

Course Catalogue

Student Exchange Programme

Valid as of October 1st 2015
Courses are subject to change

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Abbreviations:

WS – Winter Semester
SS – Summer Semester

Module: BSc GM 1.1 Microeconomics - WS				
Semester	Duration	Type	ECTS-Credits	Student workload
1	1 Sem.	Elective	4	Contact hours: 32 h Self-study hours: 89 h

Prerequisite for Attending	Usability	Form/Duration of examination	Teaching and Learning Methods	Module Manager
None	Bachelor GM	90 minutes written examination	Interactive lecture/ tutorial exercises	Prof. Dr. Ahrens

Qualifications
<p>The focus of the course is on application-related analytical thinking with respect to entrepreneurial or economic policy issues.</p> <p>Results from recent research in industrial economics and information economy as well as basics of game theory will be discussed through practical problems.</p> <p>As a supplement to microeconomic contents, interactive mathematic courses will be provided. Students can apply basic mathematical tools for this course.</p> <p>Students should acquire the ability to apply formal, economically and analytical methods. Furthermore students should understand the behaviour of economic actors under different framework and to recognize how the given methodological approaches can contribute solving management problems.</p>

Learning Content
<p>Microeconomic</p> <ol style="list-style-type: none"> 1. Introduction to Microeconomics 2. Budget theory 3. Company Theory 4. Types of Market 5. Partial market equilibrium under perfect competition 6. The general competitive equilibrium 7. Monopoly and Oligopoly 8. Basics of Industrial Economics and Information 9. Basics of Game Theory

Course			
No.	Title of the course	Lecturer	SH
1.1	Microeconomics	Prof. Dr. Ahrens	3

Module: BSc GM 11.2 Global Economy WS				
Semester	Duration	Type	ECTS-Credits	Student workload
3	1 Sem.	Elective	4	Contact hours: 21 h Self-study: 99 h

Prerequisite for Attending	Usability	Form/Duration of examination	Teaching and Learning methods	Module Manager
None	Bachelor GM	60 minutes written examination	Interactive lecture/ tutorial exercises/case studies/workshops/short presentation of students	Prof. Dr. Heinlein

Qualifications
This module combines both microeconomic and macroeconomic perspectives, but also economic and political perspectives. This course focuses on the determinants and consequences of international integration and economic transactions on goods and factor markets. Students learn how to deal with the interdependencies of entrepreneurial challenges, economic developments and political framework conditions in a globalizing world. Students will acquire the ability to prepare decision for practical implementation in strategic management.

Learning Content
Global Economy <ol style="list-style-type: none"> 1. Subject, terms, and definitions 2. International transactions and the balance of payments 3. Interdependencies in the Global Economy 4. The balance of payments and the market for foreign exchange 5. Money, interest rates, and exchange rates 6. Institutions, choice of location, governance

Course			
No.	Title of the course	Lecturer	SH
11.2.	Global Economy	Prof. Dr. Ahrens	2

Module: BSc GM 12.1 Practical Project WS				
Semester	Duration	Type	ECTS-Credits	Student workload
3	1 Sem.	Elective	6	Contact hours: 63 h Self-study: 117 h

Prerequisite for attending	Usability	Form/Duration of examination	Teaching and learning methods	Module Manager
None	Bachelor GM	Term paper	Case study/Project Work/ Presentation	Faculty members

Qualifications

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Various projects are assigned to students in groups of three to five. The projects are contracted by local companies, organizations and institutions and the topics range from increasing the international attractiveness of a company to analyzing and comparing regional clusters, from Business Process Management to designing an advertising campaign. Students are required to write a report and then present their project work to their respective supervisors and principal (contracting body).

Learning Content

International Marketing

1. The strategic role of market research in business
2. Market research as value. Adding corporate function
3. Strategic and operational tasks of market research
4. Market research using secondary sources
5. Market research using primary data collection
6. Analysis and survey design
7. From the ex-post data analysis to the experiment
8. Qualitative methods of market research
9. Quantitative methods of market research
10. Questionnaire design and interview structure
11. Instrumental data collection methods
12. Data scaling and data analysis
13. Preparation of market research reports
14. Budgeting market research

Course

No.	Title of the course	Lecturer	SH
20.6	International Marketing	Prof. Dr. Riekhof	2

Module: BSc GM 20.6 International Marketing WS

Semester	Duration	Type	ECTS-Credits	Student workload
5	1 Sem.	Elective	3	Contact hours: 21 h Self-study: 69 h

Prerequisite for attending	Usability	Form/Duration of examination	Teaching and learning methods	Module Manager
None	Bachelor GM	Oral Exam (15 minutes) or term paper	Interactive lecture/ tutorial exercises	Prof. Dr. Riekhof

Qualifications

This course will equip students with tools and terminology to explore and understand marketing practices in a global environment. Students will learn the scope and challenge of international marketing, plus the strategic role of market research. This course is designed to provide students with the latest understanding of market analysis by discussing market research methods.

Learning Content

International Marketing

15. The strategic role of market research in business
16. Market research as value. Adding corporate function
17. Strategic and operational tasks of market research
18. Market research using secondary sources
19. Market research using primary data collection
20. Analysis and survey design

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21. From the ex-post data analysis to the experiment
22. Qualitative methods of market research
23. Quantitative methods of market research
24. Questionnaire design and interview structure
25. Instrumental data collection methods
26. Data scaling and data analysis
27. Preparation of market research reports
28. Budgeting market research

Course			
No.	Title of the course	Lecturer	SH
20.6	International Marketing	Prof. Dr. Riekhof	2

Module: BSc GM 20.7 Sales Management WS

Semester	Duration	Type	ECTS-Credits	Student workload
5	1 Sem.	Elective	3	Contact hours: 21 h Self-study: 69 h

Prerequisite for attending	Usability	Form/Duration of examination	Teaching and learning methods	Module Manager
None	Bachelor GM	Oral Exam (15 minutes) or term paper	Interactive lecture/ individual projects	Prof. Dr. Heinlein

Qualifications

Students enhance their understanding of sales management as a core function of a company. This course will take the students through the fundamentals of sales management with regard to customer orientation. The learning objective of the course is to understand the role of a sales team in managing, planning and controlling a sales force in an organization.

Learning content

Sales Management

1. Customer orientation
 - A Proximity to the customer
 - B What is customer satisfaction and how is it measured?
 - C Programmatic customer retention
2. Customer value
3. Complaint management
4. Aspects of Key-Account-Management
5. Sales Management Control

Course			
No.	Title of the course	Lecturer	SH
20.7	Sales Management	Prof. Dr. Heinlein	2

Module: BA BWL 18.6 Psychology of Marketing and Advertising WS/SS

Semester	Duration	Type	ECTS-Credits	Student workload
1,2,3,4,5	1 Sem.	Elective	5	Contact hours: 2h-4h

				Self-study: 238h
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Prerequisite for attending	Usability	Form/Duration of examination	Teaching and learning methods	Module Manager
None	Bachelor BA	Oral Exam (15 minutes) or term paper	Interactive lecture/ tutorial exercises	Prof. Dr. Weibelzahl

Qualifications
The field of Business Psychology is concerned with behavior of humans in economic situations and what they experience. Psychology offers a lot of insights and theories that can be applied to advertising. This module introduces students to the principles and state of the type in behavioral economics and enables students to analyze the psychological principles underlying marketing and advertising.

Learning Content
Psychology of Marketing and Advertising <ol style="list-style-type: none"> 1. Rationality, Irrationality, and Rationalization 2. Consumer purchasing decisions 3. How consumers acquire, process and store information from advertising 4. Attitudes towards products and brands 5. How advertising influences buying behavior

Course			
No.	Title of the Course	Lecturer	SH
18.6	Psychology of Marketing and Advertising	Prof. Dr. Weibelzahl	2

Module: BSc GM 20.4 Term papers WS/SS				
Semester	Duration	Type	ECTS-Credits	Student workload
depends	1 Sem.	Elective	3	Contact hours: 0 h Self-study: 90 h

Prerequisite for attending	Usability	Form/Duration of examination	Teaching and learning methods	Module Manager
None	Bachelor GM	term paper	Individual meetings	Several

Qualifications
Students may take module BSc GM 20.4 irrespective of whether they take the focus subjects 20.1-20.3. The topic of the paper is to be discussed and agreed on with the corresponding lecturer.

Learning Content
Entrepreneurship <ol style="list-style-type: none"> 1. Definitions, Foundation, Target of the Entrepreneurship 2. Founding principles/set-up ideas 3. Franchising – the purchasing idea 4. Market analysis 5. Site selection 6. Legal forms and formalities

<ul style="list-style-type: none"> 7. Financing 8. Start-Up support 9. Planning calculation 10. Business Plan 11. Foundation in different economic areas <p>Industrial Management</p> <ul style="list-style-type: none"> 1. Introduction to Industrial Management <ul style="list-style-type: none"> A Basic components of industrial companies B The role of management in industrial companies 2. Product Management <ul style="list-style-type: none"> A Overview B Production Program Planning C Deployment Planning D Implementation Planning E Process Planning 3. Production-oriented management approaches <ul style="list-style-type: none"> A CIM as process-oriented management approaches B Lean-Production C Total Quality Management D Supply Chain Management 4. Outlook and further approaches of Industrial Management <p>Tourism and Travel Management</p> <ul style="list-style-type: none"> 1. From tourism economy to “tourism industry” <ul style="list-style-type: none"> A Definitions B Tourist market C Tourism in the economy D Basics of tourism policy 2. Vertical integrated tourism groups <ul style="list-style-type: none"> A Universal competition framework (regarding Porter) B Competition framework of tourism industry C Value chain of tourism sector 3. Key – Performance - Indicator (KPI) <ul style="list-style-type: none"> A Absolute and relative coefficients B Basics of Yield Management 4. Overview of touristic provider <ul style="list-style-type: none"> A Provider from source market B Provider of target area
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Course			
No.	Title of the Course	Lecturer	SH
20.1	Entrepreneurship	Prof. Dr. Vollmar	
20.2	Industrial Management	Prof. Dr. Bloech	
20.3	Tourism and Travel Management	Prof. Dr. Frank Albe	

Module: BSc GM 20.8 Term papers WS/SS				
Semester	Duration	Type	ECTS-Credits	Student workload
Depends	1 Sem.	Elective	3	Contact hours: 0 h Self-study: 90 h

Prerequisite for attending	Usability	Form/Duration of examination	Teaching and learning methods	Module Manager
None	Bachelor GM	Oral Exam (15 minutes) or term paper	Interactive lecture/ tutorial exercises	Prof. Dr. Andrejewski

Qualifications
Students have the option to write an assignment on one of the focus areas of the following modules. Students may take module BSc GM 20.8 irrespective of whether they take the focus subjects 20.5 – 20.7. The topic of the paper is to be discussed and agreed on with the corresponding lecturer.

Learning Content
<p>International Accounting/Controlling</p> <ol style="list-style-type: none"> 1. Introduction to Single-Entity IFRS Accounting <ul style="list-style-type: none"> A Task, Content and Structure of IFRS Financial Statements B Measures of Value in IFRS Accounting C Discontinued Operations under IFRS 5 D Accounting for Financial Assets (incl. Hedge Accounting) 2. Introduction to IFRS Group Accounting <ul style="list-style-type: none"> A Group Definition and Types, Purpose and Principles of Group Accounting B Obligation to Prepare Consolidated Financial Statements and Possibilities of Exemption C Definition of the Consolidated Group D Preparatory Measures and Consolidation Methods for Subsidiaries, Joint Ventures and Associates 3. Main Features of Auditing <ul style="list-style-type: none"> A Organization of the Auditing Profession B Audit Standards and Audit Process C Quality Control 4. Introduction to Corporate Finance <ul style="list-style-type: none"> A Grooming Transactions (e.g. Leasing, Sale and Leaseback, ABS, Special-Purpose Entities) B Accounting for Financial Instruments, Pensions, Restructurings and Special-Purpose Entities C Standard Setter Trends with Implications for Corporate Finance 5. Specific Key Indicators in Respect of Performance Measurement, such as <ul style="list-style-type: none"> A Balanced Scorecard B EVA C CFROI <p>International Marketing</p> <ol style="list-style-type: none"> 1. The strategic role of market research in business 2. Market research as value. Adding corporate function 3. Strategic and operational tasks of market research 4. Market research using secondary sources 5. Market research using primary data collection 6. Analysis and survey design 7. From the ex-post data analysis to the experiment 8. Qualitative methods of market research 9. Quantitative methods of market research 10. Questionnaire design and interview structure

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11. Instrumental data collection methods 12. Data scaling and data analysis 13. Preparation of market research reports 14. Budgeting market research Sales Management 1. Customer orientation A Proximity to the customer B What is customer satisfaction and how is it measured? C Programmatic customer retention 2. Customer value 3. Complaint management 4. Aspects of Key-Account-Management 5. Sales Management Control

Course			
No.	Title of the Course	Lecturer	SH
20.5	International Accounting/Controlling	Prof. Dr. Andrejewski	
20.6	International Marketing	Prof. Dr. Riekhof	
20.7	Sales Management	Prof. Dr. Heinlein	

Module: BSc GM 6.1 Macroeconomics SS				
Semester	Duration	Type	ECTS-Credits	Student workload
2	1 Sem.	Elective	4	Contact hours: 32 h Self-study: 89 h

Prerequisite for attending	Usability	Form/Duration of examination	Teaching and learning methods	Module Manager
None	Bachelor GM	Written Exam (90min)	Interactive lecture/ tutorial exercises	Prof. Dr. Ahrens

Qualifications
Students receive a theoretically founded policy-oriented introduction into macroeconomic analysis. In particular, the interdependence of all major markets is analyzed from both a policy-making and a company-specific perspective. Emphasis is laid on the analysis of fiscal and monetary policy measures.

Learning Content
Macroeconomics 1. Introduction 2. Goods market 3. Microeconomic aspects of the money market 4. Aggregate analysis of the monetary sector 5. Monetary sector and the goods market 6. Open economy macroeconomics 7. Flexible prices equilibria

Course			
No.	Title of the Course	Lecturer	SH
6.1	Macroeconomics	Prof. Dr. Ahrens	3

Module: BSc GM 22.4 Decision Theory WS/SS				
Semester	Duration	Type	ECTS-Credits	Student workload
1,2,3,4,5	1 Sem.	Elective	3	Contact hours: 21 h Self-study: 69 h

Prerequisite for attending	Usability	Form/Duration of examination	Teaching and learning methods	Module Manager
None	Bachelor GM	Written Exam (60 minutes)	Interactive lecture/ tutorial exercises	Prof. Dr. Ahrens

Qualifications
<p>This course gives an introduction into the basic concepts of Decision/Game Theory. Game Theory deals with the modelling of strategic decision making processes. In short, we deal with economic actors and try to find out how, why and under which circumstances those actors take certain decisions.</p> <p>The students will be confronted with several games (static and dynamic) and will learn to solve those games under given assumptions of player behaviour, i.e. they will be able to find equilibria in game theoretic concepts. Their ability to do so will be tested with a written exam (50% of final grade).</p> <p>Furthermore, the students will be able to apply the concepts they are confronted with to real life (economic and political) situations. Thus, they will have to prepare and hold a presentation of 15-20 minutes, in which they apply one game theoretic concept to such a real life problem and offer possible implications/solutions by their game theoretic approach. (50% of final grade)</p>

Learning Content
<p>Decision Theory</p> <ol style="list-style-type: none"> 1. Static Games of Complete Information <ul style="list-style-type: none"> A Basic Concepts and Definitions B Nash Equilibrium: Games of pure strategies C Games of mixed strategies: Coordination Games D Games of mixed strategies: Randomized Strategies 2. Dynamic Games of Complete Information <ul style="list-style-type: none"> A Repeated Games B Sequential Games

Course			
No.	Title of the Course	Lecturer	SH
22.4	Decision Theory	Markus Ahlborn	2

Module: BSc GM 16.2 Economic Policy SS				
Semester	Duration	Type	ECTS-Credits	Student workload
4	1 Sem.	Elective	4	Contact hours: 31 h Self-study: 89 h

Prerequisite for attending	Usability	Form/Duration of examination	Teaching and learning methods	Module Manager
None	Bachelor GM	Written exam	Interactive lecture/ tutorial exercises	Prof. Dr. Ahrens

Qualifications

This course offers an introduction into basic problems of economic policy-making in Germany and Europe. Particular emphasis is given to the discussion of different paradigms of policy making, the role of economic institutions and actors as well as the problems of macroeconomic stabilization, business-cycle and growth policy.

Learning Content

Economic Policy

1. Justifying government action in a market economy
2. Economic paradigms
3. Objectives, actors and tasks of economic policy making
4. Foundations of order policy
5. Stabilization and business-cycle policy
6. Growth and structural policy
7. Globalization towards a new paradigm in economic policy-making

Course

No.	Title of the Course	Lecturer	SH
16.2	Economic Policy	Prof. Dr. Ahrens	3

Module: BSc GM 2.3 International Focus I WS

Semester	Duration	Type	ECTS-credit	Student workload
1	1 week.	Mandatory	2	Contact hours: 21 h Self-study: 39 h

Prerequisite for attending	Usability	Form/Duration of examination	Teaching and learning methods	Module Manager
None	Bachelor GM	Written exam (60 minutes)	Interactive lecture, block lecture	External lecturer

Qualifications

Regular lectures make way for the intensive international focus week in November/June; lectures, seminars, and discussions are held on a number of topics such as European integration, the Russian economy, economic development in China or, for example, politics and economics in the UK. In this week students receive input in different research areas referring to Asia Pacific or European Union. Furthermore, guest lecturer from the industry will present interesting topics related to their current international strategies.

Learning content

International Focus Week

1. EU : Economic development, political situation, case studies, workshops
2. Asia Pacific: BRICs, economic development, political situation, case studies, workshops

Course

No.	Titel of the course	Lecturer	SH
2.3	International Focus Week I	External lecturer	2

Module: BSc GM 6.4 International Focus II SS				
Semester	Duration	Type	ECTS-credit	Student workload
2	1 week.	Mandatory	2	Contact hours: 21 h Self-study: 39 h

Prerequisite for attending	Usability	Form/Duration of examination	Teaching and learning methods	Module Manager
None	Bachelor GM	Written exam (60 minutes)	Interactive lecture, block lecture	External lecturer

Qualifications
Regular lectures make way for the intensive international focus week in November/June; lectures, seminars, and discussions are held on a number of topics such as European integration, the Russian economy, economic development in China or, for example, politics and economics in the UK. In this week students receive input in different research areas referring to Asia Pacific or European Union. Furthermore, guest lecturer from the industry will present interesting topics related to their current international strategies.

Learning content
International Focus Week <ol style="list-style-type: none"> 1. EU : Economic development, political situation, case studies, workshops 2. Asia Pacific: BRICs, economic development, political situation, case studies, workshops

Course			
No.	Titel of the course	Lecturer	SH
6.4	International Focus Week II	External lecturer	2

Module: BSc GM 11.3 International Focus III WS				
Semester	Duration	Type	ECTS-credit	Student workload
3	1 week.	Mandatory	2	Contact hours: 21 h Self-study: 39 h

Prerequisite for attending	Usability	Form/Duration of examination	Teaching and learning methods	Module Manager
None	Bachelor GM	Written exam (60 minutes)	Interactive lecture, block-lecture	External lecturer

Qualifications
Regular lectures make way for the intensive international focus week in November/June; lectures, seminars, and discussions are held on a number of topics such as European integration, the Russian economy, economic development in China or, for example, politics and economics in the UK. In this week students receive input in different research areas referring to Asia Pacific or European Union. Furthermore, guest lecturer from the industry will present interesting topics related to their current international strategies.

Learning content
International Focus Week <ol style="list-style-type: none"> 1. EU : Economic development, political situation, case studies, workshops

2. Asia Pacific: BRICs, economic development, political situation, case studies, workshops

Course			
No.	Titel of the course	Lecturer	SH
11.3	International Focus Week III	External lecturer	2

Module: BSc GM 16.4 International Focus IV SS

Semester	Duration	Type	ECTS-credit	Student workload
4	1 week.	Mandatory	2	Contact hours: 21 h Self-study: 39 h

Prerequisite for attending	Usability	Form/Duration of Examination	Teaching and Learning Methods	Module Manager
None	Bachelor GM	Written exam (60 minutes)	Interactive lecture, block-lecture	External lecturer

Qualifications

Regular lectures make way for the intensive international focus week in November/June; lectures, seminars, and discussions are held on a number of topics such as European integration, the Russian economy, economic development in China or, for example, politics and economics in the UK. In this week students receive input in different research areas referring to Asia Pacific or European Union. Furthermore, guest lecturer from the industry will present interesting topics related to their current international strategies.

Learning content

International Focus Week

1. EU : Economic development, political situation, case studies, workshops
2. Asia Pacific: BRICs, economic development, political situation, case studies, workshops

Course			
No.	Titel of the course	Lecturer	SH
16.4	International Focus Week IV	External lecturer	2

Module: German language courses WS/SS

Semester	Duration	Type	ECTS-credit	Student workload
0	4 – 6 weeks.	Mandatory	6	Contact hours: 150 h Self-study: 20 h

Prerequisite for attending	Usability	Form/Duration of examination	Teaching and Learning Methods	Module Manager
Depending on level/grading	Bachelor GM	Written exam (60 minutes)	Interactive lecture, block-lecture	External lecturer/IHK

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Qualifications
The PFH undertakes to offer all incomings students a German language course either internally or through partner language institutes. Intensive German language courses are offered by our partner institute, the IIK. Applicants have to adhere to the IIK's registration procedure, which includes payment of the full course fee in advance. This is an opportunity for students to improve or intensify their German before semester begins. Students are welcome to continue with a higher level German course during semester.

Learning content
German Language Course <ol style="list-style-type: none"> 1. Grammar 2. Listening Comprehension 3. Colloquial language

Course			
No.	Title of the course	Lecturer	SH
Not determined	German language course	External lecturer	Not comparable

Module: BSc GM 4.1 Business English I –General Review WS				
Semester	Duration	Type	ECTS-credit	Student workload
1	1 Sem.	Elective	3	Contact hours: 42 h Self-study: 48 h

Prerequisite for attending	Usability	Form/Duration of examination	Teaching and learning methods	Module Manager
None	Bachelor GM	Written exam (90 minutes)	Interactive lecture	External lecturer

Qualifications
All Business English courses have different topics which will be discussed in class. Business English courses are aimed to prepare students for different business situation like job application and to provide adequate vocabularies for Marketing Management, Product Management, Commercial Correspondence and Financial Management. Students will be able to discuss all relevant topics concerning these areas, including advertising, direct marketing and promotional tools. The different ways of promoting products for B2B Marketing up to the internet as promotional tool.

Learning content
Business English I – General Review <ol style="list-style-type: none"> A Grammar review B Review of expressions C Communication skills: discussions and presentations D Writing summaries of newspaper articles E Review: how to avoid typical mistakes

Course			
No.	Title of the course	Lecturer	SH
4.1	Business English I – General Review	External lecturer	4

Module: BSc GM 8.1 Business English II – Commercial Correspondence SS

Semester	Duration	Type	ECTS-credit	Student workload
2	1 Sem.	Elective	3	Contact hours: 42 h Self-study: 48 h

Prerequisite for attending	Usability	Form/Duration of examination	Teaching and learning methods	Module Manager
None	Bachelor GM	Written exam (90 minutes)	Interactive lecture	External lecturer

Qualifications

All Business English courses have different topics which will be discussed in class. Business English courses are aimed to prepare students for different business situation like job application and to provide adequate vocabularies for Marketing Management, Product Management, Commercial Correspondence and Financial Management. Students will be able to discuss all relevant topics concerning these areas, including advertising, direct marketing and promotional tools. The different ways of promoting products for B2B Marketing up to the internet as promotional tool.

Learning content

Business English II – Commercial Correspondence

- A Special vocabulary on commercial correspondence
- B Appointments and travelling arrangements
- C Layout of business letter
- D Enquiries, offers and orders
- E Complaints and adjustments
- F INCO-Terms
- G Transport documents
- H Bank documents

Course

No.	Title of the course	Lecturer	SH
8.1	Business English II – Commercial Correspondence	External lecturer	4

Module: BSc GM 13.1 Business English III – Job Application/General Management WS

Semester	Duration	Type	ECTS-credit	Student workload
3	1 Sem.	Elective	3	Contact hours: 42 h Self-study: 48 h

Prerequisite for attending	Usability	Form/Duration of examination	Teaching and learning methods	Module Manager
None	Bachelor GM	Written exam (90 minutes)	Interactive lecture	External lecturer

Qualifications

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All Business English courses have different topics which will be discussed in class. Business English courses are aimed to prepare students for different business situation like job application and to provide adequate vocabularies for Marketing Management, Product Management, Commercial Correspondence and Financial Management. Students will be able to discuss all relevant topics concerning these areas, including advertising, direct marketing and promotional tools. The different ways of promoting products for B2B Marketing up to the internet as promotional tool.

Learning content	
Business English III – Job Application/General Management	
A Special vocabulary on job application and general management	
B CV development	
C Correspondence	
D Active and passive interview techniques	
E General management topics	
E.1. Company structure	
E.2. Work and motivation	
E.3. Management and cultural diversity	
E.4. Recruitment	

Course			
No.	Title of the course	Lecturer	SH
13.1	Business English III – Jop application/General Management	External lecturer	4

Module: BSc GM 17.1 Business English IV – Financial Management SS				
Semester	Duration	Type	ECTS-credit	Student workload
4	1 Sem.	Elective	3	Contact hours: 42 h Self-study: 48 h

Prerequisite for attending	Usability	Form/Duration of examination	Teaching and learning methods	Module Manager
None	Bachelor GM	Written exam (60minutes) + oral exam (10 minutes)	Interactive lecture	External lecturer

Qualifications	
All Business English courses have different topics which will be discussed in class. Business English courses are aimed to prepare students for different business situation like job application and to provide adequate vocabularies for Marketing Management, Product Management, Commercial Correspondence and Financial Management. Students will be able to discuss all relevant topics concerning these areas, including advertising, direct marketing and promotional tools. The different ways of promoting products for B2B Marketing up to the internet as promotional tool.	

Learning content	
Business English IV – Financial Management	
A Special vocabulary on financial management	
B Stocks and shares	
C Market structure and competition	
D Takeovers, mergers and buyouts	
E Efficiency and employment	
F Business ethics	

Course	
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No.	Title of the course	Lecturer	SH
17.1	Business English IV – Financial Management	External lecturer	4

Module: BSc GM 21.1 Business English V – The Product WS

Semester	Duration	Type	ECTS-credit	Student workload
5	1 Sem.	Elective	3	Contact hours: 42 h Self-study: 48 h

Prerequisite for attending	Usability	Form/Duration of examination	Teaching and learning methods	Module Manager
None	Bachelor GM	Written exam (60min) + oral exam (10 minutes)	Interactive lecture	External lecturer

Qualifications

All Business English courses have different topics which will be discussed in class. Business English courses are aimed to prepare students for different business situation like job application and to provide adequate vocabularies for Marketing Management, Product Management, Commercial Correspondence and Financial Management. Students will be able to discuss all relevant topics concerning these areas, including advertising, direct marketing and promotional tools. The different ways of promoting products for B2B Marketing up to the internet as promotional tool.

Learning content

Business English V – The Product

- A Conception of a product
- B Launching a product
- C Business plan development
- D Market research including a case study on internet market research and production
- E The products and their specifications and product life cycle

Course

No.	Title of the course	Lecturer	SH
21.1	Business English V – The Product	External lecturer	4

Module: BSc GM 4.2 Other foreign languages WS

Semester	Duration	Type	ECTS-credit	Student workload
1	1 Sem.	Elective	2	Contact hours: 21 h Self-study: 39 h

Prerequisite for attending	Usability	Form/Duration of examination	Teaching and learning methods	Module Manager
None	Bachelor GM	Regular assessment throughout the course	Interactive lecture	External lecturer

Qualifications

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It is a matter of importance for students to extend their language skills, in order to gain more international mobility towards their careers. Language learning gives you a competitive edge in today's job market. Therefore PFH offers students a range of language courses not only to extend their language skills, but also to broaden their intercultural skills. A minimum of 5 participants are required to materialize a course.

Learning content	
Foreign Languages	
French I (A2/B1) Spanish I (A1/A2) Chinese for Beginners I	

Course			
No.	Title of the course	Lecturer	SH
4.2	French I, Spanish I, Chinese I	External lecturer	2

Module: BSc GM 8.2 Other foreign languages SS				
Semester	Duration	Type	ECTS-credit	Student workload
2	1 Sem.	Elective	2	Contact hours: 21 h Self-study: 39 h

Prerequisite for attending	Usability	Form/Duration of examination	Teaching and learning methods	Module Manager
None	Bachelor GM	Written exam (60 minutes)	Interactive lecture	External lecturer

Qualifications	
It is a matter of importance for students to extend their language skills, in order to gain more international mobility towards their careers. Language learning gives you a competitive edge in today's job market. Therefore PFH offers students a range of language courses not only to extend their language skills, but also to broaden their intercultural skills. A minimum of 5 participants are required to materialize a course.	

Learning content	
Foreign Languages	
French II (A2/B1) Spanish II (A1/A2) Chinese for Beginners II	

Course			
No.	Title of the course	Lecturer	SH
8.2	French II, Spanish II, Chinese II	External lecturer	2

Module: BSc GM 13.2 Other foreign languages WS				
Semester	Duration	Type	ECTS-credit	Student workload
3	1 Sem.	Elective	2	Contact hours: 21 h

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 PFH Private University of Applied Sciences

				Self-study: 39 h
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Prerequisite for attending	Usability	Form/Duration of examination	Teaching and learning methods	Module Manager
None	Bachelor GM	Written exam (60 minutes)	Interactive lecture	External lecturer

Qualifications
It is a matter of importance for students to extend their language skills, in order to gain more international mobility towards their careers. Language learning gives you a competitive edge in today's job market. Therefore PFH offers students a range of language courses not only to extend their language skills, but also to broaden their intercultural skills. A minimum of 5 participants are required to materialize a course.

Learning content
Foreign Languages French III (A2/B1) Spanish III (A1/A2) Chinese for Beginners III

Course			
No.	Title of the course	Lecturer	SH
13.2	French III, Spanisch III, Chinese III	External lecturer	2

Module: BSc GM 17.2 Other foreign languages SS				
Semester	Duration	Type	ECTS-credit	Student workload
4	1 Sem.	Elective	2	Contact hours: 21 h Self-study: 39 h

Prerequisite for attending	Usability	Form/Duration of examination	Teaching and learning methods	Module Manager
None	Bachelor GM	Oral exam (15minutes)	Interactive lecture	External lecturer

Qualifications
It is a matter of importance for students to extend their language skills, in order to gain more international mobility towards their careers. Language learning gives you a competitive edge in today's job market. Therefore PFH offers students a range of language courses not only to extend their language skills, but also to broaden their intercultural skills. A minimum of 5 participants are required to materialize a course.

Learning content
Foreign Languages French IV (A2/B1) Spanish IV (A1/A2) Chinese for Beginner IV

Course

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No.	Title of the course	Lecturer	SH
17.2	French IV, Spanish IV, Chinese IV	External lecturer	2

Module: BSc GM 21.2 Other foreign languages WS

Semester	Duration	Type	ECTS-credit	Student workload
5	1 Sem.	Elective	2	Contact hours: 21 h Self-study: 39 h

Prerequisite for attending	Usability	Form/Duration of examination	Teaching and learning methods	Module Manager
None	Bachelor GM	Oral exam (15minutes)	Interactive lecture	External lecturer

Qualifications

It is a matter of importance for students to extend their language skills, in order to gain more international mobility towards their careers. Language learning gives you a competitive edge in today's job market. Therefore PFH offers students a range of language courses not only to extend their language skills, but also to broaden their intercultural skills. A minimum of 5 participants are required to materialize a course.

Learning content

Foreign Languages

French V (A2/B1)
Spanish V (A1/A2)
Chinese for Beginners V

Course

No.	Title of the course	Lecturer	SH
21.2	French V, Spanish V, Chinese V	External lecturer	2

Module: BSc GM 12.2 Economic Simulation Game WS/SS

Semester	Duration	Type	ECTS-Credits	Student workload
depends	1 Sem.	Elective	2	Contact hours: 21h Self-study 39h

Prerequisite for attending	Usability	Form/Duration of examination	Teaching and learning methods	Module Manager
None	Bachelor GM	No exams, but active participation	Interactive lecture/ workshop/ block seminar	Prof. Dr. Ahrens

Qualifications

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In groups of five students, policy-making of the government is being simulated. Students assume positions such as finance minister, president of the central bank, leader of a trade union, etc. Students will discuss and take policy decisions in a real-world environment and learn how their decisions shape the actual economy.

Course			
No.	Title of the Course	Lecturer	SH
12.2	Economic Simulation Game	Prof. Dr. Ahrens	2

Module: BSc GM 15.4 Business Simulation Game WS/SS

Semester	Duration	Type	ECTS-Credits	Student workload
3,4	1 Sem.	Elective	2	Contact hours 21h

Prerequisite for attending	Usability	Form/Duration of examination	Teaching and learning methods	Module Manager
None	Bachelor GM	No exams, but active participation	Interactive lecture	Prof. Dr. Albe

Qualifications

This systematic decision-making training simulates the decision processes in which future managers will be involved – realistic situations under time pressure. The simulation game gives a compact impression of operational processes and relationships. 15- 21 participants per game see themselves as boards of directors of three public companies entering into competition, wanting to sell durable consumer goods at home and abroad. In 5- 8 years, business strategic and operational decisions prove to be fundamental to the success or failure of their own business. Through active operation of market research, the capacity-determining investment decisions can be optimized, their relation to material management logistics and production planning becomes clear. The participants will build a market-oriented distribution structure and determine the operating results via advertising expenses, price calculations and quality behavior. Participants will learn the handling of key business indicators such as revenue, profit and loss balances, profitability, return on investment, and turnover.

In each fiscal year, data from the profit and loss account and balance sheet must be compiled for publication of an annual report. In a kind of general meeting as its final presentation at the end of training, the board members of the company will be presenting their results in a general context.

Course			
No.	Title of the Course	Lecturer	SH
12.2	Business Simulation Game I	Prof. Dr. Albe	2
15.4	Business Simulation Game	Prof. Dr. Albe	2

Module: BSc GM 16.3 Scientific Writing WS/SS

Semester	Duration	Type	ECTS-Credits	Student workload
depends	1 Sem.	Elective	2	Contact hours: 21h Self-study 39h

Prerequisite for	Usability	Form/Duration of	Teaching and	Module Manager

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attending		examination	learning methods	
None	Bachelor GM	Term paper	Workshop/ block seminar	Joachim Algermissen

Qualifications

This course is aimed to give students instructions how to write an academic or scientific term paper. Beginning from the abstract until conclusion. The course content focuses on structuring, wording and referencing as well as on working with Microsoft Word.

Learning content

Scientific Writing

1. Structuring
2. Wording
3. Referencing
4. Microsoft Word template
5. Researching

Course

No.	Title of the Course	Lecturer	SH
16.3	Scientific Writing	Joachim Algermissen	2

Module: BSc GM 2.4 Scientific Methods WS/SS

Semester	Duration	Type	ECTS-Credits	Student workload
depends	1 Sem.	Elective	1	Contact hours: 11h Self-study: 20h

Prerequisite for attending	Usability	Form/Duration of examination	Teaching and learning methods	Module Manager
None	Bachelor GM	Term paper	Workshop/ block seminar	Prof. Dr. Ahrens

Qualifications

This course is aimed to give students instructions how to write an academic or scientific term paper. Beginning from the abstract until conclusion, how to research qualitative sources and to build a reliable reference list.

Learning content

Scientific methods

1. Structuring academic writing
2. How to write an introduction
3. Research methods for qualitative resources

Course

No.	Title of the Course	Lecturer	SH
2.4	Scientific methods	Prof. Dr. Ahrens	2
3.4	Scientific methods	Prof. Dr. Schüle	2

Module: BSc GM 12.1 Practical Project/Case Study WS				
Semester	Duration	Type	ECTS-Credits	Student workload
3	1 Sem.	Elective	6	Contact hours: 63h Self-study: 117h

Prerequisite for attending	Usability	Form/Duration of examination	Teaching and learning methods	Module Manager
None	Bachelor GM	Term paper + presentation	Workshop/ block seminar	Faculty Member

Qualifications
Various projects are assigned to students in groups of three to five. The projects are contracted by local companies, organizations and institutions and the topics range from increasing the international attractiveness of a company to analyzing and comparing regional clusters, from Business Process Management to designing an advertising campaign.

Course			
No.	Title of the Course	Lecturer	SH
12.1	Practical Project/Case Study	Faculty Members	6

Module: BA BWL 17.8 Business Psychology WS/SS				
Semester	Duration	Type	ECTS-Credits	Student workload
depends	1 Sem.	Elective	5	Contact hours:39h Self-study 69h

Prerequisite for attending	Usability	Form/Duration of examination	Teaching and learning methods	Module Manager
None	Bachelor BA	Term paper + presentation	Interactive lecture	Prof. Dr. Weibelzahl

Qualifications
The field of Business Psychology is concerned with behavior of humans in economic situations and what they experience. This module introduces students to the principles and state of the art in behavioral economics.

Learning content
Business Psychology <ol style="list-style-type: none"> 1. Rationality, Irrationality, and Rationalization 2. Consumer purchasing decisions 3. Information and uncertainty 4. The Prospect Theory

Course			
No.	Title of the Course	Lecturer	SH
12.1	Practical Project/Case Study	Faculty Members	6

Module: BA BWL 18.6: Psychology of Marketing and Advertising WS/SS				
Semester	Duration	Type	ECTS-Credits	Student workload
1,2,3,4,5	1 Sem.	Elective	5	Contact hours: 21h Self-study: 39h

Prerequisite for attending	Usability	Form/Duration of examination	Teaching and learning methods	Module Manager
None	Master GM	Term paper and presentation	Workshop/ block seminar	Prof. Dr. Weibelzahl

Qualifications

Psychology offers a lot of insights and theories that can be applied to advertising. This module enables students to analyse the psychological principles underlying marketing and advertising.

Learning content

Psychology of Marketing and Advertising

1. How consumers acquire, process and store information from advertising
2. Attitudes towards products and brands
3. How advertising influences buying behaviour

Course			
No.	Title of the Course	Lecturer	SH
	Psychology of Marketing and Advertising	Prof. Dr. Weibelzahl	2

Module: MSc GM 3.1 Advanced Business English I – Marketing Management WS				
Semester	Duration	Type	ECTS-Credits	Student workload
1	1 Sem.	Elective	2	Contact hours: 21h Self-study: 39h

Prerequisite for attending	Usability	Form/Duration of examination	Teaching and learning methods	Module Manager
None	Master GM	Written exam (60minutes)	Workshop/ block seminar	Prof. Dr. Ahrens

Qualifications

Students will be able to discuss marketing themes in English using the appropriate vocabulary. This seminar looks at all the different marketing management topics, including advertising, direct marketing and promotional tools. The different ways of promoting products for B”B marketing up to the internet as promotional tool.

Learning content

Advanced Business English I – Marketing Management

1. Marketing and economic terminology
2. Marketing within the value added chain
3. Marketing in the business world

Course			
No.	Title of the Course	Lecturer	SH

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3.1	Advanced Business English – Marketing Management	External	2
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Module: MSc GM 7.1 Advanced Business English II – International Macroeconomics SS

Semester	Duration	Type	ECTS-Credits	Student workload
2	1 Sem.	Elective	3	Contact hours: 21h Self-study: 69h

Prerequisite for attending	Usability	Form/Duration of examination	Teaching and learning methods	Module Manager
None	Master GM	Term paper + Oral exam (15 minutes)	Workshop/ block seminar	Prof. Dr. Ahrens

Qualifications

Students will be able to discuss marketing themes in English using the appropriate vocabulary. This seminar focuses on topics regarding International Macroeconomics. The role of government in business in conjunction with the central bank (interest rates, business cycles, international trade, money supply, and taxation).

Learning content

Advanced Business English II – International Macroeconomics

5. Reading Skills
6. Introduction to the subject: the ABC of Academic Writing (science communication)
7. The process of writing and the research process
8. Visuals: graphics, tables and describing trends
9. Punctuation and capitalization
10. The tenses of academic writing
11. Logical connectors and linking devices in scientific papers
12. Quoting and paraphrasing
13. Copyrights and referencing published work
14. Management and economic terminology

Course

No.	Title of the Course	Lecturer	SH
7.1	Advanced Business English II – International Macroeconomics	External	2

Module: MSc GM 2.3 Advanced Sales Management I WS

Semester	Duration	Type	ECTS-Credits	Student workload
1	1 Sem.	Elective	8	Contact hours: 42h Self-study: 198h

Prerequisite for attending	Usability	Form/Duration of examination	Teaching and learning methods	Module Manager
None	Master GM	Written exam	Regular lecture	Prof. Dr. Sierke

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		(120min) or term paper		
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Qualifications
Students learn the relevant disciplines associated with the core business function of Sales. Particular emphasis is placed on B”B sales. Students know about the different tasks involved and adequate procedures in sales and can apply these.

Learning content
Advanced Sales Management I <ol style="list-style-type: none"> 1. Introduction to and recap on the fundamentals 2. Sales policy <ul style="list-style-type: none"> A Sales forms – acquisition strategies B Sales organization C Sales channel policy D Sales control and management E Sales process 3. Customer orientation <ul style="list-style-type: none"> A Closeness to customers B Customer satisfaction C Customer bonding D Relationship management

Course			
No.	Title of the Course	Lecturer	SH
2.3	Advanced Sales Management	Prof. Dr. Heinlein	4

Module: MSc GM 2.4 Advanced International Marketing I WS				
Semester	Duration	Type	ECTS-Credits	Student workload
1	1 Sem.	Elective	8	Contact hours: 42h Self-study: 198h

Prerequisite for attending	Usability	Form/Duration of examination	Teaching and learning methods	Module Manager
None	Master GM	Written exam (120min) or term paper	Regular lecture	Prof. Dr. Sierke

Qualifications
Students recognize how marketing activities draw on social science fundamentals involving psychology and sociology in order to explain consumer behavior. From the viewpoint of “Integrated Marketing”, students develop a perspective or model which substantiates the effects of all marketing activities in an undertaking in their interplays. Students understand and are able to explain brand management, which leads on to brand communication and its mechanism of effect.

Learning content
Advanced International Marketing <ol style="list-style-type: none"> 1. Social science theory and empiricism: basis of marketing science <ul style="list-style-type: none"> A The social science recognition model B Socio-psychological fundamentals of marketing C Findings on consumer behavior in organization D Findings on procurement behavior in organization

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2. The concept of integrated marketing A Underlying idea, concept and components of integrated marketing B Effective marketing and the concept of the tipping point C Effective marketing by means of events D Effective marketing by means of PR strategies 3. Brand Management A Brand development: formal design of brands B Brand management: brand control models C Brand equity: models for gauging brand value D Brand architecture: line extensions and brand extensions 4. Brand communication A Principles of visual brand communication B Effective control of advertising agencies C Processes of drawing up marketing budgets D Processes of media planning
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Course			
No.	Title of the Course	Lecturer	SH
2.4	Advanced International Marketing	Prof. Dr. Riekhof	4

Module: MSc GM 6.3 Advanced Sales Management II SS				
Semester	Duration	Type	ECTS-Credits	Student workload
2	1 Sem.	Elective	5	Contact hours: 42h Self-study: 150h

Prerequisite for attending	Usability	Form/Duration of examination	Teaching and learning methods	Module Manager
None	Master GM	Written exam (120min) or oral exam or term paper	Regular lecture	Prof. Dr. Albe

Qualifications

Students expand their knowledge of selected topics related to the core corporate sales function. Theoretical fundamentals form the starting point for learning and implementation in practice. Students can apply this knowledge and are qualified to take on responsibilities in higher-ranking sales positions.

Learning content
Advanced Sales Management II <ol style="list-style-type: none"> 1. Selected aspects of sales organization 2. Efficiency of the sales organization 3. Sales and E-Commerce 4. Customer satisfaction <ol style="list-style-type: none"> A The Kano model B The Homburg model C The KAMAQUAL model D Gauging customer satisfaction 5. Customer bonding <ol style="list-style-type: none"> A Theoretical fundamentals B Empirical finding 6. Sales strategies for bonding customers 7. The economy customer orientation 8. Customer qualification – customer value

Course			
No.	Title of the Course	Lecturer	SH
6.3	Advanced Sales Management II	Prof. Dr. Heinlein	4

Module: MSc GM 6.4 Advanced International Marketing II SS

Semester	Duration	Type	ECTS-Credits	Student workload
2	1 Sem.	Elective	5	Contact hours: 42h Self-study: 48h

Prerequisite for attending	Usability	Form/Duration of examination	Teaching and learning methods	Module Manager
None	Master GM	Written exam (120min) + term paper	Regular lecture	Prof. Dr. Sierke

Qualifications

Students learn how to acquire customers and bonding existing ones in direct marketing through external services for operative processing.

Learning content

Advanced International Marketing II

1. Product Management
2. Control of product innovations and product platforms
3. Control of product and packaging design
4. Control of domestic and international pricing processes
5. Control of sales promotion processes
6. Distribution management
7. Operating from dynamics and structural change in the retail business
8. Vertical chains and category management in the retail business
9. Management of franchising systems
10. Strategies of multi-channel marketing
11. Multi-level marketing/ Amway
12. Direct Marketing
13. E-Business
14. Development lines and drivers behind E-Business
15. Business models in E-Business
16. E-Branding: fundamentals of effectively launching brands on the Internet Significance, forms and mechanism of effect in online advertising

Course

No.	Title of the Course	Lecturer	SH
6.4	Advanced International Marketing II	Prof. Dr. Riekhof	4

Module: MSc GM 7.1 International Political Economy SS

Semester	Duration	Type	ECTS-Credits	Student workload
2	1 Sem.	Elective	3	Contact hours: 32h

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				Self-study: 58h
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Prerequisite for attending	Usability	Form/Duration of examination	Teaching and learning methods	Module Manager
None	Master GM	Written exam (90minutes)	Regular lecture/- Block lecture	Prof. Dr. Ahrens

Qualifications
<p>This course is about the political economy of policy reform in emerging economies and less developed countries. How can policy makers craft a stable and secure politico-institutional foundation for economic reform? Theories: New Political Economy and New Institutional Economics. Methodology: Country-specific experiences will be highlighted through the presentation and discussion of case studies.</p> <p>The course objectives are to promote students' analytical capabilities as well as discussion and presentation skills, to raise awareness of interdisciplinary analyses and their relevance for business strategies, to provide knowledge about different theories in economics and political science and insight into economic and political reforms in emerging economies and less developed countries.</p> <p>This is a reading class that consists of around 6 lectures, during which students are expected to actively participate in discussions.</p>

Learning content
<p>International Political Economy</p> <ol style="list-style-type: none"> 1. Product Management 2. Control of product innovations and product platforms 3. Control of product and packaging design 4. Control of domestic and international pricing processes 5. Control of sales promotion processes 6. Distribution management 7. Operating from dynamics and structural change in the retail business 8. Vertical chains and category management in the retail business 9. Management of franchising systems 10. Strategies of multi-channel marketing 11. Multi-level marketing/ Amway 12. Direct Marketing 13. E-Business 14. Development lines and drivers behind E-Business 15. Business models in E-Business 16. E-Branding: fundamentals of effectively launching brands on the Internet Significance, forms and mechanism of effect in online advertising

Course			
No.	Title of the Course	Lecturer	SH
7.1	International Political Economy	Prof. Dr. Ahrens	3

Module: MSc GM 4.1 Project Work I WS				
Semester	Duration	Type	ECTS-Credits	Student workload
1	1 Sem.	Elective	6	Contact hours: 0 Self-study 300h

Prerequisite for	Usability	Form/Duration of	Teaching and	Module Manager
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attending		examination	learning methods	
None	Master GM	Term paper and presentation	Regular lecture/- Block lecture	Prof. Dr. Ahrens

Qualifications
Regional economic development, European integration, international marketing, good governance in developing countries or, for example, public policy on innovation. The main theme/s of the course shall be presented in the first week of lecturers; students will be assigned a topic/case study for their term paper to be written in English and presented (20min) during a seminar taking place shortly after submission.

Course			
No.	Title of the Course	Lecturer	SH
4.1	Project Work I	Faculty member	0

Module: MSc GM 8.1 Project Work II SS				
Semester	Duration	Type	ECTS-Credits	Student workload
2	1 Sem.	Elective	6	Contact hours: 0 Self-study 300h

Prerequisite for attending	Usability	Form/Duration of examination	Teaching and learning methods	Module Manager
None	Master GM	Term paper and presentation	Regular lecture/- Block lecture	Prof. Dr. Ahrens

Qualifications
Regional economic development, European integration, international marketing, good governance in developing countries or, for example, public policy on innovation. The main theme/s of the course shall be presented in the first week of lecturers; students will be assigned a topic/case study for their term paper to be written in English and presented (20min) during a seminar taking place shortly after submission.

Course			
No.	Title of the Course	Lecturer	SH
8.1	Project Work II	Faculty member	0

Module: MSc GM 9.1 Project Work III WS				
Semester	Duration	Type	ECTS-Credits	Student workload
3	1 Sem.	Elective	6	Contact hours: 0 Self-study 300h

Prerequisite for attending	Usability	Form/Duration of examination	Teaching and learning methods	Module Manager

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None	Master GM	Term paper and presentation	Regular lecture/- Block lecture	Prof. Dr. Ahrens
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Qualifications

Regional economic development, European integration, international marketing, good governance in developing countries or, for example, public policy on innovation. The main theme/s of the course shall be presented in the first week of lecturers; students will be assigned a topic/case study for their term paper to be written in English and presented (20min) during a seminar taking place shortly after submission.

Course

No.	Title of the Course	Lecturer	SH
9.1	Project Work III	Faculty member	0