

Language Courses at Zeppelin University Fall Semester 2010

The following is a first *tentative* list of German and English language courses planned by Zeppelin University in the fall semester, 2010 (1 September to 31 December). This list will be updated should new courses be announced. The German courses are offered with 4 hours per week and have 4 credits, the English courses are offered with two hours per week and have two credits. In language courses, attendance is mandatory, i.e. students who do not attend 80% of the class will not be admitted to the examination.

The course titles are based on the Common European Framework of Reference (CEFR, cf. http://www.coe.int/t/dg4/linguistic/cadre_en.asp).

German A1 | G1S1 therefore means:

German class on the level A1, G1 = Group 1 (there can be more than one group per level) S1 = first semester.

Please note that for some courses the course descriptions have not been finalized yet, but a short outline of the main topics to be covered is included.

German:

German A1 | G1S1
German B2 | G1S1

English:

English B2 | G1S1 Oral Skills
English B2 | G2S1
English B2 | G3S1 English for Finance
English B2 | G4S1 Business English

English C1 | G1S1 Business English
English C1 | G2S1 TOEFL
English C1 | G3S1 Advanced Language Skills

The language courses either take place from 8:00-9:30 (Monday through Friday) or on Wednesday, when no regular classes are scheduled.

English Courses at Zeppelin University Fall Semester 2010

The following is a first *tentative* list of English language courses planned by Zeppelin University in the fall semester, 2010 (1 September to 31 December). This list will be updated should new courses be announced.

Based upon prior approval, foreign undergraduate students *may take ZU graduate courses for undergraduate credit*. ZU reserves the right to make changes to this list based on enrolment and scheduling issues.

The figure after the course refers to the number of ECTS points awarded.

Department Corporate Management & Economics

Undergraduate Level

112022	Controlling / 5 Credits
122021	International & Intercultural Management / 5 Credits
122071	International Economics / 5 Credits
122072	International Economic & Monetary Policy / 2,5 Credits
122073	Current Issues of Economic Policy / 2,5 Credits

Graduate Level | Open only for graduate students

222011	Basics of Accounting / 5 Credits
222012	Management Theories / 5 Credits
222013	Basics of Micro- / Macroeconomics / 5 Credits
232011	International & Intercultural Management / 5 Credits
232012	Open Innovation
232014	Organization & Network Theories
232015	Marketing Management / 5 Credits
232016	Corporate Finance / 5 Credits
232016	Corporate Finance (advanced) / 5 Credits
232017	Strategic Management / 5 Credits
232018	Entrepreneurship / 5 Credits
232019	International Economics / 5 Credits
232031	Decision Theory / 5 Credits
212051	Leadership / 5 Credits
232061	Advanced Economics / 5 Credits

Department Corporate Management & Economics

Undergraduate Level

112022	Controlling / 5 Credits
122021	International & Intercultural Management / 5 Credits
122071	International Economics / 5 Credits
122072	International Economic & Monetary Policy / 2,5 Credits
122073	Current Issues of Economic Policy / 2,5 Credits
CME.1152	Current Economic Policy Issues / 5 Credits

Graduate Level | Open only for graduate students

222011	Basics of Accounting / 5 Credits
222012	Management Theories / 5 Credits
222013	Basics of Micro- / Macroeconomics / 5 Credits
232011	International & Intercultural Management / 5 Credits
232012	Open Innovation
232014	Organization & Network Theories
232015	Marketing Management / 5 Credits
232016	Corporate Finance / 5 Credits
232016	Corporate Finance (advanced) / 5 Credits
232017	Strategic Management / 5 Credits
232018	Entrepreneurship / 5 Credits
232019	International Economics / 5 Credits
232031	Decision Theory / 5 Credits
212051	Leadership / 5 Credits
232061	Advanced Economics / 5 Credits

112022 Controlling

Prerequisites: Introduction to Corporate Management

Topics

- | Introduction to integrated budgeting and the concepts of balanced scorecard, target costing and life cycle costing, activity-based, time-based and marginal costing;
- | Budgeting, profit planning and the resulting variance analysis.

The students will

- | receive in-depth insight into the instruments of controlling, and learn to use them in practical examples; acquire basic knowledge about the various budget overviews and control systems.

122021 International & Intercultural Management

Prerequisites: Introduction to Corporate Management

Topics:

- | International Management examines why particular companies engage in international activities, and how this helps them achieve a competitive advantage. This course considers the specificities of international strategic analysis and prediction, international business research and international production of goods and services. Original explanations provide theories of internationalization.
- | Intercultural Management examines what conditions and management styles dominate in different countries, and how they take into account the companies that are or want to become active in these countries. It will demonstrate particularities in the analysis of cultural conditions, as well as intercultural aspects in the formation of the organizational structure, communication, knowledge management and personnel management.

The students will

- | learn principles and methods for decision-making problems relating to international corporate activities;
- | conceive of intercultural management as a part of international management;
- | obtain basic knowledge about the concept of international management, as well as important internationalization theories and methods;
- | understand the specificities of management in different cultural groups;
- | understand the importance of intercultural team building.

122071 International Economics

Prerequisites: Introduction to Economics, Microeconomics, Macroeconomics, National Accounting

Following a time honoured tradition the course international economics is divided into two main parts:

- a) International trade and foreign investment
- b) International monetary economics.

The methodology underlying (a) and (b) is quite different. International trade and foreign investment is based upon microeconomics. It assumes away the existence of money. Its main focus is on an explanation of the causes and effects of globalization.

International monetary economics, by contrast, is based upon macroeconomics. Money plays an essential part in all models and applications. The focus is, inter alia, on the causes and effects of financial crises as well as on the effectiveness of fiscal and/or monetary policy in open economies with international capital mobility under fixed or flexible exchange rates.

122072 International Economic & Monetary Policy

Prerequisites: Introduction to Economics, Microeconomics, Macroeconomics, National Accounting

Topics

- | Models and instruments of international economic policy (e.g. international commercial, development, financial or monetary policy);
- | Institutional principles and organizations of international economic policy
- | History and functioning of the international monetary system;
- | Functioning of the international financial market (international monetary, capital and exchange markets)
- | Current issues of international economic policy.

The students will

- | acquire an understanding of the drives of globalization and their consequences for national economies
- | acquire a basic understanding of the functioning of international monetary systems, and deepen this understanding by means of knowledge about the functioning of the international financial market;
- | understand the instruments of tariff and currency management, both primary and newer instruments.

122073 Current Issues of Economic Policy

Prerequisites: Introduction to Economics, Microeconomics, Macroeconomics, National Accounting

Topics

- | Rationale and requirements for action in economic policy
- | Instruments and decision-making processes of economic policy
- | Possibilities and limits of national economic policy in open economies
- | Fundamental terms of political economics and their application for economic policy problems
- | Problems from selected portions of economic policy (e.g. competition policy, regulatory policy, labor market policy, social policy, various sector policies).

The students will

- | receive an overview of the economic policy decision-making process in the context of a market-based organization generally, and in particular the possibilities and limits of economic policy management
- | be in a position to analyze economic policy problems by economic methods and tools.
- | acquire an understanding of the consequences of economic policy decisions for players and concerned persons in the society.

CME.1152 Current Economic Policy Issues

Prerequisites: Sound knowledge of economics (micro- and macroeconomics)

The course provides an overview in theoretical and practical concepts of economic policy issues in Germany. In particular we focus on economic policy concepts by the German Council of Economic Experts ('Sachverständigenrat zur Begutachtung der gesamtwirtschaftlichen Entwicklung') and the Eurosystem. Moreover you will learn some theoretical foundations of economic policy issues. The course consists of four parts:

- | Part I: Selected Topics in Social Policy and Labour Market Policy
- | Part II: Closed and Open Macroeconomics
- | Part III: Monetary Theory and Monetary Policy Foundations
- | Part IV: Current challenges and policy issues of Monetary Policy

We will also cover applications to a number of topics of current interest, including the debate on globalization, the U.S. current account deficit, the medium run prospects for exchange rates, monetary policy during the financial crisis, asset bubbles and the debate on global financial architecture following the current financial turmoil.

222011 Basics of Accounting

Prerequisites: Introduction to Corporate Management

Contents

- | Recording business transactions
- | Accounting for notes, deferrals and accruals, receivables and payables, inventory and plant assets
- | Preparing financial statements, bank reconciliations, and payroll

Upon successful completion of this course the students will be able to:

- | define and use accounting terminology;
- | analyze and record business transactions in a manual and computerized environment;
- | understand the complete accounting cycle;
- | prepare financial statements;
- | apply accounting concepts related to cash and payroll, receivables, payables, inventory and plant assets.

222012 Management Theories

Prerequisites: None

Contents

- | Definitions of Management
- | Developments in management theory
- | Max Weber and the idea of Bureaucracy
- | Human Relations and Social Psychological Theories

- | Competition Theory
- | Resource-based view

Upon successful completion of this course the students will be able to:

- | name the objectives, tasks and challenges of the business management process
- | understand selected management theories
- | apply the discussed theories to contemporary managerial dilemmas of business, cultural or political organizations.

222013 Basics of Micro- / Macroeconomics

Prerequisites: Introduction to Economics

Contents

- | Theory of supply and demand
- | Price determination
- | Consumer choice theory
- | Externalities
- | Market forms, including perfect competition, oligopolies and monopolies
- | Fiscal and monetary policy

Upon successful completion of this course the students will be able to:

- | discuss the methodology of economic analysis;
- | define and apply the concept of supply and demand to current economic issues;
- | define and apply methods of price determination;
- | define and apply consumer choice theory;
- | understand and articulate differences in market forces and market variations;
- | understand the implications of government interaction to stabilize economic developments;
- | use graphs to explain and demonstrate economic concepts.

232011 International & Intercultural Management

Graduate course, contents see above.

232012 Open Innovation

Graduate course.

- | Scientific principles of technology and innovation management
- | New innovative approaches such as open innovation and cross-industry innovation
- | Customer integration and its risks
- | Intra- and Interorganizational networks
- | Special challenges in the Fuzzy Front End
- | Culture of innovation
- | Creative methods

Building on these things, the course will provide findings about the measurement of output and outcome from the research and development process. Specifically, the following topics will be addressed:

- | Instruments in the innovation process
- | R&D metrics and performance measurement systems
- | Measurement of commercial success

The students will learn to conduct independent academic research in the area of technology and innovation management, or innovation controlling, and to provide advice to companies.

232014 Organization & Network Theories

Graduate course. Prerequisites: Advanced knowledge of sociological theories

The students

- | gain knowledge of the reconstruction and deconstruction of modern organizational and inter-organizational approaches, of network theory in particular;
- | be in a position to compare different theoretical bases with regard to the description of empirical problems (e.g. institutional economics, economic and sociological network theories, swarm theory, games theory, etc.);
- | learn to describe empirical phenomena such as virtual organizations, value-added networks, manufacturer-supplier relationships, joint venture management, etc., on the basis of mediated theories and interventions in terms of challenges and solutions;
- | be aware of the essential aspects of control, trust and knowledge in interorganizational relationships.

232015 Marketing Management

Prerequisites: Introduction to Marketing and knowledge of SPSS

This course provides a managerial introduction to the strategic and tactical aspects of marketing decisions. We will first examine the strategic concepts and tools that guide how a company chooses its target markets, develops a value proposition for its target customers, and successfully differentiates from competitors. During this phase we will learn both fundamental principles of strategic marketing management, as well as contemporary perspectives relevant to the changing economy. Next, we will study the processes that translate strategic marketing analysis into marketing programs and understand why and how marketing strategy decisions provide the integrating theme for marketing program actions. We will use a mixture of lectures, discussions, cases, readings, and exercises to examine how product and service decisions are designed to deliver the value proposition, how pricing captures customer value, how brands are positioned through integrated marketing communications, and how marketing channels are used to make this value accessible to target customers. Throughout this process, we focus on how the latest marketing research techniques informs these decisions and will also stress practical issues in implementation and control of marketing programs.

232016 Corporate Finance (basic course)

Prerequisites: Introduction to Corporate Management & Finance

Topics

- | Value
- | Risk
- | Financing decisions and market efficiency
- | Payout policy and capital structure
- | Options
- | Debt financing
- | Risk management
- | Financial planning

The students will

- | become acquainted with the fundamentals and general conditions of corporate finance
- | be in a position to acquire basic theoretical assumptions
- | understand the importance of corporate finance.

232016 Corporate Finance (advanced)

Prerequisites: Basic course (see above)

Advanced discussion of the above mentioned topics. Current financial processes are analyzed.

232017 Strategic Management

Prerequisites: Introduction to Corporate Management

The module component Strategic Management leads to the to the

- | historical development of strategic management;
- | conceptual fundamentals of strategic management;
- | empirical strategy research;
- | strategic target planning, strategic analysis and prediction;
- | market-oriented and resource-oriented research areas in strategic management as a basis for the explanation of competitive advantage
- | Strategies at the business level and the corporate level;
- | Consistency and dynamic of strategies;
- | Strategy implementation and strategic control;
- | strategic instruments (student presentation).

The students will

- | learn how strategic management is accomplished in companies,
- | develop an understanding of strategic connections with business decisions and the associated implementation issues, and learn methods and concepts of strategic decision-making from a theoretical and empirical perspective.

232018 Entrepreneurship

Prerequisites: Introduction to Corporate Management, Quantitative Methods, Finance

In this course, the students will receive an overview of the challenges in the start-up phase of a company. There is a thematic focus on the issues of start-up management and start-up planning (selection of legal form, budgeting and capital finance accounts).

The participants will be in a position to independently prepare a business plan on the basis of particular or predetermined business cases.

232019 International Economics

Graduate course

Prerequisites: Sound understanding of fundamentals of Economics

Topics

- | Principles of real foreign trade theory (commercial and tariff theory);
- | Principles of monetary foreign trade theory
- | Principles of international commercial policy (free-trade versus protectionism);
- | Institutional principles of international economic relations (World Trade Organization, International Monetary Fund, World Bank).

The students will

- | understand the basic theorems of real and monetary foreign trade theory, and learn to apply them to practical problems of international commerce from business perspectives;
- | learn the basic mechanisms of international commercial policy as well as the functioning of international economic relations for formative institutions, and come to understand them as the economic policy framework for international business activities.

232031 Decision Theory

Prerequisites: Sound knowledge of mathematics and statistics

Contents:

- | Basic Decision Theory under Certainty
- | Decision-making under Uncertainty
- | Experimental Evidence
- | Hedging of Risks (Selected Applications)

Upon successful completion of the course the student should be able to:

- | understand the assumptions underlying decision analysis and when they are appropriate.
- | identify when some of the basic assumptions of decision theory may be violated and to correct it by applying appropriate techniques.
- | read and discuss research papers and formulate own models.

212051 Leadership

Prerequisites: Introduction to Corporate Management, Personnel Management and Leadership / Human Resource Management

Contents

- | Born or trained to be a leader?
- | Managing oneself
- | Motivating employees
- | Building, evaluating and coaching teams
- | Effective communication
- | The psychology of power

Upon successful completion of this course the students will be able to:

- | understand and analyze human behaviour in organizations from different theoretical perspectives;
- | discuss basic approaches and contemporary issues in leadership;
- | assess the importance of soft skills, like communication and emotional intelligence;
- | critically evaluate the role of power within business organizations;
- | make sound managerial recommendations for improving an organization's performance.

232061 Advanced Economics

Prerequisites: Advanced level of economics

The focus of the course Advanced Economics is on advanced economic theories (e.g. macroeconomics, theory of foreign economics, growth theory, industrial economics, games theory, institutional economics). Additionally, the students will gain the competence to independently develop an understanding of current theoretical economic discourse on the basis of scientific papers and/or journal articles.

English Courses CCM Fall 2010 (prospective list)

Department: Cultural Management and Communications:

Undergraduate level:

- | 100021 Cultural Theory & Interculturality (2 SWS, 3 ECTS)
- | 100023 Communicative Construction of Reality (2 SWS, 3 ECTS. Note: This course may be in german, not decided yet)
- | 121021 Cultural Studies (4 SWS, 5 ECTS)
- | 121022 Cultural & Social Anthropology (4 SWS, 5 ECTS, Note: This course may be in german, not decided yet)
- | 121082 Communication in Organizations (4 SWS, 5 ECTS)

- | Additions: Creative Change Management and Problem Solving (2 SWS, 2.5 ECTS)

Graduate level:

- | 221011 Theories of & Approaches to Communication & Cultural Science (4 SWS, 5 ECTS)
- | 231011 Management of Communication (2 SWS, 2.5 ECTS)
- | 231012 Management of Culture (2SWS, 2.5 ECTS)
- | 231021 Academic Writing (4 SWS, 5 ECTS)
- | 231022 Advanced Philosophy of Science (4 SWS, 5 ECTS)
- | 231023 Research Design & Methods (4 SWS, 5 ECTS)
- | 241011 Contemporary Cultural-Scientific Analysis & Cultural Criticism (4 SWS, 5 ECTS)
- | 241061 Medial Curating: Persuasive Communication (4 SWS, 5 ECTS)
- | 241062 Media Systems, Globalization & the World Public (4 SWS, 5 ECTS)
- | 241071 Strategic Marketing & Branding (4 SWS, 5 ECTS)
- | 241072 Empirical Market & Trend Research (4 SWS, 5 ECTS)
- | 241491 Current Issues in Communication & Cultural Sciences 1: Communication (4 SWS, 5 ECTS)
- | 241492 Current Issues in Communication & Cultural Sciences 2: Communication (4 SWS, 5 ECTS)
- | 241491 Current Issues in Communication & Cultural Sciences 1: Cultural Management (4 SWS, 5 ECTS)
- | 241492 Current Issues in Communication & Cultural Sciences 2: Cultural Management (4 SWS, 5 ECTS)

Department: Public Management and Governance Department

The following is a first *tentative* list of English language courses planned by Zeppelin University in the fall semester, 2010 (September - December). This list will be updated should new courses be announced.

ZU reserves the right to make changes to this list based on enrolment and scheduling issues.

10000 level=undergraduate; 20000 level= graduate

The figure after the course refers to the number of ECTS points awarded.

Department Public Management & Governance

Undergraduate Level

100032 Public Administration 5 Credits
113041 International Order, 5 Credits
113042 International Politics, 5 Credits
123061 Public Finance, 5 Credits
123051 Institutional Theory, 5 Credits
123052 Political Philosophy, 5 Credits
113401 Capstone Course , 5 Credits

Graduate Level

233021 Political Governance , 5 Credits
233022 Democracy Processes, 5 Credits
243011 Social Systems, 5 Credits
243012 Networks, Parties, Associations, 5 Credits
243041 Law of Nations, 5 Credits
243042 International Political Economics, 5 Credits
243051 Public Goods, 5 Credits
243052 Advanced Economic Theories, 5 Credits
243071 Public Finance | Budget Theory | Taxes, 5 Credits
243072 Controlling & Performance Management, 5 Credits
243111 Policy Analysis, 5 Credits