Hochschule
Ludwigshafen am Rhein

INTERNATIONAL OFFICE

BACHELOR COURSES

CLASSES IN ENGLISH:

Business Administration

Summersemester 2013

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Departments

The departmental structure of the University of Applied Sciences 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 Bachelor programs:

R, Department I

- Controlling, Management and Information

P, Department II

- International Human Resources and Organisation

M, Department II

- Marketing

C, Department III

- Auditing and Taxation

F, Department III

- Financial Services and Corporate Finance

L, Department III

- Logistics

O, Department III

- Business Information Management

U, Department III

- Consulting

Department IV

- Social Work

Department IV

- Health Care

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.

Department I					
Controlling Management and Information					
Course No.	**Course description**	**Lecturer**	**Day**	**Time**	**Room**
R 322	Decision Process	Prof. Dr. Schlander	Thu	16:00-17:30	E 42
R 382D	Introduction to SAP/R3	Prof. Dr. Hannig	Thu	14:15-15:45	A 203
R 422	Logistics Management	Prof. Dr. Jakobi	Thu	16:00-17:30	E 123
R 433/ R 533	Technology and Quality Management	Prof. Dr. Jakobi	Thu	14:15-15:45	E 123
R 472 (A,B,C)	Negotiations and Meetings **Max. 8 students per course**	Prof. Dr. Ihle-Schmidt **1st half of the semester** **Application at the IO**	Fri	A:10:00-11:30 B:08:15-09:45 C:11:45-13:15	D 202
R 661A	International Business Issues	Dr. Möbius	Fri: 12.04.2013 19.04.2013 26.04.2013	12:30-15:45	E 15
			Sat: 13.04.2013 20.04.2013 27.04.2013	12:30-14:00	E 14
R 661B	International Business Issues	Dr. Möbius	Fri: 12.04.2013 19.04.2013 26.04.2013	08:15-11:30	E 15
			Sat: 13.04.2013 20.04.2013 27.04.2013	08:15-11:30	E 14
	German Culture: economic, political + social issues	Prof.Dr.Ihle-Schmidt **1st half of the semester**	Thu Fri	14:15-15:45 14:15-15:45	A303 A301
NOTES:					

Department II					
Marketing					
M 332	Introduction to International Marketing	LB Camin	Thu	17:40-19:10	A 101
International Human Resources and Organisation					
P 180	HR Management in Germany **Max. 25 students**	LB Bock **Application at the IO**	Tue	17:40-19:10	B011
P 231	Corporate Change Management	LB Gulde	Thu	12:30-14:00	A 302
P 331	Management in international companies	LB Gulde	Tue	14:30-16:00	E 128A
P 340	Work and Organizational Psychology	LB Reichert	Fri 05.04.2013	11:45-19:10	C112A
			Sat 06.04.2013	09:15-13:30	C112A
			Fri 19.04.2013	11:45-19:10	C112A
			Sat 20.04.2013	09:15-13:30	Aula
			Fri 26.04.2013	11:45-19:10	C112A
			Sat 27.04.2013	09:15-13:30	Aula
P 432	Intercultural and international Management **Max. 15 students**	LB Bock **Application at the IO**	Mon	17:40-19:10	A 301

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Department III					
Financial Services and Corporate Finance					
F 331*	Introduction into ERP - Systems	Prof. Dr. Pohl	Wed	08:15-09:45	A 203
F 332*	Practical application into ERP – Systems	Prof. Dr. Pohl	Wed	10:00-11:30	A 203
F 421B	Asset Classes and Behavioral Finance **Application at the IO**	Prof. Dr. Walz	Tue	10:00-11:30	E 42
F 512	Investment Banking **Application at the IO**	Prof. Dr. Walz	Mon	14:15-15:45	E 42
Logistics					
BL 332	Production Planning	Prof. Dr. Müller	Mon	14:15-15:45	E 120
L 512	Supply Chain Management **Application at the IO**	Dr. Kersten	Fri	08:15-09:45	A 103
L 640	"Beer Game" **Max. 17 students**	Prof. Dr. Bongard **Application at the IO**	In July (one day)	Date will be announced	
Business Informatics					
O 511	Process Management **Application at the IO**	Dr. Kersten	Fri	10:00-11:30	A 103
Consulting					
U 411	Professional Consulting Skills	Prof. Dr. Selchert	Mon	11:45-13:15	E 123
U 412	Top Management Consulting	Prof. Dr. Böhringer	Mon	11:45-13:15	A 301
U 413	Conceptual Problem Solving	Prof. Dr. Selchert	Tue	11:45-13:15	E 115B

***F331 + F332 can only be taken together!**

Special: Lectures with the Focus on the European Union

	Leadership Approaches in an European Context **Max. 25 students**	Prof. Dr. Busch **Application at the IO**	Tue 26.03.13 09.04.13 16.04.13 30.04.13 21.05.13	08:15 – 11:30	D203
	Current Economic Issues of the European Union **Max. 25 students**	Prof. Dr.Rövekamp **Application at the IO**	Mon **Start: 25.03.2013**	14:15-15:45	will be announced
	International Economics, especially European Union **Max. 25 students**	Prof. Dr. Krämer **Application at the IO**	Wed	08:15-09:45	B06

Business English Language Classes

Please apply for these classes at the International Office!!!

Department I					
Controlling, Management and Information					
Course No.	**Course Description**	**Lecturer**	**Day**	**Time**	**Room**
BCO 171A	Business English I ***(max 5 students)***	Keller	Fri	10:00 - 11:30	E 120
BCO 171 B	Business English I ***(max 5 students)***	Keller	Fri	11:45 - 13:15	E 120
BCO 171 C	Business English I ***(max 5 students)***	Keller	Thu	12:30 - 14:00	E 13
R 361 A	Business English III ***(max 5 students)***	Shanahan	Sat	10:00 - 11:30	A 206
R 361 B	Business English III ***(max 5 students)***	Shanahan	Sat	11:45 – 13:15	A 206
R 361 C	Business English III ***(max 5 students)***	Möbius	Wed	10:00 – 11:30	A 206
R 362	English Business Communication III ***(max 5 students)***	Möbius	Wed	12:30 - 14:00	Aula
Department II					
Marketing					
M 461	Business English IV ***(max 5 students)***	Merkel	Thu	08:15 - 09:45	E 123
M 661	Business English VI ***(max 3 students)***	Von Fritschen	Wed	10:00 - 11:30	E 14
International Human Resources and Organization					
P 140	Business English I ***(max 5 students)***	Merkel	Thu	10:00 - 11:30	A 303
P 623	Negotiations ***(max 5 students)***	LB Gulde	Thu	14:45 - 15:45	E13
Department III					
Auditing and Taxation					
BC 152	Business English II ***(max 4 students)***	Sponheimer	Thu	17:40 - 19:10	B012
C 361*	International Culture and Communication I ***(max 2 students)***	Sponheimer	Wed	10:00 - 11:30	E 15
C 461	English Business Communications ***(max 2 students)***	Schüle-Eidt	Fri	10:00 - 11:30	E 128B
Financial Services and Corporate Finance					
BF 152	Business English II ***(max 4 students)***	Laloire	Fri	11:45 - 13:15	E 115
F 361*	International Culture and Communication I ***(max 2 students)***	Kaloustian	Fri	14:15 - 15:45	A 101
F 461	English Business Communications ***(max 2 students)***	Kaloustian	Fri	12:30 - 14:00	A 301

Logistics					
BL 162	Business English II ***(max 4 students)***	Sponheimer	Thu	14:15 - 15:45	B012
BL 351*	International Culture and Communication I ***(max 2 students)***	Sponheimer	Thu	16:00 - 17:30	E 14
BL 352	International Culture and Communication II ***(max 2 students)***	Sponheimer	Tue	10:00 - 11:30	E 15
Business Information Management					
BW 261	Business English II ***(max 4 students)***	Hutchins-Inmann	Fri: 17.05.2013 31.05.2013 07.06.2013 14.06.2013	10:00 - 15:00	C 012B
BW 361*	International Culture and Communication I ***(max 2 students)***	Hutchins-Inmann	Fri: 22.03.2013 05.04.2013 19.04.2013 03.05.2013	10:00 - 15:00	A 303
BW 461	International Culture and Communication ***(max 2 students)***	Hutchins-Inmann	Fri: 12.04.2013 26.04.2013 10.05.2013 24.05.2013	10:00 - 15:00	B 012

***Please note:** The courses 'International Culture and Communication I' (C361/F361/BL352/BW361) will treat specific terminology (according to major) - and therefore may not be relevant for every student.

Further Language Courses

German					
Language Level	**Lecturer**	**Day**	**Time**	**Room**	**ECTS**
A 1.1 (Group 1)	Schneemann	Mon Thu	16:00 - 17:30 16:00 - 17:30	B 011 E 128 B	6
A 1.1 (Group 2)	Schneemann	Mon Thu	17:40 - 19:10 17:40 - 19:10	B 011 E 128 B	6
A 1.2 **Start: 03.04.2013**	Bokhasvili-Lossin	Wed	08:15 - 11:30	A 303	6
B1	Keller	Mo Fri	14:45 - 15:45 16:00 - 17:30	E 128 A E 40	6
C1	Keller	Mo Fri	12:30 - 14:00 14:45 - 15:45	E 128 A E 40	6
A2/B1 Konversation	Keller	Thu	16:00 - 17:30	E 40	3
Wirtschaftsdeutsch (B2)	Schneemann	Tue	16:00 - 19:10	E 128 A	6
Konversation und praktische Übungen (Oberstufe)	Bokhasvili-Lossin	Wed	14:15 - 15:45	E 15	3
Spanish					
A 1.1	Romero	Wed	14:15 – 15:45	D 202	75€/semester*
A 1.2	Romero	Wed	16:00 – 17:30	D 202	75€/semester*
B 1	Romero	Wed	17:45 – 19:15	A 101	75€/semester*
Russian					
A 1.1	Izmaylova	Wed	14:15 – 15:45	E 123	75€/semester*
A 1.2	Izmaylova	Wed	16:00 – 17:30	E 123	75€/semester*
French					
Refresher course	Al Masri	Wed	16:00 – 17:30	E 120	75€/semester*
English					
Refresher course	Al Masri	Wed	14:30 – 16:00	E 120	75€/semester*

*Min. 10 participants; **application at the International Office until the 22nd of March 2013**

Course Descriptions: Business Courses in English

Department I

R 322 Decision Process	
• Decision theory: principles, structure and context of decision processes • Problem definition • Decision-making with multiple goals • Generation and assessment of options • Finding and evaluating information • Deterministic decision models • Decision-making under insecurities and risk • Decision-making in groups	
Assessment: 75 % attendance minimum, written exam	
Lecturer: Prof. Dr. Schlander	**ECTS: 3**

R 382 Introduction to SAP/R3	
• Basics of SAP/R3 • Key terms in FI/CO • Basic funktions of financial acoounting • Complex business processes (ordering, purchasing) • Basic funktions of cost accounting (fixed data, internal cost allocation)	
Assessment: 75 % attendance minimum, written exam	
Lecturer: Prof. Dr. Hannig	**ECTS: 3**

R 422 Logistics Management	

• Consolidation of PPS methods in the process chain
• From administration of inventory to Supply Chain Management
• Electronic Commerce
Current approaches in Management:
  • Quality management
  • Total quality management
  • Environmental management
  • Lean production
  • Kaizen
  • Six sigma etc.
• Application of time and motion studies
• Organisational structure of production and logistics
• Case studies	

Assessment: written exam	
Lecturer: Prof. Dr. Jakobi	**ECTS: 3**

R 433/R 533 Technology- and Quality Management	
• Principles of technology management • Recent “key technologies” • Concept and basic elements of quality management • Quality assurance and quality management • Features of quality management • Concepts of quality management	
Assessment: 75% attendance minimum, written exam	
Lecturer: Prof. Dr. Jakobi	**ECTS: 3**

R 472 Negotiations & Meetings	
Introduction: • Politeness + polity forms • Different registers in spoken and written texts • Body language: gestures, features, intonation etc. • Telephone conversations • Introduction of people Negotiations and Meetings: • Brainstorming: what skills does a good negotiator/presenter need? • Graphs and visual aids • The art of negotiation • Some hints on negotiating (+ 10 golden rules) • BEST • Negotiation funnel • Does and Don’ts (e.g. win-win situation) • If you…then we… • Gambits • Oral exercises: plain ideas and their polite formulation • Videos on negotiations and meetings • Students´ role plays (with students observation for feed back) Role plays + mock negotiations will take place every session = students have to prepare their arguments/points for each session before the course! Descussion and feedback after each session!	
Assessment: 75% attendance minimum, written exam	
Lecturer: Prof. Dr. Ihle-Schmidt	**ECTS: 4**

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R 661 International Business Issues	
The course provides an introduction to the international business environment many enterprises operate in today. Among the factors addressed are economic variables, political and legal frameworks as well as cultural differences. A significant part of the course focuses on the qualifications needed to work successfully in an international business environment.	
Assessment: 75% attendance minimum, written exam	
Lecturer: Dr. Möbius	**ECTS: 3**

German Culture: Economic, Political and Social Issues	

• Introduction: What do students know about Germany? Brainstorming Metropolregion Rhein-Neckar
• Regionalism in Germany: Infos on region (e.g. dialects, climate, habits). Federalism in politics and policies, culture, economy, income level, language, mentality etc.
• Introduction into German History (before 1850)
• Adaption process: living in foreign cultures
• Industrialization in Germany: 1850 to World War I
• Time between World War I and II, “Drittes Reich”
• 1945 till unification in 1989/1990 (unification of Germany)
  ▪ Cold War = political and economic war
  ▪ Capitalism vs. communistic planification
  ▪ Marshal plan for West Germany (West Germany in Western block)
  ▪ Berlin blockade, exodus from East Germany and Berlin Wall
  ▪ West Germany: co-founder of EU, export country (“made in Germany”)
• Industrial development since 1989: in former BRD (FRG) and GDR/DDR. After unicfication: strongpoint on development of “Neue Bundesländer”
• Globalisation: constant innovation of products and economic structures e.g. from Taylorism to Kaizen, from production to “know-how”, from old industries (Ruhr area) to modern industries (Bavaria)
• Political system in Germany, Political Parties and their programmes
• Business regions, trade and company structures in Germany
• Current economic, social and political issues/challenges
  ▪ Demographical changes and their impact on social and economic structures
  ▪ Environment and environmental consciousness in Germany
  ▪ Germany´s new energy concept
• Educational structures in Germany
• Dos and Don´ts in Germany: Cultural specifics and idiosyncrasies
• “Niebelungen”	

Assessment: written exam	
Lecturer: Prof. Dr. Ihle-Schmidt	**ECTS: 4**

Department II

M 332 Introduction to International Marketing	

Main target of this course is to provide an understanding of international marketing theory and practice within a constantly changing and increasing complex global environment.
 	
Course content:
• Introduction to International Marketing; Familiarize with scope, concepts and drivers of international marketing
• The international marketing environment. Provide an overview of the international marketing environment with special focus on:
  ▪ International trade: institutional barriers and facilitators
  ▪ Regional economic and political integration
  ▪ Cultural influences on international marketing.
• International marketing strategy decisions. Explore the variety of international marketing research, international strategic planning and expansion strategies and entry models.
• Managing the international marketing mix opportunities and limitations for developing and adapting international marketing mixes.
• International marketing strategy implementation. Understand different ways to organize and control international marketing operations.
 	
Materials:
1. Lascu, D.-N., International Marketing, third edition, 2008
Additional texts:
2. Albaum, G., Duerr, E., International Marketing and export management, 2008
3. Backhaus, K., Büschken, J., Voeth, M., International Marketing. 2005
4. Textbook, PowerPoint presentations, case studies.	

Assessment: written exam	
Lecturer: Dpl.-Kfm. Camin	**ECTS: 3**

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P 180 HR Management in Germany	
Course content: This corse introduces the basics and specific characteristics in german HR management. Students will be able to compare with the HR management practises of their home countries and will learn how the HR business works in Germany. The course will include the following points: • Structure and development of the german labour market • The german education and job training system • Conditions and frameworks of german HR Management in an international comparison • HR-Funktions in practical use (HR planning, recruitment, development, knowledge & Changemenegement, organisational development) • Specialities in german labour law/frameworks and cases • Structures of compensation and benefits • HR marketing and career development • Trends in german HR management. The students will futhermore have the opportunity for open discussions to compare with their home countries. The structural, cultural and historic development and differences will play a central role. This course is designed especially for exchange students. Therefore, besides the lectures the course is living from active participation, discussion and small group works of the students.	
Assessment: assignments, paper, presentation	
Lecturer: LB Bock	**ECTS: 4**

P 432 Intercultural and international Management	
Course content: • Introduction to the topic • Culture definition • Some fundamental aspects of communication • Introduction to the concepts of space, time and context in the theory of Edward T. Hall • The four fundamental cultural dimensions of Geert Hofstede • Intercultural competence • Intercultural trainings • Intercultural teams • Culture and conflict • Motivation in different cultures • Simulation game “intercultural training” • Case studies	
Lecturer: LB Bock	**ECTS: 3**

Department III

F 331 Introduction into ERP-Sytems	
SAP is the world market leader of ERP software. The software is widely spread and used by many large and midsize companies. In this SAP ERP lecture, different important business processes are presented. After a short introduction of SAP an the SAP ERP System, each process is shown in the SAP ERP system followed by an exercise phase for the students. The processes focus on the financial part within ERP, but are not restricted to it (e.g. the purchase – to – pay and the order – to cash processes are demostrated).	
Assessment: 75% attendance minimum, exam	
Lecturer: Prof. Dr. Pohl	**ECTS: 4**

F 332 Practical Application of ERP-Systems
Practical application of the theoretical themes in the lecture F 331. Here you can apply your gained knowledge and practice using the SAP program. This course helps you to improve your learned skills and is a preparation of the final exam

BL 332 Production Planning	
Content: • Tasks, processes and data of planning and control • Influence of the operating types on order management processes • Capacity and run time limitation (goals and conflicts) • Principles of planning and control, specifically BOA and KANBAN • Flexible manufacturing – conditions and consequences • Decentralized planning and control • Planning and control of manufacturing assembly islands.	
Assessment: 75% attendance minimum, oral exam	
Lecturer: Prof. Dr. Müller	**ECTS: 3**

L 640 “Beer Game” SCM	
The so-called “Beer Game” is a role-play supply chain simulation game that lets students experience typical coordination problems of (traditional) supply chains, in which information sharing and collaboration does not exist. In more general terms, the setup of this game represents any non-coordinated system in which problems arise due to lack of systematic thinking.	
Assessment: 100% attendance	
Lecturer: Prof. Dr. Bongard	**ECTS: 1**

U 411 Professional Consulting Skills	

Professional Consulting Skills provides an introduction to the skill set of consulting – irrespective of their focus on either strategic or operational topics. We start out to characterize the specific challenges in consulting – be they intellectual, social, or ethical. We also scope the consulting market and look at schools of thought about the profession.
In the second chapter, we look inside a consultancy to highlight specifics – e.g. how to manage knowledge without violating confidentially, how personal career tracks are crafted, how to win a client engagement, or how to craft a bullet-proof consulting contract.
Once the project started, a set of skills are needed to professionally handle critical phases – e.g. how to manage the team if performance is sluggish, how to obtain critical information in interview situations, or how to handle conflict among stakeholders to the project.
 	
• Professional Consulting – Consulting as profession
  ▪ Characteristics and approaches in consulting
  ▪ Structure and trends in the consulting market
  ▪ Ethical challenges in consulting
• Consulting organization and processes
  ▪ Organizational specialties in consulting (HR Development. Knowledge Management, Performance Management)
  ▪ From the initial client contact to the consulting contract
• Mandatory general skills in consulting
  ▪ Manage teams effectively
  ▪ Build the fact base efficiently
  ▪ Conduct interviews skillfully
  ▪ Handle conflict constructively
  ▪ Deliver the message crisp and clear.	

Assessment: written exam	
Lecturer: Prof. Dr. Selchert	**ECTS: 3**

U 412 Top Management Consulting	
Top Management Consulting is the most typical challenge an external consultant has to deal with. He hepls the management to define the company´s goals and conditions from their point of view. Therefore this lecture and its case studies develop the students abilities in • Understanding and designing corporate strategy • Analyzing the firm for strategy development • Applying tools for strategy analysis and development • Optimizing governance and strategic controlling • The role of consultants in strategy development.	
Assessment: 75% attendance minimum, case studies	
Lecturer: LB Dr. Böhringer	**ECTS: 3**

U 413 Conceptual Problem Solving	

Consultants are sometimes referred to as “problem solver” – and this approach to consulting is featured in this class.
Step one in the journey to solve a problem is to define it. That sounds easy but you´ll learn some techniques on how to test if the stated problem is the real problem – because otherwise you´ll find the right answer to the wrong question. Once the real problem is identified, the solution space needs to be scoped – and again a number of methodologies are introduced and immediately practiced that will help you to do your job. Solutions are typically not independent; exploring these interdependencies is too complex for a busy management but should be a part of the skill set for every consultant. Therefore we take a deeper look at business dynamics, game theory, and scenario development. A rich set of solutions and a deep understanding of their interdependencies then provide the base for a solid decision. Most consulting projects operate under conditions of uncertainty and so we´ll identify the appropriate decision and evaluation techniques.
At the end we humbly remind ourselves that all our good efforts to derive a rational solution to the problem may have been tainted by flaws in conceptual thinking.
• Define the “real” problem
• Develop solutions
  ▪ Deductive logic trees
  ▪ Hypothesis and yes/no trees
  ▪ Creative thinking
• Overcome complexity
  ▪ Business dynamics and simulation
  ▪ Applied game theory
  ▪ Scenario development
• Jointly prioritize solutions
• Hidden flaws in conceptual thinking	

Assessment: Optional case study assignments during the semester accounting for up to 50% of the final grade; mandatory written exam at the end of the semester.	
Lecturer: Prof. Dr. Selchert	**ECTS: 3**

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Special: Lectures with the Focus on the European Union

Leadership Approaches in an European Context	
The objectives of this course are: • To enable participants to deal with the major concepts, and techniques in international leadership • To help participants appreciate how to analyze the leadership styles in selected European as well as the Asian countries • To strengthen the understanding of how to implement enduring leadership attributes towards the various stakeholders in a country • To hurther develop the participants´ ability to think in a strategic fashion about leadership in a global context. Contents The following subjects will be discussed: 1. Empirial research of Ludwigshafen University leadership 2. Leadership, management and entrepreneurship 3. Etic and emic approaches to leadership analysis 4. Core attributes of societal and organizational cultures of selected countries (independent variables) 5. Global leader behaviours and attributes (dependent variables) Assessment • You are required to develop small groups of four to five participants. It should be remembered that teamwork will be a major part of participant assessment in the course. • In each lecture the teams of 3 to 4 participants will present the results of a text analysis (20-30 minutes) concerning the respective papers on the above mentioned core subjects. • Each group is required to make a presentation of its work as well as providing a 10-pages seminar paper reflecting the analysis of the respective core paper plus integrating supplementary findings from at least 4 additional papers chosen by the group submitted at the respective lecture date. Each team is going to present two papers.	
Lecturer: Prof. Dr. Busch	**ECTS: 4**

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Current Economic Issues of the European Union	
The current Euro crisis is only the most prominent of several economic key issues facing the European Union in this period. Other important topics are energy policy, trade policy, labor market reforms and others. In this course first the fundamentals of the European Union will be discussed. This includes an overview of its history and development, an analysis of its goals and key competencies as a country group as well as a review of its most important institutions and their function. Based on these fundamentals current economic issues will be analyzed. The Euro crisis will be an important part of this, but also other topics will be covered as well. This is an introductory course in European economics especially suitable for students with basic knowledge in general economics.	
Assessment: written exam	
Lecturer: Prof. Dr. Rövekamp	**ECTS: 4**

International Economics, especially European Union	
International Economics is used as a complex scientific system to analyze the problems of the European Union and the native countries of the students. Main topics: • What is International Economics about? • Trends in World Economy • Important empirical concepts • International Trade theory and policy • Currency and exchange rates • International factor markets • International macroeconomic policy • Groups of countries (Integration, nearly industrialized countries) • Global multinational firms and small and medium-sized enterprises • Global environmental problems/resources/global government/ethics. Each topic will be discussed by • The theoretical instruments of economics • A case study, presented from the lecturer and • The presentation of the students about their native countries.	
Assessment: attendance and a short presentation about native country (PowerPoint) connected to one topic above, 15-25 minutes.	
Lecturer: Prof. Dr. Krämer	**ECTS: 4**

Course Description: Business English Language Classes

Department I

R 161 Business English I	
• Stabilisation of grammar. Focus on “typically German” problems, tenses, passive v., ACI, Gerund, Modal Auxiliaries, if-clauses etc. • Expanding the vocabularyBasic business vocabulary in business contexts • Idiomatic expressions • Politeness and polity formulations	
Assessment: 75% attendance minimum, written exam	
Lecturer: depending on the group – see on the schedule	**ECTS: 2**

R 361 Business English III	
• Business vocabulary and business contexts • Reading writing and paraphrasing business texts • Discussion and role plays (with student feedback) • Presentations • Graphs and visual aids • Polite formulations • Symptoms of sickness in small companies • About time and time management (Just in Time production + delivery) • Finance and payment • Influence of the state and society on business • Economics and ecology (environmental pollution/protection, sustainability) • Recruitment + application procedures	
Assessment: 75% attendance minimum, written exam	
Lecturer: depending on the group – see on the schedule	**ECTS: 2**

R 362 English Business Communication	
• Specialized and common language • Preparation for student exchange through intercultural topics • Authentic language material and relevant texts	
Assessment: 75% attendance minimum, written exam	
Lecturer: depending on the group – see on the schedule	**ECTS: 2**

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Department II

M 461 Business English IV	
This course focuses on developing business communication skills in work-related activities especially reading strategies and oral presentations. Key performance areas include exchanging information, tackling problems, and planning. Students will develop English skills with a focus on business contexts and environments, and they will learn vocabulary that is used regularly in the business world in the field of Marketing.	
Lecturer: LB Merkel	**ECTS: 2**

M 661 Business English VI	
In this course we look at how to present in English, culminating in an oral exam period, lasting 15 mins + 5 for discussion. We look at some simple rules as start, middle and finish, some dos and donts of presentation, with examples from film on what a good and bad pitch is. Students also practise short stand-up presentations, arguing their points. They will be provided with a reader to support their own work and are expected to complete assignments outside the classroom and come fully prepared each week.	
Lecturer: von Fritschen	**ECTS: 2**

P 140 Business English I	
The course strengthens business communication skills by providing opportunities to practice English through a variety of business-related activities. Business English students will: • increase their awareness and knowledge of international business practices • develop vocabulary for everyday Business Correspondence • develop vocabulary for situations in Human Resources • learn basic presentation skills	
Lecturer: LB Merkel	**ECTS: 2**

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Department III

BL 361/ BW 361/ F 361/ C 361 International Culture and Communication I	
Program: preparation for studies abroad and English for business studies. In this course students will train to get along in another country. We will focus on the first steps in a different culture and also have a look into the contempopary English of the respective countries. (esp. USA and Australia). Business situations will coplete the curriculum of this class. • University and business vocabulary • Specialized vocabulary • Idiomatic English • Contemporary English (every day English, slang etc.) • Polity English • Grammar review Topics: • **Specialized topics** (according to major) • Dealing to different cultures • Everyday life of students in other countries • Practical tips for a stay abroad • Application and letters of motivations. The lecture is in American English.	
Assessment: 75% attendance minimum, written exam	
Lecturer: LB Sponheimer/LB Laloire	**ECTS: 4**

BL 461/ BW 461/ F 461 International Culture and Communication II	
Program: Speech-making and presenting. In this cource students will have to prepare and make a presentation on a given topic. A short overview of the most common guidelines for good presentations will be given at the beginning of the course. The differerent areas of the presentations are weighted as follows: • Formal aspects: 20% • Presentation skills: 20% • Expertise: 20% • Language: 40% Presentations can be given individually or in small groups up to 3 students.	
Assessment: 75% attendance minimum, oral presentations	
Lecturer: LB Ducker/LB Sponheimer/ LB Hutchins-Inman	**ECTS: 2**

For further information please contact the International Office:

Head of International Office: ***Mrs. Kerstin Gallenstein***

Coordinator Incoming Mobility: ***Mrs. Alexandra Ege***

E-Mail: Alexandra.ege@hs-lu.de

Fon: +49 (0)621 5203 116

Office Hours: Mo. – Fri. 09:00 – 12:30

Location: Main building A 401a