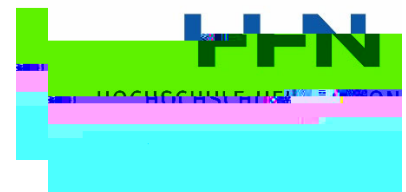
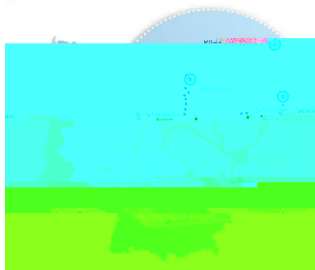


Heilbronn University of Applied Sciences
Reinhold Würth University Campus Künzelsau
Faculty of Engineering and Business

International course offer for incoming students

Academic Year 2022/2023

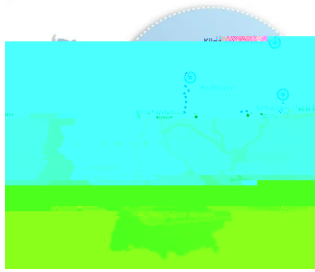


Bachelor level BUSINESS courses for Incomings

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

Academic Year at Heilbronn University of Applied Sciences

Summer semester: Mid-March until Mid-July Wint



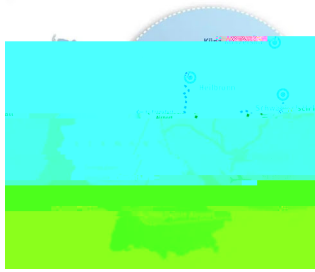
Master level BUSINESS courses for Incomings

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

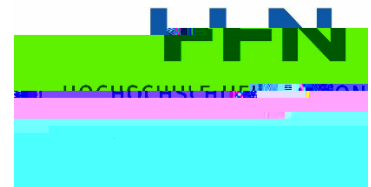
Apply for our Würth Scholarship for Incoming students at: https://www.hs-heilbronn.de/wuerth_incoming_scholarship_263cb420827c23da



Bachelor level ENGINEERING courses for Incomings

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

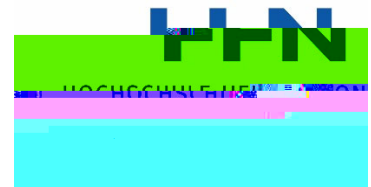
~~310616~~ ~~47~~ [Technical English 1](#)



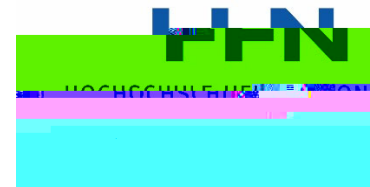
COURSE DESCRIPTION

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

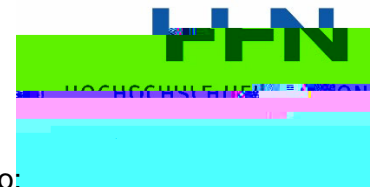
Assessment

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

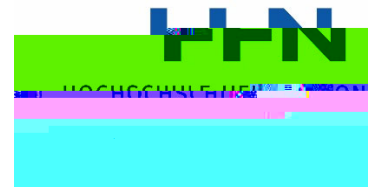
293417 International Marketing Week

Semester: 4

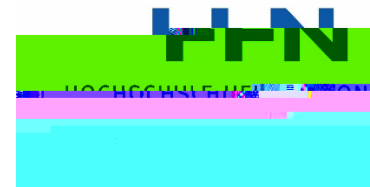
Hrs/ week: 2

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

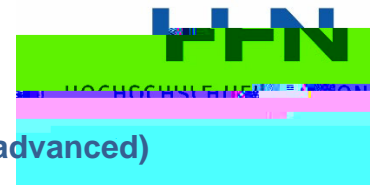
Course Description

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

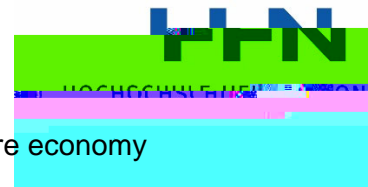
Course description

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

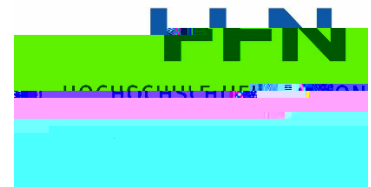
Assessment

Presentation

241052 Selected Chapters in Global Culture

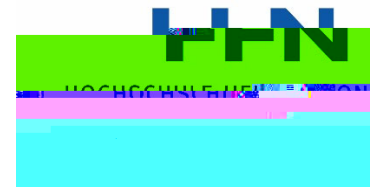
Semester: 2

Hrs/ week: 2



Assessment

Practical work and presentation



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

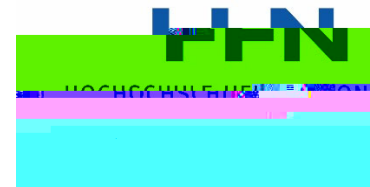
Hrs/ week: 4

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

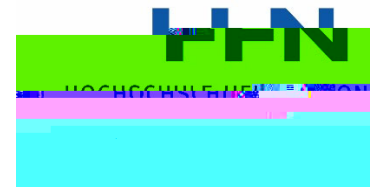
ECTS: 2

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