

COURSE CATALOGUE 2022 / 2023

EUFH & CBS BECOME ONE!

EUFH's Faculty of Management and CBS International Business School are joining forces. We have been "sister universities" for many many years and are excited to grow into one and bigger business university.

Fall semester (22/09/2022 - 23/12/2022)

European Business Management		<input type="checkbox"/> Campus Brühl
Course title	ECTS	Please tick your choice of courses here:
Business in Germany	2	<input type="checkbox"/>
Consumer Behaviour	5	<input type="checkbox"/>
Cross-Cultural Business Training	2	<input type="checkbox"/>
Economic Psychology	4	<input type="checkbox"/>
Economic Thinking	2	<input type="checkbox"/>
European Business Strategies	4	<input type="checkbox"/>
European Economy	4	<input type="checkbox"/>
European Integration Development	2	<input type="checkbox"/>
German Language	4	<input type="checkbox"/>
Human Resource Management	4	<input type="checkbox"/>
Intercultural Marketing	5	<input type="checkbox"/>
Management Skills	2	<input type="checkbox"/>
ECTS	40	Σ _____

Spring semester (13/02/2023 - 26/05/2023)

International Innovation Management (30 ECTS)

Please tick here:

Campus Brühl

BUSINESS IN GERMANY

Course Title	<i>Business in Germany</i>
Lecturer	Helen Rademacher
ECTS-Credits	2
Course Objectives	“Business in Germany” gives students an insight into German economy and particular German key industries. Every theoretical input is linked to a practical experience, e.g. field trips or guest lectures. At the end of the course students know about the specifics in selected German industries as well as about key words concerning German business, e.g. “Mittelstand” or “Hidden Champions”.
Course Content	<ul style="list-style-type: none"> • Session I: Introduction to Working in Germany / History and Economy • Session II: Key Industries 1: Chemical Industry • Session III: Key Industries 2: Beverage Industry • Session IV: Key Industries 3: Steel & Metals Industry • Session V: Key Industries 4: Food & Retail • *order and content of session may vary
Teaching Method	Lecture with group work elements, case studies, field trips
Attendance	Students are expected to attend all classes and associated activities of this course.
Assessment	Presentation

CONSUMER BEHAVIOUR

Course Title	<i>Consumer Behaviour</i>
Lecturer	Helen Rademacher
ECTS-Credits	5
Course Objectives	<ul style="list-style-type: none"> • To provide an overview of current theory and research in the field of consumer behaviour. • To critically discuss up-to-date trends and niches of consumer behaviour, such as image-/selfie-culture, body image, subcultures of consumption, and sustainable consumer behaviour. • To encourage active in-class interaction and practical application to multiple business-contexts.
Course Content	<p>Consumer behaviour within contemporary consumer culture, especially in light of digitalisation, is both highly dynamic and constantly changing.</p> <p>Understanding what drives and motivates people's buying choices and consumption patterns is integral in order to create and sustain mutually beneficial long-term relationships between organisations and customers. This is at the roots of this lecture, which aims to offer an interactive approach connecting existing consumer behaviour research and theory with some current trends and up-to-date case examples.</p> <p>Great emphasis thereby lies on consumer personality, contemporary consumer culture and consumer behaviour within digital spaces.</p> <p>As such, the seminar delivers an interdisciplinary approach, which alongside its focus on marketing also teaches contents from related fields such as psychology and sociology.</p> <p>For instance, up-to-date topics such as social media behaviour, selfie culture and virtual reality will be addressed. Students will get the chance to reflect upon their personal consumption behaviour and to connect the learnt content with their professional working experiences.</p>
Teaching Method	Lecture with group work elements, case studies.
Attendance	Students are expected to attend all classes of this course.
Assessment	Presentation

CROSS-CULTURAL BUSINESS TRAINING

Course Title	<i>Cross-Cultural Business Training</i>
Lecturer	Ed Overes
ECTS-Credits	2
Course Objectives	<p>After having completed this course students will:</p> <ul style="list-style-type: none"> • Be aware of their own cultural background and imprint, • Have developed a sense for the influence of cultural backgrounds and experiences • Be able to identify behaviour that is culturally affected and will be able to avoid misunderstanding caused by cultural differences • Have explored different cultural patterns and communication styles.
Course Content	<ul style="list-style-type: none"> • Culture and cultural imprint • Significance of cultural competency • Manifestations of culture • Stereotypes vs. cultural standards • Dimensions of cultural differences • Behavioural strategies and potential conflicts • Culture shock • Implications for the student's stay in Germany
Teaching Method	Lecture with group work elements, case studies.
Attendance	Students are expected to attend all classes of this course.
Assessment	Presentation

ECONOMIC PSYCHOLOGY

Course Title	<i>Economic Psychology</i>
Lecturer	Ulrike Blind
ECTS-Credits	4
Course Objectives	<p>Target audience are students with basic economic training or students who have attended the lecture “Economic Thinking”. This lecture is aimed to act as counterpoint to the mainstream economic assumptions about rational behaviour and decision making.</p> <p>Students develop some knowledge about the actual dissent in the field of economics, brought about through the new input from theories originated in human sciences like psychology.</p> <p>They become equipped to understand the predictably irrational behaviour of consumers and corporate and political decision makers alike.</p>
Course Content	<p>This lecture will include:</p> <ul style="list-style-type: none"> • The psychology of perception, information processing and decision making • Some selection of typical biases and heuristics leading to systematic errors in economic decisions • Consequences in different areas like consumer behaviour, corporate decision making, HR, investment decisions, retirement plans and such like.
Teaching Method	Lecture with group work elements, case studies
Attendance	Students are expected to attend all classes of this course.
Assessment	Project work

ECONOMIC THINKING

Course Title	<i>Economic Thinking</i>
Lecturer	Ralf Hell
ECTS-Credits	2
Course Objectives	<p>This course addresses students with no or little prior knowledge of economics. It is designed to get an easy and intuitive access to the basics of economic phrasing and modelling.</p> <p>Main focus will be on the history of thought and on the most common concepts of mainstream economics nowadays.</p>
Special Features	This lecture is open to comparison and examples from the student's national background.
Course Content	<p>The course will include the following items:</p> <ul style="list-style-type: none"> • Introduction to economics with elements from microeconomics and macroeconomics • Basic concepts and vocabulary • Methods and economic modelling • Economic indicators (GDP, inflation rates, unemployment rates) • History of economic thought • Development of today's economic policy concepts
Teaching Method	Lecture with group work elements, case studies
Attendance	Students are expected to attend all classes of this course.
Assessment	Term paper

EUROPEAN BUSINESS STRATEGIES

Course Title	<i>European Business Strategies</i>
Lecturer	Nils Finger
ECTS-Credits	4
Course Objectives	<ul style="list-style-type: none"> • Getting to know the principles of business strategies as a foundation for doing business in an international context, • Learning how to plan, implement and control business strategies successfully, • Understanding the European business environment more profoundly as a foundation for informed strategic management decision-making.
Course Content	<ul style="list-style-type: none"> • In this class, students will learn about the principles of business strategies and strategic management. The European market will be at the centre of discussion serving as a case example to analyse and understand the dynamics and ever-changing challenges typical of contemporary global market environments. • The practical application of theoretical frameworks and strategic tools alike can help participants to enhance both their academic and management skills. • Active participation is explicitly encouraged.
Teaching Method	Lecture with group work elements, case studies
Attendance	Students are expected to attend all classes of this course.
Assessment	Presentation

EUROPEAN ECONOMY

Course Title	<i>European Economy</i>
Lecturer	Barbara Schnieders
ECTS-Credits	4
Course Objectives	<p>Target audience are students with basic economic training or students who have attended the module “Economic Thinking”.</p> <p>This course is set to enable the students to evaluate the European Union and its economic and political affairs from different perspectives.</p> <p>Based on the common economic theories, the students will learn to analyse current decisions in European economic policy, monetary policy, tariff disputes etc. They will be acquainted with the underlying dissent between different countries concerning these decisions.</p> <p>Students will be encouraged to highlight the pros and cons of the European project, and to draw their own conclusions about the further development of the European union they hope or fear for.</p>
Course Content	<p>The course will focus European markets and market developments. It includes items as:</p> <ul style="list-style-type: none"> • Single market • Currency union • Current affairs
Teaching Method	Lecture with group work elements, case studies
Attendance	Students are expected to attend all classes of this course.
Assessment	Term paper

EUROPEAN INTEGRATION DEVELOPMENT

Course Title	<i>European Integration Development</i>
Lecturer	Drs. Siebo Janssen
ECTS-Credits	2
Course Objectives	<p>This lecture invites all international students and is open regardless what prior courses or state of knowledge the students have achieved before.</p> <p>It is aimed to give the students some deep knowledge about how we ended up in the current situation – as Nobel Prize winning entity and highly fractured confederation of national states at the same time. Students are encouraged to develop their own judgement about the different layers of the European project, knowing full well the origins and courses of different evaluations in the past and at their time.</p>
Special Features	To be discussed and planned with lecturer
Course Content	<p>This course focusses on the long-run history of the European Union. In this lecture will include:</p> <ul style="list-style-type: none"> • Historical patterns and long-term development of the geographical area called “Europe” • The historic background of the philosophy responsible for the evolving European integration • Historic events that led to the founding moment and specifics of the political European project • The evolving phases and disruptions • Scenarios for future development
Teaching Method	Lecture with group work elements, case studies.
Attendance	Students are expected to attend all classes of this course.
Assessment	Exam

GERMAN LANGUAGE

Course Title	<i>German Language</i>
Lecturer	Tristam Koenig / Christina Goldmann
ECTS-Credits	4
Course Objectives	Students will deepen their grammar and language structure knowledge and expand their lexicon. The course will build on the student's previous knowledge.
Course Content	<p>Depending on the placement test and the student's level respectively the German teacher will divide EBM participants in different language groups.</p> <p>Depending on their German level the students will learn the basics of the German language as well as dealing with everyday life situations or on general economic topics and, if possible, on more specific EBM related topics (from B1).</p>
Teaching Method	Exercises to broaden the student's speaking fluency, listening comprehension, writing competence and grammar knowledge.
Attendance	Students are expected to attend all classes of this course.
Assessment	Exam

HUMAN RESOURCE MANAGEMENT

Course Title	<i>Human Resource Management</i>
Lecturer	Hans-Gerd Servatius
ECTS-Credits	4
Course Objectives	<ul style="list-style-type: none"> • Provide an overview of current theory and research in the field of Human Resource Management • Offer a combination of theoretical contents and practical case examples that highlight the principles and practices of the management of people. • Develop students' personal and managerial skills.
Course Content	<p>This course looks into the management of people as an invaluable asset and source of knowledge and efficiency within global organizations. It considers the role of HRM on a firm's performance, and how it is affected by globalisation and digitalization within the 21st century business environment. Alongside traditional HRM principles, the class illuminates specific up-to-date topics such as for example employer branding, sustainable human resource management, and digital recruiting.</p> <p>All topics will offer a combination of theory- and practice-based approaches, which will enable students to develop and further enhance their personal and managerial skills.</p>
Teaching Method	Lecture with group work elements, case studies
Attendance	Students are expected to attend all classes of this course.
Assessment	Presentation

INTERCULTURAL MARKETING

Course Title	<i>Intercultural Marketing</i>
Lecturer	Anke Kleim
ECTS-Credits	5
Course Objectives	<ul style="list-style-type: none"> • Getting to know the principles and tools of international marketing. • Learning about the opportunities and risks linked to the decision to internationalise within a constantly changing global environment. • Learning what can positively contribute to a successful internationalization strategy and what should be avoided in order to prevent failure.
Course Content	<p>In this class, students will be introduced to the principles of international marketing. The content learnt in this class thereby aims to specifically reinforce and further complement their existing knowledge and skills in the area of marketing.</p> <p>At the centre of this class is a firm's decision to internationalise, that is to introduce a product or service to a foreign market. Students will learn about the manifold triggers and motives that can drive a strategic move like this; but they will also critically reflect what opportunities and threats may be entailed and how managers can deal with or actively influence integral internalization steps such as the international market selection process.</p> <p>In completion, some special features of international market research will be explored. The aim of this class is to transfer a profound understanding of marketing in a global context, both from a theoretical and most importantly, from a practically applied perspective.</p> <p>Active participation, creative thinking and critical reflection will be explicitly encouraged within this class.</p>
Teaching Method	Lecture with group work elements, case studies.
Attendance	Students are expected to attend all classes of his course.
Assessment	Exam

MANAGEMENT SKILLS

Course Title	<i>Management Skills</i>
Lecturer	Daniel Sechi
ECTS-Credits	2
Course Objectives	<ul style="list-style-type: none"> • Understanding the centrality of management competencies when (inter-)acting in intercultural business environments • Getting to know and apply different managerial tools and approaches • (Critically) reflecting upon and reinforcing one's own management skills
Course Content	<ul style="list-style-type: none"> • This management skills seminar deals with a manager's ability to lead their team exemplary and to create and sustain mutually beneficial relationships with staff and business partners alike. In the global business landscape, this can be stakeholders from around the world who differentiate both personally and in the way they do business; intercultural management, diversity, and global networking will thus be of central importance in this class. Thereby, contents will be looked at under specific consideration of digitalisation. • The main objective of this class is to equip students with a set of managerial tools and approaches to successfully interact within intercultural environments.
Teaching Method	Lecture with group work elements, case studies
Attendance	Students are expected to attend all classes of this course.
Assessment	Term Paper

If you need more information, please do not hesitate to contact us:

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