

MUSTER

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General Introduction

ECTS and Fachhochschule Dortmund

This information package describes Fachhochschule Dortmund and in Part B the courses offered by the departments, in order to help the prospective ECTS student to prepare for his/her study period at our institution.

What is ECTS ?

ECTS, the *European Credit Transfer System*, was developed by the Commission of the European Community in order to provide common procedures to guarantee academic recognition of studies abroad. It provides a way of measuring and comparing learning achievements and transferring them from one institution to another.

The ECTS system is based on the principle of mutual trust and confidence between the participating higher education institutions. The few rules of ECTS, concerning *information* (on courses available), *agreement* (between the home and the host institutions) and the *use of credit points* (to indicate student workload) are set out to reinforce this mutual trust and confidence. Each ECTS department will describe the content of the courses it offers and add credits to each course.

ECTS credits

The ECTS credits represent value allocated to course units to describe the student workload required to complete them. They reflect the quantity of work each course requires in a full year of academic study at the institution, i.e. lectures, seminars, individual work in the library or at home and examinations or other assessment activities. ECTS credits express a relative value.

How does ECTS work?

In ECTS 60 credits represent the workload of a year of study; normally 30 credits are given for a semester and 20 credits for a term. All ECTS courses are mainstream courses of Fachhochschule Dortmund. No special courses are set up for ECTS purposes.

The departments of Fachhochschule Dortmund have subdivided the credits for the different courses. Practical placements and optional courses which form an integral part of the courses of study also receive academic credit. Practical placements and optional courses which do not form an integral part of the courses of study do not receive academic credit. The non-credit courses may, however, be mentioned in the transcript of records. Credits are awarded only when the courses have been completed and all the required examinations have been successfully taken.

ECTS forms

After the students have chosen their institution and have filled out the Application Form, a Learning Agreement is drawn up between the home and the host institutions. This Learning Agreement guarantees the recognition by the home institution of each course taken at the host institution.

ECTS students

The students participating in an ECTS-based student exchange will receive full credits for all academic work successfully carried out at any of the ECTS partner institutions. They will be able to transfer these academic credits from one participating institution to another on the basis of a prior agreement on the content of study programmes abroad between the students and the institutions involved.

All students of the participating departments who want to take part can do so if their institution agrees and within the limit of available places.

Most students participating in the ECTS programme will go to a host institution in a EU Member State, study there for a limited period of time and then return to their home institution. Those who decide to stay at the host institution to gain a degree, will be required to comply with the legal and institutional requirements of the country and the institution where they take their degree.

When students have successfully completed the study programme previously agreed between the home and the host institutions and return to their home institution, credit transfer will take place automatically and they will continue their study course at home without loss of time or credits.

Students participating in an ECTS programme can receive grants from their home institutions if they meet the following general requirements for SOCRATES/ERASMUS grants:

- students should be citizens of an EU member state or an EFTA country;
- students are not required to pay enrolment fees at the host institution; students must, however, pay the enrolment fees due at their home institutions while they are abroad;
- foreign studies eligible for grants should take at least 3 months and at most 1 year;
- first-year students do not receive ERASMUS grants.

A Information about the institution

I General Information

1. Fachhochschule Dortmund

A study course at a Fachhochschule is characterised by applied education and research as well as a high degree of practical orientation. The courses are clearly structured and take place in relatively small groups. The aim of this practical orientation is to achieve greater flexibility in order to allow transfer of acquired theoretical knowledge to actual problems in work situations. The Fachhochschule aims to train this proficiency on a systematic basis. The regular study programme requires eight semesters, which may include 1 to 2 practical placement semesters.

2. The history of Fachhochschule Dortmund

At Fachhochschule Dortmund research and development combined with practice-oriented education have always been traditional strongholds. Although it only became a Hochschule in 1971, Fachhochschule Dortmund has its roots in the last century and it celebrated its Centenary in great style in 1990.

The "~~Königliche Werkmeisterschule für Maschinenbauer~~" (Royal Master School for Machine Builders), which was established in November 1890 at the Sonnenstraße location, is seen as the predecessor of the Technical Department, the core department of the present FH. As early as 1929 the FH looked to the future with the establishment of the then ultra-modern Electro-technical Department. And 35 years later, in 1964, its innovative and pioneering character was demonstrated again when it became the first institution in Germany to offer courses in Information Technology.

For quite some time the study programmes at Fachhochschule Dortmund have included more than the technical departments. A School for Craftsmen, the ~~Werkkunstschule Dortmund (Art and Crafts School Dortmund)~~, which became the forerunner of the present Architecture and Design Department, was founded in 1904. The 'Höhere Fachschulen für Sozialarbeit, Sozialpädagogik und Wirtschaft', which were founded between 1948 and 1950, constitute the basis of the present-day Departments of Social Work, Social Education and Business.

At present the nine departments of Fachhochschule Dortmund occupy four different locations within the Dortmund area.

3. Dortmund

Dortmund has never had the appeal of older German university towns and has long suffered from an image problem. To overcome the impression that Dortmund is a dirty grey industrial town in the Ruhr-area, advertising professionals have turned out many colourful brochures displaying its attractive sides. With good reason, since the city has much to offer, even though at first this may not be apparent to everyone.

Culture, for instance, is one of its attractions. Many internationally renowned pop stars perform in the Westfalenhalle, which is in fact a complex of several halls, and praise its acoustics and atmosphere. The Westfalen Stadium next door also scores high, even if the first team of Borussia Dortmund Football Club do not.

There is a lot of green in the city apart from the football pitch in the Westfalen Stadium. The Westfalen Park, which was transformed into the 1991 Garden Show, also has extensive lawns and is perfect for leisurely walks.

Those who like walking may also like to take a stroll along the Osten- and Westenhellweg, Dortmund's shopping area. Dortmund city centre vividly illustrates the great changes that have been taking place during the region's transition from coal mining industry to technology and service industry.

Industrial Museums (like the coal mine Hohenzollern in Dortmund-Bövinghausen) remind us of the economic history of Dortmund, in particular of coal mining and steel. More and more people nowadays work in the service industries, in trade, finance or insurance or the civil service.

Dortmund also promotes technological development and innovation, as is demonstrated by its Technology Centre and Technology Park, both situated in the immediate vicinity of Dortmund University and the University of Applied Science. The Technology Centre was founded in 1985 in view of the economic crisis and the subsequent structural changes in the Ruhr-area. It provides young entrepreneurs with a suitable environment for projects which can be realised under laboratory conditions and in co-operation with Dortmund University and the University of Applied Sciences.

The proximity of the Technologie Zentrum to the universities is not only of a physical nature. They and other research institutes such as the Max-Planck-Institute or the Fraunhofer Institute support and promote technological development.

Studying in Dortmund is not limited to seminars, swatting and stress; it can provide relaxation and pleasure as well. From university sports to karate, there is something for everyone.

Those who know where to look will also find typical student culture. Student bars, cafés, cabaret and comedy cannot be found in the direct vicinity of the campus or the Fachhochschule, but are scattered all over the town with its 600,000 inhabitants. The Dortmund music scene is colourful and varied: pop, rock, jazz musicians perform here; hard, metal und punk rockers also make themselves heard.

· City and Regional Planning

Communication Design

- Photographic Design
- Graphic Design
- Object and Space Design

Film/Television

- Camera

Electrical Engineering

- Electrical Energy Technology

General Computer Science

Computer Engineering

- Technical Informatics
- Medical Informatics

Business Computer Science

Mechanical Engineering

- Production Engineering
- Design Engineering
- Energy and Environment Technology
- Steel Construction

Material Technology

Information and Communications Engineering

- Information Transmission
- Telecommunications Engineering

Vehicle and Traffic Engineering

- Vehicle Engineering
- Vehicle Design
- Telematics (Prospective)

Social Work

Social Education

Business Studies

International Business German-British

International Business German-French

International Business German-Dutch

Design

Electrical Engineering

Computer Science

Mechanical Engineering

Telecommunications Engineering

Social Work

Social Education

Business Studies

The courses of study at the departments of Architecture, Electrical Engineering, Computer Science, Mechanical Engineering and Telecommunications Engineering are Engineering Courses.

The following degrees can be obtained:

Diplom-Ingenieur/in (Fachhochschule)
Diplom-Designer/in (Fachhochschule)
Diplom-Informatiker/in (Fachhochschule)
Diplom-Sozialarbeiter/in (Fachhochschule)
Diplom-Sozialpädagoge/in (Fachhochschule)
Diplom-Betriebswirt/in (Fachhochschule)

7. Admission and enrolment of exchange students

Students who enter Fachhochschule Dortmund for one or two semesters on an Exchange Programme or a European Student Mobility Programme, are admitted without restrictions for a limited enrolment period. All lectures are in German, and therefore require a good knowledge of the German language before the beginning of the courses.

Application:

ECTS students must submit applications (ECTS application form, transcripts of records, learning agreement) to the ECTS departmental co-ordinator of their home institution. From there the documents must be forwarded to the ECTS co-ordinators of the chosen department of the FH Dortmund.

Enrolment:

Students must enrol within one week from the beginning of the Lecture Period. The International Office (Akademisches Auslandsamt) will provide all the necessary documentation and will answer questions on all formalities.

Fachhochschule Dortmund International Office (Akademisches Auslandsamt der FH Dortmund)

Sonnenstraße 96
Room 3.E.02. A/B
44139 Dortmund
Germany

Tel.: ++49-231-9112-266 or 345
Fax: ++49-231-9112-273

Visiting hours: Mon., Wed., Fri. 09.00h - 12.00h
Tue. 14.00h - 17.45h
(or by appointment)

II General practical information

1. Travelling to Dortmund

By air:

Dortmund can be reached via Frankfurt/Main, Düsseldorf or Dortmund -Wickede
Travelling time from Frankfurt to Dortmund by train: approx. 4 hours
Travelling time from Düsseldorf to Dortmund by train: approx. 1.5 hours

By car:

Dortmund can be reached from the north as well as from the south on the A 1. (Kreuz Dortmund/Unna).
Dortmund is part of the "VRR" (Verkehrsverbund Rhein-Ruhr) transport system und has an extensive underground and tramway network.

2. Accommodation

Exchange students should contact the FH Dortmund International Office (Akademisches Auslandsamt der FH Dortmund) well in advance of the semester to enable 'Studentenwerk' (the Dortmund Student Facility Office) to book rooms. In this way the difficulty of finding accommodation is avoided.

Students who want to come to Dortmund to study in the summer semester, should contact the International Office before the middle of January of the year in question. They will then be sent a Registration Form which should be filled in and sent back before 14 February, together with one **Euro cheque for the amount of 290,-- DM** . On receipt of these (not before) Studentenwerk will undertake to reserve accommodation.

Students who want to come to Dortmund to study in the winter semester, should contact the International Office before the middle of July of the year in question. They will then be sent the form mentioned above, which should be filled in and sent back before 14 August, together with one **Euro cheque for the amount of 290,-- DM** .

The rooms in the student housing accommodation cost between 250,-- DM and 380,-- DM and are completely furnished. For 30,-- DM per month bedding can also be provided. The floors have communal living rooms and kitchens, as well as baths. Students will have to bring their own kitchen utensils such as pans, cups, saucers, plates and cutlery.

Should you wish to find your own accommodation, please contact:

Studentenwerk Dortmund
Abteilung V (Studentisches Wohnen)
P O Box 50 02 48
44202 Dortmund
Germany
Tel.: ++49-231-755-3624 or 3625

3. Health and insurance

Students with health insurance can obtain medical assistance free of charge. On enrolment at Fachhochschule Dortmund students have to produce proof of valid medical insurance. EU students should obtain an appropriate document (form E111) from their home health insurance. Exchange students from EU member states who have submitted an appropriate form (E 111, E 106 or E 109), thereby proving their medical insurance in their home country, can obtain medical assistance in case of illness. Students lacking the appropriate documents should apply for medical insurance directly after arrival in Germany.

Students with special needs (e.g. through disability) should contact Professor Rühl-Zielinski to discuss possible difficulties.

Counsellor for Disabled Students
Professor Rüh-Zielinski
Fachbereich Sozialarbeit (Social Work Department)
Emil-Figge-Str. 44
44227 Dortmund
Germany
Tel.: ++49-231-755-4926

4. Food and drink

Students can take their meals in the restaurants and cafeterias of the FH Dortmund from 07.45h until approx. 15.00h.

5. Facilities

5.1. The library

Syllabi and notes taken from lectures and tutorials alone will not suffice to pass ~~the~~ exams. Students can find the books they need on 3 locations:

1. departmental libraries (Fachbereichsbibliotheken)
2. the Central Library on the university campus (Zentralbibliothek auf dem Uni-Campus)
3. libraries and archives in the Dortmund area (Bibliotheken und Archive im Dortmunder-Stadtgebiet)

For further information about locations and opening hours please consult the brochure 'Willkommen' of the International Office (Akademisches Auslandsamt) which you will receive on enrolment.

5.2. Student counselling at FH Dortmund

For ~~all your~~ questions Ms Kriewaldt-Paschai is the person to contact:

- general queries about possible courses of study, about the general conditions for the studies, about course descriptions and requirements
- about problems during the study period

Ms Kriewaldt-Paschai can be contacted at Sonnenstraße 96, room 4.E.15 B (Tel.: ++49(0)231-9112-245)

5.3. FH Dortmund women's counsellor

FH Dortmund Women's Counsellor supervises the implementation of equal opportunities for men and women in all areas of research, education and studies.

The office is located in House 3 (Gebäude 3) at Sonnenstraße 96 (next to the International Office / Akademisches Auslandsamt) and can be reached on number (+49) (0)231-9112-354.

5.4. Local students committee (AStA)

The AStA represents the interests of the students in different committees of FH Dortmund. It is divided into the following:

- AStA chair
- finance
- foreign students
- community work and grants
- culture

AStA can be reached on workdays from 09.00h on telephone number (+49)(0)231-121082/83.

5.5. Protestant and catholic student communities (ESG/KHG)

The ESG and the KHG are facilities supplied by the churches for students at the Dortmund Universities. They offer students (also ecumenical) opportunities for encounter and action and for participation in activities.

Further information can be obtained directly from the institutions:

ESG Tel.: 0231-12 10 13

KHG Tel.: 0231-75 74 6/7

6. Preparations at home

6.1. Health insurance (c.f. Part II Paragraph 3)

6.2. Important documents

The following documents **must be submitted** on enrolment at FH Dortmund:

- an enrolment document from the home institution (e.g. enrolment pass, student card)
- if available, a grant allocation form, e.g. ERASMUS
- medical insurance documentation (e.g. form E 111 for the duration of the studies at FH Dortmund)
- passport photos
- passport
- an International Student Identification Card (ISIC) and a Youth Hostel Carnet may also be of use

7. Formalities on Arrival

Please note the following instructions:

If at all possible, students should avoid arriving during the weekend. Offices and banks are closed, as is the Dortmund Student Facility Office (Studentenwerk). Unfortunately, there is no youth hostel in Dortmund and the only option open to the student may be to take a room in a hotel.

Students are advised to try and plan their arrival Monday to Friday between 08.00h and 15.00h and inform the international office (0049-231-9112-345 or 266) of their date and time of arrival. In case a room has been booked through Studentenwerk, they will need to get in contact about the handing over of the keys.

After arriving at the housing facilities, the students should first of all hand in their E 111 form at one of the medical insurance companies (Krankenkassen) e.g. AOK, where they will then receive a certificate for medical treatment (Bescheinigung zur Vorlage bei Ärzten).

Students are also advised to open a bank account at a bank or Stadtparkasse and pay the amount of 192,30 DM, which is the current student contribution per semester for social benefits. They will then be handed the certificate of enrolment (Immatrikulationsbescheinigung), which gives free access to all transportation of the Rhein-Ruhr public transport system (the Verkehrsverbund Rhein-Ruhr) e.g. underground, trams, inner-city trains, and which allows students to take meals in the university restaurants (Mensa) at student rates.

As soon as they have received the certificate of enrolment, students should register at the residents' registration office (Ordnungsamt, Einwohnermeldeamt/Ausländerbehörde), since they will probably be staying in Dortmund for longer than three months.

To register the following documents are required:

- completely filled in registration form to be obtained from the residents' registration office (Einwohnermeldeamt) in advance)
- passport
- certificate of enrolment (Immatrikulationsbescheinigung)
- certificate of grants (if any have been allowed)

- if not, a document stating that their financial position during the stay is guaranteed (e.g. bank statement or confirmation by parents of financial support)
- contract for student housing or privately rented accommodation
- certificate of medical insurance

Should there be further questions, the international office (Akademisches Auslandsamt), will be glad to help in any possible way.

{Klyscz/Freitag}

BAD 100 Introduction to Business Management

description: survey of basic economic issues:

- position of the enterprise in the economic system
- selection of the legal form
- selection of the location
- combination of production factors
- fundamentals of production and cost theory
- inter-dependence of production and sale.

teaching methods: combination lecture and interactive discussion.

assessment: final examination

prerequisites: none

materials: syllabus, course pack

BAD 100 Einführung in die Betriebswirtschaftslehre

Beschreibung: Überblick über betriebswirtschaftliche Grundprobleme:

- Stellung des Unternehmens in der Wirtschaftsordnung
- Wahl der Rechtsform
- Wahl des Standortes
- die Kombination der Produktionsfaktoren
- Grundzüge der Produktions- und Kostentheorie
- Interdependenzen von Produktion und Absatz

Unterrichtsmethoden: seminaristische Veranstaltung

Prüfungsform: Fachprüfung

Voraussetzungen: keine

Materialien: Vorlesungsbegleiter, Bücher, Lehrmaterial

(Mennenöh/Freitag)

BAD 110 Fundamentals of Business Planning

description: introduction to the fundamentals of business planning:

- definition and environment
- working steps and levels
- subjects and methods
- organisation of business planning

teaching methods: combination lecture and interactive discussion

assessment: final examination

prerequisites: none

materials: Franke/Zerres, *Planungstechniken*
Pfeil, *Planungshandbuch*
Wild, *Grundlagen der Unternehmensplanung*

BAD 110 Grundlagen der Planung

Beschreibung: Einführung in die Grundlagen der Unternehmensplanung:

- Begriff und betriebliche Einordnung
- Phasen und Ebenen
- Inhalt und Instrumente
- Organisation der Unternehmensplanung.

Unterrichtsmethoden: seminaristische Veranstaltung

Prüfungsform: Fachprüfung

Voraussetzungen: keine

Materialien: Franke/Zerres, *Planungstechniken*; Pfeil, *Planungshandbuch*; Wild, *Grundlagen der Unternehmensplanung*

(Quarg)

MGT 200 Basics of corporate management

description: introduction to management tasks.

By using practical examples the following questions in particular will be addressed:

- what do management tasks involve?
- what knowledge of markets and methods are available to the management?
- what external factors affect management tasks?
- what strategical coherence exists between these concepts?

teaching methods: combination lecture and interactive discussion

assessment: final examination Business Administration I

prerequisites: **BDA 100, PDM 100**

materials: course pack, books, texts (depending on lecturer).

MGT 200 Grundlagen der Unternehmensführung

Beschreibung: Einführung in die Aufgaben des Managements. Insbesondere werden an praktischen Beispielen folgende Fragen behandelt:

- was umfaßt die Aufgabe von Managern?
- welche Marktkenntnisse und Methoden stehen dem Management zur Verfügung?
- welche Umwelteinflüsse spielen in die Aufgabe des Managements hinein?
- in welchem strategischen Zusammenhang stehen diese Konzepte?

Unterrichtsmethoden: seminaristische Veranstaltung

Prüfungsform: Abschlußprüfung BWL I

Voraussetzungen: **BAD110, PDM 100**

Materialien: Vorlesungsbegleiter, Bücher, Lehrmaterialien

(Schulte-Mattler)

FIN 400 Introduction to Managerial Finance

description: introduction to the analytical framework underlying financial decisions in business.

The material is based on the corporation but is applicable to other organisations as well. The course will analyse:

- corporate financial policy
- capital structure
- cost of capital
- dividend policy
- related issues

teaching methods: combination lecture and interactive discussion

assessment: final examination

prerequisites: none

materials: course pack, texts (depending on instructor)

FIN 400 Einführung in die Finanzierung

Beschreibung: Einführung in die finanzwirtschaftliche Entscheidungen vor dem Hintergrund der Prinzipien der modernen Finanzwirtschaft. Themen sind:

- Finanzierungsentscheidungen (Quellen und Instrumente der Finanzierung)
- Kapitalstrukturfragen
- Dividendenpolitik
- verwandte Bereiche

Unterrichtsmethoden: seminaristische Veranstaltung und Diskussion

Prüfungsform: Klausur

Voraussetzungen: keine

Materialien: Skript, Literatur (variiert je nach Dozent),

(Schulte-Mattler)

FIN 404 Introduction to the Management of Investments

description: introduction to analysis of financial decisions based on fundamental principles of modern financial theory.

The course will provide:

- a framework
- concepts
- tools

The approach is rigorous and analytical. Topics include:

- discounted cash flow techniques
- corporate capital budgeting and valuation
- investment decision under uncertainty
- concepts of portfolio analysis
- capital asset pricing

Additional issues will differ, depending on individual lecturers.

teaching methods: combination lecture and interactive discussion

assessment: final examination

prerequisites: none

materials: course pack, texts (depending on lecturer),

FIN 404 Einführung in die Investition

Beschreibung: Einführung in:

- die Probleme der Investitionsentscheidungen.
- die Verfahren der Investitionsrechnung
- Beurteilung von Projekten bei Sicherheit und Unsicherheit
- Grundzüge der Portfolio- und Kapitalmarkttheorie.

Weitere Schwerpunkte werden von den verschiedenen Dozenten festgelegt

Unterrichtsmethoden: seminaristische Veranstaltung und Diskussion

Prüfungsform: Klausur

Voraussetzungen: keine

Materialien: Skript, Literatur (variiert je nach Dozent)

(Tysiak)

PRD 301 Introduction to Supply and Production Management

description: introduction to:

- product design
- production processes and organisation
- human and plant resources
- bills and plans
- material requirement planning
- purchasing
- stock management
- waste disposal
- logistics
- production planning
- CIM

teaching methods: combination lecture and interactive discussion

assessment: part of final examination in BWL. Part 2

prerequisites: Mat ???, **BAD** ???

materials:

PRD 301 Einführung Material und Fertigung

Beschreibung: Einführung in:

- Entwurf des Produkts
- Prozesse der Produktion and Organisation

Unterrichtsmethoden: seminaristische Veranstaltung

Prüfungsform: Teilprüfung

Voraussetzungen:

Materialien:

(Mittmann)

HRM 100 Human Resource Management

description: introduction to Human Resource Strategies
history, including:

- cross-national comparisons
- selected modern HRM policies
- contract flexibility (external numerical flexibility)
- working time flexibility (internal numerical flexibility)
- functional flexibility
- financial flexibility

teaching methods: lecture, interactive discussion, case studies
(video)

assessment: final examination

prerequisites: none

materials: course pack (internet download-version)

HRM 100 Einführung Material und Fertigung

Beschreibung:

Unterrichtsmethoden: seminaristische Veranstaltung, Fallstudien (video)

Prüfungsform: Prüfung

Voraussetzungen: keine

Materialien: Vorlesungsbegleiter (Internet download-version)

HRM 300 Introduction to Social Psychology

description: introduction to basic Social Psychology theory. The history of Social Psychology and Organizational Psychology serves as a foundation for this course. Teaching methods: cases studies and application of theoretical knowledge to practical problems. Topics include:

- perception,
- attribution,
- attitudes
- learning processes,
- motivation,
- group dynamics
- communication processes in groups

teaching methods: combination lecture and class discussion including case study analysis

assessment: in-class case discussion and final examination

prerequisites: none

materials: course-pack

HRM 300 Einführung in die Sozialpsychologie

Beschreibung: Einführung in die Sozialpsychologie. Grundlage ist die Geschichte der Sozialpsychologie und der Organisationspsychologie, darunter:

- Wahrnehmung
- Attribution
- Einstellungen
- Lernprozesse
- Motivation
- Gruppeninteraktion
- Kommunikationsprozesse in Gruppen

In Fallstudien werden diese Theorien und Konzepte eingesetzt um alltägliche Probleme eines Betriebes zu erkennen und Lösungsstrategien zu entwickeln.

Unterrichtsmethoden: seminaristische Veranstaltung

Prüfungsform: Diskussion der Fallstudien und Klausur

Voraussetzungen: keine

Materialien: Skript

(Passon)

MKT 201 Introduction to Marketing 1

description: introduction to the basics of marketing.

Topics are:

- marketing philosophy
- marketing planning
- the marketing mix

This lecture is combined with **course MKT 301 (Marketing 2)**, which introduces all aspects of market research.

teaching methods: combination lecture and interactive discussion

assessment: 80 % minimum attendance at lectures, reading assignment

prerequisites: none

materials: Kotler/Bliemel. *Marketing*, 1998;
Meffert. *Marketing*, 1998

MKT 201 Einführung in das Marketing 1

Beschreibung: Einführung in die Grundlagen des Marketing, darunter:

- Marketing-Philosophie
- Marketing-Planung
- Marketing-Mix

Diese Veranstaltung wird ergänzt von der Veranstaltung **MKT 301 (Marketing 2)**, die alle Aspekte der Marktforschung betrachtet.

Unterrichtsmethoden: seminaristische Veranstaltung

Prüfungsform: an Veranstaltungen und Diskussionen teilnehmen (mindestens 80%) Leseauftrag

Voraussetzungen: keine

Materialien: Kotler/Bliemel. *Marketing*, 1998;
Meffert. *Marketing*, 1998

(Kamenz)

MKT 301 Introduction to Marketing 2

description: introduction to analysis of marketing-research, with reference to the following process modules:

- information
- survey
- analysis
- presentation
- decision

teaching methods: lectures and class discussion to specific problems of marketing

assessment: 80% minimum attendance at lectures and class discussion

prerequisites: basic knowledge of **MKT 201** (**Introduction to Marketing 1**) is necessary

materials: Meffert, *Marketing*
Kotler, *Marketing-Management*
Articles from recent journals

MKT 301 Einführung in das Marketing 2

Beschreibung: Analyse des Marktforschungsprozesses mit den Prozeßmodulen:

- Informationsbedarf
- Erhebung
- Analyse
- Interpretation/Präsentation
- Entscheidung

Unterrichtsmethoden: seminaristische Veranstaltung

Prüfungsform: an Veranstaltungen und Diskussionen teilnehmen (mindestens 80%)

Voraussetzungen: Veranstaltung **MKT 201** (**Einführung in das Marketing 1**)

Materialien: Meffert, *Marketing*
Kotler, *Marketing-Management*.
Aktuelle Zeitungsartikel

(Passon)

MKT 401 Introduction to International Marketing

- description:** introduction to international marketing, including:
- marketing philosophy,
 - international market research
 - planning of international marketing strategies
- summary of the different aspects of multinational marketing planning
- teaching methods:** combination lecture and interactive discussions
- assessment:** 80% minimum attendance at lectures, reading assignment / micro-cases / presentations
- prerequisites:** basic knowledge of all aspects of marketing / **MKT 201, MKT 301 (Marketing courses 1 + 2)**
Kotler/Bliemel: *Marketing*
- materials:** Berekoven *International Marketing*,
Czinkota/Ronkainen *International Marketing*, 1988;
Meissner *Strategisches Internationales Marketing*, 1995;
Tietz *Internationales Marketing*, 1991;
Quack *Internationales Marketing*, 1995;
Bauer *Internationale Marketingforschung*, 1995
Articles from recent journals like 'Horizont', 'Campaign' (GB), 'Advertising Age' (USA)

MKT 401 Einführung in das internationale Marketing

- Beschreibung:**
- Unterrichtsmethoden:** seminaristische Veranstaltung
- Prüfungsform:** an Veranstaltungen und Diskussionen teilnehmen (mindestens 80%)
- Voraussetzungen:** Grundkenntnisse aller Aspekte des Marketing / **MKT 201, MKT 301 (Marketing 1 + 2)**
Kotler/Bliemel: *Marketing*
- Materialien:** Berekoven *International Marketing*,
Czinkota/Ronkainen *International Marketing*, 1988;
Meissner *Strategisches Internationales Marketing*, 1995;
Tietz *Internationales Marketing*, 1991;
Quack *Internationales Marketing*, 1995;
Bauer *Internationale Marketingforschung*, 1995
Articles from recent journals like Horizont, Campaign (GB), Advertising Age (USA)

(Michel)

COA 201 Cost Accounting I

- description:**
- basics steps:
 - I. purposes of industrial cost-accounting
 - II. theoretical elements
 - III. getting cost-data from the booking system
 - IV. cost categories
 - V. installation of cost centers and allocation of cost
 - VI. quantitative techniques of calculating per unit cost
 - VII. short-time profit and loss statements
 - VIII. cost accounting for management information purposes
 - special cost-systems for management decisions

teaching methods: lectures and set problems, case studies, written and oral presentations

assessment: final examination

prerequisites: none

materials: Michel/Torspecken/Großmann: *Grundlagen der Kostenrechnung*, 4. Auflage

COA 201 Kostenrechnung I

Beschreibung:

Unterrichtsmethoden:

Prüfungsform:

Voraussetzungen:

Materialien:

(Schulte Mattler)

FIN 400 Introduction to Managerial Finance

description: introduction to the analytical framework underlying financial decisions in business.

The material is based on the corporation but is applicable to other organisations as well. The course will analyse:

- corporate financial policy
- capital structure
- cost of capital
- dividend policy
- related issues

teaching methods: combination lecture and interactive discussion

assessment: final examination

prerequisites: none

materials: course pack, texts (depending on instructor)

FIN 400 Einführung in die Finanzierung

Beschreibung: Einführung in die finanzwirtschaftliche Entscheidungen vor dem Hintergrund der Prinzipien der modernen Finanzwirtschaft.

Themen sind:

- Finanzierungsentscheidungen (Quellen und Instrumente der Finanzierung)
- Kapitalstrukturfragen
- Dividendenpolitik
- verwandte Bereiche

Unterrichtsmethoden: seminaristische Veranstaltung

Prüfungsform: Klausur

Voraussetzungen: keine

Materialien: Skript, Literatur (variiert je nach Dozent).

FIN 404 Introduction to the Management of Investments

description: introduction to analysis of financial decisions based on fundamental principles of modern financial theory, ~~by providing~~

- a framework
- concepts
- tools

The approach is rigorous and analytical. Topics include:

- discounted cash flow techniques
- corporate capital budgeting and valuation
- investment decision under uncertainty
- concepts of portfolio analysis
- capital asset pricing

Additional issues will differ, depending on individual lecturers.

teaching methods: combination lecture and interactive discussion

assessment: final examination

prerequisites: none

materials: course pack, texts (depending on lecturer),

FIN 404 Einführung in die Investition

Beschreibung: Einführung in:

- die Probleme der Investitionsentscheidungen.
- die Verfahren der Investitionsrechnung zur Beurteilung von Projekten bei Sicherheit und Unsicherheit

und in die Grundzüge der Portfolio- und Kapitalmarkttheorie behandelt.

Weitere Schwerpunkte werden von den verschiedenen Dozenten festgelegt

Unterrichtsmethoden: seminaristische Veranstaltung

Prüfungsform: Klausur

Voraussetzungen: keine

Materialien: Skript, Literatur (variiert je nach Dozent)

(Schulte-Mattler)

FIN 747 Finance Seminar

- description:**
- a rigorous and applied study of pricing and trading of fixed income securities. In addition to analysing specific types of fixed income securities, there will be an examination of the tools used in bond risk management.
 - a study of pricing of derivative securities like options, swaps and future contracts to show how alternate strategies can be used to implement a desired position and to evaluate the associated risk and reward.
 - the application of these quantitative techniques to a wide variety of problems in corporate financial risk management.

teaching methods: Lecture, discussion of cases and PC-workshops

assessment: final examination

prerequisites: **FIN 400, FIN 404**

materials: handouts (depending on lecturer), course pack

FIN 747 Seminar Finanzwirtschaft

- Beschreibung:**
- die theoretischen Grundlagen der Bewertung festverzinslicher Anleihen. Neben der Analyse verschiedener Typen von Anleihen werden auch verschiedene Risikomeßverfahren für das Zinsrisikomanagement vorgestellt.
 - die theoretischen Grundlagen der Bewertung derivativer Instrumente (Optionen, Finanz-Swaps und Termingeschäfte)
 - die quantitativen Methoden angewendet auf eine Reihe von Problemen des Risikomanagements im Rahmen von PC-Workshops.

Unterrichtsmethoden: seminaristische Veranstaltung und PC-Workshops

Prüfungsform: Klausur

Voraussetzungen: **FIN 400, FIN 404**

Materialien: Literatur (variiert je nach Dozent), Skript

(Roth/Kortmann)

ECO 230 Micro-economics

description: analysis of:

- A. the economic decisions of private households and firms
- B. coordination process regarding these decisions under free market conditions

main topics are:

- I. micro-economic foundations
 - key concepts
 - economic systems
 - economics as a social science
- II. micro-economic theory
 - theory of consumption and demand
 - theory of firm and supply
 - theory of prices on imperfect markets
 - competition on perfect markets
- III. theory of competition and economics of industry/ theory of industrial organization
 - competition as a dynamic process
 - effects and functions of competition
 - deficiencies of competition
 - approaches and findings of industrial organization theory

teaching methods: lecture and interactive discussion

assessment: final examination (written)

prerequisites: basic knowledge of differential calculus and of algebra

materials: texts (bibliography depending on lecturer)

ECO 230 Mikroökonomik

Beschreibung: untersucht werden:

- A. die wirtschaftlichen Entscheidungen in privaten Haushalten und Firmen
- B. Koordinations-Prozesse dieser Entscheidungen unter Wettbewerbskonditionen

Hauptthemen sind:

- I. mikro-ökonomische Grundlagen
 - Schlüsselbegriffe
 - ökonomische Systeme
 - Ökonomie als Sozialwissenschaft
- II. mikro-ökonomisch Theorie
 - Theorie des Konsums und der Nachfrage
 - Theorie des Unternehmens und des Angebots
 - Theorie der Preise in imperfekten Märkten
 - Wettbewerb in perfekten Märkten
- III. Theorie des Wettbewerbs und der industriellen Wirtschaft / Theorie der industriellen Organisation
 - Wettbewerb als dynamischer Prozess
 - Effekte and Funktionen des Wettbewerb
 - Defizite des Wettbewerbs
 - Ansätze und Ergebnisse der Theorie der industriellen Organisation

Unterrichtsmethoden: seminaristische Veranstaltung

Prüfungsform: Fachprüfung (schriftlich)

Voraussetzungen: Grundkenntnisse der Differenzialrechnung und der Algebra

Materialien: Texte (abhängig vom Dozenten)

(Roth)

ECO 330 Macro-economics 1

description: analysis of the following concepts:

- unemployment
- inflation
- growth
- stock markets
- interest rates
- foreign exchange rates

introduction to:

- circular flow and national income accounting
- equilibrium output
- money market equilibrium
- full equilibrium/equilibrium price level
- inflation theory
- stabilization policy versus supply-side policy

teaching methods: lecture and interactive discussion

assessment: final examination (written)

prerequisites: ECO 230 (Micro-economics)

materials: texts (depending on lecturer)

ECO 330 Makroökonomik

Beschreibung: Analyse folgender Begriffe:

- Arbeitslosigkeit
- Inflation
- Wachstum
- Aktienmärkte
- Zinsraten
- ausländische Wechselkurse

Einführung in:

- circular flow and national income accounting
- equilibrium output
- money market equilibrium
- full equilibrium/equilibrium price level
- inflation theory

stabilization policy versus supply-side policy

Unterrichtsmethoden: seminaristische Veranstaltung

Prüfungsform: Fachprüfung (schriftlich)

Voraussetzungen: ECO 230 (Mikroökonomik)

Materialien: Texte (abhängig vom Dozenten)

(Roth)

ECO 430 Macro-economics 2

description: analysis of:

- balance of payments
- foundations of international trade and monetary theory,
- introduction to international trade and monetary policy
- economic growth and development or
- distribution of income and wealth

teaching methods: lecture and interactive discussion

assessment: final examination (written)

prerequisites: ECO 230, ECO 303 (micro-economics and macro-economics 1)

materials: texts (bibliography depending on lecturer)

ECO 430 Macroökonomik 2

Beschreibung:

Unterrichtsmethoden: seminaristische Veranstaltung

Prüfungsform: Fachprüfung (schriftlich)

Voraussetzungen: ECO 230, ECO 303 (Mikroökonomik und Makroökonomie)

Materialien: Texte (abhängig vom Dozenten)

(Laufner)

STA 101 Statistics 1

description: introduction to systems of descriptive statistics. the course concentrates on:

- condensation of data in frequency distribution and statistic ratios (parameters of location and dispersion

and an introduction to:

- correlation and regression analysis
- time-series analysis
- calculating with statistical parameters and index numbers

teaching methods: combination of lecture and exercises, small case-studies, reading material

assessment: final examination

prerequisites: Mathematics level "Fachhochschulreife"

materials: script: Laufner, *Beschreibende Statistik*

STA 101 Statistik 1

Beschreibung: Einführung in die Methoden der Deskriptiven Statistik

Schwerpunkte:

- Verdichtung von Daten in Häufigkeitsverteilungen und statistischen Kennzahlen (Lage- und Streuungsparameter)

Dazu eine Einführung in:

- Korrelations- und Regressionsrechnung
- Zeitreihenanalyse
- Rechnen mit Maß- und Indexzahlen

Unterrichtsmethoden: seminaristische Veranstaltung, Übungsaufgaben, kleine Fallstudien, Lesetexte

Prüfungsform: Fachprüfung bzw. Teilprüfung

Voraussetzungen: Mathematik bis zur Fachhochschulreife

Materialien: Skript: Laufner, *Beschreibende Statistik*

(Dürr/Laufner)

STA 102 Statistics 2

- description:** introduction to systems of descriptive statistics and to the theory of probability calculus, as a prerequisite for understanding inductive statistics.
- teaching methods:** combination of lecture and exercises, small case-studies, reading material
- assessment:** final examination
- prerequisites:** Mathematics level "Fachhochschulreife"
- materials:** Dürr/Mayer: *Wahrscheinlichkeitsrechnung und Schließende Statistik*
Script: Laufner, *Beschreibende Statistik*

STA 102 Statistik 2

- Beschreibung:** Einführung in die Methoden der Deskriptiven Statistik und in die Wahrscheinlichkeitstheorie als Voraussetzung zum Verständnis der Induktiven Statistik.
- Unterrichtsmethoden:** seminaristische Veranstaltung, Übungsaufgaben, kleine Fallstudien, Lesetexte.
- Prüfungsform:** Fachprüfung bzw. Teilprüfung
- Voraussetzungen:** Mathematik bis zur Fachhochschulreife
- Materialien:** Dürr/Mayer: *Wahrscheinlichkeitsrechnung und Schließende Statistik*
Skript: Laufner, *Beschreibende Statistik*

(Dürr/Laufner)

STA 203 Statistics 3

Description: continuation of theoretical probability calculus in **STA 102**. Topics are:

- discontinuous and continuous variables and their probability distribution
- theories of estimation and tests

Teaching methods: seminaristische Veranstaltung, Übungsaufgaben, kleine Fallstudien, Lesetexte.

Assessment: final examination

Prerequisites: **STA101, STA102**

Materials: Dürr/Mayer: *Wahrscheinlichkeitsrechnung und Schließende Statistik*

STA 203 Statistik 3

Beschreibung: Fortsetzung der Wahrscheinlichkeitstheorie aus **STA 102**.

Behandelt werden:

- diskrete und stetige Zufallsvariable und deren Wahrscheinlichkeitsverteilungen
- Schätz- und Testtheorie

Unterrichtsmethoden: seminaristische Veranstaltung, Übungsaufgaben, kleine Fallstudien, Lesetexte.

Prüfungsform: Fachprüfung bzw. Teilprüfung

Voraussetzungen: **STA101, STA102**

Materialien: Dürr/Mayer: *Wahrscheinlichkeitsrechnung und Schließende Statistik*

(Köhler/Laufner)

MAT 201 Financial Mathematics

description: introduction to financial mathematics as the foundation of investment and financing, comprising:

- calculation of interest and compound interest
- annual payment of interest
- present and future values of annuity
- methods of amortization

teaching methods: lectures and exercises using the calculator

assessment: final examination

prerequisites: Mathematik up to 'Fachhochschul' level

materials: Köhler, *Finanzmathematik*

MAT 201 Financiele Mathematik

Beschreibung:

Unterrichtsmethoden: seminaristische Veranstaltungen und Übungen mit dem Taschenrechner

Prüfungsform: Fachprüfung bzw. Teilprüfung

Voraussetzungen: Mathematik bis zur Fachhochschulreife

Materialien: Köhler, *Finanzmathematik*

(Tysiak/Laufner)

MAT 202 Linear Algebra

description: Introduction to the methods of linear algebra:

- matrix algebra
- vectors
- systems of linear equations
with their applications in economics

teaching methods: lectures and exercises

assessment: final examination

prerequisites: Mathematics at 'Fachhochschul' level

materials: Köhler, *Lineare Algebra*

MAT 202 Lineäre Algebra

Beschreibung:

Unterrichtsmethoden: seminaristische Veranstaltung, Übungsaufgaben

Prüfungsform: Fachprüfung bzw. Teilprüfung

Voraussetzungen: Mathematik bis zur Fachhochschulreife

Materialien: Buch: Köhler, Finanzmathematik

(Senne H 1)

LAW 110 Introduction to Private and Business Law

description: introduction to the basic concepts of private and business German and foreign law
teaching methods: combination lecture and interactive discussion
assessment: final examination
prerequisites: none
materials: reading recommended by the lecturer

LAW 110 Grundlagen des Wirtschaftsprivatrechts

Beschreibung: Einführung in das Zivil- und Wirtschaftsrecht in Deutschland und im Ausland
Unterrichtsmethoden: seminaristische Veranstaltung
Prüfungsform: Teilprüfung
Voraussetzungen: keine
Materialien: aktuelle Literaturhinweise durch den Dozenten

(Senne P.)

LAW 210 Law of Contracts

description: introduction to law of contracts, in particular contracts of sale;
introduction to contents and arrangement of contracts including

- general terms and conditions
- fulfilment and breach of contracts

The national law will be compared to the international Law of Contract in particular to the United Nations Convention on Contracts for the International Sale of Goods from April 11, 1980

teaching methods: combination lecture and interactive discussion

assessment: final examination

prerequisites: LAW 100 basic knowledge of private business law

materials: will be announced when the course starts

LAW 210 Schuldrecht

Beschreibung: Einführung in das Vertragsrecht am Beispiel des Kaufvertrag;

Einführung in den Inhalt und die Gestaltung von Verträgen einschließlich Allgemeiner Geschäftsbedingungen herangeführt.

Weitere Themen sind:

- Beendigung von Verträgen
- Verletzung schuldrechtlicher Pflichten

Das nationale Recht wird jeweils in den Zusammenhang mit internationalen Vorschriften gestellt, insbesondere dem UN-Kaufrecht vom 11. April 1980.

Unterrichtsmethoden: seminaristische Veranstaltung

Prüfungsform: abschliessende Teilfachprüfung

Voraussetzungen: LAW 100 Grundlagen des Wirtschaftsprivatrechts

Materialien: aktuelle Literaturhinweise werden zu Beginn des Semesters gegeben.

(Senne, H.)

LAW 310 Employment Law and Collective Labour Relations

description: introduction to the basic concepts of:

- German Labour Law
- European Labour Law
- workers' participation structures in Germany and other countries

teaching methods: combination lecture and interactive discussion

assessment: final examination

prerequisites: basic knowledge of German Private Law and Law of Obligations

materials: reading recommended by lecturer

LAW 310 Arbeits- und Betriebsverfassungsrecht

Beschreibung: Einführung in das deutsche und das europäische Arbeitsrecht sowie in den Arbeitnehmermitbestimmungsstrukturen in Deutschland und anderen Ländern

Unterrichtsmethoden: seminaristische Veranstaltung

Prüfungsform: Teilprüfung

Voraussetzungen: Grundlagenwissen im deutschen Zivil- und Schuldrecht

Materialien: aktuelle Literaturhinweise durch den Dozenten

(Großmann)

INF 100 Introduction to Business Informatics

description: introduction to the use of data processing in business; a technical introduction to computing, through analysis of the basics of computing:

- hardware
- software
- data transmission
- computer networking

teaching methods: combination lecture and interactive discussion

assessment: final examination

prerequisites: none

materials: Grossmann, *Datenverarbeitung fuer Betriebswirte*
CD-ROM application '*Mediascript – Einführung in die Datenverarbeitung*'
electronic presentations (WWW/Powerpoint)

INF 100 Einführung in die Wirtschaftsinformatik

Beschreibung: Einführung in den Gebrauch der Datenverarbeitung in Unternehmen; eine technische Einführung in die Datenverarbeitung, mittels eine analyse der Grundlagen:

- Hardware
- Software
- Datenübertragung

Komputernetzwerke

Unterrichtsmethoden: seminaristische Veranstaltung

Prüfungsform: fachprüfung

Voraussetzungen: keine

Materialien: Grossmann, *Datenverarbeitung fuer Betriebswirte*;
CD-ROM application '*Mediascript – Einführung in die Datenverarbeitung*'
elektronische Präsentationen (WWW/Powerpoint)

(Gröner)

INF 230 Database

- description:** introduction to the basics of database systems.
theoretical aspects:
- 3-tier-architecture of RDBM
 - applications
 - data and file organisation
 - data dictionary
 - data models
 - methods of database design
- practical applications:
- creating files
 - manipulating data
 - queries
 - creating masks, reports, macros
- teaching methods:** alternating lectures and computer work in small groups in the computer laboratory
- assessment:** final examination
- prerequisites:** INF 100, INF 120
- materials:** course pack depending on lecturer, exercise sheets

INF 230 Datenbanken

- Beschreibung:** Einführung in die Grundlagen der Datenbanksysteme.
theoretischen Themen:
- Anwendungsbereiche
 - Daten- und Dateioorganisation
 - Data Dictionary
 - Datenmodelle
 - Datenbankentwurfsmethoden
- praktische Übungen:
- Anlegen von Dateien,
 - Dateimanipulationen,
 - Abfragen
 - Erstellen von Masken, Berichten und Makros
- Unterrichtsmethoden:** an einem aktuellen Datenbankmanagementsystem im Wechsel Vorlesung und Kleingruppenübung im PC-Labor
- Prüfungsform:** Fachprüfung im Fach Wirtschaftsinformatik
- Voraussetzungen:** wenn möglich INF 100, INF 120 (Wirtschaftsinformatik I, Teil 1 und 2)
- Materialien:** Skript (wird vom jeweiligen DozentIn erstellt) und Übungsblätter

(Reusch)

INF 220 Programming

description: introduction to up-to-date object- and event-oriented programming, such as:

- writing stand-alone programs with tools like VISUAL BASIC,
- realising front-end programs for OFFICE-Applications
- building WEB-Sites with OFFICE-Products, HTML, and Scripts

teaching methods: combination of lecture and work in computer labs

assessment: final examination combined with INF 210

prerequisites: INF 110, INF 120

materials: WEB-based introduction, package of exercises, up-to-date textbooks

INF 220 Programmierung

Beschreibung:

Unterrichtsmethoden:

Prüfungsform:

Voraussetzungen:

Materialien: