



Technische Hochschule
Ingolstadt

Program in English for
International Students

Courses offered by
Business School

winter term 2017/ 2018

Index

1. Courses offered in both Summer and Winter term	4
Marketing	4
Strategic Management	5
Strategic Management Case Studies	6
Successful Management in a Global World	7
Successful Negotiations in a Global World	8
Technology Management	9
2. Courses offered in Summer Term only	10
Retail Controlling	10
Corporate Crime	11
International Cost Management	12
International Strategic Management and Controlling	13
3. Courses offered in Winter Term only	15
Human Resource Management and CSR	15
International Business Diplomacy and Crosscultural Leadership	16
CSR and Compliance Management	17
Business Planning	19
International Project	20

Study Programme for Guest Students

Every semester Technische Hochschule Ingolstadt offers guest students a full semester programme in English offering 2nd and 3rd year modules with a total of 30 European Credits. Please note, that classes with less than eight participants could be cancelled.

Semester schedule is:

Autumn / winter semester (WS): 1st week in October – end of February

Spring / summer semester (SS): 3rd week in March – end of July

1. Courses offered in both Summer and Winter term

Marketing

Module	Marketing							
Lecturer	Prof. Dr. Andrea Raab-Kuchenhuch/Celine Schulz							
Offered	4 SWS/ 5 ECTS / weekly lecture/ winter term/summer term							
Language	English							
Content	<ul style="list-style-type: none"> • Nature and function of marketing • Marketing planning processes: Analyzing market opportunities <ul style="list-style-type: none"> ◦ Conducting market research ◦ Forecasting and Demand measurement ◦ Dealing with the competition ◦ Identifying and selecting market segments • Designing marketing strategies <ul style="list-style-type: none"> ◦ Positioning strategies ◦ Differentiation strategies • Marketing process <ul style="list-style-type: none"> ◦ Developing marketing programs <ul style="list-style-type: none"> ▪ Setting the product and branding strategy ▪ Developing pricing strategies and programs ◦ Managing the marketing effort: Designing and managing marketing channels ◦ Designing and managing integrated marketing communications 							
Objective	<p>The students will be able to</p> <ul style="list-style-type: none"> - define the nature, function and basic principles of marketing. - describe the strategic planning processes of a company in order to understand marketing as a market driven philosophy. - apply the marketing research process as a framework to analyze broad and task marketing environment of a company. - understand the nature of positioning and differentiation. - describe the concept and key elements of the marketing mix and their application. - solve case studies on realistic marketing problems. 							
Learning methods	lecture							
Prerequisite for attendance								
Usability of the module for this or for other study programmes								
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total	
	le	4	5					
Course evaluation	written exam 90 min.							
Further information								
Recommended literature	<ul style="list-style-type: none"> - KOTLER, P. and K.L. KELLER, 2012. <i>Marketing Management</i>. 14. edition. 							

Strategic Management

Module	Strategic Management							
Lecturer	Prof. Dr. Robert Wittmann							
Offered	3 SWS/ 4 ECTS / weekly lecture/ winter term/summer term							
Language	English							
Content	<ul style="list-style-type: none"> - Introduction to Executive Management - The tools of strategy analysis - The analysis of competitive advantage - Business strategies in different industry contexts - Implementing and managing corporate strategies - Value Based Management 							
Objective	<p>The students</p> <ul style="list-style-type: none"> - are able to focus on all the relevant elements of business development and to put the relevant questions - are ready to integrate the various aspects of business development based on a market oriented approach - can address the levers of value creation in different operational functions 							
Learning methods	lecture							
Prerequisite for attendance	-							
Usability of the module for this or for other study programmes	-							
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total	
	le	3	4					
Course evaluation	written exam 90 min.							
Further information								
Recommended literature	<ul style="list-style-type: none"> • GRANT, R., 2010. <i>Contemporary Strategy Analysis</i>. • HADERBERG, A., 2007. <i>Strategic Management: Theory and Application</i>. • HUNGENBERG, H., 2008. <i>Strategisches Management in Unternehmen</i>. • MACHARZINA, K. und J. WOLF, 2008. <i>Unternehmensführung.:</i> • WELGE, M. und A. AL-LAHAM, 2008. <i>Strategisches Management</i>. • WHEELEN, T. und D. HUNGER, 2007. <i>Strategic Management and Business Policy</i>. • WITTMANN, R. und M. REUTER, 2008. <i>Strategic Planning</i> 							

Strategic Management Case Studies

Module	Strategic Management Case Studies							
Lecturer	Prof. Dr. Michael Jünger/ Prof. Dr. Christian Locher/ Gustl F. Thum/ Prof. Dr. Robert Wittmann							
Offered	3 SWS/ 4 ECTS / weekly lecture/ winter term/summer term							
Language	English							
Content	<ul style="list-style-type: none"> - Business Planning - Business Models - Business Development - Strategy Implementation 							
Objective	<p>The students</p> <ul style="list-style-type: none"> - can apply the instruments of strategic and operational management with a clear focus on customer advantage and competitive advantage - know how to develop the basis for business plans in workshops - can apply practical tips for business development successfully - have the competence to apply business planning as a management tool 							
Learning methods	lecture							
Prerequisite for attendance	-							
Usability of the module for this or for other study programmes	-							
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total	
	le	3	4					
Course evaluation	Seminar paper/presentation							
Further information								
Recommended literature	<ul style="list-style-type: none"> <input type="checkbox"/> Grant, R., Contemporary Strategy Analysis, 2010. <input type="checkbox"/> Haderberg, A. et al., Strategic Management: Theory and Application, 2007. <input type="checkbox"/> Hungenberg, H., Strategisches Management in Unternehmen, 2008. <input type="checkbox"/> Macharzina, K.; Wolf, J; Unternehmensführung, 2008. <input type="checkbox"/> Welge, M.; Al-Laham, A.; Strategisches Management, 2008. <input type="checkbox"/> Wheelen, T. / Hunger, D., Strategic Management and Business Policy, 2007. <input type="checkbox"/> Wittmann, R./Reuter, M., Strategic Planning, 2008 							

Successful Management in a Global World

Module	Successful Management in a Global World							
Lecturer	Dr. Peter Hahn							
Offered	2 SWS/ 5 ECTS / blocked lecture/winter term/summer term							
Language	English							
Content	<p>Economical facts, historical developments as well as current living conditions of special countries (e.g. East- West: in particular USA, Europe, Asia (Japan, Taiwan, China, Korea, and Singapore) will be made a topic. According to particular participant`s interest special countries can be focused on. Introduction of cultural dimensions and their influence on management functions in business relations is one of the most important discussion points. Main management functions are: Organization, Planning, Human Resources, Leadership, and Controlling</p> <p>These functions will be discussed in the context of cultural dimensions.</p> <p>Firstly, the participants should be enabled to recognize culture specific features and peculiarities which are important to establish open-minded relations in business. This is a prerequisite for successfully executing business with customers abroad.</p> <p>Secondly, the participants will learn about the different management methods and styles which enable them to work abroad either in a foreign company or in a subdivision of their parent company.</p>							
Objective	Students will study culture specific knowledge (East-West: USA-Europe-Asia) in relation to international management. The awareness of communication-, management-, and leadership methods in different cultures will be raised. Culture related techniques and behaviors are explained and trained in role-plays. Different management practices in business situations will be addressed.							
Learning methods	The lectures will be interactive by using role plays, short movies, internet, and workshops.							
Prerequisite for attendance	-							
Usability of the module for this or for other study programmes	-							
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total	
	le	2	5					
Course evaluation	Presentation (3 ECTS) Seminar Paper (2 ECTS)							
Further information								
Recommended literature	<input type="checkbox"/> TROMPENAARS, Fons, 1993. <i>Riding the Waves of Culture</i> . <input type="checkbox"/> HOFSTEDE, Geert, . <i>Think Locally, Act Globally: Cultural Constraints in Personnel Management</i> . <input type="checkbox"/> ENGELEN, Andreas and Eva THOLEN , 2014. <i>Interkulturelles Management</i> . Stuttgart: Schäfer Poeschel Verlag . <input type="checkbox"/> MAHBUBABU, Kishore, 1998. <i>Can Asians Think</i> .							

Successful Negotiations in a Global World

Module	Successful Negotiations in a Global World						
Lecturer	Dr. Peter Hahn						
Offered	2 SWS/ 5 ECTS / blocked lecture/winter term/summer term						
Language	English						
Content	<p>Economical facts, historical developments as well as current living conditions (East-West: in particular USA, Europe, Asia (Japan, Taiwan, China, Korea, Singapore)).</p> <p>The cultural dimensions and their influence on negotiations in business relations will be introduced and discussed. Negotiation strategies and techniques will be a major topic and trained in role plays.</p> <p>The participants should be enabled to perceive culture specific features and peculiarities which is important to establish open-minded relations which again is a prerequisite for successfully negotiate with international business partners.</p>						
Objective	<p>The students are able:</p> <p><input type="checkbox"/> to apply culture specific knowledge (East-West: USA-Europe-Asia) in negotiations.</p> <p><input type="checkbox"/> to be aware management- and leadership styles.</p> <p><input type="checkbox"/> to apply different negotiation strategies and techniques will be explained and trained in role-plays.</p>						
Learning methods	Lecture with exercises and role plays						
Prerequisite for attendance							
Usability of the module for this or for other study programmes	Also offered for IRM, BA, IHM und IG						
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total
	le	2	5				
Course evaluation	Presentation (3 ECTS) Seminar paper (2 ECTS)						
Further information							
Recommended literature	1. MAHUBANI, Kishore, 2009. <i>Can Asians Think</i> . 2. HECHT-EL, Beatrice, 2008. <i>Interkulturelle Kompetenz</i> .						

Technology Management

Module	Technology Management (virtual course)							
Lecturer	Prof. Dr. Peter Augsdörfer							
Offered	2 SWS/ 5 ECTS/ weekly lecture/summer term only							
Language	English							
Content	<input type="checkbox"/> Technological change <input type="checkbox"/> Technology strategy planning <input type="checkbox"/> Innovation management <input type="checkbox"/> National system of innovation							
Objective	<p>The students:</p> <input type="checkbox"/> gain a thorough knowledge of technology management issues <input type="checkbox"/> are able to explain the role of R&D <input type="checkbox"/> recognise the importance of corporate innovation <input type="checkbox"/> are able to estimate the role of technology-based competencies in corporate competitiveness, strategy and organisation <input type="checkbox"/> are familiar with the effective management of research, development and innovative activities undertaken by industrial firms, and the factors that account for difference in performance.							
Learning methods	Lecture							
Prerequisite for attendance								
Usability of the module for this or for other study programmes	-							
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total	
	le	2	5					
Course evaluation	written exam 90 min. (3 ECTS) presentation (2 ECTS)							
Further information								
Recommended literature	<input type="checkbox"/> Pavitt et al. (2003) Managing for Innovation, Wiley <input type="checkbox"/> Burgelman R.A., Maidique M.A., (2003), Strategic Management of Technology and Innovation, Irwin, USA <input type="checkbox"/> Pfeiffer, W., Metze, G., Schneider, W., and Amler, R., (1985), Technologie-Portfolio zum Management strategischer Geschäftsfelder Auflage, Vandenhoeck & Ruprecht, Göttingen <input type="checkbox"/> Freeman, C., (1982), The Economics of Industrial Innovation, 2nd edition, first edition in 1974, Pinter, London <input type="checkbox"/> Augsdorfer, P., (1996), Forbidden Fruit: an analysis of bootlegging, uncertainty, and learning in corporate R&D, Aldershot							

2. Courses offered in Summer Term only

Retail Controlling

Module	Retail Controlling							
Lecturer	Prof. Dr. Thomas Vogler							
Offered	4 SWS/ 5 ECTS/ weekly lecture/summer term only							
Language	English							
Content	<ul style="list-style-type: none"> - Specifics of retail companies - Retail controlling vs. industrial controlling - Controlling concepts for retailers - Balanced Scorecard in retail companies - Database of retail controlling - Data Warehouse - OLTP, OLAP and Data-Mining - Management Information Systems and Enterprise Resource Planning - Planning and Budgeting 							
Objective	<p>The students know the basics of the organization of retail companies. Due to these prerequisites they are able to develop a specific controlling concept for retail companies. They are also able to adapt a balanced scorecard for retail companies. They know about the database for controlling in retail companies and are able to describe a Data Warehouse. They do also know about the difference between OLAP, OLTP and Data Mining and know the basics of planning and budgeting in companies.</p>							
Learning methods	Lecture							
Prerequisite for attendance								
Usability of the module for this or for other study programmes	-							
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total	
	le	4	5					
Course evaluation	Written examination 90 minutes							
Further information								
Recommended literature	<ul style="list-style-type: none"> • BERMAN, B and J EVANS, 2009. <i>Retail Management: A strategic approach</i>. 1. edition. ISBN 0136087582 							

Corporate Crime

Module	Corporate Crime							
Lecturer	Anna Leah Tabios							
Offered	2 SWS/ 5 ECTS / blocked lecture/summer term only							
Language	English							
Content	<p>This course exposes students to possible dark sides of the business world: nontraditional violent and nonviolent crimes that have significant physical, fiscal, and social costs. The study of white-collar crime has challenged commonly accepted explanations of crime and has introduced new complexities at all levels of the criminal justice system; including, widespread victimization, difficulties in crime discovery, ambiguous legal definitions, corporate and individual deterrence, and perceived disparities in sanctioning.</p>							
Objective	<p>Upon completion of the course, students will be able to:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Demonstrate an understanding of the types of corporate crimes, as well as white-collar crimes, current status, critical issues, and limitations; <input type="checkbox"/> Distinguish between violent and non-violent crimes and between traditional and nontraditional crimes; <input type="checkbox"/> Determine patterns of these crimes in the business/work and societal context. Determine patterns of these crimes in the business/work and societal context. 							
Learning methods	Lecture, project work and presentation							
Prerequisite for attendance	-							
Usability of the module for this or for other study programmes	-							
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total	
	le	2	5					
Course evaluation	Presentation (3 ECTS) Seminar paper (2 ECTS)							
Further information								
Recommended literature	<ul style="list-style-type: none"> • Die Nigeria-Connection: Weltweite Wirtschaftskriminalität aus Nigeria und anderen vorwiegend Afrikanischen Staaten, (Bundesagentur für Außenwirtschaft 2004). • European Developments in Corporate Criminal Liability, James Gobert and Ana-Maria Pascal, eds. (Oxon: Routledge 2011). • Edwin H. Sutherland, White Collar Crime: The Uncut Version (New Haven and London: Yale University Press 1983). • How They Got Away With It: White Collar Criminals and the Financial Meltdown, Stephen Handelman and David C. Brotherton, eds. (New York: Columbia University Press 2013). 							

International Cost Management

Module	International Cost Management							
Lecturer	Prof. Dr. Karin Schmidt							
Offered	4SWS/ 5 ECTS/ weekly lecture/ summer term only							
Language	English							
Content	<ul style="list-style-type: none"> - Principles of cost accounting and cost management - Cost accounting: <ul style="list-style-type: none"> - cost accounting techniques in different countries - process costing - cost center accounting - calculating the cost per product and per period - pricing a product - Cost accounting systems and cost management techniques: <ul style="list-style-type: none"> - contribution margins - cost-volume-profit relationships - activity based costing - target costing - principles of planning and budgeting 							
Objective	<p>The students are able to</p> <ul style="list-style-type: none"> - distinguish between financial accounting and cost accounting - apply the appropriate vocabulary when talking about cost and pricing - know about differences in cost accounting of German and angloamerican systems - calculate the cost per product and know how to detect cost inefficiencies - explain different cost management techniques and know which one to apply in specific situations especially in international companies 							
Learning methods	<p>The teaching method is a weekly lecture with exercise. The lecture provides an overview and students can apply their skills in the exercises consisting of tasks and case studies. Apart from that, they are required to solve problems by themselves and/or as part of a group in preparation for their next lecture.</p>							
Prerequisite for attendance								
Usability of the module for this or for other study programmes	-							
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total	
	le	4	5					
Course evaluation	Written exam 90 min.							
Further information								
Recommended literature	<ul style="list-style-type: none"> - Horngren, Datar, Rajan (2014), Cost accounting : a managerial emphasis, 15th ed., Pearson Verlag - Drury (2015), Management and cost accounting, 9th ed., South-Western - Carey et al. (2014), accounting: a smart approach, 2nd ed., Oxford Press - Schmidt (2014), Kostenrechnung, 7. Aufl., Kohlhammer Verlag - Coenenberg et al. (2012), Kostenrechnung und Kostenmanagement, 12. Aufl., Schäffer-Poeschel Verlag 							

International Strategic Management and Controlling

Module	International Strategic Management and Controlling						
Lecturer	Prof. Dr. Karin Schmidt						
Offered	4SWS/ 5 ECTS/ weekly lecture/ summer term only						
Language	English						
Content	<p><i>International Strategic Management</i></p> <ul style="list-style-type: none"> - Principles, process and basic models in strategic management - Characteristics and peculiarities of strategic management in international companies - Analysis of macro and micro environment - Strategies on corporate, business unit and functional unit level <p><i>Controlling</i></p> <ul style="list-style-type: none"> - link between controlling and strategy - differentiation between controlling on strategic and operating level - balanced scorecard as an instrument to link strategic and operating level - further means and instruments of controlling e.g. KPIs - peculiarities of controlling in international companies 						
Objective	<p>The students are able to</p> <ul style="list-style-type: none"> - classify the topic „Strategic Management“ - know the chances and risks of strategic controlling in the context of strategic management - define objectives and use the right instruments of strategic controlling in different stages of strategic management <p>The students</p> <ul style="list-style-type: none"> - will have an overview about the function of strategic management and controlling and the use of adequate controlling tools in an international setting - will be able to analyze a company using different sets of key performance indicators 						
Learning methods	The teaching method is a weekly lecture with exercise. The lecture provides an overview and students can apply their skills in the exercises consisting of tasks and case studies. Apart from that, they are required to solve problems by themselves and/or as part of a group in preparation for their next lecture.						
Prerequisite for attendance							
Usability of the module for this or for other study programmes	-						
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total
	lecture	4	5				
Course evaluation	Written exam 90 min.						
Further information							
Recommended literature	<ul style="list-style-type: none"> - Baum, Coenenberg, Günther (2013): Strategisches Controlling, 5. Aufl., Schäffer-Poeschel Verlag. - Müller-Stewens, Lechner (2011), Strategisches Management, Schäffer-Poeschel Verlag. - Weber, Schäffer (2008), Introduction to Controlling. Schäffer Poeschel Verlag. - Alter (2013), Strategisches Controlling, 2. Auflage, Vahlen Verlag. 						

Study Programme for Guest Students

	<ul style="list-style-type: none">- Kaplan, Norton (1996), Balanced Scorecard. Translating Strategy into action, Harvard Business Review Press.- Hoffjan (2009), Internationales Controlling, Schäffer- Poeschel Verlag,- Meier, Roehr (2004), Einführung in das Internationale Management, Verlag Neue Wirtschafts-Briefe
--	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

3. Courses offered in Winter Term only

Human Resource Management and CSR

Module	Human Resource Management and CSR							
Lecturer	Prof. Dr. Georg Stephan Barfuß Prof. Dr. Claudia Lieske							
Offered	4SWS/ 5 ECTS/ weekly lecture/ winter term only							
Language	English							
Content	<p>Content CSR:</p> <ul style="list-style-type: none"> - Business ethics and social responsibility as a critical part of human resource and organization management <p>Content Human Resource Management:</p> <ul style="list-style-type: none"> - Basics in HR Management + Strategic HR Management and leadership - Functions and tasks within HR Management like staffing, development and performance management 							
Objective	<p>Students understand the meaning of business ethics and corporate responsibility as part of human resource and organization management. Students can handle the strategic context and the moral implications of their decisions. Business is permanent changing, so students know how to (re)organize a firm and to gain a competitive advantage according to the business ethics and CSR. Students can apply the human resource management tools. Students understand the strategic function in a practical, realistic manner yet maintains a balance of pragmatism and theoretical concepts. Students are familiar with the dynamic and exciting environment of human resource.</p>							
Learning methods	Lecture							
Prerequisite for attendance								
Usability of the module for this or for other study programmes	-							
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total	
	le	4	5					
Course evaluation	Written exam 90 min.							
Further information								
Recommended literature	<p>Torrington, D., Hall, L., Taylor, S., 2008, <i>Human Resource Management</i>, 7th edn., Prentice Hall, ISBN: 978-0-273-71075-2</p> <p>Eisele, D.; Doyé, T.: Praxisorientierte Personalwirtschaftslehre, 7. Aufl., Stuttgart: Kohlhammer, 2010</p> <p>Wicks, A.C., Freeman, R.E., Werhane, P.H., Martin, K.E., 2010, <i>Business Ethics</i>, 1/E, Prentice Hall, ISBN-13: 9780131427921</p>							

International Business Diplomacy and Crosscultural Leadership

Module	International Business Diplomacy and Crosscultural Management							
Lecturer	Prof. Dr. James McDonald							
Offered	4 SWS/ 6 ECTS/ weekly lecture/ winter term only							
Language	English							
Content	<p>- Importance of intercultural management for companies doing business abroad</p> <p>- Theories of culture</p> <p>- Concepts of intercultural management and communication</p> <p>- Organisation and leadership in international teams</p>							
Objective	The students know about the cultural differences and act accordingly. They are able to interact and communicate in a global environment. They are prepared to establish a business communication with international partners and are sensitive to their cultural peculiarities.							
Learning methods	Lecture							
Prerequisite for attendance								
Usability of the module for this or for other study programmes	-							
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total	
	le	4	6					
Course evaluation	Seminar paper with presentation							
Further information	This course will be a proper <i>seminar</i> requiring intensive participation from all class members. Weekly in-class discussions will be based on assigned readings. Texts will be added to Moodle throughout the semester to supplement and illustrate various points as necessary							
Recommended literature	<p>– Hall (1979), The Silent Language, Anchor Verlag.</p> <p>– Hall (1990), The Hidden Dimension, Anchor Verlag.</p> <p>– Hall (1984), The Dance of Life: The Other Dimension of Time, Anchor Verlag.</p> <p>– Hofstede, Geert (2010), Cultures and Organizations: Software of the Mind, 3rd ed., McGraw Hill Verlag.</p> <p>Trompenaars, Hampden-Turner (2012), Riding the Waves of Culture, 3rd ed., Nicholas Brealey Publ.</p>							

CSR and Compliance Management

Module	CSR and Compliance Management							
Lecturer	Prof. Dr. Georg Barfuß/Dr. Christian Kühl							
Offered	4 SWS/ 5 ECTS / weekly lecture/ winter term only							
Language	English							
Content	<ul style="list-style-type: none"> - CSR and the theory of business administration: contradiction in terms? - Is business part of society or "is the business of business business"? - Definition of CSR and relation to the concept of sustainability/sustainable development - Shareholder vs. Stakeholder approach - The four theories of CSR, or: why business should try to do good - Is there a "business case" for CSR? - Sustainability Controlling: green controlling and other measurement techniques - How to implement CSR: examples/case studies from the automotive (and other) industry - Definition of compliance with an international scope - Perception of compliance in different countries and companies - Structure and concepts for corporate compliance - Compliance challenges when making business in a global environment 							
Objective	<p>The students know the concept of CSR and are able to explain the theoretical background to the concept. They are able to embed the CSR concept into the framework of sustainable development in general and business administration in particular. They know the shareholder and the stakeholder approach and have formed their own idea of what a business is there for and what place it takes in society. Students are able to work with the basic concepts of sustainability controlling and understand the most important key performance indicator (KPI) in that respect.</p> <p>Students are able to relate their theoretical knowledge to practical case studies and form an opinion on the CSR activities of companies.</p> <p>The students know the concept of compliance and are able to comprehend compliance as a major issue when doing business globally. They understand how compliance influenced by law and company regulations is linked to the ethical behavior of each individual and how they can act accordingly.</p>							
Learning methods	Lecture, case studies							
Prerequisite for attendance	-							
Usability of the module for this or for other study programmes	-							
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total	
	le	4	5					
Course evaluation	Oral exam 15 minutes							
Further information								
Recommended literature	<ul style="list-style-type: none"> - Freeman, R. E. & Harrison, J. S. & Wicks, A. C. & Parmar, B. L. & DeColle, S. (2011): "Stakeholder Theory. The State of the Art.", Cambridge University Press, New York. - Handy, C. (2003): What's a Business For? In: Harvard Business Review on Corporate Responsibility (2003) - Werbach, A. (2009): "Strategy for Sustainability. A Business Manifesto." Harvard Business Press, Boston. <p>- Ernst & Young: 2014 Global Fraud Survey; Overcoming compliance fatigue; Reinforcing the commitment to ethical growth; 13th Global Fraud Survey http://www.ey.com/GL/en/Services/Assurance/Fraud-Investigation---Dispute-Services/EY-reinforcing-the-commitment-to-ethical-growth </p>							

	<p>- REPORT FROM THE COMMISSION TO THE COUNCIL AND THE EUROPEAN PARLIAMENT; EU ANTI-CORRUPTION REPORT; Brussel; 2014 http://ec.europa.eu/dgs/home-affairs/e-library/documents/policies/organized-crime-and-human-trafficking/corruption/docs/acr_2014_en.pdf</p> <p>- John Crane; Compliance techniques; InThinking; 2014 http://www.thinkib.net/psychology/page/676/compliance-techniques</p> <p>Thomas R. Fox, The Five Essential Elements of a Corporate Compliance Program-Part II; 2012 http://tfoxlaw.wordpress.com/2012/09/09/the-five-essential-elements-of-a-corporate-compliance-program-part-ii/</p> <p>Thomas R. Fox, The Five Essential Elements of a Corporate Compliance Program-Part I; 2012 http://tfoxlaw.wordpress.com/2012/09/07/the-five-essential-elements-of-a-corporate-compliance-program-part-i/</p> <p>EnBW Energie Baden-Württemberg AG; EnBW Group; Code of Conduct; 2011 https://www.enbw.com/media/investoren/docs/corporate-governance/code-of-conduct.pdf</p> <p>Esther Versluis; Compliance Problems in the EU; What potential role for agencies in securing compliance? Department of Political Science; European Studies, 2004 http://regulation.upf.edu/ecpr-05-papers/eversluis.pdf</p>
--	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Business Planning

Module	Business Planning							
Lecturer	Dr. Carsten Ungrade							
Offered	2 SWS/ 5 ECTS/ blocked lecture/ winter term only							
Language	English							
Content	<p>Key success factors like strategic planning, information sharing, incentives, budgeting, control, change management or the role of power and influence in a business venture will be discussed.</p> <p>Effective business planning will be divided in a comprehensive process of:</p> <ul style="list-style-type: none"> - Identifying business ideas - Screening the idea to determine feasibility - Developing a strategic plan - Developing an operating model - Transforming strategies to operational issues - Case studies, practical exercises and presentations 							
Objective	<p>This lecture enables the students to see the critical issues and feasibility of developing a business venture. With actual case studies students will be prepared to develop a strategic frame, an operating model and a systematic roadmap for execution. Students will understand the difficult political and organizational obstacles that accompany every business planning. Upon completion of all the cumulative lessons, the students will understand the process of an entrepreneurial business planning.</p>							
Learning methods	Lecture							
Prerequisite for attendance								
Usability of the module for this or for other study programmes	-							
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total	
	le	2	5					
Course evaluation	Presentation (3 ECTS) Seminar Paper (2 ECTS)							
Further information								
Recommended literature	Baringer, B.R., (2009), Preparing Effective Business Plans: An Entrepreneurial Approach, Prentice Hall, ISBN-13: 9780132338233							

International Project

Module	International Project						
Lecturer	Prof. Dr. Peter Augsdörfer						
Offered	4SWS/ 5 ECTS/ blocked lecture/ winter term only						
Language	English						
Content	<p>The students work together in an international project. The aim is to learn and apply the following project management aspects and apply them in practice:</p> <ul style="list-style-type: none"> - Project management tools, methods and techniques - Running and coordinating an interdisciplinary and international project - Planning, scheduling, resource allocation, making decisions - Realisation and controlling - Regulation and performance measurement activities - Visualisation and communication - Conflict management - Case studies 						
Objective	<p>The students will be able to:</p> <p>Define and describe common project management terminology</p> <p>Use general project management tools to coordinate a team and document the progress of a project</p> <p>Avoid common cultural pitfalls and mistakes in managing projects</p> <p>Define their role in the global project management process</p> <p>Present key project data to an international audience</p> <p>This course develops a foundation of concepts and solutions that supports the planning, scheduling, controlling, resource allocation, and performance measurement activities required for successful completion of an international project.</p>						
Learning methods	Lecture						
Prerequisite for attendance							
Usability of the module for this or for other study programmes	-						
Workload	Course type	SWS	ECTS	Time of attendance	WBT	Self studies	total
	le	4	5				
Course evaluation	Presentation (3 ECTS) Seminar paper (2 ECTS)						
Further information							
Recommended literature	General project management literature is highly recommended						