Independent Studies

- **Advanced Marketing**
- **Advanced Finance&Accounting,**
- **HRM und Logistics**
- **Etc.**

BIB7, BIB 21, ISP5, ISP31, ISP40

General Course Details

Title:	Independent Studies (IBU 3090)
Language:	English
Credits:	ECTS 5 (4 SWS)
Level:	Advanced (Bachelor, from 6th semester)
Sessions:	Selected sessions see current curriculum schedule for actual room and time.
Participants:	International Business Program IB and ISP students.
Requirements:	Participants should have completed all the foundation courses in management - A high proficiency in English is required (B2), this is not a language course.

Lecturers Details

The module has one sections which are performed by the following lecturer:

Name:	Prof. Dr. Waldemar Pfoertsch (for more details: http//catalog.hs-pforzheim.de name="Waldemar Pfoertsch")
Office:	W2.3.04
Contact:	Tel. 07231 28 6266 or email: waldemar.pfoertsch@hs-pforzheim.de
Colloquium:	Refer to the current curriculum schedule for dates and times, individual appointments can also be arranged.

My purpose is to assist your learning efforts, if you have any questions relating to the content or structure of the lectures, do not hestitate to contact me.

Description of Course

Independent study provides students with the opportunity to work one-on-one with an instructor on a particular topic. Designing an independent study is an important part of the project, and together the student and instructor should discuss the aims and content of the study.

Intended learning outcomes

On completion of the course Independent Studies students are expected to demonstrate:

- an ability to take responsibility for their own learning by planning, proposing, executing and presenting the Summer project within a given time frame
- the ability to independently and creatively formulate new questions and contribute to knowledge development, to solve advanced problems, develop new and personal forms of expression.
- the ability to independently identify, formulate and solve conceptual and creative problems and to use appropriate methods to plan and carry out advanced conceptual tasks.
- an ability to present the work and critically reflect on the work carried out in verbal and/or written form, as well as its relation to a contemporary or historical context

Independent studies during the last semesters of the bachelor of International Business are expected to demonstrate a deeper insight into the individual need of additional knowledge, show an enhanced level of personal expression and critaical reflection as well as support the upcoming bachelor thesis.

The course is limited to 15 students per semester. Registration is required and papers and presentations have to be up-loaded to the course on the eLearning platform.

Learning Objectives

The following illustrates how the course supports the Learning Objectives of the International Business.

Learning Objectives (General Management)	Contribution of Course
The students demonstrate a broad knowledge of business and management tools, methods and know-how, which are used in an international environment.	The students must use their knowledge to understand/analyse the situation relevant to the project objectives, and to develop a solution. *The students must plan, organize their work in a team to achieve the pre-determined project goals.*
The students are able to communicate/negotiate in English and French/Spanish, and are able to use the relevant cultural skills necessary to work successfully in an international environment. -> Language proficiency tests	*The students present their findings in a logical and convincing manner, both verbally and in writing.*
The students understand the business environments, institutions and systems in the Anglo-Saxon and French/Spanish regions and are aware of their implications for International Business.->	Within the scope of the projects it is often necessary to make reference to the situation in the home country, ie. Germany.
The students are able to analyse problem situations in international business and subsequently develop relevant solutions. -> Seminar work (International Commerce), project work (PCS) and special operational issues	The projects are designed to enable the students to investigate international aspects of either a functional area or an industrial sector *enabling them apply their acquired knowledge and capabilities to a simulated industrial situation.*

Contents of the Course

IBU3090 Independent Studies

- **Example: Advanced Marketing**

International Marketing of industrial goods and services with special emphasis on Multi-Brand

International ompanies whose product offerings include multiple brands know that their brand and company reputation is a valuable asset. Yet what many of them may overlook is how important it is to customer to know what company is behind the brands they buy. Multi-brand companies can easily miss a valuable opportunity to use their brand reputation to bolster the reputation of their products, thereby creating one powerful multi brand strategy to help them build and protect corporate reputation and drive strong business results.

With this Independent Studies students study by them self the principles of international marketing for b2b companies and conduct an indepth analysis of selected topics. The instructor privieds the basic literature rescourses and quide the students through the independent learning process.

The Independent Studies run during thereguale semester period.During a semester approximately 3-5 group sessions and additional individual meetings with the instructor. This Independet Studiy course is designed with 12 phases and the following topis:

Phase	Topic
1	Familarize yourselve with the topic and the recommended literature
2	Determine focus and study outcome with the instructor
3	Conduct secondary research and indepth literature analysis
4	Finalize study topic and prepare agenda and preliminary summary
5	Discuss and agree on study topic with the instructor
6	Continues literature review and expand to scientific journals
7	Develop first findings and present them to instructor
8	Continue analysis
9	Apply field research if required
10	Present findings to the instructor
11	Submit final report
12	Evaluate report

The detailed, preliminary schedule is availbale at the document.

Didactical Approach and Workload

Students of International will be required to work in a wide area of different fields. In order to acquire specific knowledge in topics of their interest students can select a topic, analyze it and present it in class. At the end of the course, students will be able to

- Write an academic paper in a scientific style in English language.
- Acquire presentation skills of complex topics including leading a discussion on the topic.
- Introduce novices to their topic of interest.
- Apply their knowledge in the selected field to a specialized topic

Literature

The following literature is recommended:

Christian Homburg, Sabine Kuester and Harley Krohmer,
Marketing Management: A Contemporary Perspective,
McGraw-Hill 2012,

Vitale, Robert, Giglierano, Joseph and Pfoertsch, Waldemar
Business to Business Marketing – Analysis and Practice
Prentice Hall; Upper Saddle River, New Jersey 2010,

Kotler, Philip; Pfoertsch, Waldemar
B2B Brand Management, Springer, Heidelberg, New York, 2006

Richard Ettenson, Eduardo Conrado, and Jonathan Knowles (2013):
Rethinking the 4 P's
Harvard Business Review, January - February 2013, page 26

James C. Anderson, James A. Nerus and Wouter van Rossum (2006):
Customer Value proposition in Business markets,
Harvard Business Review March, page 1 – 8

Steve Muylle, Niraj Dawar, Deva Rangarajan (2012):
B2B Brand Architecture,
CALIFORNIA MANAGEMENT REVIEW VOL. 54, NO. 2 WINTER 2012, page 51- 78

Most of the books are in the library and the article are available on the eLearning platform.

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Requirements will be detailed on demand

Method of Assessment

Writing a paper (approx. 5000 words) and presenting it in class (20 min).

Presentations:	30%	(consultant style)
Paper	70%	(accademic format)

The grading is as follows:

1.0 Very good, a performance significantly above the average
2.0 Good, an above average performance
3.0 Satisfactory, an average performance
4.0 Adequate, a below average performance with noticeable shortcomings
5.0 Fail, an unacceptable performance (usually 10-15%)

For details please refer to the sudy rules (*Studien- und Prüfungsordnung, SPO)* of the university.

Detaile, preliminary Schedule WS15/16:

Phase	**Activity**	**Date**	
1	Preparation	Til March 31	individual
2	Group session	April 1 & April 8 at 12:00 o'clock	everybody
3/4	Preparation	To be determined	individual
5	Individual consulting with instructor	April/May	by appointment
6/7/8/9	Preparation	June	individual
10	Presentation Group Session	June 17 and 24 at 12 o'clock	everybody
11	Report writing (submit by mail)	Til July 25 at 23.15 o'clock	individual
12	Evaluation	July 30	instructor

Possible individual subjects:

No.	Study area	Student name
1	Monolithic brands with exceptions, GE, …..	…..
2	Multi-Brand in septerate markets, Wirtgen, Stihl, …..	…..
3	Multi-Brands in diefferent regional markets: KION,	…..
4	Multi-Brand in same market, competing Sandvik, Walter Tools	…..
5	Multi-Brands unrelated: Illinois Tool Works,	…..
6	Chinese Multi-Brand in same segment, Sany Putzmeister, …..	…..
7	Multi-Brand with different business models, ABB, …..	…..
8	Multi-Brand …..	…..
9	French companies in Germany	…..
10	East European companies andvantages	…..
11	Other topics…..	…..