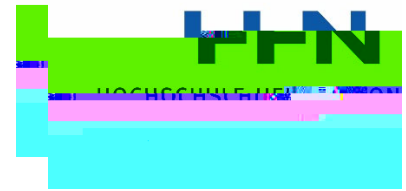
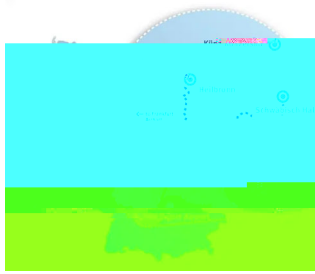


Heilbronn University of Applied Sciences  
Reinhold Würth University Campus Künzelsau  
Faculty of Engineering and Business

*International course offer for incoming students*

*Academic Year 2022/2023*

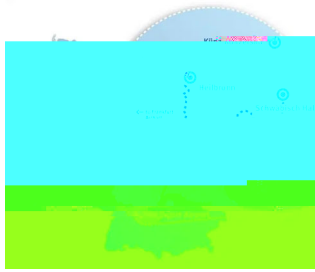


## Bachelor level BUSINESS courses for Incomings

Course ID	Course Title	ECTS credits	Contact hours per week	Dept.	Term
293121	<a href="#">Business Management</a>	4	2	BM	winter/summer
293122	<a href="#">Business Simulation</a>	6	5	BM	winter/summer
293132	<a href="#">International Management</a>	5	4	BM	winter/summer
293428	<a href="#">International Business Negotiation</a>	2	2	BM	winter/summer
293425	<a href="#">Intercultural Communication</a>	2	2	BM	winter/summer
293436	<a href="#">Global Leadership</a>	2	2	BM	winter/summer
293416	<a href="#">International Marketing Case Studies (CRM)</a>	2	2	BM	winter/summer
293417	<a href="#">International Marketing Week</a>	2	2	BM	summer
243094	<a href="#">Culture, Sports and Event Venue Management</a>	2	2	BK	winter/summer
430141	<a href="#">National and International aspects of social management</a>	4	5	BS	winter/summer
243065	<a href="#">243066 International Aspects of Cultural, Leisure and Sport Management in combination with 243067 Applied Foreign Language</a>	6 (4)  (2)	6 (4)  (2)	BK	Winter/summer
243036 293031 430381	<a href="#">Business English 1</a>	2	2	BK/BM/BS	winter/summer
243037 293211 430382	<a href="#">Business English 2</a>	2	2	BK/BM/BS	winter/summer
959100	<a href="#">German as a foreign language-beginner</a>	4	2	all	winter/summer
959110	<a href="#">German as a foreign language-advanced</a>	4	2	all	winter/summer

### Academic Year at Heilbronn University of Applied Sciences

Summer semester: Mid-March until Mid-July    Wint



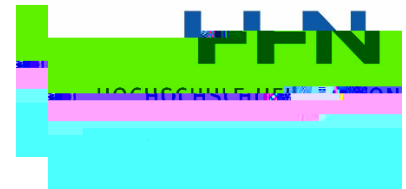
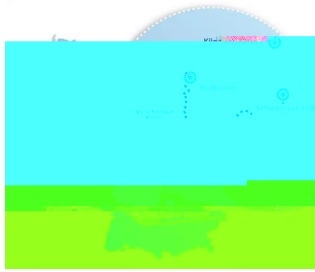
## Master level BUSINESS courses for Incomings

Course ID	Course Title	ECTS credits	Contact hours per week	Dept.	Term
295001	<a href="#">Consumer Behavior</a>	5	4	MBM	winter
295002	<a href="#">International Marketing Strategy</a>	5	4	MBM	summer
295011	<a href="#">International Sales Strategy</a>	5	4	MBM	winter
295012	<a href="#">Intercultural Communication</a>	4	3	MBM	summer
295021	<a href="#">Media and Communication Strategy</a>	5	4	MBM	winter
295022	<a href="#">Digital Marketing</a>	5	4	MBM	winter
295041	<a href="#">The Global Marketplace</a>	5	4	MBM	winter
295051	<a href="#">International Leadership</a>	5	4	MBM	winter
295052	<a href="#">Internationalization Simulation</a>	4	4	MBM	summer
295071	<a href="#">Research Methods</a>	5	4	MBM	winter/summer
241051	<a href="#">Current issues in Global Culture</a>	3	2	MBK	summer
241052	<a href="#">Selected Chapters in Global Culture</a>	3	2	MBK	winter
241061	<a href="#">International aspects of Sports Management</a>	2	1,5	MBK	summer
241062	<a href="#">Selected Chapter in Culture and Leisure Management</a>	2	1,5	MBK	winter

### Academic Year at Heilbronn University of Applied Sciences

Summer semester: Mid-March until Mid-July    Winter semester: End of September until Mid-February

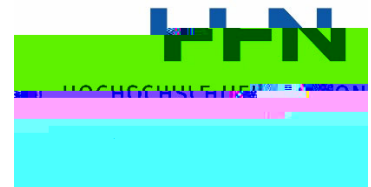
Apply for our Würth Scholarship for Incoming students at: [https://www.hs-heilbronn.de/wuerth\\_incoming\\_scholarship\\_263cb420827c23da](https://www.hs-heilbronn.de/wuerth_incoming_scholarship_263cb420827c23da)



## Bachelor level ENGINEERING courses for Incomings

Course ID	Course Title	ECTS credits	Contact hours per week	Dept.	Term
362192	<a href="#">Decentralized Energy System Laboratory</a>	4	3	WEM	summer
362212	<a href="#">Communications Technology Laboratory</a>	3	2	WEM	summer
362232	<a href="#">Environmental Economy, Environmental Management</a>	2	2	WEM	summer
360204	<a href="#">HVAC Laboratory</a>	3	3	WEM	summer
225118	<a href="#">Business Simulation</a>	2	2	WI	winter/summer
225261	<a href="#">International accounting</a>	2	2	WI	winter/summer
225302	<a href="#">Modelling and Simulation of technical systems</a>	2	2	WI	winter/summer
225303	<a href="#">Programming and Process Management</a>	3	2	WI	winter/summer
225321	<a href="#">Personalities of Entrepreneurs: Feel for the Market, Innovation and Willingness to Implement</a>	2	2	WI	winter/summer
225265	<a href="#">Seminar and Case Studies: Current Aspects of Strategic Management and Quantitative Marketing Management</a>	6	3	WI	winter/summer
225276	<a href="#">Project Laboratory</a>	6	3	WI	winter/summer
225255	<a href="#">Seminar and Case Studies: Current Aspects of Technical Procurement and Sales Management</a>	6	3	WI	winter/summer
225122	<a href="#">English for industrial engineers</a>	4	4	WI	Winter/summer

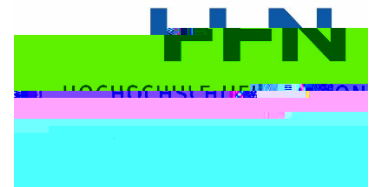
~~3106074~~ [Technical English 1](#)



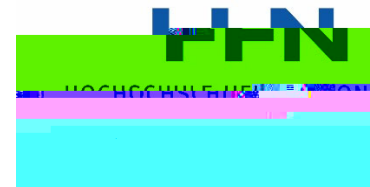
## COURSE DESCRIPTION

### **293121 Business Management**

Semester: 4



Lecturer: Prof. Dr. Simona Gentile-Lüdecke



- Background factors
- The role of culture in international business negotiation
- Negotiating power (options and concessions)
- The pre-negotiation stage
- Negotiator preparation and negotiating teams
- Communication in negotiations
- Exploring interests and positions
- Negotiation strategy and tactics
- Conflict in negotiations
- Negotiations with China
- Negotiation in different settings

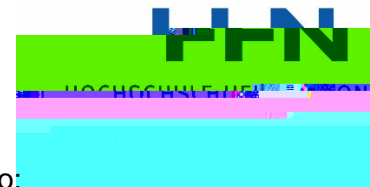
**Assessment**

Written assignment (30%) Presentation (70%)

**293425 Intercultural Communication**

Semester: 6/7

Hrs/ week: 2



### **Course description**

With the knowledge acquired in the course students should be able to:

- review and analyze a selected number of leadership theories, giving special attention to how each theoretical approach can be applied in real-world organizations
- understand the influence of culture on leadership
- understand what shapes individual and group decision making, what enhances or weakens team performance

In the lectures following topics will be object of analysis and discussion:

- Leadership – basic definition of the concept and components of leadership
- Trait approach
- Skills approach
- Behavioural approach
- Situational leadership
- Transactional and transformational leadership
- Authentic leadership
- Servant leadership
- Intercultural aspects of leadership
- Models of relation between leadership and followership. LMX theory.
- Leadership of workgroups and teams.
- Gender and leadership
- Leadership and ethics.
- Toxic leadership: the dark side of leadership

### **Assessment**

Written assignment (30%) Presentation (70%)

### **293416 International Marketing Case Studies (CRM)**

Semester: 6/7

Hrs/ week: 2

ECTS: 2

Lecturer: Prof. Dr. Joachim Link

### **Course description**

Subject of the elective is the understanding and training of the Anglo-Saxon case study method. International case studies with selected management problems are treated according to a special structure and discussed. The main focus are problems of strategic marketing. The elective is a preparation for the NIBS Case Study Competition, which takes place annually. Selected BM students compete against students from other universities in a worldwide case study competition.

### **Assessment**

Written case solution / presentation

### **293417 International Marketing Week**

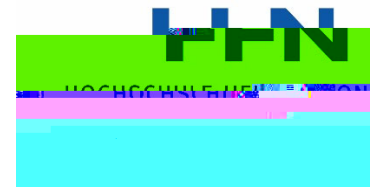
Semester: 4

Hrs/ week: 2

ECTS: 2

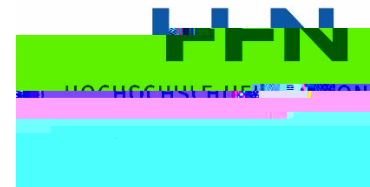
Lecturer: Prof. Dr. Joachim Link





## Course description





### **Course description**

By following this course students acquire knowledge of the social and economic peculiarities of cultural organizations in international comparison as well as an understanding of the special challenges faced in international cultural management.

The following topics will be object of analysis:

- Culture Financing
- Art and culture in societal change/ reflection on the (self-) conception of the cultural manager
- Cultural management approaches in international comparison (including historical/postcolonial, sociological, ethnological, geographical discourses)
- External cultural policy/critical reflection on funding models
- Audience development and community engagement
- Perspectives of the leisure sector

### **Assessment**

Presentation

## **243067 Applied Foreign Language (only in combination with 243065 International Aspects of Cultural, Leisure and Sports Management)**

Semester: 4

Hrs/ week: 2

ECTS: 2

Lecturer: Brigitte Brath

### **Course description**

Students develop language competencies, which enable them to function in an academic and professional environment. They can:

- Interpret and classify statements made in the foreign language
- Identify what is relevant in terms of contents
- Transfer and apply what they have learnt to hands-on situations
- Describe and explain facts

The course content will focus on:

- Basics in academic writing
- Writing a literature review
- Solving complex assignments in the area of marketing, fundraising, sponsoring, intercultural communication based on case studies
- Idiomatic phrases as well as presentation techniques considering international audiences

### **Assessment**

Written Exam

## **430141 National and international aspects of social management**

Semester: 4

Hrs/ week: 4

ECTS: 4

Lecturer: Prof. Dr. Elisabeth Schloeder

## Course description

In this module, basic national and international aspects of social and health care management are taught. In addition, the political control and financing forms of the health care system are explained in international comparison. The students experience an introduction to international development aid and get to know international social welfare organizations in the context of excursions in Germany and abroad.

The module takes into account:

- Structure and organization of international social and health organizations as well as social and health policy making,
- Needs and problem situations of clients in the mirror of socio-political and socio-cultural values and norms,
- Ethical basic attitudes and professional standards in the self-image of culture-independent professional social work in an international context.

The course focuses on the following topics:

- National and international systems of social and health care,
- Differences in the financing structures of the social sector and the health sector in Europe
- Background and peculiarities of specific facts of the social sector in international comparison
- Backgrounds of different social, institutional cultural and olitical contexts of the respective systems
- Similarities and differences in the national and international supply of social and health care institutions

## Assessment

Written exam

## 243036/ 293031/ 430381 Business English 1

Semester: 2

Hrs/ week: 2

ECTS: 2

Lecturer: Brigitte Brath

## Course Description

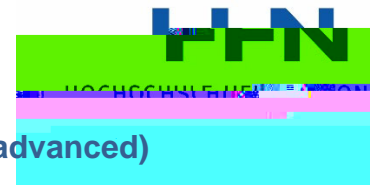
*Office Communication:*

- Written correspondence and telephoning
- Formal/ informal language
- General business correspondence phrases
- Enquiries
- Structure and specific phrases
- Making arrangements
- Complaints
- Structure and specific phrases
- Reasons for complaints
- General telephoning phrases

*General Business Vocabulary*

- Company profiles
- Company structures





## **959100/ 959110 German as a foreign language (beginner / advanced)**

Lecturer: Ulrike Letzgus

Start: XXXX

We offer exchange students from our foreign partner universities German courses as part of the university-wide "Studium Generale" program.

The levels of the German as a Foreign Language courses are based on the [Common European Framework of Reference for Languages \(CEFR\)](#).

In all German courses, attendance is mandatory. If you miss many lectures, you are not allowed to attend the exam and you will not receive any ECTS.

The placement to the different levels of the German as a foreign language will be carried out during the first meeting

## 295001 Consumer Behaviour

Semester: 1

Hrs/ week: 4

ECTS: 5

Lecturer: Prof. Dr. Joachim Link

### Course description

Students will be able to understand the social and psychological factors influencing consumer behavior using marketing theory. They will be able to apply the knowledge of the driving forces of consumer behavior for the development of marketing measures.

The course focuses on the following topics:

- Factors influencing consumer behavior
- Benchmarks for analysis of consumer behavior
- Psychological factors in consumer behavior (Perception, motivation, involvement, attitude, purchase intention)
- Conditioning- and learning processes
- Reference groups and social effects
- Consumer decision-making
- Measuring consumer behaviour (e.g. eye contact)
- Consumer behaviour in different target groups (age groups, gender, lifestyles)
- Consumer behaviour in different countries and cultures
- Marketing implications of consumer behaviour

### Assessment

Written exam

## 295002 International Marketing Strategy

Semester: 2

Hrs/ week: 4

ECTS: 5

Lecturer: Prof. Dr. Marcus Meyer

### Course description

At the end of the course students will know all relevant alternatives of international market entry strategies. They will understand the underlying parameters and master the corresponding planning tools for a market entry

The course is structured in the following way:

#### *Introduction*

- Theoretical basics
- State of research
- Contemporary developments in International Marketing Strategies (IMS)

#### *Developments in IMS*

- Planning components
- Planning processes

- Deriving strategy scenarios
- Selecting suitable strategy options

#### *Implementing IMS*

- Factors influencing strategy implementation
- Strategy implementation
- Control and adaptation of implemented strategies
- Timing and organization of international activities

*(Topical) case studies and exercises*

#### **Assessment**

Presentation

### **295011 International Sales Strategy**

Semester: 1

Hrs/ week: 4

ECTS: 5

Lecturer: Prof. Dr. Simona Gentile-Lüdecke

#### **Course description**

A firm lives or dies by what it sells. The sales function is the engine of growth and sustainability and is increasingly recognized as a strategic function of growing importance within the firm. The aim of the course is to prepare students for analyzing, selecting and organizing sales activities with a special focus at international sales. At the end of the course participants should be able to present the influencing factors and challenges of international sales. Moreover, they should be able to confidently describe the necessary strategic and operational measures that are fundamental to the successful internationalization of companies' sales

Following topics will be discussed and analyzed in the course

- Introduction to sales and the role of selling
- Relation between sales and marketing
- Customer definition and segmentation
- Sales channels and channel choice at international level
- Designing sales organization, Key account management
- Pricing policy
- Negotiation tactics and strategies
- Reward and compensation of sales people

#### **Assessment:**

Midterm paper/presentation (30%) , final exam (70%)

### **295012 Intercultural Communication**

Semester: 2

Hrs/ week: 3

ECTS: 4

Lecturer: Prof. Dr. Simona Gentile-Lüdecke



### **Course description**

Globalization made intercultural communication inevitable and the success of every international business depends on the effectiveness of the communication with other cultures. Although the challenges of an increasingly diverse world are great, the benefits are even greater. Communicating and establishing relationships with people from different cultures can lead to a whole host of benefits, including healthier communities, increased international, national, and local commerce, reduced conflict, and personal growth through increased tolerance

After following this course students should be able to:

- Develop awareness of their own culture's influence on their communications
- Gain knowledge of multiple perspectives, processes and best practices for effective intercultural communication
- Critically discuss the fundamental principles and topics in intercultural communication
- Apply the acquired knowledge and skills in various communication contexts

The following topics will be object of discussion and analysis:

- The need of intercultural communication
- The cultural context
- The verbal and non verbal code
- The environmental context
- The perceptual context
- The socio-relational context
- Theories of intercultural communication
- Intercultural communication in intercultural conflicts
- Intercultural communication in intercultural business negotiations
- Intercultural communication in managing and leading multicultural (virtual) teams

### **Assessment**

Midterm assignment (30%) Presentation (70%)

- Analysis of advertising messages
- Analysis of media deployment

*External analysis (potential foreign markets)*

- Environmental and competitor analysis
- Analysis of target segments and their needs
- Analysis of media law
- Analysis of the media landscape
- Deducing advertising messages
- Deducing uses of media

*Exercises*

**Assessment**

Presentation

**295022 Digital Marketing**

Semester: 1

Hrs/ week: 4

ECTS: 5

Lecturer: Prof. Dr. Christian Pohl

**Course description**

At the end of the course students will be able to apply the knowledge of innovative electronic communication in case studies or real-life practical projects. In teamwork students will develop solutions (e.g. in the form of prototypes, descriptions of requirements, concept evaluations, etc.) that are based on current problems of practical relevance. For example, they can optimize existing online systems, design suitable marketing strategies, or analyze and evaluate the acceptance and usability of such solutions.

Students must independently analyze the task, identify problems, form teams and develop solutions. This requires a high degree of organizational and teamwork skills, communication and cooperation.

Following topics are at the core of the course:

- Design, development and evaluation of innovative communication solutions within digital marketing based on case studies and real projects
- Team-based working through practice-relevant issues
- Management presentations of results

**Assessment**

Presentation

**295041 The Global Marketplace**

Semester: 1

Hrs/ week: 4

ECTS: 5

Lecturer: Prof. Dr. Simona Gentile-Lüdecke



Over the past five decades, the world economy has gone through a **process of transformation** commonly referred to as globalization, characterized by a decline of barriers to cross-border trade and investment. At the same time, the recent political world events (Brexit, trade frictions USA-China, global pandemic, Russia-Ukraine conflict) in addition to the sustainability and environmental challenges create tensions and uncertainty regarding the future of global activities.

This course provides students with the necessary knowledge and skills to enable them to critically analyze the dynamics of global marketplace within which an international firm operates.

The course will focus on the following topics:

- Globalization (and deglobalization?)
- National differences in political, legal, economic systems (formal institutions)

- Leadership styles
- Contingency theories
- Leader-follower theories
- Team leadership
- Culture

- demonstrate an understanding of the principles underlying the design, process and analysis of business research
- identify appropriate research methods for particular research questions and settings
- show an awareness and sensitivity to the ethical issues of research
- interpret the meaning of the most important statistical indicators featured in quantitative analysis
- describe the basic steps, strengths and weaknesses of different qualitative methods
- be able to present the results of a research in written report and presentation

The following topics will be object of analysis and discussion:

- Background information on research
- Ethics in business research
- Choosing the right research design
- The conceptual and theoretical framework
- Secondary data
- Collection of primary data
- Sampling, survey and interviews
- Analysis of quantitative and qualitative data
- Report writing and presentation

**Assessment:**

Midterm presentation (40%) Written assignment (60%)

**241051 Current Issues in Global Culture**

Semester: 1

Hrs/ week: 2

ECTS: 3

Lecturer: Prof. Dr. Louise Bielzer

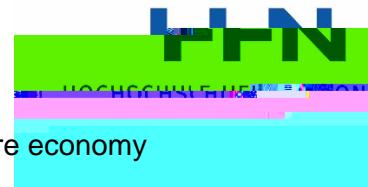
**Course description**

The course aims to provide students with the theoretical foundations of aspects of the sociology of culture and comparative cultural analyses. Students who have successfully completed the submodule 6.1 are accordingly able to

- differentiate and compare various theoretical concepts in cultural studies
- discuss current issues in cultural theory
- recognize processes of globalization of culture and critically question them and
- establish connections between cultural theory and various aspects of the of the cultural, sports and leisure industries

The course focuses on the following topics:

- Definition of culture/different cultural terms
- Cultural theories and models
- Globalization and culture
- Identity concepts
- Cultural-sociological aspects of current social development (e. g. value orientation and value change)
- Cultural migration processes
- Importance of culture in connection with increasing internationalization of culture, sport and leisure economy



- Practical examples from the fields of culture, sports and leisure economy

**Assessment**

Presentation

**241052 Selected Chapters in Global Culture**

Semester: 2

Hrs/ week: 2

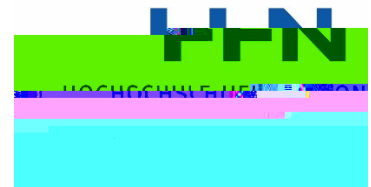












## **Assessment**

Practical work and presentation

## **225321 Personalities of Entrepreneurs: Feel for the Market, Innovation and Willingness to Implement**

Semester: 7

Hrs/ week: 2

ECTS: 2

Lecturer: Mr. W. Glauner

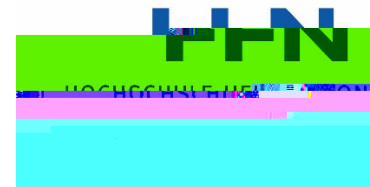
### **Course description**

Based on successful and less successful entrepreneurial biographies, students learn about the importance of the personal and situational conditions. They develop practice in the generation and evaluation of business ideas; the determination of financial requirements, needed equity, and debt capital; in dealing with changing income situations.

The course content aims at achieving following objectives:

#### *Learning objectives:*

- Core function of companies in a (social) market economy
- Perspectives of entrepreneurs
- Business qualifications A



The course aims at achieving following objectives:

*Learning objectives*

Processing of current topics on issues of strategic controlling, market research and strategy development

*Qualification objectives*

Independent development of a theoretical approach or independent solution of a practical operational problem on the basis of original texts from scientific and practical sources.

**Assessment**

Written report

**225276 Project Laboratory**

Semester: 7

Hrs/ week: 3

ECTS: 6

Lecturer: Prof. Dr. Rainald Kasprick

**Course description**

Students work on internal / external tasks in the form of projects in the fields of the fields of information and communication technology or related fields. Students work on a project independently or in a team and show that they can work with both scientific methods as well as project management methods. They master the engineering description of a task. They are able to plan a project, to draw up a schedule and to draw up an agreement on objectives in terms of content and deadlines.

The course has following objectives:

*Learning objectives*

- Self-organization of a working group of students for an interdisciplinary project
- Joint planning of goals and deadlines
- Organization according to project management methods
- Assumption of subtasks by the members of the working group
- Regular meetings with actual and target comparisons in the project progress
- Planning and execution of a event to present the results and/or presentation of results in the form of written documentation.

*Qualification objectives*

Development, implementation and evaluation of an engineering problem in the form of a completed project.

Learning project management methods in practice

**Assessment**

Laboratory work

## **225255 Seminar and Case Studies: Current Aspects of Technical Procurement and Sales Management**

Semester: 7

Hrs/ week: 3

ECTS: 6

Lecturer: Prof. Dr.-Ing. Wolfgang Albrecht

### **Course description**

Students work independently on a specific task: either they have to develop a model or a theoretical framework or they have to solve a practical operational problem or a case study on the basis of original texts from scientific and practical sources. In an oral presentation, students defend the written paper and train their communication skills as well as how to deal with public criticism.

The course aims at achieving following objectives:

#### *Learning objectives*

Processing of current topics on issues of procurement and sales of technically complex goods in the investment goods market.

#### *Qualification objectives*

Independent development of a theoretical approach or independent solution of a practical operational problem on the basis of original texts from scientific and practical sources.

### **Assessment**

Written report

## **225122 English for industrial engineers**

Semester: 3

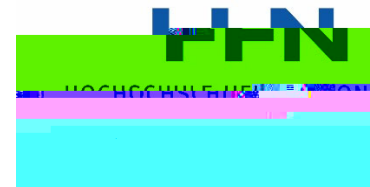
Hrs/ week: 4

ECTS: 4

Lecturer: Mrs. Brigitte Brath, Mr. Colin Morris

### **Course description**

By following the course students will be able to understand the core statements of more complex



- Describing organizational structures
- Describing economic developments using charts and graphs
- Linguistic focus: Letter styles, technical and business language, technical terms and idiomatic expressions
- Intercultural communication and its meaning; regional aspects

### **Assessment**

Written exam

### **310647 Technical English 1**

Semester: 1

Hrs/ week: 2

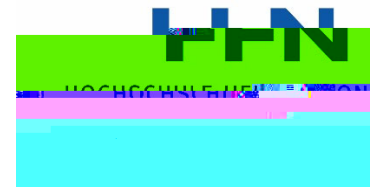
ECTS: 2

Lecturer: Mrs. Brigitte Brath

### **Course description**

By the end of the course students

- master the basics of technical vocabulary
- can explain facts/situations in the foreign language
- master formal and informal language
- communicate and distinguish between the oral and written modes



The course content includes following themes

- English as a lingua franca
- Report Writing - especially Recommendation Report
- Presentation techniques with consideration of intercultural aspects