

## LIST OF COURSES

# THE INTERNATIONAL STUDY PROGRAMME (ISP) Interkulturelles Zertifikat : Extracurriculare Kurse

summer semester 2023

## FOR DHBW-STUDENTS

08.03.2023

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## 1. INTERNATIONAL MARKETING (only winter semester!)

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### Course objectives:

On completion of the course students will be able to

- Apply basic International Marketing theories and the concepts to understand the environment
- Undertake strategies business analysis in order to develop International Marketing objectives and strategies
- Understand segmentation, targeting and positioning as applied to the international environment
- Develop creative international market entry strategies
- Explain differences in negotiating with marketing partners from different countries and the implications for the marketing strategies (4Ps)

### Content outline:

Global Markets – Social and Cultural Environments – Political, Legal and Regulatory Environments – Global Information Systems and Market Research – Segmentation, Targeting and Positioning – Global Marketing Entry Strategies – Branding and Product Decisions in Global Marketing – Pricing Decisions – Channels and Physical Distribution – Communication Decisions (Advertising and Public Relations)

**Working language:** English

**Workload:** 40 hours of lecture presence

**Offered:** winter semester

**Available seats:** no restrictions

## 2. THE FINANCIAL MARKET IN GERMANY

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### Course objectives and content outline:

For a better understanding of current issues at the worldwide financial markets, this lecture provides an overview of the most common investments as a basis of further discussions and analysis. Students are given the chance to invest a certain amount of fictitious capital to learn the consequences of their decisions.

Shares / functioning of the stock markets / investment funds / bonds / fundamental and technical analysis / macroeconomic influences (central bank decisions)

**Working language:** English

**Workload:** 40 hours of lecture presence

**Offered:** winter semester and summer semester

**Available seats:** no restrictions

## 3. ALTERNATIVE INVESTMENTS

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### Course objectives and content outline:

Get an overview of alternative investments with a focus in hedge funds and private equity. Especially with the current low interest rate level, investors are looking for alternatives to equity and bond market investments. In particular, the different categories of hedge funds as well as the different private equity strategies will be discussed and analyzed in depth. A brief outlook on the real estate-, currency-, commodity- and cryptocurrency-markets are given.

It is advantageous if the course “The Financial Market Germany” has already been attended.

**Working language:** English

**Workload:** 20 hours of lecture presence

**Offered:** winter semester and summer semester

**Available seats:** no restrictions