

Foreign Trade/International Management – Bachelor

In the Bachelor degree programme "Foreign Trade/International Management" students learn about international operating companies and organisations. The programme is a combination of the three disciplines internationally oriented business administration and economics as well as international management. This allows for the complexity of the international orientation of companies, the globalisation of markets and the deep structural changes in open economies.

The degree programme encourages an integrated understanding of economic processes and business thinking. Both are basic requirements for managers to work successfully in international enterprises or organisations. In a country like Germany, which is strongly dependent on international trade, it is essential to consider the international and intercultural aspects of the European and non-European economies. The main aim of the degree programme "Foreign Trade/International Management" is to impart these aspects not only in theory but also with practical application. Through the combination of theory and practice the graduates' entrepreneurial ideas are encouraged, which are both innovative and realistic. Neither a purely theoretical orientation nor a one-sided focus on "Best Practice" approaches can claim to fulfil this goal.

The **internationally oriented business administration studies** concentrate on the presentation and analysis of the specifics of operational sequences, which result from internationalisation processes. They not only consider the operational functional areas of purchasing, finance and investment, production and marketing on their own, but also incorporate the aspects of business, legal and socio-cultural conditions.

In **international economics** students learn about economic structures and the correlation with individual and business administration actions under the influence of global and structural changes. The focus is the understanding of the functioning of open economies, their central economic-political activity parameter and their effects on a micro- and macroeconomic level. The business and economic questions are supplemented by the area of **international management**. Here the focus is on the strategic, organisational and cultural problems of international enterprises.

The main objective of the Bachelor programme "Foreign trade/International management" is to educate students to become businessmen and women, who on the basis of their broad basic knowledge, practice-oriented education and intercultural and communication competences operate internationally in a flexible way.

The **first part of the degree programme (semesters 1– 4)** serves as an introduction to academic topics, forming the basis for the studies. In addition to a broad introduction to business administration, interdisciplinary knowledge in business-related areas (economics, accounting/controlling, law, business informatics and quantitative methods) are offered. These are the basic modules. In addition to these basic modules, special modules are offered in the first study segment, through which knowledge and key qualifications are transferred, which play an especially important role in the international context. These include work and presentation techniques, as well as communication and intercultural competences. These are offered in the following seminars and training units:

- Introduction to scientific work
- Presentation techniques
- Intercultural communication
- Country analysis and country studies

The **second part of the degree programme (semesters 5-7)** continues with theoretical study but also with the application of knowledge in the form of an internship and the completion of the Bachelor thesis in the 7th semester. The second part of the degree programme concentrates on special knowledge areas as well as the international aspects of the areas of economics, controlling, management and corporate leadership. Special modules are therefore offered to answer the questions resulting from internalisation and globalisation processes. Students also have the possibility to choose an individual major. They can choose modules that cover 8 semester week hours from additional or supplementary areas. These include, in particular, the areas 'Logistics' and 'Marketing'.

"Foreign trade/International management" not only provides theoretical knowledge, but also through a strong practice and international orientation, intensive supervision and support from professors and the learning of key qualifications, prepares graduates for a position in international companies. Therefore, the study concept includes in addition to the learning of theory the following three pillars: strong practice-orientation, international orientation, and the learning of key qualifications.

Strong Practice-orientation

The practice-orientation and close co-operation with companies provide an important basis for an optimal career preparation. In the second part of the degree programme each student completes a six-month internship with a company outside of Germany. The primary objective of this internship abroad is to combine the theory learned in class with the practical experience in companies. The university supervises and helps process the internship on return. Students also have the opportunity to complete their Bachelor thesis in close cooperation with a company and with a practice-orientation. The intern supervision and supervision of bachelor theses, field trips, company visits, talks and presentations ensure a regular and intensive contact between the teaching staff and company representatives.

International Orientation

The international orientation of the department and the degree programmes is underlined by the lectures in English and varied international contacts and co-operations. A number of lectures in the first part of the Bachelor programme "Foreign Trade/International Management" and most of the lectures in the second part are held in English, making the degree programme attractive to students from Europe and overseas. International study groups encourage the exchange of experience and the development of intercultural competences. Through the involvement in international mobility programmes and a close co-operation with universities in different European countries as well as China, USA and South America, students have the possibility to complete a part of their studies abroad. In addition, there is a possibility to obtain a double degree in France with the partner university ESC Group Sup de Co Montpellier.

Imparting Key Qualification

In addition to professional business knowledge, key competences are an important requirement to be able to observe and shape processes of change. In the international context, communication and intercultural competences are of central importance for the success of business activity and co-operation. The degree programme "Foreign Trade/International Management" therefore places special emphasis on the development of a wide range of key qualifications. These include:

- methodical approach to problems
- conceptual and network thinking
- team work
- independence and showing initiative
- intercultural communication ability and competence

The development of these qualifications is supported by seminars, through appropriate study behaviour (e.g. through group and project work and business games) and in the framework of trainings (for example through simulation, role-play and case studies). The students are also encouraged to form study groups and to plan and implement independently at least one project. Graduates of the degree programme "Foreign Trade/International Management" are characterised by the following knowledge and skills:

- to think in relation to micro- and macroeconomic contexts
- ability to use micro- and macroeconomic instruments and methods
- ability to critically handle micro- and macroeconomic problems and questions
- communication and intercultural competences
- ability to work in teams and projects
- multilingualism, especially contract and negotiation confidence in English
- ability to handle instruments of data-processing

Graduates of the study course qualify for international oriented companies or organisations. Possible fields of activities include the following areas:

- international finance and controlling
- project management in marketing in domestic and foreign production, trade and service enterprises
- duties and responsibilities in the areas of organisation, personnel management and personnel development
- management and business consultancy
- international logistics

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Study Plan

Area of Study	Module	Semester* / SWS							Exam
		1.	2.	3.	4.	6.	7.		
Semester 1									
Business Studies	Introduction to Marketing and Production Management	6 (8)							K
Accounting & Controlling	Accounting 1	3 (5)							K, M, S
Cultural & Social Sciences	Intercultural interaction; an introduction	4 (6)							K, P, Ü, S
Law	Civil and Trade Law	6 (8)							K, S, P, H
Semester 2									
Business Studies	Investment and Finance Management		4 (5)						K
International Business Studies	International Human Resource Management, Organisation and Change Management		4 (5)						K
Accounting & Controlling	Accounting 2		3 (5)						K, M, S
Cultural & Social Sciences	Country Studies / Country Analysis		2 (3)						K, P
Presentation Skills / Scientific project work	Presentation and Writing Skills		4 (5)						P, Ü, H
Business Informatics	Business Informatics 1		4 (5)						Ü, S
Quantitative Methods	Mathematics		3 (5)						K
Semester 3									
International Business Studies	International Finance			4 (5)					K
Economics	Introduction to Economics			4 (5)					K, S
Law	International Business Law			6 (8)					S, Ü, K, H
Business Informatics	Business Informatics 2			4 (5)					K, H
Quantitative Methods	Statistics (Lecture and lab)			5 (7)					K, H, P
Semester 4									
Internationale Business Studies	International Trade				2 (3)				K
Accounting & Controlling	Controlling 1				4 (5)				K, M, S
Cultural & Social Sciences	Intercultural Communication and Competence				4 (5)				H, P, Ü
Economics	International Economics 1				4 (5)				K, S
Elective Logistics	System oriented and Business Foundations of Logistics Management in Industrial and Service Enterprises				8 (12)				
Elective Marketing	Marketing Research, Product Management & Price Management				8 (12)				
Semester 5									
Internship in industry									
Semester 6									
International Business Studies	International Logistics					4 (5)			K
Accounting & Controlling	Controlling 2					4 (5)			K, M, H, P
Cultural & Social Sciences	Project Work & Intercultural Project Management						4 (7)		H, P
Economics	International Economics 2					4 (5)			K, P
Business Informatics	Business Informatics 3					4 (6)			H, P, M, K
Quantitative Methods	Quantitative Methods (Lecture & Lab)					4 (6)			K, H, P
Semester 7									
International Business Studies	International Marketing Seminar						4 (6)		K
Business Informatics	Business Informatics 4						2 (4)		H, P
Bachelor Thesis							2 (4)		K, H
Total							(12)		
	Total SWS (CP):	19 (30)	24 (30)	23 (30)	22 (30)	23 (32)	9 (28)		

K: Final exam
S: Semester test
P: Presentation

Ü: Exercise
M: Oral examination
H: Paper

* Semester 5: Internship in industry
SWS = Semester week hours = 45 Minutes
CP: ECTS Credit Points
Subjects in bold are taught in English

Semester 1

INTRODUCTION TO BUSINESS, MARKETING AND PRODUCTION MANAGEMENT (Semester 1) **6 hours per week / 8 ECTS credits / language of instruction: German**

The aim of the marketing part is to look at basic theoretical and practical knowledge about marketing, in particular the marketing mix. The contents of the course are the main aspects of the marketing concept, qualitative and quantitative market research, basic models of consumer behaviour, strategic marketing planning methods (product portfolio analysis, product life cycle, positioning) as well as an overview of the marketing mix instruments (product, price, communication and distribution policy).

The aim of the production and logistics part is to introduce basic elements of production management and logistics. The contents of the course are systematisation of production systems, general framework for industrial production, modern production concepts, strategic and operational production management as well as an overview of logistics systems, processes and functions.

ACCOUNTING 1 (Semester 1) **3 hours per week / 5 ECTS credits / language of instruction: German**

This course introduces the students to external accounting. The students learn to understand and use the external accounting as an important basis for economic activity and orientation. The emphases of this basic module is on obtaining and using the following accounting information relevant for taking decisions: asset, capital and success information as well as the necessary bookings. Furthermore, they learn about preparing annual statements (inclusion and evaluation of asset and capital positions as well as their impact on the profit and loss account).

INTERCULTURAL INTERACTION, AN INTRODUCTION TO (Semester 1) **4 hours per week / 6 ECTS credits / language of instruction: English**

The students will deal with the basics of intercultural interaction and will be sensitized towards cultural differences and similarities and the exposure to cultural differences. The contents of the course are about the examination of conceptual foundations and topics such as own and foreign perception, meaning of norms and values for the human behaviour, influence of culture on perception processes, culture specific thinking patterns, influence of culture on time perception and time consciousness as well as dealing with cultural diversity.

CIVIL AND TRADE LAW (Semester 1) **6 hours per week / 8 ECTS credits / language of instruction: German**

The students will learn to work on and solve simple cases regarding questions of corporate practice and to present the results in discussions by using the acquired knowledge. They should show that they have understood the methodology of juristic case-solving. The content of the course is about justification, realisation (especially defaults) and termination of contracts, especially purchase contracts, peculiarities in trade law and main features of property law.

Semester 2

INVESTMENT AND FINANCE MANAGEMENT (Semester 2) **4 hours per week / 5 ECTS credits / language of instruction: German**

The course looks at the central business disciplines of investment and finance management as a basis for rational business actions. The main topics introduce the students to investment and finance theory, e.g. knowledge of relevant finance and investment factors and their interrelation as well as dealing with essential investment and finance types and forms, the presentation of the resulting decisive processes, calculation possibilities and business questions (in particular with regard to the introduction of more detailed economic contents and topics).

INTERNATIONAL HUMAN RESOURCE AND CHANGE MANAGEMENT (Semester 2) **4 hours per week / 5 ECTS credits / language of instruction: English**

The objective is to gain in-depth knowledge of HR strategies and operational practices needed to professionally carry out the functions of a Human Resource Manager or Line Manager in an international organisation. The lecture also focuses on the impact on organisational design and organisational change. The lecture addresses the particular problems associated with multinational co-operations. The main topics of the course link human resource strategy to corporate strategy to build a competitive advantage in a global environment. This includes conducting job analysis, recruiting and selecting job candidates, planning intercultural training, conducting appraisals, compensating employees,

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international organisational theories and design, internationalisation strategies and organisational focus as well as organisational change. The course addresses international issues such as off-shoring and expatriation.

ACCOUNTING 2 (Semester 2)

3 hours per week / 5 ECTS credits / language of instruction: German

The students learn to understand and use the internal accounting as an important basis for business decisions and efficiency control. One focus of this basic module is the basic design of cost accounting with its elements cost type, cost center as well as job order cost accounting. Another focus is the possible creation and evaluation of systems for planning and controlling costs.

COUNTRY STUDIES / COUNTRY ANALYSIS (Semester 2)

2 hours per week / 3 ECTS credits / language of instruction: English

This module focuses on the question of which country-specific information a company should have in order to take specific business decisions. The students will work on this question by means of chosen countries, focusing on the country aspects of most importance to international business people and in relation to cross-order operations and linkages. The students will learn to access information sources, analyse country-specific information regarding a specific question, examine and edit it critically, thus obtaining country-specific knowledge. In the introductory part of this seminar a concept for the preparation of country studies and country comparison studies will be developed. Based on this the following aspects will be dealt with in the course: Criteria for the choice of countries to be worked on, make information sources accessible, developing questions, collect, sight and evaluate relevant information, critical handling of sources and edit and present information clearly.

PRESENTATION AND WRITING SKILLS (Semester 2)

4 hours per week / 5 ECTS credits / language of instruction: English

Three main aims of the course are firstly the ability to grasp, analyse, comment and prove information, secondly to present professionally in English, and thirdly the ability to prepare written papers. The contents are about finding and narrowing down topics, the examination of the contents of a topic, literature research and acquisition as well as the development of reading strategies. Further topics are the formulation of goals and structuring a paper. Presenting in a professional way means among other things free speech, usage of body language and dealing with stage fright and speech inhibition. Professional presenting additionally requires choosing, elaborating and using various visualisation methods – another topic of the module.

BUSINESS INFORMATICS 1 (Semester 2)

4 hours per week / 5 ECTS credits / language of instruction: German

The goal of the course is an introduction to object-based programming, so that the students can analyse tasks, transfer them into program structures and program them. In the lecture the students learn the theory for the assignments e.g. foundations of program development, syntax structures and elements of the programming language currently looked at such as data types, control structures, objects, features, methods, in- and output dialogs und messages, incident-driven programming, procedures, functions, modules, access on databases, debugging and programming help. In the seminar students work independently on assignments, with the level of difficulty increasing during the course.

MATHEMATICS (Semester 2)

3 hours per week / 5 ECTS credits / language of instruction: German

The aim of the class is to enable the students to investigate business problems with mathematical models. Main topics include operationalisation of questions, finance mathematics, functions, differential calculus, matrices and introduction in linear optimisation. After the course the students will be able to represent questions with mathematical models, to derive results by solving mathematical models as well as to interpret the results.

Semester 3

INTERNATIONAL FINANCE (Semester 3)

4 hours per week / 5 ECTS credits / language of instruction: English

The aim of the class is to make the students understand the risks and opportunities of international finance. They will also learn financial strategies and instruments. Main topics include international financial markets, cost of capital for foreign investments, managing foreign exchange risks, international cash management as well as special financing vehicles

INTRODUCTION TO ECONOMICS (Semester 3)

4 hours per week / 5 ECTS credits / language of instruction: German

In this course students will learn to recognise and understand macroeconomic structures and their relation to individual and business decision-making. In particular students look at a) networked, integrated and cross-functional economical thinking, b) entrepreneurial and market-oriented behaviour in the social market economy as well as c) methodical approaches to problem-solving. Main topics include subject and methods of macroeconomics, circular flow and macroeconomic accounting. The students will also be taught the basics of micro- and macroeconomic knowledge necessary to work on various economic problem areas. The lecture is based on a problem-oriented approach while looking at business theory and policy and establishing concrete and empirical relationships.

INTERNATIONAL BUSINESS LAW (Semester 3)

6 hours per week / 8 ECTS credits / language of instruction: English and German

The aim of the course is to teach the students the ability to anticipate and solve or avoid conflict by recognising potential problem areas in international business, from the perspective of world trade law, European law as well as international private law and international civil proceeding law. The students will be able to work on and solve simple cases and questions of the international corporate practice and to present the result in a discussion. The course looks at the relevant legal systems and legal foundations of international economic relations, in particular: a) Legal system of the WTO, b) Legal system of the EU, c) International private law (in particular international trade, contract and company law), and d) International civil proceeding law.

BUSINESS INFORMATICS 2 (Semester 3)

4 hours per week / 5 ECTS credits / language of instruction: German

Students learn the foundations of data modelling, database theory and the use of database systems so that they are able to develop databases and database applications in their future field of work. Databases are an essential part of corporate local and internet-based information systems. Based on real application cases, data models are developed, implemented and their usage, e.g. as basis for dynamic web applications, is shown. Main topics are data modelling, database concept, relational database, normalization, foundations SQL, database applications in the internet and ADO techniques.

STATISTICS (LECTURE & LAB) (Semester 3)

5 hours per week / 7 ECTS credits / language of instruction: German

STATISTICS LECTURE 3 hours per week / 4 ECTS credits

The students will learn about the applications and limitations of statistical concepts. Main topics include objectives and phases of a statistical examination: planning, investigation, processing and presentation. The students will get to know chosen methods of descriptive statistics. Here included are especially univariate methods for the aggregation of single information and their concise presentation, bivariate methods for displaying two attributes and dependent measures, introduction into time series- and regression analysis, graphical description of concentration like the ABC analysis as well as value, price and quantity indexes. After visiting this course the students should be enabled to work on business problems with statistical concepts.

STATISTICS LAB 2 hours per week / 3 ECTS credits

In the course of the statistics lab a statistical analysis will be conducted under guidance. The capability to analyse and interpret as well as the ability to work in a team will be trained by project work. Main topics include data analysis, data entry and data verification, application of the statistics software SPSS, data transformation and analysis, presentation of the results in a paper as well as presentation of the results.

Semester 4

INTERNATIONAL TRADE (Semester 4)

2 hours per week / 3 ECTS credits / language of instruction: English

The aim of the class is to help the students understand international trade developments. They will also learn management strategies of internationalisation. Main topics include theories on internationalisation, internationalisation strategies and instruments, forms of internationalisation, foreign direct investments, international trade alternatives, INCO terms as well as risk management.

CONTROLLING 1 (Semester 4)

4 hours per week / 5 ECTS credits / language of instruction: German

The students will get to know controlling as an important basis for the goal-oriented management of companies and the related capability for business thinking. Main topics include term and organisation of controlling, foundations and

elements of corporate planning, goal oriented management by key data and key data systems, evaluation of companies, controlling of achievement of objectives by deviation analyses, prognosis as well as foundations of reporting.

INTERCULTURAL COMMUNICATION AND COMPETENCE (Semester 4) **4 hours per week / 5 ECTS credits / language of instruction: English**

During this course students acquire communicative and intercultural competence in the context of entrepreneurial and business interaction. The main topics include dealing with cultural standards and dimensions as conceptual orientation tools, culture specific work and communication styles, social systems and their influence in work life, gender roles and gender division of work in culture comparison as well as cultural diversity in professional life.

INTERNATIONAL ECONOMICS 1 (Semester 4) **4 hours per week / 5 ECTS credits / language of instruction: German**

The goal of the course is to deepen the students' macroeconomic knowledge, with the focus on questions regarding foreign trade. Students will be able to understand the functionality of open economies and to judge on chosen problem areas of international business relations. Students will learn to apply macroeconomic basic interrelations on current economic developments and discussions, hereby checking the validity and relevance of theoretical concepts. In this way, they will on one hand learn a logical arguing of macroeconomic questions and on the other hand develop a critical analytical mindset regarding economic problems. The analysis of macroeconomic interrelations in international interwoven economies is in the foreground of the course. In addition to the basic analysis of commodity, job, money and financial markets of open economies, the problems of international currency systems, forms of economic integration and chosen economic problem areas of the European Union will be dealt with.

ELECTIVE: SYSTEM ORIENTED AND BUSINESS FOUNDATIONS OF LOGISTICS MANAGEMENT IN INDUSTRIAL AND SERVICE ENTERPRISES

8 hours per week / 12 ECTS credits / language of instruction: German

See page 27

ELECTIVE: MARKETING RESEARCH, PRODUCT MANAGEMENT AND PRICE MANAGEMENT

8 hours per week / 12 ECTS credits / language of instruction: German

See page 17

Semester 5

PLACEMENT IN INDUSTRY – 30 ECTS credits

The aim of the 6-month internship in companies or organisations abroad is the introduction of the student to practical work in business areas and especially to actions, which arise from the international orientation of companies due to the continuing globalisation of markets. This is achieved by a practical collaboration in which the business and intercultural knowledge and skills can be used and transferred to strategic, operational and cultural issues in the practical world and therefore applied. Only by this the student will acquire the necessary in-depth insights into coming international assignments in economic, organisational, social and technical interrelations of global acting organisations' operations. This also especially implies the reflection of various operation and decision processes regarding upcoming management tasks after the study program. Additionally the student will be enabled through this active collaboration to obtain suggestions for further studies as well as an estimation regarding the development of his/her own qualification profile. Particularly this estimation of ones own abilities and the development in a work determined by projects and/or daily business over a longer period in a department or business unit clarifies professional interests and finally orientation for a goal-oriented career choice.

The internship is university-managed. This means that next to preparation and post-processing there will be support during the internship. By this it is ensured that the students will obtain the greatest possible professional and personal benefit from the internship and that they can make the best possible use of their practical experience gained during their internship time when they re-enter the studies.

Semester 6

INTERNATIONAL LOGISTICS (Semester 6)

4 hours per week / 5 ECTS credits / language of instruction: English

The aim of the class is to enable the students to understand the Global Supply Chain (GSC). The students will know how to develop strategies and operations in the GSC and learn the instruments of supply chain management. Main topics include flow logistics, supply logistics, supplier auditing & development, production logistics, inventory management, location decisions, distribution logistics, transportation alternatives – always focussing on international aspects.

CONTROLLING 2 (Semester 6)

4 hours per week / 5 ECTS credits / language of instruction: German

The students will be introduced to selected controlling methods of international operating companies in order to acquire adequate professional competence and be able to employ modern controlling methods in international companies. At the same time the correlation to business will be established. Selected current controlling topics will be discussed. Around the topics are concepts such as Balanced Scorecard and Value Based Management, methods of company evaluation, Cost Management methods such as Target Costing, Life-Cycle-Costing, Benchmarking and Six Sigma, the Risk Management and Risk Controlling, the Working Capital Management, Investment Controlling and foundations of international accounting.

PROJECT WORK AND INTERCULTURAL PROJECT MANAGEMENT (Semester 6/7)

4 hours per week / 7 ECTS credits / language of instruction: English

In order to be prepared for work in multidisciplinary projects and intercultural teams the students will deal with the various aspects of international project work and plan, conduct and evaluate a field study as a team. This field study is a qualitative or quantitative examination of a topic which will be agreed upon with the students at the beginning of the semester.

INTERNATIONAL ECONOMICS 2 (Semester 6)

4 hours per week / 5 ECTS credits / language of instruction: English

The course provides an in-depth insight into the economic consequences of globalisation. Through this students will be able to understand that economic decisions have to be aligned with international points of view. As future managers in international operating companies or organisations, the students will learn to forecast the consequences of own decisions and to prepare long-term corporate strategies. In this course various aspects of the internationalisation of corporate activity are examined. Main topics are macro-economical reasons for international trade as well as characteristics and consequences of globalisation on international business relations, on national and international income distribution and on economic options. Various case studies with student participation serve illustration purposes.

BUSINESS INFORMATICS 3 (Semester 6)

4 hours per week / 6 ECTS credits / language of instruction: German

The course provides the students with theoretical and practical approaches for solving IT-oriented corporate issues. It also aims at practising their implementation with the help of the appropriate IT-tools within a project-orientated framework. The course is based on case studies. The project group will work on changing theoretical and/or practical business problems and preparing the results in the form of computer solutions or presentations.

QUANTITATIVE METHODS (LECTURE & LAB) (Semester 6)

4 hours per week / 6 ECTS credits / language of instruction: German

2 hours LECTURE

In the course students will learn scientific methods that will enable them to compare results of alternative strategies. The students should get to know the procedure, applications and limits of complex quantitative methods. The data sets concentrate on economic problems to show the use of quantitative methods for business and management. Students analyse genuine data with the computer (software: EXCEL, MS-Project, SPSS). Main topics include decision analysis (structuring complex decision situations), data mining (classification and dependency analysis), multivariate analysis (correlation, regression, cluster analysis), linear programming, forecasting and networks.

2 hours LAB

In the lab students apply quantitative methods on real problems with real data. They learn and use common software like SPSS. The capability to analyse and interpret as well as the ability to work in a team will be trained by project work. Main topics include the handling of huge amount of data, application of the statistics software SPSS, data transformation and data analysis, presentation of the results in a paper as well as a PowerPoint presentation.

Semester 7

INTERNATIONAL MARKETING (Semester 7)

4 hours per week / 6 ECTS credits / language of instruction: English

The objective is to reach a comprehensive understanding of the challenges of international marketing, to incorporate the components of marketing strategy as well as internationalization strategies and to implement the marketing mix as a Product Manager or Marketing Manager. The first main topic is international brand management including consumer behaviour, market research, marketing strategies, marketing mix and marketing controlling. Another topic is internationalisation consisting of strategies of internationalisation, strategies of market entry and specialities of the marketing mix.

AIM SEMINAR (Semester 7)

2 hours per week / 4 ECTS credits / language of instruction: English

The objective of the course is to acquire a better understanding of specific topics, e.g. logistics, marketing, finance and organisation. The contents of the course are open – in general, the students have to evaluate specific problems and present analytical results as a solution.

BUSINESS INFORMATICS 4 (Semester 7)

2 hours per week / 4 ECTS credits / language of instruction: German

During the course students learn about the use and the functions of standard business software. By working on examples of business transactions in various divisions of a company the students are shown how certain tasks are displayed in business software. Practical exercises are interwoven with background knowledge, thus enhancing the underlying analysis of the business processes.