
LIST OF COURSES FROM

THE INTERNATIONAL STUDY PROGRAMME (ISP)

and

THE REGULAR STUDY PROGRAMME (RSP)

Edition December 2018

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Please note that the classes from the International Study Programme (ISP) may change depending on the number of applicants for the specific class (the minimum number of participants 5) and on the semester.

If you mix courses from the ISP and the Regular Study Programme (RSP) it might be possible, that some lecturing dates are overlapping.

10-12 hours of lecture pro 1 ECTS
1 credit (ECTS) = 30 hours of work

1. APP-DEVELOPMENT (ISP)

Course objectives:

Students learn how to develop applications for mobile devices, including smartphones and tablets. Students are introduced to the survey of current mobile platforms, mobile application development environments, mobile device input methods, as well as developing applications for popular mobile platforms. Students will design and build a variety of Apps throughout the course to reinforce learning and to develop real competency.

Working language: English

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

Exam / credits: project / 5 ECTS

Offered: winter semester

Available seats: no restrictions

2. BASICS OF SCIENTIFIC WORKING (ISP)

Obligatory class for all international exchange and study abroad students.

Content outline:

Basics of academic research – Formal requirements - Structure of the paper - Documentation of sources and references and methods of quotation - Source directory

Working language: English

Workload: 8 hours of lecture presence

Exam / credits: no examination / no credits

Offered: winter semester and summer semester

Available seats: no restrictions

3. COMPUTER VISION (RSP)

Course objectives and content outline:

Image processing and computer vision are enabling more and more machines to perceive their environment and act accordingly.

In this introductory lecture, the students study the basics in this field. We cover a wide range: from edge detection to stereo vision and we also scratch machine learning. A strong focus lies on the application side. Where are "seeing machines" already in action? How do they work? With examples from industrial applications to the robo cup to autonomous cars and the rovers on mars, we interweave the theory with the impact on real life challenges.

Working language: English

Workload: 25 hours of lecture presence / 60 hours of independent study

Exam / credits: programming project and a presentation / 2,5 ECTS

Offered: summer semester 2019 and 2020 only

Available seats: restrictions possible

4. DATABASE DESIGN AND IMPLEMENTATION (ISP)

Course objectives and content outline:

The course introduces into data modeling techniques. Entity-Relationship-Model concepts are introduced and the differences to relational modeling will be explained. As a next step the data definition language part of SQL is introduced. The course will then discuss ways to transform the relational model into structured query language (SQL) statements to create a physical database schema. Finally, the basic elements of the data manipulation language part of SQL will be introduced.

The course will be a mixture of theory and practical parts. During the practical parts we will use graphical tools to create models and we will use a real SQL database to create schemas. Furthermore, we will develop scripts to manipulate and retrieve the data that is stored in the database.

Working language: English

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

Exam / credits: written examination / 5 ECTS

Offered: summer semester

Available seats: no restrictions

5. 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 / credits: final exam (70% of final grade), presentation (20% of final grade), class participation (10% of final grade) / 5 ECTS

Offered: winter semester and summer semester

Available seats: no restrictions

6. 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 / 54 hours of independent study

Exam / credits: written examination / 3 ECTS

Offered: winter semester and summer semester

Available seats: no restrictions

7. FINANCE AND INVESTMENT (RSP)

Content outline:

Overview of corporate finance - capital budgeting - capital markets and products - portfolio investment - capital: cost, structure and long-term financing - working capital management - static and dynamic methods of investment - cost utility analysis - capital asset pricing model

Working language: English

Workload: 30 hours of lecture presence / 54 hours of independent study

Exam / credits: written examination / 2,5 ECTS

Offered: spring semester

Available seats: restrictions possible

8. GERMAN CULTURE AND COMMUNICATION STYLES (ISP)

Course objectives and content outline:

Knowing the specifics in German Culture and its impacts on the Communication Style.

This class is divided into three parts. The first part gives a brief theoretical overview of intercultural communication (IC). Students will get an idea of the following topics: The importance of IC in today's world / The role of perception in IC / Key values which shape a culture's communication / Factors that shape a culture's verbal codes, nonverbal codes and the decoding of messages / Attitudes, knowledge and skills required for intercultural communication competence.

The second and main part will look at German business behavior and its historical background. By defining the following six central German cultural themes and explaining their historical development, students will get a better understanding of "typical" German behavior: Objectivism / Appreciation of regulations and structures / Rule orientation and internalized control / Time planning / Separation of personality and living spheres / The German low context communication style In the last part students will give a presentation (individual or as a group) of their own culture. Groups are expected to show the other class participants what their subject culture's communicative behavior looks and sounds like, while interpreting the behavior presented in terms of the course content. The presentation should take viewers to that culture by presenting as many of the subject culture's norms, values, and beliefs as possible. During the course of the class, students will write a cultural journal in which they describe, document, and reflect on their reactions to the German aspects of behavior, attitudes, and customs, as well as the similarities and differences in the lives of citizens of Germany and the students own culture. This paper will permit the students to identify important insights, observations, etc., and provide a commentary on learning from observation.

Working language: English
Workload: 40 hours of lecture presence / 110 hours of independent study
Exam / credits: academic paper (10-15 pages) / 5 ECTS
Offered: winter semester and summer semester
Available seats: no restrictions

9. GERMAN LANGUAGE (ISP)

Course objectives and content outline:

The German language intensive class treats the four competences (reading, listening, writing, speaking) on a basic level (A1.a); level test in advance - based on the results, the course outline will be adapted.

Working language: German
Workload: 36 hours of lecture presence / 54 hours of independent study
Exam / credits: oral examination (10 minutes) / 3 ECTS
Offered: winter semester and summer semester
Available seats: no restrictions

10. GERMAN LANGUAGE INTENSIVE CLASS (prior to the semester start) (ISP)

Course objectives and content outline:

Different levels possible; placement test will take place; fees apply.

Working language: English
Workload: 75 hours of lecture presence / 105 hours of independent study
Exam / credits: oral examination (10 minutes) / 6 ECTS
Offered: winter semester
Available seats: no restrictions

11. 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 / credits: written examination / 5 ECTS
Offered: winter semester and summer semester
Available seats: no restrictions

12. INTERCULTURAL NEGOTIATION TRAINING (ISP)

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 / credits: written examination and presentation / 5 ECTS

Offered: winter semester and summer semester

Available seats: no restrictions

13. INTERCULTURAL TRAINING GERMANY (ISP)

Obligatory class for all international exchange and study abroad students.

Course objectives:

Develop intercultural competence, identify pitfalls and prevent misunderstandings. The increased sensitivity leads to stress reduction and improved performance.

Content:

Welcome to Germany!

- I. Introduction culture, cultural dimensions, Intercultural Competence
- II. stereotypes and prejudices
- III. Germany: Country, people, history, language, culture, structures of society, education, business structures

Living in Germany

- I. Culture Shock
- II. Communication
- III. Separation of private and professional sphere
- IV. Bureaucracy
- V. Leisure

Working in Germany

- I. Business Etiquette
- II. Supervisors, co-workers, colleagues
- III. Punctuality and other work-values
- IV. Criticism
- V. Teamwork

Methods:

The concept of the workshop is very practical. Short presentations, discussion and dialogue, case studies, media, analog tools are used as appropriate.

Working language: English

Workload: 32 hours of lecture presence

Exam / credits: no examination / no credits

Offered: winter semester and summer semester

Available seats: no restrictions

14. INTERNATIONAL INNOVATION MANAGEMENT (ISP)

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 / credits: presentation and abstract / 5 ECTS

Offered: winter semester and summer semester

Available seats: no restrictions

15. INTERNATIONAL MANAGEMENT –CASE STUDIES (ISP)

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 / 58 hours of independent study

Exam / credits: written examination / 3 ECTS

Offered: winter semester and summer semester

Available seats: no restrictions

16. INTERNATIONAL MARKETING: CONSUMER BEHAVIOUR (RSP)

Course objectives:

- Appreciate the differences between the simple and Black Box models of decision-making.
- What is perception and why perception is important for customers.
- Understand what stimuli is and why you should try and manage stimuli in marketing a product.
- Recognize what constitutes a consumer lifestyle and understand how different personal characteristics affect lifestyle.

- Understand what an attitude is and what its three components are.
- Evaluate how customer attitudes can be moulded.
- Understand the theory of reasoned action.
- Distinguish between different motivation theories in consumer behavior.
- Understand how differing emotions are manipulated to encourage us to buy more.
- Appreciate how cognition, feeling and involvement affect what and how we buy.
- Explain why different learning theories are important in consumer behavior and understand how differing learning theories are used commercially.
- Understand how consumers can recall memories and why this is important for marketing.

Content outline:

Black-Box models – perception – stimuli – consumer lifestyle – attitude – reasoned action – motivation and emotions – learning theories - memory

Working language: English

Workload: 16 hours of lecture presence / 54 hours of independent study

Exam / credits: written examination / 2 ECTS

Offered: summer semester 2019 and 2020 only

Available seats: restrictions possible

17. INTERNATIONAL OPERATIONS MANAGEMENT & LOGISTICS I (RSP)

Content outline:

Strategic procurement planning (in-depth) – Sourcing strategies – operative sourcing (in-depth) – e-procurement – ECR – Supply-chain management – (Logistics) international procurement markets – Logistics service providers – Supplier appraisal and development – Selected in-depth logistics project management – Laws and regulations pertaining to procurements.

Working language: English

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

Exam / credits: academic paper / 5 ECTS

Offered: winter semester 2019 only

Available seats: restrictions possible

18. INTERNATIONAL OPERATIONS MANAGEMENT & LOGISTICS II: (RSP)

Course objectives and content outline:

Production and operations management (ERP/PPS) – Application of ERP and inventory management systems – Decision making processes for production and warehousing sites – Global production – Quality management and Certifications – Controlling: measuring performance, analyzing potential of improvement – Value-chain analysis and design – Case studies

Working language: English

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

Exam / credits: written examination / 5 ECTS

Offered: summer semester

Available seats: restrictions possible

19. INTERNATIONAL SOCIAL MEDIA MARKETING AND DIGITAL STORYTELLING (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 & gaining visibility in social media networks, will also be discussed.

Then, the course will focus on digital storytelling – an approach more and more global brands rely on when creating content for their social media channels. By analyzing international campaigns, students will learn what makes a good story, how social media influence the way stories are told, and how effective storytelling helps brands to reach their marketing goals.

Furthermore, students will gain insights into social media and storytelling at Bosch Power Tools and Daimler (incl. excursion).

Working language: English

Workload: 30 hours of lecture presence / 60 hours of independent study

Exam / credits: written examination / 3 ECTS

Offered: winter semester and summer semester

Available seats: no restrictions

20. 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 / 60 hours of independent study

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

Offered: winter semester and summer semester

Available seats: no restrictions

21. 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 / credits: written examination and presentation / 5 ECTS

Offered: winter semester and summer semester

Available seats: no restrictions

22. THE CONTEMPORARY POLITICAL AND ECONOMIC SYSTEM OF THE EUROPEAN UNION AND GERMANY ESP. (ISP)

Course objectives and content outline:

Students are meant to pose specific questions for comprehension, actively participate in subject-related discussions, and gradually, assume responsibility for their learning outcome. They are expected to give proper feedback to teaching professors. For a better understanding of current issues of the European agenda such as the ongoing process of the EU enlargement and the acceptance of a common constitution, this lecture provides an overview of the main institutions of the European Union as a base for further discussions.

Brief historical overview / The institutions / The European Parliament / The European Commission / The Council of the European Union / The European Central Bank Structure / The policy of the ECB / The Economic and Monetary Union / Stability and growth pact / Euro Crisis

Working language: English

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

Exam / credits: written examination / 5 ECTS

Offered: winter semester and summer semester

Available seats: no restrictions