



# Business Lectures in English summer term 24

The courses are open to all students of DHBW and its partner universities.  
A certificate of participation will be issued.  
A detailed description of the courses and current information can be found at:



## FtF\_Workshop: Environmental Management in Business

*by Dr. Piotr C. Sosnowski*

This course aims to acquaint students with practical applications of environmental management and circular economy within a business framework. The curriculum involves class discussions, group work, step-by-step tasks, and real-life case studies exploring topics like basic concepts, sustainable development's environmental issues, corporate social responsibility, goals, measures, indicators, and tools for environmental management. In addition circular economy principles, closed-loop supply chains, and the development of circular business models will be discussed.

*Dates: 22nd-26th April*

## FtF\_Determinants of International Business

*by Prof. Ricardo Vergueiro Fernandes Costa*

Delve into the determinants shaping international business activities, categorized into formal institutions (economic, political, legal systems) and informal institutions (culture, soft skills). Through theories, discussions, case studies, and real-world examples, gain a comprehensive understanding of the complexities and dynamics driving international business. The seminar further breaks down categories, exploring the global business environment, culture in an international business context, intercultural competence in management, business negotiation strategies, and tools for effective business communication (presentations).

*Dates:*

*Tuesday, 21st May 2024, 16:30 – 19:45*  
*Wednesday, 22nd May 2024, 16:30 – 19:45*  
*Thursday, 23rd May 2024, 16:30 – 19:45*  
*Friday, 24th May 2024, 16:30 – 19:45*  
*Monday, 27th May 2024, 16:30 – 19:45*  
*Tuesday, 28th May 2024, 16:30 – 19:45*  
*Wednesday, 29th May 2024, 16:30 – 19:45*

## FtF\_Basics of Project Management

*by Dr. Christian Arnold*

Students will learn the fundamentals and specifics of project management. This will enable them to transfer general and specific knowledge to the concrete management situation of projects. They learn how to structure and implement them in a meaningful way. Students will learn the importance of negotiation techniques in the context of project management and the importance of persuasion techniques for project management. This includes:

- Basics of project management,
- Project start-up, planning, execution, completion
- Classical and agile methods of project management
- Negotiation management and
- Persuasion techniques

*Dates: t.b.c*

**O = Online lecture; FtF = Face-to-face lecture;**



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## FtF\_Workshop Climate Collage

*by Susan Penrose*

The Climate Collage is an introduction to how the climate works and the consequences of its disruption. Created by the French association "La Fresque du Climat", it aims to make one million people aware of the challenges of the climate. This one-day workshop is run in two sessions. The morning session (Climate Collage 1) is dedicated to building a picture of the climate crisis as outlined by the latest IPCC report and includes a debrief, where we share our opinions and feelings. In the afternoon session (Climate Collage 2) we explore the social and political consequences as climate change scenarios begin to play out. Students who have already attended Climate Collage 1 need only attend the afternoon session.

*Dates: April (exact date to be confirmed)*

## FtF\_Sustainable Development

*by Susan Penrose*

Amidst unprecedented change in PESTEL factors, companies must adapt to future-proof their strategies against disruption. The course emphasizes understanding the evolving context, including shifts in consumer attitudes due to ecological, political, socio-economic changes, and technological convergence. It begins with a Climate Collage workshop highlighting climate challenges, followed by exploring destabilizing elements affecting daily lives. Sustainable Development lectures examine political ramifications based on the Australian Strategic Policy Institute's 2035 scenario. The course guides students to integrate environmental thinking into future business models and innovation strategies, addressing UN Sustainable Development Goals. Emphasis is placed on considering perspectives of all stakeholders for effective solutions to critical environmental and social problems.

*Dates: t.b.c*

## FtF\_Intercultural Management

*by Bernd Deutscher*

Raise awareness of intercultural issues by exploring personal perceptions and reflecting on the concept of culture. Understand "culture" and its standards in intercultural contexts, introducing models like Hofstede/Trompenaars. Delve into culturally descriptive sciences, progressing from simple to multi-dimensional models. In addition the course will discuss intercultural communication, if there is enough time left at the end of the course.

*Dates: t.b.c*

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BL= Blended Learning**



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## FtF\_Recent strategies in Supply Chain Management

by Prof. Dr. Özlem Akçay Kasapoğlu

*Dates: t.b.c*

## O\_Digital Dynamics

by Thomas Wittig

Explore "Digital and Business Transformation Dynamics" to understand and manage dynamics for informed business decisions. The seminar covers strategic performance scenarios, growth strategies, market dynamics, digital marketing sales, organization development, staffing dynamics, customer service, customer success operations, product and service development, and supply chains. Participants will learn key strategies, understand how feedback structures drive dynamic behavior, handle uncertainty and complexity in decision-making, and engage in business simulations and experimental learning for practical insights.

*Dates: t.b.c*

## FtF\_ Intellectual Capital and Knowledge Management

by Prof. Ricardo Vergueiro Fernandes Costa

The course intends to provide an integrated vision of the origins, concepts and alternative approaches associated to the topics of Intellectual Capital and Knowledge Management, in an organizational management context. A critical perspective on the conditions of practical applicability of these concepts in organizations will also be addressed

The syllabus covers the role of intangible assets, the Resource-based View of the Firm, and the detailed aspects of Intellectual Capital, including its components, applications, and state of the art. Knowledge Management is also examined in terms of its origins, concept, alternative approaches, and practical implementation in organizations, addressing both the motivations and challenges.

*Dates:  
Monday-Friday, 6th -10th May*

## Registration

