



**ENGLISH TAUGHT COURSES**  
FACULTY OF BUSINESS AND HEALTH



**FH Bielefeld**  
University of  
Applied Sciences

**COURSEPLAN INCOMER**  
BUSINESS DEPARTMENT

**WINTER TERM**

Course Code	Title	ECTS
5 IBM 01	International Management Accounting	6
5 IBM 02	International Marketing	6
5 IBM 03	International Human Resource Management	6
5 IBM 04	International Logistics	6
5 IBM 05	International Taxation	6
5 IBM 06	International Human Resource Management and International Business Law	6
5 CFR 10	International Finance	6
5 MKT 43	Mobile Marketing	3 or 6
5 SP 01	Wirtschaftsenglisch (Business English), B2	6
5 SP 31	Starting a Business – Business Project, C1	6
5 SP 33	Francais des Affaires, B2	6
5 SP 35	Espanol en la Gestion Internacional, B2/C1	6
5 SP 38	Französisch für Anfänger, A1/A2	6
5 SP 39	Spanisch für Anfänger, A1/A2	6
5 SP 40	Presentations and Meetings	6
5 SP Z0	2 Weeks of Orientation Course	3
5 SP Z1	German Course (Beginner – A1)	6
5 SP Z2	German Course (Middle – A2)	6
5 SP Z8	German Course (Middle – B1)	6
5 SP Z6	German Course (Advanced – B2)	6
5 SP Z7	German Course (Advanced – C1)	6

**SUMMER TERM**

Course Code	Title	ECTS
5 IBM 01	International Management Accounting	6
5 IBM 02	International Marketing	6
5 IBM 03	International Human Resource Management	6
5 IBM 04	International Logistics	6
5 IBM 05	International Taxation	6
5 CFR 08	Managerial Finance	6
5 CFR 09	Managerial Accounting	6
5 M/S 06	Managerial Statistics	6
5 VWL 07	Economics	6
5 MKT 43	Mobile Marketing	3 or 6
5 MKT 44	Consumer Marketing	6
5 MG 04	Cross Culture (only from summer term 2018 to summer term 2019)	6
5 SP 01	Wirtschaftsenglisch (Business English), B2	6
5 SP 32	Market Research – International Business Project, C1	6
5 SP 34	L'environnement des entreprises (politique, économie, commerce), B2/C1	6
5 SP 36	Marketing Aplicado – Investigación Comercial, B2/C1	6
5 SP 38	Französisch für Anfänger, A1/A2	6
5 SP 39	Spanisch für Anfänger, A1/A2	6
5 SP 40	Presentations and Meetings, B2	6
5 SP Z0	2 Weeks of Orientation Course	3
5 SP Z1	German Course (Beginner – A1)	6
5 SP Z2	German Course (Middle – A2)	6
5 SP Z8	German Course (Middle – B1)	6
5 SP Z6	German Course (Advanced – B2)	6
5 SP Z7	German Course (Advanced – C1)	6

## COURSE DETAILS WINTER TERM

5 IBM 01

### International Management Accounting

6 ECTS

#### Learning outcomes/skills

By completing the module students have the following knowledges and skills:

- They can describe the basics of international management and essential institutional conditions regarding to international business activities.
- They are able to explain strategies of internationalisation and forms of organisation of international companies.
- They can describe concepts and key tasks of the management accounting as well as the role of the controller in different countries.
- They are able to consider influencing factors of trend and implementation of management accounting, processes of divergence as well as convergence and their effects on management accounting.
- They are able to explain the influences of national culture on management accounting due to common theories.
- They can apply different quantitative and qualitative management accounting instruments relating to international business activities.
- They can identify concrete problems in international companies, classify, analyse and solve them with the help of adequate management accounting instruments.
- They can understand and explain the interface function of management accounting and the cooperation between management accounting and other corporate functions in the context of international business activities.
- They have the ability to organise reading material and information from up-to-date specialist literature, to analyse and critically interpret it.

#### Content of the module

- strategies of internationalisation
- organisational structures
- international comparative management accounting
- role of the controller and the functions of management accounting in different countries
- cultural influences on management accounting
- appliance of different strategic management accounting tools related to international context
- management of exchange rate risks
- selected problems of management accounting in hyperinflationary countries
- selected aspects of management accounting within different areas of operation
- selected aspects of international transfer prices
- international information management

#### Requirements

Basic knowledge in cost accounting as taught in the module 5 CFR 22 “Internal Accounting/Internes Rechnungswesen” is recommended.

#### Materials used for the course:

PowerPoint slides, specially developed exercises, references to scientific articles  
If applicable, presentation of scientific, subject-specific articles

#### Exam

Written examination (1.5 hours) or assignment

5 IBM 02

### International Marketing

6 ECTS

#### Learning outcomes/skills

At the end of module the students are able to differentiate between the different aspects of the international marketing. They are capable to apply the 4 P's in the international environment and to analyse and evaluate the different needs of the markets to achieve the marketing goals. Finally they are able to create marketing strategies for internationally operating companies.

#### Content of the module

- international Marketing as a coordinative task
- forms of market internationalisation (market selection and evaluation)
- market entry strategies (waterfall and shower strategy)
- specialties of the int. marketing mix (4 P's)
- degree of standardisation and differentiation in marketing
- coordination cultural distances of the markets
- the use of customer satisfaction analysis as the basic for a strategy building process
- the use of CRM in international marketing in regard to the coordination process
- actual topics referring to International Marketing

#### Requirements

None

#### Methodology

Study the used slights of the lessons, reading the basic literature (International Marketing from Prof. Dr. Klaus Backhaus University of Münster), prepare tasks in form

of cases or simply about actual circumstances like the discussion of CETA and the influence to marketing.

### Exam

Written examination of 90 minutes or presentation of 80 minutes plus free discussion of 10 minutes. The evaluation is according to the whole content of the 24 lessons during the semester. Points are given in the written exam for keywords, math problem and the general impression if the student has understood the topic.

### Literature

Backhaus, Klaus, Büschken, Joachim u. Voeth, Markus: *Internationales Marketing*  
Meffert, Heribert u. Bolz Joachim: *Internationales Marketing Management*  
Kottler, Philip u. Bliemel, Friedhelm: *Marketing Management*  
Actual journals like *Harvard Business Review*

## 5 IBM O3

### International Human Resource Management

6 ECTS

#### Learning outcomes/skills

By completing the module students dispose of the following skills:

- They are able to explain the characteristics of the international human resource management (IHRM) in contrast to the pure national oriented human resource management (HRM).
- They are able to describe the central issues of the HRM in an international context.
- They have the ability to understand and describe the effects of the internationality of companies on the various areas of activity of the HRM.
- They are capable of analysing fundamental problems of the HRM and deriving strategic and operational measures.
- They are able to apply what they have learned to practical case studies.

#### Content of the module

- introduction and basics of IHRM: group work related to the delineation between HRM and IHRM on the basis of articles
- international recruitment and selection: exercise sheet to be worked out in intercultural groups; analysis of job descriptions for international HR-managers (real cases) and derivation of improvement potential
- personnel placement across the borders: exercise sheet to be worked out in intercultural groups; analysis of job descriptions for international HR-managers (real cases) and derivation of improvement potential

- personnel development and evaluation of efficiency in international companies: group work on designing successful global performance management at the example of Germany, China and the USA
- development of intercultural competence: cultural comparison of home country to further countries on the methodical basis of the Hofstede-model; self-assessment of intercultural preferences on the methodical basis of the IPT-tool; role play related to a business practical example – an international project in the tension field between economic success and relationship orientation; cultural analysis for China on the methodical basis of the IPT-tool; role play related to a business practical example – negotiations with Chinese business partners; cultural analysis for India on the methodical basis of the IPT-tool; role play related to a business practical example – feedback with Indian business partners
- international charge determination: calculation of target gross income in case of assignments on the basis of the balance sheet approach
- organisation of international cooperation: group work on effectiveness of different media use in the frame of virtual leadership and virtual teamwork

#### Requirements

Basic knowledge in human resource management and business organisation as taught in the module Basics of business studies (Grundlagen der BWL)" (5 MG O2) is recommended. Advanced knowledge in human resource management as taught in the modules 5 P/O 01 Personnel Management (Personalführung)" as well as 5 P/O 32 and 5 P/O 35 Human Resources Management 1 and 2 (Personalwirtschaft 1 und 2)" is also recommended.

#### Materials used for the course

Set of slides, exercise sheets, articles, real business cases, templates for cultural assessment and comparison, templates for calculating target gross income  
Further particularities: guest lecturing of business professionals – globally leading regional enterprises

#### Exam

Written examination (1.5 hours)

## 5 IBM O4

### International Logistics

6 ECTS

#### Learning outcomes /skills

By completing the module students are able

- to describe the fundamentals of the production and logistics networks in a global environment,
- to handle problems in the field of production and logistics management under realistic conditions (time pressure, uncertainty and changing economic conditions) independently,
- to identify, assess and present action alternatives due to company and environmental analyses under consideration of interdependence between functions and areas of influence of an international operating company,
- to select usual techniques and work methods which are used in the production, logistics and business administration and apply them relating to the case,
- to frame strategic objectives and consider or adjust them in the case of repeated operational decisions,
- to recognize interdependencies between internal and external corporate influences and take account of them during the process of planning and decision making,
- to organise work in teams under consideration of the project management and to record results of the process of planning and decision making
- to present and stand up for the projects results in front of other team members and outsiders.

#### Content of the module

Operational planning, decisions and monitoring relating to procurement, manufacturing and distribution:

- raw materials procurement (supplier, quantity, just in time (JIT), warehouse, entry inspection)
- transportation (warehouse, wholesalers, customers)
- human resource decisions (recruitment, rationalisation measures, coaching)
- price differentiation (wholesalers, end-customer)
- freight forwarder vs. transport companies (bid comparison, delivery priority)
- sales (price, customer service)

Strategic planning, decisions and monitoring relating to procurement, manufacturing and distribution:

- fundamental orientation (make or buy (MoB), e-Commerce, internal process optimisation, suppliers, order quantities, delivery cycle)
- establishment of regional warehouses (structure, purchase, cooperation)
- strategic alliance (cooperation with suppliers of trading goods)
- logistics service provider (short or long-term cooperation)

#### Requirements

Basic knowledge in the field of production and logistics is recommended.

#### Materials used for the course

PowerPoint slides, smart board, videos, guest lectures (e. g. managers from UPS and Wallenius Willhelmsen)

#### Kinds of assignments the students will complete

group work (e.g. preparing and presenting a poster on logistical challenges and solutions in different countries), solving qualitative and quantitative case studies

#### Exam

Combination of project work and paper and presentations in case of a business game or written examination containing only essay questions (1.5 hours)

#### Literature

Bowersox, D. J.; Closs, D. J. & Cooper, M. B. (2013), *Supply Chain Logistics Management*, McGraw-Hill/Irwin.  
Czinkota, M.; Ronkainen, I. A., & Moffett, M. H. (2011), *International Business*, Wiley.  
Heizer, J.; Render, B. & Munson, C. (2017), *Operations Management: Sustainability and Supply Chain Management*, Pearson.  
Hill, C.W.; Hult, G. T. M. (2018), *Global Business Today*, McGraw-Hill.  
Jacobs, R. & Chase, R. (2017), *Operations and Supply Chain Management*, McGraw-Hill.

## 5 IBM O5

### International Taxation

6 ECTS

#### Learning outcomes /skills

By completing the module students dispose of the following skills:

- They can explain basic terms in the context of taxation of individuals, corporations and business partnerships.
- They are capable of describing the procedure of the determination of the income tax, corporation tax and trade tax.
- They are able to explain several types of legal forms connected to the legal consequences.
- They are able to apply their knowledge in tax cases recognizing the fiscal problems and assigning the correct legal consequences.
- They can explain the problems of the double taxation and the steps in relation to their reduction.
- They can assess tax regulations.

### Content of the module

- company profit taxes: income tax, corporate tax, trade tax
- taxation of national companies regarding various forms of organisations
- fiscal configuration (for example tax group, transfer of company assets, restructuring)
- basics of the international corporate taxation like double taxation, less taxation, double taxation agreements and European law
- taxation of foreign investors in Germany (inbound investments)
- taxation of international activities of domestic investors (outbound investments)
- determination of profits (transfer prices, determining of the business success)

### Requirements

None

### Exam

Presentation = 50% and written examination (60 min) = 50%

### Literature

Doernberg, R.L.: *International Taxation in a nutshell*.

5 IBM 06

## International Human Resource Management and International Business Law

3 ECTS

### PART INTERNATIONAL HUMAN RESOURCE MANAGEMENT

#### Learning outcomes/competencies

By successfully completing this module, students have acquired the following knowledge and skills:

- They are able to explain the particularities of International Human Resource Management (IHRM) in delineation to purely national oriented Human Resource Management (HRM).
- They are able to understand and describe the impact of enterprises' internationality on different action fields of HRM.
- They are capable of analyzing basic problems of IHRM and deriving targeted strategic and operational actions.
- They are able to apply the acquired knowledge to practical business cases.

### Content of the module

- Introduction and basic principles of IHRM
- International HR-deployment and -recruiting
- Intercultural competence development
- HR-development and performance measurement in international operating enterprises

### Participation requirements

- Basic knowledge of HRM is recommended.

### Design of examination

- Written exam or possibly oral exam
- Requirements for credit assignment
- Passing of exam

### PART INTERNATIONAL BUSINESS LAW

#### Course Outline

##### Recommended Books

- Van Calster, Geert, *European Private International Law*, 2nd ed. 2016
- Briggs, Adrian, *The Conflict of Laws*, 3rd ed. 2013
- Bogdan, Michael, *Concise Introduction to EU Private International Law*, 3rd ed. 2016
- Clerkson & Hill's, *Conflict of Laws*, 5th ed. 2016
- Ferrari, Franco/Leible, Stefan (eds.), *Rome I Regulation. The Law Applicable to Contractual Obligations in Europe*, 2009
- Lookofsky, Joseph, *Understanding the CISG*, 5th ed. 2017
- Lookofsky, Joseph, *Convention on Contracts for the International Sale of Goods*, 2012
- Huber, Peter/Mullis, Alastair, *The CISG. A new textbook for students and practitioners*, 2007

#### I. Terminology, Topics of "International Law"

- A. International Trade Law = Rules addressed to States with respect to tariffs, duties and non-tariff barriers to trade International Trade Organisations and Treaties such as WTO, GATT, GATS, Trips etc.
- B. Intellectual property rights, protection of intellectual property as a national matter
- C. Investment protection
- D. Private international law = conflict of laws rules = rules that deal with conflicts between private parties

## II. Basics of the Brussels Regulation

### Reading

- Van Calster, pages 21–23, 32, 51, 61, 62, 74, 76–86 but all still with respect to the “old” Brussels I Regulation
- Briggs, pages 60–95 still dealing with the “old” Regulation
- Bogdan, pages 31–66 dealing with the current Regulation

### A. Applicability/Scope of the Brussels Regulation

1. Civil- or commercial matter, Art. 1 par. 1
  2. No exception under Art. 1 par. 2
  3. Some foreign aspect
  4. Court in a Member State (all MS of EU + Island, Norway, Switzerland due to parallel Treaty “Lugano Treaty”)
- B. Determining jurisdiction under the Brussels Regulation
1. Exclusive jurisdiction, Art. 24
  2. Cases of special protection
    - certain consumer contracts, Art. 17
    - Individual contracts of employment, Art. 20
    - Insurance, Art. 10
  3. Choice of jurisdiction, Art. 25
    - agreement
    - in writing or evidenced in writing
    - relating to a particular legal relationship
    - in favour of a court of a MS
  4. General rule: “Defendants domicile”, Art. 4 or
  5. In contract matters: *place of performance*, Art. 7 para 1  
In matters of tort: *place of delict*, Art. 7 para 3

### III. Disputes litigated in courts of third States

- A. Each court applies its own rules of jurisdiction which is typically not known by outsiders
- B. It depends on those rules whether a choice of court agreement is binding on the court
- C. Other requirements as to form or as to further prerequisites may apply

#### → Consequences for contract drafting:

1. If within the EU, choice of court agreement according to Brussels Regulation is recommended
2. Choice of courts of the own place is to be accepted by all courts of all other MS, if choice clause is in line with Brussels Regulation
3. If not within the EU, choice of court agreement may not be binding on foreign court, depending on national jurisdiction rules of that court.

## IV. Basics of CISG

### Reading

Lookofsky, CIGS 2012, pages 24–42, 48–50, 54–56, 65–81, 89–168, 173–197.

### A. Scope

1. Contract of sale
2. Of goods
3. Parties with place of business in different States
4. Both States are Contracting States or the conflict rules lead to a Contracting State
5. No exception under Article 2
6. No exclusion under Article 6

### B. Formation of contract = Meeting of the minds

1. Offer, Art. 14 to 17
2. Acceptance, Art. 18 to 22
3. Contract concluded Art. 23
4. No form required except for States with an “A”
5. Battle of forms, last shot rule

### C. Obligations of the seller

1. Deliver goods
  - Place of delivery: If agreed according to INCOTERMS 2010 (legal nature of INCOTERMS = standardised terms, no law, needs to be incorporated into contract by reference to them) if no INCOTERMS are agreed: hand over goods to the first carrier, Art. 35
  - Passing of risk, Art. 35, Art. 66, 67
  - Time of delivery related to place of performance according to INCOTERM or Art. 35
  - Quality of goods, Art. 35
2. Hand over documents
3. Transfer property

### D. Obligations of the buyer, Art. 53

1. Pay purchase price
2. Take delivery of goods

## V. Basics of the Rome I Regulation

### Reading

- Bogdan, pages 114–132

#### A. Applicability/Scope of the Rome I Regulation

1. Civil- or commercial matter, Art. 1 par. 1
2. Contractual obligation, i.e. an issue resulting from a contract (rather than, say, from a delict or any other legal problem)
3. Involving a conflict of laws
4. No exception under Art. 1 par. 2
5. Court in a Member State

#### B. Determining the law applicable to a contract

1. Special contract types
  - Contracts of carriage, Art. 5
  - Consumer contracts, Art. 6
  - Insurance contracts, Art. 7
  - Individual employment contracts, Art. 8
2. Freedom of choice, Art. 3
  - Choice must be expressly made or clearly demonstrated by the terms
  - No written form required, but advisable
3. In the absence of choice: Art. 4
  - List of contract types, para 1
  - If not on list, para 2: characteristic performance, i.e. the law of the party who has to render the performance that gives the contract its character, typically the opposite of the obligation to pay money
  - Manifestly closer connection to another country, para 3

#### Consequences for contract drafting

1. If within the EU, choice of law agreement according to Rome I Regulation is possible and recommended, unless there is a special contract type. In those cases, choice of law typically does not make sense.
2. If not within the EU, it depends on the conflict rules of the court that has jurisdiction. If it is a court in a third country, the applicable conflict rules are not known to us because the court applies its own conflict rules, not the Rome I Regulation (as it is not a court in a Member State). Choice of law clauses are accepted by many countries. At least, they typically are not detrimental. Therefore, mostly one makes an attempt and includes a choice clause into the contract.

## VI. Recognition and Enforcement

### Reading

- Bogdan, pages 71–77

**A. Court decisions need to be enforced by State authority.** Therefore, the general question is whether a country should enforce the decisions of the courts of another country.

**B. Within the EU, the decision of the courts of one Member State can easily be enforced in all other Member States (Art. 39 of the Brussels Regulation).** Similar rules apply for the Lugano-States (Iceland, Norway, Switzerland)

**C. In third countries, recognition and enforcement of decisions of foreign courts depends on the law of the country in which enforcement is sought.** Unfortunately, this law typically is not known at the time when the contract is drafted.

#### D. Arbitration might be an option in those cases

1. Arbitration = decision of a dispute by a private body
2. Possible only if agreed by the parties, not unilaterally
3. There are numerous arbitration organisations that offer their services for conducting, such as ICC-Arbitration, see [www.iccwbo.org/products-and-services/arbitration-and-adr/arbitration/](http://www.iccwbo.org/products-and-services/arbitration-and-adr/arbitration/)
4. Each party chooses one arbitrator, the two agree on a third person, the chairman. If they cannot agree, the chairman is chosen by the organisation or a State court.
5. In international cases, one can have an arbitral tribunal with mixed nationalities.
6. It is recommended to use the standard clauses of the organisation that one wants to take.
7. Arbitrators decide basically according to the same rules as State courts, but may take commercial considerations into account.
8. Arbitration is typically more costly than State courts.

#### E. Enforcement of arbitral awards according to the New York Convention of 1958

1. Most widely accepted Convention in the field of civil justice
2. Foreign arbitral awards are to be enforced in the same way as domestic awards
3. Provided always, that the State and its legal system is basically functioning. Without a functioning State administration or with high corruption, no legal enforcement can take place.

### Consequences for contract drafting

1. If wanted, arbitration must already be agreed in the initial contract.
2. Arbitration may be an option, if otherwise recognition and enforcement of State court decisions is not sufficiently clear. Within the EU, State court decisions can be enforced. Typically, State courts are significantly cheaper. In third countries it depends on the laws of that country. In those cases, arbitration may be chosen. Still, it is very expensive.
3. If arbitration shall be agreed, take the recommended clause of an accepted organisation.

## 5 CFR 10

### International Finance

6 ECTS

#### Course description

This course focuses on international financial management and international trade. Topics in financial management, viewed primarily from the perspective of managers doing export/import business, include the management of foreign exchange exposure, foreign direct investment decisions, and multinational capital budgeting. Other topics covered include trends in international banking, the balance of payments, the determination of exchange rates, the financial crisis, and the Euro crisis. This semester the class contains first time as well the new world of finance. FinTech applications such as crowdfunding, crypto currencies and blockchain applications are explained and are set in the context of International Finance.

#### Course objective

The goal is to provide a systematic presentation of the operational practices of international finance, including instruments of the international financial system, money and capital markets and the international monetary system. The course aims to impart an awareness of the continuous changes in these major fields, alongside with changes in international financial policies, investment strategies and practices. Based on FinTech application like BitCoin or Crowdfunding platforms students gain a general understanding of these new financial technologies and the process of digital transformation within the financial sector.

#### Agenda

- Exchange rate systems
- Balance of Payment and exchange rate parities
- Foreign exchange market
- Hedging of currency exposure by using forwards, Futures and options

- Cross Currency Swaps
- Internationale Finance (Factoring, Forfaiting, Assets Backed Securities, Leasing)
- Methods of international payments (documentary collection, letter of credit, guarantees)
- Merger and Acquisitions

#### Methodology

In this course the following methods, techniques and aids will be employed: (1) lectures to provide an in-depth exposition of subjects treated, and to clarify, illustrate and supplement reading and research assignments; (2) class discussion of the subjects covered and of questions raised in lectures and readings; (3) question and answer sessions with professor directing questions to particular students.

#### Requirements

None

#### Assignments and student responsibilities

(1) Study of textbooks and of selected parts of other books and periodicals as specified in the assignments; (2) review of articles and news items in current periodicals and journals dealing with international finance theory and practices. A list of such sources is also contained in the assignment sheet; (3) study and solutions of cases as specified in the assignments.

#### Assignments and gradings

Final exam = 100%

#### Literature

Eiteman/Stonehill/Moffett: Multinational Business Finance, 13th edition  
For the FinTech part of the course: web-based articles are used!

5 MKT 43

## Mobile Marketing

3 ECTS or 6 ECTS

### Course description

This course provides first an overview of Mobile business and then to focus on special areas like Mobile marketing and mobile payment.

### Course objective

The goal is to provide a systematic presentation of the operational practices of (international) mobile business, including instruments of the mobile business system, technologies, applications and the (international) market. The course aims to impart an awareness of the continuous changes in these major fields, alongside with changes in international mobile business approaches, market strategies and practices. Its objective is to analyze the nature of mobile business at the international, regional, national, institutional and corporate levels, to provide the student with an understanding of the concepts and techniques related to international mobile business operations and to discuss the major current events in this field. Main topics are Technical Basics, Economic Fundamentals, Mobile application scenarios, Mobile Marketing, Mobile Payment, Security

### Agenda

Introduction and examples

- What is the definition of mobile marketing/ business?
- Who are the players in the area of mobile business?
- What is now exactly to be mobile?
- Which implications can be made for “to be mobile”?
- What are the applications/services? o In detail: “mobile marketing”
- Where are challenges and risks?

### Methodology

In this course the following methods, techniques and aids will be employed: (1) lectures to provide an in-depth exposition of subjects treated, and to clarify, illustrate and supplement reading and research assignments; (2) class discussion of the subjects covered and of questions raised in lectures and readings; (3) application of mobile business by participation in case studies (4) question and answer sessions with professor directing questions to particular students; (5) presentation of a research paper on a topic related to the course content; (6) oral class presentations by students with particularly relevant experiences.

### Requirements

None

### Assignments and student responsibilities

(1) Study of textbooks and of selected parts of other books and periodicals as specified in the assignments; (2) research on and writing of a 15 pages paper (space 1, font 12), complete with footnotes and bibliography, Presentation and discussion of results in front of the class (3) review of articles and news items in current periodicals and journals dealing with mobile business theory and practices. (4) study and solutions of cases as specified in the assignments.

### Assignments and gradings

Research Paper = 30%, Presentation = 20%, Final exam = 50%

### Literature

#### Useful readings

Krum, Ciny, *Mobile Marketing*, Pearson education - MAIN BOOK!!!

Giaglis George M., *Mobile business: technologies, applications and markets*

Bhuvan Unhelkar, *Handbook of Research in Mobile Business: Technical, Methodological, and Social Perspectives*, Idem Group

Jouni Paavilainen; *Mobile Business Strategies: Understanding the Technologies and Opportunities*, Wireless Press

#### Recommended journals

*International Journal of Information Management*

*Journal of Theoretical and Applied Electronic Commerce Research*

5 SP 01

## Wirtschaftsenglisch (Business English)

6 ECTS

### Learning outcomes/skills

After completing the module, students are able to:

- communicate in a business environment,
- apply presentation skills,
- apply negotiating skills in the fields of
  - marketing, promotion
  - personnel/organisation
  - starting a business
  - legal formats of companies
- Acquisition of level B2 according GER (Gemeinsamer Europäischer Referenzrahmen)

### Content of the module

- Applying for a job, personal SWOT, CVs and resumés, HR
- Marketing, marketing mix, launching a product
- Presenting business ideas and business performance, designing a SWOT analysis
- Starting a company, legal formats, financing a start up
- Corresponding with customers

### Requirements

English skills level B1 is recommended.

### Assignments and student responsibilities

(1) Study of textbooks and of selected parts of other books and periodicals as specified in the assignments; (2) research on and writing of a 15 pages paper (space 1, font 12), complete with footnotes and bibliography, Presentation and discussion of results in front of the class (3) review of articles and news items in current periodicals and journals dealing with mobile business theory and practices. (4) study and solutions of cases as specified in the assignments.

### Exam

Written examination

### Literature

*B for Business*, Hueber

5 SP 31

## Starting a Business – Business Project

6 ECTS

### Learning outcomes/skills

Qualification Objectives: By the end of the course students have

- upgraded and are able to apply English language skills in an international environment,
- acquired and are able to apply management skills,
- upgraded and can apply cross-cultural communication skills,
- enhanced and can apply project and team management skills,
- upgraded and are able to apply presentation and academic writing skills in a real-life environment.
- Acquisition of level B2/C1 according GER (Gemeinsamer Europäischer Referenzrahmen)

### Content of the module

- Personnel and Organisation
- Marketing: Marketing Mix, Market Segmentation
- Legal format
- Finance and Accounting
- Aspects of localisation of a company
- Strategy and Planning, Business Environment: SWOT, Report writing, Presentation

The course contents serve a clear project focus, i.e. to set up a virtual company.

### Requirements

English skills level B2 is recommended.

### Exam

Presentation: 50% oral presentation, 50% written draft

### Literature

Selected articles/chapters of:

Cullen, W., and Lehniger, D.: *B for Business. 1st ed. Ismaning: Hueber*

Jones, L. and Alexander, R.: *New International Business English*

Pletger, P.: *English for Human Resources*

5 SP 33

## Français des Affaires

6 ECTS

### Learning outcomes/skills

The students are proficient in French business vocabulary. They can implement a business idea into a company creation (in a French-speaking country) and are able to prepare, compile and present a Business Plan (Plan d'affaires) in French.

### Content of the module

- Job search, applications and employment in the French-speaking world
- Principles of the tax and social system of France
- Business models and structures
- Company location decisions
- Marketing, distribution, sales
- Financing of a project, accounting, environmental factors

### Requirements

None.

### Exam

Presentation:

50% written draft (Business plan/Plan d'affaires)

50% oral presentation of the Business plan

### Literature

L'entreprise – simulations globales, Hachette langue étrangère

Découverte de la France économique, Klett Verlag

Dictionnaire de l'entreprise, Hatier

5 SP 35

## Español en la Gestión Internacional

6 ECTS

### Learning outcomes/skills

- Introduction to business language and focused application in practical project
- Acquisition of competences in economic communication
- Deepen skills in teamwork, presentation and negotiation techniques
- Acquisition of level B2/C1 according GER (Gemeinsamer Europäischer Referenzrahmen)

### Content of the module

- New forms of business
- Intercultural economic communication
- Development of a business plan for a virtual company

### Requirements

Spanish skills level B1 is recommended.

### Assignments and gradings

Report = 50%

Presentation = 50%

### Literature

M. de Prada, M. Bovet: *Hablando de Negocios, edelsa, última edición*

M. González, F. Martín, C. Rodrigo, E. Verdía: *Colegas 1+2, Klett/Difusión, 2000*

M. Franciulli, C. Vega Carney: *Informes de los Negocios, Arco Libros, 2002*

Gisèle Prost, *alfredo N. Fernández Al Día nivel inicial, SGEL, 2006*

Informaciones corrientes del Internet y de la revista Emprendedores

www.emprendedores.es

5 SP 38

## Französisch für Anfänger

6 ECTS

### Learning outcomes/skills

With the successful completion of the module, the students are able to

- cope with various everyday situations in a French-speaking country
- perceive and assess cultural peculiarities.
- Acquisition of level A1/A2 according GER (Gemeinsamer Europäischer Referenzrahmen)

### Content of the module

Development of everyday situations such as:

- Welcome, introduce, adopt
- To introduce the home town, to ask for the way, to use public transport
- To order in a restaurant, to describe eating habits
- To comprehend opening times, to deal with times and other time specifications
- Name, describe and compare garments
- Describe everyday routines
- Talk about the own family
- Agree, accept invitations and refuse politely
- Talk about the past, describe travel experiences

### Requirements

None.

### Exam

Written or oral examination

### Literature

*Zénith 1, Méthode de français* (Hueber Verlag)

5 SP 39

## Spanisch für Anfänger

6 ECTS

### Learning outcomes/skills

With the successful completion of the module, the students are able to,

- cope with various everyday situations in a Spanish-speaking country,
- perceive and assess cultural peculiarities,
- Explain the unknown grammatical phenomena.
- Acquisition of level A1/A2 according GER (Gemeinsamer Europäischer Referenzrahmen)

### Content of the module

Development of everyday situations such as:

- Welcome, introduce, adopt
- To introduce the home town, to ask for the way, to use public transport
- To order in a restaurant, to describe eating habits
- To comprehend opening times, to deal with times and other time specifications
- Name, describe and compare garments
- Describe everyday routines
- Talk about the own family
- Agree, accept invitations and refuse politely
- Talk about the past, describe travel experiences

### Requirements

None.

### Exam

Written or oral examination

### Literature

*Caminos Neu*, Klett Verlag

5 SP 40

## Presentations and Meetings

6 ECTS

### Learning outcomes/skills

After completing the module, students will have acquired:

- Presentations: Students know and are able to apply various presentation techniques, get acquainted with different presentation tools, acquire basic rhetorical skills and knowledge, become aware of cultural aspects of body language and are able to implement and actively use their knowledge in presentations for international audiences.
- Meetings: Students will become familiar with different aspects of teamwork with special focus on international teams, gain cultural awareness, learn about negotiation concepts and experience negotiation situations in various economic settings and can describe and apply these skills. They can chair and run international teams and meetings effectively.
- Acquisition of level B2 according GER (Gemeinsamer Europäischer Referenzrahmen)

### Content of the module

presentations:

- basic communication models
- cultural awareness
- body language
- rhetoric
- dos and don'ts
- practice and feedback

meetings:

- theoretical concepts of international terms
- Harvard Negotiating Concept
- negotiations
- practice and feedback

### Requirements

English skills level B2 is recommended.

### Exam

Combination of project work, presentation and oral examination

### Literature

Grussendorf, Marion: *English for Presentations*. Cornelsen  
Canney Davison, Sue and Ward, Karen: *Leading International Teams*. McGraw-Hill

## COURSE DETAILS SUMMER TERM

5 IBM 01

### International Management Accounting

6 ECTS

#### Learning outcomes/skills

By completing the module students have the following knowledges and skills:

- They can describe the basics of international management and essential institutional conditions regarding to international business activities.
- They are able to explain strategies of internationalisation and forms of organisation of international companies.
- They can describe concepts and key tasks of the management accounting as well as the role of the controller in different countries.
- They are able to consider influencing factors of trend and implementation of management accounting, processes of divergence as well as convergence and their effects on management accounting.
- They are able to explain the influences of national culture on management accounting due to common theories.
- They can apply different quantitative and qualitative management accounting instruments relating to international business activities.
- They can identify concrete problems in international companies, classify, analyse and solve them with the help of adequate management accounting instruments.
- They can understand and explain the interface function of management accounting and the cooperation between management accounting and other corporate functions in the context of international business activities.
- They have the ability to organise reading material and information from up-to-date specialist literature, to analyse and critically interpret it.

#### Content of the module

Basics of international business activities

- strategies of internationalisation
- organisational structures
- international comparative management accounting
- role of the controller and the functions of management accounting in different countries
- cultural influences on management accounting
- appliance of different strategical management accounting tools related to international context
- management of exchange rate risks
- selected problems of management accounting in hyperinflationary countries
- selected aspects of management accounting within different areas of operation

- selected aspects of international transfer prices
- international information management

#### Requirements

Basic knowledge in cost accounting as taught in the module 5 CFR 22 Internal Accounting/Internes Rechnungswesen) is recommended.

#### Materials used for the course

PowerPoint slides, specially developed exercises, references to scientific articles  
If applicable, presentation of scientific, subject-specific articles

#### Exam

Written examination (1.5 hours) or assignment

5 IBM 02

### International Marketing

6 ECTS

#### Learning outcomes/skills

At the end of module the students are able to differentiate between the different aspects of the international marketing. They are capable to apply the 4 P's in the international environment and to analyse and evaluate the different needs of the markets to achieve the marketing goals. Finally they are able to create marketing strategies for internationally operating companies.

#### Content of the module

- international Marketing as a coordinative task
- forms of market internationalisation (market selection and evaluation)
- market entry strategies (waterfall and shower strategy)
- specialties of the int. marketing mix (4 P's)
- degree of standardisation and differentiation in marketing
- coordination cultural distances of the markets
- the use of customer satisfaction analysis as the basic for a strategy building process
- the use of CRM in international marketing in regard to the coordination process
- actual topics referring to International Marketing

#### Requirements

None

### Methodology

Study the used slights of the lessons, reading the basic literature (International Marketing from Prof. Dr. Klaus Backhaus University of Münster), prepare tasks in form of cases or simply about actual circumstances like the discussion of CETA and the influence to marketing.

### Exam

Written examination of 90 minutes or presentation of 80 minutes plus free discussion of 10 minutes:

The evaluation is according to the whole content of the 24 lessons during the semester. Points are given in the written exam for keywords, math problem and the general impression if the student has understood the topic.

### Literature

Backhaus, Klaus, Büschken, Joachim u. Voeth, Markus: Internationales Marketing  
Meffert, Heribert u. Bolz Joachim: Internationales Marketing Management  
Kotler, Philip u. Bliemel, Friedhelm: Marketing Management  
Actual journals like Harvard Business Review

## 5 IBM 03

### International Human Resource Management

6 ECTS

#### Learning outcomes/skills

By completing the module students dispose of the following skills:

- They are able to explain the characteristics of the international human resource management (IHRM) in contrast to the pure national oriented human resource management (HRM).
- They are able to describe the central issues of the HRM in an international context.
- They have the ability to understand and describe the effects of the internationality of companies on the various areas of activity of the HRM.
- They are capable of analysing fundamental problems of the HRM and deriving strategic and operational measures.
- They are able to apply what they have learned to practical case studies.

#### Content of the module

- introduction and basics of IHRM: group work related to the delineation between HRM and IHRM on the basis of articles
- international recruitment and selection: exercise sheet to be worked out in inter cultural groups; analysis of job descriptions for international HR-managers (real cases) and derivation of improvement potential
- personnel placement across the borders: exercise sheet to be worked out in inter cultural groups; analysis of job descriptions for international HR-managers (real cases) and derivation of improvement potential
- personnel development and evaluation of efficiency in international companies: group work on designing successful global performance management at the example of Germany, China and the USA
- development of intercultural competence: cultural comparison of home country to further countries on the methodical basis of the Hofstede-model; self-assessment of intercultural preferences on the methodical basis of the IPT-tool; role play related to a business practical example – an international project in the tension field between economic success and relationship orientation; cultural analysis for China on the methodical basis of the IPT-tool; role play related to a business practical example – negotiations with Chinese business partners; cultural analysis for India on the methodical basis of the IPT-tool; role play related to a business practical example – feedback with Indian business partners
- international charge determination: calculation of target gross income in case of assignments on the basis of the balance sheet approach
- organisation of international cooperation: group work on effectiveness of different media use in the frame of virtual leadership and virtual teamwork

#### Requirements

Basic knowledge in human resource management and business organisation as taught in the module Basics of business studies (Grundlagen der BWL) (5 MG 02) is recommended. Advanced knowledge in human resource management as taught in the modules 5 P/O 01 Personnel Management (Personalführung) as well as 5 P/O 32 and 5 P/O 35 Human Resources Management 1 and 2 (Personalwirtschaft 1 und 2) is also recommended.

#### Materials used for the course

Set of slides, exercise sheets, articles, real business cases, templates for cultural assessment and comparison, templates for calculating target gross income. Further particularities: guest lecturing of business professionals - globally leading regional enterprises

#### Exam

Written examination (1.5 hours)

## 5 IBM 04

### International Logistics

6 ECTS

#### Learning outcomes/skills

By completing the module students are able

- to describe the fundamentals of the production and logistics networks in a global environment,
- to handle problems in the field of production and logistics management under realistic conditions (time pressure, uncertainty and changing economic conditions) independently,
- to identify, assess and present action alternatives due to company and environmental analyses under consideration of interdependence between functions and areas of influence of an international operating company,
- to select usual techniques and work methods which are used in the production, logistics and business administration and apply them relating to the case,
- to frame strategic objectives and consider or adjust them in the case of repeated operational decisions,
- to recognize interdependencies between internal and external corporate influences and take account of them during the process of planning and decision making,
- to organise work in teams under consideration of the project management and to record results of the process of planning and decision making
- to present and stand up for the projects results in front of other team members and outsiders.

#### Content of the module

Operational planning, decisions and monitoring relating to procurement, manufacturing and distribution:

- raw materials procurement (supplier, quantity, just in time (JIT), warehouse, entry inspection)
  - transportation (warehouse, wholesalers, customers)
  - human resource decisions (recruitment, rationalisation measures, coaching)
  - price differentiation (wholesalers, end-customer)
  - freight forwarder vs. transport companies (bid comparison, delivery priority)
  - sales (price, customer service)
- Strategic planning, decisions and monitoring relating to procurement, manufacturing and distribution:
- fundamental orientation (make or buy (MoB), e-Commerce, internal process optimisation, suppliers, order quantities, delivery cycle)
  - establishment of regional warehouses (structure, purchase, cooperation)

- strategic alliance (cooperation with suppliers of trading goods)
- logistics service provider (short or long-term cooperation)

#### Requirements

Basic knowledge in the field of production and logistics is recommended.

#### Materials used for the course

PowerPoint slides, smart board, videos, guest lectures (e. g. managers from UPS and Wallenius Willhelmsen)

#### Kinds of assignments the students will complete

group work (e.g. preparing and presenting a poster on logistical challenges and solutions in different countries), solving qualitative and quantitative case studies

#### Exam

Combination of project work and paper and presentations in case of a business game or written examination containing only essay questions (1.5 hours)

#### Literature

Bowersox, D. J.; Closs, D. J. & Cooper, M. B. (2013), *Supply Chain Logistics Management*, McGraw-Hill/Irwin.  
Czinkota, M.; Ronkainen, I. A., & Moffett, M. H. (2011), *International Business*, Wiley.  
Heizer, J.; Render, B. & Munson, C. (2017), *Operations Management: Sustainability and Supply Chain Management*, Pearson.  
Hill, C.W.; Hult, G. T. M. (2018), *Global Business Today*, McGraw-Hill.  
Jacobs, R. & Chase, R. (2017), *Operations and Supply Chain Management*, McGraw-Hill.

## 5 IBM 05

### International Taxation

6 ECTS

#### Learning outcomes/skills

By completing the module students dispose of the following skills:

- They can explain basic terms in the context of taxation of individuals, corporations and business partnerships.
- They are capable of describing the procedure of the determination of the income tax, corporation tax and trade tax.
- They are able to explain several types of legal forms connected to the legal consequences.

- They are able to apply their knowledge in tax cases recognizing the fiscal problems and assigning the correct legal consequences.
- They can explain the problems of the double taxation and the steps in relation to their reduction.
- They can assess tax regulations.

#### Content of the module

- company profit taxes: income tax, corporate tax, trade tax
- taxation of national companies regarding various forms of organisations
- fiscal configuration (for example tax group, transfer of company assets, restructuring)
- basics of the international corporate taxation like double taxation, less taxation, double taxation agreements and European law
- taxation of foreign investors in Germany (inbound investments)
- taxation of international activities of domestic investors (outbound investments)
- determination of profits (transfer prices, determining of the business success)

#### Requirements

None

#### Exam

Presentation = 50% and written examination (60 min) = 50%

#### Literature

Doernberg, R.L.: *International Taxation in a nutshell*.

5 CFR 08

## Managerial Finance

6 ECTS

#### Course description

This course provides an overview of financial markets and focuses on the managerial aspects of finance from a multinational business perspective. After successful completion of the module, the students master the fundamentals of financial management. With the knowledge of the various types of interest calculation, they are able to make entrepreneurial credit and investment decisions independently. Furthermore, the knowledge of various ratios enables them to analyze the balance sheets and assess the economic success of a company.

#### Course objective

The goal is to provide a systematic presentation of the theory and operational practices of finance, including instruments of money and capital markets. The course aims to impart an awareness of the continuous changes in these major fields, alongside with changes in international financial policies, investment strategies and practices. Its objective is to analyze the nature of finance from a corporate perspective, to provide the student with an understanding of the concepts and techniques related to financial operations and to discuss the major current developments in this field.

#### Agenda

- Analysis Financial Statements
- Time Value of Money
- Interest rates and yield curve analysis
- Capital budgeting
- Spot markets: Bonds and stocks
- Forward markets: Forwards, Futurs and Options
- Interest rate swaps
- Portfolio theory

#### Methodology

In this course the following methods, techniques and aids will be employed: (1) lectures to provide an in-depth exposition of subjects treated, and to clarify, illustrate and supplement reading and research assignments; (2) class discussion of the subjects covered and of questions raised in lectures and readings; (3) question and answer sessions with professor directing questions to particular students; (4) writing and presenting of a research paper on a topic related to the course content

#### Requirements

None

#### Assignments and grading

Final exam = 100%

5 CFR 09

## Managerial Accounting

6 ECTS

### Learning outcomes/skills

After having successfully taken part, students know basic aspects and methods of Management Accounting. They are able to understand and develop basic costing and budgeting systems as well as to perform pricing and strategic analysis. They are able to apply their knowledges in the context of case studies.

### Content of the module

- Basics of Management Accounting
- Cost terms and purposes
- Cost volume profit analysis
- Job costing and activity based costing
- Master budgets and flexible budgets
- Pricing decisions and cost management
- Strategy and balanced scorecards
- Process costing
- International aspects of costing

### Requirements

Knowledge in external accounting advantageously

### Methodology

presentation + face-to-face discussion; collaborative exercises; course documents, newspaper articles and additional use cases material published on teaching platform Ilias

### Assignments

weekly case study exercises (ungraded)

### Assignments and gradings

Written exam (120 min) = 100%

### Literature

The course is based on: Horngren, C.T.; Datar, S.; Rajan, M.V.: *Cost Accounting – A Managerial Emphasis*, 16th ed., 2017, Pearson

### Additional literature

Lanen, W.N.; Anderson S.W.; Maher, M.W.: *Fundamentals of Cost Accounting*, 5th ed., 2016, Mc Graw-Hill

Atkinson, A.A.; Kaplan R.S.; Matsumura, E.M.; Young S.M: *Management Accounting*, 6th ed. 2011, Pearson

Kaplan, R.S.; Atkinson, A.A.: *Advanced Management Accounting*, 3rd ed., 2013, Pearson  
Bhimani, A.; Horngren C.T.; Datar S.M.; Rajan, M.: *Management and Cost Accounting*; 6th ed., 2015, Pearson

5 M/S 06

## Managerial Statistics

6 ECTS

### Learning outcomes/skills

After completing this course the students will know basic methods of statistics in economics. They are able to understand and perform statistical analysis. They are able to apply their knowledges in the context of real problems like setting up a simple survey, analysing metric and non-metric data with the R program.

### Content of the module

- Basic statistical terms
- Principals of a survey
- Frequencies, mean, quantile
- Graphical presentation of distributions
- Variance, standard deviation, coefficient of variation
- Growth rates
- Index numbers
- Scatterplot and qq-plot
- Correlation and regression analysis
- Analysis of Variance
- Introduction to probability
- Random variables
- Estimation of Parameters
- Normal Distribution
- Distributions derived from the Normal Distribution
- Confidence interval
- Testing Hypotheses

### Requirements

No condition

### Materials used for the course

Handouts with case study, data sample, statistic program R

### Assignments

Working through handouts and case study, using R program

Assignments and gradings

Written examination (2 hours) = 100%

### Literature

Anderson: *Statistics for Business and Economics*

Kohn/Öztürk: *Statistik für Ökonomen*

McClave: *Statistics for Business and Economics*

5 VWL 07

## Economics

6 ECTS

### Course description

This course provides an introduction to the mechanisms of market systems. It deals with decision making of consumers and firms, their interactions, market failure and government activities. Emphasis is also given to a discussion of macroeconomics factors which directly affect product demand and cost of production like exchange rates, interest rates or business cycles.

After completing the course students will be able to answer questions like: How do consumers and firms reach optimal decisions, and how do they interact to shape the resources and opportunities available? How does market structure affect market outcomes? When do markets fail and what can be done to mitigate negative effects? How does foreign trade affect the domestic economy? How should policy makers respond to the business cycle?

### Course objective

The general objective of this course is to alter the way you look at the world and to help you to think like an economist.

### Agenda

- The Economic Perspective
- Concept of Comparative Advantage
- Demand and Supply
- Power of Prices and Government Action

- Market Structure and Market Failures
- Short-Run Economic Fluctuations
- Basic Concepts of the Open-Economy
- The Impact of Monetary Policy and Fiscal Policy on Aggregate Demand

### Requirements

The course follows a literacy oriented course design that favors an active learning process. Thus, students' active participation is essential:

- 1) Class discussion and familiarity with assigned readings is crucial.
- 2) Students are required to participate actively in recap and discussion blocks.

### Assignments and gradings

Alternative (A): Problem set w/ individual presentation (30min.: 50%), written final exam (60min.: 50%) --> in case of 15 weeks semester.

Alternative (B): Written final exam (90min.: 100%) --> in case of 12 weeks semester (short cycle resulting from public holidays)

### Readings and useful references

The course's textbook is Frank and Bernanke (2009), *Principles of Economics*, 4th edition Pearson Education (or newer edition (6/e): Frank/Bernanke/Antonovics/Heffetz (2016)).

### Background reading

Mankiw, N.G. and M.P. Taylor, *Economics*, 3/e, 2014.

Frank (2009), *Microeconomics and Behavior*, 9/e

Keat, P., P. Young and S. Erfle, *Managerial Economics*, 7/e, 2013.

Material and links for recitation activities are continuously updated and made available on ILIAS-platform (internal learning module) as, e.g., the CASE OF AIR BERLIN, EC ON TACIT COLLUSION

5 MKT 43

## Mobile Marketing

3 ECTS or 6 ECTS

### Course description

This course provides first an overview of Mobile business and then to focus on special areas like Mobile marketing and mobile payment.

### Course objective

The goal is to provide a systematic presentation of the operational practices of (international) mobile business, including instruments of the mobile business system, technologies, applications and the (international) market. The course aims to impart an awareness of the continuous changes in these major fields, alongside with changes in international mobile business approaches, market strategies and practices. Its objective is to analyze the nature of mobile business at the international, regional, national, institutional and corporate levels, to provide the student with an understanding of the concepts and techniques related to international mobile business operations and to discuss the major current events in this field. Main topics are Technical Basics, Economic Fundamentals, Mobile application scenarios, Mobile Marketing, Mobile Payment, Security

### Agenda

Introduction and examples

- What is the definition of mobile marketing/ business?
- Who are the players in the area of mobile business?
- What is now exactly to be mobile?
- Which implications can be made for to be mobile“?
- What are the applications/services? o In detail: mobile marketing“
- Where are challenges and risks?

### Methodology

In this course the following methods, techniques and aids will be employed: (1) lectures to provide an in-depth exposition of subjects treated, and to clarify, illustrate and supplement reading and research assignments; (2) class discussion of the subjects covered and of questions raised in lectures and readings; (3) application of mobile business by participation in case studies (4) question and answer sessions with professor directing questions to particular students; (5) presentation of a research paper on a topic related to the course content; (6) oral class presentations by students with particularly relevant experiences

### Requirements

None

### Assignments and student responsibilities

(1) Study of textbooks and of selected parts of other books and periodicals as specified in the assignments; (2) research on and writing of a 15 pages paper (space 1, font 12), complete with footnotes and bibliography, Presentation and discussion of results in front of the class (3) review of articles and news items in current periodicals and journals dealing with mobile business theory and practices. (4) study and solutions of cases as specified in the assignments.

### Assignments and gradings

Research Paper = 30%, Presentation = 20%, Final exam = 50%  
Literature:

### Useful readings

**Krum, Ciny, *Mobile Marketing, Pearson education – MAIN BOOK!!!***

Giaglis George M., *Mobile business : technologies, applications and markets*  
Bhuvan Unhelkar, *Handbook of Research in Mobile Business: Technical, Methodological, and Social Perspectives*, Idem Group  
Jouni Paavilainen *Mobile Business Strategies: Understanding the Technologies and Opportunities*, Wireless Press

### Recommended journals

*International Journal of Information Management*  
*Journal of Theoretical and Applied Electronic Commerce Research*

5 MKT 4

## Consumer Marketing

6 ECTS

### Course description

This course provides an introduction to the behaviour of consumers in Europe and around the world. It focuses on the decision making process of consumers with a special focus on the influence of social groups.

### Course objective

The goal is to provide a systematic presentation of the processes taking place while consumers are making purchase decisions, including perceptual processes, identification

processes, motivational processes, and attitudinal processes. The course aims to link consumer behaviour theory with the real-life problems faced by practitioners. Its objective is to analyze the nature of consumers and their environment from a micro to macro perspective. Main topics are consumer culture, consumer decision making, perception, self-concept, motivation, values and lifestyle, learning and attitudes, social groups.

### Agenda

Introduction

- What is the impact of consumers on marketing strategy?
- What is the impact of marketing on consumers?
- Do marketers manipulate consumers?
- What is consumer culture?

Examples

### Methodology

In this course the following methods, techniques, and aids will be employed: (1) lectures to provide an in-depth exposition of subjects treated, and to clarify, illustrate and supplement reading and research assignments; (2) class discussion of the subjects covered and of questions raised in lectures and readings; (3) application of consumer marketing by participation in case studies (4) question and answer sessions with professor directing questions to particular students; (5) participation in class discussions

### Assignments and student responsibilities

(1) Study of textbooks and of selected parts of other books and periodicals as specified in the assignments; (2), discussion of results in front of the class (3) review of articles and news items in current periodicals and journals dealing with consumer theory and practices, (4) study and solutions of cases as specified in the assignments.

### Literature

Useful readings

**Solomon, M., Bamossy, G., Askegaard, S., & Hogg, M. (2016). *Consumer Behaviour: A European Perspective*, 6. Ed., Pearson Education, MAIN BOOK!!!**

Schiffman, L., Wisenblit, J. (2014). *Consumer Behavior*, 11. ed., Pearson Education.

Blackwell, R. D., Miniard, P. W., & Engel, J. F. (2006). *Consumer Behaviour*; 10. ed.,

Thomson South-Western.

### Recommended journals

*Journal of Consumer Research*

*Journal of Applied Psychology*

*Journal of Consumer Psychology*

*Psychology & Marketing*

5 MG 04

## Cross Culture

6 ECTS

### Learning outcomes/skills

Students should be aware of their own culture and recognize and evaluate the fact, that there are considerable differences between their own culture and other cultural circles. The aim is to raise awareness of the cultural differences and to develop behavioral rules in order to create a good working atmosphere between the business partners.

### Content of the module

Different models of cross culture research by

- Geert Hofstede
  - Edward Hall
  - Louis
  - Nach E. Schein
  - Kluckhohn and Strodtbeck
  - Richard Lewis
  - Fons Trompanas
- Group work: Creation of case studies based on different cultures (Asia, Europa, North Amerika, Southamerica, Africa, Arabic World, etc.)

### Requirements

None

5 SP 01

## Wirtschaftsenglisch (Business English)

6 ECTS

### Learning outcomes/skills

After completing the module, students are able to:

- communicate in a business environment,
- apply presentation skills,
- apply negotiating skills in the fields of
- marketing, promotion
- personnel/organisation
- starting a business
- legal formats of companies

- Acquisition of level B2 according GER (Gemeinsamer Europäischer Referenzrahmen)

#### Content of the module

- Applying for a job, personal SWOT, CVs and resumés, HR
- Marketing, marketing mix, launching a product
- Presenting business ideas and business performance, designing a SWOT analysis
- Starting a company, legal formats, financing a start up
- Corresponding with customers

#### Requirements

English skills level B1 is recommended.

#### Exam

Written examination

#### Literature

*B for Business*, Hueber

5 SP 32

### Market Research – International Business Project

6 ECTS

#### Learning outcomes/skills

By the end of the course students are able to apply

- language and communication skills in a real-life marketing environment.
- basic market research techniques to corporate marketing problems.

They will have upgraded and can apply

- cross-cultural communication skills.
- teamwork and project management skills in an international environment.
- presentation and academic writing skills in a real-life environment.

Acquisition of level C1 according GER (Common European Framework of Reference)

#### Content of the module

- Conducting exploratory and descriptive market studies
- Data mining techniques: interviews, questionnaires, focus groups
- Processing, interpreting and presenting findings
- Report writing

The course contents serve a clear project focus, i.e. to determine the marketability of a virtual product or service idea abroad.

#### Exam

Presentation: 50% oral presentation, 50% written draft

#### Requirements

English skills level B2 is recommended.

5 SP 34

### L'environnement des entreprises

6 ECTS

#### Learning outcomes/skills

- Acquisition of specific technical language on politics, business and management
- Deepening basic knowledge of politics, economics, culture, socially relevant topics
- Deepening and applying competences in economic communication
- Acquisition of C1 according GER (Common European Framework of Reference)

#### Content of the module

- Politics and business of French-speaking countries
- Political enterprise environment in France
- Economy of France
- Markets and consumption
- Market Study Project

#### Assignments and gradings

Report = 50%

Presentation = 50%

#### Requirements

French skills level B1 is recommended.

#### Literature:

- *Découverte de la France économique*, Klett Verlag
- *French press* (newspapers, magazines + various websites (e.g., Le Monde, le Figaro, Challenges))
- Website of TV 5 Monde

5 SP 36

## Marketing Aplicado – Investigación Comercial

6 ECTS

### Learning outcomes/skills

By completing the module

- students are able to apply their relevant knowledge in marketing and market research-orientated technical language in a practical project,
- students can
- collect specifically secondary and primary data on a market problem
- assess and critically evaluate the outcome of the investigation using appropriate statistical examination methods,
- students have developed their skills in teamwork and presentation techniques in such a way, that they are able to present a market research-oriented project in Spanish (B2/C1) professionally.
- students are able to demonstrate the concept of a market research project in theory and with practical data, stylistically appropriate and with the required professional language knowledge and content self-critical distance in Spanish (B2/C1) in writing.

### Content of the module

- Political and economic business environment in Spain, Mexico, Chile
  - Overview of markets and consumption
  - Conduct an explorative and descriptive market study
  - Basics of data collection: questionnaire and interview technology
  - Customer-oriented written and oral presentation of market research results
  - Project-relevant data collection in Spanish environment
  - Presentation and realization of the project at a Spanish partner university
- All contents are used in a project-oriented manner to carry out a market study. With their help, the marketability of a virtual business idea in Spain, Mexico or Chile is examined.

### Exam

Presentation: 50% oral presentation, 50% written draft

### Requirements

Spanish skills level B1 is recommended.

5 SP 38

## Französisch für Anfänger

6 ECTS

### Learning outcomes/skills

With the successful completion of the module, the students are able to

- cope with various everyday situations in a French-speaking country
- perceive and assess cultural peculiarities.
- Acquisition of level A1/A2 according GER (Gemeinsamer Europäischer Referenzrahmen)

### Content of the module

Development of everyday situations such as:

- Welcome, introduce, adopt
- To introduce the home town, to ask for the way, to use public transport
- To order in a restaurant, to describe eating habits
- To comprehend opening times, to deal with times and other time specifications
- Name, describe and compare garments
- Describe everyday routines
- Talk about the own family
- Agree, accept invitations and refuse politely
- Talk about the past, describe travel experiences

### Requirements

None

### Exam

Written or oral examination

### Literature

*Zénith 1*, Méthode de français (Hueber Verlag)

5 SP 39

## Spanisch für Anfänger

6 ECTS

### Learning outcomes/skills

With the successful completion of the module, the students are able to,

- cope with various everyday situations in a Spanish-speaking country,
- perceive and assess cultural peculiarities,
- Explain the unknown grammatical phenomena.
- Acquisition of level A1/A2 according GER (Gemeinsamer Europäischer Referenzrahmen)

### Content of the module

Development of everyday situations such as:

- Welcome, introduce, adopt
- To introduce the home town, to ask for the way, to use public transport
- To order in a restaurant, to describe eating habits
- To comprehend opening times, to deal with times and other time specifications
- Name, describe and compare garments
- Describe everyday routines
- Talk about the own family
- Agree, accept invitations and refuse politely
- Talk about the past, describe travel experiences

### Requirements

None

### Exam

Written or oral examination

### Literature

*Caminos Neu*, Klett Verlag

5 SP 40

## Presentations and Meetings

6 ECTS

### Learning outcomes/skills

After completing the module, students will have acquired:

- **Presentations:** Students know and are able to apply various presentation techniques, get acquainted with different presentation tools, acquire basic rhetorical skills and knowledge, become aware of cultural aspects of body language and are able to implement and actively use their knowledge in presentations for international audiences.
- **Meetings:** Students will become familiar with different aspects of teamwork with special focus on international teams, gain cultural awareness, learn about negotiation concepts and experience negotiation situations in various economic settings and can describe and apply these skills. They can chair and run international teams and meetings effectively.
- Acquisition of level B2 according GER (Gemeinsamer Europäischer Referenzrahmen)

### Content of the module

presentations:

- basic communication models
- cultural awareness
- body language
- rhetoric
- dos and don'ts
- practice and feedback

meetings:

- theoretical concepts of international terms
- Harvard Negotiating Concept
- negotiations
- practice and feedback

### Requirements

English skills level B2 is recommended.

### Exam

Combination of project work, presentation and oral examination

### Literature

Grussendorf, Marion: *English for Presentations*. Cornelsen  
Canney Davison, Sue and Ward, Karen: *Leading International Teams*. McGraw-Hill

**Status:** O6/2019

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