

Englischsprachige Sommersemester 2019

1	<p><u><i>Digitization (Thomas Wittig, CEO Wittigonia, Schweiz)</i></u></p> <p><i>«Digital and Business Transformation Dynamics» How to understand and manage dynamics and make smarter business choices.</i></p> <p><i>This seminar will cover examples in the areas of:</i></p> <ul style="list-style-type: none"> • <i>Strategic performance scenarios and growth strategies</i> • <i>Market Dynamics and Digital Marketing Sales</i> • <i>Organization development and staffing dynamics</i> • <i>Customer service and Customer success operations</i> • <i>Development of new products and services</i> • <i>Supply chains and business eco-systems</i> <p><i>Participants benefit from</i></p> <ul style="list-style-type: none"> • <i>Learning and experimenting with key strategies and tactics.</i> • <i>Learning how feedback structure drive dynamic behavior, uncertainty and complexity.</i> • <i>Making decisions and allocating resources under uncertainty.</i> • <i>Business simulations and experimental learning</i> 	<p>Freitag, 03.05.2019 (09:00-16:00) Freitag, 17.05.2019 (09:00-16:00)</p>
2	<p><u><i>Workshop on Academic Writing (Prof. Dr. Mehmet Yahyaçil, Türkei)</i></u></p> <p><i>DAY 1: Key terminology (science/scientific approaches/empiricism/ types of research studies/method vs. methodology /epistemology/ontology</i></p> <p><i>DAY 2: Methods of reasoning/main steps of research process</i></p> <p><i>DAY 3: Measurement and concepts /variables / hypothesis</i></p> <p><i>DAY 4: Types of research design/ info on data collection methods</i></p> <p><i>DAY 5: An example of research article / EXAM & Assignments</i></p>	<p>01.-05.04.2019</p>

3	<p><u><i>Big Data (Dr. Eva Keresztes, Ungarn)</i></u></p> <p><i>21st-century digital world has brought the concept of Big Data. A high volume of data, a lots of different varieties of data and a high velocity to the data as it is ingested and processed are all the challenges of Big Data handling. Managing an immense amount and variety of data is possible with innovative analytics, business intelligence and data management applications. Data analysis methods and information visualisation are performed on Big Data, and the goal is to get meaningful information for effective decision-making in any economic and business environment.</i></p>	24.-28.06.2019
4	<p><u><i>Sustainable Finance (Dr. Agnes Neher, Schweiz)</i></u></p> <p><i>After successfully completing the module, students are expected to have a sound understanding of theories, practices, opportunities and challenges of various responsible investment strategies. Especially, students should understand how non-financial factors (e.g. carbon, religion) can be integrated into investment processes and which implications this integration might have. Students should also critically assess the growth and impact of different responsible investment strategies from an economic, environmental and societal perspective.</i></p>	05., 06., 13.04.2019
5	<p><u><i>Business Dynamics (Thomas Wittig, CEO Wittigonia, Schweiz)</i></u></p> <p><i>After successfully completing the module, students are expected to have a sound understanding of theories, practices, opportunities and challenges of various alternative investment strategies. Especially, students should understand how new or unusual financial products (e.g. derivatives, start ups) or factors (e.g. carbon, religion) can be integrated into investment processes and which implications this integration might have. Students should also critically assess the growth and impact of different alternative investment markets from an economic, environmental and societal perspective.</i></p>	12.-14.06.2019 (09:00 – 15:15)

6	<p><u><i>Statistics (Tuba Sen, Türkei)</i></u></p> <p>The outline of this course is:</p> <ol style="list-style-type: none"> 1) The application area of statistics in engineering 2) Frequency distribution tables and graphs (histogram and polygon) 3) Measures of central tendency and dispersion (Calculation of mean, median, mode and variance, standard deviation) 4) Probability 	<p>23.-26.04.2019</p>
7	<p><u><i>Basics of Project Management (Andreas Rosenstiel)</i></u></p> <p>Project Management (PM) in most modern organization is an essential topic of today's working environment and the organization itself. Time pressure out of shorter product life cycles, the internationalization of projects or the high complexity of production modernizations are just a few examples that justify the existence and underline the importance of PM. Starting from the essential terms and a general PM approach this course shall provide a rough overview on existing PM standards and methods. In the main part a methodology derived from one of these standards will be explained in detail and verified towards its applicability with examples from either logistics or automotive industry. The overall goal of the course is to deliver a systematic approach on PM together with a set of tools in order to enable interested listeners to analyze own problems and to methodically find solutions even when working with complex organizations and premises or tough time restrictions.</p>	<p>08. – 12.04.2019</p>
8	<p><u><i>International Trade Finance (Dr. Rüdiger Holz)</i></u></p> <p>This class is designed to introduce International trade Finance and Foreign Exchange Management. The students will learn how to hedge the financial exposures resulting from International Trade and Investment</p>	<p>t.b.c.</p>

	<p>Requirement: Profound knowledge and understanding of mathematical and financial issues. Content:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Risk within International Trade and Investment <ul style="list-style-type: none"> - Economical Risk, Political Risk, FX Risk - Risk classification according to OECD, BRS, S&P, Moodys, Fitch (Rating Agencies), etc.. <input type="checkbox"/> Documents in International Trade <ul style="list-style-type: none"> Custom clearance documents, Certificate of Origin, Bill of Lading, Insurance documents, SGS and PSI Certificates <input type="checkbox"/> Incoterms 2010 <input type="checkbox"/> Bonds and Guarantee in International Trade <ul style="list-style-type: none"> Bid Bonds, Performance Bonds, Warranty Bonds, direct versus indirect guarantees . <input type="checkbox"/> International Payment <ul style="list-style-type: none"> - Drafts (BOE versus Promissory Notes) - Documents against Payment/Accept (D/P, D/A) - Letter of Credit (confirmed versus unconfirmed L/C) <p>FX Management:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Transaction, Translation and Economical FX Risk <input type="checkbox"/> Bid versus Ask price <input type="checkbox"/> Hedging via Derivates <ul style="list-style-type: none"> - Natural Hedging - Derivates <ul style="list-style-type: none"> Forward Rate Agreements (FRA) Currency Options (Call and Put) Currency Swaps und Interest Currency Swaps 	
9	<p><u><i>Strategic Management (Harry Costin, Spanien)</i></u> <i>The course reviews the process whereby organizations establish and pursue goals within internal and external constraints, resources and opportunities. Topics include strategy and tactics; the process of strategic choice and adjustment; resource assessment; environmental and competitor analysis; stakeholders and values; and strategy implementation, control, and valuation.</i></p>	20. – 24.05.2019

<p>10</p>	<p><u><i>Employment & Insolvency Law (David Potter)</i></u></p> <p><i>The following topics will be covered:</i></p> <ol style="list-style-type: none"> 1. <i>Scope of employment law,</i> 2. <i>Differences between a contract of service and a contract for services (“Werkvertrag”),</i> 3. <i>Formation of the employment relationship (i.e. a contract of service: “Arbeitsverhältnis”),</i> 4. <i>Key terms of a contract of service,</i> 5. <i>Termination of a contract of service,</i> 6. <i>Status of the employment relationship during insolvency proceedings,</i> 7. <i>Prohibited conduct (i.e. discrimination on grounds of, for example, sex, disability, race or gender).</i> 	<p>t.b.c.</p>
<p>11</p>	<p><u><i>International Marketing and Strategic Innovation (Dr. Rüdiger Holz)</i></u></p> <p>The module will introduce students to the key concepts, theories and issues involved in International marketing. In doing so it will enable students to understand how to identify and evaluate opportunities in International markets and assess the different market entry modes available to companies. In addition students will consider the need to adapt marketing mix elements for different international markets.</p>	<p>t.b.c.</p>