Welcome to the HNU
Neu-Ulm University of Applied Sciences

Courses taught in English
January 2013
OUR MISSION

We educate future managers and specialists who have international experience, deliver solutions and act responsibly.

OUR IDENTITY

Personal and Collaborative

At HNU we care about each individual student. Small study groups make it possible for lecturers to give individual and intensive guidance; this personal communication helps to create a friendly and collaborative atmosphere in class and in student groups.

Practical and Relevant

The content of our courses is tailored to meet the needs of larger companies and small and medium-sized enterprises (SMEs) and is of high practical relevance. Our lecturers have experience in leadership and management. In addition to the theoretical courses, students are required to complete internships as part of their academic curriculum; these are made possible through our close collaboration with regional, as well as global industrial partners, and serve as a science and technology gateway between the HNU and the business world - a fact which benefits both students and companies.

International and Welcoming

We welcome international students, lecturers and staff from all over the world and are proud of our tradition of openness and curiosity about other cultures and ways of life, and willingness to share impressions and views. We work together with international organizations and partner universities in other countries; as part of the degree programmes, we encourage both our German and international students to spend time abroad. We offer modules of study in English in order to prepare students for the global job market.
Building Character and Communicating Values

Because we think cultural, ethical and social competence is just as important as subject-based ability, we offer interdisciplinary and intercultural studies. This supports our graduates in their efforts to research, consolidate and strengthen the vital qualities which they need as potential leaders, managers and responsible members of society.

Family-Friendly and Service-Oriented

It is our aim that students, as well as members of the teaching and administrative staff, can reconcile their work of studies at the HNU with life outside as much as possible. In order to achieve this goal, a number of programmes have been implemented in many areas of the HNU, such as the Consultation and Information Center for Parents, Personal and Social Issues, the cultural programme with talks, concerts and theatre as well as the HNU day care facility for children, ‘Kinderinsel’. The non-profit Hertie-foundation has awarded the HNU the quality label ‘Family-friendly University of Applied Science’.
A WARM WELCOME TO OUR INTERNATIONAL STUDENTS

The Neu-Ulm University of Applied Science (HNU) is an international business school which welcomes students from all over Germany and the world. Our aim is to educate students who are keen on results and to prepare them thoroughly for their future roles in management. Our bachelor and master’s programmes are strongly grounded in the practical application of academic theory.

We at HNU are in close contact with partners from enterprises and universities and lay emphasis on mutual exchange as well as sustainability. Thanks to our commitment to outreach and our cooperative approach, many of our research findings and results are employed directly in practice. Our partners, our students and our University of Applied Sciences itself benefit from joint projects, an intensive exchange of know-how, a variety of exchange programmes for students, faculty and staff, and an international, diverse campus.

On behalf of our students, faculty and staff, we would like to warmly welcome you to the Neu-Ulm University of Applied Sciences. We invite you to take a closer look at our courses taught in English on the following pages. We are glad you are here and hope you will enjoy your time at HNU. If any questions arise, please feel free to ask at any time. Once again, Welcome! and thank you for choosing HNU.
Our Contact Details

Our goal is to provide you with all the information you need, to make your stay at HNU unforgettable.

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There is only one HNU, but a few different locations.

Which institution has only one location nowadays? We are a rapidly growing and changing school, and therefore we offer aside from our main building a second location, the EDISON-Center, Edisonallee 1.

You can easily reach the EDISON-Center on foot from the main building.

- Lectures in the **main building** are designated with the floor and the lecture room.
- Lectures in the **EDISON-Center** are designated with EDISON, and then the building number, of which the office building is applicable, the floor number and then the lecture room.

Please be sure to check which building your lecture is in, either the main building or in the EDISON-Center.

### Seminar and Lecture Rooms

Lectures take place both in the main building as well as in the EDISON-Center.

#### Main building:

- Lecture rooms A, B and C are on the ground floor of the main building.
- Seminar rooms are also on the first (EINS) and second (ZWEI) floors of the main building.

**Example:** ZWEI, 17-Seminar ➔ main building of the HNU, 2 floor, room number 17

#### EDISON-Center:

- The EDISON-Center does not have any auditoriums.
- The lecture rooms are in buildings 1, 3, and 7, in each case on the first floor.

**Example:** EDISON 7, EINS 4 ➔ EDISON-Center, Building number 7 on the first floor, room number 4

If you are unable to find the room that you may be looking for then just ask a fellow student. At the HNU we are always happy to help you find your way!
The Neu-Ulm University of Applied Sciences offers a range of courses taught in English at either bachelor (BA) or master (MA) level each semester. All courses are open to international exchange students. Please note that the following is an overview of all the courses offered. If not enough students register, courses may be canceled or postponed till the following semester.

International students who have a sufficient level of competence in German are more than welcome to attend lectures in German. Students may take exams in English, write papers in English and give required presentations in English. If you are interested in doing so, please contact us prior to your stay at HNU.

HNU Academic Calendar

The academic year at HNU consists of a summer and a winter semester.

- Teaching period summer semester: mid-March to mid-July
- Teaching period winter semester: October to mid-February

For our international students, the International office holds welcoming weeks prior to the beginning of the teaching period

- Welcoming weeks prior to summer semester: beginning of March (two weeks)
- Welcoming weeks prior to winter semester: beginning of September (three weeks)

Records of Study at HNU – The ECTS System

ECTS is the European Credit Transfer System introduced in order to ease the international acceptance of records of study. They can be transferred from one university to another within Europe. Each course at HNU has a specific amount of credits, which reflects the number of working hours you have to invest.
Study Block ‘International Management and Leadership’

**International Management**

**Lecturer:** Prof. Dr. Walter Thanner  
**Credit Points:** 3 ECTS  
**Course description:** The objective is to understand the theoretical concept of international management in order to allow students to identify problems and challenges as well as the benefits of going international / global. Content is e.g. the concept and driving forces of internationalization / globalization, the strategic decisions in international management, the selection of target markets, the strategies for market entry and market development as well as the timing and scale of market entry.

**International Case Studies**

**Lecturer:** Prof. Dr. Thomas Bayer  
**Credit Points:** 4 ECTS  
**Course description:** Based on relevant to actual business practice, students will be able to identify, describe and facilitate steps management must take to effectively design and execute international marketing strategies in a global business environment. This objective will be accomplished by alternating between interactive lectures of conceptual input, a real-life case study to apply the methods, presentations by student groups supplemented by experiential exercises and lecture materials as well as coaching sessions.
International Marketing

Lecturer: Prof. Dr. Thomas Wunder
Credit Points: 2 ECTS
Course description: Upon successful completion of this course, students will have a solid understanding of the concepts, theories and tools of international marketing. Contents are e.g. the scope and challenge of International Marketing, the impact of culture on International Marketing, assessing International Market Opportunities, developing International Marketing Strategies and implementing International Marketing Strategies.

International Business Law

Lecturer: Prof. Christian Langbein
Credit Points: 3 ECTS
Course description: The course provides basic knowledge about International and European business law, i.e. UN Law, European Law, Anglo Saxon Law dealing with business issues. Students learn to understand how to work with legal templates used in international business transactions, to increase their international awareness, as well as how to establish, negotiate and conduct international business relationships. Legal risks, liabilities with different cultures, and international business practices and industry standards will also be covered.

International Human Resource Management

Lecturer: Prof. Dr. Thomas Bayer
Credit Points: 2 ECTS
Course description: Students will understand the key elements, concepts, processes and challenges of IHRM and its organizational and strategic management context. Additionally topics are the key processes of IHRM (staffing, recruiting, selection, training, development, compensation, and performance management) and special topics of IHRM such as outsourcing, HR in international mergers & acquisitions. An individual short assignment on a selected case study or given topic is required.
Intercultural Management

Lecturer: Prof. Dr. Thomas Bayer
Credit Points: 2 ECTS
Course description: Students learn to understand the key elements, concepts, theoretical backgrounds and challenges of intercultural management. Contents are e.g. a short recapitulation of culture models and dimensions, communication & language challenges, managing intercultural staff members and teams, cultural differences and organizational structures as well as leadership and leadership development in different cultures. An individual short assignment on a selected case study or given topic is required.

Study Block ‘Business Information Systems’

Strategic Information Management

Lecturer: Prof. Dr. Klaus Lang
Credit Points: 3 ECTS
Course description: The emphasis of the course is on understanding the strategic use of information systems in the management of an organization and the concepts, characteristics and factors that are likely to impact the effectiveness and success of information systems in business environments. The aim of the course is therefore to provide students with a balanced view and deeper understanding of developing information systems strategy and managing information systems from organizational and technical perspectives.

E-Business and Internet Applications

Lecturer: Prof. Dr. Philipp Brune
Credit Points: 2 ECTS
Course description: This course develops the skills necessary to develop, analyze and manage business models relevant for E-Business. The course focuses on the technological infrastructure needed for implementing E-Business solutions, on the software components necessary, and on how to implement such applications. This course provides a broad overview of the principles, technologies and methods of selecting, implementing and introducing Internet Applications and mobile devices.
Business Process Management and Business Information Systems

Lecturer: Prof. Dr. Heiko Gewald, Prof. Dr. Olaf Jacob, Prof. Dr. Jörg-Oliver Vogt
Credit Points: 5 ECTS
Course description: The course combines an introduction to Business Process Management and Business Information Systems. In BPM, students will learn to model business processes and how processes are optimized and managed within the enterprise. The BIS-part of the course provides an overview of contemporary Information Systems in practice (CRM, SCM, DWH etc.) with a special emphasis on ERP systems. Hands on experience is gained through intensive tutorials, frequent presentations and work on live demo systems.

IT Infrastructure Management

Lecturer: Prof. Dr. Philipp Brune
Credit Points: 3 ECTS
Course description: Participants will learn to understand the purpose and objectives of the IT infrastructure management within an enterprise as well as its relation to the overall IT management. They will get a state-of-the-art overview on the relevant components in today’s enterprise IT infrastructures. They will learn to evaluate and decide about those components by applying the concepts and methodologies of IT infrastructure management.
Study Block ‘International Business Administration’

The Process of Internationalisation

Lecturer: Prof. Dr. Walter Thanner
Credit Points: 2 ECTS
Course description:
This course enables students to understand the theoretical concept and process of internationalization, to identify the problems and challenges as well as the benefits of going international/global and to apply the tools to establish and manage international operations. Contents are the ‘traditional’ models of the internationalization process versus born globals, the New Global Challengers from Rapidly Developing Economies, the selection of target markets (countries and segments of markets) and strategies of market entry and market development.

International Controlling

Lecturer: Prof. Dr. Julia Künkele
Credit Points: 3 ECTS
Course description:
Students get an overview about the conceptual basics, objectives and contents of International Controlling. They learn to understand the triangle of controlling targets: result, liquidity and value. Moreover, the difference between management accounting and financial accounting is explained. The underlying methods of financial statement analysis are practiced and the basic approaches of budgeting and cost management are discussed.

International Accountings

Lecturer: Prof. Dr. Christian Joos
Credit Points: 3 ECTS
Course description:
Participants will understand the theoretical concept of international financial reporting standards and be able to identify the problems and solve the problems in the form of case studies. The course aims to enable students to apply the standards concerning the yearly financial statements. Contents are e.g. the basics of financial reporting, the recognition and measurement of assets and liabilities, the income statement (revenue, expenses) and the cash flow statement.
International Taxation

Lecturer: Prof. Christian Langbein
Credit Points: 3 ECTS
Course description: The course provides students with an overview and basic knowledge of local, international and European Taxation Law dealing with cross border transactions. It enables understanding and raises awareness on how to assess international tax issues and thus, increases sensitivity and awareness on how to solve, structure and optimize the burden of international taxation in the course of corporate transactions, such as e.g. inter-company transactions or licensing.

International Finance and Risk Management

Lecturer: Rosemarie Maier
Credit Points: 3 ECTS
Course description: The course deals e.g. with multinational financial management, international financial corporations (peculiarities, management styles, risks & opportunities compared with corporations that operate on a domestic basis) and the theories of international business & international business methods. The exchange rate determination (measurement of exchange rate movements, various factors affecting equilibriums of exchange rates) is also among the topics. The course includes various practical examples and case studies.

International Value Chain Management

Lecturer: Prof. Dr. Iván Botskor
Credit Points: 3 ECTS
Course description: Companies nowadays are not only competing with other companies that produce the same products, but they have competing supply chain structures. Those supply chains are highly efficient in IT, control of inventory and the prediction of demand. Examples of various supply chains developed for increasing the competitive advantage with the buyer will be presented in the course. It provides an overview of the concepts of value chain explained for the possible production in other countries.
Study Block ‘Transport, Environment and International Logistics’

**Seminar on International Logistics**

Lecturer: Prof. Dr.-Ing. Oliver Kunze  
Credit Points: 4 ECTS  
Course description: The course provides students with the ability to conduct a first scientific research project on a logistics related topic. The course will refer to the theory of sciences by Karl Popper. Research work in small international teams and a high investigative dedication to the topics are required.

**Transport, Ecology, Environment**

Lecturer: Prof. Dr.-Ing. Oliver Kunze  
Credit Points: 4 ECTS  
Course description: The course enables the student to be able to detect optimization problems in logistics, to model logistical problems as OR-models and to solve problems by use of appropriate SW-tools. Students will learn to understand the interrelation between economic requirements for and ecologic impacts of transport logistics and be able to assess alternative (non road based) means of transport. It includes case studies in problem modeling in different vertical industries and in solving modeled problems by means of appropriate SW-tools.
Production- & Warehouse-Management

Lecturer: Prof. Dr.-Ing. Oliver Kunze
Credit Points: 4 ECTS
Course description: The course imparts understanding and implementation of production & warehouse management, including: Production principles (push vs. pull), Queuing theory (M/M/1, G/G/1, …), Warehouse types, Storage technologies and storage principles (chaotic storage vs. zone storage), Warehouse throughput calculations as well as Picking principles and Picking throughput principles.

International Project Management

Lecturer: Prof. Dr. Thomas Bayer
Credit Points: 3 ECTS
Course description: The course provides an overview of international project management from initiation through planning, execution and closing. It is designed to augment the basics of project management with information pertinent to a global business environment. A general emphasis will be on the real challenge to a successful project: dealing with the multitude of people involved. Students will be able to apply selected methods and processes of professional project management.
Optional Courses

Managerial Economies

Lecturer: Prof. Dr. Markus Wilhelm
Credit Points: 2 ECTS
Course description: The course examines the economic environment in which firms operate, and illustrates its impact on businesses’ decision making. Drawing on concepts such as supply, demand, costs, and profits it provides an overview over economic principles, which apply to the environment of businesses. The course highlights the behavior of business in competitive environments that are not perfectly competitive. It thus covers topics, which are usually not touched on in conventional economics classes.

Corporate Finance in Difficult Times

Lecturer: Prof. Dr. Elmar Steurer
Credit Points: 3 ECTS
Course description: Besides the principles of Corporate Finance, the lecture provides an overview of the current challenging situation. The lecture enables one to understand the deleveraging process and the consequences for European Corporates due to the European debt crisis. Topics are e.g. EU stability mechanism scheme (EFSF and ESM), the implications of the EBA stress test bank’s balance sheets, deleveraging as a consequence for European banks strategy and the risk and chances for the funding of corporates.

China: The next superpower

Lecturer: Prof. Dr. Iván Botskor
Credit Points: 2 ECTS
Course description: The course provides students with an overview of China’s past, present and possible future. It highlights the history, beliefs and economics of China and the consequences of its rise for the rest of the world. By providing an introduction to past and contemporary China, the course aims to provide students with a deeper and more nuanced understanding of the complexity of China’s global engagement and thus allows students to consider China from a broad social, cultural, and intellectual context.
Globalization

Lecturer: Prof. Dr. Iván Botskor
Credit Points: 2 ECTS
Course description:
Globalization is the process of integrating national economies, political structures, and cultures into a single, world-wide, interdependent system. In this course students will explore the basics of Globalization: what it is and how to understand it as an economic, political and a cultural phenomenon. Does it have to be seen as geography, demography, natural resources, knowhow, capital or just plain logistics? How does this ‘flattening of the world’ affect different economies?

Latin American Economies

Lecturer: Prof. Dr. Iván Botskor
Credit Points: 2 ECTS
Course description:
The course provides students with an overview of Latin America’s economic past and present. To enable students to acquire an in-depth multidisciplinary knowledge of the historical and contemporary economic development of the major regions of Latin America, students are required to present Latin American regions (group presentations). To train students to understand the diversity of economic realities, both past and present, in Latin America, the course also focuses on newer and more challenging perspectives in the region.

Cross-Cultural Aspects of Business

Lecturer: Eva M. Nertinger
Credit Points: 2 ECTS
Course description:
The course provides students with an awareness of cultural differences and a certain ‘tool-box’ to help them to analyze cultural clashes and find solutions for them. Furthermore, students will become more familiar with different corporate cultures, that means ways of structuring and organizing a company; and international mergers, foreign acquisitions, joint ventures etc. will be assessed from an intercultural point of view, providing information on why so many of them fail.
Intercultural Management

Lecturer: Prof. Dr. Iván Botskor
Credit Points: 3 ECTS
Course description:
An introduction to sociology enables students to recognize the general mechanisms to position social values and norms in any culture. The classification and the resulting interactions between different cultures will be described according to the classification of Richard Lewis (When Culture Collide). An analysis of the various expectations of listeners and lecturers of different cultural backgrounds, typical obstacles in intercultural communication as well as examples and descriptions of cultures such as the French, American, British, Russian, Chinese and Japanese culture, will be presented.

African Economies

Lecturer: Prof. Dr. Iván Botskor
Credit Points: 3 ECTS
Course description:
A continent that is often economically underestimated despite of its obvious growing importance. The lecture gives an overview of Africa’s colonial past, complex present and possible future. Africa is changing at a fast pace and its present is quite different to our sometimes outdated characterizations. Africa has a vast potential, given its demography and its wealth in raw materials, of turning gradually into the ‘industrial hub of the world’ in 2040-2050. A position which nowadays belongs to China. The course covers Africa’s most important and representative countries.
Intercultural Management

Lecturer: Prof. Dr. Ulrike Reisach
Credit Points: 6 ECTS
Course description:
Participants will become acquainted with the main theories and concepts of intercultural management and acquire skills for intercultural and multicultural decision-making and encounters. The course highlights the global competition (exogenous and endogenous business challenges), multinational businesses and their strategies as well as challenges in international HR management. It also includes country case studies on differences in management and communications styles.

Communication Project

Lecturer: Prof. Dr. Julia Kormann
Prof. Andrea Kimpflinger
Credit Points: 6 ECTS
Course description:
The Communication Project provides the opportunity to employ the theoretical knowledge acquired in the field of communication in a practical project. The project includes all the stages from concept, theme, editing, design, advertising, acquisition, production and marketing. It can vary in topic: usually the production of the magazine 'breitseite' in the winter semester, the organization of an international event at the HNU in the summer semester.

Internal Corporate Communication

Lecturer: Prof. Dr. Julia Kormann
Credit Points: 4 ECTS
Course description:
The course provides the students with the basics of Internal Communication. Students come to understand the relevance of Internal Communication for an organization. They understand how the role of the Internal Communication Function has changed and how Internal Communication can contribute to the success of an organization. A focus lies on planning and controlling internal communication. The students are able to create a communication plan and evaluate tools and media.
Corporate Communications II

Lecturer: Prof. Dr. Ulrike Reisach
Credit Points: 4 ECTS
Course description: The lecture covers objectives, partners, methods and results of external corporate communication. The course enables students to select, apply and assess communication forms according to objectives, persons, issues and situations. Topics include e.g. creativity and innovations communications, public relations including Corporate Social Responsibility and Sustainability Communication. Students will train with company statements, presentations, interviews and talk show techniques.

Business Process Management and Business Information Systems

Lecturer: Prof. Dr. Heiko Gewald, Prof. Dr. Olaf Jacob, Prof. Dr. Jörg-Oliver Vogt
Credit Points: 7 ECTS
Course description: The course combines an introduction to Business Process Management and Business Information Systems. In BPM, students will learn to model business processes and how processes are optimized and managed within the enterprise. The BIS-part of the course provides an overview of contemporary Information Systems in practice (CRM, SCM, DWH etc.) with a special emphasis on ERP systems. Hands on experience is gained through intensive tutorials, frequent presentations and work on live demo systems.

HNU – sustainable. socially conscious. committed: Do it! - Service Learning at HNU

Lecturer: Tanja Deuter (mehrwert gGmbH)
Credit Points: 2 ECTS
Course description: „Do it!” connects contributions to the community service with experience-based learning: Volunteers apply key skills that cannot be learned from books or lectures alone. The course consists of 2 workshops, an interim evaluation as well as a voluntary service (minimum of 40 hours). Students are free to choose the kind of voluntary engagement, be it in the field of social service, sports, art or church, within our outside the HNU campus. The course is open to students of all study programs.
**Media Design II**

Lecturer: Prof. Danny Franzreb  
Credit Points: 5 ECTS  
Course description: The module will improve and complement basic skills in designing interactive media. In realistic tasks and practical exercises participants will deal conceptually and creatively with the typical problems of interactive media. The topics, exercises and case studies will refer to current trends and developments in digital media. Focus will be on creating mobile media applications and on Rich Media Internet Applications.

**Seminar**

Lecturer: Prof. Dr. Julia Kormann  
Credit Points: 5 ECTS  
Course description: The seminar for academic methods delves deeper into current issues in the fields of information management and corporate communication. Students learn how to prepare a treatise and use these skills to deal with a specific topic. They will be able to acquire new knowledge systematically. They will be able to systematically and critically edit an existing source. They will be able to prepare a treatise in accordance with academic methods, present it and debate it critically in a discussion.

**Corporate Management**

Lecturer: Prof. Dr. Klaus Lang  
Credit Points: 5 ECTS  
Course description: The general goal of the module is to impart students with knowledge of field-proven methods and expert knowledge of corporate management and enable them to apply such knowledge to company situations in practice. Thus, topics dealt with are e.g. the basics of strategic management, the Balanced Scorecard, value-based corporate management as well as management concepts and tools of strategic management.
Web Project

Lecturer: Prof. Patricia Franzreb
Credit Points: 5 ECTS
Course description:
In this module knowledge and skills acquired in the previous modules ‘Media design I’ and ‘Multimedia production and management’ will be applied to an extensive practical project. Projects are selected accordingly. Special focus is on digital media and innovative forms of media. Great importance is attached to teaching details of where and how commerce, technology and design overlap. Students will gain integrated knowledge of the process chain to systematically develop formats for digital media.

Multimedia Production and Management

Lecturer: Prof. Danny Franzreb
Credit Points: 5 ECTS
Course description:
The module teaches basic knowledge of how to conceive and realise innovative media formats, using new technologies and creative design approaches. The focus is on managing and the characteristics of such projects, their customers and service providers. In this context classical interface expertise from the fields of user experience design and information architecture are dealt with.

Information Management

Lecturer: Prof. Dr. Oliver Grieble
Credit Points: 5 ECTS
Course description:
Participants gain insight into the tasks and processes involved in managing information resources. As a rule, these are part of the scope of responsibilities of a company’s Chief Information Officer. Using many practical cases, knowledge and methods of demand management, planning an IT landscape, realising demands of IT projects and operating an IT landscape are taught. The management topics IT strategy development and IT governance also fall under these process-oriented subjects. The frameworks ITIL and COBIT, relevant for practical uses, are also dealt with.
Health Economics

Lecturer: Prof. Dr. Axel Focke
Credit Points: 5 ECTS

Course description:
The course provides students with an overview of the market structures and the current politics in the German Health care system. It enables students to understand and evaluate political decisions in Health Care, to describe market correlations and to classify Health care systems by their core features. Participants e.g. learn to develop, discuss and present approaches to solve challenges of service providers and organisations in different health care sectors.
English for Brand Marketing and Sales

Lecturer: Angela Pitt  
Credit Points: 3 ECTS

Course description: This course is intended for students of the MAM programme who have level B2* in English and is intended to support their efforts to study marketing and sales and related subjects in English for their Master’s degree. The main focus will be on academic writing in English, on consolidating and deepening vocabulary in the appropriate fields and on note-taking from talks and lectures. Students should be at level C1* after the course.

* Levels on the Common European Framework.

Strategic Brand Management

Lecturer: Prof. Dr. Jens U. Pätzmann
Credit Points: 9 ECTS

Course description: The aim of this module is to provide students with all of the relevant theoretical dimensions of successful brand management. Furthermore the module is concerned with putting brand management theory into practice by examining a number of real-world brands and case studies. Students should learn to understand the stratified reality and process of brand management action.

Strategic Growth and Sales Management

Lecturer: Prof. Dr. Alexander H. Kracklauer
Credit Points: 9 ECTS

Course description: Students need to understand the important role that sales activities can play for an organizational success. In order to achieve this, the module aims to introduce the students to all of the relevant dimensions of successful strategic sales management. It gives students the opportunity to scrutinize current problems of sales management using a scientific approach. To broaden students’ theoretical knowledge, they will discuss case studies using various aspects of international sales management.
Strategic Market Research

Lecturer: Prof. Dr. Sascha G. Fabian
Credit Points: 9 ECTS
Course description:
The module provides basic knowledge about the nature and role of marketing research in business environments. For this, the module introduces not only in theory contemporary methods of successful market research but provides an opportunity for students to analyze practically ongoing challenges of market research in a scientific fashion and reflect on present case studies that either arise from current problems of local companies or from literature.

Applied Aspects of Creativity Research

Lecturer: Prof. Dr. Jens U. Pätzmann
Credit Points: 6 ECTS
Course description:
Students get to know the results of scientific creativity research and the most important creativity methods. Furthermore they will learn how to use them effectively in the process of product, brand and campaign development. The course introduces content creativity and idea generation (what is creativity? the creative personality), the methods of idea generation (fundamentals, systematic-analytical, intuitive and creative methods) as well as the practice of idea generation (product development, brand development, communication development).

Conceptual Seminar

Lecturer: Prof. Dr. Jens U. Pätzmann
Credit Points: 3 ECTS
Course description:
In this seminar the methods learned in the module Brand Management are applied to a real life case from a cooperating company. The briefings are given by managing directors, marketing directors or communication strategy directors, for example in summer term 2011 by Vincent Schmidlin, Managing Director Scholz & Friends Strategy Group, Hamburg.
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