

## Summer term 2020

Orientation week: 09/03 – 13/03 (mandatory)

**Intensive German Course (beginners only): 16/03 – 27/03/2020**

Lecture Period: April 1 – June 30

International Interdisciplinary Study Program		
Code	Subject	ECTS
IO1	German intensive course (only for beginners!)	6
IO2	German course	3-4
IO3	International Operations & Logistics	2-3
AAA1	Globalization and International Management	5
AAA2	Digital Marketing & Business Intelligence	6
AAA3	International Finance and Accounting	6
AAA4	Quality in Business	6
AAA5	Leading People and Organizations	5
AAA6	Project Management II	6
AAA7	Workshop on Academic Writing	2
AAA8	Free your true potential! (Mindfulness)	3
AAA9	Management Information Systems	2

Management in Industry (Regular Study Program)		
Code	Subject	ECTS
WIN16B4	Business English	2
WIN17B4	Competition Law	2

Management in German-French Corporations (Regular Study Program)		
Code	Subject	ECTS
WDFM	Information Management	3
WDFM	Business Statistics	2

Language Center <small>(offer depending on demand!)</small>		
Code	Subject	ECTS
LC1	French, Chinese, Spanish, Japanese	2 each

## Descriptions

International Interdisciplinary Study Program	
AAA1	<p><b>Globalisation and International Management</b></p> <p>a) <u>Intercultural Competencies:</u></p> <ul style="list-style-type: none"> <li>- Global cultural basics (also at the example of Hofstede's theory)</li> <li>- Relevance of diversity management in theory and practice</li> <li>- Team building (team roles and their impact on the team incl. individual 'team role test')</li> <li>- Intercultural sensitivity</li> <li>- Diversity Management</li> <li>- Intercultural Communication</li> <li>- International Negotiations und</li> <li>- Intercultural Human Resource Management</li> <li>- Intercultural Management (i.e. the global manager, change mgmt.)</li> </ul> <p>b) <u>Cross-cultural Management</u></p> <p>This challenging course provides a highly practical perspective of the concepts and fundamentals of managing human resources in an international setting and culturally complex workplace. Students will develop an understanding of the influence of cross-cultural issues on organizations and most importantly students will learn how managerial roles and functions must be adapted to manage effectively in a multicultural environment.</p>
AAA2	<p><b>Digital Marketing and Business Intelligence</b></p> <p>a) <u>Digital Marketing</u></p> <p>Digital Marketing is an exciting area of marketing practice. This course aims at delivering the knowledge and practical experience on why, and how of major current approaches, including online listening and monitoring, email marketing, search engine optimisation, search ads, and participating in social media can be efficiently used in designing a proper marketing strategy. This course encourages you to establish habits for keeping up to date on emerging digital technologies relevant to business and to marketing. Moreover, it rises to the challenge of developing strategy to guide tactics. After the course you should be able to identify data sources allowing you to define and track performance indicators for your digital marketing activities. The course offers you possibility to think like a digital marketing professional, and to give you experience with industry-relevant hands-on assignments and exercises.</p> <p>b) <u>Digitalization Dynamics</u></p> <p>Digital technologies are a driving force in today's markets as well as social and economic systems. For enterprises and managers it is important to understand the dynamics – the change over time – to improve products and services.</p>

	<p>In this course, participants will explore and experience the opportunity and challenges of digitalization. The topics include:  Digitization, Digitalization, Transformation and Transition.  Dynamics of innovation and adoption of new technologies.  Change and Project Management for digital transformation.  Market Dynamics: how customers adopt products and how markets transition towards new products and services.  Marketing Dynamics: special aspects for marketing of digital products, campaigns, strategies and tactics.  Organizational Dynamics: how employees and stakeholders adopt innovation.  Optimization of products, services and projects to increase chances of success and to accelerate adoption by stakeholders.</p> <p>c) Workshop on Academic Writing</p> <p>DAY 1: Key terminology (science/scientific approaches/empiricism/ types of research studies/method vs. methodology /epistemology/ontology  DAY 2: Methods of reasoning/main steps of research process  DAY 3: Measurement and concepts /variables / hypothesis  DAY 4: Types of research design/ info on data collection methods  DAY 5: An example of research article / EXAM &amp; Assignments</p>
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<p>AAA3</p>	<p><b>International Finance and Accounting</b></p> <p>a) <u>Reporting - how to address your message in business</u></p> <p>Reporting is the way to make your message in business heard by management.  More and more decisions in global business are based on financial figures.  To learn about those is what this lesson is about.  It requires interest in finance and math.</p> <p>b) <u>Controlling: Money makes the world of companies go round - how?</u></p> <p>Managers around the world make decisions more and more based on financial figures.  Those decisions influence the life of many people, especially their employees.  In this lesson you will develop an understanding of those numbers influencing your daily life.</p> <p>c) <u>Sustainable Finance</u></p> <p>After successfully completing the module, students are expected to have a sound understanding of theories, practices, opportunities and challenges of various responsible investment strategies. Especially, students should understand how non-financial factors (e.g. carbon, religion) can be integrated into investment processes and which implications this integration might have. Students should also critically assess the growth and impact of different responsible investment strategies from an economic, environmental and societal perspective.</p>
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AAA4

## Quality in Business

### a) Quality Management: Process Management and Six Sigma

This course introduces techniques and methods to analyse and improve business processes. Such techniques are widely used in logistics and supply chain management, but also in many other fields of business.

Knowing such techniques and methods is indeed a fundamental qualification for every business manager today.

Keywords of the course comprise e. g.:

History of quality, Business Case for Improving Process Performance using Lean Six Sigma, Similarities and differences between Lean Management and Six Sigma, Process Variation, Statistical Process Control, Lean Six Sigma and Teams, Introduction to Lean Thinking, Voice of the Customer, Critical to Customer & Critical to Quality, Lean tools and measures, DMAIC, SIPOC, Process mapping, Problem solving approaches

### b) Quality Management (Audit)

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### c) Business Statistics/ Computer Applications

Applied Computer Science module deals with various procedures that are used in social, economic and market analyses, and are linked to quality management problems. Also discussed are computer based data analysis techniques that are applied in the process of decision making. For this, the statistical data modeling tool SPSS and Excel Solver are used during the course to solve business and research problems. The quantitative techniques are fundamental in business decision support. They also aim to develop critical awareness and understanding of some processes, techniques and technology by which numerical information can be collected and communicated.

AAA5

## Leading People and Organisations

### a) International Leadership

Leadership is a process of social influence in which one person can enlist the aid and support of others in the accomplishment of a common business goal. In this lecture the students learn about theories, models, plans, tactics, methods and tools used by leaders around the world. They work in solo and in teams to put them in practice in rhetoric exercises and debates.

They learn about what it takes to be a leader and what makes a leader, about the temptations and dangers leaders are confronted with and how to deal with them as followers and overcome them as leaders.

The ultimate goal of this course is to make students conscious of the difficulty and the importance of intelligently and courageously standing up to their values, as followers and as leaders.

### b) Entrepreneurship

Entrepreneurship is course designed to teach students how to think and act entrepreneurial. The course addresses the unique entrepreneurial experience of conceiving, evaluating, creating, managing, and potentially selling a business. The course relies on classroom discussion, participation, the creation of a feasibility plan, and building a business plan to develop a comprehensive strategy for launching and managing a business. Students will need to draw upon their business education and experience, and apply it to the task of launching a new venture.

### c) People Dynamics

Organizations and businesses are going through fundamental changes which impact many aspects of the enterprises and their ecosystems. The changes are driven by digital technologies, demographic change, globalization/localization and other factors. Teams, specialists and managers in organizations need to understand the dynamics of change and their impact on productivity, quality as well and customer and employee experience. In this course we are exploring and experiencing the dynamics, opportunities and challenges in this field.

The topics of this course include.

- Demographic change, disruption and transition in organizations.
- Dynamics of change: Introduction and adoption of innovation.

Mobilizing the organization.

- Workforce dynamics and workforce planning. Forecasting, planning, supply chain.

- Digital recruiting strategies and tactics.

- Employee experience: organizational health and productivity, feedback and improvement.

- Anticipating and responding to special situations: high growth, fast decline, competitive attacks, crisis.

- New Work, new organization and collaboration models and their implications.

<b>AAA6</b>	<p><b>Project Management II</b></p> <p><i>a) <u>Basics of Project Management</u></i>  Project Management (PM) in most modern organization is an essential topic of today's working environment and the organization itself. Time pressure out of shorter product life cycles, the internationalization of projects or the high complexity of production modernizations are just a few examples that justify the existence and underline the importance of PM.  Starting from the essential terms and a general PM approach this course shall provide a rough overview on existing PM standards and methods. In the main part a methodology derived from one of these standards will be explained in detail and verified towards its applicability with examples from either logistics or automotive industry.  The overall goal of the course is to deliver a systematic approach on PM together with a set of tools in order to enable interested listeners to analyze own problems and to methodically find solutions even when working with complex organizations and premises or tough time restrictions.</p> <p><i>b) <u>Business Simulation: Project Management</u></i></p>
<b>AAA7</b>	<p><b>Workshop on Academic Writing</b></p> <p>DAY 1: Key terminology (science/scientific approaches/empiricism/ types of research studies/method vs. methodology /epistemology/ontology  DAY 2: Methods of reasoning/main steps of research process  DAY 3: Measurement and concepts /variables / hypothesis  DAY 4: Types of research design/ info on data collection methods  DAY 5: An example of research article / EXAM &amp; Assignments</p>
<b>AAA8</b>	<p><b>Free your true potential (Mindfulness)</b></p> <p>The "Free your true potential" course will help you, DHBW students in your business life and well beyond. Indeed, by using more of your senses and in a more focused way, you will perceive external and internal stress factors in differently. This will allow you to adapt your attitude in a way that you will feel better in your skin (this is meant literally) and in your mind. You will feel more relaxed, more serene, more open to your own creativity and that of others. You will be more willing to take things as they are. By doing so, you will see where not to waste more of your precious energy and time on resisting, denying, rejecting, or ignoring realities you do not like. With a neutral non-judgemental view you will be in a better position to consider the best options for contributing to positive changes (in business and well beyond), while keeping in view the well-being of yourselves, of our human fellows, of other people's lives and of the planet.</p>
<b>AAA9</b>	<p><b>Management Information Systems</b></p> <p>The right information is important for right decision making in the right time. Management Information System (MIS) can give the effective and efficient decision-making process for people in all layers of business hierarchy. It takes the power of information technology in order to</p>

	enhance the daily operations in business firms. This course will cover in the lectures: the impacts of information system in the business, the types of business information system and the ethical and social issues of MIS. Moreover, the student will get the knowledge about Business Intelligent (BI) and E-commerce in this course.
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## Management in Industry ( Regular Study Program)

Business English

Competition Law

Description t.b.c.

## Management in German-French Corporations (Regular Study Program)

Information Management

The lecture on information management is a basic and introductory course on information management.

The following topics are planned

- Ø What are data, what is information, what are information systems
- Ø What is knowledge management, knowledge transfer and collaboration management
- Ø Introduction to business process management and business process reengineering
- Ø Introduction to Enterprise Resource Planning Systems and Data Warehouses
- Ø What is a cloud in information management and what is cloud computing
- Ø What are personal data and how to protect it from misuse
- Ø Information security and how to mitigate cyber attacks on information systems – a very hot topic

Business Statistics

Applied Computer Science module deals with various procedures that are used in social, economic and market analyses, and are linked to quality management problems. Also discussed are computer based data analysis techniques that are applied in the process of decision making. For this, the statistical data modeling tool SPSS and Excel Solver are used during the course to solve business and research problems. The quantitative techniques are fundamental in business decision support. They also aim to develop critical awareness and understanding of some processes, techniques and technology by which numerical information can be collected and communicated.