

Business Courses in English

Double Degree

Bachelor level | Winter Term 2023/2024

Each course = 5 ECTS Credits

Non-restricted Specialization courses

1. International Marketing and Management (74802)
2. Advanced Mathematics and Statistics for Business and Economics (75165)
3. Corporate Finance (75617)
4. The International Business Environment (75628)

Restricted Specialization courses*

5. Supply Chain Management (75608)
6. Economic Policy in the European Union (75686)
7. Topics in International Economics (75120)
8. Change and Project Management (75117)
9. International Management Training (75644)

**Previous registration due to limited seats required by September 7th 2023.
Only if you got confirmation, you are allowed to participate in the course!*

1. International Marketing and Management (74802)

Learning targets:

Participants understand the fundamentals of international market analysis and marketing strategy in an international context.

Participants can design an internationally scoped marketing strategy for a brand/company or assess and improve an existing strategy.

Contents:

1. International Market Analysis
2. International Marketing Strategy
3. Company Cases

This module is generally only offered in the winter semester.

Requirements:

Necessary formal requirements for participation: See exam regulations and study plan.

Examination modalities:

1. The requirements for admission to the module examination can be found in the examination regulations.
2. Preliminary examinations to be taken within the module: none
3. The specific form of examination can be found in the notice "Examiners and Form of Examination", which is published at the beginning of each semester.

Literature:

- Warren J. Keegan, Mark Green: Global Marketing. Pearson.
- Philip R. Cateora, John Graham, Mary C. Gilly. International Marketing. McGraw Hill.
- Tom Altstiel, Jean Grow, Marcel Jennings. Advertising Creative. Sage.
- Charles Hill. International Business. Competing in the global marketplace. McGraw Hill.
- [most recent version and publication year]
- Additional study material such as case studies will be provided during the lectures.

2. Advanced Mathematics and Statistics for Business and Economics (75165)

Learningtargets (en):

The students can apply advanced mathematical methods to illustrate and analyze economic problems quantitatively. Using methods of descriptive statistics, they can visualize and interpret economic data; using methods of inferential statistics, they can derive estimates and draw conclusions from the data. Students are familiar with several basic stochastic processes, their structural differences (e.g. autocorrelation), and corresponding areas of application, like modeling inflation rates, stock prices or insurance contracts. Students are well-equipped in preparation for other econometric methods or a quantitative thesis.

Contents: Statistics

- Quantile measures and boxplots
- Random variables, dependence and conditional probabilities
- Probability distribution
- Estimators and Confidence Intervals
- Mathematics
- Integration rules (including integration by parts and by substitution)
- Hotelling Model
- Standard Hotelling Model
- 2-stage-game with location choices

The module is typically offered every winter semester.

Requirements:

Necessary formal requirements for participation: See exam regulations and study plan.

Recommended knowledge, skills and abilities for successful participation:

Having successfully passed "Mathematics for Business and Economics" and "Statistics for Business and Economics"

Examination modalities:

1. The requirements for admission to the module examination can be found in the examination regulations.
2. Preliminary examinations to be taken within the module: none
3. The specific form of examination can be found in the notice "Examiners and Form of Examination", which is published at the beginning of each semester.

Literature (en):

Up-to-date recommended reading will be announced in the lecture notes.



3. Corporate Finance (75617)

Learning targets:

The students understand the complex tasks of modern financial management. They are accustomed with the major determinants of a financing policy. They are able to calculate market based cost of capital and to provide market based valuations of companies. They know how to derive a meaningful financial leverage. The students master the basics of modern portfolio theory and risk management.

Contents:

1. Introduction
2. Valuing Stocks
3. Risk and Return
 - 3.1. Capital Markets and the Pricing of Risk
 - 3.2. Optimal Portfolio Choice and the Capital Asset Pricing Model
 - 3.3. Estimating the Cost of Capital
 - 3.4. Investor Behavior and Capital Market Efficiency
4. Capital Structure
 - 4.1. Capital Structure in a Perfect Market
 - 4.2. Debt and Taxes
 - 4.3. Financial Distress, Managerial Incentives, and Information
 - 4.4. Payout Policy
5. Capital Budgeting and Valuation with Leverage

Prior knowledge of the contents of the module Finanzwirtschaft or Finance is strongly recommended. The modules of the major 'Financial Management' do not require a specific sequence. 'Financial Management' may be combined with all other majors.

Requirements:

Please refer to the examination regulations with regard to the admission for examination.

Examination modalities:

Please refer to the information exhibited under „Prüfer und Prüfungsformen“, which is published at the beginning of each semester on the respective notice board in Building E, 2nd Floor.

Literature:

Berk, Jonathan/ DeMarzo, Peter, Corporate Finance, 4th ed., 2017



4. The International Business Environment (75628)

Learning targets:

Students are able to evaluate world economic developments and to estimate possible impacts on the business situation. This comprises the understanding of different exchange rate systems, the rationale of free trade and protectionism and basic knowledge of the leading economies or economic regions.

Contents:

- International Trade: Theory and Policy
- Balance of Payments
- Exchange Rate Systems: Theory and Policy
- World Economic Developments

Requirements:

1. Necessary formal requirements for participation: See exam regulations and study plan.
2. Recommended knowledge, skills and abilities for successful participation and guidance for appropriate preparation by students: Basic knowledge from Introduction into Economics (71106) and Microeconomics (73101) is recommended. Macroeconomics (74101) should be done in previous semesters or at least in the same semester.

Examination modalities:

1. The requirements for admission to the module examination can be found in the examination regulations.
2. Preliminary examinations to be taken within the module: none

The specific form of examination can be found in the notice "Examiners and Form of Examination", which is published at the beginning of each semester.

Literature:

- Krugman/Obstfeld/Melitz: International Economics, 12th edition
- Internetsites of various international organisations, esp. IMF, OECD, EU und WTO

Additional recommended reading will be announced in the lecture notes.

5. Supply Chain Management (75608)

Learning Outcomes:

- > The students recognize problems and challenges of a supply chain resulting from a vertical division of labor between different companies.
- > The students understand the relevance of a professional supply chain management for the success of companies.
- > The students understand the development stages starting with basic logistic activities and leading to modern SCM approaches. They can recognize in a company for they are working, on which development stage this is operating. From this, they derive the appropriate measures.
- > The students know the topics relevant to the conceptual design and design of supply chains and they are familiar with the decisions to be take.

The students know the planning and controlling tasks of supply chain management. They are familiar with methods and tools to cope with the typical challenges.

Description of Content:

Introduction to Supply Chain Management

- > The historical development of SCM in the 20th and 21st centuries
- > The complexity of today's value chains and their drivers
- > Logistic core tasks in supply chain management

Design and operations of Supply Chains

- > Outsourcing and make-or-buy decisions as facilitators for supply chain management
- > The strategic design of supply chains and its most important models and methods
- > The operational tasks and processes of coordinating supply chains

Management of distribution networks

- > Basic concepts of distribution logistics
- > Service level and inventory management
- > Supply Chain postponement



6. Economic Policy in the European Union (75686)

Learning targets:

Students are be able to

- apply the key concepts, terminology and principles of economic policy analysis,
- understand the reasons for the European integration process in general and the economic integration process in particular.
- describe policy challenges in the EU and explain the economic (and political) impact of various policies.
- define objectives of economic policies at the EU level and in EU member states and know why there is a need for such policies,
- apply economic analysis within the European Union, covering both the European single market and EU monetary policy
- accurately assess the key factors and dynamics that shape economic policies in the EU.

Contents:

Part I: Fundamentals of Economic Policy/European Union

1. Economic Policy: Objectives, Instruments, Actors
2. European Integration: History, objectives
3. EU institutions concepts and the legal system

Part II: Economic Policies in the European Union

1. The European Single Market
2. EU monetary policy
3. EU Energy Policy
4. EU trade policy
5. Common Agricultural Policy

6. Policy field depending on Up-to-dateness

7. Topics in International Economics (75120)

Learning Outcomes:

Students have a deepened understanding of economic methods to be applied to selected international economic topics. They are able to analyze recent economic problems in an international context and to evaluate political solutions. They are able to follow competently and question critically recent economic discussions. They know how to present economic ideas in front of a plenary, to tackle critical questions, and to lead a discussion.

Contents:

Selected recent topics in international economics such as recent developments in trade policy, the European monetary crisis, development economics, public debt, electronic currencies, Brexit, migration etc. Students need approval of the lecturer, but basically choose their own topic to work on themselves.

8. Change and Project Management (75117)

Learning Outcomes:

Students will develop...

The capability to study, understand and apply theory on change management (i.e. models, frameworks as well as their scientific foundation);

The capability to reflect on why changes happen and to ascertain what can be done in a specific situation in order to influence a change positively;

The capability to act from an own vision based on creation of (added) value to society;

The capability to operate and to communicate in a dynamic, creative working environment;

The capability to initiate, organize and manage changes;

Contents:

To innovate always means to change someone's behavior. If you, for instance, invent a new product, people need to learn how to use it. Thus, they need to adopt their own behavior to the usage of this new product. Changing behavior becomes even more necessary in case of process innovation. Usually a process is conducted by a person, which means that a behavioral change is a necessary requirement for process innovations.

Students who participate in the module Change Management will understand why changes happen, how they happen and what needs to be done to make changes a welcome rather than a dreaded concept. Frameworks, models and ways of approaching changes will be presented and discussed. Students will learn how to apply the right approach to each unique situation.

In scope of the module Change Management following topics will be examined in detail:

Levels of Changes (person - team - organization)

Change Perspectives (Personality, Leadership, Resistance, Change Agent)

Change Management Methods (e.g. 7C's of change)

Success Factors of Changes

Practical Application



9. International Management Training (75644)

Learning Outcomes:

This subject develops an understanding of the nature of intrapersonal and interpersonal competencies and their relevance to management development in contemporary organisations. It explores behavioural skill learning in order to establish a platform for continued development. Students learn and take over the role as management trainers. All participants will be able to create a self-diagnosis in terms of the basic training skills. They will design an practical management training plan, checked and coached by either the lecturer as well as by a coaching partner during the semester. Participants are able to develop a practical training unit in terms of developing management skills. They know how to apply the methodology of Kolb and Fry "Experiential Learning" by realizing a practical training unit. They are able to reflect their own behaviour in different situations of international management contexts. They know how to enlarge their own behavioural range for practicing the culturally appropriate style in situations of communication, conflict, leadership, teamwork etc.

Contents:

Theoretical approaches of International Management Training. Methodology of management training, didactical approaches, media, brain-friendly learning, experiential learning according to Kolb and Fry. Tools and instruments assessing and developing intercultural and managerial competencies.

Further information about all business courses:

<http://www.campus.fh-aachen.de>