Module Description

General Business

Faculty AWW – School of Management

Summer term 2024

▶ CONTENT

ADVANCED METHODS IN PROCUREMENT

Lecturer	Prof. Dr. Diane Ahrens Mr. Johannes Kuchler
Course number and name	Z6100 Advanced Methods in Procurement
Semester	IM 6
Duration of the module	1 semester
Module frequency	yearly
Level	undergraduate
Semester periods per week (SWS)	4
ECTS	5
Workload	Time of attendance: 60 hours self-study: 90 hours Total: 150 hours
Type of Examination	Written exam
Duration of Examination	90 min.
Language of Instruction	English

Module objective

This course is split into two parts:

Part 1:
The broad scope of this course starts from principles of sourcing to strategic procurement decisions like low cost country sourcing, procurement concepts like consignment inventory, vendor managed inventory. Prices and Total Cost are analyzed, suppliers evaluated, and development strategies discussed.

Part 2:
The second part focusses on quantitative methods: Times series are analyzed and different forecasting methods needed for purchasing decisions are trained. Based on this disposition decisions - timing and quantity of orders - are made.

Learning content

Part I:

1. Development of Purchasing Function

2. Leverage Effect of Procurement

3. Best Cost Country Sourcing

4. Sourcing Strategies

5. Price and Total Cost Analysis

6. Supplier Evaluation and Development

7. Replenishment Strategies & Procurement Logistics

Part II:

1. Linear and Multiple Regression

2. Time Series and Forecasting Methods

3. Disposition and Ordering

4. Newsvendor and other Models

Methods

The course features lectures introducing to strategic sourcing and procurement logistics theory in an international business environment, focused lectures based on selected procurement categories, class discussion, group activities, situational analysis and comparison, and integrative experiential learning.

Self-managed student work teams develop procurement strategies based on given case studies, e.g. for steel bulk buying or specific injection molded plastic parts. Students are confronted with procurement decisions from the real world cases and then compare their responses to actual management actions.

Recommended Literature

Jacobs, F.R.; Chase, R.B.: Operations & Supply Management, 15th Edition, McGraw-Hill Irwin International Edition, 2018

Baily, P.; Farmer, D.; Crocker, B.; et al.: Procurement, Principles & Management, 11th edition, Pearson Education ltd., 2015

Jahns, C.: Cases in Purchasing and Supply Management: Category Sourcing, SMG Publishing, 2005

Van Weele, A.J.: Purchasing and Supply Chain Management, 7th edition, Cengage Learning Emea, 2018

▶ BASICS SUSTAINABILITY

Lecturer	Prof. Dr. Robert Feicht
Course number and name	Z6100 Basics Sustainability
Semester	IM 6
Duration of the module	1 semester
Module frequency	yearly
Level	undergraduate
Semester periods per week (SWS)	4
ECTS	5
Workload	Time of attendance: 15 hours self-study: 135 hours Total: 150 hours
Type of Examination	Written exam
Duration of Examination	90 Min.
Language of Instruction	English

Course Objective

The consistent overstepping of planetary boundaries by humans is the cause of many environmental problems and social tensions regionally, globally and between generations. For sustainable development in the sense of a fair distribution of resources, an interdisciplinary approach to solutions and the consideration of the interrelationships of social, ecological and economic factors and actors are indispensable. The course "Basics Sustainability" teaches the most important sustainability models and analysis methods for sustainable development. From environmental and resource economics, basic methods for a fair distribution of environmental goods as well as environmental policy instruments and tools for sustainable spatial design are presented. With regard to materiality, the goal is the use of renewable raw materials for the production of materials and products, the recycling or pollutant-free landfilling of existing products and materials, and the optimisation of natural processes from a material and energy point of view. Against the background of climate change, students learn about current technologies and developments and assess measures in the field of renewable energy systems in the context of grid expansion, energy distribution and storage technologies.

Course Contents

The course consists of bi-weekly on-site lectures in Deggendorf, which will give you an overview of the four different chapters, and self-study online lectures (vhb).

1. General principles of sustainability

1.1 Introduction to sustainability

1.2 Social transformation

1.3 Corporate responsibility

1.4 Sustainability management

1.5 Life cycle assessment

1.6 Education for sustainable development

2. Economic framework for sustainability

2.1 Fundamentals of resource, environmental and public good economics

2.2 Sustainability policy

2.3 Game theory and behavioural economics in the context of sustainability

2.4 Economics of climate change

2.5 Sustainable regional development

3. Materiality and sustainability

3.1 Resource consumption and finiteness

3.2 Primary/secondary biomass and material cycles

3.3 Materials from renewable resources

3.4 Recycling and biorefinery concepts

4. Energy and sustainability

4.1 Introduction to energy and sustainability

4.2 Climate change and greenhouse effect

4.3 Fundamentals of selected technologies

4.4 Future energy systems

Course Structure and Methods

General principles of sustainability: Students learn about the interrelationships of social, ecological and economic factors and actors and apply basic sustainability models and analysis methods.

Economic framework of sustainability: Students learn methods of environmental and resource economics and assess the use of sustainability policy instruments.

Materiality and sustainability: Students understand the material cycles of the earth and learn about the production of materials from renewable raw materials and the recycling and disposal of products.

Energy and sustainability: Students understand the basics of climate change. They learn about current technologies and developments and assess measures in the field

of regenerative energy systems in the context of grid expansion, energy distribution and storage technologies.

▶ COMMUNICATION AND PRESENTATION TECHNIQUES

Module code	G-13
Module coordination	Prof. Dr. Adrian Hubel
Course number and name	G2116 Communication and Presentation Techniques
Lecturers	Prof. Dr. Jack Bauersachs Ms. Carolin Helmreich
Semester	2
Duration of the module	1 semester
Module frequency	yearly
Course type	required course
Niveau	undergraduate
Semester periods per week (SWS)	2
ECTS	2
Workload	Time of attendance: 30 hours self-study: 30 hours Total: 60 hours
Type of Examination	oral examination, oral ex. 15 min.
Duration of Examination	15 min.
Language of Instruction	English

Module Objective

The main goal is to improve students listening, speaking and presentation skills through theory, observation, practice and group feedback. They also learn to argue in debating sessions.

Besides this they will develop the skills that are necessary to prepare presentations, to speak with confidence and to plan and use visual aids effectively. Students learn what communication is, how culture, language choices and non-verbal clues affect the image presented, how to organize a message, how to make persuasive presentations. Students also learn how to be effective listeners and give qualified feedback.

Weight

Entrance Requirements

None

Learning Content

The course covers communication and feedback, body language, organizing thoughts and data, voice, non-verbals and audience interaction and visual aids.

Students are expected to incorporate the following themes into their presentations:

Basics of successful presentations

How to use visual aids including PowerPoint

How to avoid over-presenting with PowerPoint and other media

The logistics of presenting.

What to do when things go wrong

Students will develop and improve these skills during debates:

What constitutes effective leadership behavior?

How to give and receive feedback in a debate?

What are some obstacles to effective communication and how these can be overcome?

What does a presenter need to know about nonverbal communication?

When is assertive behavior appropriate in communicating?

What are the elements of persuasive presentations?

What are effective response styles?

How to argue convincingly?

How can a verbal confrontation produce its intended result?

What are effective ways to organize a message?

Teaching Methods

The course is conducted like a professional workshop. Students begin by making short presentations on a variety of theoretical and practical topics related to oral presentations and communication techniques. After individual feedback and coaching and discussion rounds with peers, students then evaluate a professional presentation and develop guidelines for improving their own subsequent presentations.

Students also participate in a workshop to learn the principles of debating techniques. Students get the opportunity to practice in a small group forum.

Recommended Literature

The Presenter's Fieldbook: A Practical Guide (Christopher-Gordon New Editions) Third Edition, 2018 by Robert J. Garmston

The Exceptional Presenter: A Proven Formula to Open Up and Own the Room by Timothy J. Koegel

► CROSS CULTURAL MANAGEMENT

Lecturer	Prof. Dr. Rainer Waldmann Ms. Donya Byrtus Ms. Johanna Maurer
Course number and name	G6112 Cross Cultural Management
Semester	IM 6
Duration of the module	1 semester
Module frequency	yearly
Level	undergraduate
Semester periods per week (SWS)	4
ECTS	5
Workload	Time of attendance: 60 hours self-study: 90 hours Total: 150 hours
Type of Examination	student research project, practical course assessment
Language of Instruction	English

Module Objective

Cultural differences among international business partners, customers and suppliers often result in tension and misunderstandings. Managers who competently navigate in different cultural environments can contribute substantially to the success of globally active enterprises.

A condition for the acquisition of 'intercultural competence' is the recognition that one's own actions are influenced by one's own cultural values and norms. Reflecting on one's own cultural background forms the basis for the understanding of foreign cultures.

In the first part of the course the participants acquire the knowledge they need to explain and understand various cultures. Through the comparative study of cultures, they discover the relevance of the cultural framework to management theory and for explaining management behavior.

Participants learn how to independently apply the 'culture assimilator' technique to broaden their knowledge through a qualitative research project. This involves soliciting international managers and collecting 'critical incidents' of cross cultural business interactions, which are then analyzed with the help of theory. Carrying out qualitative interviews with members of foreign cultures further develops the participants' social and intercultural skills.

The second part of the course is conducted as an off-campus intensive 'social and intercultural competence'-training workshop. Here the results of the culture-assimilator research projects are presented through role-playing in situational re-enactments. The implications are further clarified through a variety of interaction exercises.

The social and intercultural competence training assists the participants in their ability to reflect on cultural identities, to avoid value judgments in their perception of foreign cultures, to empathize and accept differences as well as to develop additional options for actions international managers can take.

Learning Content

1. Introduction: Cultural Differences

2. Defining Culture

- o Examples
- o The Characteristics of Culture
- o The Layers and Elements of Culture

3. Comparing Culture

- o The Impact on the Individual: the „Culture Shock"
- o Culture Contexts: Hall
- o Culture and the Workplace: Hofstede
- o Gesteland's Cultural Patterns

4. Summary

Additional course materials provided by the vhb-course „Interkulturelle Kompetenz" (English Version), Augsburg University, Prof. Dr. Martina Rost-Roth:

Module 2: Intercultural Awareness

- o Lesson 1 - Intercultural Awareness

Module 3: Assessing Culture

- o Lesson 1 - Definitions of Culture
- o Lesson 2 - Dimensions of Culture
- o Lesson 3 - Leadership Styles and Cultural Standards

Module 5: Intercultural Business Communication

- o Lesson 3 - Intercultural Training

Teaching Methods

The course begins by conveying the fundamentals of cross-cultural management via theoretical lectures, self-organized virtual learning (vhb-course) and moderated discussions. Since most of the participants have intercultural experiences assembled from a wide variety of cultures, the theory can be directly tied to many of the individual experiences.

The theoretical fundamentals are then extended through the development, application and presentation of the culture assimilators. The qualitative research projects are performed in groups organized along the principles of self-organized learning. The projects help develop individual competence in applying the scientific method and also further the development of presentation, social and intercultural skills.

Short case studies, 'critical incidents', are selected from the international business world. Explanations and analysis of these cases support the integration of the participants' existing management knowledge with intercultural perspectives.

Social and intercultural skills are further developed in the training workshop through role playing, interaction exercises, problem solving tasks, simulations and feedback rounds.

Recommended Literature

Dowling, P., Festing, M., & Engle, S. A., International Human Resource Management, 6th ed., Boston et al., 2013

Francesco, A. M., Gold, B.: International Organizational Behavior, 2nd ed., Upper Saddle River, Pearson (2005)

Gesteland, R. R., Cross-Cultural Business Behavior, 5th ed., Copenhagen, (2012)

Hall, E. T., Hall, M. R.: Understanding Cultural Differences, reprint, Yarmouth, Intercultural Press (2000)

Hofstede, G.: Culture's Consequences, 2nd ed., Thousand Oaks, Sage Publications (2003)

Hofstede G., Hofstede G. J., Minkov M.: Cultures and Organizations. Software of the Mind, 3rd ed., New York et al., McGraw-Hill 2010)

Hofstede Geert, Gert Jan Hofstede, and Michael Minkov, Cultures and Organizations: Software of the Mind, Third Edition, McGraw-Hill (2010)

Lewis, R. D.: When Cultures Collide, 3rd ed., London, Brealey Publishing (2006) Rost-Roth, M., Interkulturelle Kommunikation, English Version

Thomas, A., Kinast E.-U. & Schroll-Machl S. (eds.), Handbook of Intercultural Communication and Cooperation: Basics and Areas of Application, Göttingen, Vandenhoeck & Ruprecht (2012)

Trompenaars, F., Hampden-Turner, C., Riding the Waves of Culture, understanding diversity in global business, revised and updated 3rd ed., London, Brealey Publishing, (2012)

► INTRODUCTION TO AIR TRANSPORT MANAGEMENT

Lecturer	Mr. Jack Romero
Course number and name	T3118 Introduction to Air Transport Management
Semester	TM 4
Duration of the module	1 semester
Module frequency	yearly
Level	undergraduate
Semester periods per week (SWS)	4
ECTS	5
Workload	Time of attendance: 60 hours self-study: 90 hours Total: 150 hours
Type of Examination	Written paper
Language of Instruction	English

Learning content

The Introduction to Air Transport Management course is designed to give you a brief insight into the world of airlines, airports and air transport industry in general by covering topics such as, but not limited to:

o   Airline business

o   Airline operations

o   Airline marketing

o   Aircraft fleet planning

o   Airport business

o   Air transport economics

o   Quality management of airline operations

o   Statistical Analysis

o   Research Methods and Forecasting

⏵ MARKET RESEARCH INCL. SPSS

Lecturer	Dr. Melanie Hazod
Course number and name	A4121 Market Research incl. SPSS
Semester	BW 4
Duration of the module	1 semester
Module frequency	yearly
Level	undergraduate
Semester periods per week (SWS)	4
ECTS	5
Workload	Time of attendance: 60 hours self-study: 90 hours Total: 150 hours
Type of Examination	Written exam
Duration of Examination	90 min.
Language of Instruction	English

Module objective

This lecture should lead you to an understanding of the uses and abuses of market research.

After completing the module, you should be able to:

- o evaluate the usefulness of market research for the problem you are involved with

- o discuss appropriate types of research with confidence

- o set yourself realistic expectations regarding the results/ timing

- o understand the importance of market research

- o perform a complete market research project

- o know the statistical software SPSS and can operate basis analysis

- o analyze questionnaires under quality aspects

ONLINE SALES

Lecturer	Ms. Donya Byrtus
Course number and name	Z6100 Online Sales
Semester	IM 6
Duration of the module	1 semester
Module frequency	yearly
Level	undergraduate
Semester periods per week (SWS)	4
ECTS	5
Workload	Time of attendance: 60 hours self-study: 90 hours Total: 150 hours
Type of Examination	Written paper
Language of Instruction	English

Module objective

The main objective of the course is to give the students a general understanding how digital sales and marketing works. The course will combine classical marketing principles and combine that knowledge with the new developments such as social media and new ways of digital marketing such as performance marketing to equip the students with an understanding of new ways to market and sell online and how to develop a digital sales strategy.

Learning contents

Among other topics in the course we will look into the following subjects:
- Understanding basic principles of SEO
- How to successfully create online offerings
- How to create a sales funnel
- How to promote and sell products online via omni-channel marketing
- How to use performance Marketing Recommended Literature

Teaching Methods
The teaching method consists of theoretical input in form of lectures and there will be group work as well as presentations.

Recommended Literature

Digital Marketing Strategy: An Integrated Approach to Online Marketing by Simon Kingsnorth
Digital Marketing by Dave Chaffey & Fiona Ellis-Chadwick
Brand Storytelling: Put Customers at the Heart of Your Brand Story by Miri Rodriguez
Digital Branding by Daniel Rowles

COMPANY CREATION – FROM SCRATCH TO 1ST STAGE

Lecturer	Prof. Dr. Reijo Koivula
Course number and name	Company Creation – from scratch to 1st stage
Semester	GB
Duration of the module	1 semester
Module frequency	yearly
Level	undergraduate
Semester periods per week (SWS)	4
ECTS	5
Workload	Time of attendance: 60 hours self-study: 90 hours Total: 150 hours
Type of Examination	Written paper + presentation
Language of Instruction	English

Module objective

For whom: anyone who is interested to create a startup or a company

When a student has completed this course, he or she will be able to: Understand the basic principles of founding a company in different EU countries and also globally. He/she will understand the different processes involved in forming a new (service) business. The student can understand and prepare a basic business model and value propositions. The student will become familiar with the computer skills required in establishing a company. These are put to use, with particular emphasis being placed on software-knowledge, through the deployment cloud technologies. Media creation is explored for new company publicity and public relations, which is learned together with key aspects of new company marketing and sales.

Learning contents

- Business plan, canvases
- Company forms
- Insurances
- Registration
- Work force buying and hiring
- Management and leadership, team
- Funding
- Required IT
- Commercialization, media, social media, marketing, sales