

Business Administration / 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.

AQM2012 - Methods of Quantitative Planning II	
ID	AQM2012
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
Discipline	Quantitative Methods
Pedagogical Approach	Lecture
Key words	Corporate planning Sensivity Analysis Revenue Management Project Management transport- and allocation problem
Responsible:	Cleff, Thomas; Schäfer, Wolfgang; Wüst, Kirsten; Kuppinger, Bernd
Catalog Entry	

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 Migration • 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.

	<ul style="list-style-type: none"> 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>

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
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MKT2011 - Advanced Market Research	
ID	MKT2011
Level	Advanced Level I
Credits	2 Credits
Hours per week	2
Frequency	Every Semester
Kind of Examination	PLK
Examination time	30 minutes
Language	English and German
category	Course
Prerequisites	
Discipline	Marketing
Pedagogical Approach	Interactive approach
Key words	Market and opinion research Conception Operationalization

Responsible:	Zerr, Konrad; Tilly, Herwig
Content	The course aims at providing more in depth knowledge in the area of market research. Students will therefore indpently work on small market research projects and define subsequent market research briefings

MKT2012 - Information and Communication Technologies in Marketing	
ID	MKT2012
Level	Entry Level
Credits	3 Credits
Hours per week	2
Frequency	Every Semester
Kind of Examination	PLK/PLR
Examination time	60 minutes
Language	German
category	Course
Prerequisites	Introduction Marketing Communication
Discipline	Marketing-Communication
Pedagogical Approach	Lecture
Key words	Digital Media IPTV online marketing
Responsible:	Theobald, Elke
Objectives	Within the scope of Integrated Communications new communication devices gain in importance. This lecture gives an overview. The following topics are contents of

	<p>this course:</p> <ul style="list-style-type: none"> • Understanding of new communication technologies and classification to classic media technique • Classification models and selection processes for the assignment of communication techniques • Understanding of the coherency between communication strategy and technology selection • Identifying of success factors for implementation of communication technologies • Cognition of possibilities and restrictions special technologies (e.g. mobiles) • Development of concrete appliance, particularly in marketing communication
<p>Catalog Entry</p>	<p>The course provides students with a broad overview in todays media and communication landscape. Specifically, the full spectrum of modern communication techologies are outlined ranging from digital data, compression to the use of optical storage systems, mobile networks and networked media. Based here upon student will be introduced into the field of online commerce and online communication.</p>
<p>Content</p>	<ul style="list-style-type: none"> • Introduction to media and communication technology • Classification efforts of media and communication technologies • Basics of multimedia systems (digital data, compression procedure, data formats of discrete and continuous media, introduction to different application systems) • Introduction to new communication technologies (optical storage media, digital radio media (iTV), netbased media) • Strategic analysis of the use of new media • Development of different multimedia systems in different fields of technology (f. ex. DVD, internet) • Introduction to online communication and e-commerce
<p>Relationship with other courses</p>	<p>In this lecture the students get the essential and desirable premises for the internship in the fifth semester and the emphasis seminar (project) in the sixth semester.</p>
<p>Usability in other courses</p>	<p>The lecture is identical for students from Market Research and Marketing</p>

SIC2011 - Intercultural competence	
ID	SIC2011
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 as greetings, dates, thanking, opening a conversation, conversation strategies, <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

ECO2012 - Seminar in Economic Policy	
ID	ECO2012
Level	Advanced Level I
Credits	4 Credits
Hours per week	2
Frequency	Every Semester
Kind of Examination	PLH+PLR
Language	English and German
category	Course
Prerequisites	Foundations of Economics International Economics
Discipline	Economics

Pedagogical Approach	Interactive approach
Responsible:	Beck, Hanno
Objectives	<ul style="list-style-type: none"> • The students apply their economic knowledge to economic policy issues. • They learn how to do scientific literature survey and how to select relevant literature. • They learn how to write according to standards of academic writing. • They improve their ability to present and discuss research results. • The students acquire the ability to provide constructive criticism and to use criticism as a means of improvement.
Catalog Entry	Within this seminar, students have to work on current topics of economic policy debates. The students have to write a term paper according to the standards of academic research and writing, and they have to present and discuss their results in a classroom setting.
Class Size	Group size is limited to 24 students per seminar.
Content	Economic Policy Issues Workshop with Term Paper Presentation and Discussion
Relationship with other courses	<ul style="list-style-type: none"> • The students have to apply their knowledge of modules ECO1010 and ECO2010. • Depending on workshop topic, there are links to various subareas of Business Administration, Business Law and Industrial Engineering
Usability in other courses	Applicable to Business Administration courses as well as Industrial Engineering.
Workload	120 hours , thereof Contact time 30 hours self-study 90 hours (for preparation of term paper and presentation)
Miscellaneous	This course is part of the International Study Program and is offered in English.

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</p>

	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.
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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).

LAW2022 - Intellectual Property Law	
ID	LAW2022
Level	Advanced Level II
Credits	5 Credits
Hours per week	4
Frequency	Every Semester
Kind of Examination	PLK
Examination time	90 minutes
Language	German
category	Course
Prerequisites	Law I Law II
Discipline	Business Law
Pedagogical Approach	Interactive approach
Responsible:	Jautz, Ulrich; Schmitt, Ralph

Catalog Entry	Business students acquire basic knowledge in intellectual property rights which enables them to understand related business problems and manage them.
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MCO2011 - Introduction Marketing Communication	
ID	MCO2011
Level	Entry Level
Credits	3 Credits
Hours per week	2
Frequency	Every Semester
Kind of Examination	PLK
Examination time	30 minutes
Language	German or English
category	Course
Discipline	Marketing-Communication
Pedagogical Approach	Lecture with exercises
Key words	Integrated communication Communication Management Communication Mix Communication Strategy Marketing Communications
Responsible:	Gaiser, Brigitte; Tropp, Jörg
Objectives	<ul style="list-style-type: none"> • Impart knowledge about the basic principles of integrated marketing communication and their management • Impart knowledge about central concepts and instruments of integrated marketing communication

Catalog Entry	The objective of this course is to provide students with a first insight into the topics and issues of Marketing Communication .
Content	<ul style="list-style-type: none"> • Classification of integrated marketing communication in the marketing mix • Definition of the term communication • Duties and instruments of integrated marketing communication (advertising, sales promotion, direct marketing, etc.) • Central conceptions of integrated marketing communication (target groups, briefing, brand, etc.) • The advertising industry system (institutions, media, turnovers)
Relationship with other courses	The lecture „Introduction Marketing Communication“ is the premise for the lecture „Advertising Research“. This module is the base for understanding the detailed communication political instruments.
Usability in other courses	The lecture is identical for students from Advertising, Market Research and Marketing

MKT2021 - Product and Price Management	
ID	MKT2021
Level	Advanced Level I
Credits	6 Credits
Hours per week	4
Frequency	Every Semester
Kind of Examination	PLK/PLH/PLR
Examination time	60 minutes
Language	German or English
category	Course

Prerequisites	
Discipline	Marketing
Pedagogical Approach	Lecture
Key words	Pricing Policy Product program Product innovation Product Policy
Content	<p>The course provides insight into the following marketing aspects:</p> <ul style="list-style-type: none"> • product and program policy • development and introduction of new products • pricing and price building techniques

MKT2022 - Distribution and Sales Management	
ID	MKT2022
Level	Advanced Level I
Credits	3 Credits
Hours per week	2
Frequency	Every Semester
Kind of Examination	PLK/PLH/PLR
Examination time	45 minutes
Language	German or English
category	Course
Prerequisites	
Discipline	Marketing

Pedagogical Approach	Lecture
Key words	Sales promotion Distribution Distribution
Content	<p>This marketing course provides insight into the following aspects:</p> <ul style="list-style-type: none"> • direct and indirect distribuiton • channel management • selective and excusive distribution • motivational aspects in distribution • sales organization

MKT2031 - Advanced Marketing Communication	
ID	MKT2031
Level	Advanced Level I
Credits	3 Credits
Hours per week	2
Frequency	Every Semester
Kind of Examination	PLK/PLM/PLR/PLH
Examination time	45 minutes
Language	German
category	Course
Prerequisites	
Discipline	Marketing
Pedagogical Approach	Lecture
Key words	Sales promotion Direct marketing Event marketing Media

	Planning Public Relations
Catalog Entry	Besides classical advertising the course also covers new communication instruments and developments in communication.

Semester 5

GMT3025 - Management Simulation	
ID	GMT3025
Level	Advanced Level II
Credits	2 Credits
Hours per week	2
Frequency	Every Semester
Kind of Examination	UPL
Language	German or English
category	Course
Prerequisites	Foundations of General Management Managerial Decisions Principles of Accounting
Discipline	Business Administration
Pedagogical Approach	Project Course
Key words	Business Management Management Business Simulation Simulation
Responsible:	Liesegang, Eckart

Catalog Entry	This course aims at providing students with an integrated view of corporates. Students are managing a virtual firm being part of a management team during several business periods. In doing this, students get more familiar with the complexities of corporate planning processes and their subsequent consequences. They also get used to team decision making and decision making under stress and uncertainty.
Miscellaneous	<p>This course is part of the International Study Program and it is offered in English (beginning summer term 2008).</p> <p><u>Registration (Course in English):</u></p> <p>Please send an email to Bernd Kuppinger to apply for this course.</p>

INS3021 - Internship

INS3022 - Accompanying course of the internship

ID	INS3022
Level	Advanced Level I
Credits	2 Credits
Hours per week	2
Frequency	Every Semester
Kind of Examination	Teilnahme
Language	German, English, French or Spanish
category	Course
Discipline	Crossfunctional Subjects
Pedagogical Approach	Interactive approach

Catalog Entry	2 Credits
ID	INS3022
Level	Advanced Level I
Credits	2 Credits
Hours per week	2
Frequency	Every Semester
Kind of Examination	Teilnahme
Language	German, English, French or Spanish
category	Course
Discipline	Crossfunctional Subjects
Pedagogical Approach	Interactive approach
Catalog Entry	2 Credits

Semester 6

AQM3011 - Basics of computer-aided analysis of data	
ID	AQM3011
Level	Advanced Level I
Credits	4 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 Methods of Quantitative Planning I
Discipline	Business Administration and Engineering
Pedagogical Approach	Interactive approach
Key words	Data preparation Data analysis Data management
Responsible:	Cleff, Thomas; Wüst, Kirsten; Schäfer, Wolfgang
Catalog Entry	This course covers the application of statistical software (e.g. SPSS or STATA).

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

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

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

ESR4017 - Elective: Enviromental 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

ESR4021 - Elective: Sustainable Development I

ID	ESR4021
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	Advanced Studies and Applications Foundations of Economics
Discipline	Economics
Pedagogical Approach	Interactive lecture with discussion
Responsible:	Volkert, Jürgen
Objectives	<ul style="list-style-type: none"> • The lecture provides insights into socioeconomic processes and challenges due to the necessity of sustainable development. • The focus of this lecture is on economic and social aspects of sustainability and their interrelations. • Students shall perceive opportunities, challenges and responsibilities resulting from good governance, society as well as for corporations and the economy. • A further aim is to enable them to respond to globalization critique in a competent way.
Catalog Entry	<p>The lecture provides insights into socioeconomic processes and challenges due to the necessity of sustainable development.</p> <p>The focus of this lecture is on economic and social aspects of sustainability and their interrelations.</p>
Content	<ul style="list-style-type: none"> • Sustainable development as a multidimensional process: economic growth, human rights and development • Current Challenges of globalization and sustainable development • Millennium Development Goals • Economic approaches (external effects; optimal resource allocation) • Sustainable Development and economic growth • Globalization and ecological sustainability • Strategies to achieve sustainable development • Democracy, Good Governance, human rights and the fight against corruption • Ways out of poverty and inequality • Global trade: its impacts on economic growth,

	<p>development and poverty</p> <ul style="list-style-type: none"> • NGOs: alternatives of state and market failure in development policy? • Current challenges of development aid • Corporate Responsibility for Sustainable Development: CSR strategies and standards
Workload	90 hours, therefor Contact time 30 hours (2 x 15) self-study 60 hours

GMT3021 - Management of the Industrial Enterprise	
ID	GMT3021
Level	Advanced Level II
Credits	7 Credits
Hours per week	5
Frequency	Every Semester
Kind of Examination	PLK
Examination time	90 minutes
Language	German
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 Strategic Management
Discipline	Business Administration
Pedagogical Approach	Lecture

Responsible:	Foschiani, Stefan; Haugrund, Stefan
Catalog Entry	The course contains the following main topics: Research and development in industry as a key function of further competitiveness and production and logistics against the background of the increasing globalization.

GMT3022 - Management of the Retail Enterprise	
ID	GMT3022
Level	Advanced Level II
Credits	7 Credits
Hours per week	5
Frequency	Every Semester
Kind of Examination	PLK
Examination time	90 minutes
Language	German
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 Strategic Management
Discipline	Business Administration
Pedagogical Approach	Lecture
Key words	Service Wholesale Brand Management Retail Merchandising

Responsible:	Niedetzky, Hans; Trauzettel, Volker; Foschiani, Stefan
Objectives	<p>Students are familiar with</p> <ul style="list-style-type: none"> - typical institutional properties of retailers as service providers, - managerial problems like site selection and location, building customer-oriented assortments, branding, management of employees especially in sales, - and have a good overview of the market and current competition in national and international markets
Catalog Entry	<p>This course deals with the fundamentals of retailing: marketing, buying, logistics, personnel management and strategic retailing management. Examples from real world and case studies introduce into the management of a retail business.</p> <p>This course addresses students who seek positions at retailers as well as students who want to become sales or marketing managers of companies selling to retailers. As the course also addresses problems of service companies it also is a valuable source for insights into the services business.</p>
Content	Brief contents: retailing management - marketing - management of assortment - private labels - pricing - promotions - site selection - buying - logistics - strategic management in retailing
Workload	75 hours lecture, 135 hours of individual studies (readings, problems)

GMT3023 - Bank Management	
ID	GMT3023
Level	Advanced Level II
Credits	7 Credits
Hours per week	5

Frequency	Every Semester
Kind of Examination	PLK
Examination time	90 minutes
Language	German
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 Strategic Management
Discipline	Business Administration
Pedagogical Approach	Lecture
Key words	Banking Stocks Investment fund Capital market Loan security
Responsible:	Bacher, Urban; Foschiani, Stefan
Catalog Entry	This course covers all relevant topics of banking business starting with the characteristics of credit institutions and the banking system in Germany. The course subsequently covers the different forms of investments (deposits, loans/bonds, stocks, ect.) and loan transactions, placing a strong emphasis on the risks, particularly interest and default risks.

GMT3024 - International Trade Operations	
ID	GMT3024
Level	Advanced Level II
Credits	7 Credits

Hours per week	5
Frequency	Every Semester
Kind of Examination	PLK
Examination time	90 minutes
Language	English
category	Course
Prerequisites	Financial Accounting, Investments and Finance I Financial Accounting, Investments and Finance II Foundations of General Management Strategic Management
Discipline	Business Administration
Pedagogical Approach	Lecture
Key words	Foreign trade
Responsible:	Manthey, Manfred; Foschiani, Stefan
Catalog Entry	This course covers the process of internationalization for companies, international marketing, foreign trade financing and the legal framework of foreign activities.
Miscellaneous	This course is part of the International Study Program and it is offered in English (beginning summer term 2009).

GMT3026 - Distribution Management	
ID	GMT3026
Level	Advanced Level II
Credits	7 Credits

Hours per week	5
Frequency	Every Semester
Kind of Examination	PLK
Examination time	90 minutes
Language	German
category	Module
Prerequisites	Financial Accounting, Investments and Finance I Managerial Processes, Functions and Decisions I Managerial Processes, Functions and Decisions II Sustainable Development I - Challenges and Responsibilities
Discipline	Business Administration
Pedagogical Approach	Lecture
Responsible:	Terporten, Michael; Haugrund, Stefan; Foschiani, Stefan
Catalog Entry	
Class Size	ca. 20-30

MAR3011 - Data Analysis & Reporting II

ID	MAR3011
Level	Advanced Level II
Credits	4 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	Data Analysis & Reporting I Descriptive Statistics Methods of Quantitative Planning I
Discipline	Market Research
Pedagogical Approach	Interactive approach
Key words	Regressionanalysis Cluster analysis Correlation Exploring Data Data Summarizing
Responsible:	Wüst, Kirsten; Specht, Katja; Cleff, Thomas; Schäfer, Wolfgang
Catalog Entry	<p>This course builds on the coursework data analysis and presentation I. Additional important multivariate methods such as factor analysis and conjoint analysis are introduced. Based on given market data students are solving real life market research problems.</p> <p>This course is a compulsory subject for the program Business Administration/Market Research. It is an elective for the programs Business Administration/Advertising and Business Administration/Marketing.</p>
Content	<p>This course builds on the coursework data analysis and presentation I. Additional important multivariate methods such as factor analysis and conjoint analysis are introduced. Based on given market data students are solving real life market research problems.</p>

MAR4012 - Elective: Advanced Market Research Methods

ID	MAR4012
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Level	Advanced Level II
Credits	4 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	Market Research
Pedagogical Approach	Interactive approach
Catalog Entry	<p>This course provides an in depth overview of the challenges associated with marketing products and services internationally or even globally. Focus is hereby given to differences regarding pricing, communication, product as well as distribution. Besides very tangible problems also numerous intercultural issues are put in perspective.</p> <p>This course is mandatory for market research students. It is an elective for the programs Business Administration/Advertising and Business Administration/Marketing.</p>

MCO4011 - Public Relations	
ID	MCO4011
Level	Advanced Level I
Credits	4 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	
Discipline	Marketing-Communication
Pedagogical Approach	Lecture with exercises
Key words	Public Relations Corporate Communications Corporate Communication
Responsible:	Theobald, Elke
Objectives	<p>Students know the theories and tools of public relations, they are able to</p> <ul style="list-style-type: none"> * develop and implement public relations and communication strategies * manage and set Issues actively the media * write press releases
Catalog Entry	This seminar intends to show students why PR is necessary for a company in order to strengthen its reputation in the relevant target groups.
Content	<ul style="list-style-type: none"> • Introduction Public Relations and Corporate Communications: definition and function of PR • Strategic planning and conception of Corporate Communications and PR • Relevance for communication in crisis and for the change communication • Identification of factors of success in efficient Public Relations • Formulation and implementation of selected PR- and communication tools • Model for evaluation of PR and Corporate Communications

	<ul style="list-style-type: none"> diagnose and design transformation processes (fusions-PR, Event-PR, Fair-PR, Lobbying etc.)
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MKT3011 - Marketing Controlling	
ID	MKT3011
Level	Advanced Level II
Credits	4 Credits
Hours per week	2
Frequency	Every Semester
Kind of Examination	PLK
Examination time	45 minutes
Language	English and German
category	Course
Prerequisites	Marketing Information Operational Marketing I Operational Marketing II
Discipline	Marketing
Pedagogical Approach	Lecture
Key words	Advertising Marketing audit
Responsible:	Walter, Nadine; Maciejewski, Paul; Zerr, Konrad; Tilly, Herwig
Objectives	<p>The course is aimed at helping students look at the entire marketing mix in light the strategy of the firm.</p> <ol style="list-style-type: none"> 1. Identify, evaluate, and develop marketing strategies

	<p>2. Evaluate a firm's opportunities 3. Anticipate competitive dynamics 4. Evaluate the sustainability of competitive advantages</p> <p>Also, marketing planning, marketing organization and marketing controlling are studied. Points of emphasis are set in the analytical and in the strategic fields. Aspects concerning the determination of the relevant market and the controlling of the strategic business units are discussed and market oriented strategies are examined in detail.</p>
Content	<p>[Detailed syllabus available for enrolled students at https://elearning.hs-pforzheim.de]</p> <p>1. Marketing strategy and planning 1.1. Analyzing the external environment (how attractive is the environment?) 1.2. Evaluating competitors (who are our competitors?) 1.3. Determining market segmentation, positioning and targeting (who are our customers?) 1.4. Understanding customer needs (what do our customers want?) 1.5. Identifying competitive advantage (what is our competitive advantage?) 1.6. Formulating marketing strategy (how to compete?) 1.7. Setting the marketing plan (what is our plan?) 2. Marketing controlling 3. Marketing organization</p>

MKT3012 - Credit Transfer for Elective Marketing/Advertising

MKT3021 - Research Project

ID	MKT3021
Level	Advanced Level II

Credits	8 Credits
Hours per week	4
Frequency	Every Semester
Kind of Examination	PLR
Language	English and German
category	Course
Prerequisites	Marketing Information Operational Marketing I Operational Marketing II
Discipline	Marketing
Pedagogical Approach	Project Course
Key words	practical experience orientation Project work Teamwork
Responsible:	Walter, Nadine
Objectives	<p>Students</p> <ul style="list-style-type: none"> • apply the previously acquired theoretical marketing knowledge • act and present as a contractor • learn to work in teams and get to know group dynamics whilst handling problems • work result-oriented faced with time and cost pressure
Catalog Entry	In this seminar, students will solve a complex research, marketing and/or communication task from a conceptual as well as from a creative perspective.
Content	<ul style="list-style-type: none"> • develop real life marketing concepts • complex marketing decisions • challenging business life marketing issues <p>[further details will be announced in the introduction session to</p>

	this research project]
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Semester 7

COL4999 - Scientific Colloquium

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.
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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

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

ESR4018 - Elective: Environmental Management II

ID	ESR4018
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: Environmental 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
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ESR4022 - Elective: Sustainable Development II	
ID	ESR4022
Level	Advanced Level II
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: Sustainable Development I
Discipline	Economics
Pedagogical Approach	Interactive approach
Responsible:	Volkert, Jürgen
Objectives	This seminar shall deepen the insights provided in Sustainable Development I with a pronounced focus on ecological challenges and issues (ca. 2/3) accompanied by further central sustainability issues like good governance, human rights, transparency and integrity and the scope of corporate responsibilities in these fields and companies' ways to take account of their responsibility.

Catalog Entry	This seminar shall deepen the insights provided in Sustainable Development I with a pronounced focus on ecological challenges and issues (ca. 2/3) accompanied by further central sustainability issues like good governance, human rights, transparency and integrity and the scope of corporate responsibilities in these fields and companies' ways to take account of their responsibility.
Content	<p>A selection of potential topics (depending on current debates):</p> <ul style="list-style-type: none"> • External effects and Internalization • Optimal resource allocation • Economic instruments and side effects • Sustainable development and economic growth (Sustainable Growth) • Eco-Innovation (factor 4 etc.) • Lifestyle(s) – sufficiency: principles, empirical evidence, strategies • Free trade, globalization and ecological sustainability • Corporate influence on politics and development in globalization • The challenges of human rights and corruption • Responsibility of politics: Good Governance • Global CSR: corporate challenges, strategies and standards
Workload	90 hours, therefor Contact time 30 hours (2 x 15) self-study 60 hours

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++ 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>

MKT4011 - Sectoral Marketing	
ID	MKT4011

Level	Advanced Level II
Credits	2 Credits
Hours per week	2
Frequency	Every Semester
Kind of Examination	PLK/PLM/PLR/PLH
Examination time	45 minutes
Language	English and German
category	Course
Prerequisites	Marketing Information Operational Marketing I Operational Marketing II
Discipline	Marketing
Pedagogical Approach	Lecture
Key words	Merchandising Industrie Service B2B marketing Marketing
Responsible:	Tilly, Herwig; Paetsch, Michael; Zerr, Konrad; Walter, Nadine
Objectives	<ol style="list-style-type: none"> 1. Understand the unique challenges involved in marketing and managing services. 2. Identify differences between marketing in services and manufacturing organizations. 3. Identify and analyze the various components of the "services marketing mix"-- the original 4Ps plus the physical environment, processes, and people. 4. Understand and discuss key issues required in managing customer satisfaction and service quality.

	<p>5. Appreciate the role of employees (and often customers) in service delivery, customer satisfaction, and service recovery.</p> <p>6. Consider the sources of competitive advantages in service businesses.</p> <p>7. Appreciate other key issues in service businesses such as managing supply and demand, relationship management, and the overlap in marketing/operations/human resource systems.</p> <p>8. Understand how "service" can be a competitive advantage in managing organizations.</p>
Content	<p>This course provides students with an introduction into the area of Service Marketing. Emphasis is given to the appreciation and understanding of the unique challenges inherent in managing and delivering quality services (versus product marketing).</p> <p>[Detailed syllabus available for enrolled students at https://elearning.hs-pforzheim.de]</p> <p>Structure of the lecture</p> <p>Introduction to Service Marketing</p> <p>Building the Service Model</p> <ol style="list-style-type: none"> 1. Service Concept Development and Service Delivery Process 2. Pricing of Services 3. Communication Mix 4. Consumer Behavior in Services <p>Managing the Customer Interface</p> <ol style="list-style-type: none"> 5. Demand and Capacity Management 6. Service Environment 7. People Management <p>Implementing Profitable Service Strategies</p> <ol style="list-style-type: none"> 8. Customer relationship and loyalty 9. Complaint Handling and Service Recovery

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

	<ul style="list-style-type: none">• Differentiation and standardization as principles of global instrumental application
Usability in other courses	Bachelor of International Marketing

ORA4999 - Oral Examination

THE4999 - Thesis