Englischsprachige Vorlesungen Wintersemester 2019/20

1	*Basics of International Business (Dr. Magdalena Paleczny-Zapp, USA), 20 UE* In the Introduction to International Business Course, students will gain an understanding of the factors that are involved when businesses operate in foreign economies. The following topics will be covered in this course: the review of the theory of international trade; the economic, political and cultural environmental of international trade and investment; the functions of the global monetary systems; strategies entering foreign markets, trade barriers and the institutions such as WTO and IMF. Globalization of the world economy and the factors affecting globalization will be also discussed in this course	Mo. 04.11.2019; 17:00-20:00Uhr Di. 05.11.2019; 17:00-20:00Uhr Mi. 06.11.2019; 17:00-20:00Uhr Do. 07.11.2019; 17:00-20:00Uhr Fr. 08.11.2019; 17:00-20:00Uhr
2	*Market Research (Prof. John Wetwood, UK), 20 UE* Marketing Research aims to reduce the risk when making Marketing decisions by providing information that forms part of all the decision making process, and it helps the Marketing Manager to make better informed and less risky Marketing decisions. Market Research is essential in order to help suppliers understand their customer needs better. We will cover in the lectures, the purpose of Marketing Research, how to calculate the sample size, the different areas for Marketing Research and also how to apply Marketing Research.	Mo. 07.10.2019; 16:30-19:30Uhr Di. 08.10.2019; 16:30-19:30Uhr Mi. 09.10.2019; 16:30-19:30Uhr Do. 10.10.2019; 16:30-19:30Uhr Fr. 11.10.2019; 16:30-19:30Uhr
3	*International Marketing (Dr. Rüdiger Holz), 20 UE* International Market Research International Organization Strategy International Timing International Price Management International Locations Management	Mo. 18.11.2019; 14:00-17:00Uhr Mi. 20.11.2019; 17:30-20:30Uhr Mo. 25.11.2019; 14:00-17:00Uhr Mo. 02.12.2019; 13:00-16:00Uhr Mo. 09.12.2019; 13:00-16:00Uhr

4	*Cross-cultural Management (Dr. Mehmet Yahyagil, Turkey), 20 UE* Globalization, Glocalization in modern world, the comparison of classical and modern management theories and Workforce diversity, the concepts of culture, socio-cultural dimensions and cultural orientations, cultural crossing and its importance in business world, Cross-cultural perspectives on leadership styles and communication Cultural diversity: Kohlberg's theory of moral reasoning Identity in intercultural management: Particularism vs. universalism Values and practices in business world	Mo. 21.10.2019; 16:30-19:30Uhr Di. 22.10.2019; 16:30-19:30Uhr Mi. 23.10.2019; 16:30-19:30Uhr Do. 24.10.2019; 16:30-19:30Uhr Fr. 25.10.2019; 13:00-16:00Uhr
5	*Human Resource Management (Dr. Özlem Kunday, Turkey), 20 UE* Human Resource Management is all about finding, hiring, developing, engaging, supporting, rewarding, nurturing and keeping the people who make the business work. This course will give you a strong grounding in all key HR functions. It is a course of many different topics and designed with the needs of modern businesses in mind. At the end, you will be proficient in basic human resource management theory and practice.	Mo. 11.11.2019; 16:30-19:30Uhr Di. 12.11.2019; 16:30-19:30Uhr Mi. 13.11.2019; 16:30-19:30Uhr Do. 14.11.2019; 16:30-19:30Uhr Fr. 15.11.2019; 16:30-19:30Uhr
6	*Business Statistics/ Computer Applications (Dr. Eva Keresztes, Hungary), 20 UE* Applied Computer Science module deals with various procedures that are used in social, economic and market analyses, and are linked to quality management problems. Also discussed are computer based data analysis techniques that are applied in the process of decision making. For this, the statistical data modeling tool SPSS and Excel Solver are used during the course to solve business and research problems. The quantitative techniques are fundamental in business decision support. They also aim to develop critical awareness and understanding of some processes, techniques and technology by which numerical information can be collected and communicated.	Mo. 16.12.2019; 14:00-17:00Uhr Di. 17.12.2019; 14:00-17:00Uhr Mi. 18.12.2019; 14:00-17:00Uhr Do. 19.12.2019; 16:30-19:30Uhr Fr. 20.12.2019; 14:00-17:00Uhr

7	_International Leadership (Dr. Harry Costin, Spain), 30 UE_ Leadership is a process of social influence in which one person can enlist the aid and support of others in the accomplishment of a common business goal. In this lecture the students learn about theories, models, plans, tactics, methods and tools used by leaders around the world. They work in solo and in teams to put them in practice in rhetoric exercises and debates. They learn about what it takes to be a leader and what makes a leader, about the temptations and dangers leaders are confronted with and how to deal with them as followers and overcome them as leaders. The ultimate goal of this course is to make students conscious of the difficulty and the importance of intelligently and courageously standing up to their values, as followers and as leaders.	Mo. 14.10.2019; 16:00-20:30Uhr Di. 15.10.2019; 16:00-20:30Uhr Mi. 16.10.2019; 16:00-20:30Uhr Do. 17.10.2019; 16:00-20:30Uhr Fr. 18.10.2019; 16:00-20:30Uhr
8	_Digital Marketing (Susan Penrose), 20 UE_ Digital Marketing is an exciting area of marketing practice. This course aims at delivering the knowledge and practical experience on why, and how of major current approaches, including online listening and monitoring, email marketing, search engine optimisation, search ads, and participating in social media can be efficiently used in designing a proper marketing strategy. This course encourages you to establish habits for keeping up to date on emerging digital technologies relevant to business and to marketing. Moreover, it rises to the challenge of developing strategy to guide tactics. After the course you should be able to identify data sources allowing you to define and track performance indicators for your digital marketing activities. The course offers you possibility to think like a digital marketing professional, and to give you experience with industry-relevant hands-on assignments and exercises.	Mo. 02.12.2019; 16:30-19:30Uhr Di. 03.12.2019; 16:30-19:30Uhr Mi. 04.12.2019; 16:30-19:30Uhr Mo. 09.12.2019; 16:30-19:30Uhr Di. 10.12.2019; 16:30-19:30Uhr Mi. 11.12.2019; 16:30-19:30Uhr
9	_Controlling - Money makes the world of companies go round - how? (Ann-Katrin Berg), 25 UE_ Managers around the world make decisions more and more based on financial figures. Those decisions influence the life of many people especially their employees. In this lesson you will develop an understanding of those numbers influencing your daily life.	Do. 10.10.2019; 09:00-12:00Uhr Di. 15.10.2019; 14:15-15:45Uhr Do. 24.10.2019; 09:00-12:00Uhr Di. 29.10.2019; 14:15-15:45Uhr Do. 31.10.2019; 09:00-12:00Uhr