



Lectures in English summer semester 2022

O_ Intercultural Competences

by Astrid Zachmann

You will learn four intercultural competences' scopes (Diversity Management, Intercultural Communication, International Negotiations and Intercultural Human Resource Management) that teach you how to connect effectively with people from diverse cultures, experiences and communities.

Different days; start date: 13.05.

FtF_ Basics of Project Management

In this course you will get delivered a systematic approach on Project Management 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.

Different days: 13.-14.06 , 20.-21.06 (16:00-20:00)

O_ International Business

by Dr. Harry Costin

This course introduces the student to some of the basic theories and forms of International Business.

Particular attention is given to the context of international business, and Country Analysis and the Balance of Payment are discussed as important tools to understand country and regional contexts.

Different days; 11.04, 13.04, 20.04, 26.04, 29.04 (16:00-20:00)

O_ Digital Business Dynamics

by Thomas Wittig

“Digital and Business Transformation Dynamics”
In this course, participants will learn how to understand and manage dynamics and make smarter business choices. Includes learning and experimenting with key strategies and tactics. Making decisions under uncertainty. Business simulations and experimental learning are part of the course.

*Different days: 16.05., 18.05., 15.06., 22.06.
(17:00-20:00)*

FtF_ Drivers of Global Business

by Dr. Margitte Müller

This is an introductory course into the field of International Business. We will focus on its main drivers, environmental aspects and country factors affecting international business operations.

Topics are

- Globalization,
- National differences in political, economic and legal systems
- Theories of international trade
- Strategic frameworks for managing risk

Different days; (in the morning): 06.04, 08.04, 13.04, 20.04, 22.04, 27.04 (09:00-12:15)



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The courses are open to all students of DHBW and its partner universities.
A certificate of participation will be issued.
A detailed description of the courses and current information can be found at:



FtF_ Entrepreneurship

by Dr. Özlem Kunday

The course addresses the unique entrepreneurial experience of conceiving, evaluating, creating, managing, and potentially selling a business. The course relies on classroom discussion, participation, the creation of a feasibility plan, and building a business plan to develop a comprehensive strategy for launching and managing a business.

One week (Mo-Fr): 30.05-03.06 (16:30-19:30)

O_ International Leadership

by Dr. Harry Costin

In this lecture the students learn about theories, models, plans, tactics, methods and tools used by leaders around the world. 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.

Different days; 12.04, 22.04, 25.04, 27.04, 09.05, 10.05 (16:00-20:00)

FtF_ Intellectual Capital and Knowledge Management

by Prof. Ricardo Vergueiro Fernandes Costa

The course intends to provide an integrated vision of the origins, concepts and alternative approaches associated to the topics of Intellectual Capital and Knowledge Management, in an organizational management context.

A critical perspective on the conditions of practical applicability of these concepts in organizations will also be addressed.

*One week (Mo-Fr): 02.05.22—06.05.22
(16:30 –19:30)*

FtF_ Workshop on Climate Collage

by Dr. Susan Penrose

The Climate Collage is an introduction to how the climate works and the consequences of its disruption. Created by the Climate Fresk (Fresque du Climat) association, the workshop aims to make one million people aware of the challenges of the climate!

One day (Saturday): 02.04. (09:00-16:15)



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BL_ International Marketing & Strategic Innovation

by Susan Penrose

This course translates traditional Marketing concepts and frameworks, such as the 4Ps, to an international context. We will explore how the “same” product may have significantly different connotations in different countries and cultures. For example, wine may be a basic beverage to accompany main meals in one country, a luxury product in another, and a forbidden one in a third.

*Different days: 01.04. , 08.04. (13:00-19:45),
22.04., 29.04. (13:00-16:15) , 06.05. (13:00-
16:15)*

FtF_ Workshop on Project Management

by Oliver Paulick

This course offers a playful framework to deepen acquired knowledge from project management by means of a more extensive practical example. Personal initiative and creative thinking are required, and if the commitment is right, a project will be planned and implemented together in small groups.

One day (Saturday): 11.06. (09:00-17:30)

O_ Innovation Management

by Dr. Harry Costin

By innovation we understand products and processes that are sufficiently “different” from those that have existed before them.

Creating these requires team discipline and diverse analytical and creativity tools.

In this course we will examine approaches to innovation that include Japanese team-focused innovation, and widely used industry processes such as the House of Quality

Days: 23.-25.05, 7.-8.6. (16:00-20:00)

Registration



**O = Online lecture; FtF = Face-to-face lecture;
BL= BLeended Learning**