

Advanced Technical English (English)

Module Title		Advanced Technical English			
Module Title in English		Advanced Technical English			
Module Leader		hrw\ingo.bachmann			
Teaching Staff		Ingo Bachmann / ZfK / Lehrbeauftragte			
Courselanguage/		Deutsch, English			
Code	Workload	Credits	Semester	Semester Offered	Duration
A-TE	180 h	6	as of 1st semester	Every Summer semester	1 semester
1	Type of Course	Scheduled Learning	Independent Study		Approx. Number of Participants
	Seminar: 4 h/week	4 h/week (= 60 h)	Total: 120 h		Seminar 15
2	Learning Outcomes / Competences				
	<p>Knowledge: The students have acquired a wide range of specialist vocabulary. Next to various technical expressions, the students also know common, frequently used phrases and idiomatic expression relevant to their professional field. This knowledge applies to their written as well as spoken competence.</p> <p>Skills: The students can communicate fluently in a spoken as well as in a written way in a specialist context. They are capable of describing and explaining their own work environment and work-related tasks, work processes as well as the relevant technical background needed. They are also able to apply this skill to other branches of engineering. They can correspond in English in their professional field and understand technical texts. These technical texts include real-life reports and short scientific articles. Furthermore, they can give a subject-oriented presentation and communicate content in a target group-oriented way.</p> <p>Competences: The students have ideally reached the C1 level of the Common European Framework of Reference for languages (CEFR). They have a good command of the specialist terminology relevant to their field of study and professional field. This applies to their receptive as well as their productive language skills. The students are also competent in communicating with other students having a different engineering background. Regarding their methodical and social competence, they have learned to take into account relevant intercultural factors in a given communicative process. In addition, the students' social competence has improved through working in small groups, performing various project-related tasks and activities.</p>				
3	Contents				
	<p>Technical English used in various branches of engineering</p> <p>Describing their own work environment</p> <p>Engaging with technical texts including reading techniques</p> <p>Case studies</p> <p>Business correspondence</p> <p>Expressing their own opinion, participating in discussions</p> <p>Phrases and idiomatic expressions</p>				

	Presentation skills																														
4	Teaching Methods Seminar-like in small groups, project work, guidance to self study																														
5	Content-Related Module Prerequisites Students' level of English should be B2 CEFR. In case you are not sure whether your language skills are good enough, you can contact Ingo.Bachmann@hs-ruhrwest.de.																														
6	Formal Module Prerequisites none																														
7	Type of Exams Portfolio: written assignment (60 min.) (40%) Examlanguage: English presentation in groups of two to three students Examlanguage: English (15 min.) (60%)																														
8	Prerequisite for the Granting of Credits Successful participation and successful contribution + passing the exam																														
9	<p>This Module Appears in:</p> <table border="0"> <thead> <tr> <th>Course of Studies</th> <th>Status</th> </tr> </thead> <tbody> <tr> <td>Angebote des ZfK</td> <td>Elective Module</td> </tr> <tr> <td>Angebote des ZfK</td> <td>Elected Specialization</td> </tr> <tr> <td>Bauingenieurwesen_BPO2013 BPO 2014</td> <td>Elective Module</td> </tr> <tr> <td>Bauingenieurwesen_BPO2014 BPO2017</td> <td>Elective Module</td> </tr> <tr> <td>Bauingenieurwesen_BPO20XX</td> <td>Elective Module</td> </tr> <tr> <td>Maschinenbau (inkl. monoedukative Variante)_BPO2018</td> <td>Elective Module</td> </tr> <tr> <td>Modules in English at HRW</td> <td>Elective Module</td> </tr> <tr> <td>Sicherheitstechnik_BPO2014</td> <td>Elective Module</td> </tr> <tr> <td>Sicherheitstechnik_BPO2021</td> <td>Elective Module</td> </tr> <tr> <td>Wirtschaftsingenieurwesen - Maschinenbau_BPO2015</td> <td>Elective Module</td> </tr> <tr> <td>Wirtschaftsingenieurwesen - Maschinenbau_BPO2018</td> <td>Elective Module</td> </tr> <tr> <td>Wirtschaftsingenieurwesen-Bau_BPO 2016 BPO 2017</td> <td>Elective Module</td> </tr> <tr> <td>Wirtschaftsingenieurwesen-Bau_BPO2021</td> <td>Elective Module</td> </tr> <tr> <td>Zukunftsemester</td> <td>Elected Specialization</td> </tr> </tbody> </table>	Course of Studies	Status	Angebote des ZfK	Elective Module	Angebote des ZfK	Elected Specialization	Bauingenieurwesen_BPO2013 BPO 2014	Elective Module	Bauingenieurwesen_BPO2014 BPO2017	Elective Module	Bauingenieurwesen_BPO20XX	Elective Module	Maschinenbau (inkl. monoedukative Variante)_BPO2018	Elective Module	Modules in English at HRW	Elective Module	Sicherheitstechnik_BPO2014	Elective Module	Sicherheitstechnik_BPO2021	Elective Module	Wirtschaftsingenieurwesen - Maschinenbau_BPO2015	Elective Module	Wirtschaftsingenieurwesen - Maschinenbau_BPO2018	Elective Module	Wirtschaftsingenieurwesen-Bau_BPO 2016 BPO 2017	Elective Module	Wirtschaftsingenieurwesen-Bau_BPO2021	Elective Module	Zukunftsemester	Elected Specialization
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Zukunftsemester	Elected Specialization																														
10	Weighting of Grade in Relationship to Final Grade																														

	Weighting equals the proportion of module credits in relationship to the total number of grade-relevant credits
11	<p>Additional Information / Literature</p> <p>This module is an elective module.</p> <p>It is offered for students with a good command of English already (B2 Level) who want to learn more than what is possible in the basic Technical English module.</p> <p>Material will be announced during the first session.</p> <p>Students who pass the module with a grade of 2,0 or better are entitled to a certificate stating they hold the CEFR C1 level.</p> <p>Hinweis zur Anerkennung/Belegung:</p> <p>Das Modul „Advanced Technical English“ wird in einigen Studiengängen als alternatives Modul zum Pflichtmodul „Technical English“ angeboten. Ob dies in Ihrem Studiengang der Fall ist, erkennen Sie, wenn dieses Modul im Wahlmodulkatalog Ihres Studiengangs gelistet ist. In diesem Fall können Sie entweder das Pflichtmodul „Technical English“ belegen oder das Modul „Advanced Technical English“.</p> <p>Ist das Modul „Advanced Technical English“ nicht im Wahlmodulkatalog Ihres Studiengangs gelistet, haben Sie die Möglichkeit, es als außercurriculares ZfK-Sprachmodul zu belegen.</p>

Case Study Seminar in International Retail Management (English)

Module Title		Case Study Seminar in International Retail Management (English)			
Module Title in English		Case Study Seminar in International Retail Management			
Module Leader		Prof. Dr. rer. pol. Ellen Roemer			
Teaching Staff		Prof. Dr. rer. pol. Ellen Roemer			
Courselanguage/		English			
Code	Workload	Credits	Semester	Semester Offered	Duration
Handel III	180 h	6	as of 4th semester	Annually	1 semester
1	Type of Course	Scheduled Learning	Independent Study		Approx. Number of Participants
	Seminar: 4 h/week	4 h/week (= 60 h)	Total: 120 h		Seminar 15
2	Learning Outcomes / Competences				
	At the end of the module students will be able to ...				
	<ul style="list-style-type: none"> • to independently search for new problems regarding international retail management or logistics, • to acquire new knowledge on the current topics in retailing, • search and review literature for suitable theoretical frameworks to elaborate solutions how to solve these problems, • to synthesize this knowledge in order to solve case studies in international retail management, • to work in groups, to discuss different solutions and to come to an agreement regarding one preferred solution, as well as • to create a presentation or poster, • to present case study solutions in class, to critically reflect own solutions, and to discuss solutions with peers also in an international context, • to correctly provide feedback to others. 				
3	Contents				
	<ul style="list-style-type: none"> • Current Case studies in areas of international retail management (e.g., apparel, electronics, food, etc.) • Topics from prior modules and new topics in international retailing such as pricing, store layout, location selection, e-commerce, etc. • Internationalisation of retail management 				
4	Teaching Methods				
	Problem based learning (7 steps)				
	Moderated group discussions				
	Guest lectures by international speakers				
	key competences: elaboration and systematization of new knowledge, identification of new trends, literature search and review, team work, software to create presentations (e.g. MS Powerpoint, Canva), identification of intercultural differences, academic writing, reflections and discussions.				
5	Content-Related Module Prerequisites				
	none				

6	Formal Module Prerequisites keine								
7	Type of Exams presentation (individual) (5 min.) (50%) Examlanguage: English report (individual) (2000 words) (50%) Examlanguage: English								
8	Prerequisite for the Granting of Credits Pass Elevator Pitch on Research Topic Pass all assessment forms								
9	This Module Appears in: <table border="0" style="width: 100%;"> <thead> <tr> <th style="text-align: left;">Course of Studies</th> <th style="text-align: left;">Status</th> </tr> </thead> <tbody> <tr> <td>Betriebswirtschaftslehre - Internationales Handelsmanagement und Logistik_WS2018/19</td> <td>Compulsory Module</td> </tr> <tr> <td>Betriebswirtschaftslehre - Internationales Handelsmanagement und Logistik_WS2024/25</td> <td>Compulsory Module</td> </tr> <tr> <td>Modules in English at HRW</td> <td>Elective Module</td> </tr> </tbody> </table>	Course of Studies	Status	Betriebswirtschaftslehre - Internationales Handelsmanagement und Logistik_WS2018/19	Compulsory Module	Betriebswirtschaftslehre - Internationales Handelsmanagement und Logistik_WS2024/25	Compulsory Module	Modules in English at HRW	Elective Module
Course of Studies	Status								
Betriebswirtschaftslehre - Internationales Handelsmanagement und Logistik_WS2018/19	Compulsory Module								
Betriebswirtschaftslehre - Internationales Handelsmanagement und Logistik_WS2024/25	Compulsory Module								
Modules in English at HRW	Elective Module								
10	Weighting of Grade in Relationship to Final Grade Weighting equals the proportion of module credits in relationship to the total number of grade-relevant credits								
11	Additional Information / Literature Required reading will be announced every semester based on current trends (e.g., newspaper articles, current studies).								

Case Study Seminar in International Retail Management (including Academic Writing) (English)

Module Title		Case Study Seminar in International Retail Management (including Academic Writing) (English)				
Module Title in English		Case Study Seminar in International Retail Management (including Academic Writing)				
Module Leader		hrw\roemer.ellen				
Teaching Staff		Prof. Dr. Ellen Roemer				
Courselanguage/		English				
Code	Workload	Credits	Semester	Semester Offered	Duration	
Handel III	180 h	6	as of 4th semester	Every Summer semester	1 semester	
1	Type of Course		Scheduled Learning	Independent Study	Approx. Number of Participants	
	Module Component B: Lecture including Exercise:	1,5 h/week	5,5 h/week (= 82,5 h)	Total: 97,5 h	Module Component B: Lecture including Exercise Module Component A: Lecture including Exercise	
	Module Component A: Lecture including Exercise:	4 h/week				
2	Learning Outcomes / Competences					
	At the end of the module students will be able to ...					
	At the end of the module students will be able to ...					
	<ul style="list-style-type: none"> • to independently search for new knowledge regarding international retail management, • to apply this knowledge in order to solve case studies in international retail management, • to work in groups, to discuss different solutions and to come to an agreement regarding one preferred solution, • to present case study solutions in class, as well as • to write an academic report. 					
3	Contents					
	Module Component A					
	<ul style="list-style-type: none"> • Solution of case studies in international retail management • Principles of retail management • Internationalisation of retail management • Analysis of primary and secondary retail data 					
	Module Component B					
	<ul style="list-style-type: none"> • Methods and techniques of academic writing • Preparing, writing and formatting an academic report 					

	<ul style="list-style-type: none"> • Preparing and holding an academic presentation 										
4	<p>Teaching Methods</p> <p>Module Component A: Problem based learning</p> <p>key competences: elaboration and systematization of new knowledge, team work, presentations, academic writing</p> <p>Module Component B: Lecture and exercises in small groups.</p> <p>Key competences: academic writing.</p>										
5	<p>Content-Related Module Prerequisites</p> <p>Handel I – Grundlagen des Internationalen Handelsmanagements Handel II - E-Commerce</p>										
6	<p>Formal Module Prerequisites</p> <p>none</p>										
7	<p>Type of Exams</p> <table> <tr> <td>Teilmodul A:</td> <td></td> </tr> <tr> <td>report (2000 words) (50%)</td> <td>Examlanguage: English</td> </tr> <tr> <td>presentation (10 min.) (50%)</td> <td>Examlanguage: English</td> </tr> <tr> <td>Teilmodul B:</td> <td></td> </tr> <tr> <td>written exam (30 min.) (100%)</td> <td>Examlanguage: German</td> </tr> </table>	Teilmodul A:		report (2000 words) (50%)	Examlanguage: English	presentation (10 min.) (50%)	Examlanguage: English	Teilmodul B:		written exam (30 min.) (100%)	Examlanguage: German
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report (2000 words) (50%)	Examlanguage: English										
presentation (10 min.) (50%)	Examlanguage: English										
Teilmodul B:											
written exam (30 min.) (100%)	Examlanguage: German										
8	<p>Prerequisite for the Granting of Credits</p> <p>Pass Elevator Pitch on Research Topic</p> <p>Pass all assessment forms</p>										
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Modules in English at HRW	Compulsory Module										
Modules in English at HRW	Elective Module										
10	<p>Weighting of Grade in Relationship to Final Grade</p> <p>Weighting equals the proportion of module credits in relationship to the total number of grade-relevant credits</p>										
11	<p>Additional Information / Literature</p> <p>The module lessons are in English. Any form of the assignment will be in English as well.</p>										

E-Commerce (English)

Module Title		E-Commerce (English)			
Module Title in English		E-Commerce (English)			
Module Leader		Julia Thalmann-Ulshöfer			
Teaching Staff		Prof. Dr. Julia Thalmann			
Courselanguage/		English			
Code	Workload	Credits	Semester	Semester Offered	Duration
Handel II	180 h	6	as of 2nd semester	Every Summer semester	1 semester
1	Type of Course		Scheduled Learning	Independent Study	Approx. Number of Participants
	Lecture: 2 h/week Exercise: 2 h/week		4 h/week (= 60 h)	Total: 120 h	Lecture max. 150 bzw. 120 Exercise max. 30
2	Learning Outcomes / Competences				
	<p>Upon completion of the course students will be able to:</p> <ul style="list-style-type: none"> • Distinguish electronic commerce and digital business, know the key stakeholders for e-commerce and their capabilities. • Understand platforms, mechanisms, tools and applications in E-Commerce and put those in the context of rapid technological change. Know best practice examples. • Appreciate the global nature and issues of social and mobile commerce, demonstrate awareness of ethical, social and legal aspects of e-commerce. • Conduct features of existing e-commerce businesses, and propose future directions or innovations for specific businesses. • Examine, analyse and critically discuss future business models, such as intelligent E-Commerce and E-Payment in group project work. <p>Additional skills that will be trained:</p> <ul style="list-style-type: none"> • Develop problem-solving and analyzing skills. • Critically discuss implications and consequences of future E-Commerce business models. • Demonstrate effective team-work and oral presentation skills. • Develop a webshop including all functions, thereby applying the theoretical knowledge in practice. 				
3	Contents				
	<p>Electronic Commerce has grown rapidly over the past years, it includes the process of electronically buying and selling goods, services, and information; but has evolved as well in fields such as innovating, communicating, collaborating, and discovering information. E-Commerce can be approached either from a technological or managerial perspective. In this E-Commerce class you will learn what is involved in starting and operating an E-commerce business. Hence, this course focuses on principles of e-commerce from the managerial perspective. It provides an overview of various business models, virtual value chains, the online target audience, social and mobile commerce. In addition, some of the major issues associated with e-commerce (e.g. security, privacy, intellectual property rights) will be briefly touched. E-Commerce is a very complex phenomenon and students will examine latest E-Commerce tasks and trends in their group work. As such they understand best the different perspectives (firm, market, technology, consumer behavior etc.) influencing the evolvement of this vibrant business.</p>				

	Moreover, E-Commerce has made it possible to start a retail business without opening a bricks-and-mortar shop. Due to the major benefit of E-Commerce to create opportunities to start businesses in unconventional ways, an entrepreneurial viewpoint will be used. Students will analyse and develop their own E-Commerce business case and develop their own strategy accordingly. A software system will help them translating their ideas to a real online shop.								
4	Teaching Methods Lectures, moderated discussions, exercises, group project work, presentations								
5	Content-Related Module Prerequisites Principles of International Retail Management								
6	Formal Module Prerequisites None.								
7	Type of Exams Part 1: mid-term presentation (10 min.) Examlanguage: English (passed/not passed) Part 2: Final presentation (30 min.) (100%) Examlanguage: English Students are required to have successfully passed Part I in order to participate in Part II.								
8	Prerequisite for the Granting of Credits Passing both, the exam and the presentation.								
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Betriebswirtschaftslehre - Internationales Handelsmanagement und Logistik_WS2018/19	Compulsory Module								
Modules in English at HRW	Elective Module								
Zukunftssemester	Elected Specialization								
10	Weighting of Grade in Relationship to Final Grade Weighting equals the proportion of module credits in relationship to the total number of grade-relevant credits.								
11	Additional Information / Literature <ul style="list-style-type: none"> • Kollmann, T. (2019): E-Business Kompakt – Grundlagen elektronischer Geschäftsprozesse in der digitalen Wirtschaft mit über 70 Fallbeispielen, Springer, Wiesbaden. • Laudon, K. C. & Traver, C. G. (2021): E-Commerce 2021-2022 – business. technology. society, 17th Edition, Pearson, Harlow. • Turban, E., Outland, J., King, D., Lee, J.K., Liang, T.-P. & Turban, D.C. (2019): E-Commerce 2018 – A managerial and social networks perspective, Springer, Wiesbaden. 								

Let's battle for some attention: Brand Development and Marketing (project-based) (English)

Module Title		Let's battle for some attention: Brand Development and Marketing (project-based) (English)			
Module Title in English		Let's battle for some attention: Brand Development and Marketing (project-based)			
Module Leader		hrw\sandra.meyer			
Teaching Staff		Sandra Meyer			
Courselanguage/		English			
Code	Workload	Credits	Semester	Semester Offered	Duration
MAENG	180 h	6	1st semester	Every Summer semester	1 semester
1	Type of Course	Scheduled Learning	Independent Study		Approx. Number of Participants
	Seminar: 4 h/week	4 h/week (= 60 h)	Total: 120 h		Seminar 15
2	Learning Outcomes / Competences				
	<p>Upon successful completion of this module, students will have been introduced to relevant topics in the context of brand development and marketing. Apart from providing appropriate language skills for students interested in working the field of marketing, it also makes students understand popular tools and strategies and encourages them to apply to their own project. Students thus also learn to critically evaluate the respective tools, their advantages and shortcomings and can analyze which strategic approach is the best one to use in regard to their own project. The module is therefore designed in a project-based manner, allowing students to organize themselves in smaller groups to work on a project of their own choice in which they can create their own marketing strategy by putting the learned aspects into practice themselves. Thus, the seminar focusses upon providing an authentic English-speaking setting in which students can access their marketing knowledge acquired prior to this course and develop it further. Additionally, they will improve their negotiation and meeting skills with the help of various case studies.</p>				
3	Contents				
	<p>Technical terminology Marketing and Brand Development Product Development/Brand Names Branding, Corporate Branding, Brand Equity, Brand Equity Models</p> <p>Brand Management Brand Extension</p> <p>Corporate Identity</p> <p>Positioning</p> <p>Target Market, Market Segmentation</p> <p>Buyer's Persona</p> <p>Customer satisfaction Marketing Strategies/Marketing Plans/Marketing Mix Marketing Communication</p>				

	<p>Market Research Questionnaires Negotiations Meetings Case Studies Presentation Skills</p>
4	<p>Teaching Methods Seminar, project-based group work</p>
5	<p>Content-Related Module Prerequisites This course is taught in English. Your English skills need to be at least on the B2 level of the Common European Framework for languages. In case you are not sure whether your language skills are good enough please take the English test on the ZfK website or contact Sandra.Meyer@hs-ruhrwest.de.</p>
6	<p>Formal Module Prerequisites none</p>
7	<p>Type of Exams presentation (in groups of 2-4 student) (15 min. per student) (50%) Examlanguage: English individual term paper (10 pages) (50%) Examlanguage: English</p>
8	<p>Prerequisite for the Granting of Credits successful participation + attendance + passing of exam</p>
9	<p>This Module Appears in:</p>

	Course of Studies	Status
	Angebote des ZfK	Elected Specialization
	Betriebswirtschaftslehre - Internationales Handelsmanagement und Logistik_WS2018/19	Elective Module
	Betriebswirtschaftslehre - Internationales Handelsmanagement und Logistik_WS2024/25	Elective Module
	E-Commerce_BPO 2017_BPO2019_BPO2020	Elective Module
	E-Commerce_BPO 2023	Elective Module
	Internationale Wirtschaft - Emerging Markets (Bachelor Plus)_WS2015/16	Elective Module
	Internationale Wirtschaft - Emerging Markets_WS2015/16	Elective Module
	Internationale Wirtschaft - Emerging Markets_WS2018/19	Elective Module
	Internationale Wirtschaft - Emerging Markets_WS2024/25	Elective Module
	Modules in English at HRW	Elective Module
	Zukunftssemester	Elected Specialization
10	Weighting of Grade in Relationship to Final Grade Weighting equals the proportion of module credits in relationship to the total number of grade-relevant credits	
11	Additional Information / Literature E-Commerce: Themenschwerpunkt B Integrated Retailing Literature: Sven Hollensen, Philip Kotler, Marc Oliver Opresnik, Social Media Marketing: A Practitioner Approach. The ultimate strategy guide for social media success to grow your business. Independently published 2022 Simon Kingsnorth, Digital Marketing Strategy. An integrated Approach to Online Marketing. Kogan Page 2022 IHL: Wahlkatalog Handel E-Commerce: Themenschwerpunkt: Marketing / BWL Students who pass the module with a grade of 2,0 or better are entitled to a certificate stating they hold the CEFR C1 level	

M&A and business cooperations (English)

Module Title		M&A and business cooperations			
Module Title in English		M&A and business cooperations			
Module Leader		hrw\carsten.sander			
Teaching Staff		Prof. Dr. Carsten Sander			
Courselanguage/		English			
Code	Workload	Credits	Semester	Semester Offered	Duration
	180 h	6	5th semester	Every Winter semester	1 semester
1	Type of Course	Scheduled Learning	Independent Study		Approx. Number of Participants
	Lecture including Exercise: 4 h/week	4 h/week (= 60 h)	Total: 120 h		Lecture including Exercise max. 150 bzw. 120
2	Learning Outcomes / Competences Students... <ul style="list-style-type: none"> gain insights into the complex area of Mergers and Acquisitions (M&A) as well as other forms of intercompany partnerships. describe typical steps of M&A processes and the management of business cooperations including success factors and key challenges compare different institutional forms and evaluate the rationale of decisions to make, buy or cooperate from an economic point of view apply the insights to practice-oriented examples from the energy sector create, evaluate and defend an own business case for a potential transaction by assembling relevant information, critically investigate assumptions, conduct economic valuations and risk assessments as well as formulate an appropriate transactional structure / term sheet. 				
3	Contents Part A: Introduction to the economics of M&A and business cooperations <ul style="list-style-type: none"> Different forms of cooperation including empirical evidence from the energy sector (e.g. cooperation of municipal utilities, joint venture structures in offshore wind projects, etc.) and theoretic background M&A transaction process (offer letter, due diligence, contract negotiation, etc.) Legal aspects (competition law, contract clauses) Target valuation including basics of financial modelling Post-merger integration and cooperation management Part B: Application to an energy-related project (e.g. acquisition of a wind or solar farm abroad) <ul style="list-style-type: none"> Due diligence for a proposed transaction based on virtual vendor data room and own desk research Offer price calculation based on a financial model in MS Excel Term sheet Board meeting style presentation and discussion 				
4	Teaching Methods				

	Combination of classroom lectures with interactive discussions, Excel sessions, group work on case study with lecturer support																
5	<p>Content-Related Module Prerequisites</p> <p>none</p> <p>recommended: Interest in the energy market and basic knowledge of investment theory. Knowledge of MS Excel is an advantage, but can also be obtained during the course</p>																
6	<p>Formal Module Prerequisites</p> <p>none</p>																
7	<p>Type of Exams</p> <p>[Portfolio exam] (100%)</p> <p>40% written individual test (45 min) 60% group project (incl. submission of excel file and 20 min presentation) Examlanguage: English</p>																
8	<p>Prerequisite for the Granting of Credits</p> <p>successful completion of all required exercises</p>																
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10	<p>Weighting of Grade in Relationship to Final Grade</p> <p>Weighting equals the proportion of module credits in relationship to the total number of grade-relevant credits</p>																
11	<p>Additional Information / Literature</p> <p>Module lessons are held in English. Any form of assignments will be in English as well.</p> <p>General literature:</p> <ul style="list-style-type: none"> • DePamphilis (2022): Mergers, Acquisitions, and other restructuring activities, 11th edition. • Gaugan (2018): Mergers, Acquisitions, and Corporate Restructurings, 7th edition. • Sudarsanam (2010): Creating Value from Mergers and Acquisitions - the challenges, 2nd edition. <p>Case study specific material will be provided during the course.</p>																



Management Consulting with Lego Serious Play (English)

Module Title		Management Consulting with Lego Serious Play			
Module Title in English		Management Consulting with Lego Serious Play			
Module Leader		hrw\sandra.meyer			
Teaching Staff		Sandra Meyer			
Courselanguage/		Deutsch			
Code	Workload	Credits	Semester	Semester Offered	Duration
ManCon	180 h	6	as of 1st semester	Every Summer semester	1 semester
1	Type of Course	Scheduled Learning	Independent Study		Approx. Number of Participants
	Seminar: 4 h/week	4 h/week (= 60 h)	Total: 120 h		Seminar 15
2	Learning Outcomes / Competences				
	<p>Upon completion of this module, students have acquired the method Lego Serious Play. They know how to use it to enhance their own understanding of complex theoretical frames within the field of Management Consulting. Furthermore, they can implement the method when it comes to actual consulting, thereby using it as a practical method to solve problems or re-structuring issues in organizations.</p> <p>On top of acquiring the above-mentioned method, students know theoretical approaches to Business Strategies, Corporate Strategies, Business Transformation and Change Management. They understand the common theoretical background of these fields and can apply it to cases occurring in the field of Management Consulting. They can discuss different approaches and decide reasonably.</p>				
3	Contents				
	<p>Management Consulting</p> <p>Lego Serious Play as a Method in Management Consulting</p> <p>Corporate Strategy</p> <p>Business Strategy</p> <p>Change Management</p> <p>Business Transformation</p>				
4	Teaching Methods				
	seminar-based instruction, group work, project work, discussions, evaluations				
5	Content-Related Module Prerequisites				
	Students should have a C1 level of English.				
6	Formal Module Prerequisites				
	none				
7	Type of Exams				

	<p>presentation (15 min.) (100%) report (5 pages) (0%) milestone presentation (10 min.) (0%)</p>	<p>Exam language: English Exam language: English Exam language: English</p>
8	Prerequisite for the Granting of Credits	
	passing the module exam	
9	This Module Appears in:	
	Course of Studies	Status
	Angebote des ZfK	Elective Module
	Internationale Wirtschaft - Emerging Markets (Bachelor Plus)_WS2015/16	Elective Module
	Internationale Wirtschaft - Emerging Markets_WS2015/16	Elective Module
	Internationale Wirtschaft - Emerging Markets_WS2018/19	Elective Module
	Internationale Wirtschaft - Emerging Markets_WS2024/25	Elective Module
	Modules in English at HRW	Elective Module
10	Weighting of Grade in Relationship to Final Grade	
	Weighting equals the proportion of module credits in relationship to the total number of grade-relevant credits	
11	Additional Information / Literature	
	Students who pass the module with a final mark of 2,0 or better are entitled to a certificate stating they hold the C1 level of the CEFR.	

Marketing (English)

Module Title		Marketing			
Module Title in English		Marketing			
Module Leader		Simone Roth			
Teaching Staff		Prof. Dr. Simone Roth			
Courselanguage/		English			
Code	Workload	Credits	Semester	Semester Offered	Duration
BWL V	180 h	6	as of 1st semester	Every semester	1 semester
1	Type of Course Lecture: 3 h/week Exercise: 1 h/week	Scheduled Learning 4 h/week (= 60 h)	Independent Study Total: 120 h		Approx. Number of Participants Lecture max. 150 bzw. 120 Exercise max. 30
2	Learning Outcomes / Competences After successful completion of the module students possess the ability to <ul style="list-style-type: none"> • reflect on the conceptual principles of marketing, • define marketing objectives and develop marketing strategies, • analyse tools of the marketing mix and apply them in a hands-on approach in case studies, • critically examine marketing mix decisions and • reproduce marketing controlling instruments. 				
3	Contents <ul style="list-style-type: none"> • Definitions and conceptual framework of marketing • Market research and consumer behavior • Company prerequisites for market-oriented business • Marketing objectives and marketing strategies • Marketing-Mix <ul style="list-style-type: none"> ◦ Dimensions (Product, Price, Place, Promotion) ◦ Marketing Mix in the course of time ◦ Marketing controlling 				
4	Teaching Methods Flipped classroom concept: learning material available in advance In-class-learning: moderated discussion, current sample case analysis. Tutorials: exercises, revision of the learning material. Self-study: study letters, self-study exercises.				
5	Content-Related Module Prerequisites none				
6	Formal Module Prerequisites none				
7	Type of Exams				

	The final project (100%) consists of a written elaboration and a presentation.	Exam language: English
8	Prerequisite for the Granting of Credits passing the final project	
9	This Module Appears in:	
	Course of Studies	Status
	Betriebswirtschaftslehre - Internationales Handelsmanagement und Logistik_WS2018/19	Compulsory Module
	Betriebswirtschaftslehre - Internationales Handelsmanagement und Logistik_WS2024/25	Compulsory Module
	Internationale Wirtschaft - Emerging Markets_WS2018/19	Compulsory Module
	Internationale Wirtschaft - Emerging Markets_WS2024/25	Compulsory Module
	Modules in English at HRW	Elective Module
10	Weighting of Grade in Relationship to Final Grade Weighting equals the proportion of module credits in relationship to the total number of grade-relevant credits	
11	Additional Information / Literature	
	<ul style="list-style-type: none"> • Kotler, P.; Keller, K. L. (2021), Marketing Management, 16th global edit., Pearson • Elliott, G.; Rundle-Thiele, S; Waller, D. (2014), Marketing, 3rd edit., John Wiley & Sons Inc. • Kotler, P. / Kartajaya, H. / Setiwan, I. (2021), Marketing 5.0: Technology for Humanity, 1st edit. Wiley 	
	Additional literature will be announced each semester.	

Meet your client and his expectations: Developing strategic concepts for Start-Up Companies (English)

Module Title		Meet your client and his expectations: Developing strategic concepts for Start-Up Companies			
Module Title in English		Meet your client and his expectations: Developing strategic concepts for Start-Up Companies			
Module Leader		Sandra Meyer			
Teaching Staff		ZfK / Sandra Meyer			
Courselanguage/		English			
Code	Workload	Credits	Semester	Semester Offered	Duration
W.Eng.III	180 h	6	1st semester	Every semester	1 semester
1	Type of Course	Scheduled Learning	Independent Study		Approx. Number of Participants
	Seminar: 4 h/week	4 h/week (= 60 h)	Total: 120 h		Seminar 15
2	Learning Outcomes / Competences				
	<p>Upon completion of this module, students will have a detailed insight into how consulting works. They will know the different steps that need to be taken when developing business concepts and giving clients advice. They are aware of business strategies they can use in order to get a good overview of a company's status quo. From this environmental analysis, they can develop strategies to support the business and give advice on how to be more efficient or successful.</p> <p>This module is entirely hands-on which means that students also learn to work in groups effectively and settle conflicts. As the course is in English, students will acquire a detailed vocabulary and will be able to communicate effectively in business. They have expert skills with regard to presentations and are able to present in real-life professional contexts. Overall, students know how to put both language and business competence into practice and can convincingly collaborate with business partners.</p>				
3	Contents				
	<p>This module is entirely hands-on. A company, most likely a start-up, will collaborate with students. It presents its business idea and product and students are asked to develop concepts, e.g. within the field of social media, to support the company. Students are supported and advised by the lecturer. The final concept is presented in front of the company. In addition to the credit points, students may receive a reference of the company.</p> <ul style="list-style-type: none"> • Consulting • Technical Terminology • Social Media Concepts • Evaluation Business Plans • SWOT • Market Research • Canvas Model • Negotiations • Leading a team • Dealing with clients • Presentations 				

	<ul style="list-style-type: none"> • Chairing meetings • Intercultural Communication (if applicable) 																
4	Teaching Methods seminars, work in small groups, company visits																
5	Content-Related Module Prerequisites Business English on a C1 level																
6	Formal Module Prerequisites none																
7	Type of Exams presentation (30 min.) (100%) Examlanguage: English																
8	Prerequisite for the Granting of Credits successful participation + attendance + passing of exam																
9	This Module Appears in: <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">Course of Studies</th> <th style="text-align: left;">Status</th> </tr> </thead> <tbody> <tr> <td>Angebote des ZfK</td> <td>Elective Module</td> </tr> <tr> <td>Internationale Wirtschaft - Emerging Markets (Bachelor Plus)_WS2015/16</td> <td>Elective Module</td> </tr> <tr> <td>Internationale Wirtschaft - Emerging Markets_WS2015/16</td> <td>Elective Module</td> </tr> <tr> <td>Internationale Wirtschaft - Emerging Markets_WS2018/19</td> <td>Elective Module</td> </tr> <tr> <td>Internationale Wirtschaft - Emerging Markets_WS2024/25</td> <td>Elective Module</td> </tr> <tr> <td>Modules in English at HRW</td> <td>Elective Module</td> </tr> <tr> <td>Zukunftssemester</td> <td>Elected Specialization</td> </tr> </tbody> </table>	Course of Studies	Status	Angebote des ZfK	Elective Module	Internationale Wirtschaft - Emerging Markets (Bachelor Plus)_WS2015/16	Elective Module	Internationale Wirtschaft - Emerging Markets_WS2015/16	Elective Module	Internationale Wirtschaft - Emerging Markets_WS2018/19	Elective Module	Internationale Wirtschaft - Emerging Markets_WS2024/25	Elective Module	Modules in English at HRW	Elective Module	Zukunftssemester	Elected Specialization
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10	Weighting of Grade in Relationship to Final Grade Weighting equals the proportion of module credits in relationship to the total number of grade-relevant credits																
11	Additional Information / Literature Literature will be announced in the first session Students who pass the module with a grade of 2,0 or better are entitled to a certificate stating they hold the CEFR C1 level																

Net Economy (English)

Module Title		Net Economy (English)			
Module Title in English		Net Economy			
Module Leader		hrw\roemer.ellen			
Teaching Staff		Prof. Dr. Ellen Roemer			
Courselanguage/		English			
Code	Workload	Credits	Semester	Semester Offered	Duration
	180 h	6	as of 5th semester	Every Winter semester	1 semester
1	Type of Course	Scheduled Learning	Independent Study		Approx. Number of Participants
	Online Mentoring: 2 h/week Exercise: 2 h/week	4 h/week (= 60 h)	Total: 120 h		Online Mentoring Exercise max. 30
2	Learning Outcomes / Competences On completion of this module, students should: knowledge and understanding <ul style="list-style-type: none"> • have an enhanced understanding of net economy topics such as Social Media, Web 2.0, Social Commerce, Viral Marketing, etc.; discipline skills <ul style="list-style-type: none"> • be able to analyse and apply net economy concepts and frameworks to business situations; personal transferable skills <ul style="list-style-type: none"> • be able to work together in international groups of students using web-based tools such as Zoom, Webex, GoogleSites, GoogleDocs, Dropbox, etc. 				
3	Contents Students will work together in teams on net economy topics such as Blockchain Technology, Social Commerce, Viral Marketing, etc. However, the team members will not be together in class, but spread all over Germany and even all over the world (Austria, Indonesia). Regular class sessions will be held on the Internet. Students will get to know their team mates via a platform called Net Economy Network which is very similar to a social media platform. They will acquire knowledge using E-Lectures and literature They will work together using web-based tools such as Zoom, Dropbox, GoogleSites, GoogleDocs, etc. to solve, present, record and discuss their solutions with an international audience.				
4	Teaching Methods Web-meetings, E-Lectures, literature work, group work, presentations and tutorials				
5	Content-Related Module Prerequisites English language proficiency				
6	Formal Module Prerequisites none				

