

The **International Study Programme (ISP)** consists of a variety of English-taught courses, making up our semester programme focusing on business studies especially created for **exchange students**. The programme is planned out for the whole semester and gives students the opportunity to pick and choose from the courses offered. Students are required to take **two mandatory courses** at the beginning of the semester: an intensive German language course as well as a cultural introduction course to Germany. Students with a German level above A1 are exempt from the mandatory German course.

Additionally, students can choose courses from the **University Immersion Programme (UIP)** at DHBW, diving into the German University system in courses mixed **with German students** at DHBW, conducted in English. Students are expected to show a high level of responsibility for their studies as well as self-organizing skills. Some courses from the UIP might overlap with courses from the ISP. Semester times can also differ slightly from the ISP. The course offer will change each semester. Students are required to take **two mandatory courses**: a German language course during the semester as well as a cultural introduction course to Germany. Students with a German level above A1 are exempt from the mandatory German course.

Students are free to choose either only **ISP** courses or a combination of both **ISP** and **UIP** courses.

International Study Programme (ISP)

- German Language Intensive Class A1 (beginner’s level) 2
- Intercultural Training Germany (mandatory!)..... 2
- Introduction to Data Analytics and Data Driven Decision Making 3
- Applied Market Research 3
- Business Simulation Game 4
- Digital Marketing: Online Advertising and Social Media Marketing 4
- International Marketing 5
- Global Megatrends 5
- Intercultural Negotiation Training 6
- The Financial Market Germany 6
- Alternative Investments 7
- International Management – Case Studies 7
- Leading Effectively 8
- International Human Resources Management 8

University Immersion Programme (UIP)

- Summer: **Strategy&Change Management in International Service Firms** 9
- Summer: **Financial Derivates in Depth**.....9
- Summer: **Corporate Social Responsibility and Corporate Governance**.....10
- Winter: **Entry into International Service Markets**10
- Winter: **International Account and Service Delivery Management**.....11
- Winter: **Cross-cultural Collaboration and Human Resource Management in Global Context**11
- Winter: **New Study (online): Software Engineering I, Design Thinking**..... 12

German Language Intensive Class A1 (beginner's level)

Content outline:

The German language intensive class treats the four competences (reading, listening, writing, speaking) on a basic level (A1.a); level test in advance - based on the results, the course outline will be adapted.

For those who already have knowledge of the German language, an advanced level is possible.

affirmative sentence, W-questions, present tense ("ich", du, wir, ihr, Sie"), formal/informal „you“: Sie, conjugation verbs: kommen – heißen – fragen – sein, present tense („er, sie, es, sie“), definite/indefinite article, nouns: singular/plural, conj. Verbs: kommen – sprechen – machen – lernen – arbeiten - suchen, yes-/no-questions, akkusativ: direct object with def./indef. article, negation with „kein“, personal pronouns in nominativ, possessive article („mein, dein, sein, ihr, ihr“), temporal adverbs, verbs with change in the root, präteritum: simple past of "sein/haben", separable verbs, „gehen“ + infinitive, temporal questions, imperative, „möchten“ and „mögen“, „gern/nicht gern“, impersonal pronoun „man“, modal verbs („können, müssen, wollen“), dativ: indirect object with def./indef. article, prepositions with ind. object

Working language: English

Workload: 76 hours of lecture presence / 205 hours of independent study

Exam / credits: continuous assessment (oral examination (10 minutes)/participation) / 6 ECTS

Offered: winter semester and summer semester

Available seats: no restrictions

Intercultural Training Germany (mandatory!)

Content outline:

Develop intercultural competence, identify pitfalls and prevent misunderstandings. The increased sensitivity leads to stress reduction and improved performance.

Welcome to Germany!

- I. Introduction culture, cultural dimensions, Intercultural Competence
- II. stereotypes and prejudices
- III. Germany: Country, people, history, language, culture, structures of society, education, business structures

Living in Germany

- I. Culture Shock
- II. Communication
- III. Separation of private and professional sphere
- IV. Bureaucracy
- V. Leisure

Working in Germany

- I. Business Etiquette
- II. Supervisors, co-workers, colleagues
- III. Punctuality and other work-values
- IV. Criticism
- V. Teamwork

Methods:

The concept of the workshop is very practical. Short presentations, discussion and dialogue, case studies, media, Metalog tools are used as appropriate.

Working language: English

Workload: 32 hours of lecture presence

Exam / credits: presentation and written abstract / 3 ECTS

Offered: winter semester and summer semester

Introduction to Data Analytics and Data Driven Decision Making

Content outline:

You will get an introduction to data analytics and its role in decision making. You will learn why data has gone from important to fundamental, regardless of the industry or type of organization, what the different types of data are and what frameworks, techniques, and tools you have available to evaluate it and put it to use. You will gain an overview of the technologies that enable the collection, storage, visualization, and analysis of data. You will also become familiar with the concepts of “Big Data”, “IoT” and “Cloud Computing”.

This course will also provide an overview of key technology trends with the potential to transform the global economy in the future.

Ultimately, you will put your knowledge into practice going through examples and real cases.

- What is Data Analytics?
- Different types of data, data sources and data analysis processes
- Data analysis methodologies and tools
- Big Data and the technology needed to manage it and extract insights from it
- Decision making: data analytics in business and organizations today, from reporting to strategy.
- How is data transforming the way businesses and organizations operate
- Most relevant technology trends and associated skills that will be required in future jobs

Working language: English

Workload: 24 hours of lecture presence / 40 hours of independent study

Exam / credits: case study analysis and presentation in class/ 2 ECTS

Offered: summer semester and winter semester

Available seats: 20 seats

Applied Market Research

Content outline:

Referring on practical examples of mobility innovations (autonomous driving and shared mobility) students will first be provided with trainings on empirical research methods and data analysis. Using that knowledge, they'll conduct a field study in two groups. Group 1 will examine the acceptance drivers of E-scooter field lab DHBW-Drive. Group 2 will investigate the acceptance drivers of autonomous cars, using a modern driving simulator in the DHBW-Lab.

Previous knowledge of finance topics is beneficial, but not necessary to follow the course.

Working language: English

Workload: 40 hours of lecture presence / 110 hours of independent study

Exam / credits: written abstract and presentation / 4 ECTS

Offered: winter semester and summer semester

Available seats: 6-20

Business Simulation Game

Content outline:

Participants

- assume the role of a manager of a company
- have to find a prosperous strategy
- plan their processes
- make decisions in all parts of the business process like personal staff, production, advertisement, R&D, finance and accounting
- have to be responsive to market behaviour
- present their results at the annual general meeting (or similar)

Day 1

Intercultural and social competence training

Introduction to Business administration with BTI Factory (incl. special business vocabulary)

Day 2

Introduction to the simulation game TOPSIM Easy Management

Expert groups and presentations

Decisions Period 1-3 – Presentation results of Period 1-3

Special Task 1 (i.e. strategic planning concept)

Decisions Period 4 – Presentation results of Period 4

Day 3

Special Task 2 (i.e. advertisement campaign)

Decisions Period 5-6 – Presentation results of Period 5-6

Preparation Annual General Meeting

Annual General Meeting and Feedback

Working language: English

Workload: 30 hours of lecture presence / 64 hours of independent study

Exam / credits: successful participation, presentations and a short test at the beginning of day 3 / 3 ECTS

Offered: winter semester and summer semester

Digital Marketing: Online Advertising and Social Media Marketing

Content outline:

Part 1

Dive into different media channels – and learn how to use them to achieve a successful business impact. Explore online advertisement opportunities and become able to drive engagement, sales or awareness. Understand user journeys, choose marketing activities to become part of it and measure the success of these activities. Students get to know different marketing concepts, online marketing activities and their specific advantages /or disadvantages.

Part 2

The second part of the lecture delves into the current digital marketing landscape and current trends. Students explore the evolution of MarTech & AdTech and the critical foundations of Data-Driven Marketing, focusing on privacy and first-party data. A central element is Social Media Marketing, where you will learn strategy, content, and campaign management, including Influencer Marketing and escalation management. Integrated throughout the course is the effective use of AI, demonstrating its role in enhancing digital marketing activities. Practical insights and case studies, such as from Bosch Power Tools, will illustrate how to effectively generate engagement and gain

visibility.

On completion of this course students will:

- Understand the relevance of online marketing
- Distinguish between paid & organic media
- Be aware of (advertisement) possibilities, pros&cons of different media channels
- Use customer journey models to their advantage
- Measure success by analysing traffic data
- Understand data-driven marketing essentials, focusing on first-party data and privacy in a cookieless future.
- Develop and manage social media strategies and advertising methods covering planning, guidelines, and escalation management for major social media platforms.
- Apply influencer marketing strategies to generate engagement and visibility.
- Explore the role of AI in digital marketing, including content, optimization, and ethics.

Working language: English

Workload: 40 hours of lecture presence / 100 hours of independent study

Exam / credits: written examination / 4 ECTS

Offered: winter semester and summer semester

Available seats: no restrictions

International Marketing

Content outline:

On completion of the course students will be able to:

- apply basic International Marketing theories and the concepts to understand the environment
- undertake strategic 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 the differences in negotiating with marketing partners from different countries and the implications for the marketing strategies (4Ps)

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 / 100 hours of independent study

Exam / credits: written examination or online quiz / 4 ECTS

Offered: winter semester and summer semester

Available seats: no restrictions

Global Megatrends Transforming Business and Society

Content outline:

Diving into the global socio-economic, demographic, and technological forces called Megatrends to identify the currents that will have a sustained and transformative impact on businesses, societies, economies, cultures and our personal lives in unimaginable ways in the years to come.

The amount of change happening in the world today is accelerating, creating a continuous challenge for how companies, organizations and people stay ahead of it all, decide where to invest, think about the future, and innovate in ways that enable them transformation and disruption, instead of being the ones disrupted. This requires a keen understanding of the global forces that will shape our human experiences and our business decisions long into the future.

Working language: English

Workload: 20 hours of lecture presence / 40 hours of independent study

Exam / credits: written paper and presentation / 2 ECTS

Offered: winter semester and summer semester

Available seats: no restrictions

Intercultural Negotiation Training

Content outline:

We negotiate on a daily basis, be it while solving issues in our own family or doing business all over the world. We negotiate with customers, with foreign colleagues- and more. We negotiate salaries and budgets. Society is ever changing, and so is the global economy, with more and more people from different cultures and countries interacting with each other. Even if the Covid19 pandemic brought world travel to a halt, international business and negotiations continue. While pre-pandemic, cross cultural negotiations were already well-established, during the pandemic, they have become even more important.

By participating in this course, you will come to recognize intercultural negotiation as a key factor to success, and develop negotiation skills which you will be able to use in order to meet challenges which face today's executives, engineers, trade and sales representatives, computer scientists and other actors in the globalized world.

First, you will find out about the skills needed to deal with bargaining and conflict relationships, and you will learn about your own individual bargaining style.

Working language: English

Workload: 54 hours of lecture presence / 50 hours of independent study

Exam / credits: written examination and presentation / 5 ECTS

Offered: winter semester and summer semester

Available seats: max. 15

The Financial Market Germany

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 for 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 / bonds / investment funds / fundamental and technical analysis / macroeconomic influences (central bank decisions)

Working language: English

Workload: 40 hours of lecture presence / 110 hours of independent study (**hybrid lecture - partly conducted online**)

Exam / credits: written examination or online quiz and presentation / 4 ECTS

Offered: winter semester and summer semester

Available seats: no restrictions

Alternative Investments

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 is given.

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

Working language: English

Workload: 20 hours of lecture presence / 40 hours of independent study (**hybrid lecture - partly conducted online**)

Exam / credits: written examination or online quiz / 2 ECTS

Offered: winter semester and summer semester

Available seats: no restrictions

International Management – Case Studies

Content outline:

Upon successful completion of this module, students are able to understand and analyze

- basic challenges of international business and globalization of markets;
- core concepts in managing international corporations;
- strategies and market entry forms in international management;
- intercultural aspects in managing firms across borders and culture, so that they are able to make basic comparisons and draw conclusions about cross culture differences.

Individual cases about the successful and non-successful internationalization of German and non-German firms.

1. Introduction to international management: Trends in international trade, foreign direct investments (FDI) and international licensing of business firms
2. Overview of international business strategies: International versus global versus multinational versus transnational strategies
3. International market entry strategies
4. International supply chain and production management
5. Cross cultural management and international human resource management
6. Case studies (1): Internationalization strategies of big German Corporations
7. Case studies (2): Internationalization strategies of German "Hidden Champions"
8. New challenges and topics international management: Internationalization of research and development in firms, offshoring and outsourcing, international supply chain management, international protection of IP

Working language: English

Workload: 32 hours of lecture presence / 88 hours of independent study

Exam / credits: written examination / 3 ECTS

Offered: winter semester and summer semester

Available seats: no restrictions

Leading Effectively

Content outline:

Leadership is at the core of any successful team and organization. Guided by the psychological underpinnings of leadership and human behavior, the focus of the module lies on gaining insights into successful leadership through a combination of practice and theory. This will allow participants to acquire skills necessary to lead both individuals and teams successfully while maintaining high levels of motivation and performance.

The module also includes elements that will help participants to better understand how to lead in crises, such as the current pandemic, versus times of stability. As effective leadership is very much dependent on how one is perceived by others, participants will get access to two psychometric tests to gain insights into their personal strengths. At the end of the module, participants will also have the opportunity to prepare and deliver their own leadership speech and receive feedback from the group. There will also be ample opportunity for discussions and questions.

Working language: English

Workload: 32 hours of lecture presence / 55 hours of independent study

Exam / credits: individual case study analysis / 3 ECTS

Offered: winter semester

Available seats: no restrictions

International Human Resources Management

Content outline:

The module addresses the issues and measures driving effective human resource strategy. Herein incorporated are international aspects such as differences in social media recruitment between countries and expatriation. Topics further include effective reward systems and ways to measure the impact of human resource strategies. At the end of the module, participants will have a better understanding what constitutes a successful human resource strategy within an international context.

Theoretical concepts will be introduced during the lectures and will constitute the cases for the case studies and exercises. For instance, participants will have the opportunity to conduct a live interview as both interviewer and interviewee. There will also be ample opportunity for discussions and to ask questions.

Working language: English

Workload: 32 hours of lecture presence / 45 hours of independent study

Exam / credits: individual case study analysis / 3 ECTS

Offered: summer semester

Available seats: 20 seats

Corporate Social Responsibility and Corporate Governance

Content outline:

Students can identify and analyze ethical and, to some extent, legal problems of international business activities, relate these to their professional experience and discuss different ways of dealing with them. Students are able to differentiate between typical problems and mechanisms of corporate governance and assess their relevance in different countries around the world. They are familiar with the basic principles of international commercial law. Students are able to independently search for information on the corporate governance system of different countries, classify it and interpret it with regard to its practical requirements. Students reflect on the social, ethical and ecological responsibility of internationally active companies in general and their own company in particular. Students are sensitized to the need to consider the overall social impact of international strategies, including the context of the legal framework.

Aims, roles and Theories of Corporate Governance
Mechanisms of Corporate Governance
International Corporate Governance Systems
Basics of selected Corporate Governance structures
Board behaviour
International Corporate Social Responsibility (CSR)
Brief introduction to international commercial law from a German perspective

Working language: English

Workload: 30 hours of lecture presence / 50 hours of independent study

Exam / credits: portfolio / 3 ECTS

Offered: **summer semester**

Available seats: The course is part of the regular study programme for German Consulting&Sales students and offers a maximum of 8 seats for international students

Strategy & Change Management in International Service Firms

Content outline:

Students are able to distinguish and describe different models of international strategy and change management and assess their practical applicability. Students are able to assess the relevance of selected methods of change management in an international context in their professional field.

The nature of the multinational enterprise (MNE)
Strategies of MNEs
Organizational structures of MNEs
Coordination and integration in MNEs
How MNEs evolve
Managing change in MNEs
The role of subsidiaries
Service MNEs with digital business models
Using offshore shared service centers

Working language: English

Workload: 20 hours of lecture presence / 40 hours of independent study

Exam / credits: assignment / 2 ECTS

Offered: **summer semester**

Available seats: The course is part of the regular study programme for German Consulting&Sales students and offers a maximum of 8 seats for international students

Financial Derivates in Depth

Content outline:

In the area of derivate financial instruments, students gain advanced knowledge of the various products that trade in stock exchange as well as over-the-counter (OTC). They master strategies for speculation, hedging and arbitrage with the help of options, futures / forwards and swaps with regards to various underlyings in asset interest and currency management. Furthermore, students are able to evaluate and analyze different derivates as well as structured products.

- Systemizing of financial derivates: options, futures / forwards and swaps
- Strategies for speculation, hedging and arbitrage
- Analysis and valuation of option
- Stock and index futures for hedging and yield enhancement in asset management
- Swaps, futures / forwards and options in interest rate management
- Derivates in currency management
- Structured products

Working language: English

Workload: 22 hours of lecture presence / 38 hours of independent study

Exam / credits: written exam / 2 ECTS

Offered: **summer semester**

Available seats: The course is part of the regular study programme for German Banking students and offers a maximum of 5 seats for international students

Entry into International Service Markets

Content outline:

This course deals with how companies enter foreign markets and how they successfully establish themselves in these markets by means of international marketing. It includes a two-day business simulation "Mastering Global Expansion", that offers the opportunity for students to apply what they learned in a practical environment.

Strategic motivation for the internationalisation of service companies - Timing of internationalisation - Timing of internationalisation - International location selection - Choice of market entry form - Market development - Market development - Market development

Working language: English

Workload: 30 hours of lecture presence / 52 hours of independent study

Exam / credits: term paper (6 pages) / 3 ECTS

Offered: **winter semester**

Available seats: The course is part of the regular study programme for German Consulting&Sales students and offers a maximum of 8 seats for international students

International Account and Service Delivery Management

Content outline:

This course deals with how multinational enterprises manage the relationship with their most important international clients and how they coordinate all activities relating to a particular client globally.

Definition of global key accounts - the account manager and the global account team - analyzing the global customer - account planning - global coordination of the pursuit of business - global management of customer relationships - management of international customer - expectations and perceptions of international clients - management of service delivery for global clients

Working language: English

Workload: 25 hours of lecture presence / 43 hours of independent study

Exam / credits: term paper (5 pages) / 2 ECTS

Offered: winter semester

Available seats: The course is part of the regular study programme for German Consulting&Sales students and offers a maximum of 8 seats for international students

Cross-cultural Collaboration and Human Resource Management in Global Context

Content outline:

This course deals with how multinational enterprises manage their global workforce and how cross-cultural collaboration can work successfully. It includes an 8 hour cross-cultural training and also addresses successful collaboration in virtual teams spread across several locations.

Importance of culture in international management - approaches to analyzing cultural values - Impact of culture on leadership and motivation - Communication across cultural boundaries - successful collaboration in (virtual) international (project) teams - international personnel planning - international recruitment and selection - international performance management, personnel development and remuneration

Working language: English

Workload: 30 hours of lecture presence / 60 hours of independent study

Exam / credits: group presentation (9 minutes per student) / 3 ECTS

Offered: winter semester

Available seats: The course is part of the regular study programme for German Consulting&Sales students and offers a maximum of 12 seats for international students

New Study (online): Software Engineering I

New Study is a study programme conducted **online only**.

Content outline:

Students learn the basics of the software development process. They are able to analyse a given problem and design, implement, quality-assure and document computer-aided solutions. They know

the methods of the respective project phases and can apply them. They can evaluate proposed solutions for a given problem competitively and make corrective adjustments.

- Process models
- Phases of SW engineering and their interrelationships
- Requirements specification and functional specification, use cases
- Analysis and design models (e.g. modelling techniques of UML or SADT)
- Software architecture, interface design
- Code guidelines and code quality: reviewing and test planning, execution and evaluation
- Continuous integration
- Version management
- Operation and maintenance
- Different types of documentation are dealt with on a phase-specific basis
- Implementation of a concrete software development project in project teams of medium size (e.g. a web service / web app, a stand-alone application or a control system)

Working language: English

Workload: tbd hours of lecture presence / tbd hours of independent study

Exam / credits: assignment/group work / 3 ECTS

Offered: winter semester

Available seats: The course is part of the regular study programme for New Study – IT students and offers a maximum of 5 seats for international students

New Study (online): Design Thinking

New Study is a study programme conducted **online only**.

More information on this course will be announced later.

Working language: English

Workload: hours of lecture presence / hours of independent study

Exam / credits: / ECTS

Offered:

Available seats: The course is part of the regular study programme for New Study – IT students and offers a maximum of 5 seats for international students