HEILBRONN UNIVERSITY OF APPLIED SCIENCES

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CAMPUS SCHWÄBISCH HALL - Faculty of Management and Sales (MV)

English Course Offer for Incoming Students

Academic Year 2022/2023

Bachelor level BUSINESS courses for Incomings

Main Course Offer						
Course ID	**Course Title**	**ECTS credits**	**Contact hours per week**	**Dept.**	**Type**	**Term**
920774	Sales Management in Industrial Practice	5	4	MV	seminar	winter
920740	Brand Management	3	2	MV	lecture	summer
920732	E-Commerce	3	2	MV	lecture	summer
920762	International marketing strategy in Industrial Enterprises	3	2	MV	lecture	summer
920682	Introduction to Market Research	3	2	MV	lecture	summer
920708	Banking and Insurance Practical Seminar	3	2	MV	seminar	winter
922655	Performance Measures for Corporate Control	3	2	FAT	lecture	summer
923666	Project Management	5	4	NBW	seminar	summer
923717	Business Ethics	5	4	NBW	seminar	summer
921670	Personnel Marketing	3	2	MPW	lecture	summer
921709	Innovation and Change Management**	6	4	MPW	seminar	winter / summer
921710	HR Research**	3	2	MPW	seminar	winter / summer
923727	Business Simulation	6	4	NBW	seminar	winter
921627	Business English 1	3	2	MPW	lecture	winter / summer
921629 920629 922629 923629	Business English 2	3	2	MPW/MV/ FAT/NBW	lecture	winter / summer
921690	Business English 3	5	4	MPW	seminar	winter / summer
923694 922714 920677	Applied Business English	5	4	NBW/FAT /MV	seminar	summer

Extra-Curricular Course Offer *						
Course ID	**Course Title**	**ECTS credits**	**Contact hours per week**	**Dept.**	**Type**	**Term**
929300	Global Understanding – from Campus SHA to the world	2	2	All	seminar	winter / summer
929506	International Business Case Study with Kelley School of Business, USA	2,5	2	All	Seminar	summer
929303	Short Stories - Introduction to English Literature	1	1	All	seminar	winter / summer

929504	Tech Talk: Technical English	1,5	1,5	All	seminar	winter / summer
929505	TOEFL Precourse	1	1	All	seminar	winter / summer

*extra-curricular course schedule might interfere with schedule of main course offer. Confirmation can be given around 1 month before start of the semester.

** this seminar is taught in German, but incoming students get the option to get separate teachings parallel in English, so that they can do the coursework and presentation in English language.

Academic Year at Heilbronn University of Applied Sciences

Summer semester: Mid-March until Mid-July **Winter semester:** End of September until Mid-February

Bachelor business students at Campus Schwäbisch Hall can also select some business subjects from Campus Künzelsau, that is 20 km. away from Schwäbisch Hall and can be reached by bus (45 minutes ride, every hour) The possibility to follow the courses in Künzelsau ultimately depends on the final scheduling of the courses which is done about 3-4 weeks before the start of each semester.

HEILBRONN UNIVERSITY OF APPLIED SCIENCES

CAMPUS SCHWÄBISCH HALL
Faculty of Management and Sales (MV)

COURSE DESCRIPTIONS Winter Semester 2022

Campus Schwäbisch Hall

Bachelor level BUSINESS courses for Incomings
Extra-curricular Course Offer for Incomings

How to sign up for courses

In our university, it is not necessary / possible to register for courses you plan to take. Registration is only necessary for exams. Registration period is announced in the academic calendar (approx. mid of semester) and in your timetable planning session with your international coordinator.
This means that by stating them in your choice of subjects you already have the admission for the course. In case of an exception, you will be notified after we review your choice of subjects.

It is however necessary to sign up for the courses you want to take in our e-learning platform ILIAS when the semester starts. By signing up for your courses in ILIAS you gain access to the course materials and information about changes as well as for submitting assignments if necessary. You will be able to register once you have set up your university account. You will usually receive your account information around 3 weeks before the start of the lecture period via email from the International Office. Support for that will also be given during the timetable planning session before the start of the lecture period.

For further detailed information about the course you are interested in you may always contact the respective lecturer.
Addresses can be found on https://www.hs-heilbronn.de/mv/incoming-exchange-students
(click on the search button on the top right hand corner of the website and type in the name of the lecturer).

Class types

- **Seminars:**
  In seminars you usually work on a specific topic that you choose at the beginning of the course – either alone or in groups with fellow students. The course typically start with a kick-off meeting and the distribution of topics. Once you decided on a topic you start working on it independently. During that time you can consult with the professor if you need support or have questions. Towards the end of the lecture period you present the topic you worked on in an oral presentation and hand in a written seminar paper.
  Your final grade will be based on your presentation and the seminar paper. There is no exam at the end.

- **Lectures:**
  In lectures you meet regularly usually weekly or bi-weekly and the professor will teach on a certain subject. The lectures usually also contain practical exercise session or similar. At the end of the lecture period you will write a written exam during exam period. Your final grade will be solely based on the exam.

Bachelor level BUSINESS courses for Incomings

920774 Sales Management in Industrial Practice
Semester: 7
Term: winter
Hrs/week: 4
ECTS: 5
Type: seminar with exercises
Lecturer: Prof. Dr. Christian Buske

Course Content:

The concrete contents of the seminar paper depend on the respective task, which is to be worked out individually by the lecturers and the students.
The topics should be selected from the fields of sales management, marketing and market research as well as related fields and must have a close factual connection to the to the specialization area "Industry" of the study program Management and Sales

Acquired Competencies:
Students are enabled to deal with concrete work situations in sales management, marketing and marketing and market research or similar areas of industrial operations in a professional manner. They can also work responsibly in work responsibly in globally distributed teams and to deal with resulting problems within the team.

Literature:
is to be selected by the student in relation to the chosen topic and in close cooperation with the lecturer.

Assessment:

Oral Presentation and seminar paper

920740 Brand Management

Semester: 4
Term: summer
Hrs/week: 2
ECTS: 3
Type: lecture with integrated exercise
Lecturer: Prof. Dr. Benjamin Oesterle

Course Content:

Competencies:
Students will be able to describe the significance of brand identity and brand positioning. Furthermore, they are able to differentiate between the internal and external implementation of the brand. They are also able to characterize the brand portfolio and the challenges of brand positioning.
Students are able to apply their knowledge and understanding of brand management to the creation of targeted measures to implement a brand. They are able to implement brand strategies and uncover the connections between brand identity and brand positioning. Furthermore, they will be able to determine the significance for the entire brand portfolio and derive recommendations for action.
Further content:
1. conceptual foundation
2. brand identity and brand positioning
3. the company-internal implementation of the brand
4. the external implementation of the brand
5. the management of the brand

Literature:

Beverland, M. (2021). Brand management: Co-creating meaningful brands. Los Angeles: SAGE.
Burmann, C., Riley, N.-M., Halaszovich, T., & Schade, M. (2017). Identity-Based Brand Management: Fundamentals-Strategy-Implementation-Controlling. Wiesbaden: Springer Fachmedien Wiesbaden.
Iglesias, O., Ind, N., & Schultz, M. (2022). The Routledge companion to corporate branding (1st ed., Routledge companions in business, management and marketing). London: Routledge.
Ind, N., & Schmidt, H. J. (2019). Co-creating brands: Brand management from a co-creative perspective / Nicholas Ind & Holger J. Schmidt. London: Bloomsbury Business.
Keller, K. L., & Swaminathan, V. (2020). Strategic brand management: Building, measuring, and managing brand equity / Kevin Lane Keller, Vanitha Swaminathan. Harlow: Pearson Education Limited.
is to be selected by the student in relation to the chosen topic and in close cooperation with the lecturer.

Assessment:

Written examination

920732 E-Commerce

Semester: 6
Term: summer
Hrs/week: 2
ECTS: 3
Type: lecture
Lecturer: Prof. Dr. Christian Buske

Course Content:

Conceptual - systematic basics
- Digital universe
- Changes in Internet use
- Innovations in online retailing
- Relevant key trends in online retailing

The business model of online retailing
- Basics of online retailing
- Customer interaction in online retailing
- Marketing policy and CRM in online retailing
- Sales policy in online retailing
- Customer centricity as a basic requirement for online retailing

3 forms of the online trade
- Types of online retailing operations
- Innovative forms of interactive online commerce
- Mobile commerce as part of online retailing
- B2B online commerce and multi-channel distribution
- Mixed forms and franchise systems in online commerce

4 Business systems and success factors in e-commerce
6 Risk benefit in online commerce
- Risks of non-conforming terms and conditions in online retailing
- New revocation instructions and button solution
- No right of withdrawal for product individualization
- Consumer right of cancellation

Assessment:
Written Examination

920762 International marketing strategy in Industrial Enterprises

Semester: 6
Term: summer
Hrs/week: 2
ECTS: 3
Type: lecture
Lecturer: Prof. Dr. Benjamin Oesterle

Course Content:

Competencies:
Based on the basic definition of terms, students will be able to characterize international market entry forms for industrial companies. They are able to depict and demonstrate international buyer behavior. Students will be able to characterize the specifics of international market research and describe the marketing mix in an international context.
Students are able to derive a market entry form for industrial companies. They can analyze international markets and develop marketing measures.
Basics and definitions
International market entry forms for industrial companies
Market entry through foreign trade
- Export/import
- Inward and outward processing business
- Transit
- Compensation

Market entry based on contracts
- Contract management
- Licensing business
- Cooperations
- Strategic alliances
- Management contracts

Market entry through direct investments
- Equity investments
- Mergers and Acquisitions

- Sole proprietorships
- Joint ventures
International buyer behavior
Peculiarities of international market research
Contents and characteristics of the international marketing mix
- cpntracting and pricing policy
- product policy
- communication policy
- distribution policy

Literature:

Baack, D. W. (2018). *International marketing* (2nd ed.). Thousand Oaks CA: SAGE Pub.

Brennan, D. R., Canning, L., & McDowell, R. (2020). *Business-to-business marketing* (5th ed., Core textbook). Thousand Oaks: SAGE Publications.

Cateora, P. R., Money, R. B., Gilly, M. C., & Graham, J. L. (2020). *International marketing* (18th ed.). Dubuque: McGraw-Hill Education.

Doole, I., Lowe, R., & Kenyon, A. J. (2019). *International marketing strategy: Analysis, development and implementation / Isobel Doole, Robin Lowe and Alexandra Kenyon*. Australia: Cengage.

Edvardsson, B., & Tronvoll, B. (2022). *The Palgrave handbook of service management*. Basingstoke: Palgrave Macmillan.

Kotler, P., Keller, K., & Chernev, A. (2022). *Marketing Management,* Global Edition. Harlow: Pearson Education.

Lilien, G. L., Petersen, A. J., & Wuyts, S. (2022). *Handbook of Business-to-Business Marketing* (Research Handbooks in Business and Management series). Cheltenham: Edward Elgar Publishing.

Assessment:

Written Examination

920682 Introduction to Market Research

Semester: 4
Term: summer
Hrs/week: 2
ECTS: 3
Type: lecture
Lecturer: Prof. Dr. Benjamin Oesterle

Course Content:

Competencies:
Students will be able to characterize the most important methods of market research. They can present and demonstrate sampling procedures, survey and test procedures as well as the most important methods of data analysis.
Students are able to apply the methods of market research to specific projects and are thus able to independently design and practically implement the market research process.
Content:
Basics of market research
Population and sample
- Method of sample selection
- Sampling error and sample size
- Measurement levels and scaling
- Quality criteria
Survey and test methods
Methods of data analysis
- Descriptive statistics,
- Confidence intervals and hypothesis testing

- Contingency tables and correlation
- Methods of multivariate data analysis

Literature:

Eisend, Martin; Kuss, Alfred (2019): Research Methodology in Marketing. Cham: Springer International Publishing.

Flick, Uwe (2018): An introduction to qualitative research. 6th edition. Thousand Oaks CA: SAGE Publications.

Homburg, C., Klarmann, M., & Vomberg, A. (Eds.). (2022). Handbook of Market Research (1st ed., Springer eBook Collection). Cham: Springer International Publishing; Imprint: Springer.

Kumar, V.; Aaker, David A. (2019): Marketing Research. 13th edition. Hoboken, New Jersey: Wiley.

Sarstedt, Marko; Mooi, Erik (2019): A Concise Guide to Market Research. Berlin, Heidelberg: Springer Berlin Heidelberg.

Assessment:

Written Examination

920708 Banking and Insurance Practical Seminar

Semester: 7
Term: winter
Hrs/week: 2
ECTS: 3
Type: seminar
Lecturer: Prof. Dr. Danny Stadelmayer

Course Content:

- The student will independently work on a business problem focusing on a topic from the banking and / or insurance sector
- A clear definition of the task will be achieved in coordination with a full-time professor during working sessions that take place regularly.
- Thorough and independent literature research will be carried out by the student
- The drafting of a content structure and discussing it with a full-time professor will also be done in regular working sessions.
- The student will submit a written document taking into consideration the formal requirements for research papers such as the correct citation format
- A discussion with the audience will follow the student's media-based scientific presentation of the research results.

Assessment:

Oral presentation and seminar paper

922655 Performance Measures for Corporate Control

Semester: 4
Term: summer
Hrs/week: 2
ECTS: 3
Lecturer: Dr. Elzbieta Pohulak-Zoledowska

Course Content:

This is a lecture with integrated practical exercises.

- Multi dimensional break-even analysis
- Significant individual key figures: key figures relating to the company as a whole; key figures for selected divisions (Marketing / Sales, production, human resources, purchasing Research & Development)
- Key figure systems: The RL key figure system, the DuPont numbering system; The ZVEI key figure system, the Balanced Scorecard
- Performance measures for value-oriented corporate management
    1. Shareholder value as a target figure for value-oriented corporate governance
    2. Discounted cash flow approach (DCF)
    3. Economic Value Added Instrument (EVA)
    4. Cash flow return on investment (CFROI) approach

Assessment:

Written Examination

923666 Project Management

Semester: 4
Term: summer and winter
Hrs/week: 4
ECTS: 5
Type: seminar
Lecturer: Prof. Dr.-ing. Habil. Javier Villalba-Diez

Course Content:

1. Introduction to project management
2. Project launch
3. Project planning
4. Project implementation and controlling
5. Project completion
6. Projects in commercial/industrial companies or financial service providers
7. Case studies

Students will be able to describe general concepts of project management. They will also be able to define and contrast project management objectives and decision templates. In addition, they are qualified to list and delineate an implementation of a project management approach based on the Hoshin Kanri Forest model.

Assessment:

Oral Presentation and seminar paper

923717 Business Ethics
Semester: 6
Term: summer
Hrs/week: 4
ECTS: 5
Type: seminar
Lecturer: Prof. Dr. Daniela Ludin

Course Content:

Competencies:
Students will be able to describe and explain the concept and levels of business ethics. Based on this, they are able to characterize business ethics with its components and instruments.
Students will be able to apply the tools of business ethics to selected areas of the company, and derive the principles of responsible management.
The students are able to work responsibly in teams and thereby deal with problems in the team with foresight. They can advocate ethical requirements in an argumentative manner and develop them further in the team.
Students demonstrate a willingness to take responsibility for the issues of business ethics and are aware of the need to further develop their own personality.

Contents:
1. Basic concepts of economic ethics
2. Economic principles and ethical values
3. Business ethics and sustainability
4. Procedures and standards of ethical and sustainable evaluation
5. Areas of action relevant to business ethics/sustainability (case studies)

Literature:
Balderjahn, I.: Nachhaltiges Management und Konsumentenverhalten, Konstanz, München 2013
Baumast, A.; Pape, J. (Hrsg.): Betriebliches Nachhaltigkeitsmanagement, Stuttgart 2013
Crane, A., Matten, D.: Business Ethics: Managing Corporate Citizenship and Sustainability in the Age of Globalization, 4. Ed. Oxford 2016
Göbel, E.: Unternehmensethik - Grundlagen und praktische Umsetzung, 5. überarb. u. aktual. Aufl., Stuttgart 2017
Hahn, R.: Ethische Grundlagen des betrieblichen Nachhaltigkeitsmanagements, in: Baumast, A.; Pape, J. (Hrsg.): Betriebliches Nachhaltigkeitsmanagement, Stuttgart 2013, S. 44-57
Hentze, J.; Thies, B. (2012): Unternehmensethik und Nachhaltigkeitsmanagement, Bern, Stuttgart, Wien.
Ludin, D.; Wellbrock, W.: Betriebswirtschaftliche Implikationen eines nachhaltigen Beschaffungsmanagements, in: Wellbrock, W.; Ludin, D. (Hrsg.): Nachhaltiges Beschaffungsmanagement: Strategien – Praxisbeispiele – Digitalisierung, Berlin 2019
Trevino, L., Nelson, K.: Managing Business Ethics: Straight Talk about how to do it right, 6. Aufl. Hoboken 2014
Wellbrock, W.; Ludin, D. (Hrsg.): Nachhaltiges Beschaffungsmanagement: Strategien – Praxisbeispiele – Digitalisierung, Berlin 2019

Assessment:
Oral Presentation and seminar paper

921670 Personnel Marketing

Semester:4
Term: winter
Hrs / week: 2 ECTS: 3
Lecturer: Florian Chitic

Course Content:

This is a lecture with integrated practical exercises.

- Employer Branding as strategic concept / Brand Management
- Target group-specific personnel marketing (e.g. students, university graduates, experienced professionals)
- (Innovative) candidate approach
- Special features of international personnel marketing and recruiting
- Possible implementation examples
- Design and evaluation of career websites
- Types of personnel marketing instruments (e.g. school and university marketing, recruiting events) - Design options for applicant management systems
- Social media recruiting

Assessment:

Written Examination

921709 Innovation and Change Management

Semester:7
Term: winter
Hrs / week: 4 ECTS: 6
Lecturer: Prof. Dr. Heiko Hansjosten

Course Content:

This is a lecture with integrated practical exercises.

- Basic terms of business and corporate ethics
- Economic principles and ethical values
- Procedures and benchmarks of ethical evaluation
- Relevant areas of action from the point of view of business ethics and the affected parties of economic activities (case studies).
  Literature: Friske, C./Bartsch, E./Schmeisser, W.: Einführung in die Unternehmensethik - Erste theoretische, normative und praktische Aspekte - Lehrbuch für Studium und Praxis, Mering 2005;
  Göbel, E.: Unternehmensethik - Grundlagen und praktische Umsetzung, 5. überarb. u. aktual. Aufl, Stuttgart 2017; Trevino, L., Nelson, K.: Managing Business Ethics: Straight Talk about how to do it right, 6. Aufl. Hoboken 2014; Crane, A., Matten, D.: Business Ethics: Managing Corporate
  Citizenship and Sustainability in the Age of Globalization, 4. Ed. Oxford 2016

Assessment:

Oral Presentation & Seminar Paper

921710 HR Research

Semester: 7
Term: winter
Hrs / week: 2 ECTS: 3
Lecturer: Prof. Dr. Heiko Hansjosten

Course Content:

Profile analysis in Talent Management

Personality-based tests are a common instrument to assess the management skills and the management style of young and experienced professionals. Especially international companies use these methods to identify and to develop talents.
The main goal of this course is to understand the function of such a method and to get practical experience by working with a real instrument. As an additional result, students get their own profile and learn to interpret them correctly.

- A theoretical approach to Personality-based Tests
- Practical Seminary – your Personal Profile
- Fields of Work with Profiles: Personal Development, Team Building, Organizational Analysis
- Debriefing

Assessment:

Oral Presentation & Seminar Paper

923727 Business Simulation

Semester: 7
Term: winter
Hrs/week: 4
ECTS: 6
Type: seminar and exercises
Lecturer: Prof. Dr.Wanja Wellbrock

Course Content:

A business simulation is an experiential learning tool where participants learn by running a virtual business in an interactive, risk-free, and realistic environment. Business simulations games help practice and improve business skills, such as business acumen, financial and market analysis, operations, decision making, problem solving, teamwork, communication, and leadership.
On the basis of an IT-supported enterprise simulation students take over the management of a company in teams. The teams are assigned the following tasks in particular:

- Application of value-based management
- Development, implementation and review of corporate strategies
- Analysis of market conditions
- Development and implementation of planning tools
- Review of forecasting and planning quality
- Making decisions in all areas of the company

The business game is supplemented by learning units in which particularly relevant business contexts, instruments, methods, etc. are addressed and intensively discussed. In addition, the teams have the task of evaluating the decisions they made, the company situation, etc. in the form of presentations, texts, etc.

Assessment:

The final grade of the course is based on five different group presentations as well as the final results of the Business simulation game. The students have to proof that they can present professionally in business cases on management level.

Additional Literature:
Kreitenweis, T. (2021): Non-Cognitive Factors and Learning with a Business Simulation, Wiesbaden.
Roubtsova, E. (2016): Interactive Modeling and Simulation in Business System Design, Berlin.
Song, H. und Jiang, D. (2020): Simulation Tools and Techniques, Guiyang.

921627 Business English I

Semester: 1
Term: summer and winter
Hrs/week: 2
ECTS: 3
Type: lecture
Lecturer: Jason Humphreys

Course Content:
People & Jobs
- Company profiles
- Company structures & departments
- Talking about hierarchies, roles & responsibilities
- Job duties

E-mails
- Formal & informal language
- Opening & closing emails
- Requesting action
- Making arrangements

Business Travel
- Trends in business travel
- Entertaining visitors
- Intercultural research project and presentation

Making Enquiries
- Structuring an enquiry letter
- Facts & Figures
- Describing graphs and charts
- Talking about results and trends

Assessment:
Examination (90 min.)

921629 / 920627 / 922629 / 923629 Business English 2

Semester: 2
Term: summer /winter
Hrs / week: 2
ECTS: 3
Type: lecture
Lecturer: Jason Humphreys

Course Content:
Job Applications
- Understanding the recruitment process
- Talking about skills and personal qualities
- Applying for a job or internship
- Creating a good CV
- Taking part in a job interview

Finance

- Understanding financial terms
- Attitudes towards money
- Negotiations

Marketing
- Talking about brands and marketing strategies
- Marketing a product
- Describing features and benefits

Complaints
- Making and dealing with complaints

Assessment:
Exam

921690 Business English 3

Semester: 3
Term: winter and summer
Hrs/week: 4
ECTS: 5
Lecturer: Jason Humphreys

Course Content:
Entrepreneurship
- Identifying entrepreneurial skills
- Start-ups
- Business plans
- SWOT analysis
- Pitching an idea

Presentations
- Creating and structuring a convincing presentation
- Presentation techniques
- Presentation task

The Future of Work
- Ways of working
- Trends and patterns in human resources

Meetings
- Taking an active part in meetings
- Chairing a meeting
- Meeting role plays

Project Management
- Planning a project
- Giving a status update

Summarizing Information
- Methods of summarizing texts
- Filtering important information
- Writing workshop

Debate & Discussion
- Understanding & summarizing arguments
- Giving and exchanging opinions

Assessment:
Presentation

923694 / 922714 / 920677 Applied Business English

Semester: 4
Term: summer
Hrs/week: 4
ECTS: 5
Lecturer: Jason Humphreys

Course Content:
The aim of this Applied Business English seminar is to be able to tackle a range of topics, issues and scenarios using the skills acquired in previous courses (Business English I - III). This course is largely centered on researching and presenting a wide-range of contemporary business and social topics from around the world.
Applied Business English gives students the chance to hone their presentation skills with both team and individual tasks, challenging them to not only present and summarise information, but also explain and simplify for the benefit of others. Students are encourages to discuss, debate and spark interest in one another with their topics, and as the course takes the form of a seminar, active participation is a prerequisite.

Assessment:
Presentation & Seminar Paper

Extra-Curricular Course Offer for Incomings*

(extra-curricular course schedule might interfere with schedule of main course offer. Confirmation can be given around 1 month before start of the semester)

929506 International Business Case Study with Kelley School of Business, USA

Semester: all
Term: summer
Hrs/week: 2
ECTS: 2,5
Lecturer: Jason Humphreys

Course Content of this Seminar:
In this unique course you will get the chance to work with students from the Kelley School of Business, one of the highest-ranked business schools in the USA. In small groups of German and US students you will be given a project focused on a local German company and a central question or issue. Your task will be to work on this project via mail, Skype and video conference. Towards the end of the project, the entire Kelley group will fly to Germany and you will get the chance to meet in person and present your project in a joint presentation.

Example project topics:

- How could your client better attract, train, and/or support its current workforce in a changing marketplace and improve morale as it reduces employee turnover?
- How could your client become more “green” and maintain or even improve profitability?

- Which communication channels will become relevant to key customers in the future (i.e. will Snapchat and Instagram or others play a role?) How should the client adapt its current communication strategy to these channels?
- How could your client attract, train, and/or support a workforce partially drawn from the recent influx of non-European refugees?

During their stay in Schwäbisch Hall the Kelley School of Business students will visit local companies.

This course not only gives you the chance to work (and socialize) with students the USA, but also to take part in an intercultural project and to make contacts for the future. Perfect English skills are not a prerequisite for this course. What you need is motivation, a desire to try something new, and an open mind.

Assessment:
Presentation

929300 Global Understanding – from Campus SHA to the world
Semester: all
Term: winter and summer
Hrs/week: 2
ECTS: 2
Lecturer: Jason Humphreys

Course Content of this Seminar:
Have you ever wondered what student life is like in South America? How Christmas is celebrated in East Asia? Whether everybody in the USA really carries a gun? Or are you just curious about what people around the world think about Germany? If you are interested in questions like these, and want to dust off your English skills, then *Global Understanding* is the course for you.

Taught completely in English, *Global Under-standing* involves real-time videoconferencing links with university students from around the world. Students will connect twice a week with the partner universities to discuss diverse topics such as college life, traditions, religion and the meaning of life, stereotypes, and many more. The sessions are student led and the conversation is allowed to flow freely.

Links with a university will last approximately 3 – 4 weeks each and aside from the live video links may include online chatting and collaborative projects: The universities for this term's course include.

- **USA:**
  East Carolina University,
  Greenville
- ***…coming soon***

Alongside the general discussion you will be assigned a partner with whom you are required to complete a small collaborative project from a wide range of topics.

This course will not only give you the chance to learn about other culture, but also to see where the major similarities and differences are – and all of this while practicing your English with global partners.

Assessment:
Active participation & course reflection

929303 Short Stories – Introduction to English Literature

Semester: all
Term: winter and summer
Hrs/week: 1
ECTS: 1
Lecturer: Madita Piontek

Course Content of this Seminar:
In this course we will dive right into the world of English and American literature.

With the help of some of the most famous short stories, by for example Edgar Allan Poe and Sir Arthur Conan Doyle, we will learn how to use literature to learn a language.

By learning how to deal with different genres, styles and authors, we will also learn a lot about different periods of time and aspects of culture. We will discuss the themes and topics of the stories and enjoy new aspects of literature

Assessment:
Presentation

929504 Tech Talk: Technical English

Semester: all
Term: winter and summer
Hrs/week: 1,5
ECTS: 1,5
Lecturer: Margarete Krauß-Dent

Course Content:

For students who are interested in technology or who will work for a machine building company, in the automotive sector or any other technical context.

This course equips you for tasks like describing a problem, explaining a technical problem or talking about your company`s products and production processes, maintenance or technical support etc.

You are going to learn the basic technical vocabulary and cover topics such as measurements, shapes and sizes, materials, inventions, tools, machining, production and others.

You are expected to attend regularly and to do homework as well as preparation work for the sessions.

Assessment:
Presentation

929505 TOEFL Precourse
Semester: all
Term: winter and summer
Hrs/week: 1
ECTS: 1
Lecturer: Madita Piontek

Course Content of this Seminar:

The TOEFL test consists of reading, writing, speaking and listening elements and can only be taken at a registered test center, and at a cost. This course will familiarize you with the structure of the test and work mainly with sample exercises from previous tests.

It is important to point out that passing this course ***is not equivalent to an official TOEFL qualification***, and the course should be seen as a part of the preparation for those who intend to register for the test independently.

Assessment:
Sample TOEFL exercises & exam