

Lecture:

BAE4036 – International Technical Sales 3 (Internationaler Technischer Vertrieb 3)

Workload 2 hrs per week, 2 credits

Language: English

Level: upper intermediate (B2)

First lesson: Tuesday, 9:45 am - 1:00 pm

Class room: October 6th, 2020

see LSF

Course might take place online on AlfaView depending on the current situation. Stay aware of official announcements.

[Access to online room](#)

Instructor:Prof. Dr. Henning Hinderer see more details: [here](#)

Office: T1.5.23,

Office Hours: Monday, 11.30 am – 1:00 pm

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(preferred mode of communication)

Your learning progress and your success is important to me, therefore I want to support you. In case you have any questions or concerns regarding the course please feel free to contact me personally or send me an email. I will respond soon and arrange an appointment if necessary.

Overview (catalogue description):

Students apply knowledge in international technical sales which they have acquired during their prior studies. As well new aspects of international marketing are introduced by the instructor and applied in a comprehensive case study.

The focus of the seminar lies on a detailed elaboration of a market entry strategy for an existing company.

Students will also prepare a first sales appointment at a customer/prospect which could be interested in the products of the respective company.

Prerequisites: Modul ITS 1/2;**Examination:** PLH/PLL/ PLP/PLR**Language:** English**Course Type:** Seminar

Learning Objectives:

By the end of the course students

- Are able to research international markets with the target to prepare a market entry strategy for technical products
- Know sources of information to describe and compare markets of different world regions
- Are able to create suitable market entry strategies for not-yet internationally acting firms
- Can present and represent a company and its technical products in the context of a customer meeting

Content:

- Analysis and understanding of SME as well as technical products by means of real-life cases
- International market research
- Identification of customer segments and market trends
- Elaboration of market entry strategies
- Presentation of results in different contexts

Contribution to program goals:

	Learning outcome	Contribution
1.1	Die Studierenden weisen nach, dass sie ein solides Grundwissen in Technischen Grundlagen haben.	Anwendung des technischen Wissens in Fallstudien zum technischen Vertrieb
1.3	Die Studierenden weisen nach, dass sie ein solides Grundwissen in Betriebswirtschaftslehre haben.	Vertiefung von Grundwissen insbesondere aus Marketing, Unternehmensorganisation, Personalführung und Controlling wie Übertragung auf Fragestellungen des technischen Vertriebs
3.1	Die Studierenden sind in der Lage analytische Fähigkeiten konstruktiv und kritisch auf komplexe Problemstellungen anzuwenden.	Fallstudien bzw. Projekte im Themenfeld des technischen Vertriebs in Zusammenarbeit mit Unternehmen
4.1	Die Studierenden kennen die Grundsätze ethischer Diskurse und können diese auf typische betriebliche Entscheidungsprobleme anwenden.	Wahrnehmung von ethischen Konflikten bei der Simulation von Verkaufs- und Verhandlungssituationen
5.2	Die Studenten weisen ihre mündliche Ausdrucksfähigkeit durch überzeugende Präsentationen und Vorträge nach.	Multimediale Präsentationen von Zwischenergebnissen und Endergebnisse von Fallstudien und Projekten
6.1	Im Rahmen praktischer Aufgabenstellungen zeigen die Studierenden, dass sie in der Lage sind, erfolgreich im Team zu arbeiten.	Bearbeitung komplexer Fallstudien oder Projekte in Strukturierter Teamarbeit, Anwendung von Wissen im Projektmanagement

7.1	Die Studierenden zeigen, dass sie in konkreten Fallsituationen ihre interkulturelle Kompetenz wirksam einsetzen können.	Anwendung interkulturellen Wissens als Voraussetzung zur Entwicklung internationaler Vertriebsstrategien, -instrumente und Organisationsformen sowie Fragen der internationalen Mitarbeiterführung im Rahmen von konkreten Fallstudien oder Projekten.
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Learning and teaching approach

This course is designed as an interactive seminar. The teaching approach is characterized by groupwork based on a close interaction with the lecturer. Students elaborate results independently. The theoretical fundamentals will be explained in class. Students organize their work in groups and present their results in class. Detailed feedback on the elaborated strategies as well as sales approaches and presentation capabilities will be given.

Grading:

Students will be graded regarding the following criteria

- Quality and completeness of the elaborated content for the required material
- Quality of the presentation
- Commitment and creativity in class and in team
- Transfer of theoretical knowledge to practical application in the case study
- Collaboration in the working group

- 'Sehr gut' represents exceptional work, far above average.
- 'Gut' represents good work, above average.
- 'Befriedigend' represents average work.
- 'Ausreichend' represents below average work with considerable shortcomings.
- And 'mangelhaft' is just exceptional work in the wrong direction or with unacceptable shortcomings.

Course Material:

- Backhaus, K.: Industriegütermarketing, 10. Auflage, München: 2014.
- Kotler, P., Keller, K.L.: Marketing-Management. Boston/München, Pearson, 2016.
- Kleinaltenkamp, M.. Business Relationship Management and Marketing : Mastering Business Markets [Online], Berlin, Heidelberg, Springer, 2015.
- Meffert, H. et al.: Marketing: Grundlagen marktorientierter Unternehmensführung. Wiesbaden: Gabler, 2007.
- Freter, H: Marketing – Einführungsbuch mit Übungsaufgaben. München: München u.a.: Pearson, 2004.
- Fritz, W.; Oelsnitz, D.: Marketing - Elemente marktorientierter Unternehmensführung. 4. Aufl. Stuttgart: Kohlhammer, 2006

My teaching philosophy

My goal is to contribute my part to your successful progress in your studies and in gaining a reliable fundament for your future professional life. I can promise to always be committed to the course – content and auditorium. I do expect interest and commitment from the students. I do appreciate any active participation in the course. This may take place in discussions about content topics during lectures but also as questions of understanding at any time.

Every student who is committed and takes an active part in lessons should pass the exam and be able to take knowledge with them from the course.

Tentative Schedule

The seminar starts October 6th and as a course scheduled for the 7th semester it is planned for 7 intensive weeks. Expected date for the final presentation is at the end of November 2020.

Lesson	Time	Room	Content
1	9:45-13:00 Uhr	T2.4.10	Kick-Off and Introduction
2	9:45-13:00 Uhr	T2.4.10	Discussion in class and teams
3	9:45-13:00 Uhr	T2.4.10	Presentation of results of tasks 1 and 2 (in plenum)
4	13:45-17:00 Uhr	T2.4.10	Discussion in class and teams
5	9:45-13:00 Uhr	T2.4.10	Presentation of tasks 3
6	9:45-13:00 Uhr	T2.4.10	Discussion in class and teams and feedback
7	9:45-13:00 Uhr	T2.4.10	Final presentation
8			Backup lesson