

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	as of 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>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	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														