

Marketing/Business Studies – Bachelor

The increase in international division of labour, as well as the further intensification of international competition is forcing companies to activate all potential for cost and performance optimisation. Over the past years marketing, as a corporate sub-function, has become more and more the important strategic success factor for companies operating in markets which are frequently characterised by overcapacity.

The main aim of marketing is to create a competitive positioning in selected markets and market segments for products or services – also in differentiation to the competitors – and to communicate it to the target groups. In the ideal case, marketing offers a unique selling proposition which has clear advantages in the eyes of the customers and a distinction in comparison to competitors' products/services. Where a complex tangible product is concerned, the optimisation of the technical functional attributes of the product is of special significance. The marketing objective is achieved through the development of a marketing strategy based on market information. The implementation of the marketing strategy is pursued by the application of various marketing instruments, such as product and price decisions, communication decisions, for example in the form of advertising and the choice of appropriate trading partners or rather distribution channels.

Marketing demands extensive skills. The successful development and realisation of marketing strategies require special knowledge in business management, engineering science and application-oriented knowledge of information technology. Today, the increasing international division of labour and with it global competition means that successful marketing managers need additional knowledge in internationalisation and the ability to work in an international context. Along with language skills, in particular English, a basic understanding of cultural differences in international markets and international economic interrelations is needed.

The aim of the **Bachelor degree programme "Marketing/Business Studies"** is to educate young people who as a manager will be able to successfully tackle marketing tasks based on their broad basic knowledge and their acquired competences. In this connection it is characteristic for marketing graduates to have the possibility to work with large, as well as bigger middle-sized enterprises. Typical of the programme is the wide range of marketing functions stretching from strong analytical content, such as market research and marketing organisation, to creative content such as, advertising and sales promotion. Based on the objective of the Bachelor degree programme to teach future marketing leaders both in the area of business administration as well as technology, business and technical lectures make up the basic elements of the degree programme.

The **first part of the programme (semester 1-4)** introduces business administration and technology. Both areas will be supplemented in the foundation studies by further general lectures in all areas of study relevant to understanding corporate processes and business management. The students are equipped with a broad general professional competence in the following areas:

- Business Studies
- Technology
- Economics
- Law
- Accounting / Controlling
- Quantitative Methods
- Business Informatics
- Social Sciences and Management
- English.

The **second part of the programme (semester 5-7)** focuses on professional specialisation. In addition to the core marketing and technology lectures there are further areas of study which are close to marketing and therefore associated with the handling of marketing-related problems. All questions are dealt with from a marketing perspective and case studies and applications come mainly from the area of marketing.

It is however, important that the degree programme also offers the opportunity to look beyond the study major. Every student must therefore choose a module from the modules in the fields of logistics, international management or business English.

Central key competences are also increasingly necessary for successful management and leadership. There is a growing need to develop quick modification processes and to work in multi-disciplinary teams. To succeed in the marketing sector, the following key competences must exist:

- Methodology Competence: goal orientation, improvisation ability, analysis ability, negotiating skills, planning ability, independence, decision making ability, conscientiousness.
- Social Competence: cooperation ability, assertiveness, enthusiasm, communication ability, ability to compromise, criticism ability, humour, open-mindedness, entrepreneurial and market-orientated behaviour.
- Self Competence: flexibility, responsibility, ability to perform, ability to work under pressure, openness, initiative strength, self-confidence, creativity, learning aptitude and mobility.

These qualifications will be taught through different teaching and work forms. Course contents must be independently developed and presented. Students are encouraged to form study groups. Projects are done either alone or in groups. Simulations and business games serve to develop and deepen the knowledge in teams. In the Bachelor programme "Marketing/Business Studies" an important focus is placed on practical experience. This is achieved in different ways:

- Choice of relevant practical lecture contents
- Application of case studies from practical experience
- Integration of qualified practitioners in teaching in the form of presentations or university teaching positions
- Internships, respectively apprenticeships before the course of studies
- Students have the possibility to write their Bachelor thesis in close collaboration with a company
- Regular contact between teaching staff and company representatives regarding the supervision of interns, Bachelor thesis and in the frame of the development association
- Excursions to companies
- Projects with companies

An important part of the degree programme is the **compulsory internship** that stretches over a semester. This period in industry allows students to apply the theory they have acquired. The department supervises the student during the internship and is in direct contact with the companies. The experiences of the interns are processed in a colloquium and an intern report.

English is offered as a foreign language and students have the opportunity to study or do an internship abroad, in order to gain a more international perspective. The department has university agreements with universities in Europe and overseas. Students also have the opportunity to obtain a double degree in France with the partner university ESC Group Sup de Co Montpellier.

Study Plan

Course 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	Accounting 1	3 (5)						K, M, S
Technology	Introduction to Technology	4 (5)						K
Law	Civil and Trade law	6 (8)						K, S, P, H
English	Business English	4 (6)						S, P, H
Semester 2								
Business Studies	Investment and Finance Management		4 (5)					K
Accounting	Accounting 2		3 (5)					K, M, S
Technology	Construction		4 (6)					K
Business Informatics	Business Informatics 1		4 (5)					Ü, S
Quantitative Methods	Mathematics		3 (5)					K
Semester 3								
Marketing	Marketing research, Marketing planning, Distribution policy			6 (8)				K, P
Social Sciences and Management	Organisation and Human Resource Management			4 (5)				H, M
Economics	Introduction to Economics			4 (5)				K, S
Business Informatics	Business Informatics 2			4 (5)				K, H
Quantitative Methods	Statistics (Lecture and lab)			5 (7)				K, H, P
Semester 4								
Marketing	Product development Product management, Price management				8 (11)			K, P, Ü, S
Accounting	Controlling 1				4 (5)			K, M, S
Economics	Economics in Marketing				4 (5)			K
Law	Law in Marketing				4 (5)			S, K, H
English	English in Marketing				2 (3)			H, S, P, K
Semester 5								
Internship in industry								
Semester 6								
Marketing	Communications Policy and Sales Management					4 (6)		K, P
Accounting	Controlling 2					2 (3)		K, M, H, P
Technology	Technology in Marketing					4 (6)		K
Social Sciences and Management	Management and Communication in Marketing					6 (8)		K, P, H
Business Informatics	Business Informatics 3					4 (6)		H, P
Quantitative Methods	Quantitative Methods in Marketing (Lecture and lab)					4 (6)		H, P
Elective Logistics	System oriented and Business Foundations of Logistics Management in Industrial and Service Enterprises					4 (6)		
Elective module	Intercultural Communication and Competence					4 (6)		K, P, H
Elective English	The language of advertising					4 (6)		S, P
	Selected Topics from Marketing					4 (6)		S, P
Semester 7								
Social Sciences and Management	Seminar						4 (6)	H, P
Quantitative Methods	Business Informatics 4						2 (4)	K, H
Bachelor Thesis							(12)	
Total	Total SWS (CP):	21 (29)	20 (29)	23 (30)	22 (29)	26 (32)	8 (31)	

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
All lectures are In German

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 the transfer of basic knowledge 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**

The 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 which is relevant for business administrators to take decisions: asset, capital and success information as well as the necessary bookings. Furthermore knowledge about the work on preparing annual statements is transferred (inclusion and evaluation of asset and capital positions as well as their impact on the profit and loss account).

INTRODUCTION TO TECHNOLOGY (Semester 1) **4 hours per week / 5 ECTS credits / language of instruction: German**

In an ever faster changing environment companies must be able to quickly develop products, to be prepared for new challenges on a short-termed basis and to always serve new markets. This is only possible by always working in a more and more interdisciplinary way. If the employees of the business areas of the company are not able to take into consideration technical aspects, the above-mentioned conditions can only be achieved with difficulty. This module – using subjects from engineering studies (here: materials science and production engineering) – therefore looks at the thought and work processes of technical staff as well as the approaches for solving technical problems. Based on scientific exact models students learn how materials are handled and processed. Main materials groups are plastics and metals. Central topics are the materials composition, foundations of metal science, the production and processing of plastics and metals, the characteristics and applications of materials as well as materials parameters respectively materials test procedures. Additionally, production procedures of components will be explained based on examples from production engineering.

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.

BUSINESS ENGLISH (Semester 1/2) **4 hours per week / 6 ECTS credits / language of instruction: English**

The aim of the course is the ability to act adequately in an international context using a foreign language. Further aims are learning autonomy (here: own personal further development in the expert language), the ability to retrieve information from foreign language sources and the ability to present in a professional way. The course deals with methods of foreign language acquisition, learning and reading strategies as well as terms and speech means of Business English. Starting point are English texts on different information carriers about economic topics, which can range from "The sectors of the economy" up to "Entrepreneurship" and which can also cover marketing relevant questions.

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).

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.

CONSTRUCTION (Semester 2)

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

Based on the foundation of materials and the possibilities of production processes, the construction process is at the centre of corporate research and development. This technical construction process is the focus of the construction module. The individual phases, right up to simple calculations, are explained with examples. The students will learn to design development and production processes together with technicians. They will also learn how to create performance and requirement specifications which define the conditions under which a product will be used. Finally, simple technical drawings can be read and interpreted.

PARTIAL MODULE TECHNICAL DRAWING

The technical drawing is the main form of communication in technology, integrating all relevant information. The bill of materials is indispensable for managing the processes in manufacturing companies. The technical drawing is created during the development process and is used as a communication tool on which all relevant decisions and changes are based. Together with the bill of materials these two instruments are the basis for production planning and management as well as price formation. The purchasing processes are also based on this. The course is therefore about reading and understanding technical drawings and the compilation and structure of bills of materials. Starting from these documents the creation of work plans, and based on this the cost of production calculation, will be explained. Finally it will be shown, how the technical drawing is anchored in the development process.

PARTIAL MODULE DESIGN ENGINEERING

The students will learn the procedure for developing technical products. In addition to an introduction to machine elements, the single steps of the construction process will be dealt with, starting with the compilation of the bill of materials, over the concept, calculation and displaying phases up to the prototype and market launch of technical products. It will underline which information forms the basis of the technical development, which instruments are used by the technical areas of companies and what is made available for procurement, production and corporate management. An introduction to machine elements (construction elements, calculation bases, calculation methods) and design (methodical constructing, communication in the development process) will be taught.

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 should be able to represent questions with mathematical models, to derive results by solving mathematical models as well as to interpret the results.

Semester 3

MARKETING RESEARCH, MARKETING PLANNING, DISTRIBUTION POLICY (Semester 3)

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

During the course students acquire theoretical and practical knowledge regarding the functions of market research, marketing planning and distribution policy as an information base for marketing decisions, under consideration of all marketing mix factors. Main topics are forms of information retrieval concerning consumer behaviour, marketing planning and distribution policy, relevant analysis methods as a foundation for strategic and operative planning on the

corporate, business segment, brand and product level with special regard to the distribution channels, the analysis of the external market situation and the internal corporate situation as key information for the marketing planning (PIMS, SWOT analysis), experience curve concept: Market-/product life cycle analysis, portfolio analysis, programme structure analysis, marketing mix analysis, marketing strategies, product-market strategies (Ansoff), differentiation strategy vs. price leadership strategy (Porter), market segmentation strategies, the marketing planning process, budgeting, marketing controlling and impart knowledge about modern methods like ECR / Category Management / CPFR Direct sales / Internet / E-Commerce.

ORGANISATION AND HUMAN RESOURCE MANAGEMENT (Semester 3)

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

The course introduces the students to Human Resource Management in the areas of socio-scientific organisation theory (leadership/motivation/organisation), the reflexive training of social skills and the ability to analyse social systems and corporate areas of conflict between individuals, groups and organisational units. The course deals with the presentation, differentiation and reflection of the leadership function as a central management task by teaching and discussing the relevant leadership theories. Particularly motivation theories as foundation theories for leadership are chosen as a central theme and their practical importance is discussed. The reflection of the leadership function requires an embedding in fundamental theories of organisational behaviour. The module therefore looks at social and behaviour scientific concepts of organisation science are taught, including group, culture and communication theory. Additionally professional, methodical and social requirements for managers are discussed.

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.

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 should 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

PRODUCT DEVELOPMENT, PRODUCT MANAGEMENT AND PRICE MANAGEMENT (Semester 4)

8 hours per week / 11 ECTS credits / language of instruction: German

In the lectures product management, product development and price management the students gain comprehensive knowledge of the strategic importance of innovations and programme policy. They learn to coordinate the

implementation of value-added strategies with the technical possibilities and the related costs. By means of price determining factors the students acquire the ability to develop strategies with the goal of maximum value creation.

Product Management: The product policy deals with the basic strategic and operational planning instruments such as product life-cycle analysis, product portfolio analysis, positioning and ratio analysis, product programme analysis, product innovations and product design. The possibilities of providing the company a cost and competitive advantage through the use of product political instruments are analysed. A main element of this course is the branding policy, product accompanying services and Total Quality Management.

Product Development: For consumer goods for daily needs these are aspects of process engineering as a foundation to help understand the development process. The second part deals with durable consumer goods. It is shown, how the market requirements for more and more differentiated products can be met with production strategies, which enable to combine above-mentioned requirements with the demand for standardisation. As the price policy makes up an important part of the marketing measures, it is absolutely necessary to calculate the production costs of new products. The course therefore also includes an introduction to the calculation of production costs. The topic constructing under cost aspects is also part of the module.

Price Management: Analysis of the determining factors for the attainable price. The module looks at the static and the dynamic price-sale function, but also at the costs, price expectations and competition. Resulting from this, price strategies and their implementation in the market will be looked at, including price negotiations and the organisation of price decisions in companies.

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, prognosis as well as foundations of reporting.

ECONOMICS IN MARKETING (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 and environmental policy including societal change processes whereby the specific link with the specialisation marketing will be taken into consideration. In the course "International Economic Relations" students will acquire basic knowledge of the functionality of open economies, including political and societal trend changes. This will allow students to retain a certain overview and to come to company-relevant conclusions despite numerous events and the tremendous dynamism of the international field. In the course "Environmental Policy" students will acquire knowledge about basic approaches of environmental economy and environmental policy, sustainability orientation as well as an introduction to environmental management on corporate level. This allows students to develop their own point of view regarding environmental problems and sustainability, related to the specialisation marketing.

The course "International Economic Relations" has a problem-oriented structure, focussing less on theoretical models and more on practice-oriented examples. Main topics include globalisation and foreign trade, international integration, international currency and finance relations. It looks at key political and societal change processes in the industrialised, emerging and developing countries (considering demographic and gender-specific aspects) as well as economic policy approaches in the context of European integration and globalisation.

The course "Environmental Policy" also has a problem-oriented structure and refers to concrete opportunities in the business area in the context of sustainability. Main topics include a) dimensions of environmental pollution, analysis of sustainability indicators, b) theoretical foundations of environmental economy, c) objectives, instruments and players of environmental policy on a national and international level, d) foundations of environmental management and approaches for sustainability in the ecological and social areas.

LAW IN MARKETING (Semester 4)

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

The students learn to independently work and find appropriate solutions for simple cases and questions of corporate practice and to present the results in a discussion, using the acquired expert knowledge. Based on the knowledge of potential problem areas, the students should be able to anticipate and avoid conflicts. The course deals with the system and main contents of competition law and intellectual property rights (especially trademark law, including adequate EU law) as well as the foundations of company law and loan-securing law.

ENGLISH IN MARKETING (Semester 4)

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

The main aim is the ability to act adequately in an international context using a foreign language. The course will deal with the expansion and deepening of the methods of foreign language acquisition, the compendium of reading and writing strategies as well as oral communication skills. The focus is on the terminology and speech means of the special language of marketing. The topics can range from "The role of marketing" up to "Marketing in an international

environment“ and are geared to respective current tendencies in marketing and varied according to the availability of current texts. They can have a phenomenon (e.g. price wars) or a company as a starting point.

Semester 5

PLACEMENT IN INDUSTRY – 30 ECTS credits

The aim of the 6-month internship in companies or organisations at home or abroad is the introduction of the student to the practical work in business areas especially in marketing. This is achieved by a practical collaboration in which the business and technical knowledge and skills can be applied on problems in the practical world. Only by this the student will acquire the necessary deepened insights into coming assignments in economic, organisational, social and technical interrelations of organisations' operations. This also especially implies the reflexion 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 the further studies as well as an estimation regarding the development of his own qualification profile. Particularly this estimation of your own abilities and their development in a work determined by projects and/or daily business over a longer period in a department respectively business unit give clarity over professional interests and finally orientation for a goal-oriented career choice.

The internship takes place in the 5th semester and is university-managed, which 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 biggest 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

COMMUNICATIONS POLICY AND SALES MANAGEMENT (Semester 6)

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

During the module students acquire a broad knowledge of the area of strategic communications policy and the operational implementation of the communications instruments. An important partner for the implementation of the communications planning is the sales department. Students will obtain detailed knowledge about sales management in distribution and will be able by this cross-sectional knowledge to develop strategies and operational activities in the area of communications policy and distribution.

Communications policy: Possible objectives of communications policy will be defined and national as well as international communications strategies will be developed. Individual instruments of communications policy will be shown. This is, in particular, advertising with its diverse design possibilities such as classical advertising, direct advertising, sponsoring and media policy. Additionally, the theory of the effect of communication and of advertising in particular, will be taught.

Sales management: The course's subject is first of all the planning of the sales forms as well as the distribution partner policy within various distribution channels. Other topics are customer relationship management and the management of the sales organisation. It encompasses the complete instruments for managing a sales team starting with adequate selection methods, motivation and performance control of the sales force up to theory and practice of the sales pitch.

CONTROLLING 2 (Semester 6)

2 hours per week / 3 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 marketing controlling methods. At the same time the correlation to business will be established. Based on the job description of a marketing controller, selected current topics of marketing controlling will be discussed. This includes concepts of strategic and operational growth and cost controlling, such as company and trademark evaluation, as well as the evaluation of strategic business units, due diligence, planning and control of online marketing measures, balanced scorecard, target costing and activity-based costing.

TECHNOLOGY IN MARKETING (Semester 6)

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

In consumer goods, and in particular in producer goods, customer needs must be met within a given cost frame. In addition to product aspects (which are dealt with in part in the preparatory technology modules) packaging, delivery and use of the products are looked at. It is the aim of this module to teach the students the interrelations in development and production, but also in the distribution of consumer goods for daily needs, of durable consumer goods as well as of producer goods. The consumer goods area is characterised by faster and faster changes of consumer behaviour, development of new markets or market segments and the globalisation of production and distribution channels. The success of the companies is more and more dependent on the implementation speed of new

ideas and products (time to market). It is essential that work spanning the various functions of a company runs smoothly. These interrelations will be shown.

PARTIAL MODULE TECHNOLOGY IN THE AREA OF CONSUMER GOODS

Consumer goods production is used to gain an understanding of the interrelations between consumer behaviour and necessities in production and distribution. A second part of the module deals with durable consumer goods, looking at various production processes from assembly belts (Taylorism) up to the latest production methods. The technical possibilities in production are presented, starting with simple appliances over robot applications up to complete production cells. Another part of the module deals with the distribution of the consumer goods. The packaging and the standardised loading devices are an essential prerequisite for working in the framework of global production and distribution strategies. Aspects of printing technology are added as appearance, especially for consumer goods for daily needs, is the main presentation criteria at the point of sale.

PARTIAL MODULE TECHNOLOGY IN THE AREA OF PRODUCER GOODS

This module looks at the technical aspects of the producer goods industry, necessary for clarifying and classifying customer needs from a sales point of view. Using examples the module works on important aspects of the life-cycle of producer goods, such as the compilation and implementation of requirement specifications, over project planning up to start-up. The operation and maintenance, parts of the life-cycle, are also dealt with. Today an essential aspect in the producer goods area is the application of mechatronics components as well as the compilation of the generated data in order to carry out an effective production controlling. Additionally, distribution aspects have to be considered for producer goods, as they are exported in a large scale. Topics such as tie-down, transportation impact or module sizes (especially for distribution by ship) are dealt with.

MANAGEMENT AND COMMUNICATION IN MARKETING (Semester 6/7)

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

The course looks at corporate management, reorganisation and project management as well as generation and advancement of decision-making and responsibility (amongst others key competences) for managers. This includes, in particular, the advancement of capabilities for networked and integrated thinking regarding the methodological and analytical handling of complex business problems. The students will be prepared for issue and person-related leadership and management tasks in marketing. The course looks at corporate and human resource management approaches with detailed discussion of the resulting management issues, with the help of diverse current organisation, reorganisation and management tools and methods. Using various current communication models, communication methods for the manager will be worked out and discussed in the framework of their varied communication tasks. Various processes and approaches for the solution of certain business issues followed by the main problem areas relevant for success in operations side companies will be presented and discussed.

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 IN MARKETING (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.

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

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

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ELECTIVE: INTERCULTURAL COMMUNICATION AND COMPETENCE
4 hours per week / 6 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.

ELECTIVE: THE LANGUAGE OF ADVERTISING
4 hours per week / 6 ECTS credits / language of instruction: English

The course teaches the students to act adequately in an international – e.g. also social and cross-cultural – context using a foreign language, learning independently. They learn to research advertising topics, present and explain in English and transfer information into English texts, English presentations and team work. The course will deal with the terminology of the language of advertising. Based on the marketing modules in the 3rd, 4th and 6th semester topics are, for example, the role of advertising, modes of advertising and advertising language as a code. They will be adapted to the respective current developments in advertising and varied according to the availability of current texts.

ELECTIVE: SELECTED TOPICS FROM MARKETING (Semester 6)
4 hours per week / 6 ECTS credits / language of instruction: English

The aim of the course is the extension of the knowledge and skills acquired in the mandatory modules. The focus is particularly on independent research on marketing topics and permanent reports and discussions about the results. Topics are the terminology and speech means of the special language marketing English and the possibility to work specifically and extensively on one or more topics or on a current marketing tendency and their coverage in the literature and/or media.

Semester 7

MARKETING SEMINARS: VARIOUS TOPICS (Semester 7)
4 hours per week / 6 ECTS credits / language of instruction: German

During the course students use theoretical and practical knowledge about the chosen seminar topics to prepare presentations and moderate discussions as well as work on current topics. Contents of the course are the deepening of the seminar topics, the formulation of relevant topics as well as a deepened knowledge concerning the topics.

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.