

## Business Administration / Advertising

### Semester 1

<b>AQM1011 - Mathematics 1 (Analysis/Lin. Algebra)</b>	
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	

<b>BIS1012 - Computers in Business - Applications Hands-on-Training</b>	
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>

<b>ECO1011 - Introduction and Microeconomics</b>	
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"> <li>• Students understand the importance of governmental regulations which are the framework for business activities.</li> <li>• They can handle supply and demand curves and they are able to apply this instrument to economic problems.</li> <li>• Students can evaluate the risks of governmental interventions on the formation of prices on the markets.</li> <li>• They know the functions of competition, the limits of freedom of competition and they understand the different parts of competition policy.</li> </ul>
Content	<ul style="list-style-type: none"> <li>• Basic economic concepts and methodological foundations</li> <li>• Economic systems (ideal types, real types), Ordoliberalism (German kind of economic liberalism) and “Social Market Economy”</li> <li>• Demand and supply on markets, and elasticity, production and cost functions</li> <li>• Functioning of the price system: perfect and imperfect competition, monopolistic price finding, and oligopolies.</li> <li>• State interventions in the development of market prices, price ceilings, taxes, and externalities.</li> <li>• Theory and reality of anti trust-policy</li> </ul>

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.

<b>GMT1011 - Foundations of Accounting</b>	
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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<b>GMT1012 - Cost Accounting - Fundamentals</b>	
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	<a href="#">Foundations of Accounting</a>
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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<b>GMT1021 - Managerial Processes, Functions and Decisions I</b>	
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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<b>SIC1011 - Social and methodical competence</b>	
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><b>1. Behavioral Training: Communication and Teamwork</b></p> <p>The students</p> <ul style="list-style-type: none"> <li>- know how to conduct subject conversations effectively</li> <li>- know how to conduct conflict conversations effectively</li> </ul>

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

## Semester 2

<b>AQM1021 - Descriptive Statistics</b>	
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.

<b>AQM1022 - Methods of Quantitative Planning I</b>	
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

<b>ECO1012 - Macroeconomics</b>	
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	<a href="#">Introduction and Microeconomics</a>
Discipline	Economics
Pedagogical Approach	Lecture with exercises

Responsible:	Beck, Hanno
Objectives	<ul style="list-style-type: none"> <li>• Students understand the economic cycle and the basics of national accounts.</li> <li>• They know the Neoclassical and Keynesian macroeconomic theory and they are able to apply them to current economic topics.</li> <li>• Students realize the reasons for business fluctuations and they know the basics of the growth theory and structural changes and their influence on firms.</li> <li>• They can explain different approaches for unemployment.</li> <li>• Students know the different scopes and limits of the government to influence the macroeconomic development.</li> <li>• They are familiar with the basics of monetary theory and the monetary policy of the European Central bank including its influences on firms.</li> </ul>
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"> <li>• National accounts and circular flow model</li> <li>• Neoclassical and Keynesian macroeconomic theory</li> <li>• Explanation of macroeconomic phenomena like business cycle fluctuations, economic growth, structural change, unemployment and inflation</li> <li>• Scope and limits of government macroeconomic policy</li> <li>• Foundations of monetary theory and policy</li> </ul>
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>

<b>GMT1022 - Managerial Processes, Functions and Decisions II</b>	
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	<a href="#">Managerial Processes, Functions and Decisions I</a>
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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<b>LAW1011 - Business Law I (General Principles)</b>	
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

<b>MAR1011 - Introduction Market Research</b>	
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"> <li>• Planning of market research projects - in particular methodology related to empirical research</li> <li>• Overview of principle survey methods such as interviews, observation or experiments</li> <li>• Special survey methods such as panels and micro test</li> </ul>

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<b>MKT1011 - Marketing Planning &amp; Strategies and Brand Management</b>	
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"> <li>• Principles</li> <li>• Process of marketing management</li> <li>• Marketing analysis</li> <li>• Instruments of strategic marketing planning</li> <li>• Principle marketing strategies</li> <li>• Concept and functions of brands</li> <li>• Process of brand management</li> <li>• Brand positioning</li> <li>• Principles of brand management</li> </ul>
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

<b>MKT1012 - Introduction Principles of Marketing</b>	
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"> <li>• Marketing mix planning</li> <li>• Product and pricing policy</li> <li>• Distribution policy</li> <li>• Marketing audit</li> <li>• Coordination of instruments</li> </ul>
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

<b>TAX1011 - Business Taxation</b>	
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	<a href="#">Foundations of Accounting</a>
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"> <li>• Students understand the different functions of tax law, finance and economic theory of taxation.</li> <li>• Using texts of law the students determine taxable facts and their tax base in different tax types.</li> <li>• They realise the effects of the system of value added tax (value added tax as item in transit or as cost component).</li> <li>• 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).</li> <li>• 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).</li> </ul>
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"> <li>• Fundamentals of taxation</li> <li>• 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)</li> <li>• 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)</li> <li>• Trade tax (liability to pay taxes, determination) and</li> </ul>

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

### Semester 3

<b>AQM2011 - Inferential Statistics</b>	
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	<a href="#">Descriptive Statistics</a>
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"> <li>• understand inference statistics techniques, including the application of EX-CEL, SPSS or STATA</li> <li>• calculate and interpret elementary probabilities and use them in statistical applications;</li> <li>• apply the concept of Chi-Square, Binomial, Hypergeometric, Poisson, Student, Normal and F-probability distributions in statistical problems;</li> <li>• construct and interpret confidence interval estimates of population means, variances and proportions;</li> <li>• conduct and interpret one and two sample hypothesis tests concerning population means;</li> <li>• conduct and interpret the non-parametric chi square test.</li> </ul>
Catalog Entry	This course introduces the basic methods of inductive statistics.

<b>AQM2012 - Methods of Quantitative Planning II</b>	
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	

<b>ECO2011 - International Economics</b>	
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	<a href="#">Foundations of Economics</a>
Discipline	Economics
Pedagogical Approach	Lecture with exercises
Responsible:	Beck, Hanno
Objectives	<ul style="list-style-type: none"> <li>• The students understand main issues and mechanisms of economic globalization with respect to liberalized global markets for goods, services, and production factors.</li> <li>• They can analyze the possible benefits and risks due to globalization of markets.</li> <li>• They know about international economic institutions like the IMF or the WTO and can discuss their role in international economic relations.</li> <li>• They know about possible advantages and disadvantages of exchange rate systems with fixed and flexible exchange rates and about the determinants of exchange rates.</li> </ul>
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"> <li>• Balance of Payment Analysis</li> <li>• Exchange Rate Economics</li> <li>• Currency Crises</li> <li>• International Trade Theory and Policy</li> <li>• Effects of Protectionist Measures</li> <li>• International Flows of Capital and International Migration</li> <li>• Global Governance</li> </ul>
Relationship with other courses	<ul style="list-style-type: none"> <li>• 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.</li> </ul>

	<ul style="list-style-type: none"> <li>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.</li> </ul>
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.

<b>GMT3011 - Financial Accounting, Investments and Finance I</b>	
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	<a href="#">Foundations of General Management</a> <a href="#">Principles of Accounting</a>
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 &amp; 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>

<b>LAW2011 - Business Law II (Contracts and Torts)</b>	
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	<a href="#">Law I</a>
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

<b>LAW2012 - Property Law and Law of Secured Transactions</b>	
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	<a href="#">Law I</a>

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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<b>MCO2011 - Introduction Marketing Communication</b>	
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"> <li>• Impart knowledge about the basic principles of integrated marketing communication and their management</li> <li>• Impart knowledge about central concepts and instruments of integrated marketing communication</li> </ul>
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"> <li>• Classification of integrated marketing communication in the marketing mix</li> <li>• Definition of the term communication</li> <li>• Duties and instruments of integrated marketing communication (advertising, sales promotion, direct marketing, etc.)</li> <li>• Central conceptions of integrated marketing communication (target groups, briefing, brand, etc.)</li> <li>• The advertising industry system (institutions, media, turnovers)</li> </ul>
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

<b>MCO2012 - Case Studies Marketing</b>	
ID	MCO2012
Level	Entry Level
Credits	2 Credits
Hours per week	2
Frequency	Every Semester

Kind of Examination	PLK/PLP/PLR
Examination time	45 minutes
Language	German
category	Course
Prerequisites	
Discipline	Marketing-Communication
Pedagogical Approach	Exercise Course
Key words	practical experience orientation Project work Application of knowledge Marketing Strategies Brand Management
Responsible:	Linxweiler, Richard; Gaiser, Brigitte; Theobald, Elke
Objectives	<ul style="list-style-type: none"> <li>• Increase knowledge about marketing and brand management, in particular knowledge of the principles and theories of the discipline and its tools</li> <li>• Students are able to apply instruments, tools and methods in marketing and brand management in case studies.</li> <li>• Students are able to develop marketing strategies</li> <li>• Students can develop specific marketing concepts and operationalize them in marketing plans.</li> <li>• Students reflect the critical tools and theories in marketing and brand management</li> <li>• Students are able so solve specific issues in marketing and brand management</li> </ul>
Content	<p>Marketing case studies</p> <p>During this course students will learn to apply the concept of marketing management respectively marketing instruments and brand management to case studies and/or small projects</p>
Relationship with other courses	<p>To participate in this case study the students have to have knowledge in marketing management.</p> <p>This module gives a basis for understanding the special lectures in the study course Marketing Communication / Advertising.</p>

<b>SIC2011 - Intercultural competence</b>	
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"> <li>• are able to handle communication situations in different cultural contexts</li> <li>• have an idea of the cultural differences</li> <li>• recognize and reflect own cultural background</li> <li>• acquire cultural awareness</li> <li>• communicate in English</li> </ul>
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"> <li>• Training design in mixed groups (foreign and german students)</li> <li>• communication takes place in english oder other foreign language</li> <li>• work tasks are worked out in small groups</li> <li>• Topics are culturally-relevant standard situations such as greetings, dates, thanking, opening a conversation, conversation strategies,</li> </ul> <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

<b>ECO2012 - Seminar in Economic Policy</b>	
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	<a href="#">Foundations of Economics</a> <a href="#">International Economics</a>
Discipline	Economics

Pedagogical Approach	Interactive approach
Responsible:	Beck, Hanno
Objectives	<ul style="list-style-type: none"> <li>• The students apply their economic knowledge to economic policy issues.</li> <li>• They learn how to do scientific literature survey and how to select relevant literature.</li> <li>• They learn how to write according to standards of academic writing.</li> <li>• They improve their ability to present and discuss research results.</li> <li>• The students acquire the ability to provide constructive criticism and to use criticism as a means of improvement.</li> </ul>
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"> <li>• The students have to apply their knowledge of modules ECO1010 and ECO2010.</li> <li>• Depending on workshop topic, there are links to various subareas of Business Administration, Business Law and Industrial Engineering</li> </ul>
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	<a href="#">Foundations of General Management</a> <a href="#">Principles of Accounting</a>
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 &amp; 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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<b>GMT3013 - Strategic Management</b>	
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	<a href="#">Financial Accounting, Investments and Finance I</a> <a href="#">Financial Accounting, Investments and Finance II</a> <a href="#">Managerial Processes, Functions and Decisions I</a> <a href="#">Managerial Processes, Functions and Decisions II</a>
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).

<b>LAW2022 - Intellectual Property Law</b>	
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	<a href="#">Law I</a> <a href="#">Law II</a>
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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<b>MAR2012 - Advertising Research</b>	
ID	MAR2012
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	Market Research
Pedagogical Approach	Lecture
Key words	Communication Strategy Integrated communication Communication Management Communication Mix
Responsible:	Naderer, Gabriele
Objectives	The continuing discussion about the allocation of funds and the effect of communication and advertising in conjunction with the tougher market environment needs a factual and scientifically background on the base of research studies and result of the researches from advertising and marketing communication. The lecture Advertising Research shall impart knowledge

	to the students about the wise methods to measure effect and successes of communication and in which dimensions the measurement is expedient.
Catalog Entry	This course gives students an insight into the methods and instruments of market research. Special emphasis will be placed on the planning of market research projects resp. the methodical processes of empirical social research.
Content	<ul style="list-style-type: none"> <li>• Definition of relevant terms, e.g. advertising effect, advertising success</li> <li>• Primary research and secondary research, empirical data as base for media planning (TdW, AWA, VA, etc)</li> <li>• Conception test (generation and testing of advertising concepts using qualitative methods)</li> <li>• Advertising effectiveness research (object of investigation)</li> <li>• The most important dimension of advertising effect and their measurement</li> <li>• Criteria of quality for the dimensions of advertising effect (validity, reliability, objectivity)</li> <li>• Methods of the advertising effectiveness research – pre-test methods (e.g. folder test technique, storyboard test, GfK-Advantage)</li> <li>• Methods of advertising effectiveness control – post-test methods (e.g. analysis of spending, sell-through analysis, panel of households, dealer panel)</li> </ul>
Relationship with other courses	This lecture eases understanding of the special communication political instruments.
Usability in other courses	The lecture is identical for students from Advertising, Market Research and Marketing

<b>MCO2021 - Marketing Communication / Advertising</b>	
ID	MCO2021
Level	Advanced Level I
Credits	6 Credits
Hours per week	4

Frequency	Every Semester
Kind of Examination	PLK/PLM/PLR/PLH
Examination time	90 minutes
Language	German
category	Course
Prerequisites	<a href="#">Principles of Marketing Communciation</a>
Discipline	Marketing-Communication
Pedagogical Approach	Lecture
Key words	Below the Line Communication New Communication Tools Media-Mix Classical and Modern Advertising Communication Mix
Responsible:	Gaiser, Brigitte; Tropp, Jörg; Theobald, Elke
Objectives	<p>Students know the theories, methods and tools of marketing communication, they are able to</p> <ul style="list-style-type: none"> <li>* plan and implement traditional and non-classical instruments of communication in a holistic management process</li> <li>* apply methods and tools of marketing communication to case study or practice project</li> <li>* present effective their communication / advertising plan.</li> </ul>
Catalog Entry	This course covers the different areas of classical advertising. This includes analysis, concept planning and the realization of advertising decisions.

Content	<p>Planning of the communication mix as a part of communication planning  Management of the instruments:</p> <ul style="list-style-type: none"> <li>• Planning of advertising (analyses, strategy and planning of measures)</li> <li>• Implementation of advertising political decisions</li> <li>• Advertising agencies as central responsible of classic advertising</li> </ul> <p>Sales Promotion (targets and instruments, possibilities and limits, factors of success)</p> <p>Sponsoring, Event Marketing, Product Placement, Guerrilla-Marketing, Viral Marketing, etc. (possibilities and limits, factors of success)</p> <p>Duties, organisation and functioning of communication agencies  Implementation of the cognitions in case studies/practical projects</p>
Relationship with other courses	In this module the students get the essential and desirable premises for the internship in the fifth semester and the emphasis seminar (project) in the sixth semester.
Usability in other courses	In Parts admissible in Marketing and International Marketing

<b>MCO2031 - Special Topics in Integrated Communication</b>	
ID	MCO2031
Level	Advanced Level I
Credits	4 Credits
Hours per week	2
Frequency	Every Semester
Kind of Examination	PLR
Language	German
category	Course
Prerequisites	

	<a href="#">Introduction Marketing Communication</a>
Discipline	Marketing-Communication
Pedagogical Approach	Lecture with exercises
Key words	Media Planning Strategy Agencies Advertising
Responsible:	Tropp, Jörg; Linxweiler, Richard
Objectives	<ul style="list-style-type: none"> <li>• Specificity of the integrated marketing communication</li> <li>• Clarification of the management process of integrated marketing communication</li> <li>• Operational and organisational structure of communication agencies</li> </ul>
Content	<p><b>Specificity of integrated marketing communication:</b></p> <ul style="list-style-type: none"> <li>• Media planning</li> <li>• Target group segmentation</li> <li>• Budgeting</li> <li>• etc.</li> </ul> <p><b>Strategic communication management:</b></p> <ul style="list-style-type: none"> <li>• Management: terms and concepts</li> <li>• Analysis, planning, implementation and controlling of integrated marketing communication</li> <li>• Problems and barriers in the management of integrated marketing communication</li> </ul> <p><b>Organisation of communication agencies:</b></p> <ul style="list-style-type: none"> <li>• Organisational structure: consultancy / account service, creation, media, marketing intelligence etc.</li> <li>• Operational structure: process of service</li> </ul>
Relationship with other courses	In this module the students get the essential and desirable premises for the internship in the fifth semester and the emphasis seminar (project) in the sixth semester.
Usability in other courses	In parts admissible in the study course marketing and international marketing

<b>MKT2012 - Information and Communication Technologies in Marketing</b>	
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	<a href="#">Introduction Marketing Communication</a>
Discipline	Marketing-Communication
Pedagogical Approach	Lecture
Key words	Digital Media IPTV online marketing
Responsible:	Theobald, Elke
Objectives	<p>Within the scope of Integrated Communications new communication devices gain in importance. This lecture gives an overview. The following topics are contents of this course:</p> <ul style="list-style-type: none"> <li>• Understanding of new communication technologies and classification to classic media technique</li> <li>• Classification models and selection processes for the assignment of communication techniques</li> <li>• Understanding of the coherency between communication strategy and technology selection</li> <li>• Identifying of success factors for implementation of</li> </ul>

	<p>communication technologies</p> <ul style="list-style-type: none"> <li>• Cognition of possibilities and restrictions special technologies (e.g. mobiles)</li> <li>• Development of concrete appliance, particularly in marketing communication</li> </ul>
Catalog Entry	<p>The course provides students with a broad overview in today's media and communication landscape. Specifically, the full spectrum of modern communication technologies 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>
Content	<ul style="list-style-type: none"> <li>• Introduction to media and communication technology</li> <li>• Classification efforts of media and communication technologies</li> <li>• Basics of multimedia systems (digital data, compression procedure, data formats of discrete and continuous media, introduction to different application systems)</li> <li>• Introduction to new communication technologies (optical storage media, digital radio media (iTV), netbased media)</li> <li>• Strategic analysis of the use of new media</li> <li>• Development of different multimedia systems in different fields of technology (f. ex. DVD, internet)</li> <li>• Introduction to online communication and e-commerce</li> </ul>
Relationship with other courses	<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>
Usability in other courses	<p>The lecture is identical for students from Market Research and Marketing</p>

## Semester 5

<b>GMT3025 - Management Simulation</b>	
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	<a href="#">Foundations of General Management</a> <a href="#">Managerial Decisions</a> <a href="#">Principles of Accounting</a>
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	This course is part of the International Study Program and it is offered in English (beginning summer term 2008).  <b><u>Registration (Course in English):</u></b>  Please send an email to Bernd Kuppinger to apply for this cours.

**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

<b>AQM3011 - Basics of computer-aided analysis of data</b>	
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	<a href="#">Descriptive Statistics</a> <a href="#">Methods of Quantitative Planning I</a>
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).

<b>ESR4011 - Elective: Economic and Social History I</b>	
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	<a href="#">Advanced Studies and Applications</a> <a href="#">Foundations of Economics</a>
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"> <li>• overview over economic systems (feudalism, absolutism, liberalism, organized capitalism) until the end of the 19th century</li> <li>• colonialism and imperialism</li> <li>• structural changes of economic systems</li> <li>• structural changes of social systems</li> </ul>

<b>ESR4013 - Elective: European Integration I</b>	
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"> <li>• Historical development of the European integration</li> <li>• Integration of domestic markets</li> <li>• European institutions (Parliament, Commission, European Council, Council of Ministers)</li> <li>• European Constitution</li> </ul>
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	<a href="#">Advanced Studies and Applications</a>

	<a href="#">Foundations of Economics</a>
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

<b>ESR4017 - Elective: Enviromental Management I</b>	
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	<a href="#">Advanced Studies and Applications</a> <a href="#">Foundations of Economics</a>
Discipline	Economics
Pedagogical Approach	Interactive lecture with discussion
Responsible:	Volkert, Jürgen

Objectives	<ul style="list-style-type: none"> <li>• The lecture provides insights into socioeconomic processes and challenges due to the necessity of sustainable development.</li> <li>• The focus of this lecture is on economic and social aspects of sustainability and their interrelations.</li> <li>• Students shall perceive opportunities, challenges and responsibilities resulting from good governance, society as well as for corporations and the economy.</li> <li>• A further aim is to enable them to respond to globalization critique in a competent way.</li> </ul>
Catalog Entry	<p>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.</p>
Content	<ul style="list-style-type: none"> <li>• Sustainable development as a multidimensional process: economic growth, human rights and development</li> <li>• Current Challenges of globalization and sustainable development</li> <li>• Millennium Development Goals</li> <li>• Economic approaches (external effects; optimal resource allocation)</li> <li>• Sustainable Development and economic growth</li> <li>• Globalization and ecological sustainability</li> <li>• Strategies to achieve sustainable development</li> <li>• Democracy, Good Governance, human rights and the fight against corruption</li> <li>• Ways out of poverty and inequality</li> <li>• Global trade: its impacts on economic growth, development and poverty</li> <li>• NGOs: alternatives of state and market failure in development policy?</li> <li>• Current challenges of development aid</li> <li>• Corporate Responsibility for Sustainable Development: CSR strategies and standards</li> </ul>
Workload	<p>90 hours, therefor Contact time 30 hours (2 x 15) self-study 60 hours</p>

<b>GMT3021 - Management of the Industrial Enterprise</b>	
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	<a href="#">Financial Accounting, Investments and Finance I</a> <a href="#">Financial Accounting, Investments and Finance II</a> <a href="#">Managerial Processes, Functions and Decisions I</a> <a href="#">Managerial Processes, Functions and Decisions II</a> <a href="#">Strategic Management</a>
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	<a href="#">Financial Accounting, Investments and Finance I</a> <a href="#">Financial Accounting, Investments and Finance II</a> <a href="#">Managerial Processes, Functions and Decisions I</a> <a href="#">Managerial Processes, Functions and Decisions II</a> <a href="#">Strategic Management</a>
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"> <li>- typical institutional properties of retailers as service providers,</li> <li>- managerial problems like site selection and location, building customer-oriented assortments, branding, management of employees especially in sales,</li> <li>- and have a good overview of the market and current competition in national and international markets</li> </ul>
Catalog Entry	This course deals with the fundamentals of retailing: marketing, buying, logistics, personnel management and strategic retailing management. Examples from real world an case studies introduce into the management of a retail business.

	This course addresses to 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.
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)

<b>GMT3023 - Bank Management</b>	
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	<a href="#">Financial Accounting, Investments and Finance I</a> <a href="#">Financial Accounting, Investments and Finance II</a> <a href="#">Managerial Processes, Functions and Decisions I</a> <a href="#">Managerial Processes, Functions and Decisions II</a> <a href="#">Strategic Management</a>

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.

<b>GMT3024 - International Trade Operations</b>	
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	<a href="#">Financial Accounting, Investments and Finance I</a> <a href="#">Financial Accounting, Investments and Finance II</a> <a href="#">Foundations of General Management</a>

	<a href="#">Strategic Management</a>
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).

<b>GMT3026 - Distribution Management</b>	
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	<a href="#">Financial Accounting, Investments and Finance I</a> <a href="#">Managerial Processes, Functions and Decisions I</a>

	<a href="#">Managerial Processes, Functions and Decisions II</a> <a href="#">Sustainable Development I - Challenges and Responsibilities</a>
Discipline	Business Administration
Pedagogical Approach	Lecture
Responsible:	Terporten, Michael; Haugrund, Stefan; Foschiani, Stefan
Catalog Entry	
Class Size	ca. 20-30

<b>MAR3011 - Data Analysis &amp; Reporting II</b>	
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	<a href="#">Data Analysis &amp; Reporting I</a> <a href="#">Descriptive Statistics</a> <a href="#">Methods of Quantitative Planning I</a>
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>

<b>MAR4012 - Elective: Advanced Market Research Methods</b>	
ID	MAR4012
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>

<b>MCO3011 - Advanced Seminar</b>	
ID	MCO3011
Level	Advanced Level II
Credits	8 Credits
Hours per week	4
Frequency	Every Semester
Kind of Examination	PLP
Language	German
category	Course
Prerequisites	<p><a href="#">Integrated Marketing Communication I</a>  <a href="#">Integrated Marketing Communication II</a>  <a href="#">Principles of Marketing Communciation</a></p>

Discipline	Marketing-Communication
Pedagogical Approach	Project Course
Key words	practical experience orientation Teamwork Project work Application of knowledge Applied marketing
Responsible:	Gaiser, Brigitte; Tropp, Jörg; Theobald, Elke
Objectives	<p>In the context of this module the students attend a practical project. The students solve a complex research- / marketing- and/or advertising assignment with conception and design. Based on a briefing from the practice the student-teams work self dependent with a support of a professor. They have to analyse the initial position, develop a marketing and/or communication strategy and implement the measures. The presentation of the deliverables is to do in written form (booklet) and in a public presentation, if applicable also in front of the authorise company.</p> <p>Beside the use and consolidation of expert knowledge, the students shall train their multidisciplinary competence, soft skills and methodical skills.</p>
Content	<p>Practical problems to develop a marketing and/or communication concept.</p> <p>The concrete job definition is depended on the current projects.</p>
Relationship with other courses	In this module the students will use, train and intensify their previous learned knowledge. This affords an optimal prearrangement to the career entry.
Usability in other courses	Comparable to the study courses Advertising, Market Research and Marketing.
Workload	<p>This lecture needs respectively 4 x 15 semester periods per week = 60 semester periods per week presence time.</p> <p>Additionally the students need abbr. 180 semester periods per week for primary and/or secondary research and/or self-dependent literature study and for teamwork.</p>

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"> <li>* develop and implement public relations and communication strategies</li> <li>* manage and set Issues actively the media</li> <li>* write press releases</li> </ul>
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"> <li>• Introduction Public Relations and Corporate Communications: definition and function of PR</li> </ul>

	<ul style="list-style-type: none"> <li>• Strategic planning and conception of Corporate Communications and PR</li> <li>• Relevance for communication in crisis and for the change communication</li> <li>• Identification of factors of success in efficient Public Relations</li> <li>• Formulation and implementation of selected PR- and communication tools</li> <li>• Model for evaluation of PR and Corporate Communications</li> <li>• diagnose and design transformation processes (fusions-PR, Event-PR, Fair-PR, Lobbying etc.)</li> </ul>
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<b>MCO4021 - Print Production</b>	
ID	MCO4021
Level	Advanced Level I
Credits	1 Credits
Hours per week	1
Frequency	Every Semester
Kind of Examination	PLR/PLH/PLP
Language	German
category	Course
Discipline	Marketing-Communication
Pedagogical Approach	Lecture
Key words	Print production Set Fair Drawing Postproduction Preproduction
Responsible:	Freitag, Uwe
Objectives	The creative design of a message and the implementation to a material communication medium is of fundamental importance

	for communication success (production). This lecture is to get comprehension and insights in production of print media.
Catalog Entry	<p>The realization of an advertising idea into material communication media (a production) is of utter importance for the communication success. It is the idea of this seminar to give students an insight into the concept and workings of the producer and the production. As a consequence, this will lead to a better cooperation in the management section of agencies and brand management resp. communication and marketing decisions will be made while taking the other aspects into account.</p> <p>Print production: Print processes (procedure, advantages and disadvantages), process from fair drawing to the finished print</p>
Content	<p>Print method (procedure, pros and cons)</p> <p>From the fair drawing to the final print</p>
Relationship with other courses	This module completed the economical conceptual approach of the marketing communication about production aspects.
Usability in other courses	This lecture is also interested for marketing and international marketing students.

### **MCO4023 - Elective: Desktop Publishing (DTP)**

ID	MCO4023
Level	Advanced Level I
Credits	3 Credits
Hours per week	2
Frequency	Every Semester
Kind of Examination	PLR/PLH/PLP

Language	German
category	Course
Discipline	Marketing-Communication
Pedagogical Approach	Lecture
Responsible:	Crocoll, Joachim
Objectives	The creative design of a message and the implementation to a material communication medium is of fundamental importance for communication success (production). This lecture is to get comprehension and insights in conception and mindset of creative persons. Thereby is the future collaboration in agency management and brand management affected by more knowledge and understanding about the respectively other aspects.
Catalog Entry	In DTP students will get an insight into the different options of Desktop Publishing. Students will learn what hardware and software are needed, what technical aspects have to be considered when artwork is produced as well as the basics of typography and electronic image printing. Another emphasis is placed on the practical design of graphics, layouts and montages applying professional graphic software.
Content	<p><b>Intro Desktop Publishing</b></p> <ul style="list-style-type: none"> <li>• information about the development of DTP</li> <li>• review about current Hard- und Software</li> <li>• several formats of graphics and there applications</li> </ul> <p><b>Vector Graphics</b></p> <ul style="list-style-type: none"> <li>• pros and cons and typical applications</li> <li>• software, drawing tools and path options for generation of vector graphics</li> </ul> <p><b>Colour</b></p> <ul style="list-style-type: none"> <li>• colour handling in DTP</li> <li>• colour for print and online media</li> <li>• source of error and correction potentials in colour reproduction</li> </ul>

	<p><b>Typography</b></p> <ul style="list-style-type: none"> <li>• typographic basics in theory and praxis</li> <li>• font as means of design</li> </ul> <p><b>Layout</b></p> <ul style="list-style-type: none"> <li>• page design with text, picture and graphic</li> </ul> <p><b>Pixel graphic</b></p> <ul style="list-style-type: none"> <li>• pros and cons and typical applications</li> <li>• calculation of the optimal picture and scan resolution for print and online media</li> <li>• practical application with Adobe Photoshop: picture corrections, selection areas and templates, montages, text</li> <li>• special effects – glance at the bag of tricks of graphic designers</li> </ul> <p><b>File formats</b></p> <ul style="list-style-type: none"> <li>• several file formats and their usage</li> <li>• data interchange between several graphics programs</li> </ul>
Relationship with other courses	This modul supplemented the economical conceptual approach of marketing communication about creative aspects. Therewith the holistic and interdisciplinary view on marketing communication is round.
Usability in other courses	Interested also for students of marketing and international marketing

<b>MCO4024 - Elective: Text</b>	
ID	MCO4024
Level	Advanced Level I
Credits	3 Credits
Hours per week	2
Frequency	Once a Year

Kind of Examination	PLR/PLH/PLP
Language	German
category	Course
Discipline	Marketing-Communication
Pedagogical Approach	Lecture
Responsible:	Gleichmann, Jürgen
Objectives	The creative design of a message and the implementation to a material communication medium is of fundamental importance for success (production). This lecture is to get comprehension an insights in conception and mindset of creativ persons. Therby ist the future collaboration on agency management and brand management affected by more knowledge and understanding about the respectivly other aspects.
Catalog Entry	This course focuses on the basics of text layout, technology of lyric writing and special text features of different advertising media.
Content	Principles of text layout/writing: the power of the word, language and expression Includes:  The 4 basic laws of written communication. Techniques in writing: information gathering, investigation, stylic device of dramatization, compression, redundancy, headline, slogan, body, copy, as well as on insights into the relation of image and text Special language elements in advertising media: advertisement, direct advertising, bills; radio and TV spots.
Relationship with other courses	This modul supplemented the economical conceptual approach of marketing communication about creative aspects. Therewith the holistic and interdisciplinary view on marketing communication is round.
Usability in other courses	Also interested for students from Marketing and International Marketing

**MCO4025 - Elective: Photography**

ID	MCO4025
Level	Advanced Level I
Credits	3 Credits
Hours per week	2
Frequency	Once a Year
Kind of Examination	PLR/PLH/PLP
Language	German
category	Course
Discipline	Marketing-Communication
Pedagogical Approach	Lecture
Responsible:	Reinhardt, Winfried
Objectives	The creative design of a message and the implementation to a material communication medium is of fundamental importance for communication success (production). This lecture is to get comprehension and insights in conception and mindset of creative persons. Thereby is the future collaboration in agency management and brand management affected by more knowledge and understanding about the respectively other aspects.
Catalog Entry	Basic terms of photography and the designing of fotos will be part of this seminar.
Content	The introduction into the techniques of photography will be at the heart of this seminar (focal distance, diaphragm, exposure time, format,...). The design of photos will be discussed using real-life photo shooting material. Photo conception/ briefing will be another topic. This refers to the steps involved to actually shoot material. At the end of the seminar, students will have to work on a photographic topic (conception/ briefing and photos). The results will be graded.

Relationship with other courses	This modul supplemented the economical conceptual approach of marketing communication about creative aspects. Therewith the holistic and interdisciplinary view on marketing communication is round.
Usability in other courses	Interested also for students from Marketing and International Marketing

<b>MCO4026 - Electiv: Digital Media</b>	
ID	MCO4026
Level	Advanced Level I
Credits	3 Credits
Hours per week	2
Frequency	Every Semester
Kind of Examination	PLR/PLH/PLP
Language	German
category	Course
Discipline	Marketing-Communication
Pedagogical Approach	Interactive approach
Responsible:	Lutz, Marc

<b>MCO4502 - Elective: Sales Promotion / Event Marketing</b>	
ID	MCO4502
Level	Advanced Level II
Credits	3 Credits

Hours per week	2
Frequency	Every Semester
Kind of Examination	PLK/PLM/PLR/PLH
Examination time	60 minutes
Language	German
category	Course
Discipline	Marketing-Communication
Pedagogical Approach	Lecture
Key words	Event marketing Sales promotion
Responsible:	Theobald, Elke
Catalog Entry	Modern advertising gains in importance due to changing conditions. Above all, sales promotion and event marketing are getting more and more important. This lecture wants to introduce students to these two complex communication instruments in detail.
Content	<p><b>Sales promotion:</b></p> <ul style="list-style-type: none"> <li>• Objectives and instruments of the consumer, trade and staff promotions,</li> <li>• Importance and instruments of POS advertising</li> <li>• Special meaning and risks of price promotions</li> <li>• Sales promotion between manufacturer and trade</li> <li>• Options, limits and success factors</li> <li>• Practical examples/case studies</li> </ul> <p><b>Eventmarketing</b></p> <ul style="list-style-type: none"> <li>• Different kinds of events</li> <li>• Event management</li> <li>• Options, limits and success factors</li> <li>• Practical examples/ case studies</li> </ul>

<b>MCO4504 - Elective: Kinder-und Jugendmarketing</b>	
ID	MCO4504
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
Discipline	Marketing-Communication
Pedagogical Approach	Interactive approach

<b>MKT3012 - Credit Transfer for Elective Marketing/Advertising</b>
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<b>MKT4012 - International Marketing</b>	
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	<a href="#">Marketing Information</a> <a href="#">Operational Marketing I</a> <a href="#">Operational Marketing II</a>
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	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. This course is a compulsory subject for the program Business Administration/Marketing. It is an elective for the program Business Administration/Advertising.
Content	<ul style="list-style-type: none"> <li>• International situation analysis</li> <li>• Specific aspects of international market research</li> <li>• Marketing strategies in the international context</li> <li>• Differentiation and standardization as principles of global instrumental application</li> </ul>
Usability in other courses	Bachelor of International Marketing

## 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	<a href="#">Elective: Economic and Social History I</a>
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.

**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	<a href="#">Elective: European Integration I</a>
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"> <li>• Principles of the European Monetary Integration</li> <li>• European Currency System</li> <li>• Maastricht Treaties</li> <li>• Convergence criteria and stability pact</li> <li>• Theoretical and empiric performance of the European Central Bank</li> </ul>

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	<a href="#">Elective: Business Ethics</a>
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	<a href="#">Elective: Environmental Management I</a>
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

**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	<a href="#">Elective: Sustainable Development I</a>
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"> <li>• External effects and Internalization</li> <li>• Optimal resource allocation</li> <li>• Economic instruments and side effects</li> <li>• Sustainable development and economic growth (Sustainable Growth)</li> <li>• Eco-Innovation (factor 4 etc.)</li> <li>• Lifestyle(s) – sufficiency: principles, empirical evidence, strategies</li> <li>• Free trade, globalization and ecological sustainability</li> <li>• Corporate influence on politics and development in globalization</li> <li>• The challenges of human rights and corruption</li> <li>• Responsibility of politics: Good Governance</li> <li>• Global CSR: corporate challenges, strategies and standards</li> </ul>
Workload	<p>90 hours, therefor  Contact time 30 hours (2 x 15)  self-study 60 hours</p>

<b>GMT3014 - Management Seminar</b>	
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	<a href="#">Cost Accounting - Fundamentals</a> <a href="#">Financial Accounting, Investments and Finance I</a>

	<a href="#">Financial Accounting, Investments and Finance II</a> <a href="#">Foundations of Accounting</a> <a href="#">Managerial Processes, Functions and Decisions I</a> <a href="#">Managerial Processes, Functions and Decisions II</a> <a href="#">Strategic Management</a> <a href="#">Strategic Management</a>
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>

<b>MCO4012 - Direct marketing/CRM</b>	
ID	MCO4012
Level	Advanced Level II
Credits	4 Credits
Hours per week	2
Frequency	Every Semester

Kind of Examination	PLK
Examination time	60 minutes
Language	German
category	Course
Prerequisites	<a href="#">Integrated Marketing Communication I</a> <a href="#">Principles of Marketing Communciation</a>
Discipline	Marketing-Communication
Pedagogical Approach	Lecture with discussion
Key words	Customer satisfaction CRM Customer retention Advertising Direct marketing
Responsible:	Linxweiler, Richard; Tropp, Jörg
Objectives	<ul style="list-style-type: none"> <li>• Basic principles of direct marketing and CRM</li> <li>• Comprehension of modern management from direct marketing and communication</li> </ul>
Catalog Entry	This course focuses on the importance of customer care and loyalty in saturated markets by means of direct marketing. The students will get a detailed insight into direct marketing with reference to CRM.
Content	<p><b>I Environment of entrepreneurial direct marketing</b></p> <ol style="list-style-type: none"> <li>1. History</li> <li>2. Status Quo</li> <li>3. Trends</li> </ol> <p><b>II System of entrepreneurial direct marketing</b></p> <ol style="list-style-type: none"> <li>4. Management</li> <li>5. Analysis</li> <li>6. Strategy</li> <li>7. Implementation</li> <li>8. Controlling</li> </ol> <p><b>III (self-)organisation of direct marketing</b></p> <ol style="list-style-type: none"> <li>9. Term of organisation and concept</li> </ol>

	10. Industry structure 11. Defiances
Relationship with other courses	Completion of the knowledge base in the sector communication / marketing / supplement of modules 1-3
Usability in other courses	In parts admissible in the study course marketing and international marketing

<b>MCO4022 - Film &amp; Video Production</b>	
ID	MCO4022
Level	Advanced Level I
Credits	2 Credits
Hours per week	1
Frequency	Every Semester
Kind of Examination	PLR/PLH/PLP
Language	German
category	Course
Discipline	Marketing-Communication
Pedagogical Approach	Lecture
Responsible:	Bachmann, Daniel
Objectives	The objective of this course is all-embracing and practical knowledge about advertising in film, broadcast and television media advertising.
Catalog Entry	Being able to transform an advertising idea to media communication ( production) is of great importance for the success of communication . This seminar will provide students with an insight into the concept and workings of the film

	production.
Content	<p>The course covers the following topics:  The making of a movie – from preproduction to postproduction.  What role do screenwriters, producers, cameramen and all others play in the production of a movie? What are the latest movie trends? What are the differences between an advertising film and a feature film? What are graduates' prospects in the film and media sector?</p>
Relationship with other courses	This module complete the economic and conceptual approach of Marketing-Communication about production aspects.
Usability in other courses	The lecture is interested for students of Bachelor Marketing and Bachelor International Marketing too.

**ORA4999 - Oral Examination**

**THE4999 - Thesis**