussions.
- Alumni will be able to explain the aforementioned developments as well as its consequences and effects, e.g. on the domestic distribution of income (inequality).
- Alumni will be able to apply tools to analyze the global economic environment for companies operating in an international environment.
- Alumni will be able to assess critically the effects of various national economic policy measures on cross-border trade and, hence, the situation of industrial sectors or even corporations. Alumni will be able to derive implications of these developments on international markets as well as of particular economic policies for successful policies of international corporations.

f) Innovation Management

- Alumni have the ability to discuss and develop an Innovation Programme
- Alumni will be able to develop an innovation by executing a design thinking approach
- Alumni will be able to learn about the audience for whom you are designing, create new ideas and build a representation of your ideas to show to others
- Alumni will be able to apply gained insights on a practical case.

g) Summer School

- Alumni will be able to appreciate and respect the cultural differences of individuals and groups
- Alumni will be able to develop ethical insights, topical and intercultural knowledge and critical thinking skills
- Alumni will be able to apply acquired knowledge in project teams assembled by international team members.

Contents

a) Leadership training

1. Theory of interest and target in the learning process
2. Consequences for the teaching framework resulting from the learning theory
3. Self-management and study planning
4. Introduction to Coaching and differentiation from Consulting
5. Important content of conversation (e.g. listening, asking, catalyzer and interrupter of conversations)
6. Learning theory and memory
7. Learning strategy, learning techniques and learning blockades
8. Overview of selected Coaching methods
9. Reflection of mentor's own strengths and weaknesses within the process of mentoring (e.g. collegial consulting)
10. Coaching and leadership
11. Handling of emotions/oppositions
12. Dynamic in learning groups
13. Learning- and moderation techniques

b) E-Commerce

1. Introduction
2. Magento Introduction – Setting up your VM
3. Finding your project B2C? National? Category?
4. eCommerce strategy 1 - Magento Introduction
5. eCommerce strategy 2 - Your project
6. Conversion & Perception - Your project
7. Implicit & design - Your project
8. Products - Your project
9. Order Process - Your project
10. E-shop quality - Your project
11. Concentration & Amazon - Your project
12. China & Alibaba - Your project
13. Presentation of results: all teams
14. Presentation of results: all teams

c) Marketing Project

Concept: Projects will be “acquired” from professional partners. The partners deliver their research / managerial problem for which the project should develop a solution within the timeframe of the course. Master students will occupy leadership positions while project team members will be Bachelor students of the 3rd. year.

- Structuring and analyzing the type of problem (On the basis of a given case study or a real project in cooperation with a company/praxis partner)
- Development of a project design / plan
- Conception of project and leadership of Bachelor students (e.g. development of a questionnaire, spot check drawing, analysis, measure deduction, preparation for decisions)
- Realization of the work / Execution of the project / Steering / Motivation / Guidance
- Report writing and presentation
- Evaluation and Feedback to Bachelor students

d) Sustainable Economics – Selected Case Studies

1. Introduction
2. Refresher (or introduction) to sustainable economics
3. Allocation of the topics for the case studies
4. Delivery of the agendas
5. Discussion of the agendas
6. Delivery of the sheets for the presentations
7. Presentation of case studies
8. Delivery of the short proceedings

e) International Economic Relations



1. Introduction: Selected issues of the topic, assignment of present:
References i.a.: Krugman / Obstfeld (2014), chapters 2 and appendix E; The Economist (1998).

2. Theories and effects of international trade

- a. Theories of international trade
- b. Effects of international trade

References i.a.: Baldwin / Wyplosz (2015), chapters 4 and 5; Krugman / Obstfeld (2014), chapters 5 and 7; Pugel (2016), chapters 3, 5, 6 and 7.

3. Trade and the distribution of income

- a. Measures of inequality
- b. Effects of international trade on the distribution of income
- c. Policy options

4. Foreign trade policy

- a. General aspects of foreign trade policy
- b. Protectionism and its effects

References i.a.: Krugman / Obstfeld (2014), chapters 9 and 10 (pp. 284 onwards); Pugel (2016), chapters 8, 9, 10 and 12.

f) Innovation Management

- 1. Basics of innovation management – Lecture day
- 2. Business Project 1 – Design Thinking
- 3. Business Project 2 – Innovation Programme Development

g) Summer School

Topic in SS 19: Borderless minds: The fusion of the emerging technological developments and breakouts has dissolved the borders between the physical, digital and biological spheres, resulting in a disruption of every industry and impacting the labour markets profoundly. New skills are and will be required for the old and new occupations and work dynamics.

6 Participation Requirement

7.1 Requirements for the award of credit points
Passed module exam (min 50% of points)

7.2 Examination Form
(e.g. exam, oral examination, essay/paper, presentation, portfolio; length of examination in minutes)

- a) Leadership training: 100% Learning portfolio (Participation in seminars as well as in briefings and debriefings for didactic sessions, portfolio has to be passed)
- b) E-Commerce 100% Project Work (Shop, Strategy Paper, Presentation)
- c) Marketing Project 100% Project Work
- d) Sustainable Economics – Selected Case Studies 60% Presentation, 40% Assignments
- e) International Economic Relations – 50% presentation, 50% research paper
- f) Innovation Management – 50% presentation, 50% assignment
- g) Summer School – 100% Project results

7.3 Requirements for admission to the examination

7.4 Importance of the mark for total mark

- 1. Semester 5% (6 CP of 120 CP)
- 2. Semester 10 % (12CP of 240 CP)

8.1 Lecture Language

German English Another, namely:

8.2 Module Supervisor:

Prof. Dr. Bert Kiel

8.3 Lecturer

- a) Prof. Dr. Juliane Wolf, Prof. Dr. Sonja Öhlschlegel-Haubrock, Dr. Jutta Rach
- b) Prof. Dr. Jürgen Nonhoff, Prof. Dr. Bert Kiel
- c) Prof. Dr. Thomas Baaken, Prof. Dr. Carmen-Maria Albrecht, Prof. Dr. Thorsten Kliewe
- d) Prof. Dr. Nina Michaelis
- e) Prof. Dr. Manuel Rupprecht
- f) Prof. Dr. Thorsten Kliewe
- g) Arch. MSc. Claudia G. Umanzor Zelaya, Academic Researcher & PhD Candidate

8.4 Maximum number of participants

8.5 Supplementary information (optional)

The lectures are taught in English, except of a) Leadership training, which is given in German

Recommended reading:

- a)
- b)
 - David Chaffey, E-Business & E-Commerce Management
 - Gerrit Heinemann, Der neue Online-Handel
 - Kenneth C. Laudon, Carol Guercio Traver, E-Commerce
 - Dennis Ahrholdt, Erfolgsfaktoren einer E-Commerce-Website: Empirische Identifikation vertrauensfördernder Signale
 - Sanjay Mohapatra, E-Commerce Strategy
 - Emerald Article: B2C e-commerce web site quality: an empirical examination, Mei Cao, Qingyu Zhang, John Seydel
 - Frank Reese, Web Analytics
 - Understanding consumers' multichannel choices across the different stages of the buying process Sonja Gensler & Peter C. Verhoef & Martin Böhm,
 - E-Commerce Leitfaden: noch erfolgreicher im elektronischen Handel, IBI Research
- c)
 - Depends of assigned courses
- d)
 - Molthan-Hill, P. (Hrsg.) (2014): The Business Student's Guide to Sustainable Management – Principles and Practice, Sheffield, UK.
 - Skene, K. and Murray, A. (2015): Sustainable Economics: Context, Challenges and Opportunities for the 21st-Century Practitioner, Routledge.
 - WBGU – German Advisory Council on Global Change, various reports, see: <https://www.wbgu.de/en/>
 - Wuppertal Institut, various publications see: <https://wupperinst.org/en/publications/>
- e)
 - Amador, J. and Cabral, S. (2014), Global value chains: surveying drivers, measures and impacts, Banco de Portugal Working Paper No. 3/2014, available online: https://www.researchgate.net/publication/265503717_Global_Value_Chains_Surveying_Drivers_Measures_and_Impacts
 - Boffa, M., Jansen, M., and Solleder, O. (2018), Value chain activities in the age of changing trade alliances, contribution to VoxEU.org, 15 December 2018, available online:

<https://voxeu.org/article/value-chainactivity-age-changing-trade-alliances>

- Canas, J. (2017), Texas Border Cities Illustrate Benefits and Challenges of Trade, in: Southwest Economy, Federal Reserve Bank of Dallas, 4th Quarter 2016, pp. 16-20, online: <https://www.dallasfed.org/research/swe/2016/swe1604g>
- Dabla-Norris, E. et al. (2015), Causes and Consequences of Income Inequality: A Global Perspective, IMF Staff Discussion Note 15/13.
- Dauth, W., Findeisen, S. and Südekum, J. (2017a), Außenhandel und Erwerbsverläufe im Verarbeitenden Gewerbe: Arbeitnehmer in Deutschland profitieren vom Außenhandel – aber nicht alle, in: IAB Kurzbericht, Nr. 15/2017, available online: <http://iab.de/897/section.aspx/Publikation/k170627305>
- Dauth, W., Findeisen, S. and Südekum, J. (2017b), Sectoral employment trends in Germany: The effect of globalisation on their micro anatomy, contribution to VoxEU, 26 January 2017, available online: <https://voxeu.org/article/globalisation-and-sectoral-employment-trends-germany>
- Dollar, D. et al. (2017), Global value chain development report 2017: Measuring and analyzing the impact of GVCs on economic development. Available online: https://www.wto.org/english/res_e/booksp_e/gvcs_report_2017.pdf
- Evenett, S. J. (2017, ed.), Cloth for wine? The relevance of Ricardo's comparative advantage in the 21st century, CEPR Press, London.
- Fuest, C. (2017), 2017: The year of European populism?, in: Intereconomics, 52 (1), pp. 2-3, online: <http://archive.intereconomics.eu/year/2017/1/2017-the-year-of-european-populism/>
- Houghton, J. and Khandker, S. R. (2009), Handbook on poverty and inequality, The World Bank, Washington DC.
- IMF (2007), Globalisation and inequality, in: World Economic Outlook October 2007, Chapter 4, Washington D.C., online: <https://www.imf.org/external/pubs/ft/weo/2007/02/pdf/text.pdf>
- IMF, WTO and World Bank (2017), Making trade an engine of growth for all, Washington and Geneva, available online: https://www.wto.org/english/news_e/news17_e/wto_imf_report_07042017.pdf
- Krugman, P. R., Obstfeld, M. and Melitz, M. J. (2015), International economics – theory and policy, 10th edition, Pearson, Boston.
- Nascia, L. and Pianta, M. (2009), Forces of inequality? The impact of technology and globalisation, in: Intereconomics, 44 (6), pp. 332-336, online: <http://archive.intereconomics.eu/downloads/getfile.php?id=710>
- OECD (2017), The future of global value chains, STI policy note September 2017, available online: <http://www.oecd.org/sti/ind/policy-note-future-of-global-value-chains.pdf>
- OECD (2018), Trade policy implications of global value chains, Trade policy brief, December 2018, available online: <https://www.oecd.org/tad/trade-policy-implications-global-value-chains.pdf>
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- Senses, M. Z. (2017), Globalisation and US labour markets, in: Bown, C. P. (ed.), Economics and policy in the age of Trump, CEPR Press, pp. 49-57.
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- The Economist (2016), Collateral damage – the impact of free trade, 30 July 2016, online: <http://www.economist.com/node/21702791/print>
- WTO (2011), World trade report 2011, Geneva, available online: https://www.wto.org/english/res_e/booksp_e/anrep_e/world_trade_report11_e.pdf
- WTO (2017), World trade report 2017, Geneva, available online: https://www.wto.org/english/res_e/booksp_e/anrep_e/world_trade_report17_e.pdf