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# LIST OF COURSES FROM

## THE INTERNATIONAL STUDY PROGRAMME (ISP)

winter semester 2019; edition July 2019

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## 1. DOING BUSINESS IN THE ARAB WORLD (ISP)

### Course objectives and learning outcomes:

To provide an introduction to the cultures of the modern Middle East, and to Arab Business Culture in particular.

To prepare students for doing business with Arab partners successfully.

By the end of the course, students will be able to

- Understand Arab values and stereotypes and see your own values and stereotypes in context
- Know about the regional differences in the Arab Region
- Recognize the importance of values such as "hospitality" and "tribalism" for your Arab counterpart
- Acquire a fundamental understanding of Arab business culture
- Learn how to deal with typical aspects of conducting business with Arabs
- Learn how to deal with conflicts and how to recognize "success"
- Develop effective communication techniques to obtain the best results while negotiating with Arabs

### Content outline:

The Arab Region spans over 6,437 kilometers and two continents, and its population reaches about 300 million people. Some countries have seen the introduction of modern management and organizations, but the political and administrative environment remains a very traditional one. In order to work successfully and effectively with Arabs, it is essential to recognize this unique cultural diversity and business infrastructure.

Working language: English

Workload: 40 hours of lecture presence / 110 hours of independent study

Exam: final exam (70% of final grade), presentation (20% of final grade), class participation (10% of final grade)

## 2. EMPLOYABILITY SKILLS – GERMAN FOR THE WORKPLACE (ISP)

### Course objectives and content outline:

Improve students' competences in handling situations at the work place in Germany, such as applying for the job, job interviews, the daily situations in the company, small-talk and German work culture. The main stress will be held on specific vocabulary and interactive role plays in German in order to improve the language skills and get the basic employability skills around German work place.

Working language: English

Workload: 36 hours of lecture presence / 100 hours of independent study

Exam: written examination

## 3. INFORMATION TECHNOLOGY SERVICE MANAGEMENT (ISP)

### Content outline:

- The lifecycle of Information Technology Infrastructure Library V3 (ITIL® V3)
- ITSM Governance: Association and Dependency to the Business
- Process oriented structures for ITSM and compliance
- IT-Services; Structure and Implementation
- Operational IT Setup
- IT Outsourcing
- Contracts and Service Level Management
- Financial aspects
- Quality Management

Working language: English

Workload: 40 hours of lecture presence / 110 hours of independent study

Exam: written examination

#### 4. INTERCULTURAL NEGOTIATION TRAINING (ISP)

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**Course objectives and content outline:**

Improve students' competences in handling business with foreign cultures.

Throughout the seminar, a wide range of situations will be discussed and analyzed which are intended to simulate daily life in international organisations. The "foreignness" of these situations is increased by the time pressure to which participants will be subjected. The objective here is to test out strategies which help to overcome ambiguity and insecurity in students own behaviour and in that of their partners. Each student will analyze and discuss a specific topic of foreignness in class, which will enable students to improve their competence in intercultural encounters. This involves a sensitization in relation to culture-specific behavior conventions, the ability to perform in foreign and multilingual situations and the practicing of "role distance" as well as recognising and using intercultural synergy potential.

Working language: English

Workload: 44 hours of lecture presence / 110 hours of independent study

Exam: written examination and presentation

#### 5. INTERNATIONAL INNOVATION MANAGEMENT (ISP)

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**Course objectives and content outline:**

This course introduces the theories and practices of international innovation management. The course examines areas including the role of creativity and innovation for growth and wealth creation, effective innovation processes and the associated management issues, and the characteristics of innovative organisations.

Working language: English

Workload: 40 hours of lecture presence / 110 hours of independent study

Exam: presentation and abstract

#### 6. INTERNATIONAL LEADERSHIP (ISP)

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**Course objectives and content outline:**

International leaders want to lead competently and sustainably in their business practices. They have to integrate a framework for execution of international strategy, working across cultures and distance. Combining theoretical knowledge with real-world examples from diverse cultures, countries and industry sectors, the lecture will give the students a deeper understanding of the problems and the complexities of international management.

Working language: English

Workload: 40 hours of lecture presence / 110 hours of independent study

Exam: presentation and abstract

#### 7. INTERNATIONAL MANAGEMENT –CASE STUDIES (ISP)

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**Course objectives:**

Upon successful completion of this module, students are able to understand and analyze

- basic challenges of international business and globalization of markets;
- core concepts in managing international corporations;
- strategies and market entry forms in international management;
- intercultural aspects in managing firms across borders and culture, so that they are able to make basic comparisons and draw conclusions about cross culture differences.

Individual cases about the successful and non-successful internationalization of German and non-German firms.

**Content outline**

1. Introduction to international management: Trends in international trade, foreign direct investments (FDI) and international licensing of business firms
2. Overview of international business strategies: International versus global versus multinational versus transnational strategies
3. International market entry strategies
4. International supply chain and production management
5. Cross cultural management and international human resource management
6. Case studies (1): Internationalization strategies of big German Corporations
7. Case studies (2): Internationalization strategies of German "Hidden Champions"
8. New challenges and topics international management: Internationalization of research and development in firms, offshoring and outsourcing, international supply chain management, international protection of IP

Working language: English

Workload: 32 hours of lecture presence / 88 hours of independent study

Exam: written examination

## 8. INTERNATIONAL MARKETING (ISP)

**Course objectives:**

On completion of the course students will be able to:

- apply basic International Marketing theories and the concepts to understand the environment
- undertake strategic business analysis in order to develop International Marketing objectives and strategies
- understand segmentation, targeting and positioning as applied to the international environment
- develop creative international market entry strategies
- explain the differences in negotiating with marketing partners from different countries and the implications for the marketing strategies (4Ps)

**Content outline:**

Global Markets - Social and Cultural Environments - Political, Legal and Regulatory Environments - Global Information Systems and Market Research - Segmentation , Targeting and Positioning - Global Marketing Entry Strategies - Branding and Product Decisions in Global Marketing - Pricing Decisions - Channels and Physical Distribution - Communication Decisions (Advertising and Public Relations)

Working language: English

Workload: 40 hours of lecture presence / 110 hours of independent study

Exam: written examination

## 9. INTERNATIONAL SOCIAL MEDIA MARKETING (ISP)

**Course objectives and content outline:**

Students will learn about the global development of social media and analyze the challenges and possibilities of international social media marketing. The focal point will be which kind of marketing goals can be better achieved via social media and which strategies can be applied. Practical aspects, e.g. the analysis of social media campaigns or how to create engagement & gain visibility in social media networks, will also be discussed. By analyzing international campaigns, students will learn how social media marketing can be used to boost branding and performance goals of any company. Furthermore, students will gain insights into how social media is practically handled in international companies like Bosch Power Tools.

Working language: English

Workload: 20 hours of lecture presence / 55 hours of independent study

Exam: written examination

## 10. INTERNATIONAL STUDENT CASE COMPETITION (BUSINESS SIMULATION GAME) (ISP)

### Course objectives:

Participants

- assume the role of a manager of a company
- have to find a prosperous strategy
- plan their processes
- make decisions in all parts of the business process like personal staff, production, advertisement, R&D, finance and accounting
- have to be responsive to market behaviour
- present their results at the annual general meeting (or similar)

### Content outline:

Day 1

Intercultural and social competence training

Introduction to Business administration with BTI Factory (incl. special business vocabulary)

Day 2

Introduction to the simulation game TOPSIM Easy Management

Expert groups and presentations

Decisions Period 1-3 – Presentation results of Period 1-3

Special Task 1 (i.e. strategic planning concept)

Decisions Period 4 – Presentation results of Period 4

Day 3

Special Task 2 (i.e. advertisement campaign)

Decisions Period 5-6 – Presentation results of Period 5-6

Preparation Annual General Meeting

Annual General Meeting and Feedback

Working language: English

Workload: 24 hours of lecture presence / 64 hours of independent study

Exam: successful participation, presentations and a short test at the beginning of day 3

## 11. THE FINANCIAL MARKET IN GERMANY (ISP)

### Course objectives and content outline:

For a better understanding of current issues at the worldwide financial markets, this lecture provides an overview of the most common investments as a basis for further discussions and analysis. Students are given the chance to invest a certain amount of fictitious capital to learn the consequences of their decisions.

Shares / functioning of the stock markets / bonds / investment funds / fundamental and technical analysis / macroeconomic influences (central bank decisions)

Working language: English

Workload: 40 hours of lecture presence / 110 hours of independent study

Exam: written examination and presentation