Hochschule
Ludwigshafen am Rhein

INTERNATIONAL OFFICE

MASTER COURSES

CLASSES IN ENGLISH:

Business Administration

Summersemester 2013

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Departments

The departmental structure of the University of Applied Scienses reflects the most important areas of business and management:

Department I

- Management, Controlling, Health Care

Department II

- Marketing and Human Resources

Department III

- Services and Consulting

Department IV

- Social Care and Health Care

Study Program

Each department offers a specialized study program. Students have the opportunity to choose among the following Master programs:

MCO

- Master of Controlling

MF

- Master of Finance and Accounting

MC

- Master of Information Management and Consulting

MIM

- Master of Innovation Management

HR

- Master of International Human Resource Management

ML

- Master of Logistics

IM

- Master of International Marketing - Management

Incoming students may take part in a variety of English Courses offered within the before mentioned programs.

Business Courses in English

Days, times and rooms are subject to changes during the first weeks. Make sure to check the correct coordinates on the Internet:
http://www2.fh-ludwigshafen.de/sic/termine.nsf/auswahlmenu?Open
in advance or contact the International Office.

Please apply for these classes at the International Office!

Department I					
MCO					
Course No.	**Course Description**	**Lecturer**	**Day**	**Time**	**Room**
MCO 313	International Law	*Prof. Dr.Hanika*	Mo	10:00-11:30	D 201
Department II					
IM					
IM 210	International Sales Management	*Prof. Dr. Blettner*	Wed	10:00-11:30	E 13
			03.04.2013	08:15-11:30	A 103
IM 210	International Communication Management	*Prof. Dr. Rüger-Muck*	Tue: 19.03.2013 26.03.2013 16.04.2013	12:30–15:45	D 203
			Thu: 21.03.2013 28.03.2013 18.04.2013	12:30-15:45	D 202
	Max. 6 students	**Application at the IO**			
Department III					
MF					
MFA 221	Financial Engineering and Structured Finance	*Prof. Dr. Jamin*	Mon	16:00-17:30	E 128A
MFA 222	Global financial markets & financial products	*Prof. Dr. Jamin*	Mon	17:40-19:10	E 128A
MFA 233	Asset Management	*Dr. Ebinger*	Thu: 21.03.2013 04.04.2013 11.04.2013	12:30-15:45	B 011
MFA 240	Change- and Projectmanagement	LB Huber	Fri: 22.03.2013 05.04.2013	14:15-17:30	B 05
			Sat: 23.03.2013 06.04.2013	09:00-16:30	B 05
ML					
ML 211	Environmental Economics	*Prof. Dr. Bongard*	Tue	12:30-14:00	E 15
ML 221	International Logistics & Transport	*Schmidt*	Tue	16:00-17:30	B 011
ML 231	Cross-Cultural Competence	*Sponheimer*	Wed	12:30-14:00	B 06
	Max. 4 students	**Application at the IO**			

Course Descriptions

Department I

MCO 313 International Law	
• Different forms of legal systems • Relevance and influence of international private law/Choise of law at international issues • Statement of foreign law • The European Union • Institutions under the in service of foreign trade/International economic organizations • International company law • Law on the international sale of goods and other contract law • Trading practice and commercial terms • Electronic legal and business relations • Enforcement of demands in the international business law • Jurisdiction agreement/agreement on international and regional jurisdiction • Acceptance and enforcement of German judgments abroad and vice versa • Practicable drafting of contracts • International commercial arbitration.	
Lecturer: Prof. Dr. Hanika	**ECTS: 4**

Department II

IM 210 International Sales Management	
This master-level course is based on case studies and online simulations from well-known international business school. Students will work alone and in groups on examples covering topics like Strategic Sales Organization, Customer Segmentation, Sales force and Channel Management and Sales Motivation and Performance.	
Lecturer: Prof. Dr. Blettner	**ECTS: 3**

IM 210 International Communication Management	
• Marketing communication in a global context • Tools of international Marketing communication • Standardization versus differentiation of international communication • Decision fields of global versus local communication • Characteristics of different shapes of international communication • Communication strategies in markets which grow together and which diverge	
Lecturer: Prof. Rüger-Muck	**ECTS: 3**

Department III

MFA 222 Global Financial Markets & Financial Products	
• International financial markets • International financial products • Advantages of financial intermediation • The role of important participiants on the financial market • Global Financial Sourcing–Refinancing strategies on international capital markets.	
Lecturer: Prof. Dr. Jamin	**ECTS: 3**

ML 211 Environmental Economics	
Students learn more about the environmental impact of a company within the Logistics Chain and the relation to economic success. The focus here is put on the question on how legal requirements or intern ecological goals can be met in the most cost effective way and how a company can deploy ecological aspects as a competitive advantage. • Impact on the environment • Environmental policy in the national and international context • Using competitive advantages.	
Lecturer: Prof. Dr. Bongard	**ECTS: 3**

ML 221 International Logistics & Transport	
• Internationalisation in logistics • Principles of location planning • Design of nets • Global Supply Chain Design • Distribution systems • Transport systems.	
Lecturer: Schmidt	**ECTS: 3**

ML 231 Cross-Cultural Competence	
• Introduction in intercultural problems • Cultural environment • Economic environment • Financial and political-legal environment • Intercultural knowledge and set up international business relationship • Building the knowledge base • International advertising and cultural environment • Personal selling and cultural environment • Business meetings & Trade fairs.	
Lecturer: Sponheimer	**ECTS: 3**

For further information please contact the International Office:

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