

Course Catalogue for Exchange Students

2023

Important note:

(SS)= course only in Summer Semester (Apr-Sep)

(WS)= course only in Winter Semester (Oct-Mar)

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Module: BSc GM 12.2 Global Economy/International Economics (WS)				
Semester	Duration	Type	ECTS-Credits	Student workload
3	1 Sem.	elective	3	Contact hours: 21 h Self-study hours: 69 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
none	BSc GM	written exam (60 minutes)	Interactive lecture, tutorial exercise, case studies, short presentations	Prof. Dr. Ahrens

Qualifications
<p>This module combines both microeconomic and macroeconomic perspectives, but also economic and political perspectives. This course focuses on the determinants and consequences of international integration and economic transactions on goods and factor markets. Students learn how to deal with the interdependencies of entrepreneurial challenges, economic developments and political framework conditions in a globalizing world. Students will acquire the ability to prepare decision for practical implementation in strategic management.</p>

Learning content
<ol style="list-style-type: none"> 1. Subject, terms, and definitions 2. International transactions and the balance of payments 3. Interdependencies in the Global Economy 4. The balance of payments and the market for foreign exchange 5. Money, interest rates, and exchange rates 6. Institutions, choice of location, governance

Course			
No.	Title of the course	Lecturer	SH
12.2	Global Economy	Prof. Dr. Ahrens	2

Module: BSc GM 17.1 Economic Policy (SS)				
Semester	Duration	Type	ECTS-Credits	Student workload
4	1 Sem.	elective	4	Contact hours: 31 h Self-study hours: 89 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
none	BSc GM	Written exam	Interactive lecture, tutorial exercise	Prof. Dr. Ahrens

Qualifications
This course offers an introduction into basic problems of economic policy-making in Germany and Europe. Particular emphasis is given to the discussion of different paradigms of policy making, the role of economic institutions and actors as well as the problems of macroeconomic stabilization, business-cycle and growth policy.

Learning content
<ol style="list-style-type: none"> 1. Justifying government action in a market economy 2. Economic paradigms 3. Objectives, actors and tasks of economic policy making 4. Foundations of order policy 5. Stabilization and business-cycle policy 6. Growth and structural policy 7. Globalization towards a new paradigm in economic policy-making

Course			
No.	Title of the course	Lecturer	SH
17.1	Economic Policy	Prof. Dr. Ahrens	2

Module: BSc GM 2.3 International Focus I: Introduction to International Business Studies (WS)				
Semester	Duration	Type	ECTS-Credits	Student workload
1	1 week	elective	2	Contact hours: 21 h Self-study hours: 39 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
none	BSc GM	Term paper, presentation	Interactive lecture, block lecture	Prof. Dr. Ahrens

Qualifications
Regular lectures make way for the intensive international focus week in November/June; lectures, seminars, and discussions are held on a number of topics such as European integration, the Russian economy, economic development in China or, for example, politics and economics in the UK. In this week students receive input in different research areas referring to Asia Pacific or European Union. Furthermore, guest lecturer from the industry will present interesting topics related to their current international strategies.

Learning content
<ol style="list-style-type: none"> 1. EU: Economic development, political situation, case studies, workshops 2. Asia Pacific: BRICs, economic development, political situation, case studies, workshops

Course			
No.	Title of the course	Lecturer	SH
2.3	International Focus Week	External lecturer	2

Module: BSc GM 6.4 International Focus II: Introduction to International Business Studies (SS)				
Semester	Duration	Type	ECTS-Credits	Student workload
2	1 week	elective	1	Contact hours: 21 h Self-study hours: 39 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
none	BSc GM	Term paper, presentation	Interactive lecture, block lecture	Prof. Dr. Ahrens

Qualifications

Regular lectures make way for the intensive international focus week in November/June; lectures, seminars, and discussions are held on a number of topics such as European integration, the Russian economy, economic development in China or, for example, politics and economics in the UK. In this week students receive input in different research areas referring to Asia Pacific or European Union. Furthermore, guest lecturer from the industry will present interesting topics related to their current international strategies.

Learning content

1. EU: Economic development, political situation, case studies, workshops
2. Asia Pacific: BRICs, economic development, political situation, case studies, workshops

Course

No.	Title of the course	Lecturer	SH
6.4	International Focus Week II	External lecturer	2

Module: BSc GM 4.1 English Preparation – Business Context (WS)				
Semester	Duration	Type	ECTS-Credits	Student workload
1	1 Sem.	elective	3	Contact hours: 42 h Self-study hours: 48 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
None	BSc GM	Written exam (90 minutes)	Interactive lecture	External lecturer

Qualifications
All Business English courses have different topics, which will be discussed in class. Business English courses are aimed to prepare students for different business situation like job application and to provide adequate vocabularies for Marketing Management, Product Management, Commercial Correspondence and Financial Management. Students will be able to discuss all relevant topics concerning these areas, including advertising, direct marketing and promotional tools. The different ways of promoting products for B2B Marketing up to the internet as promotional tool.

Learning content
<ol style="list-style-type: none"> 1. Grammar building in a business context 2. Review of expressions 3. Writing summaries of newspaper articles 4. Review: how to avoid typical mistakes

Course			
No.	Title of the course	Lecturer	SH
4.1	English Preparation	External lecturer	4

Module: BSc GM 8.1 Business English B2.1 (SS)				
Semester	Duration	Type	ECTS-Credits	Student workload
2	1 Sem.	elective	4	Contact hours: 42 h Self-study hours: 78 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
None	BSc GM	Written exam (90 minutes)	Interactive lecture	External lecturer

Qualifications
All Business English courses have different topics, which will be discussed in class. Business English courses are aimed to prepare students for different business situation like job application and to provide adequate vocabularies for Marketing Management, Product Management, Commercial Correspondence and Financial Management. Students will be able to discuss all relevant topics concerning these areas, including advertising, direct marketing and promotional tools. The different ways of promoting products for B2B Marketing up to the internet as promotional tool.

Learning content
<ol style="list-style-type: none"> 1. Human Resources 2. Marketing 3. Entrepreneurship

Course			
No.	Title of the course	Lecturer	SH
8.1	Business English B2.1	External lecturer	4

Additional note
Students who complete successfully B2.1 (summer semester) obtain 4 ECTS. Students who complete successfully B2.2 (winter semester) obtain 8 ECTS. Students who complete successfully B2.1 and B2.2 obtain 8 ECTS in total.

Module: BSc GM 14.1 English B2.2 (WS)				
Semester	Duration	Type	ECTS-Credits	Student workload
3	1 Sem.	elective	8	Contact hours: 42 h Self-study hours: 78 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
None	BSc GM	Written exam (90 minutes)	Interactive lecture	External lecturer

Qualifications
All Business English courses have different topics, which will be discussed in class. Business English courses are aimed to prepare students for different business situation like job application and to provide adequate vocabularies for Marketing Management, Product Management, Commercial Correspondence and Financial Management. Students will be able to discuss all relevant topics concerning these areas, including advertising, direct marketing and promotional tools. The different ways of promoting products for B2B Marketing up to the internet as promotional tool.

Learning content
<ol style="list-style-type: none"> 1. Business Abroad 2. Change 3. Customer Relations

Course			
No.	Title of the course	Lecturer	SH
14.1	English B2.2	External lecturer	4

Additional note
<p>Students who complete successfully B2.1 (summer semester) obtain 4 ECTS. Students who complete successfully B2.2 (winter semester) obtain 8 ECTS. Students who complete successfully B2.1 and B2.2 obtain 8 ECTS in total.</p>

Module: German language course at IIK (WS/SS)				
Semester	Duration	Type	ECTS-Credits	Student workload
0	4-6 weeks	elective	6	Contact hours: 160 h Self-study hours: 20 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
Depending on level/grading	BSc GM/MSc GM	Written exam (60 minutes)	Interactive lecture, block lecture	External lecturer/IIK

Qualifications
The PFH undertakes to offer all incoming students a German language course either internally or through partner language institutes. Intensive German language courses are offered by our partner institute, the IIK. Applicants have to adhere to the IIK's registration procedure, which includes payment of the full course fee in advance. This is an opportunity for students to improve or intensify their German before semester begins. Students are welcome to continue with a higher level German course during semester.

Learning content
<ol style="list-style-type: none"> 1. Grammar 2. Listening Comprehension 3. Colloquial language

Course			
No.	Title of the course	Lecturer	SH
Not determined	German language course	External lecturer	Not applicable

Module: German language course at PFH (WS/SS)				
Semester	Duration	Type	ECTS-Credits	Student workload
0	1 Sem	elective	3	Contact hours: 42 h Self-study hours: 48 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
Depending on level/grading	BSc GM/MSc GM	Written and oral exam (60 minutes)	Interactive lecture,	Prof. Dr. Ahrens

Qualifications
<p>PFH offers to all incoming students a German language course free of charge on campus. After an initial placement test, students are allocated to different groups according to their language level. The course takes place twice per week during lecture period.</p> <p>Classes will not collide with other PFH courses from M.Sc. level.</p>

Learning content
<ol style="list-style-type: none"> 1. Grammar 2. Listening Comprehension 3. Colloquial language

Course			
No.	Title of the course	Lecturer	SH
Not determined	German language course PFH	Mrs Heike Georges	Not applicable

Module: BSc GM 4.2 Other Foreign Languages (WS)				
Semester	Duration	Type	ECTS-Credits	Student workload
1	1 Sem.	elective	2	Contact hours: 0 h Self-study hours: 60 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
None	BSc GM	online exam	Online Platform	Prof. Dr. Ahrens

Qualifications
It is a matter of importance for students to extend their language skills, in order to gain more international mobility towards their careers. Language learning gives you a competitive edge in today's job market. Therefore, PFH offers students a range of language courses not only to extend their language skills, but also to broaden their intercultural skills. Therefore, PFH offers access to our internal foreign language learning platform "Rosetta Stone".

Learning content
Foreign Languages available <ul style="list-style-type: none"> • French • Spanish • Italian

Course			
No.	Title of the course	Lecturer	SH
4.2	Other foreign languages	Online Platform	0

Module: BSc GM 8.2 Other Foreign Languages (SS)				
Semester	Duration	Type	ECTS-Credits	Student workload
2	1 Sem.	elective	2	Contact hours: 0 h Self-study hours: 60 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
None	BSc GM	online exam	Online Platform	Prof. Dr. Ahrens

Qualifications
It is a matter of importance for students to extend their language skills, in order to gain more international mobility towards their careers. Language learning gives you a competitive edge in today's job market. Therefore, PFH offers students a range of language courses not only to extend their language skills, but also to broaden their intercultural skills. Therefore, PFH offers access to our internal foreign language learning platform "Rosetta Stone".

Learning content
Foreign Languages available <ul style="list-style-type: none"> • French • Spanish • Italian

Course			
No.	Title of the course	Lecturer	SH
8.2	Other foreign languages	Online Platform	0

Module: MSc GM 1.1 Corporate Strategy (WS)				
Semester	Duration	Type	ECTS-Credits	Student workload
1	1 Sem.	elective	2	Contact hours: 21 h Self-study hours: 39 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
None	MSc GM	Written exam (90 minutes) or Assignment	Interactive lecture, case studies simulation game	N.N.

Qualifications
<p>Students acquire fundamental theoretical knowledge and applied skills in management research and practice. During the Corporate Management course, students particularly learn to use the main methods and techniques which enable them to take on responsible management positions and to reflect critically upon the strategic instruments and strategic processes commonly found in practical management.</p> <p>Students understand the triptych of strategy, structure and culture as one of the major factors in management decision-making from an organisational aspect and from human resources management. The module qualifies students to take on management positions in companies. Insofar, this module can be regarded as being closely connected to the "Entrepreneurship" module. However, whilst the focus there is on owner-run enterprises, the "Executive Management" module takes the viewpoint of a large-scale undertaking listed on the stock exchange.</p>

Learning content
<ol style="list-style-type: none"> 1. The Sources and Dimensions of Competitive Advantage 2. Technology-based Industries and the Management of Innovation 3. Implementing Corporate Strategy: Managing the Multibusiness Firm 4. Current Trends in Strategic Management 5. TOPSIM Business Simulation Game

Course			
No.	Title of the course	Lecturer	SH
1.1	Corporate Strategy	N.N.	2

Module: MSc GM 1.2 Human Resource Management (WS)				
Semester	Duration	Type	ECTS-Credits	Student workload
1	1 Sem.	Elective	2	Contact hours: 21 h Self-study hours: 39 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
None	MSc GM	Chartbook and presentation	Interactive lecture, seminar	Prof. Dr. Antje Britta Mörstedt

Qualifications
<p>Students learn about current challenges in human resource management in Germany and other countries. Along with the exchange with other international students, they learn about the challenges of HRM in each participant's home country.</p> <p>Students will learn about the essential fields of action of HRM from the perspective of different stakeholders in a company. In doing so, they gain deeper insights into the recruitment of employees and their onboarding.</p> <p>A relevant field of action is retention management. Students will get to know various retention management instruments and learn about leadership approaches. Furthermore, they will gain a more in-depth insight into important HRM topics, so that as future managers they will have a variety of instruments at their disposal to be successful.</p> <p>The input is provided through lectures, teamwork and presentations by the students.</p>

Learning content
<ul style="list-style-type: none"> • Explanation of the Term HRM • Challenges of HRM • The Term Generation • Differentiation of Significant Generations • Possible Content of Demographic Human Resource Work • Significant Instruments of HRM to Fulfill the Expectations of Important Generation: <ul style="list-style-type: none"> ○ Recruitment ○ Cultivation

- Retention Management
- Leadership Management

Course			
No.	Title of the course	Lecturer	SH
1.2	Human Resources Management	Prof. Dr. Antje Britta Mörstedt	2

Module: MSc GM 1.3 Organisation (WS)				
Semester	Duration	Type	ECTS-Credits	Student workload
1	1 Sem.	elective	2	Contact hours: 21 h Self-study hours: 39 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
None	MSc GM	Written exam (90 minutes) or Assignment	Regular lecture, block lecture	Prof. Dr. Antje Britta Mörstedt

Qualifications

Students acquire fundamental theoretical knowledge and applied skills in management research and practice. During the Corporate Management course, students particularly learn to use the main methods and techniques which enable them to take on responsible management positions and to reflect critically upon the strategic instruments and strategic processes commonly found in practical management.

Students understand the triptych of strategy, structure and culture as one of the major factors in management decision-making from an organisational aspect and from human resources management. The module qualifies students to take on management positions in companies. Insofar, this module can be regarded as being closely connected to the "Entrepreneurship" module. However, whilst the focus there is on owner-run enterprises, the "Executive Management" module takes the viewpoint of a large-scale undertaking listed on the stock exchange.

Learning content

1. Fundamental terms on the understanding of organisations
 - 1.1. Organisation theories
 - 1.2. Bureaucracy theory
2. Scientific management
 - 2.1. Scientific behavioural theory
 - 2.2. Situative approach
 - 2.3. Institutional economic theories of organisations

- 3. Organisation of inter-company relationships
- 4. Organisational processes and their development
 - 4.1. Corporate culture
 - 4.2. Organisational conflicts
- 5. Organisational development and reorganisation

Course			
No.	Title of the course	Lecturer	SH
1.3	Organisation	Prof. Dr. Antje Britta Mörstedt	2

Module: MSc GM 5.1 Innovation Management (SS)				
Semester	Duration	Type	ECTS-Credits	Student workload
2	1 Sem.	elective	2	Contact hours: 21 h Self-study hours: 39 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
None	MSc GM	Written Exam (90 minutes) or Assignment	Interactive lecture	N.N.

Qualifications
<p>Students gain theoretical and applied knowledge to manage SMEs and owner-run undertakings. Whilst traditional business administration science is oriented to the concerns listed on the stock market, the perspective of undertakings run by entrepreneurs is assumed in this module.</p> <p>In the design of its content, the course looks at the main challenges faced by SMEs in a changing global economy. Alongside the fundamental knowledge concerning problems in the life cycles of SMEs, particular attention is paid to innovation management and company succession.</p> <p>The course methodology consists of a critical reflection of empirical and theoretical findings involved in SME management and SME economics. Particular emphasis is placed on the integration of case studies. The course thus also serves as preparation for the case study to be processed by students during the internship phase.</p> <p>Students are well-qualified to take up management positions in SMEs or even in internal or external succession processes in family-run businesses.</p>

Learning content
<ol style="list-style-type: none"> 1. Introduction to innovation and innovation management 2. Integration of corporate innovation functions <ol style="list-style-type: none"> 2.1 Integration into the corporate strategy 2.2 Organizational integration 3. Design of the innovation process <ol style="list-style-type: none"> 3.1 Innovation actors

- 3.2 Innovation process
- 3.4 Innovation impulses
- 3.5 Idea generation
- 3.6 Idea evaluation
- 3.7 Idea implementation
- 4. 4. Obstacles to innovation projects
- 5. 5. Critical success factors of innovations

Course			
No.	Title of the course	Lecturer	SH
5.1	Innovation Management	N.N.	2

Module: MSc GM 5.2 Management for SMEs (SS)				
Semester	Duration	Type	ECTS-Credits	Student workload
2	1 Sem.	elective	2	Contact hours: 21 h Self-study hours: 39 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
None	MSc GM	Written exam (90 minutes) or Assignment	Interactive lecture	Prof. Dr. Vollmar

Qualifications

Students gain theoretical and applied knowledge to manage SMEs and owner-run undertakings. Whilst traditional business administration science is oriented to the concerns listed on the stock market, the perspective of undertakings run by entrepreneurs is assumed in this module.

In the design of its content, the course looks at the main challenges faced by SMEs in a changing global economy. Alongside the fundamental knowledge concerning problems in the life cycles of SMEs, particular attention is paid to innovation management and company succession.

The course methodology consists of a critical reflection of empirical and theoretical findings involved in SME management and SME economics. Particular emphasis is placed on the integration of case studies. The course thus also serves as preparation for the case study to be processed by students during the internship phase.

Students are well-qualified to take up management positions in SMEs or even in internal or external succession processes in family-run businesses.

Learning content

1. The role of the entrepreneur in business
2. The entrepreneurial profile
3. The benefits of entrepreneurship
4. The drawbacks of entrepreneurship
5. The forces that are driving the growth of entrepreneurship
6. Cultural diversity of entrepreneurship

- | |
|---|
| 7. What role do small businesses play in the economy? |
| 8. Putting failure into the proper perspective |
| 9. What can entrepreneurs do to avoid becoming another failure statistic? |

Course			
No.	Title of the course	Lecturer	SH
5.2	Management for SMEs	N.N.	2

Module: MSc GM 5.3 Company Succession (SS)				
Semester	Duration	Type	ECTS-Credits	Student workload
2	1 Sem.	elective	2	Contact hours: 21 h Self-study hours: 39 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
None	MSc GM	Written Exam (90 minutes) or Assignment	Interactive lecture	N.N.

Qualifications

Students gain theoretical and applied knowledge to manage SMEs and owner-run undertakings. Whilst traditional business administration science is oriented to the concerns listed on the stock market, the perspective of undertakings run by entrepreneurs is assumed in this module.

In the design of its content, the course looks at the main challenges faced by SMEs in a changing global economy. Alongside the fundamental knowledge concerning problems in the life cycles of SMEs, particular attention is paid to innovation management and company succession.

The course methodology consists of a critical reflection of empirical and theoretical findings involved in SME management and SME economics. Particular emphasis is placed on the integration of case studies. The course thus also serves as preparation for the case study to be processed by students during the internship phase.

Students are well-qualified to take up management positions in SMEs or even in internal or external succession processes in family-run businesses.

Learning content

Part I: Student learn to describe personality traits of entrepreneurs, identify psychological reasons why succession planning can be difficult, describe the phases of a succession plan, give recommendations on how to implement a succession planning process and explain the contingency model for deciding whether to select a family member or an external person as successor.

- What is succession planning?

- What characterizes successful entrepreneurs?
- Why do business owners struggle with finding a successor?
- Phases of a succession plan
- How to implement a succession planning process?
- The contingency model

Part II: For private, owner-managed, or family-owned businesses, a solid succession plan can drive the growth of the business, reduce taxes, and set the stage for retirement.

- What are the broad range of questions that business owners need to consider in order to facilitate an orderly transition of management and ownership?
- How a strategic, long-term approach to business succession planning can help meet personal and business goals — and how to get started.
- How the choice of entity structure, valuation methods and financing options can impact succession planning — and outcomes — for private businesses.
- How management talent assessment, development and compensation planning can help solidify the next generation of company leadership.
- How planning ahead for estate and gift taxes, life insurance and investments can help address family and business needs and meet retirement goals.
- How to balance business needs and family concerns in order to create a long-term governance plan that can help the business and family prosper together.
- How adopting leading practices and strategies can help confirm one’s legacy isn’t left to chance.

Part III : Legal aspects

- Succession in Germany – State of Play
- Company Succession and M&A
- M&A Process
- Recent Legal Developments in the M&A Market

Course			
No.	Title of the course	Lecturer	SH
5.3	Company Succession	N.N	2

Module: MSc GM 3a International Political Economy (WS)				
Semester	Duration	Type	ECTS-Credits	Student workload
1	1 Sem.	elective	3	Contact hours: 22 h Self-study hours: 68 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
None	MSc GM	Assignment and Oral Exam (15 Minutes)	Interactive lecture	Prof. Dr. Ahrens

Qualifications

This course is about the political economy of policy reform in emerging economies and less developed countries. How can policy makers craft a stable and secure politico-institutional foundation for economic reform? Theories: New Political Economy and New Institutional Economics. Methodology: Country-specific experiences will be highlighted through the presentation and discussion of case studies.

The course objectives are to promote students' analytical capabilities as well as discussion and presentation skills, to raise awareness of interdisciplinary analyses and their relevance for business strategies, to provide knowledge about different theories in economics and political science and insight into economic and political reforms in emerging economies and less developed countries.

This is a reading class that consists of around 6 lectures, during which students are expected to actively participate in discussions.

Learning content

1. Introduction
2. Theoretical approaches: neoclassical theory, New Institutional Economics and New Political Economy
3. The agenda for political reforms: on the sequence, timing and speed of economic reforms
4. The role of the state and political barriers for implementing reforms
5. Country analyses
6. Collective action and institutions: on the importance of governance for successful economic development

Course			
No.	Title of the course	Lecturer	SH
3a	International Political Economy	Prof. Dr. Ahrens	

Module: MSc GM 2.2 Advanced Sales Management I (WS)				
Semester	Duration	Type	ECTS-Credits	Student workload
1	1 Sem.	elective	4	Contact hours: 42 h Self-study hours: 78 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
None	MSc GM	written exam (90 minutes)	Interactive lecture, advice sessions, research work	Prof. Dr. Voss

Qualifications

Students learn the relevant disciplines associated with the core business function of Sales. Students know about the different tasks involved and adequate procedures in sales and can apply these.

Learning content

- B2B Sales Practices
- Characteristics of modern selling
- Types of Selling
- Theories and Approaches of Professional Buying and Selling
- Ethical Issues on Sales
- Motivation and Leadership of the Sales Force
- Professional Selling
- Distribution Channels
- Technology and Sales

Aspects of Personal Selling

Sales Goals and Strategy

- Goal systems
- Budgeting

Marketing and sales strategies

- Sales Organization
- Salesforce structure
- Deployment
- Compensation
- Performance planning and reporting

Sales Execution

- Customer relationship management
- Sales conversations
- Closing sales, objection handling, and negotiation
- Communication models

Case Studies

Course			
No.	Title of the course	Lecturer	SH
2.2	Sales Management I	Prof. Dr. Voss	
2.2	Sales Management I	Tom Schaper	

Module: MSc GM 2.3 Advanced International Marketing I (WS)				
Semester	Duration	Type	ECTS-Credits	Student workload
1	1 Sem.	Elective	4	Contact hours: 42 h Self-study hours: 78 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
None	MSc GM	written exam (90 minutes)	Interactive lecture, advice sessions, research work	N.N.

Qualifications
<p>Students recognise how marketing activities draw on social science fundamentals involving psychology and sociology in order to explain consumer behaviour.</p> <p>From the viewpoint of "Integrated Marketing", students develop a perspective or model which substantiates the effects of all marketing activities in an undertaking in their interplays. Students understand and are able to explain brand management, which leads on to brand communication and its mechanisms of effect.</p>

Learning content
<p>Block 1 (Prof. Dr. Riekhof)</p> <ul style="list-style-type: none"> • Social Physics • Collaborative Consumption. • Digital Trends and their Impact on Society and Customer Behaviour. <p>Block 2 (Dr. Jenny Ma)</p> <ul style="list-style-type: none"> • Global Advertising/Promotion • Global Consumers • Global Opportunity - Mobile & Social Media • Branding Cross Culture

Course			
No.	Title of the course	Lecturer	SH
2.3	International Marketing I	Prof. Dr. Riekhof	4
2.3	International Marketing I	Dr. Jenny Ma	4

Module: MSc GM 2.4 E-Business I (WS)				
Semester	Duration	Type	ECTS-Credits	Student workload
1	1 Sem.	Elective	4	Contact hours: 42 h Self-study hours: 78 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
None	MSc GM	written exam (90 minutes)	Interactive lecture, advice sessions, research work	Prof. Dr. Schüle

Qualifications
<p>Internet-based fields of business are increasingly found in all industries. Students know selected technologies required to structure and run E-Business operations.</p> <p>Students are able to take on specialist and management positions in companies and corporate divisions concerned with E-Business.</p>

Learning content
<ol style="list-style-type: none"> 1. Overview of E-Business 2. Technical infrastructure 3. Cloud-Computing 4. Architecture of E-Business systems 5. Development of E-Business systems 6. Business Intelligence and Data Analytics 7. Web Analytics

Course			
No.	Title of the course	Lecturer	SH
2.4	E-Business I	Prof. Dr. H. Schüle	

2.4	E-Business I	C. Horstmann	
2.4	E-Business I	S. Röske	

Module: MSc GM 2.6 Business Psychology I (WS)				
Semester	Duration	Type	ECTS-Credits	Student workload
1	1 Sem.	Elective	4	Contact hours: 42 h Self-study hours: 78 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
None	MSc GM	written exam (90 minutes)	Interactive lecture, advice sessions, research work	Prof. Dr. S. Weibelzahl

Qualifications

The analysis and design of media contents and user interaction is becoming increasingly important in an economic context. In addition to the basics of media psychology, modern media and communication technologies will be discussed.

The students know the essential factors of media psychology and master the basic techniques for the analysis and design of user interactions.

The individual topic areas are based on current research results and convey essential scientific findings.

Learning content

The lecture deals with the interaction between humans and information systems. The question addressed is: to what extent can we improve the user experience as well as usability of information systems (smartphone, PC, laptop, etc.).

The students will learn about:

- Classification, relevant terms and history of user-centric design processes.
- Different methods for determining user experience and usability.
- Different roles and working methods that exist in connection with user experience and usability in a company.
- Existing usability norms and standards based on which they learn how to evaluate websites and identify optimization potential.
- Which scientific theories and models the different methods and tools are based on.
- Independently planning, carrying out and evaluating usability tests and in-depth interviews.

In addition, the students will receive interview training in the seminar. This training enables the execution of usability tests and in-depth interviews.

Course			
No.	Title of the course	Lecturer	SH
2.6	Business Psychology I	Prof. Dr. S. Weibelzahl	
2.6	Business Psychology I	Dr. C. Ebermann	

Module: MSc GM 6.2 Advanced Sales Management II (SS)				
Semester	Duration	Type	ECTS-Credits	Student workload
2	1 Sem.	Elective	4	Contact hours: 42 h Self-study hours: 78 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
None	MSc GM	Written Exam (90 minutes) or Oral Exam (15 minutes)	Regular lecture	Prof. Dr. Heinlein

Qualifications
<p>Students expand their knowledge of selected topics related to the core corporate sales function. Theoretical fundamentals form the starting point for learning and implementation in practice. Students can apply this knowledge and are qualified to take on responsibilities in higher-ranking sales positions.</p>

Learning content
<ol style="list-style-type: none"> 1. Selected aspects of the sales organisation <ol style="list-style-type: none"> A. Efficiency of the sales organisation B. Sales and E-Commerce 2. Customer satisfaction <ol style="list-style-type: none"> A. The Kano model B. The Homburg model C. The KAMQUAL model D. Gauging customer satisfaction 3. Customer bonding <ol style="list-style-type: none"> A. Theoretical fundamentals B. Empirical findings C. Sales strategies for bonding customers 4. Customer qualification – customer value

5. Key Account Management

Course			
No.	Title of the course	Lecturer	SH
6.2	Sales Management II	Prof. Dr. Voss	

Module: MSc GM 6.3 Advanced International Marketing II (SS)				
Semester	Duration	Type	ECTS-Credits	Student workload
2	1 Sem.	elective	4	Contact hours: 42 h Self-study hours: 78 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
None	MSc GM	Written Exam (90 minutes) or Oral Exam (15 minutes)	Regular lecture	Prof. Dr. Riekhof

Qualifications

Under the term product management, students acquire the knowledge and skills they will require as graduates for a later position as product manager.

In addition, they get to understand how distribution affects marketing work and how distribution paths need to be determined in marketing decisions. They work on the philosophy of the exact testing and controllability of all marketing measures as a characteristic of direct marketing and learn to recognize the critical factors in the success of E-Business and to use these in specific industries and businesses.

Learning content

Part I

- Pricing: Objectives
- Introduction: Why Pricing matters
- Pricing Research
- Pricing Strategy
- Pricing Execution
- Pricing Controlling
- Next Steps in Pricing

Part II

- Branding
- Direct Marketing & Marketing Communication
- E-business & its Implications for Marketers

Course			
No.	Title of the course	Lecturer	SH
6.3	International Marketing II	Prof. Dr. Riekhof	
6.3	International Marketing II	Dr. Jenny Ma	

Module: MSc GM 6.4 E-Business II (SS)				
Semester	Duration	Type	ECTS-Credits	Student workload
2	1 Sem.	Elective	4	Contact hours: 42 h Self-study hours: 78 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
None	MSc GM	Written Exam (90 minutes) or Oral Exam (15 minutes)	Interactive lecture, advice sessions, research work	Prof. Dr. Schüle

Qualifications
<p>The students are familiar with various fields of application, whereby both business and legal aspects are taken into account in an interdisciplinary manner. Necessary technical knowledge was acquired in the LV E-Business I.</p> <p>Graduates are be able to carry out appropriate technical and management tasks in e-business related companies or business areas.</p>

Learning content
<ol style="list-style-type: none"> 1. GDRP and Data security 2. E-Procurement 3. Digital Business Models and Strategy 4. Digital Marketing 5. Digital Sales 6. Legal Aspects of Digital Business

Course			
No.	Title of the course	Lecturer	SH
6.4	E-Business II	Prof. Dr. H. Schüle	
6.4	E-Business II	C. Horstmann	
6.4	E-Business II	S. Röske	

Module: MSc GM 6.6 Business Psychology II (SS)				
Semester	Duration	Type	ECTS-Credits	Student workload
2	1 Sem.	Elective	4	Contact hours: 42 h Self-study hours: 78 h

Prerequisite for Attending	Usability	Form/duration of examination	Teaching and learning methods	Module Manager
None	MSc GM	Written Exam (90 minutes) or Oral Exam (15 minutes)	Interactive lecture, advice sessions, research work	

Qualifications
<p>The analysis and design of media contents and user interaction is becoming increasingly important in an economic context. In addition to the basics of media psychology, modern media and communication technologies will be discussed.</p> <p>The students know the essential factors of media psychology and master the basic techniques for the analysis and design of user interactions.</p> <p>The individual topic areas are based on current research results and convey essential scientific findings.</p>

Learning content

Main target groups:

1. students who would like to work in marketing, product / service development, and strategy / innovation management.
2. students who are interested in psychological research methods.
3. students who would like to learn the user-centric development process: From requirement engineering to the evaluation of the final product/service.

Context: Lecture, seminar, project work.

Goals of the lecture:

1. In the lecture, the students will learn psychological research methods. These methods are typically applied in business context.
2. Furthermore, they will learn the user-centric development process: From the requirement engineering to the evaluation of the final product/service.

Goal of the seminar: In the seminar, the students will apply the research methods in context of the project. They will evaluate the requirements of the product / service.

Keywords: personas, customer journey map, focus groups, user stories, digital and web analytics

Course			
No.	Title of the course	Lecturer	SH
6.6	Business Psychology II	Prof. Dr. S. Weibelzahl	
6.6	Business Psychology II	Dr. C. Ebermann	
6.6	Business Psychology II	M. Selisky	