

Summer term 2018
Orientation week: 12/03 – 18/03 (mandatory)
Intensive German Course (beginners only): 19/03 – 30/03/2018
Lecture Period: April 1 – June 30

International Interdisciplinary Study Program		
Code	Subject	ECTS
AAA1	Globalisation & International Management	5
AAA2	Digital Marketing & Business Intelligence	4
AAA3	Economics	5
AAA4	Finance and Investment II	6
AAA5	Project Management II	3
AAA6	Quality in Business II	4
AAA7	Entrepreneurship & HR	4

Industrial Engineering (Regular Study Program)		
Code	Subject	ECTS
TWIW15ITV	International Marketing	2
TWIW15PL1	Intercultural Communication	2
TWIW	Business English	2

Management in Industry (Regular Study Program)		
Code	Subject	ECTS
WIN15B4	Corporate Governance (t.b.c.)	3
WIN15B4	Grammar for Business English	2
WIN15B4	Intercultural Management	3

International Business (Regular Study Program)		
Code	Subject	ECTS
WIB17B1	International Operations & Logistics	3
WIB17B1	Microeconomics	3
WIB16B1	International Financial Management	4
WIB16B1	Monetary Policy	3

Management in German-French Corporations (Regular Study Program)		
Code	Subject	ECTS
WDFM	Information Management	3

Language Center (offer depending on demand!)		
Code	Subject	ECTS
LC1	French, Chinese, Spanish, Japanese, Italian	2 each

Descriptions

International Interdisciplinary Study Program	
AAA1	<p>Globalisation & International Management</p> <p>a) <u><i>Introduction to International Business:</i></u> 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</p> <p>b) <u><i>Cross-cultural Management:</i></u> 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</p>
AAA2	<p>Digital Marketing & Business Intelligence</p> <p>a) <u><i>Digital Marketing</i></u> 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.</p> <p>b) <u><i>Big Data</i></u> 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.</p>

AAA3

Economics

a) Environmental and Social Policy

An introduction to economic policy will be given that is based on the foundations of economic theory. Current as well as past economic policy issues will be analysed and interpreted. The different positions held with regard to economic policy can be understood using the framework developed during the course

The following sub-goals are to be achieved:

- i. Understand and classify the tasks of economic policy as well as describe the limits.
- ii. Understand the characteristics of the labour market (supply and demand).
- iii. Describe the measurement, the duration and the cause of unemployment.
- iv. Understand and analyse economic policy measures to fight unemployment.
- v. Describe the influence of economic stabilization policy on aggregate demand.

b) Nuts & Bolts of Capitalism

A successful Newfoundland fishery serving an increasing number of fishing boats for years suddenly becomes barren of fish. Who is at fault? A brief detour into systems analysis shows that no persons are to blame; all are simply acting in their self-interest. The problem is with the system.

Climate change? Wealth disparity? Unemployment? Polluted rivers? Denuded forests? Who is to blame? This series makes the case that it is not the many people who are pursuing their own self-interest while playing under the rules of the capitalist system who are to blame for any of this. It is the system itself and the rules of accounting and finance that have been developed to support it that are to blame.

To make the case, this course begins with a review of accounting and the principles underlying it. These principals date, amazingly enough, all the way back to the 15th century when a Franciscan friar who collaborated with Leonardo da Vinci brilliantly conceived what some have called the 8th Wonder of the Western World. We highlight this remarkable invention by explaining the elegant concepts that have made accounting the indispensable tool that it is today.

Where financial accounting provides the method of keeping score, the principals of finance define what it takes to win in our capitalist world.

We next show how *free cash flow*, as derived from the balance sheet is used to run up the score, while *return on investment* determines the players that get on the field.

The case can certainly be made that capitalism has produced some remarkable outcomes that have benefited society in the past two centuries. But can it continue that record in the face of the serious problems facing the world today, most of which it has caused? Or is it going to continue to make them worse?

AAA4

Finance and Investment II

a) Sustainable Finance

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.

b) Alternative Investment

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.

c) How to make money – how companies get profitable

Once working for a company on the way to the top sooner or later there is no way around financial figures. Money is the currency making a company breath or suffocate. The bigger the company the more important numbers are for management.

This course gives you a basis understanding of how profitability is looked at, measured and accounted for.

1. How to break down the complexity for leaders, who never liked math and lack basic understanding of numbers.
2. How to find your way to the top by making money for the companies. How to reach your goals by persuading your superieurs with numbers.

You will get access to the world of numbers, even if you never liked math. This is not to bore you to death, while calculating spreadsheet over spreadsheet. No - this is to give you a basic understanding how money makes companies tick. Even if you always hated figures you will be able to succeed in thus course while looking behind the curtains of management.

AAA5

Project Management

a) Basics of Project Management

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.

b) Project Management in Asia-Pacific

The course "Project Management in Asia-Pacific" is based on the real situations and real problems which engineers and technologists confront while having business in Asia-Pacific region. In order to cover as many aspects as possible, 12 topics have been chosen and broken into small knowledge modules , including hot topics such as "Communication Skills in Asia-Pacific Area" and "How to find a good supplier in Asia-Pacific Area" as well as fully up-to-date coverage of project management issues, etc.. In each module, theoretical knowledge will be strongly combined with culture analysis and practical skills. Furthermore, scenario game, quick test, discussion and tips will be given for each topic.

<p>AAA6</p>	<p>Quality in Business II</p> <p><i>a) <u>Quality Management (Audit)</u></i></p> <p>This course introduces techniques and methods to analyse and improve business processes. Such techniques are widely used in logistics and supply chain management, but also in many other fields of business. Knowing such techniques and methods is indeed a fundamental qualification for every business manager today.</p> <p>Keywords of the course comprise e. g.: History of quality, Business Case for Improving Process Performance using Lean Six Sigma, Similarities and differences between Lean Management and Six Sigma, Process Variation, Statistical Process Control, Lean Six Sigma and Teams, Introduction to Lean Thinking, Voice of the Customer, Critical to Customer & Critical to Quality, Lean tools and measures, DMAIC, SIPOC, Process mapping, Problem solving approaches</p> <p><i>b) <u>Supply Chain Management:Process Management and Six Sigma</u></i></p> <p>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.</p>
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AAA7	<p>Entrepreneurship & HR</p> <p>a) <u><i>Human Resource Management</i></u> 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.</p> <p>b) <u><i>Entrepreneurship</i></u> The course will be built around two Harvard Business School cases. Both of them describe the experiences of young female MBAs trying to make their way in the world. Katie Burke sets out to work at a tech start-up and is buffeted about by its unique culture. Heather Evans starts up her own women's clothing design firm and quickly experiences the ups and downs typical of the fashion business, ultimately failing--but could she have succeeded had she done things differently? Every student will be expected to analyze the case and come up with his or her own answer. In the process, students will gain insight into what running a business, especially a completely new business, is all about. Major attention will be devoted to Ms. Evans' business plan, including her pro forma financial statements. Writing a meaningful business plan is essential when starting a new business. It is not only a plan and a benchmark by which the company founder can gauge progress but it is also a tool to convince potential investors to lend money to or buy stock in the fledgling enterprise</p>
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Industrial Engineering (Regular Study Program)	
	<p><u><i>Intercultural Marketing</i></u> After successfully completing this seminar, students are expected to have a sound understanding of some important aspects of marketing and marketing practice in an international and intercultural environment. International students and German students will work together on a specific project and create and implement a concept in order to present and arrange different kinds of print media advertising. Different target groups have to be taken into consideration as well as regulations about corporate identity and further communication tools.</p> <p><u><i>Intercultural Communication</i></u> After successfully completing the course, students are expected to have a sound understanding of the main theories of intercultural communication. First the management approach will be treated following by the social anthropological approach to intercultural interaction. Following a discussion of non-verbal communication, special emphasis is placed on interpretation of "German Culture". Students prepare country profiles using these approaches. The aim of the course is to stimulate cultural awareness.</p> <p><u><i>Business English</i></u></p>

Management in Industry (Regular Study Program)

Corporate Governance

Thirty years ago the term “corporate governance” was rarely used, today it is widely discussed, but people use the term in a variety of subtly different ways. The aim in this module is to explore the relationships between the various stakeholder groups that together make up the listed company and to consider how corporate performance might be affected by those relationships and by attempts by auditors, regulators and markets to change their nature.

Key words: the meaning of governance, internal and external governance mechanisms; shareholders; stakeholders; board of directors; directors’ remuneration; the market for corporate control; regulation; communication and financial disclosure; governance in emerging markets

Grammar for Business English

Intercultural Management

Description t.b.c.

International Business (Regular Study Program)

International Operations and Logistics

Tasks and organization of order processing while considering costs, delivery, environmental protection and social responsibility – Strategic configuration of (international) warehousing, production and transport systems – Material disposition and stock optimization – Delivery service policies – Outsourcing – Global sourcing strategies – International supplier relationship management – International logistics strategies – Global teamwork in the process chain

Microeconomics

For the second part of the Microeconomics module, this course aims to use economic theory to analyse further microeconomic topics. At the end of this course, students should be able to

- i. Identify market failure and discuss possible policy measures (public goods, common resources, monopoly, oligopoly, asymmetric information)
- ii. Understand and interpret a firm's production costs from the viewpoint of economics
- iii. Describe and analyse a firm's production decision in different types of market (perfect competition, monopoly, oligopoly).

Monetary Policy

An overview will be given of the two topics "money" and "foreign exchange" by developing a theoretical framework. Against the background of this framework, current and historical developments of monetary theory and policy, as well as currency theory and policy, will be analysed and interpreted (e.g. inflation, interest rate decisions, current account imbalances, appreciation and depreciation of currencies).

The following sub-goals are to be achieved:

- i. Understand and explain the determinants and characteristics of money demand and money supply.
- ii. Understand the relationship between money supply and inflation, as well as the costs of inflation.
- iii. Describe and analyse the goals and instruments of monetary policy
- iv. Explain the determinants of the balance of payments and understand the differences between the nominal and the real exchange rate.
- v. Understand and analyse the determinants of exchange rates.

International Financial Management

Analysing companies using financial ratios (EVA, ROCE, WACC)– Optimizing working capital management (DIO, DSO, DPO) – Optimizing capital structure (leveraging and unleveraging beta, dividend policy) – Usage of financial instruments (options, forwards) for financial risk hedging – Issues of financial portfolio management (calculating standard deviations, risk diversification effects, etc). – Firm valuation using entity and equity models

Management in German-French Corporations (Regular Study Program)

Information Management

The lecture on information management is a basic and introductory course on information management.

The following topics are planned

- Ø What are data, what is information, what are information systems
- Ø What is knowledge management, knowledge transfer and collaboration management
- Ø Introduction to business process management and business process reengineering
- Ø Introduction to Enterprise Resource Planning Systems and Data Warehouses
- Ø What is a cloud in information management and what is cloud computing
- Ø What are personal data and how to protect it from misuse
- Ø Information security and how to mitigate cyber attacks on information systems – a very hot topic