

Prof. Dr. U. Szyszka

Exchange Co-ordinator

Business School

Dear Partners,

The following pages contain a short description of the courses taught in English at the Business School of Flensburg University of Applied Sciences in the academic year 2010/2011. All courses are open for incoming students from our partners.

Greetings

Prof. Dr. Uwe Szyszka

Summary of contents:

Course title	Hours per week	ECTS	Summer	Winter
Management Case Studies ¹⁾	4	5	XXX	XXX
Foreign Markets ¹⁾	4	5	XXX	XXX
Argumentation and Debating ¹⁾	4	5	XXX	XXX
Strategic Planning and Control	4	5	XXX	---
Strategic Management	4	5	XXX	---
B2B-Management	8	10	---	XXX
Business Simulation Game	4	5	---	XXX
Controlling with SAP R/3	4	5	XXX	XXX
Health Care Systems	4	5	XXX	---
IFRS, Company Valuation and Rating	6	10	XXX	---
Auditing and Corporate Governance	8	10	---	XXX
Advanced Controlling	2	3	XXX	---
Supply Chain Controlling	2	3	XXX	

1) Main focus on language

Course title	Management Case Studies
Course description	<p>Students should learn to apply their business knowledge to practical examples. The module enables students to practise presenting problem analyses and solutions in English</p> <p>Case studies on</p> <ol style="list-style-type: none"> 1. industries, markets, competition (market and branch analyses) 2. company forms and processes, areas of business, factors for success, information systems (company analysis) 3. planning and controlling 4. personnel, organisation and leadership
Assessment	Successful completion of the course is based on students carrying out a task. They must work on a case study and do a piece of coursework with presentation.
Credits ETCS	5
Hours per week	4
Semester	Summer and winter
Assumed knowledge and capabilities	Basic knowledge of English

Course title	Foreign Markets
Course description	<p>In this module students are exposed to the different structures, functions and principles of foreign markets and with the different ways to access them.</p> <p>The students should</p> <ol style="list-style-type: none"> 1. understand different functional principles of foreign markets, 2. understand their dependance arising from differing basic parameters, like consumer behavior, income structures etc. 3. understand the different ways of accessing foreign markets, like direct/indirect exporting, founding cooperations or local subsidiaries. <p>On top of that students should be able to appraise the pros and cons of the different access strategies on sound economic knowledge.</p>
Assessment	In this module students are exposed to the different structures, functions and principles of foreign markets and with the different ways to access them.
Credits ETCS	5
Hours per week	4
Semester	Summer and winter
Assumed knowledge and capabilities	Basic knowledge of English

Course title	Argumentation and Debating
Course description	<p>Use of English in:</p> <ul style="list-style-type: none"> - monologues - dialogues - discussions - work on texts - grammar - group work <ul style="list-style-type: none"> o telephone calls o business writing <p>Students should learn the skills of arguing and debating in English with the aid of written and oral exercises.</p> <p>Additionally, students will learn how to cope in certain oral situations. A focal point is on how to react to one's conversation partner.</p>
Assessment	Successful completion of the course is based on students carrying out a task. Students must do a group presentation as well as pass an oral test. The oral test assesses the student's ability to argue and debate in English.
Credits ETCS	5
Hours per week	4
Semester	Summer and winter
Assumed knowledge and capabilities	Basic knowledge of English

Course title	Strategic Planning and Control
Course description	Foundations of strategic management: competitive strategies, strategic success factors, formation of strategic business units. Discussion of relevant tools for effective strategic planning and control, including SWOT-Analysis, value chain, industry analysis, portfolio method, gap-analysis, scenario planning, game theory, value management and balanced scorecard. Students have to apply the tools to real life companies (from DAX or MDAX).
Assessment	Written exam and presentation
Credits ETCS	5
Hours per week	4
Semester	Summer (only)
Assumed knowledge and capabilities	basic knowledge in management accounting, marketing and general business

Course title	Strategic Management (Master-level)
Course description	<p>This course focuses on the important current issues in strategic management. It will concentrate on modern analytical approaches and on enduring successful strategic practices.</p> <p>The course is intended to provide the students with a pragmatic approach that will guide the formulation and implementation of corporate, business, and functional strategies. The purpose is to allow the students to experience an in-depth application of the concepts and frameworks of strategic management. Throughout the course the appropriate methodologies, concepts, and tools relevant to strategic analyses will be discussed and illustrated by using many applications in real-life settings.</p>
Assessment	Written exam
Credits ETCS	5
Hours per week	4
Semester	Summer (only)
Assumed knowledge and capabilities	Basic knowledge in strategic management

Course title	B2B-Management
Course description	<p>Management on Business-to-Business (B2B)-markets differs considerably from management in Business-to-Consumer (B2C)-markets. The complexity of products and services, the importance of relationships among multiple decision makers as well as the international scope of the business require specific approaches in management.</p> <p>According to a problem- and application-oriented approach relevant knowledge and skills will be developed for B2B-management situations. Business cases and examples from different B2B-industries will be applied as well as presentations from practitioners.</p> <p>Secondly the students think and act as marketing and product managers in the B2B-context. On the basis of real practical tasks the students develop solutions for B2B-companies.</p>
Assessment	Project work and presentation
Credits ETCS	10
Hours per week	8
Semester	Winter (only)
Assumed knowledge and capabilities	Basic knowledge in business management

Course title	Business Simulation Game
Course description	Students have to manage a virtual company and make and analyze various business decisions (production, marketing, H/R, finance etc.). These decisions are simulated using the business simulation game "General Management" by Topsim.
Assessment	Presentations, Game Performance (in teams)
Credits ETCS	5
Hours per week	4
Semester	Winter (only)
Assumed knowledge and capabilities	Basic knowledge of corporate functions (production /operations, marketing, finance/accounting etc.)

Course title	Controlling with SAP R/3
Course description	<p>Groups of two students have to create a company in the SAP-system and build up the cost center accounting:</p> <ul style="list-style-type: none"> - master data - cost planning - actual costs - target-actual comparison
Assessment	Case study; Presentation → Group work
Credits ETCS	5
Hours per week	4
Semester	Summer and Winter
Assumed knowledge and capabilities	Basics of cost accounting

Course title	Health Care Systems
Course description	<ul style="list-style-type: none"> - International comparison of health care systems - Analysis of the comparison parameters of health care systems - Impact of the European Union on the German health care system - Focus on information technology tools in comparison
Assessment	Presentation
Credits ETCS	5
Hours per week	4
Semester	Summer (only)
Assumed knowledge and capabilities	<p>Analytical skills and a thorough understanding of general health care.</p> <p>Interest in an international perspective on health care.</p>

Course title	IFRS – Company valuation and Rating (Master level)
Course description	<p>IFRS:</p> <ul style="list-style-type: none"> • Components of IFRS statements • Nature, principles and major rules of all IFRS/IAS standards to obtain a good and solid understanding of the IFRS • <p>Company valuation and Rating:</p> <ul style="list-style-type: none"> • Reasons for and objectives of company valuation • Methods (DCF, multiples, earnings, etc) of company valuation • Principles of rating (methods, companies, rating systems)
Assessment	<ul style="list-style-type: none"> • Open book case study • presentation • 120 min written exam
Credits ETCS	10
Hours per week	5
Semester	Summer (only)
Assumed knowledge and capabilities	<p>Principles and basic knowledge of IFRS</p> <p>Basics in financial mathematics</p> <p>Some accounting knowledge</p> <p>Analytical skills</p> <p>Business English skills</p>

Course title	Auditing and Corporate Governance (Master level)
Course description	<p>Audit:</p> <ul style="list-style-type: none"> • Principles of internal and external auditing • Audit approaches and process of financial statement audits • Audit of an internal control system • Analytical procedures and substantive testing of selected audit areas • Forming an audit opinion • Quality assurance <p>Corporate Governance:</p> <ul style="list-style-type: none"> • German Corporate Governance Codex (scope, principles) • Implications to the audit of financial statements
Assessment	<ul style="list-style-type: none"> • Open book case study • presentation • 120 min written exam
Credits ETCS	10
Hours per week	6
Semester	Winter (only)
Assumed knowledge and capabilities	<p>Good understanding of accounting standards (IFRS or German)</p> <p>Business English skills</p>

Course title	Advanced Controlling, part of the module Accounting and Management (Master level)
Course description	The discussion centers around the use of accounting information for managing a company. Behavioral aspects play a significant role as well as the relationship between management and financial accounting
Assessment	Written exam (180 min./total module), project
Credits ETCS	3
Hours per week	2
Semester	Summer (only)
Assumed knowledge and capabilities	BA in Business Administration or equivalent

Course title	Supply Chain Controlling, part of the module "Informations- and Management Systems" (Master level)
Course description	Focal point of the course is the design and control of a supply chain network using the System Dynamics Approach
Assessment	Written Exam (90 minutes), Project
Credits ETCS	3
Hours per week	2
Semester	Summer (only)
Assumed knowledge and capabilities	BA in Business Administration or equivalent