

Business Administration / International Marketing

Semester 1

AQM1011 - Mathematics 1 (Analysis/Lin. Algebra)	
ID	AQM1011
Level	Entry Level
Credits	2 Credits
Hours per week	2
Frequency	Every Semester
Kind of Examination	PLK/PLM
Examination time	45 minutes
Language	German
category	Course
Discipline	Quantitative Methods
Pedagogical Approach	Lecture
Key words	Linear equation Vector analysis Infinitesimal and integral calculus
Responsible:	Wüst, Kirsten; Kuppinger, Bernd; Cleff, Thomas
Catalog Entry	The content of this course is some basics of mathematics – analysis and linear algebra.

AQM1012 - Mathematics 2 (Mathematics of Finance)

ID	AQM1012
Level	Entry Level
Credits	3 Credits
Hours per week	2
Frequency	Every Semester
Kind of Examination	PLK
Examination time	45 minutes
Language	German
category	Course
Discipline	Quantitative Methods
Pedagogical Approach	Lecture
Key words	Investment appraisal Modern financial products Interest calculation
Responsible:	Wüst, Kirsten; Cleff, Thomas; Kuppinger, Bernd
Catalog Entry	This course covers the mathematics of Finance. This includes the calculation of interest, investment appraisal, calculation of annuities and loans as well as modern financial instruments and interest derivatives.

BIS1011 - Computers in Business - Foundations

ID	BIS1011
Level	Entry Level
Credits	2 Credits

Hours per week	2
Frequency	Every Semester
Kind of Examination	PLK/PLL
Examination time	60 minutes
Language	German
category	Course
Discipline	Business Information Systems
Pedagogical Approach	Lectures with lab exercises
Responsible:	Burkard, Werner
Catalog Entry	<p>Introductory course for all business students in Pforzheim which gives a general overview concerning "IT in business". Especially introduces basic concepts and keywords of computer science in business. In detail we discuss fundamentals of information and communication technology, we talk about hardware and operating systems, discover how computer networks work and learn how to build applications (includes several hands-on trainings) We talk about databases and how to build and manipulate them using SQL. Finally we discuss IT-security. The overall objective of the course is to introduce basic concepts and keywords and to get the students to a general understanding using formalized methods to describe solutions.</p>
Miscellaneous	

BIS1012 - Computers in Business - Applications Hands-on-Training	
ID	BIS1012
Level	Entry Level

Credits	2 Credits
Hours per week	1
Frequency	Every Semester
Kind of Examination	PLK/PLL
Examination time	60 minutes
Language	German
category	Course
Discipline	Business Information Systems
Pedagogical Approach	Exercise Course
Responsible:	Burkard, Werner

BIS1013 - Computers in Business - E-Learning Based Foundations for Applications

ID	BIS1013
Level	Entry Level
Credits	1 Credits
Hours per week	1
Frequency	Every Semester
Kind of Examination	PVL
Language	German
category	Course

Discipline	Business Information Systems
Pedagogical Approach	e-learning-based
Responsible:	Burkard, Werner
Objectives	
Catalog Entry	<p>The course conveys foundations in applying Microsoft Excel and Microsoft Access. This is a pure virtual course. Presence dates are not intended. The course content is offered by using web-based teaching modules to be worked on autonomously by the students. Electronical means for communication can be used for tutorial support and as well as an opportunity for discussion. The focus in Microsoft Excel is on handling spreadsheets, formulas, cell formats, functions, and diagrams. The focus in Microsoft Access is on data updates, data search, sorting and filtering data, developing and planning databases, document creation, queries, and reports. The aim of the course is to learn the adequate handling of actual MS Office applications and employing them effectively in studies and in their jobs.</p>
Content	<p>This is a pure virtual course. Presence dates are not intended. The course content is offered by using web-based teaching modules to be worked on autonomously by the students. Electronical means for communication can be used for tutorial support and as well as an opportunity for discussion. The focus in Microsoft Excel is on handling spreadsheets, formulas, cell formats, functions, and diagrams. The focus in Microsoft Access is on data updates, data search, sorting and filtering data, developing and planning databases, document creation, queries, and reports.</p>

ECO1011 - Introduction and Microeconomics	
ID	ECO1011
Level	Entry Level
Credits	5 Credits

Hours per week	4
Frequency	Every Semester
Kind of Examination	PLK
Examination time	60 minutes
Language	English and German
category	Course
Discipline	Economics
Pedagogical Approach	Lecture with exercises
Responsible:	Beck, Hanno
Objectives	<ul style="list-style-type: none"> • Students understand the importance of governmental regulations which are the framework for business activities. • They can handle supply and demand curves and they are able to apply this instrument to economic problems. • Students can evaluate the risks of governmental interventions on the formation of prices on the markets. • They know the functions of competition, the limits of freedom of competition and they understand the different parts of competition policy.
Content	<ul style="list-style-type: none"> • Basic economic concepts and methodological foundations • Economic systems (ideal types, real types), Ordoliberalism (German kind of economic liberalism) and “Social Market Economy” • Demand and supply on markets, and elasticity, production and cost functions • Functioning of the price system: perfect and imperfect competition, monopolistic price finding, and oligopolies. • State interventions in the development of market prices, price ceilings, taxes, and externalities. • Theory and reality of anti trust-policy

Workload	150 hours, Contact time 60 hours self-study 90 hours
Miscellaneous	This course is part of the International Study Program and it is offered in English.

GMT1011 - Foundations of Accounting	
ID	GMT1011
Level	Entry Level
Credits	2 Credits
Hours per week	2
Frequency	Every Semester
Kind of Examination	PLK
Examination time	60 minutes
Language	German
category	Course
Discipline	Business Administration
Pedagogical Approach	Lecture
Key words	Accounting Financial Statement Balance Sheet Bookkeeping Income Statement / Profit and Loss Account
Responsible:	Foschiani, Stefan
Catalog Entry	The course covers the German laws relating to book keeping and preparing the financial accounts. In particular the general systems used in practice are demonstrated: T-accounts, asset account, profit/loss accounts, etc. The typical account

	structures are considered and subsequently used to record the more typical business transactions.
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GMT1012 - Cost Accounting - Fundamentals	
ID	GMT1012
Level	Entry Level
Credits	5 Credits
Hours per week	4
Frequency	Every Semester
Kind of Examination	PLK
Examination time	90 minutes
Language	German
category	Course
Prerequisites	Foundations of Accounting
Discipline	Business Administration
Pedagogical Approach	Lecture
Key words	Cost Accounting Direct Costing Full Costing Calculation
Responsible:	Foschiani, Stefan
Catalog Entry	This course deals the meaning, methods and procedural steps of management accounting. It covers the basic terms of management accounting and introduces into the different costs concepts (e.g. direct costing, target costing, activity based costing etc.). In addition, the relationship between management and financial accounting is demonstrated.

Miscellaneous	This course is offered in the 1st Semester, continuing Foundations of Accounting.
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GMT1021 - Managerial Processes, Functions and Decisions I	
ID	GMT1021
Level	Entry Level
Credits	5 Credits
Hours per week	4
Frequency	Every Semester
Kind of Examination	PLK
Examination time	60 minutes
Language	German or English
category	Course
Discipline	Business Administration
Pedagogical Approach	Lecture
Key words	Managerial Processes Business Management Management Functions Decisions
Responsible:	Foschiani, Stefan
Catalog Entry	Managerial Processes, Functions and Decisions is splitted into two lectures (Managerial Processes, Functions and Decisions I and II) being offered in sequence in the 1st and 2nd semester. The course provides students with an understanding of the fundamental problems facing a company together with the constituent parts of a company and their contribution to solving these problems. It covers the following topics: the business system, the mangement process, planning systems, decision

	<p>making, leadership, cost theory, selection of appropriate location for and legal form of company and the various functions within a company (Production, Marketing/Sales, Procurement, Personell).</p> <p>The order of presentation of the aforementioned subjects is decided by the respective lecturer.</p>
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SIC1011 - Social and methodical competence	
ID	SIC1011
Level	Entry Level
Credits	3 Credits
Hours per week	2
Frequency	Every Semester
Kind of Examination	UPL
Language	German
category	Course
Discipline	Crossfunctional Subjects
Pedagogical Approach	Interactive approach
Key words	Teamwork Communication presentation skills Business Simulation
Responsible:	Liesegang, Eckart; Burkart, Brigitte; Bacher, Urban
Objectives	<p>1. Behavioral Training: Communication and Teamwork</p> <p>The students</p> <ul style="list-style-type: none"> - know how to conduct subject conversations effectively - know how to conduct conflict conversations effectively

	<p>without losers</p> <ul style="list-style-type: none"> - recognize destructive, rigid communication patterns and practice successful alternatives - are able to observe group processes and estimate own behaviour - perceive own role within the group and the effect of its behaviour more consciously - know how to influence and control teamwork goal-orientedly <p>2. Management Simulation</p> <p>The students</p> <ul style="list-style-type: none"> - know how to analyze business problems - know business decision-making processes in connection with fundamental company functions - have an idea how to solve business problems <p>3. Presentation Skills</p> <p>The students</p> <ul style="list-style-type: none"> - gain an assured manner when speaking in front of the group - are able to build up and design presentations goal- and listener-oriented - know how to deploy media, stylistic devices and body language in an appropriate way
Catalog Entry	Social and methodological competence includes: Behavioral Training: Communication and Teamwork, Management Simulation, case studies and Presentation skills.

Semester 2

AQM1021 - Descriptive Statistics	
ID	AQM1021
Level	Entry Level
Credits	2 Credits

Hours per week	2
Frequency	Every Semester
Kind of Examination	PLK/PLM
Examination time	45 minutes
Language	German
category	Course
Discipline	Quantitative Methods
Pedagogical Approach	Lecture
Key words	Data Collecting Redistribution Correlation Exploring Data Data Summarizing
Responsible:	Wüst, Kirsten; Schäfer, Wolfgang; Cleff, Thomas
Catalog Entry	This course provides the basic descriptive methods of univariate and bivariate statistics.

AQM1022 - Methods of Quantitative Planning I	
ID	AQM1022
Level	Advanced Level I
Credits	2 Credits
Hours per week	2
Frequency	Every Semester
Kind of Examination	PLK/PLM
Examination time	45 minutes

Language	German
category	Course
Discipline	Quantitative Methods
Pedagogical Approach	Lecture
Key words	Linear Programming Methodologies of the decision making process game theory Revenue Management Operations Reseach
Responsible:	Cleff, Thomas; Schmidt, Mario

ECO1012 - Macroeconomics	
ID	ECO1012
Level	Entry Level
Credits	5 Credits
Hours per week	4
Frequency	Every Semester
Kind of Examination	PLK
Examination time	60 minutes
Language	English and German
category	Course
Prerequisites	Introduction and Microeconomics
Discipline	Economics
Pedagogical Approach	Lecture with exercises

Responsible:	Beck, Hanno
Objectives	<ul style="list-style-type: none"> • Students understand the economic cycle and the basics of national accounts. • They know the Neoclassical and Keynesian macroeconomic theory and they are able to apply them to current economic topics. • Students realize the reasons for business fluctuations and they know the basics of the growth theory and structural changes and their influence on firms. • They can explain different approaches for unemployment. • Students know the different scopes and limits of the government to influence the macroeconomic development. • They are familiar with the basics of monetary theory and the monetary policy of the European Central bank including its influences on firms.
Catalog Entry	<p>Students learn the foundations of macroeconomic analysis of business cycles, economic growth, structural change, unemployment and inflation. They acquire an understanding of macroeconomic aggregates like GDP, its components, employment and inflation. They learn the differences between neoclassical and Keynesian macroeconomic theory and the policy implications of these. They get information about the foundations of monetary theory and the monetary policy strategy of the European Central Bank. Finally, the lecture enables students to analyze independently macroeconomic problems and evaluate macroeconomic policies.</p>
Content	<ul style="list-style-type: none"> • National accounts and circular flow model • Neoclassical and Keynesian macroeconomic theory • Explanation of macroeconomic phenomena like business cycle fluctuations, economic growth, structural change, unemployment and inflation • Scope and limits of government macroeconomic policy • Foundations of monetary theory and policy
Workload	<p>150 hours, Contact time 60 hours self-study 90 hours</p>
Miscellaneous	<p>This course is part of the International Study Program and is offered in English.</p>

GMT1022 - Managerial Processes, Functions and Decisions II	
ID	GMT1022
Level	Entry Level
Credits	5 Credits
Hours per week	4
Frequency	Every Semester
Kind of Examination	PLK
Examination time	60 minutes
Language	German or English
category	Course
Prerequisites	Managerial Processes, Functions and Decisions I
Discipline	Business Administration
Pedagogical Approach	Lecture
Key words	Managerial Processes Business Management Management Functions Decisions
Responsible:	Foschiani, Stefan
Catalog Entry	<p>Managerial Processes, Functions and Decisions is splitted into two lectures (Managerial Processes, Functions and Decisions I and II) being offered in sequence in the 1st and 2nd semester. The course provides students with an understanding of the fundamental problems facing a company together with the constituent parts of a company and their contribution to solving these problems. It covers the following topics: the business system, the mangement process, planning systems, decision making, leadership, cost theory, selection of appropriate location</p>

	<p>for and legal form of company and the various functions within a company (Production, Marketing/Sales, Procurement, Personell).</p> <p>The order of presentation of the aforementioned subjects is decided by the respective lecturer. There is one final exam for the Managerial Processes, Functions and Decisions I and II covering all subjects dealt with at the end of Managerial Processes, Functions and Decisions II.</p>
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LAW1011 - Business Law I (General Principles)	
ID	LAW1011
Level	Entry Level
Credits	4 Credits
Hours per week	4
Frequency	Every Semester
Kind of Examination	PLK
Examination time	60 minutes
Language	German
category	Course
Discipline	Business Law
Pedagogical Approach	Lecture
Responsible:	Schmitt, Ralph
Catalog Entry	Business students learn civil law basics and selected legal methods.
Class Size	about 70 students

MAR1011 - Introduction Market Research	
ID	MAR1011
Level	Entry Level
Credits	2 Credits
Hours per week	2
Frequency	Every Semester
Kind of Examination	PLK
Examination time	90 minutes
Language	German
category	Course
Discipline	Market Research
Pedagogical Approach	Lecture
Key words	Empirical social research Test market Panel Market and opinion research
Responsible:	Wehner, Christa
Catalog Entry	This course covers the following topics: Planning of market research projects - in particular methodology related to empirical research; overview of principle survey methods such as interviews, observation or experiments; Special survey methods such as panels and micro test markets
Content	<ul style="list-style-type: none"> • Planning of market research projects - in particular methodology related to empirical research • Overview of principle survey methods such as interviews, observation or experiments • Special survey methods such as panels and micro test

	markets
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MKT1011 - Marketing Planning & Strategies and Brand Management	
ID	MKT1011
Level	Entry Level
Credits	3 Credits
Hours per week	2
Frequency	Once a Year
Kind of Examination	PLK/PLM/PLR/PLH
Examination time	90 minutes
Language	German
category	Course
Discipline	Marketing
Pedagogical Approach	Lecture
Key words	Marketing Management Marketing Planning Brand Management Position Marketing Strategies
Responsible:	Linxweiler, Richard; Gaiser, Brigitte; Tilly, Herwig; Zerr, Konrad
Objectives	The students shall get deep going comprehensions about marketing. Marketing is to understand as an entrepreneurial tenor. All decisions concerns direct or indirect the market, therefore they have to be geared to the requirements of the market. The students shall become acquainted with central duties of marketing management.
Catalog Entry	This course introduces students to the fundamental concepts of

	marketing and marketing management.
Content	<ul style="list-style-type: none"> • Principles • Process of marketing management • Marketing analysis • Instruments of strategic marketing planning • Principle marketing strategies • Concept and functions of brands • Process of brand management • Brand positioning • Principles of brand management
Relationship with other courses	This lecture is the basis for marketing comprehension and a requirement to comprehend the special lectures in this study course.
Usability in other courses	The lecture is identical for students from Advertising, Market Research and Marketing

MKT1012 - Introduction Principles of Marketing	
ID	MKT1012
Level	Entry Level
Credits	2 Credits
Hours per week	2
Frequency	Once a Year
Kind of Examination	PLK/PLM/PLR/PLH
Examination time	90 minutes
Language	German
category	Course
Discipline	Marketing

Pedagogical Approach	Lecture
Key words	Merchandising Product Policy Marketing Mix Pricing Policy
Responsible:	Linxweiler, Richard; Tilly, Herwig; Gaiser, Brigitte; Zerr, Konrad
Objectives	The students will acquire a detailed understanding of the different instruments of the Marketing-Mix.
Catalog Entry	This course covers the different instruments of the Marketing-Mix.
Content	<ul style="list-style-type: none"> • Marketing mix planning • Product and pricing policy • Distribution policy • Marketing audit • Coordination of instruments
Relationship with other courses	This lecture is the basis for comprehension of the special lectures in the study course Marketing Communication / Advertising.
Usability in other courses	The lecture is identical for students from Advertising, Market Research and Marketing

TAX1011 - Business Taxation	
ID	TAX1011
Level	Entry Level
Credits	5 Credits
Hours per week	4
Frequency	Every Semester
Kind of Examination	PLK
Examination time	90 minutes

Language	German
category	Course
Prerequisites	Foundations of Accounting
Discipline	Taxation and Auditing
Pedagogical Approach	Lecture
Responsible:	Stobbe, Thomas; Spohn, Patrick; Mink, Markus; Aßmann, Sabine; Erhardt, Martin
Objectives	<ul style="list-style-type: none"> • Students understand the different functions of tax law, finance and economic theory of taxation. • Using texts of law the students determine taxable facts and their tax base in different tax types. • They realise the effects of the system of value added tax (value added tax as item in transit or as cost component). • They can determine the burden from taxes on income (including tax base) for individuals (including cases on income tax assessment) and companies (especially partnerships and corporations) and entrepreneurs (partners). • They become aware of tax effects on decisions in business (certain entrepreneurs have the option for liability to pay taxes, choice of legal form, dividend policy, equity capital or debts).
Catalog Entry	This course introduces into the fundamentals of the general taxation system for enterprises according to the German tax laws. It gives an introduction to the most important taxes – Value Added Tax, Personal Income Tax, Trade Tax and Corporate Income Tax.
Content	<ul style="list-style-type: none"> • Fundamentals of taxation • Value added tax (liability to pay taxes, European single market, reporting of value added tax, deductible prior tax, value added tax as costs, options, declaration duties) • Income tax (liability to pay taxes, sources of taxable income, determination of taxable income, wages tax, capital gains tax, determination of income tax burdens, tax assessment) • Trade tax (liability to pay taxes, determination) and

	<p>trade tax imputation and its economic effects</p> <ul style="list-style-type: none"> • Corporate income tax (liability to pay taxes, tax base, etc.) • Determination of the total burden from taxes on income with different case studies and exercises • Comparison of legal forms (partnerships and corporations)
Relationship with other courses	<ul style="list-style-type: none"> • Good knowledge of accounting from RW I (bookkeeping) is expected and is used for the determination of taxable income. • Connected to theory of public finance/ government budget (economics). • The choice of legal form (BWL I) is analysed in detail under tax aspects and the resulting tax burdens are compared. • Connected to preparation of a balance sheet (BWL II); contents are mainly differences between the determination of income in terms of tax law and in terms of commercial law. • The difference in taxation of the legal form has great impact on financing companies (BWL II).

Semester 3

AQM2011 - Inferential Statistics	
ID	AQM2011
Level	Advanced Level I
Credits	2 Credits
Hours per week	2
Frequency	Every Semester
Kind of Examination	PLK/PLM/PLH/PLP
Examination time	45 minutes
Language	German

category	Course
Prerequisites	Descriptive Statistics
Discipline	Quantitative Methods
Pedagogical Approach	Lecture
Key words	Confidence Intervals Parametric statistical methods Sampling Distributions
Responsible:	Cleff, Thomas; Schäfer, Wolfgang; Wüst, Kirsten
Objectives	<p>The learning goals associated with this unit are to:</p> <ul style="list-style-type: none"> • understand inference statistics techniques, including the application of EX-CEL, SPSS or STATA • calculate and interpret elementary probabilities and use them in statistical applications; • apply the concept of Chi-Square, Binomial, Hypergeometric, Poisson, Student, Normal and F-probability distributions in statistical problems; • construct and interpret confidence interval estimates of population means, variances and proportions; • conduct and interpret one and two sample hypothesis tests concerning population means; • conduct and interpret the non-parametric chi square test.
Catalog Entry	This course introduces the basic methods of inductive statistics.

ECO2011 - International Economics	
ID	ECO2011
Level	Advanced Level I
Credits	5 Credits
Hours per week	4

Frequency	Every Semester
Kind of Examination	PLK
Examination time	60 minutes
Language	English and German
category	Course
Prerequisites	Foundations of Economics
Discipline	Economics
Pedagogical Approach	Lecture with exercises
Responsible:	Beck, Hanno
Objectives	<ul style="list-style-type: none"> • The students understand main issues and mechanisms of economic globalization with respect to liberalized global markets for goods, services, and production factors. • They can analyze the possible benefits and risks due to globalization of markets. • They know about international economic institutions like the IMF or the WTO and can discuss their role in international economic relations. • They know about possible advantages and disadvantages of exchange rate systems with fixed and flexible exchange rates and about the determinants of exchange rates.
Catalog Entry	Students learn theoretically and empirically about the German economy and its relation to the world economy. Basic concepts of international trade theory, exchange rate theory and globalization are included. In addition to that, students get familiar with international organisations as the IMF, the World Bank Group, the WTO, and the European Union.
Content	<ul style="list-style-type: none"> • Balance of Payment Analysis • Exchange Rate Economics • Currency Crises • International Trade Theory and Policy • Effects of Protectionist Measures • International Flows of Capital and International

	<p>Migration</p> <ul style="list-style-type: none"> • Global Governance
Relationship with other courses	<ul style="list-style-type: none"> • Basic knowledge on international economics will be acquired which the students will have to apply within the Economic Policy Seminar when they discuss topics of current policy debate. • The analysis of international economic relations is an integral part of business administration courses, since globalization has meanwhile reached all branches of economic activities, enterprise size and firm levels. Globalization is an important challenge for successful firms.
Usability in other courses	Applicable to Business Administration courses as well as Business Law and Industrial Engineering.
Workload	150 hours, thereof Contact time 60 hours self-study 90 hours (for literature, exercises etc.)
Miscellaneous	This course is part of the International Study Program and it is offered in English.

GMT3011 - Financial Accounting, Investments and Finance I

ID	GMT3011
Level	Advanced Level I
Credits	4 Credits
Hours per week	4
Frequency	Every Semester
Kind of Examination	PLK
Examination time	90 minutes
Language	German or English

category	Course
Prerequisites	Foundations of General Management Principles of Accounting
Discipline	Business Administration
Pedagogical Approach	Lecture
Key words	Accounting Financial Statement Accounting Investment Finance
Responsible:	Foschiani, Stefan
Catalog Entry	<p>The course Financial Accounting, Investments and Finance is splitted into two subsequent lectures (Financial Accounting, Investments and Finance I and II) over two semesters. It offers in insight into the fundamentals of financial accounts (structure of the balance sheet and profit & loss account, the contents of each position and the various methods available for evaluating them, the development of the fixed assets, cash flow statement and a general analysis of the accounts). It subsequently deals with the basics of investment decisions and financing a company (methods of evaluating investments, finance planing/budgeting, methods of internal and external financing). The order of presentation of the aforementioned subjects is decided by the respective lecturer. The course is graded on the basis of a final exam at the end of Financial Accounting, Investments and Finance II covering all subjects dealt with in both parts of the course.</p>

GMT3012 - Financial Accounting, Investments and Finance II	
ID	GMT3012
Level	Advanced Level I
Credits	3 Credits
Hours per week	2

Frequency	Every Semester
Kind of Examination	PLK
Examination time	90 minutes
Language	German or English
category	Course
Prerequisites	Foundations of General Management Principles of Accounting
Discipline	Business Administration
Pedagogical Approach	Lecture
Key words	Accounting Financial Statement Accounting Investment Finance
Responsible:	Foschiani, Stefan
Catalog Entry	<p>The course Financial Accounting, Investments and Finance is splitted into two subsequent lectures (Financial Accounting, Investments and Finance I and II) over two semesters. It offers in insight into the fundamentals of financial accounts (structure of the balance sheet and profit & loss account, the contents of each position and the various methods available for evaluating them, the development of the fixed assets, cash flow statement and a general analysis of the accounts). It subsequently deals with the basics of investment decisions and financing a company (methods of evaluating investments.</p> <p>The order of presentation of the aforementioned subjects is decided by the respective lecturer. The course is graded on the basis of a final exam at the end of Financial Accounting, Investments and Finance II covering all subjects dealt with in both parts of the course.</p>

LAW2011 - Business Law II (Contracts and Torts)

ID	LAW2011
Level	Advanced Level I
Credits	4 Credits
Hours per week	4
Frequency	Every Semester
Kind of Examination	PLK
Examination time	90 minutes
Language	German
category	Course
Prerequisites	Law I
Discipline	Business Law
Pedagogical Approach	Interactive approach
Responsible:	Schmitt, Ralph
Catalog Entry	Business students learn business related key issues of the law of contract and extend their ability to apply legal methods.
Class Size	about 70 Students

LAW2012 - Property Law and Law of Secured Transactions

ID	LAW2012
Level	Advanced Level I
Credits	3 Credits

Hours per week	2
Frequency	Every Semester
Kind of Examination	PLK
Examination time	90 minutes
Language	German
category	Course
Prerequisites	Law I
Discipline	Business Law
Pedagogical Approach	Interactive approach
Responsible:	Schmitt, Ralph
Catalog Entry	Business students acquire an overview of property and securities law. They understand the legal methods to solve reasonably complex legal questions.
Class Size	about 70 students

MAR2011 - Consumer Behavior (incl. Psychology of Advertising)

ID	MAR2011
Level	Advanced Level I
Credits	3 Credits
Hours per week	2
Frequency	Every Semester
Kind of Examination	PLK/PLM

Examination time	60 minutes
Language	English and German
category	Course
Discipline	Market Research
Pedagogical Approach	Lecture
Key words	Advertising Psychology Apperception Emotions Motivation
Responsible:	Naderer, Gabriele
Catalog Entry	Based on a thorough introduction into the topic, an in-depth overview of the following areas are provided: Modelling the process of perception, cognition and memorizing (reception and information processing – perception and information storage – learning), activation, emotion, involvement, motivation. Attitude and group communication, forming of social judgements, image-theory, market segmentation approaches/lifestyle approaches, models of purchasing patterns, intercultural aspects of purchasing patterns

MKT4012 - International Marketing	
ID	MKT4012
Level	Advanced Level II
Credits	4 Credits
Hours per week	2
Frequency	Every Semester
Kind of Examination	PLP

Examination time	45 minutes
Language	English
category	Course
Prerequisites	Marketing Information Operational Marketing I Operational Marketing II
Discipline	Marketing
Pedagogical Approach	Interactive approach
Key words	Marketing Strategies Market entry Global Marketing
Responsible:	Paetsch, Michael; Tilly, Herwig; Zerr, Konrad; Walter, Nadine
Objectives	
Catalog Entry	<p>The course makes the students familiar with the appropriate methods for the analysis and selection of foreign markets as well as the application of the marketing mix tools in these markets.</p> <p>This course is a compulsory subject for the program Business Administration/Marketing. It is an elective for the program Business Administration/Advertising.</p>
Content	<ul style="list-style-type: none"> • International situation analysis • Specific aspects of international market research • Marketing strategies in the international context • Differentiation and standardization as principles of global instrumental application
Usability in other courses	Bachelor of International Marketing

SIC2011 - Intercultural competence

ID	SIC2011
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Level	Advanced Level I
Credits	2 Credits
Hours per week	2
Frequency	Every Semester
Kind of Examination	UPL
Language	German, English, French or Spanish
category	Course
Discipline	Crossfunctional Subjects
Pedagogical Approach	Interactive approach
Key words	Communication intercultural competence
Responsible:	Bender, Gabriele
Objectives	<p>The students</p> <ul style="list-style-type: none"> • are able to handle communication situations in different cultural contexts • have an idea of the cultural differences • recognize and reflect own cultural background • acquire cultural awareness • communicate in English
Catalog Entry	<p>The contents of a cross-cultural training consist of culturally-relevant standard situations such as greetings, dates, thanking, opening a conversation, conversation strategies, etc. Besides, there is the question of understanding communication situations of the business world, e.g. negotiations, meetings, etc.</p>
Content	<ul style="list-style-type: none"> • Training design in mixed groups (foreign and german students) • communication takes place in english oder other foreign language • work tasks are worked out in small groups • Topics are culturally-relevant standard situations such

	<p>as greetings, dates, thanking, opening a conversation, conversation strategies,</p> <p>communication situations of the business world, e.g. negotiations, meetings, etc.</p>
Miscellaneous	This course is part of the International Study Program and it is offered in English.

Semester 4

LAN9001 - Business Language 1

MAR2001 - Market Research 1

ID	MAR2001
Level	Advanced Level I
Credits	4 Credits
Hours per week	3
Frequency	Once a Year
Language	German, English, French or Spanish
category	Course
Discipline	Market Research
Pedagogical Approach	Interactive approach
Objectives	At the end of this course the student will be able to understand the marketing research process and its use in decision making, focusing in the use of qualitative research techniques such as: focus groups, in depth interviews, projective techniques and

	observation.
Miscellaneous	Gruppengröße: ca. 20-30 Studierende
ID	MAR2001
Level	Advanced Level I
Credits	4 Credits
Hours per week	3
Frequency	Once a Year
Language	German, English, French or Spanish
category	Course
Discipline	Market Research
Pedagogical Approach	Interactive approach
Objectives	At the end of this course the student will be able to understand the marketing research process and its use in decision making, focusing in the use of qualitative research techniques such as: focus groups, in depth interviews, projective techniques and observation.
Miscellaneous	Gruppengröße: ca. 20-30 Studierende

MKT2001 - Advertising 1	
ID	MKT2001
Level	Advanced Level I
Credits	4 Credits
Hours per week	3

Frequency	Once a Year
Language	English
category	Course
Discipline	Marketing
Pedagogical Approach	Interactive approach
Objectives	At the end of this course the student will understand and should have applied, in a real context, the research and planning process of a communication strategy. The communication plan includes: situational analysis, consumer behavior research, brand research, segmentation and positioning strategies, communication objectives, and brief. Also the student will plan the media strategy using communication tools such as advertising, sales promotion, direct marketing and public relations.

MKT2002 - Marketing Instruments 1: Sales Management	
ID	MKT2002
Level	Advanced Level I
Credits	4 Credits
Hours per week	3
Frequency	Once a Year
Language	English
category	Course
Discipline	Marketing
Pedagogical Approach	Interactive approach

Objectives	The course is designed to train the student in order to be able to manage a team of salesmen. Study and practice of the different sales and negotiation processes, identifying sales opportunities, through telemarketing, and encouraging long term relations with consumers.
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MKT2003 - Marketing Instruments 2: Price Analysis	
ID	MKT2003
Level	Advanced Level I
Credits	4 Credits
Hours per week	3
Frequency	Once a Year
Language	English
category	Course
Discipline	Marketing
Pedagogical Approach	Interactive approach
Objectives	At the end of this course the student will be able to analyze different price policies, select different price strategies and execute efficient price tactics.

MKT2004 - Service Marketing	
ID	MKT2004
Level	Advanced Level I
Credits	4 Credits

Hours per week	3
Frequency	Once a Year
Language	English
category	Course
Discipline	Marketing
Pedagogical Approach	Interactive approach
Content	The course is designed to train the student in the knowledge of services in order to be able to identify differences and opportunities with respect to traditional marketing. This course emphasizes the "philosophy of services" which is aimed at practices that maximize customer's satisfaction.

MKT2005 - Market Research Project

MKT2006 - Forecasting for Decision Making 1

ID	MKT2006
Level	Advanced Level I
Credits	4 Credits
Hours per week	3
Frequency	Once a Year
Language	English
category	Course
Discipline	Marketing

Pedagogical Approach	Interactive approach
Objectives	At the end of this course students will be able to identify, collect, and analyze information to provide insight for marketing decision making.

Semester 5

LAN9002 - Business Language 2

MAR3001 - Market Research 2

ID	MAR3001
Level	Advanced Level I
Credits	4 Credits
Hours per week	3
Frequency	Once a Year
Language	English
category	Course
Discipline	Market Research
Pedagogical Approach	Interactive approach
Objectives	This course is designed to train the student in the quantitative marketing research process which include: defining the problem and research objective, developing the research plan, collecting information, analyzing information, presenting findings to management , and making the decision.

MAR3002 - Multivariate Analysis	
ID	MAR3002
Level	Advanced Level I
Credits	4 Credits
Hours per week	3
Frequency	Once a Year
Language	English
category	Course
Discipline	Market Research
Pedagogical Approach	Interactive approach
Objectives	This course will provide students with professional skills in multivariate techniques, so that they can incorporate their knowledge into their specialty tools for solving problems or for areas of opportunity. Students will interpret, handle, and analyze Factor Analysis, Grouping Analysis, Discriminant Analysis, and Variant Analysis by efficiently using informatics to solve problems in their area, bringing together all the variants that might affect any area of informatics, and emphasizing decision-making, the formulation of strategies and policies related to informatics and technological operational problems that might arise in any company.
Miscellaneous	Gruppengröße: ca. 20-30 Studierende

MKT3001 - Advertising 2	
ID	MKT3001
Level	Advanced Level I

Credits	4 Credits
Hours per week	3
Frequency	Once a Year
Language	English
category	Course
Discipline	Marketing
Pedagogical Approach	Interactive approach
Objectives	<p>At the end of this course the student will be able to develop and implement the creative strategy of an integrated communication marketing campaign. The student will know how to interpret and execute a creative guide or brief and will design different persuasive messages applying art and design in different mediums (audiovisual, print, billboards, events, experiential). In addition, the student will be able to understand and manage different communication tools (advertising, sales promotion, direct marketing, public relations) and the media for their diffusion. Also, the student will be able to evaluate the effectiveness of an integrated communication marketing campaign.</p>

MKT3002 - Marketing Instruments 3: Sales Process	
ID	MKT3002
Level	Advanced Level I
Credits	4 Credits
Hours per week	3
Frequency	Once a Year

Language	English
category	Course
Discipline	Marketing
Pedagogical Approach	Interactive approach
Objectives	The students will get involved with all the sales promotions strategies and their use, their economic analysis as well as their integration into the communication mix. To understand the legal environment regarding this practice will be very relevant.

MKT3003 - Industrial Marketing	
ID	MKT3003
Level	Advanced Level I
Credits	4 Credits
Hours per week	3
Frequency	Once a Year
Language	English
category	Course
Discipline	Market Research
Pedagogical Approach	Interactive approach
Objectives	At the end of this course the student will be able to formulate strategies related to product, price, promotion and distribution to maximize value to the organizational customer within the perspective of the extended enterprise which considers the virtual organization between suppliers, manufacturers, distributors, and end consumers.

MKT3004 - Elective Marketing	
ID	MKT3004
Level	Advanced Level I
Credits	4 Credits
Hours per week	3
Frequency	Once a Year
Language	English
category	Course
Discipline	Marketing
Pedagogical Approach	Project/Lecture
Objectives	The main objective of the electives courses is a specialization in a specific topic.
Content	<p>Electives at Monterrey Tec:</p> <ul style="list-style-type: none"> • Distribution Channels and Logistic Management • Branding and New Products • Development Technology and Marketing

MKT3005 - Forecasting for Decision Making 2	
ID	MKT3005
Level	Advanced Level I
Credits	4 Credits
Hours per week	3

Frequency	Once a Year
Language	English
category	Course
Discipline	Marketing
Pedagogical Approach	Interactive approach
Objectives	Statistical methods for qualitative forecasting, such as the Delphi method; market research; visionary forecast and historical analogy; smoothing qualitative methods, including mobile averages; exponential smoothing and the Winters method; simple and multiple regression correlation; decomposition of time series and the Bow Jenkins methodology for administrative decision-making.

Semester 6

INS3031 - Internship	
ID	INS3031
Level	Advanced Level I
Credits	30 Credits
Frequency	Every Semester
Language	German, English, French or Spanish
category	Course
Pedagogical Approach	Project Course
Content	Practical study semester in an internationally oriented company to acquire extensive practical knowledge of international marketing. The practical study semester is completed under a

	<p>trainee contract with a company for a minimum period of 100 working days. It includes an evaluation: Presentation, evaluation and discussion of the practical study semester in the group. Reflection on the operational experience and structural classification & evaluation of the operational tasks. Development of individual job and career prospects.</p>
ID	INS3031
Level	Advanced Level I
Credits	30 Credits
Frequency	Every Semester
Language	German, English, French or Spanish
category	Course
Pedagogical Approach	Project Course
Content	<p>Practical study semester in an internationally oriented company to acquire extensive practical knowledge of international marketing. The practical study semester is completed under a trainee contract with a company for a minimum period of 100 working days. It includes an evaluation: Presentation, evaluation and discussion of the practical study semester in the group. Reflection on the operational experience and structural classification & evaluation of the operational tasks. Development of individual job and career prospects.</p>

Semester 7

ESR4011 - Elective: Economic and Social History I	
ID	ESR4011
Level	Advanced Level I

Credits	3 Credits
Hours per week	2
Frequency	Every Semester
Kind of Examination	PLK/PLM/PLP/PLH/PLR
Examination time	45 minutes
Language	German
category	Course
Prerequisites	Advanced Studies and Applications Foundations of Economics
Discipline	Economics
Pedagogical Approach	Lecture
Responsible:	Volkert, Jürgen
Objectives	Student perceive economic and social challenges and issues from a historic perspective and its complexity and differentiate several problem solving strategies.
Catalog Entry	This course covers an overview over economic systems (feudalism, absolutism, liberalism, organized capitalism), colonialism and imperialism and structural changes of economic and social systems.
Content	<ul style="list-style-type: none"> • overview over economic systems (feudalism, absolutism, liberalism, organized capitalism) until the end of the 19th century • colonialism and imperialism • structural changes of economic systems • structural changes of social systems

ESR4012 - Elective: Economic and Social History II

ID	ESR4012
Level	Advanced Level I
Credits	3 Credits
Hours per week	2
Frequency	Every Semester
Kind of Examination	PLK/PLM/PLP/PLH/PLR
Examination time	45 minutes
Language	German
category	Course
Prerequisites	Elective: Economic and Social History I
Discipline	Economics
Pedagogical Approach	Lecture
Responsible:	Volkert, Jürgen
Catalog Entry	This course covers the political and economical disasters of the first half of the 20th century, the development of the Federal Republic of Germany and the economic tendencies in the context of the European and international globalization.

ESR4013 - Elective: European Integration I

ID	ESR4013
Level	Advanced Level I
Credits	3 Credits

Hours per week	2
Frequency	Every Semester
Kind of Examination	PLK/PLM/PLP/PLH/PLR
Examination time	45 minutes
Language	English and German
category	Course
Discipline	Economics
Pedagogical Approach	Lecture
Responsible:	Wentzel, Dirk; Volkert, Jürgen
Objectives	To put across a fundamental understanding of the economical, political and cultural aspects of the European Integration from Treaties of Rome in 1957 till the current presence.
Catalog Entry	In part 1 of the European Integrations class, students learn the most important economic perspectives to understand economic integration (trade theory, political economy, international relations). Students learn the most important economic and political steps from the foundation of the European Community up until the introduction of the Euro. A special focus will deal with the European institutions and with European monetary policy and the EURO.
Content	<ul style="list-style-type: none"> • Historical development of the European integration • Integration of domestic markets • European institutions (Parliament, Commission, European Council, Council of Ministers) • European Constitution
Workload	90 hours, therefor Contact time 30 hours (2 x 15) self-study 60 hours

ESR4014 - Elective: European Integration II	
ID	ESR4014
Level	Advanced Level I
Credits	3 Credits
Hours per week	2
Frequency	Every Semester
Kind of Examination	PLK/PLM/PLP/PLH/PLR
Examination time	45 minutes
Language	English and German
category	Course
Prerequisites	Elective: European Integration I
Discipline	Economics
Pedagogical Approach	Lecture
Responsible:	Volkert, Jürgen; Wentzel, Dirk
Objectives	To put across a fundamental understanding of the economical, political and cultural aspects of the European Integration from Treaties of Rome in 1957 till the current presence.
Catalog Entry	The 2nd part of the course covers the principles of the European Monetary Integration, the European Currency System, Maastricht Treaties, Convergence criteria and stability pact and the European Central Bank.
Content	<ul style="list-style-type: none"> • Principles of the European Monetary Integration • European Currency System • Maastricht Treaties • Convergence criteria and stability pact • Theoretical and empiric performance of the European

	Central Bank
Workload	90 hours, therefor Contact time 30 hours (2 x 15) self-study 60 hours

ESR4015 - Elective: Business Ethics	
ID	ESR4015
Level	Advanced Level I
Credits	3 Credits
Hours per week	2
Frequency	Every Semester
Kind of Examination	PLK/PLM/PLP/PLH/PLR
Examination time	45 minutes
Language	German
category	Course
Prerequisites	Advanced Studies and Applications Foundations of Economics
Discipline	Economics
Pedagogical Approach	Interactive approach
Responsible:	Volkert, Jürgen
Catalog Entry	The first part of the elective course Business ethics covers the fundamentals of ethics, business ethics and the management of ethics.

Workload	90 hours, therefor Contact time 30 hours (2 x 15) self-study 60 hours
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ESR4016 - Elective: Ethics, Business and Society

ID	ESR4016
Level	Advanced Level I
Credits	3 Credits
Hours per week	2
Frequency	Every Semester
Kind of Examination	PLK/PLM/PLP/PLH/PLR
Examination time	45 minutes
Language	German or English
category	Course
Prerequisites	Elective: Business Ethics
Discipline	Economics
Pedagogical Approach	Interactive approach
Responsible:	Volkert, Jürgen
Catalog Entry	The second part of the elective course Business ethics covers the importance of the ethics in particular in the context of the globalisation.
Workload	90 hours, therefor Contact time 30 hours (2 x 15) self-study 60 hours

ESR4017 - Elective: Environmental Management I

ID	ESR4017
Level	Advanced Level I
Credits	3 Credits
Hours per week	2
Frequency	Every Semester
Kind of Examination	PLK/PLM/PLP/PLH/PLR
Examination time	45 minutes
Language	German
category	Course
Discipline	Quantitative Methods
Pedagogical Approach	Lecture
Responsible:	Volkert, Jürgen
Catalog Entry	The first part of the elective course Environmental Economics provides an introduction into the topic environmental protection and describes the most important aspects.
Workload	90 hours, therefor Contact time 30 hours (2 x 15) self-study 60 hours

ESR4018 - Elective: Environmental Management II

ID	ESR4018
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Level	Advanced Level I
Credits	3 Credits
Hours per week	2
Frequency	Every Semester
Kind of Examination	PLK/PLM/PLP/PLH/PLR
Examination time	45 minutes
Language	German
category	Course
Prerequisites	Elective: Enviromental Management I
Discipline	Quantitative Methods
Pedagogical Approach	Lecture
Responsible:	Volkert, Jürgen
Catalog Entry	The second part of the elective course Environmental Economics covers the economic fundamentals and the topic environmental policy.
Workload	90 hours, therefor Contact time 30 hours (2 x 15) self-study 60 hours

GMT3013 - Strategic Management	
ID	GMT3013
Level	Advanced Level I
Credits	3 Credits

Hours per week	2
Frequency	Every Semester
Kind of Examination	PLK
Examination time	60 minutes
Language	German or English
category	Course
Prerequisites	Financial Accounting, Investments and Finance I Financial Accounting, Investments and Finance II Managerial Processes, Functions and Decisions I Managerial Processes, Functions and Decisions II
Discipline	Business Administration
Pedagogical Approach	Lecture
Key words	Value Chain Strategy Management Business Management Processes
Responsible:	Foschiani, Stefan
Catalog Entry	The course considers the basic strategic problems which a company has to address and the principles and instruments currently used to explain and solve these problems. The content of the course includes the following topics: Introduction to strategic management, the strategic options, the company audit, value-chain analysis, benchmarking, industry analysis, competitor analysis, evaluation of the strategic position, futures analysis, company culture and mission statement.
Miscellaneous	This course is part of the International Study Program and it is offered in English (beginning winter term 2007/08).

GMT3014 - Management Seminar

ID	GMT3014
Level	Advanced Level II
Credits	4 Credits
Hours per week	2
Frequency	Every Semester
Kind of Examination	PLM/PLP/PLH/PLR
Language	German or English
category	Course
Prerequisites	Cost Accounting - Fundamentals Financial Accounting, Investments and Finance I Financial Accounting, Investments and Finance II Foundations of Accounting Managerial Processes, Functions and Decisions I Managerial Processes, Functions and Decisions II Strategic Management Strategic Management
Discipline	Business Administration
Pedagogical Approach	Project Course
Responsible:	Foschiani, Stefan; Terporten, Michael
Catalog Entry	<p>The seminar covers topics of general interest in business administration. It is offered by several lecturers in parallel, thereby offering students some choice with respect to the respective subjects. It may involve either a more classical seminar form or integrated business projects being done in cooperation with firms.</p> <p>In either case, the seminar is fostering team work using joint presentations and often already joint essays on academic level, thereby also giving students guidance in preparing their subsequent bachelor theses.</p> <p>++Management Seminar taught in the English Language++</p>

	<p>We are currently offering the English taught Management Seminar exclusively as "Management Seminar in International Trade Operations", subsequent to the course "GMT3024 International Trade Operations".</p>
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