

LIST OF COURSES FROM

THE INTERNATIONAL STUDY PROGRAMME (ISP)

Summer Semester 2024

30.10.2023

Table of Contents

Content

1. GERMAN LANGUAGE INTENSIVE CLASS A1.a or higher (mandatory!)	2
2. INTERCULTURAL TRAINING GERMANY (mandatory!)	2
3. GERMAN LANGUAGE SEMESTER COURSE A1.a/b (following intensive course A1.a, beginner's level)	3
4. INFORMATION TECHNOLOGY SERVICE MANAGEMENT	3
5. INTERCULTURAL NEGOTIATION TRAINING	4
6. INTERNATIONAL MANAGEMENT – CASE STUDIES	4
7. INTERNATIONAL MARKETING	5
8. DIGITAL MARKETING: ONLINE ADVERTISING & SOCIAL MEDIA MARKETING	5
9. INTERNATIONAL STUDENT CASE COMPETITION (BUSINESS SIMULATION GAME)	6
10. THE FINANCIAL MARKET IN GERMANY	6
11. ALTERNATIVE INVESTMENTS	7
12. APPLIED MARKET RESEARCH – to be confirmed	7
13. INNOVATION, TECHNOLOGY, AND THEIR SOCIAL AND ENVIRONMENTAL IMPACTS	7
14. LEADING EFFECTIVELY	8
15. GLOBAL MEGATRENDS TRANSFORMING BUSINESS AND SOCIETY	8
16. INTERNATIONAL HUMAN RESOURCES MANAGEMENT	9
17. INTRODUCTION TO DATA ANALYTICS AND DATA DRIVEN DECISION MAKING	9

Please note that the classes from the International Study Programme (ISP) may change depending on the number of students. Classes need a minimum of 5 students to commence.

The recognition of the respective ECTS is at home university's discretion.

Conduction of exams will be determined in the course of the semester.

1. GERMAN LANGUAGE INTENSIVE CLASS A1.a or higher (**mandatory!**)
(prior to the semester start)

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.

For those who already have knowledge of the German language, an advanced level is possible.

affirmative sentence, W-questions, present tense ("ich", du, wir, ihr, Sie"), formal/informal „you“: Sie, conjugation verbs: kommen – heißen – fragen – sein, present tense („er, sie, es, sie“), definite/indefinite article, nouns: singular/plural, conj. Verbs: kommen – sprechen – machen – lernen – arbeiten - suchen, yes-/no-questions, akkusativ: direct object with def./indef. article, negation with „kein“, personal pronouns in nominativ, possessive article („mein, dein, sein, ihr, Ihr“), temporal adverbs, verbs with change in the root, präteritum: simple past of "sein/haben", separable verbs, „gehen“ + infinitive, temporal questions, imperative, „möchten“ and „mögen“, „gern/nicht gern“, impersonal pronoun „man“, modal verbs („können, müssen, wollen“), dativ: indirect object with def./indef. article, prepositions with ind. object

Working language: English

Workload: 76 hours of lecture presence / 205 hours of independent study

Exam / credits: continuous assessment (oral examination (10 minutes)/participation) / 6 ECTS

Offered: winter semester and summer semester

Available seats: no restrictions

2. INTERCULTURAL TRAINING GERMANY (**mandatory!**)
(first course of the semester)

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, Metalog tools are used as appropriate.

Working language: English

Workload: 32 hours of lecture presence

Exam / credits: presentation and written abstract / 3 ECTS

Offered: winter semester and summer semester

3. GERMAN LANGUAGE SEMESTER COURSE A1.a/b (following intensive course A1.a, beginner's level)

Content outline:

Continuation of beginner level intensive course without any previous knowledge of the German language

alphabet, (declarative) sentences, questions with interrogative pronouns (Wer?,Wie?...), pronouns (nominative), conjugation of regular verbs, conjugation of verbs in present tense, definite and indefinite articles, singular and plural nouns, interrogative questions with "w", yes/no-questions, definite and indefinite articles (accusative), negation with "kein", pronouns (nominative), possessive determiner (mein, dein, sein, ihr, Ihr), temporal adverbs in a sentence (zuerst, dann, danach), conjugation of irregular verbs, simple past of "haben" and "sein", verbs that are separable (trennbare Verben), the verb "gehen" + infinitive, temporal information in a sentence, temporal prepositions (um, bis, von...bis), imperative, the verbs "mögen" and "möchten", addition "gern" and "nicht gern", impersonal pronoun „man“, modal verbs "können", "müssen", "wollen", definite and indefinite articles (dative), prepositions with dative (aus, bei, mit, nach, von, vor, zu)

Working language: German

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

Exam / credits: continuous assessment (oral examination (10 minutes)/participation) / 3 ECTS

Offered: winter semester and summer semester

Available seats: no restrictions

4. INFORMATION TECHNOLOGY SERVICE MANAGEMENT

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 / 100 hours of independent study

Exam / credits: written examination / 4 ECTS

Offered: winter semester and summer semester

Available seats: no restrictions

5. INTERCULTURAL NEGOTIATION TRAINING

Course objectives and content outline:

We negotiate on a daily basis, be it while solving issues in our own family or doing business all over the world. We negotiate with customers, with foreign colleagues- and more. We negotiate salaries and budgets. Society is ever changing, and so is the global economy, with more and more people from different cultures and countries interacting with each other. Even if the Covid19 pandemic brought world travel to a halt, international business and negotiations continue. While pre-pandemic, cross cultural negotiations were already well-established, during the pandemic, they have become even more important.

By participating in this course, you will come to recognize intercultural negotiation as a key factor to success, and develop negotiation skills which you will be able to use in order to meet challenges which face today's executives, engineers, trade and sales representatives, computer scientists and other actors in the globalized world.

First, you will find out about the skills needed to deal with bargaining and conflict relationships, and you will learn about your own individual bargaining style.

Working language: English

Workload: 50 hours of lecture presence / 50 hours of independent study

Exam / credits: written examination and presentation / 5 ECTS

Offered: winter semester and summer semester

Available seats: max. 15

6. INTERNATIONAL MANAGEMENT – CASE STUDIES

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 / credits: written examination / 3 ECTS

Offered: winter semester and summer semester

Available seats: no restrictions

7. INTERNATIONAL MARKETING

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 / 100 hours of independent study

Exam / credits: written examination / 4 ECTS

Offered: winter semester and summer semester

Available seats: no restrictions

8. DIGITAL MARKETING: ONLINE ADVERTISING & SOCIAL MEDIA MARKETING

Course objectives and content outline:

Influence the user journey: develop an understanding for different media channels – and how to use them to achieve a successful business impact. Students will receive an overview of basic online marketing concepts, become aware of personalization activities and success measurement. Learn how to drive engagement, sales or awareness for eShops, websites and other channels. Take a deep dive into paid media opportunities. Learn why Big Data plays an important role in online marketing and why companies rely on first-party data.

In the second part of the lecture, you will gain insight into social media marketing. Learn how to generate engagement and gain visibility with social media, what a social media strategy looks like or how to deal with escalation management.

Discuss online marketing campaigns, learn how to increase engagement and get practical insights on how international companies like Bosch Power Tools are handling online marketing.

On completion of this course students will:

- understand the relevance of online marketing
- distinguish between paid&organic media
- be aware of (advertisement) possibilities, pros&cons of different media channels
- use customer journey models to their advantage
- measure success by analysing traffic data
- know what big data is all about and how to use first-party data for marketing activities
- understand the basics of social media marketing
- learn how to build a social media strategy and how to deal with escalation management
- learn how advertising works on Facebook, Instagram, YouTube, TikTok or WeChat
- get insights into successful influencer marketing

Working language: English

Workload: 40 hours of lecture presence / 100 hours of independent study

Exam / credits: written examination / 4 ECTS

Offered: winter semester and summer semester

Available seats: no restrictions

9. INTERNATIONAL STUDENT CASE COMPETITION (BUSINESS SIMULATION GAME)

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: 30 hours of lecture presence / 64 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

10. THE FINANCIAL MARKET IN GERMANY

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 (partly conducted online)

Exam / credits: written examination and presentation / 4 ECTS

Offered: winter semester and summer semester

Available seats: no restrictions

11. ALTERNATIVE INVESTMENTS

Course objectives and content outline:

Get an overview of alternative investments with a focus in hedge funds and private equity. Especially with the current low interest rate level, investors are looking for alternatives to equity and bond market investments. In particular, the different categories of hedge funds as well as the different private equity strategies will be discussed and analyzed in depth. A brief outlook on the real estate-, currency-, commodity- and cryptocurrency-markets is given.

It is advantageous if the course "The Financial Market Germany" has already been attended.

Working language: English

Workload: 20 hours of lecture presence / 40 hours of independent study (partly conducted online)

Exam / credits: written examination / 2 ECTS

Offered: winter semester and summer semester

Available seats: no restrictions

12. APPLIED MARKET RESEARCH – to be confirmed

Course objectives:

Referring on practical examples of mobility innovations (autonomous driving and shared mobility) students will first be provided with trainings on empirical research methods and data analysis. Using that knowledge, they'll conduct a field study in two groups. Group 1 will examine the acceptance drivers of E-scooter field lab DHBW-Drive. Group 2 will investigate the acceptance drivers of autonomous cars, using a modern driving simulator in the DHBW-Lab.

Previous knowledge of finance topics is beneficial, but not necessary to follow the course.

Working language: English

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

Exam / credits: written abstract and presentation / 4 ECTS

Offered: winter semester and summer semester

Available seats: 6-20

13. INNOVATION, TECHNOLOGY, AND THEIR SOCIAL AND ENVIRONMENTAL IMPACTS

Course objectives:

The idea of technological innovations as the driver for wealth, well-being and progress as well as the solution for social challenges has prevailed within the last decades in both business and politics. At the same time, we are currently witnessing rising inequalities in terms of access to technologies; we are confronted with a growing polarization between and within societies across the globe; and we are experiencing the devastating effects of climate change. To shed a light on the interconnectedness of technological innovations and their social as well as environmental impacts, this course will draw on several topical examples, such as (but not only) *autonomous driving, artificial intelligence, brain-computer-interfaces, drones and (anti?) social networks*.

Rooted in the interdisciplinary field of Science and Technology Studies (STS), this course will enable its participants to understand the complex interlockings between technological innovations, societal developments, and environmental effects. By bringing together concepts, methods and insights from STS

with topical examples, this course aims to sensitize its participants for the diverse challenges that future global decision makers need to consider beyond questions of established management practices. To do so, this course will provide necessary topical inputs, examine various perspectives on current global challenges and foster discussion among the participants with the goal to 'open the black box' surrounding innovations.

Working language: English

Workload: 24 hours of lecture presence

Exam / credits: oral (group) presentation / Continuous Assessment / 2 ECTS

Offered: winter semester

Available seats: 8-20

14. LEADING EFFECTIVELY

Course objectives:

Leadership is at the core of any successful team and organization. Guided by the psychological underpinnings of leadership and human behavior, the focus of the module lies on gaining insights into successful leadership through a combination of practice and theory. This will allow participants to acquire skills necessary to lead both individuals and teams successfully while maintaining high levels of motivation and performance.

The module also includes elements that will help participants to better understand how to lead in crises, such as the current pandemic, versus times of stability. As effective leadership is very much dependent on how one is perceived by others, participants will get access to two psychometric tests to gain insights into their personal strengths. At the end of the module, participants will also have the opportunity to prepare and deliver their own leadership speech and receive feedback from the group. There will also be ample opportunity for discussions and questions.

Working language: English

Workload: 32 hours of lecture presence / 55 hours of independent study

Exam / credits: individual case study analysis / 3 ECTS

Offered: winter semester

Available seats: no restrictions

15. GLOBAL MEGATRENDS TRANSFORMING BUSINESS AND SOCIETY

Course objectives:

Diving into the global socio-economic, demographic, and technological forces called Megatrends to identify the currents that will have a sustained and transformative impact on businesses, societies, economies, cultures and our personal lives in unimaginable ways in the years to come.

The amount of change happening in the world today is accelerating, creating a continuous challenge for how companies, organizations and people stay ahead of it all, decide where to invest, think about the future, and innovate in ways that enable them transformation and disruption, instead of being the ones disrupted. This requires a keen understanding of the global forces that will shape our human experiences and our business decisions long into the future.

Working language: English

Workload: 20 hours of lecture presence / 40 hours of independent study

Exam / credits: written paper and presentation / 2 ECTS

Offered: winter semester and summer semester

Available seats: no restrictions

16. INTERNATIONAL HUMAN RESOURCES MANAGEMENT

Course objectives and outlines:

The module addresses the issues and measures driving effective human resource strategy. Herein incorporated are international aspects such as differences in social media recruitment between countries and expatriation. Topics further include effective reward systems and ways to measure the impact of human resource strategies. At the end of the module, participants will have a better understanding what constitutes a successful human resource strategy within an international context.

Theoretical concepts will be introduced during the lectures and will constitute the cases for the case studies and exercises. For instance, participants will have the opportunity to conduct a live interview as both interviewer and interviewee. There will also be ample opportunity for discussions and to ask questions.

Working language: English

Workload: 32 hours of lecture presence / 45 hours of independent study

Exam / credits: individual case study analysis / 3 ECTS

Offered: summer semester

Available seats: no restrictions

17. INTRODUCTION TO DATA ANALYTICS AND DATA DRIVEN DECISION MAKING

Course objectives and outlines:

You will get an introduction to data analytics and its role in decision making. You will learn why data has gone from important to fundamental, regardless of the industry or type of organization, what the different types of data are and what frameworks, techniques, and tools you have available to evaluate it and put it to use. You will gain an overview of the technologies that enable the collection, storage, visualization, and analysis of data. You will also become familiar with the concepts of "Big Data", "IoT" and "Cloud Computing".

This course will also provide an overview of key technology trends with the potential to transform the global economy in the future.

Ultimately, you will put your knowledge into practice going through examples and real cases.

- What is Data Analytics?
- Different types of data, data sources and data analysis processes
- Data analysis methodologies and tools
- Big Data and the technology needed to manage it and extract insights from it
- Decision making: data analytics in business and organizations today, from reporting to strategy.
- How is data transforming the way businesses and organizations operate
- Most relevant technology trends and associated skills that will be required in future jobs

Working language: English

Workload: 24 hours of lecture presence / 40 hours of independent study

Exam / credits: case study analysis and presentation in class/ 2 ECTS

Offered: summer semester

Available seats: 20 seats