

## COURSE AND MODULE DESCRIPTIONS - IPB SPRING

Course / Module	Organization and Human Resources
<b>Location</b>	DHBW Mosbach – Mosbach Campus
<b>Department / Program</b>	International Program in Business
<b>Semester</b>	Spring (for German students: Semester 4)
<b>Course Code</b>	WBWIPB_S_ORG
<b>Type</b>	Mandatory
<b>ECTS Credits</b>	5
<b>Workload</b>	55 class hours, 95 hours self study
<b>Time of Exam(s)</b>	End of module
<b>Nature of Exam(s) / Assignment(s)</b>	The final examination will be a 2 hour written exam or a seminar paper.
<b>Grading</b>	Achieving 50% overall will result in a 4.0
<b>Learning Methods</b>	The course uses a combination of lecture, class discussion, group exercises, case analysis, and self-study. Attendance and prepared participation are both expected and required for successful completion of the course. Since time is limited, students are required to spend a considerable time throughout the week reading and studying outside of class in order to fully understand and participate in class activities.

Competencies
<p>As a result of this course, students will be able to:</p> <ul style="list-style-type: none"> <li>• Analyze and explain why an individual or group of individuals might behave in certain ways in various organizational settings.</li> <li>• Predict what outcome will result from particular managerial actions in various organizational settings.</li> <li>• Understand ways in which individual behavior might be effectively molded and controlled in organizations</li> <li>• Make decisions for the company that take the corporate social responsibility of the company towards its stakeholders into account.</li> <li>• Understand the current theories, research principles, and practices in the field of human resource management.</li> </ul>

Summary of Content	
<p><b>Organizational Behavior</b> (22 class hours, 38 hours self study)</p>	<p>The lesson plan includes:</p> <ul style="list-style-type: none"> <li>• Foundations of organization structure</li> <li>• The context of international organizational behavior and the influence of national culture on organizational form and organizational culture.</li> <li>• Change management</li> <li>• Project team building, conflicts, and communication</li> </ul>
<p><b>Human Resources</b> (33 class hours, 57 hours self study)</p>	<p>The lesson plan includes:</p> <ul style="list-style-type: none"> <li>• Managing human resources today from a global perspective</li> <li>• Human resource strategy and the effect of Corporate Social Responsibility (CSR) and sustainability</li> <li>• Human resource management functions performed by the human resource manager and by the supervisor.</li> <li>• Job analysis and talent management</li> <li>• Personnel planning and recruiting</li> </ul>

	<ul style="list-style-type: none"><li>• Training and developing employees</li><li>• Motivation concepts and job satisfaction</li><li>• Performance management and appraisal</li><li>• Developing compensation Plans</li></ul>
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Readings
Latest editions of: <ul style="list-style-type: none"><li>- Robbins et al.: Organizational Behavior, Pearson</li><li>- Kotter: Leading Change, Harvard Business Review Press</li><li>- Pinto: Project Management: Achieving Competitive Advantage, Pearson</li><li>- Dessler: Fundamentals of Human Resource Management, Pearson</li></ul>

Course / Module	Quantitative Methods
Location	DHBW Mosbach – Mosbach Campus
Department / Program	International Program in Business
Semester	Spring (for German students: Semester 4)
Code	WBWIPB_S_QUAN
Type	Mandatory
ECTS Credits	5
Workload	55 class hours, 95 hours self-study
Time of Exam(s)	End of module
Nature of Exam(s) / Assignment(s)	Written exam
Grading	If the student achieves 50% of the required performance in the total written exam, the overall grade of 4.0 will be reached.
Learning Methods	This is a seminar-style class. Lecturing that conveys new content efficiently is enhanced by class discussion and in-depth learning by solving exercises individually in class.

Competencies
Students will be able to apply quantitative market research and operations research instruments to generate and analyze data. Based on cost accounting principles and the data analysis, students can make the appropriate business decisions (price, program, and process decisions).

Summary of Content	
Direct cost accounting (18 class hours, 31 hours self study)	<ul style="list-style-type: none"> <li>Goals and objectives of decision-oriented direct cost accounting</li> <li>Introduction to alternative models of direct cost accounting</li> <li>Recent developments and trends</li> </ul>
Operations research (18 class hours, 31 hours self study)	Analysis of selected instruments of operations research: <ul style="list-style-type: none"> <li>Network analysis</li> <li>Linear program planning</li> <li>Combinatorial optimization</li> <li>Simulation</li> </ul>
Quantitative market research (19 class hours, 33 hours self study)	<ul style="list-style-type: none"> <li>Fundamentals of quantitative market research</li> <li>Multivariate analysis</li> <li>Application of statistical software (e.g. SPSS)</li> </ul>

Readings
Latest editions of: <ul style="list-style-type: none"> <li>Hornigren, Datar, Rajan: Cost Accounting, Pearson</li> <li>Hillier, Liebermann: Introduction to Operations Research, McGraw-Hill</li> <li>Malhotra: Basic Marketing Research, Pearson</li> <li>Malhotra: Marketing Research - An Applied Orientation, Pearson</li> </ul>

Course / Module	Industrial Marketing (Specialization)
Location	DHBW Mosbach – Mosbach Campus
Department / Program	International Program in Business
Semester	Spring (for German students: Semester 4)
Course Code	WBWIPB_S_SP
Type	Mandatory
ECTS Credits	5 for the “Specialization” module (together with Negotiation)
Workload	27 class hours, 47 hours self study
Time of Exam(s)	During and at the end of the course
Nature of Exam(s) / Assignment(s)	Potential assignments are: A seminar paper, presentation, case study, homework, participation, or a combination thereof.
Grading	If the student achieves 50% of the required performance overall in the assignments, the grade 4.0 will be reached.
Learning Methods	A blend of theoretical input through lectures, group work, individual assignments, and discussion and analysis of articles covering real-life situations

#### Competencies

The overall aim of the course is for the students to develop a deeper understanding of industrial marketing. Upon successful completion of this course, students will:

- be able to critically analyze firm-specific industrial marketing issues
- understand how the basic principles of marketing are applied in a variety of diverse industrial environments
- be able to design strategies for global competition

#### Summary of Content

This course will outline the differences between the marketing of industrial products and that of consumer markets. For example, industrial companies’ marketing is defined by the application of a corporate strategy rather than by consumer preferences. Industrial networks and technology play a dominant role in this field.

The lesson plan includes:

- Definition of industrial products
- Industrial markets
- Commodity markets
- Technological products
- Design of industrial products
- Supplier – buyer relationships
- Branding industrial products
- Pull and push markets
- Customer loyalty
- The role of government
- Segmentation in industrial markets
- Communications in industrial markets
- Internationalization
- Scenario planning

#### Readings

- Hutt, Speh: Business Marketing Management: B2B, Cengage Learning, latest edition.
- Industrial Marketing Management: The International Journal of Marketing for Industrial and High-Tech Firms, available at <https://www.journals.elsevier.com/industrial-marketing-management>.

Course / Module	Negotiation (Specialization)
Location	DHBW Mosbach – Mosbach Campus
Department / Program	International Program in Business
Semester	Spring (for German students: Semester 4)
Course Code	WBWIPB_S_SP
Type	Mandatory
ECTS Credits	5 for the “Specialization” module (together with Industrial Marketing)
Workload	28 class hours, 48 hours self study
Time of Exam(s)	During and at the end of the course
Nature of Exam(s) / Assignment(s)	Potential assignments are: A seminar paper, presentation, case study, oral participation, in-class negotiations, or a combination thereof.
Grading	<p>Students are expected to participate actively in class discussions. This includes both the content-oriented lecture-discussions and the discussions after each in-class negotiation. Effective participation reflects one or more of the following characteristics:</p> <ol style="list-style-type: none"> <li>1. Has consistency across time.</li> <li>2. Builds on other comments.</li> <li>3. Links to relevant content from previous segments of the course.</li> <li>4. Demonstrates reflective and critical thinking.</li> <li>5. Shows a respect for the positions and opinions of others.</li> </ol> <p>Students are expected to study and prepare any negotiation cases distributed before class. Insufficient preparation will also be reflected in the participation grade. Achieving 50% overall will result in a 4.0</p>
Learning Methods	The method for this program is a blend of content and common experiences. Some of the content will be lecture format. Other content will be discussed in the analysis after each face-to-face negotiation. Participants will engage in face-to-face negotiation situations, some very brief and others as long as 60 or 90 minutes. The purposes of these negotiations are (a) to illustrate key concepts, (b) to diagnose causes of sub-optimal agreements, and (c) to deliver the content using concrete examples. An in-depth analysis after these negotiation exercises is important for learning.

### Competencies

As a result of this course, the students will be able to:

- Choose when to negotiate and when not to negotiate.
- Plan effectively for negotiations.
- Structure offers when negotiating.
- Understand and use strategies to divide value in negotiation.
- Understand and use strategies to create value in negotiation.
- Analyze the negotiation tactics of the people you negotiate with.

### Summary of Content

The lesson plan includes:

1. The Nature of Negotiation
2. Dividing Value in Negotiation
3. Negotiation Planning and Preparation
4. During the Actual Negotiation
5. Creating Value in Negotiation

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## Readings

Latest edition of:  
Lewicki et al.: Negotiation, Mc Graw Hill  
Thompson: The Truth About Negotiations, Pearson

Course / Module	Money and Currency
Location	DHBW Mosbach – Mosbach Campus
Department / Program	International Program in Business
Semester	Spring (for German students: Semester 4)
Course Code	WBWIPB_S_ECON
Type	Mandatory
ECTS Credits	3
Workload	27 class hours, 47 hours self study
Time of Exam(s)	End of module
Nature of Exam(s) / Assignment(s)	Written exam (60 minutes).
Grading	Achieving 50% will result in a 4.0
Learning Methods	This course consists of seminar-style learning, tutorials, and directed reading.

### Competencies

As a result of this course, the students should be able to:

- Understand the central monetary institutions.
- Explain the money supply process and are also able to explain the reasons for inflation or deflation as well as possibilities to fight them.
- Know the basic transmission mechanisms of monetary policy.
- Be familiar with the monetary instruments and be able to explain the possibilities and limits of these instruments.
- Develop a feeling for the complexity of monetary decisions and their effects.
- Know the basic interdependencies between different economies.
- Use the supply and demand analysis to analyze the foreign exchange market and to derive important determination factors of exchange rates.
- Explain and judge the effects of national monetary and fiscal measures in the international context
- Develop an understanding of the roles and power of central banks.
- Yield a deep knowledge and understanding of monetary economics

### Summary of Content

The lesson plan includes:

1. What economics is about
2. Key economic variables
3. Current economic situations
4. Central banks
5. Credit markets
6. Money – it's history, powers and development
7. Markets and monetary policy
8. Exchange rates and the Foreign Exchange Market

### Readings

Krugman et al.: International Economics: Theory and Policy, Addison Wesley, latest edition.

<b>Course / Module</b>	<b>Business Law inc. Labor &amp; Bankruptcy</b>
<b>Location</b>	DHBW Mosbach – Mosbach Campus
<b>Department / Program</b>	International Program in Business
<b>Semester</b>	Spring (for German students: Semester 4)
<b>Course Code</b>	WBWIPB_S_LAW
<b>Type</b>	Mandatory
<b>ECTS Credits</b>	2
<b>Workload</b>	27 class hours, 47 hours self study
<b>Time of Exam(s)</b>	End of module
<b>Nature of Exam(s) / Assignment(s)</b>	Written exam (60 minutes)
<b>Grading</b>	Achieving 50% will result in a 4.0
<b>Learning Methods</b>	This course consists of seminar-style learning and independent study.

<b>Competencies</b>
<p>As a result of this course, the students will be able to:</p> <ol style="list-style-type: none"> <li>1. Recognize international organizations and various international judicial systems.</li> <li>2. Differentiate among various types of contract law, including common law, civil law, Uniform Commercial Code (UCC), and Contract for the International Sale of Goods (CISG).</li> <li>3. Understand the basic concepts of agency, employment and bankruptcy law as applied to international transactions.</li> <li>4. Relate the basic precepts of the North/Central American Free Trade Agreement (NAFTA/CAFTA) and its expansion through the Western Hemisphere to encompass the FTA</li> <li>5. See the European Union (EU) in a historical perspective as well as its growth into the 21<sup>st</sup> Century.</li> <li>6. Comprehend the UN organizations, especially GATT/WTO as they affect international business.</li> </ol>

<b>Summary of Content</b>
<p>The lesson plan includes:</p> <ol style="list-style-type: none"> <li>1. A study of principles of international business law that stresses commercial activities of multinational firms conducting business in global economies, political, social, and cultural environments.</li> <li>2. Business law with an introduction to agency law, labor and employment discrimination law, and bankruptcy law.</li> <li>3. Acquainting students with international organizations and various international judicial systems.</li> <li>4. The legal context for business through the analysis of the court system, common law/civil law/Uniform Commercial Code/Contract for the International Sale of Goods laws, agency law, NAFTA/CAFTA, EU, and GATT/WTO.</li> </ol>

<b>Readings</b>
<p>Latest editions of:  Schaffer et al.: International Business Law and its Environment, Cengage Learning.  Miller: Business Law Today, Cengage Learning.</p>



Course / Module	E-Commerce
<b>Location</b>	DHBW Mosbach – Mosbach Campus
<b>Department / Program</b>	International Program in Business
<b>Code</b>	WBWIPB_S_IS
<b>Semester</b>	Spring (for German students: Semester 4)
<b>Type</b>	Mandatory
<b>ECTS Credits</b>	3
<b>Workload</b>	35 class hours; 61 hours self study
<b>Time of Exam(s)</b>	During and at the end of the course
<b>Nature of Exam(s) / Assignment(s)</b>	Potential assignments are: A seminar paper, presentation, case study, homework, participation, or a combination thereof.
<b>Grading</b>	If the student achieves 50% of the required performance overall in the assignments, the grade 4.0 will be reached.
<b>Learning Methods</b>	This class consists of seminar-style learning, case studies, group work and group discussion.

### Competencies

As a result of this course, students will be able to:

- Describe the major types of e-commerce and the key components of e-commerce business models
- Appreciate the importance of policies, procedures, and laws in creating security.
- Identify the major e-commerce payment systems in use today and describe their features and functionality.
- Understand the difference between traditional online marketing and the new social-mobile-local marketing platforms and the relationships between social, mobile, and local marketing.
- Understand the social marketing process from fan acquisition to sales and the marketing capabilities of social marketing platforms such as Facebook, Twitter, and Pinterest.
- Identify the key elements of a mobile marketing campaign.
- Describe the different types of social networks and online communities and their business models.
- Discuss the evolution and growth of B2B e-commerce, as well as its potential benefits and challenges.
- Understand how procurement and supply chains relate to B2B e-commerce.

### Summary of Content

Introduce students to the field of e-commerce. Topics include:

- E-commerce business models and concepts
- Legal issues of electronic commerce
- E-commerce security and payment systems
- E-commerce marketing and advertising concepts
- Social, mobile, and local marketing
- Social networks, auctions, and portals
- B2B E-commerce: Supply chain management and collaborative commerce

### Readings

Latest editions of:

- Laudon et al.: E-Commerce, Pearson
- Valacich et al.: Information Systems Today: Managing the Digital World, Pearson

Course / Module	Intercultural Management and Social Competence
Location	DHBW Mosbach – Mosbach Campus
Department / Program	International Program in Business
Course Code	WBWIPB_S_CULT
Semester	Spring (for German students: Semester 4)
Type	Mandatory
ECTS Credits	3
Workload	27 class hours (including intercultural management workshop, pow wow, team building events, field trips to cultural highlights)
Time of Exam(s)	None
Nature of Exam(s) / Assignment(s)	A regular presence in class / excursions is required and a prerequisite for the receipt of the ECTS credits.
Grading	Pass – Fail

Competencies
<p>As a result of this course, the students:</p> <ul style="list-style-type: none"> <li>- Will have grown together as a group</li> <li>- Are aware of cultural particulars (especially for the countries represented in the class) and of how cultural differences can affect communication with others.</li> <li>- Are able to understand the behavior of team members from different cultures and can overcome potential difficulties to successfully achieve group objectives.</li> <li>- Are able to work cooperatively and creatively in multicultural teams</li> <li>- Are skilled in handling different cultures and international interactions</li> </ul>

Summary of Content
<p>The workshop and off-campus activities include</p> <ol style="list-style-type: none"> <li>1. Activities to learn about each other's country culture, clichés, values, customs, etc. and build team spirit.</li> <li>2. Activities to help foreign students to get confident in Germany</li> <li>3. Culture shock: What it is and how to reduce it.</li> <li>4. Field trips and team activities (climbing and other team building exercises, running dinner, Carnival, etc.)</li> <li>5. Half-a-day self-organized Pow Wow, that includes typical country food, music, games and clothing</li> <li>6. Participation in study trips to major cities (e.g. Nürnberg, Köln, München) and companies (e.g. Audi, Porsche, manufacturing companies, etc.)</li> </ol>

Readings
<p>Latest editions of:</p> <p>Lustig et al.: Intercultural Competence, Pearson.</p> <p>Chaney et al.: Intercultural Business Communication, Pearson.</p>

Course / Module	German Language and Culture
Location	DHBW Mosbach – Mosbach Campus
Department / Program	International Program in Business
Semester	Spring (for German students: Semester 4)
Course Code	WBWIPB_S_GER
Type	Mandatory (for all International Students)
ECTS Credits	4 (a regular presence in class is required and a prerequisite for the receipt of the ECTS credits)
Workload	40 class hours and 69 hours self study. The class consists of an initial intensive course before the business lectures and a weekly class throughout the semester
Nature of Exam(s) / Assignment(s)	2 written exams (60 minutes at the end of the intensive course and 60 minutes at the end of the semester)
Grading	An overall grade is determined based on the intensive course (50%) and the weekly course (50%). If the student achieves 50% overall of the required performance in the total of the two written exams, the grade 4.0 will be reached.
Learning Methods	At the beginning of the intensive course, every student takes a written placement test to evaluate the existing level of German skills. Based on that test, students are divided into different learning groups.  The course is a mix of lectures, practical exercises, group work, role plays as well as assignments for self study.

#### Competencies

The objective of this course is to prepare students so that they can successfully study and live in Germany. Instruction of German language is offered on an elementary and an advanced level. The beginner's course focuses on the absolute necessities in German language that students use for their daily life. In addition to enhancing students' oral German skills, the course familiarizes students with German culture and history, and informs them about the political and economic structures of Germany.

#### Summary of Content

The specific course content will be determined by the results of the placement test.

The lesson plan includes exercises in

- Speaking
- Reading
- Writing
- Listening comprehension
- German grammar, phonetics, vocabulary

#### Readings

The textbook used in class will be announced in the beginning of the courses.