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Fachhochschule Düsseldorf
Düsseldorf University of Applied Sciences

FB 7

Fachbereich Wirtschaft
Department of Business Studies

Winter Semester 2010/2011

Programme of Courses in English

**German Business
in a Global Context**

Course Descriptions

International Marketing Management

L. O'Riordan, MBA

The objective of the course is to develop students' knowledge and understanding of key principles and practices in the global perspective of strategic marketing management.

Key topics include:

- **Marketing**
- **Strategy**
- **Decision Making**
- **Leadership**
- **Control**
- **Ethics**

Learning Outcome:

The course develops students' marketing management skills by introducing theory in a practically orientated course, using real business life situations from the international environment.

Level: Third and fourth year students

Prerequisites: Basic understanding of marketing principles

Literature:

- **International Management by Helen Deresky, Prentice Hall, ISBN 0321028295**
- **International Business by John D. Daniels; Prentice Hall ISBN: 013032034x**
- **Additional literature will be provided by the lecturer**

Assessment: Presentations, class participation, and a 60-minute written exam at the end of the course

Semester hours per week: 2

Credits per course: 4

Thursday 08:45 – 10:15 // Room 01.41 (building 23.32)

Course Unit Code: ip 09 04

Cultural Studies

L. O'Riordan, MBA

- **Key theories of culture**
- **Culture & communication**
- **Culture and marketing / eMarketing**
- **Culture and leadership**
- **Culture and ethics**
- **Culture and negotiation**
- **CSFs and Best Practice for report writing & making presentations**
- **Student presentations: team work assignments**

Learning Outcome

The objective of the Cultural Studies course is to introduce students to key topics to improve awareness, knowledge and understanding of cultural matters. The aim is to develop student skills by introducing theory in a practically orientated course based on real-life business situations.

Students learn to:

- 1. Develop, widen, and improve their current knowledge on cultural issues**
- 2. Strengthen their confidence in communicating in English through class participation, report writing, and presentations**
- 3. Explore new ways of learning**

Level: Third and fourth year students

Prerequisites: Understanding of general business management and business English

Literature:

- **Cultures and Organizations by von Geert Hofstede, Gert J. Hofstede**
- **Riding the Waves of Culture by Fons Trompenaars, Charles Hampden-Turner**
- **Understanding Cultural Differences by Edward T. Hall, Mildred Reed Hall**
- **Additional literature will be provided by the lecturer**

Assessment: Presentations and a 60-minute written exam at the end of the course

Semester hours per week: 2

Credits per course: 4

Thursday 10:45 – 12:15 // Room 01.41 (building 23.32)

Course Unit Code: ip 09 03

European Retail Marketing

H. Pöhlmann

- **Recent developments in worldwide retail business**
- **Current performance of leading European retail organizations, business results, plans, marketing actions**
- **Discounting against traditional retailing**
- **Development of retail trade sales (food & non-food); private labels versus manufacturers' brands – current developments**
- **Brand and price champions and the key drivers for successful brands**
- **Future of shopping 2005 and beyond**
- **The Metro Future Store Initiative (FSI) in Rheinberg: new techniques and facilities**
- **Latest brand trends in buying behaviour, based on GfK's ConsumerScan household panel analyses, focusing on Premium Buyers, First Choice Buyer, the relevant set of outlets**
- **Price intelligence and efficient price management.**

Learning Outcome

The course develops detailed knowledge of the retail trade and consumer buying habits. Participants will improve their understanding of retail problems and consumer actions. They will become familiar with new visions, ideas and marketing instruments aiming at the revitalization of brands and retail concepts. Participants will improve their business English with regard to the retail sector through a specific training programme and individual exercises.

Level: Third and fourth year students

Prerequisites: Basic understanding of Retail Management and Business English

Literature/Sources:

GfK ConsumerScan Analyses

Diller, Hermann, Grundprinzipien des Marketing, 2002

LZ/NET English Newsletter

Assessment: Presentation and written exam at the end of the course

Semester hours per week: 2

Credits per course: 4

Start: 28 October 2010

(Block course: further dates will be announced in the first lecture)

Thursday 15:45 – 19:00 // Room U1.42 (building 23.32)

Course Unit Code: ip 09 10

International Trade

Prof. Dr. L. Funk

- Introduction to the World Economy;
- Comparative Advantage I: Labour Productivity and the Ricardian Model;
- Comparative Advantage II: Factor Endowments and the Neoclassical Model;
- The Economics of Specific Factors and Economic Policy Aspects;
- Beyond Comparative Advantage: Empirical Evidence and New Trade Theories;
- Tariffs, Non-Tariff Barriers and the New Protectionism;
- The Political Economy of Trade Policy;
- The Economics of Real European Integration;
- Growth, Migration of Labour and Capital, and the Role of Multinationals;
- International Economics Aspects of Development, Transition, and Trade.

Learning Outcome

The course details how an open economy functions from a microeconomic perspective. It is concerned with the most important theories of international trade and economic integration and explores the determinants of international flows of commodities and factors of production. The course also examines the effects of these flows on the domestic and international economy. Moreover, the course explores the possible policy actions at national and international level. Particular attention is paid to the problems of real international economic integration. The goal is to provide the basic tools of international trade analysis to understand and explain events in the real world economy clearly, consistently and comprehensively.

Level: 2nd and 3rd year (intermediate)

Prerequisites: Principles of Economics

Literature:

- J. Gerber: International Economics, 5th ed., Boston et al. 2010 (main textbook)
- N.G. Mankiw/M.P. Taylor: Economics, updated first edition, London 2010
- P. Krugman/M. Obstfeld: International Economics, 8th ed., New York 2008 (also available in German)
- D. McAleese: Economics for Business. Competition, Macro-Stability and Globalisation, London et al. 2004

Assessment: one hour written exam and presentation for foreign students

Semester hours per week: 3

Credits per course: 6

(BIM Students cannot get credits for attending this course)

Tuesday 13:45 – 16:00 // Room 02.86 (building 24.21)

Course Unit Code: ip 09 07

The German Economy: Institutions, Economic Policy and Business

Prof. Dr. L. Funk

The course provides an introduction to the German economy and a route-map to further study of the largest business location in Europe. Key topics include:

- Basic facts about Germany in a European and global context;
- Social Market Economy: model versus reality;
- Influences of the European Union on Germany's economic policy;
- Contemporary mega-trends and Germany as a business location;
- Industrial relations and the labour market and the welfare state;
- Future of the innovation system;
- Capital market, banking system and corporate governance.

Learning Outcome:

The course aims at building up a sound understanding of Germany's economic institutions and economic policy in a European and global context. Starting from basic facts about Germany, the main German historical economic developments and economic institutions as well as current developments with respect to Germany as a business location will be introduced by the lecturer. He will also present the basics of writing an academic economic paper. In addition to a short written examination, students taking this course will be expected to write and present a short essay on a topic related to the course which they can choose in order to improve their writing and presentation skills.

Level: 2nd and 3rd year (intermediate) **Prerequisites:** Principles of Economics

Selected Readings:

Glossner, C. L./Gregosz, D.: 60 Years of Social Market Economy, Berlin 2010
(via Internet: www.kas.de/wf/en/33.20040/)

Hasse, R./Schneider, H./Weigelt, K. (eds.): Social Market Economy: History, Principles and Implementation from A to Z, Paderborn 2008
(via Internet: www.kas.de/wf/doc/kas_12855-544-2-30.pdf)

Siebert, H.: The German Economy, Princeton 2005 (main textbook)

Sinn, H.-W.: Can Germany be saved? Cambridge/London 2007

Assessment: term paper including presentation; one hour written examination

Semester Hours per week: 2

Credits: 4

Wednesday 09:15 – 10:45 // Room U1.42 (building 23.32)

Course Unit Code: ip 09 05

Business Economics

Prof. Dr. L. Funk

- The microeconomic environment
- The macroeconomic environment of firms
- The role of the government
- Business forecasting
- The role of business economics checklists for managers

Learning Outcome:

The rationale of this course lies in the belief that, armed with a clear understanding of the core principles of business (or management) economics, managers are better equipped with to appreciate and react appropriately to changes in the competitive environment in which their business operate. In order to be effective, management decisions have to be soundly based on a critical awareness of the fundamental economic relationships which underlie all business operations. The manager must be able to apply this understanding and knowledge to real-world problems. An understanding of the key concepts of business economics given in this course provides a sound foundation for optimal-decision making. The subjects of strategic management, finance, marketing operations management and so on, utilize many of the core concepts introduced here.

Level: 2nd and 3rd year (intermediate)

Prerequisites: Principles of Economics

Literature:

Joseph G. Nellis/David Parker: Principles of Business Economics, 2nd ed., Boston, London et al., 2006 (main textbook)

Richard B. McKenzie/Dwight R. Lee: Microeconomics for MBAs: The economic way of thinking for managers, Cambridge 2006

Further hints to reading and materials will be distributed in the classes.

Assessment: 60 minutes written examination

Semester Hours per week: 2

Credits: 4

Thursday 13:45 – 15:15 // Room U1.42 (building 23.32)

Course Unit Code: ip 09 06

Open Economy Macroeconomics

Prof. Dr. Nicodemus

In the first chapter students should become familiar with the various subaccounts within the balance of payments and be able to classify transactions. We proceed with a principles-level introduction to exchange rates, determining the value of national currencies in the context of simple supply and demand analysis. We then turn to exchange-rate regimes and open-economy macroeconomics. Two issues are of primary concern. First, what is the effect of economic openness and highly mobile international capital on the ability of domestic macroeconomic policies to manage business-cycle fluctuations under various exchange-rate regimes? Second, what is the domestic economy's vulnerability to financial and macroeconomic disturbances from abroad and what, if any, are the means of protecting that economy (including regional monetary integration)? In this segment of the course, we examine the nature and causes of international financial and exchange-rate crises.

Learning Outcome

Students should become familiar with mechanisms of the balance of payments, and be able to classify transactions, , to determine the value of national currencies in the context of simple supply and demand analysis.. Furthermore students should be able to address the major developments in international macroeconomics. Its objectives are to cover the theory of exchange rates and target zones, balance of payments and speculative attacks, and currency crises and contagion.

Level: intermediate, second and third year students

Prerequisites: Basic knowledge of economics, especially macroeconomics

Literature:

- **James Gerber: International Economics, 4th edition 2007 or 5th edition 2010**
- **Krugman, Obstfeld: International Economics (7th ed.)**
- **Parkin, Michael: Economics, 8th ed. (2008); especially Chapter 26;**
- **Newspaper articles**

Assessment: 2 hour written exam and written essay

Semester hours per week: 3

Credits per course: 6

(BIM Students cannot get credits for attending this course)

Wednesday 14:00 – 16:30 // Room 01.41 (building 23.32)

Course Unit Code: ip 09 02

Markets in Action

Prof. Dr. G. Nicodemus

In this course we use the theory of demand and supply and the concepts of elasticity and efficiency on such topics as: housing markets and rent ceilings, labour market and minimum wages, sales taxes, agricultural markets, the economics of the environment. The possible strengths and weaknesses of both the market and government intervention are analyzed. We also use newspaper articles to confront currently debated economic problems in Germany and the European Union to confront these with economic concepts.

Special topic: Financial Crisis in 2007-2010 (background and causes, financial markets impacts, global contagion effects, responses to financial crisis)

Learning Outcome:

After participating in this course students will be able to

- explain how housing markets work and how price ceilings create housing shortages and inefficiency
- explain the effects of the sales tax
- explain how emission charges, marketable permits, and taxes can be used to achieve efficiency in the face of external costs
- explain why farm prices and revenues fluctuate and how speculation and price stabilization agencies influence farm prices and revenues
- explain how labour markets work and how minimum wage laws create unemployment and inefficiency
- welfare effects of markets, discuss pros and cons of market regulation

Level: Second and third year students

Prerequisites: Basic knowledge of economics, micro- and macroeconomics

Literature:

- **Parkin, Michael: Economics, 9th ed. (2010)**
- **Sloman, John: Economics, 5th ed. (2003)**

Assessment: 2 hour written exam at the end of the course, 20-30 min.

Presentation

Semester Hours per week: 3

Credits: 6

Wednesday 11:00 – 13:00 // Room U1.42 (building 23.32)

Course Unit Code: ip 09 01

European Community Law

Prof. Dr iur. Gustav K.L. Real

- **Structure of laws and regulations**
- **Organization of states, their functions and objectives**
- **Legal entities in private and public law**
- **State sovereignty, international sovereign entities**
- **Structure, objectives, and competence of the EC. EC legislation**
- **Freedoms granted by the EC.**

Learning Outcome

The course gives an extended overview of the legal background of the European Community, its structure, its workings and the impact on the laws and regulations of the EC member states and their nationals.

Prerequisites: Some basic knowledge of the public law of the student's home jurisdiction will be helpful for the understanding of international law issues.

Level: Third to fourth year students

Literature:

Treaty on the Foundation of the European Community, as amended

Any Commentary to this treaty

Arendt, Europarecht

Jörg Holtmann, Skript Europarecht, 4. Auflage 2006, Verlag Alpmann Schmidt, Münster

Assessment: 2-hour written exam at the end of the course

Semester hours per week: 2

Credits per course: 4

Tuesday 09:15 – 10:45 // Room 03.84 (building 24.21)

Course Unit Code: ip 09 11

Business German I (Grundstufe)

U. Oberließen

- **Establishing contacts (communicating in everyday situations)**
- **Talking about yourself in professional contexts Cultural misunderstandings**
- **Professional dialogue (talking about companies and products)**
- **Contextual and situational grammar exercises**

Learning Outcome

Students will be able to

- **talk about their personal career, current endeavours and plans for their future career**
- **establish contact in their university or business environment**
- **solve linguistic and cultural problems through communication**
- **gain an insight into the German employment market**
- **enter into dialogue with other professionals, talk about departments, positions and areas of responsibility**
- **reduce the number of language mistakes through structured exercises in German grammar.**

Level: Beginners

Prerequisites: Interest in learning German

Literature: To be announced in seminar

Assessment: Attendance, presentations, 90-minute written exam at the end of the course

Semester hours per week: 3

Credits per course: 6

Tuesday 11:30 – 13:30 // Room 00.66 (building 23.32)

Course Unit Code: ip 09 09

Business German II (Mittelstufe)

U. Oberließen

- **Communication in everyday business situations**
- **Professional qualifications**
- **Negotiations**
- **Job Interviews**
- **Marketing / Advertising**
- **Trade Fairs: Visit to Messe Düsseldorf**
- **Intercultural Issues**
- **Contextual and situational grammar exercises**

Learning Outcome

Students will learn how to

- **talk about their personal development, their current aims and their plans for the future**
- **extend their vocabulary in the word field of "marketing"**
- **be aware of cultural differences in the business world**
- **reduce the number of mistakes through grammar exercises**

Level: Intermediate

Prerequisites: Good beginner's German

Literature: Relevant material will be distributed during class

Assessment: Attendance, presentations, 90-minute written exam at the end of the course

Semester hours per week: 3

Credits per course: 6

Tuesday 08:45 – 11:00 // Room 00.66 (building 23.32)

Course Unit Code: ip 09 08

Business Language Courses in English, French and Spanish are also available. See separate leaflet. Students should contact the respective lecturers.