
LIST OF COURSES FROM

THE INTERNATIONAL STUDY PROGRAMME (ISP)

winter semester 2021/2022

07.07.2021

Table of Contents

Content

1. INTERCULTURAL NEGOTIATION TRAINING	2
2. INTERNATIONAL MARKETING	2
3. INTERNATIONAL SOCIAL MEDIA MARKETING	3
4. THE FINANCIAL MARKET IN GERMANY	3
5. ALTERNATIVE INVESTMENTS.....	3
6. MEGATRENDS.....	4

Please note that the classes from the International Study Programme (ISP) may change depending on the number of students. Classes need a minimum of 5 students to commence.

The recognition of the respective ECTS is at home university's discretion.

Conduction of exams will be determined in the course of the semester.

1. INTERCULTURAL NEGOTIATION TRAINING

Course objectives and 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, foreign colleagues, bosses, friends - and more. We negotiate salaries and budgets.

Even if the Covid19 pandemic brought world travel to a halt, international business and negotiations continue, with more and more people from different cultures and countries interacting with each other. While pre-pandemic, cross cultural negotiations were already well-established, during the pandemic, they have become even more important. Many negotiations take place virtually, which adds to them a new, not always easy dimension.

This course will help you consider the impact of culture on negotiation, and get a deeper knowledge about how attitude to authority, time, and risk-taking for example, often depend on cultural factors, and are influenced by them. You will have the chance of exploring different negotiation styles in different regions and cultures of the world, including looking at your own preferences while negotiating.

By learning to avoid clichés and stereotypes in cross-cultural negotiations, you will stay away from simplification, make better decisions, and obtain better results.

Working language: English

Workload:

Introductory and concluding sessions to the course (5 hours on 2 Saturdays)

44 hours of lecture presence and practical negotiations

Offered: winter semester and summer semester

Available seats: no restrictions

2. INTERNATIONAL MARKETING

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 and summer semester

Available seats: no restrictions

3. INTERNATIONAL SOCIAL MEDIA MARKETING

Course objectives and content outline:

Students will learn about the global development of social media and analyze the challenges and possibilities of international social media marketing. The focal point will be which kind of marketing goals can be better achieved via social media and which strategies can be applied. Practical aspects, e.g. the analysis of social media campaigns of how to create engagement & gain visibility in social media networks, will also be discussed. By analyzing international campaigns, students will learn how social media marketing can be used to boost branding and performance goals of any company. Furthermore, students will gain insight into how social media is practically handled in international companies like Bosch Power Tools.

Working language: English

Workload: 20 hours of lecture presence

Offered: winter semester and summer semester

Available seats: no restrictions

4. THE FINANCIAL MARKET IN GERMANY

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

5. ALTERNATIVE INVESTMENTS

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: 12 hours of lecture presence

Offered: winter semester and summer semester

Available seats: no restrictions

6. MEGATRENDS

Course objectives and 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 business, 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: 12 hours of lecture presence

Offered: winter semester and summer semester

Available seats: no restrictions