

ESC Clermont / Clermont-Ferrand / Frankreich

Offizielle Homepage der Uni:

<http://www.esc-clermont.fr/>

Anschrift der Uni:

Groupe ESC Clermont Graduate School of Management
4, Bd Trudaine, 63037 Clermont-Ferrand Cedex, France

Semesterzeiten:

Wintersemester: Mitte September - Januar
Sommersemester: Mitte Januar - Anfang Juni

Übersicht über Kursangebote / Kursbeschreibungen:

http://www.esc-clermont.fr/fr_htm/etud_candidats/index.htm

Credit-Umrechnung:

1 ECTS = 1 ECTS

Informationen für internationale Studenten:

http://www.esc-clermont.fr/fr_htm/etud_etrangers/international_student.htm

Kontakt:

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Sonstiges:

Komplette Kursangebote auf Englisch vorhanden. Kurse können wahlweise auf Französisch und/oder auf Englisch belegt werden. Die Kurse in englischer Sprache beginnen bereits am 24. Januar (alle anderen am 14. Februar)!! Die Intensive Electives zu Beginn des Semesters sind aufgrund des frühen Beginns (10. Januar) nicht wählbar!! Französisch B2 Niveau ist verpflichtend für die französischsprachigen Programme. Für die englischsprachigen Programme werden Englisch B2 und Französisch B1 vorausgesetzt. Die Woche vor Vorlesungsbeginn sollten internationale Studenten an der Orientation week teilnehmen.

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Kurs HS OS	ECTS HS OS	Kursname PHS	Kursnummer PHS	Anerkannt??	Credits PHS / ECTS	Kursbeschreibung	Bemerkungen	Homepage
Management Tools	5	Stratégie - Politique d'entreprise	F3225-02	Ja / Stockmeyer / SS 2007		<p><u>Objectives</u> The objective of this course is to enable students to reinforce their knowledge of behavioral logic of the general management, and to expose them to the major aspects of the methodology of company development. At the end of the semester, students should be able to formulate a strategic and organizational methodology, carry out analyses and propose strategic and operational recommendations to the company.</p> <p><u>Skills to be acquired</u> - Theoretical: knowledge of the economic and organizational mechanisms and associated methods of analysis - Practical: enhancement of the methodology of case analysis, mastery of the processes of decision-making in management strategy</p> <p><u>Program</u> - The context of internationalization - Managing innovation - Managing knowledge - Alliance strategies, mergers and acquisitions - Planification, decision-making, and training - Managing change</p>	Bestätigung der Anerkennung erforderlich - Kurs bitte im IFO einreichen.	http://extranet.esc-clermont.fr/Cours/affich_1_cour.php?code=F3225-02
Management Tools	5	Strategy-Strategic Analysis	F3225-02	Ja / Stockmeyer / SS 2007			Bestätigung der Anerkennung erforderlich - Kurs bitte im IFO einreichen.	

Management Tools	5	Strategic Management	Ja / Holst / WS 10/11	5 / 5	<p><u>Objectives</u></p> <ul style="list-style-type: none"> - know the concepts and techniques of strategic analysis and implementation at the business and corporate levels - have a critical appreciation of the integrated nature of the strategic planning process - possess skills in contemporary strategic analysis - have an appreciation of the nature of skills and attitudes required to manage the processes of implementing strategy - think more strategically about organizational issues 	Bestätigung der Anerkennung erforderlich - Kurs bitte im IFO einreichen.	http://www.esc-clermont.fr/fr_htm/etud_candidats/downloads.htm
Management Tools	5	Organizational Behaviour	Nein / Holst / WS 10/11	3 / 3	<p>Soon you will seek opportunities beyond those found within the comfy confines of this hallowed edifice. Many of you hope to become managers – of processes, portfolios, and/or people. Thus, it is important that you possess skills that allow you to manage the issues that will confront you. It is my hope that together we will reveal and begin to understand many of the realities that befall individuals and organizations involved in social situations. At the conclusion of this course you should be familiar with some methods used to measure and motivate behavior in organizations. Further, you should be able to discuss their value and offer suggestions for improvement.</p> <p>Additionally, you should be able to recognize various phenomena that exist in organizations and apply concepts that you have learned to a business or other organizational settings.</p>		http://www.esc-clermont.fr/fr_htm/etud_candidats/downloads.htm
Management Tools	5	Management Control System	Nein / Holst / WS 10/11	3 / 3	<p><u>Course Description</u></p> <ul style="list-style-type: none"> - Management Control Systems - Recognize and understand the tools of management control in order to be able to use them in context. - Management Control Systems - Recognize and understand the tools of management control in order to be able to use them in context. 		http://www.esc-clermont.fr/fr_htm/etud_candidats/downloads.htm
Management Tools	5	Project Management	Nein / Holst / WS 10/11	3 / 3	<p>The topics of this course span across a wide spectrum of issues, concepts, systems, tools and techniques for managing projects effectively in today's complex business environment. Students are led through a complete project life cycle, from requirements analysis and project definition to start-up, reviews, and phase-out. The project manager's role as team leader is examined together with important techniques for controlling project costs, schedules, and performance.</p> <p>Project management concepts, tools and techniques are studied with emphasis on best-in-class practices. Information technology is applied and emphasized throughout the course. Working in an interactive class environment, students will study contemporary problems and challenges, including applying the latest techniques for tracking and controlling projects, accelerating time to-market cycles, managing innovation under cost and time pressures, managing geographically dispersed project teams, and dealing with interruptions, risks, conflict and commitment.</p>		http://www.esc-clermont.fr/fr_htm/etud_candidats/downloads.htm

Management Tools	5	Entrepreneurship	IM10CS2-00	Nein / Halstrup / SS 2011	3 / 3	<p><u>Course objective</u> Acquire a mastery of concepts and tools to provide a practical guide to the process of successfully launching and growing an entrepreneurial project.</p> <p><u>Learning goals</u></p> <ul style="list-style-type: none"> - Understanding the environment of organizations and the way they function: Analysis and management of operating standards. - Ability to adopt a strategic vision of the way organizations function. - Knowledge of the methods of collecting and managing information. - Knowledge of information technologies and their impact on organizations. - Ability to integrate these instruments into the operations of organizations - Knowledge of the stakes in terms of ethics and responsibility linked to the operation of organizations and the related functions - Integration of the ethical dimension into work practices - Ability to transmit and receive information and knowledge - Acquire the emotional intelligence necessary to manage in a multicultural context. - Ability to work in a team. 		http://www.esc-clermont.fr/fr_him/eiud_candidats/downloads.htm
Management Tools	5	Strategy-Managing across various business models	IM10CS1-00	Ja / Halstrup / SS 2011	3 / 3	<p>Course objective</p> <ul style="list-style-type: none"> - Understand the nature of business models and how they can lead to a strong competitive advantage - Consider and understand the variations in building and implementing business models depending on the geographic area and the philosophy that is deeply enrooted in a country or region - Be able to articulate an agile strategy that has the capacity to respond to complex situations. <p><u>Learning goals</u></p> <ul style="list-style-type: none"> - Develop a good understanding of the methods leading to the design and confection of a business model - Develop dynamic capabilities allowing to manage across various business models. 		http://www.esc-clermont.fr/fr_him/eiud_candidats/downloads.htm

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Management Konzepte	5	Project Management		Nein / Holst / WS 10/11	3 / 3	The topics of this course span across a wide spectrum of issues, concepts, systems, tools and techniques for managing projects effectively in today's complex business environment. Students are led through a complete project life cycle, from requirements analysis and project definition to start-up, reviews, and phase-out. The project manager's role as team leader is examined together with important techniques for controlling project costs, schedules, and performance. Project management concepts, tools and techniques are studied with emphasis on best-in-class practices. Information technology is applied and emphasized throughout the course. Working in an interactive class environment, students will study contemporary problems and challenges, including applying the latest techniques for tracking and controlling projects, accelerating time to-market cycles, managing innovation under cost and time pressures, managing geographically dispersed project teams, and dealing with interruptions, risks, conflict and commitment.		http://www.esc-clermont.fr/fr_html/etud_candidats/downloads.html
Management Konzepte	5	Strategy-Managing across various business models	IM10CS1-00	Nein / Halstrup / SS 2011	3 / 3	<p><u>Course objective</u></p> <ul style="list-style-type: none"> - Understand the nature of business models and how they can lead to a strong competitive advantage - Consider and understand the variations in building and implementing business models depending on the geographic area and the philosophy that is deeply enrooted in a country or region - Be able to articulate an agile strategy that has the capacity to respond to complex situations <p><u>Learning goals</u></p> <ul style="list-style-type: none"> - Develop a good understanding of the methods leading to the design and confection of a business model - Develop dynamic capabilities allowing to manage across various business models. 		http://www.esc-clermont.fr/fr_html/etud_candidats/downloads.html

Management Konzepte	5	Organizational Behavior		Nein / Halstrup / WS 11/12	3 / 3	<p><u>Course Description</u></p> <ul style="list-style-type: none"> - Appropriate main concepts of individual and group dynamics that have a major role in organizational development and success - Recognize and analyze various phenomena in organizations and apply concepts/theories to any organizational setting - Propose a reasoned personal view on the issue. - help you understand the environment of organizations and the way they function (LG1) - provide you some knowledge of the stakes in terms of, ethics and responsibility linked to the operation of organizations and the related functions - develop your practice working in a team 		
Management Konzepte	5	Management Control		Nein / Halstrup / WS 11/12	3 / 3	<p><u>Course Objective</u></p> <ul style="list-style-type: none"> - To give the students basic working knowledge of financial audit, in order for them to understand the audit approach. - The broadening of knowledge - Risk assessment - Collection of information - Audit by cycle 		
Management Konzepte	5	Entrepreneurship	IM10CS2-00	Nein / Halstrup / WS 11/12	3 / 3	<p>The aim of this course is to develop students' ability to launch new ventures. In this course, students will increase their personal competences in one major direction: at course completion, students will be able to handle tools and methodology of new business creation. They will understand all stakes of venture launching.</p> <p><u>At course completion, students will be able to</u></p> <ul style="list-style-type: none"> - Manage a new venture creation - Understand and build business models for new ventures - Understand and build up a business plan 		http://www.esc-clermont.fr/fr_htm/etud_candidats/downloads.htm
Management Konzepte	5	Business in international environment		Nein / Halstrup / WS 11/12	3 / 3	<p>The courses aims are to cover the major principles of economics from a business perspective; to show how economics can be used to understand business problems and aspects of the business environment. The student will be able to understand, reprocess and interpret macro-economic documents, graphs. Acquire a mastery of today's main macro-economic issues through the discovery of international economic news. This course is designed to initiate students with the constraints of Business in international environment.</p> <p><u>Classes will address issues such</u></p> <ul style="list-style-type: none"> - Macroeconomic environment of business - International economic policy - Business in the international environment - International trade and trading blocs - Growth versus development 		

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Wirtschaftspolitik	5	Economy (Economics für Business)		Ja / Trabold / WS 10/11	5 / 5	<p><u>Course Objective</u> This course provides an overview of the current policies issues facing today's business world. Up-to date case studies covering the latest economic crisis, the globalization process and the challenge of a sustainable development in an international business environment. Regarding the course: Classes will consist of lectures and group presentations. The courses will be based on readings, video-presentations, listening, debates and team-work.</p> <p><u>Learning goals</u> -Understanding the environment of organizations and the way they function: Analysis and management of operating standards. -Ability to adopt a strategic vision of the way organizations function. -Ability to Work in a team -Ability to adapt to one's environment</p> <p><u>Subjects</u> Macroeconomic environment of business -Macroeconomic objectives -The main macroeconomic indicators [...] International economic policy -Global interdependence -International harmonization of economic policies -The latest euro-crisis Business in the international environment -Globalization and multinational business -The driving process of globalization -Why does business go multinational? -The advantages or disadvantages of the globalization process International trade and trading blocs -The advantages of trade -Arguments for restricting trade[...] Growth versus development -The gap between developed and less developed economies</p>	Bestätigung der Anerkennung erforderlich - Kurs bitte im IFO einreichen.	

Wirtschaftspolitik	5	Techniques et Outils du Commerce équitable	GE08CS1-01	Nein / Trabold / SS 2011	3 / 3	<p><u>Course objectives</u></p> <ul style="list-style-type: none"> - Acquire the basics necessary for conducting an activity in an enterprise internationally (export, or building up branches in a foreign country) - Integrate the tools for solving problems which are connected with that activity - develop a methodologic approach for an international market <p><u>Competences to be acquired</u></p> <ul style="list-style-type: none"> - actively deal with the internal and external competences which are necessary for an international growth of a company - understand strategic importance of logistics - adapt the products, the distribution and the contracts to international markets - know about the relative risks of international activity and the corresponding umbrellas - put into action a strategie and plan in order to successfully place the company and product on international markets <p><u>Lecture</u></p> <ul style="list-style-type: none"> - French Organisations and European institutions - Organsiation of export (functions, and management of personnel export) - The toll union and exports - International transports - Products for export (protection of property rights) - International contracts (judicial strategie in international context) - Export risks (insurance credits, exchange, transport...) - International payments (choices, means) - International negociations and cultures - support of french and european organisations in international markets - Summary: how to enter a new foreign market? 		http://www.esc-clermont.fr/fr_htm/etud_candidats/downloads.htm
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Statistik	5	Méthodes Quantitatives	F1245-00	Ja / Frey / WS 07/08	4 / 4	<p><u>Objectives</u> To understand the basic concepts and use the main analysis tools used for information to improve decision making.</p> <p><u>Program</u> Observations for analysis: statistical and theoretical distribution, sampling, estimation, and statistical tests. Indexes: elementary, synthetic, construction of an index. Investment loans and profitability: realisation and capitalisation, individual loans, investment choices.</p>	Bestätigung der Anerkennung erforderlich - Kurs bitte im IFO einreichen.	http://extranet.esc-clermont.fr/Cours/afnich_1_cour.ph?p?code=F1245-00
Statistics	5	Business Analytics - Economy	IM10BE1-00	Ja / Frey / SS 2011	3 / 3	<p><u>Course objective</u> Build practical business analysis skills, focusing on spreadsheet analyses and applied statistics. Specifically, by the end of the course, you should be able to analyze business problems: 1. Using data analysis software (SPSS) 2. With statistical methods to analyze business problems.</p> <p><u>Regarding the course</u> This course is intended for students who need to manage data for academic projects or management projects and students who are interested in technical research. The format includes lecture, demonstration and hands-on exercises. You will learn how to use SPSS software. To employ the MyStatLab e-learning support given in Statistics for Business and Economics book, it's possible to improve his/her knowledge in statistics. Students obtain codes by buying the book. This act is optional. The course will be run primarily as a lecture.</p> <p><u>Learning goals</u></p> <ul style="list-style-type: none"> - Knowledge of the methods of collecting and managing information - Ability to integrate these instruments into the operations of organizations - Ability to transmit and receive information and knowledge 		http://www.esc-clermont.fr/fr_htm/etud_candidats/downloads.htm

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Rechnungswesen	5	General Accounting Principles	F1101-00	Ja / Berkau / SS 2009	4 / 4	<p><u>Objectives</u> Acquire the basic notions enabling students to understand the logic of accounting, to be able to engage in dialogue with specialists, to read accounting documents and to participated effectively in future coursework in finance and management control.</p> <p><u>Skills to be acquired</u> Understand the logic of accounting Read financial statements Account auditing and closing Developing the account and balance sheet</p> <p><u>Program</u> The basics of accounting - The company and its environment - Finance and Accounting notions - Norms and principles of accounting Accounting logic - Accounts - General accounting strategy Ordinary operations - Buying and selling of goods - Value added tax - Products and charges - Financial operations Investment operations - Inventory - Fixed assets - Write offs and depreciation - Stopping fixed assets: un-investing - Stock adjustment - Operations linked to the company's securities Inventory operations</p>	Bestätigung der Anerkennung erforderlich - Kurs bitte im IFO einreichen.	http://extranet.escclermont.fr/Cours/affich_1_cour.php?code=F1101-00

Rechnungswesen	5	Management Control (Budgeting and reporting)	IM10BH1-00	Nein / Berkau / SS 2011	3 / 3	<p><u>Course Objectives</u></p> <ul style="list-style-type: none"> - To give the students basic working knowledge of financial audit, in order for them to understand the audit approach - the broadening of knowledge - risk assessment - collection of information - audit by cycle <p><u>Learning goals</u></p> <ul style="list-style-type: none"> - Knowledge of the methods of collecting and managing information - Understanding the environment of organizations and the way they function: Analysis and management of operating standards - Ability to adopt a strategic vision of the way organizations function - Ability to transmit and receive information and knowledge - Ability to adapt to one's environment 		http://www.esc-clermont.fr/fr_htm/etud_candidats/download_ds.htm
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Cultural Management	5	Cultural diversity		Ja / Holst / WS 10/11	5 / 5	The purpose of this course is to explore management in various cultural contexts. We will review various management theories and review how they are understood and applied in different cultures. Emphasis is placed on finding and understanding points of divergence and convergence from culture to culture.	ESC Clermont verlangt, dass beide Kurse zusammen belegt werden. 5 ECTS sind dann als WPF anrechenbar.	http://www.esc-clermont.fr/fr_html/etud_candidats/downloads.htm
Cultural Management	5	International Management		Ja / Holst / WS 10/11	5 / 5	<p>With the rapid pace of globalization of markets and production, there are very few companies that are not involved in international business. By necessity, business firms, large or small, are conducting business in distant locations and under challenging conditions. Managers, whose experiences are limited to their own domestic markets dealing with relatively homogenous group of people, will find business situations in foreign countries difficult to understand and may not be able to manage effectively. This seminar is designed to help students develop the knowledge, sensitivity and skills needed to manage successfully in other countries and cultures.</p> <p>Specifically, the seminar aims to provide an opportunity for students in the following areas:</p> <ul style="list-style-type: none"> - Developing an awareness of the concept of culture and its pervasive and its hidden influence on behavior, particularly with respect to work organizations and managerial practices - Becoming familiar with the types of situations and issues that managers face when working internationally - Understanding how international companies organize and manage in order to be the most effective in different parts of the world, emphasizing East Asian countries 		Bestätigung der Anerkennung erforderlich - Kurs bitte im IFO einreichen.
Cultural Management	5	Economics and Business Environment		Nein / Holst / WS 10/11	3 / 3	This course provides an introduction to the essential principles of microeconomics and macroeconomics and applying them to the world of business. Topics include business strategy, corporate social responsibility, ethics and the state of the global environment in which we live today.		http://www.esc-clermont.fr/fr_html/etud_candidats/downloads.htm

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Marketing Mix (3)	5	Etudes et conseil marketing	X2282-14	Ja / Roll / WS 07/08	4 / 4	<p><u>Objectives</u> Marketing studies are essential to each step of the marketing process, in that they provide marketing directors with the information necessary to make an appropriate decision. As much in the strategic field as in the operational field, persons making decisions must have access to reliable information, in order to minimize the risks linked with the decision-making process. Which sector of clients should be privileged? What is the most suitable position to adopt? What price should be set? What packaging should be selected? Which advertising spots should be retained? In order to answer these questions, it is necessary to collect, process, and analyze information on the market. This course proposes thus to provide future marketing directors and consultants with the knowledge necessary and the mastery of tools used to collect, process, and interpret marketing data.</p> <p><u>Skills to be acquired</u> - Be able to understand and apply the methodologies of qualitative and quantitative marketing studies. - Master the basic techniques of data processing. - Understand and appreciate recommendations.</p> <p><u>Program</u> Methodology and tools for collecting quantitative and qualitative data Principle techniques for the processing of data</p>	Bestätigung der Anerkennung erforderlich - Kurs bitte im IFO einreichen.	http://extranet.esc-clermont.fr/Cours/affiche_1_cour.php?code=X2282-14
Marketing Mix (3)	5	Chef de produits	X2282-17	Ja / Roll / WS 07/08	4 / 4	<p><u>Objectives</u> Prepare students for careers as Product Managers, Market managers, Brand Managers, Brand Supervisors, Marketing Directors.</p> <p><u>Program</u> - The role of the Product Manager / Job description - The Marketing Plan - Research & Development - International Marketing and Brand Management - Design & marketing - Retail Audit Panels/Sales tests - Simulated market tests - Merchandising & software - Managing communication agencies - Promotions & tools for measuring their effectiveness</p>	Bestätigung der Anerkennung erforderlich - Kurs bitte im IFO einreichen.	http://extranet.esc-clermont.fr/Cours/affiche_1_cour.php?code=X2282-17

Marketing-Mix (3)	5	Strategic Marketing and Marketing Plan		Nein / Roll / WS 10/11	3 / 3	To be able to mobilize and apply all knowledge in marketing for building an analytic, strategic and operational marketing plan.		http://www.esc-clermont.fr/fr_him/etud_can/didats/downloads.htm
Marketing Projekt (2)	5	Marketing of services		Ja / Roll / WS 10/11	3 / 3	This seminar is designed to equip students to effectively manage service or service-oriented organizations. The seminar will explore different modes and challenges of delivering superior service including the design and implementation of service processes. Towards this end, we will also explore issues in the development of frontline personnel who are often critical in the service delivery. The service quality paradigm will form the basis of our discussion for these issues.	Kann nur in Verbindung mit dem Kurs "Strategic Marketing and Marketing Plan" belegt werden, da die Anzahl der Credits zu niedrig wäre. Bestätigung der Anerkennung erforderlich - Kurs bitte im IFO einreichen.	http://www.esc-clermont.fr/fr_him/etud_can/didats/downloads.htm
Marketing-Mix (3)	5	Marketing of services		Nein / Roll / WS 10/11	3 / 3	This seminar is designed to equip students to effectively manage service or service-oriented organizations. The seminar will explore different modes and challenges of delivering superior service including the design and implementation of service processes. Towards this end, we will also explore issues in the development of frontline personnel who are often critical in the service delivery. The service quality paradigm will form the basis of our discussion for these issues.		http://www.esc-clermont.fr/fr_him/etud_can/didats/downloads.htm
Marketing Projekt (2)	5	Marketing Mix Automobile	X2282-51	Ja / Roll / WS 07/08	4 / 4	<p><u>Objectives</u> Develop competencies in the fields of automobile development, management and commercialization.</p> <p><u>Skills to be acquired</u> -Understand the operation and recent evolution of the Automobile industry (regrouping of persons implicated in the process, explosion of the offer and acceleration of model renewal, new marketing organization, consequences and constraints on the environmental and marketing sectors. - Master the specificities related to Automobile marketing (from the Concept Car to Post-Sale Service).</p> <p><u>Program</u> After a rapid panoramic view of the automobile industry, the program will be based around the mix concept, especially: - upstream studies -automobile brands -the development of a new model -price politics and cost reductions -communication: the media, beyond the media, public relations -the automobile concession</p>	Bestätigung der Anerkennung erforderlich - Kurs bitte im IFO einreichen.	http://extranet.esc-clermont.fr/Cours/atfich_1_cour.php?code=X2282-51

Marketing Projekt (2)	5	Strategic Marketing and Marketing Plan	Ja / Roll / WS 10/11	3 / 3	To be able to mobilize and apply all knowledge in marketing for building an analytic, strategic and operational marketing plan	Kann nur in Verbindung mit dem Kurs "Marketing of Services" belegt werden, da die Anzahl der Credits zu niedrig wäre. Bestätigung der Anerkennung erforderlich - Kurs bitte im IFO einreichen.	http://www.esc-clermont.fr/fr_htm/etud_candidats/downloads.htm
Marketing Projekt (2)	5	Plan de communication	Ja / Roll / SS 2011	4 / 4	<p>Communication is a key for all firms, from small businesses up to the big enterprises. Consumer of investments, it is crucial that she serves perfectly the Marketing objectives of the firm.</p> <p><u>Content</u></p> <ul style="list-style-type: none"> - communication: terminology, stakes, dimensions, role, objectives. - The different communications strategies according to Marketing objectives. - The methodology of the audit of communication - Stages of building of a plan of commercial communication - The choice of actions and the use of the different tools and communications media: <ul style="list-style-type: none"> - Promotion, PLV - Direct advertising, relational marketing - Sponsorship, patronage, partnership - Living rooms, fairs, exhibitions - Creation of events, public relations and press - Internet as tool and as channel - Planning and Budget - technical Aspects of communication (graphic chain notably) 		

Marketing Projekt (2)	5	Chef de produit	Ja / Roll / SS 2011	4 / 4	<p><u>Objective</u></p> <ul style="list-style-type: none"> - Give to the students necessary theoretical level and marketing specific competences to achieve posts of product manager - Sensitise them on stakes of job - Arrest the modalities of a marketing offer and of its broadcasting - Have a strategic vision of the functioning of the firm; the role of different posts within the marketing departments, other departments and relations with the suppliers and contractors - Be possible work out internal and external methods of collection and of management of information <p><u>Competences</u></p> <p>Be able to manage an offer (management of a mark, of a product or range of products, range of price). In a context of internationalisation, be able to broadcast this offer and adapt to a given market a particular marketing policy (promotional actions / Trade).</p> <p><u>Programme</u></p> <ul style="list-style-type: none"> - Presentation of function product manager (PGC, B2B) chip of post the collection of information, studies and tests of market the contractors and dealers - Strategical marketing plan - Innovation (R&D), creation and adaptation of product - Management of range - Leading management - Prices and valuable structures worldwide - Last tendencies of function (lasting / e-marketing Development) 		
Marketing Projekt (2)	5	Campagne publicitaire	Ja / Roll / SS 2011	4 / 4	<p>The objective of this elective is to allow the acquisition of a competence in strategy, methods and advertising techniques.</p> <p><u>Programme</u></p> <ul style="list-style-type: none"> - History of advertising - Actors and economy of advertising - Organisation and mission of agency-advice - stages of the campaign - Regulation of advertising - The different jobs of advertising 		

Marketing Projekt (2)	5	Marketing High Tech	Ja / Roll / SS 2011	4 / 4	<p>Elective High-tech Marketing treat specificity of the Marketing applied to products and firms of high technologies. By 'High-tech ', they hear that the markets of computer science, Internet, consumer electronics, communication (of which mobile telephony), and software – in an exclusive way-; aircraft industry will be partly also treated. They understand well that they cover that markets B2B and B2C, general public and industrialist, what makes wealth, variety and complexity peculiar to High-tech Marketing.</p> <p><u>This module will allow to the students</u></p> <ul style="list-style-type: none"> - to know the specificity of High-tech Mix Marketing - to control the concept of Product Life Cycle (PLC), studied under a double theoretical and practical angle - to arrest the notion of innovation, under various forms which she can take in Marketing - to include the international dimension of High-tech Marketing. <p>Finally, this elective has as objective to acquire the plinth of knowledge and of competences allowing to achieve in the best possible conditions missions of internship or a first post of "Marketer High Tech".</p> <p><u>Content</u></p> <ul style="list-style-type: none"> - Sectors and High-tech environments: definitions, characteristics, (notably international) stakes - Innovation, key of voute of High-tech firms - Mix Marketing applied to High-tech environments, with a particular focus on the cycle of life of products. - Jobs, competences and qualities requested to succeed in High-tech Marketing functions 		
Marketing Projekt (2)	5	Marketing of services	Ja / Roll / SS 2011	3 / 3	<p><u>Course Objectives</u></p> <ul style="list-style-type: none"> - An understanding of the most important differences between the marketing of goods and the marketing of services - An understanding of the elements of the marketing mix as they apply to the services sector - Knowledge of the importance of the human dimension in service provision - Critical evaluation of the need for integrated management in service organisations <p><u>Regarding the course</u></p> <p>Services represent more than a quarter of all world trade and the world market for services is growing at more than twice the rate of the product sector. Over the past two decades, academics and practitioners have become aware of the need to adopt a different emphasis when marketing services rather than products. The inseparability and intangible nature of services mean that different approaches to market entry and development are required. Also, some services such as telecommunications, finance and travel are intrinsically international in nature. The aim of this elective is to provide an introduction to the key aspects of International Marketing in the Services sector.</p>		

Marketing Projekt (2)	5	Promotion & Trade Marketing	Ja / Roll / SS 2011	4 / 4	<p><u>Objective</u></p> <ul style="list-style-type: none"> - Include stakes and methods of Trade Marketing. - Discover of a deepened way the different techniques of promotion of sales. - Acquire knowledge and necessary competences to achieve posts with marketing and/or commercial dominant feature in firms of big consumption. <p><u>Competences</u></p> <ul style="list-style-type: none"> - Translation of marketing and commercial objectives in promotional strategy. - Building of promotional plan: actions, means, planning, budget. - Workmanship of main techniques of promotion of sales: interests, dawned of alertness. <p><u>Programme</u></p> <ul style="list-style-type: none"> - The marketing trade - Different promotional techniques. - The development of promotional plan. - The integration of promotion within the total mix of communication. 		
Marketing Projekt (2)	5	Comportement du consommateur (consumer behavior)	Nein / Roll / SS 2011	4 / 4	<p><u>Objectives</u></p> <p>The objective of this module is to allow to the students to understand behaviours of the consumer. To include stakes of this understanding and of possible applications in marketing. Explain the psychological, social, personal springs which have an impact on consumption. Introduce different approaches and angles of understanding of the consumer.</p> <p><u>Competences to be acquired</u></p> <ul style="list-style-type: none"> - Know different explicative factors - Know the different methods of understanding - Be capable of including the consumer into any marketing reflexion <p><u>Programme</u></p> <ul style="list-style-type: none"> - The programme articulates around following topics: - Consumption and society - The models of behaviour - The process of decision - Factors of influence the behaviour of the individuals - The answers of the consumers to the offer of firms - The management of relation client - The tendencies of consumption 		
Marktforschung (1)	5	Etudes et Conseil Marketing	Ja / Roll / SS 2011	4 / 4	<p><u>Programme</u></p> <ul style="list-style-type: none"> - Le programme s'articule autour des thèmes suivants : - L'élaboration d'un projet d'étude - Les règles de déontologie de la profession - Les principales méthodologies d'études qualitatives et quantitatives : ESD, Focus groupe, sondage, observation, expérimentation, test marketing, études online , etc. - La traduction de l'information à la recommandation - Les enjeux et les évolutions des études marketing <p>[...]</p>		

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Kurs HS OS	ECTS HS OS	Kursname PHS	Kursnummer PHS	Anerkannt??	Credits PHS / ECTS	Homepage
Logistik Seminar (3)	5	Audit logistique et management des flux II	X3283-19	Ja / Bode / WS 07/08	8 / 8	<p>Kursbeschreibung</p> <p><u>Objectives</u></p> <ul style="list-style-type: none"> - Demonstrate the increasing role of logistics management in the search for profitability, the optimization of international organization, and the coherence of commercial strategies. - Show that logistics must be integrated both globally and locally. - Present the auditing concepts and tools that enable logistics to move from an operational to a strategic level. <p><u>Skills to be acquired</u></p> <p>Be capable of conducting an audit of a logistics structure. Be able to manage the logistic flux in a globalized company.</p> <p><u>Program</u></p> <ul style="list-style-type: none"> - Field audit of a logistics structure (questionnaire, log,...) - How can logistics be integrated at the operational, sectorial, and geographic level? - The effects of globalization on logistics - The new coupling of logistics and marketing - The link between logistics and service fees - Logistics and legal responsibility - Logistics management of the changes of the future <p>Bemerkungen</p> <p>Bestätigung der Anerkennung erforderlich - Kurs bitte im IFO einreichen.</p> <p>http://extranet.esc-clermont.fr/Cours/affiche_1_cour.php?code=X3283-19</p>

Unternehmenslogistik (1)	5	Entreprise ressource planning et Suite logicielle	X3283-17	Ja / Bode / WS 07/08	8 / 8	<p><u>Objectives</u></p> <ul style="list-style-type: none"> - Understand the role and status of BRP in a business, its constitution and constraints, and the implementation of associated projects. - Open the doors to large specialized societies or Information Systems consulting firms. <p><u>Programme</u></p> <ul style="list-style-type: none"> - General introduction to ERPs - Specialized vocabulary - Careers linked to ERP - Technology - Management of an ERP project 	Bestätigung der Anerkennung erforderlich - Kurs bitte im IFO einreichen.	http://extranet.esc-clermont.fr/Cours/affiche_1_cour.php?code=X3283-17
Logistik Management (2)	5	Management des achats, production et logistique - Management opérationnel des compétences dans l'entreprise industrielle	X2282-37	Ja / Bode / WS 07/08	8 / 8	<p><u>Objectives</u></p> <p>The main disadvantage of highly customer oriented organizations is that they are not always run properly because their performance is not always judged in a constant way and thus real operational questions are not always taken into account. Today, in order to develop a company, management must combine all the main spheres of management, management control, marketing, after-sales service, with industrial organization of operations. After a revision of organizational engineering (global logistics, purchasing, production and information systems), this course will enable students to develop a strategic map of the company whilst considering the customer's and the shareholder's needs, using the existing stucture as a basis.</p> <p><u>Programme</u></p> <ul style="list-style-type: none"> - Global Competitiveness - Purchases - Industrial competitiveness - The increasing role of post-sale services in the elaboration of a global customer service strategy. 	Bestätigung der Anerkennung erforderlich - Kurs bitte im IFO einreichen.	http://extranet.esc-clermont.fr/Cours/affiche_1_cour.php?code=X2282-37

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Kurs HS OS	ECTS HS OS	Kursname PHS	Kursnummer PHS	Anerkannt??	Credits PHS / ECTS	Kursbeschreibung	Bemerkungen
VT Internationale Wirtschaft	5	Techniques et outils du commerce international	X2282-28	Ja / Edling / WS 07/08	4 / 4	<p><u>Objectives</u></p> <ul style="list-style-type: none"> - basis of starting an activity in an international company (small and/or big), either by exporting or by moving abroad - tools to solve these related problems - methods of approaching a foreign market <p><u>Programme</u></p> <ul style="list-style-type: none"> - Export risk coverage : Credit insurance - Intercultural Business Negotiations - Export Customs regulations - International transport - Methods of International transactions - Legal technicalities abroad - Industrial property protection - Management of Export Department - Aid of French and European organizations to international companies - Case : How to approach a new foreign market 	<p>Bestätigung der Anerkennung erforderlich - Kurs bitte im IFO einreichen.</p>
							<p>http://extranet.esc-clermont.fr/Cours/afnich_1_cour.php?code=X2282-28</p>

VT Internationale Wirtschaft	5	International Business	X2282-29	Ja / Edling / WS 07/08	16 / 16	<p><u>Objectives</u> As we embark on the 21st century, international managers are challenged by sweeping changes in the global arena. Signs of the democratization of the world are all around them. Add to these transitions sweeping economic fluctuations in an economically interdependent world and the burgeoning use of computers, and a dynamic global business environment emerges. Skilled international managers face a complex business environment - full of opportunities but pitted with risks - in which they can make effective business decisions, improve interpersonal relations, and meet societal obligations.</p> <p>To compete aggressively in the 21st century, firms must make considerable investments overseas - not only in capital investment but also investment in well-trained managers with the skills essential to working effectively in a multicultural environment. In any foreign environment, managers need to handle a set of dynamic and fast-changing variables - political, economic, legal, technological, and ecological. Intertwined with these variables, the all-pervasive variable of culture affects every facet of daily management. This course is designed for students interested in analyzing international issues and that intend to embrace a career overseas. It aims at developing the skills needed for operating in a foreign environment.</p> <p><u>Programme</u></p> <ul style="list-style-type: none"> - The challenge of international management - The political-legal, economic, and technological environment - Social Responsibility and Ethics - The role of culture in international management - Strategy formulation for international markets - Cross-border alliances and strategy-implementation - Organization Structure and coordinating systems - Managing Human Resources around the world - International finance 	Bestätigung der Anerkennung erforderlich - Kurs bitte im IFO einreichen.	http://extranet.esc-clermont.fr/Cours/affiche_1_cour.php?code=X2282-29
VT Internationale Wirtschaft	5	International Business and Strategies	X3283--33	Ja / Edling / WS 07/08	8 / 8	<p><u>Objectives</u> The course will present the updated strategies developed in France by French Companies and other origin. Main specific aspects are: How to get sales (investments) and profit growth in consolidated and non-consolidated areas. How to succeed in an internal and external competitive world (UK, Germany, USA, Brazil, Asia, Russia, India, China). How to optimize operations between markets: domestic, European, other areas in the world. Students will be trained on success and advised on unsuccessful factors based on analytical methods.</p>	Bestätigung der Anerkennung erforderlich - Kurs bitte im IFO einreichen.	http://extranet.esc-clermont.fr/Cours/affiche_1_cour.php?code=X3283--33

Unternehmen und Globalisierung (3)	5	International Management	IM10BH2-00	Ja / Trabold / SS 2011	3 / 3	<p><u>Course objective</u></p> <p>The purpose of this course is to prepare students for careers in a dynamic global environment. It explores recent developments and trends in the global arena and guides the students in challenging situations while helping him/her to develop the skills necessary to conduct effective cross-national interactions. Emphasis is placed on the impact of managerial decisions in integrated markets, where competition and collaborations rapidly evolve, while differences in culture and social institutions will affect strategies and operations.</p> <p><u>Learning goals</u> (This course will)</p> <ul style="list-style-type: none"> - help you understand the environment of organizations and the way they function - provide you some knowledge of the stakes in terms of ethics and responsibility linked to the operation of organizations and the related functions - develop your practice working in a team 	Das Modul wird nur in Verbindung mit dem PHS-Kurs "Techniques et Outils du Commerce équitable" zusammen als Modul "VT Internationale Wirtschaft: Unternehmen und Globalisierung" anerkannt.	http://www.escclermont.fr/fr_htm/etud_candidats/downloads_.htm
VT Internationale Wirtschaft	5	Cross Cultural Management: Focus on Business in East Asia	X3283-21	Ja / Edling / WS 07/08	8 / 8	<p>With the rapid pace of globalization of markets and production, there are very few companies that are not involved in international business. By necessity, business firms, large or small, are conducting business in distant locations and under challenging conditions. Managers whose experiences are limited to their own domestic markets dealing with relatively homogeneous groups of people, will find business situations in foreign countries difficult to understand and may not be able to manage effectively. This course is designed to help students develop the knowledge, sensitivity and skills needed to manage successfully in other countries and cultures.</p> <p><u>Programme</u></p> <ul style="list-style-type: none"> - Culture and Structures / Systems - Culture and Management Issues and Choices - Understanding and trading with key East-Asian partners : Japan, China, South Korea 	Bestätigung der Anerkennung erforderlich - Kurs bitte im IFO einreichen.	http://extranet.escclermont.fr/Cours/affich_1_cour.php?code=X3283-21

Unternehmen und Globalisierung (3)	5	Techniques et Outils du Commerce équitable	GE08CS1-01	Ja / Trabold / SS 2011	3 / 3	<p><u>Course objectives</u></p> <ul style="list-style-type: none"> - Acquire the basics necessary for conducting an activity in an enterprise internationally (export, or building up branches in a foreign country) - integrate the tools for solving problems which are connected with that activity - develop a methodologic approach for an international market <p><u>Competences to be acquired</u></p> <ul style="list-style-type: none"> - actively deal with the internal and external competences which are necessary for an international growth of a company - understand strategic importance of logistics - adapt the products, the distribution and the contracts to international markets - know about the relative risks of international activity and the corresponding umbrellas - put into action a strategie and plan in order to successfully place the company and product on international markets <p><u>Content</u></p> <ul style="list-style-type: none"> - French Organisations and European institutions - Organsiation of export (functions, and management of personnel export) - The toll union and exports - International transports - Products for export (protection of property rights) - International contracts (judicial strategie in international context) - Export risks (insurance credits, exchange, transport...) - International payments (choices, means) - International negotiations and cultures - support of french and european organisations in international markets - Summary: how to enter a new foreign market? 	Das Modul wird nur in Verbindung mit dem PHS-Kurs "International Management" zusammen als Modul "VT Internationale Wirtschaft: Unternehmen und Globalisierung" anerkannt.	http://www.esc-clermont.fr/fr_htm/etud_candidats/downloads.htm
Unternehmen und Globalisierung (3)	5	Business in international environment		Ja / Trabold / WS 11/12	3 / 3	<p>The courses aims are to cover the major principles of economics from a business perspective; to show how economics can be used to understand business problems and aspects of the business environment. The student will be able to understand, reprocess and interpret macro-economic documents, graphs. Acquire a mastery of today's main macro-economic issues through the discovery of international economic news. This course is designed to initiate students with the constraints of Business in international environment.</p> <p><u>Content</u></p> <ul style="list-style-type: none"> - Macroeconomic environment of business - International economic policy - Business in the international environment - International trade and trading blocs - Growth versus development 		

Unternehmen und Globalisierung (3)	5	International Management 1	Ja / Trabold / WS 11/12	3 / 3	<p>The purpose of this course is to prepare students for careers in a dynamic global environment. It explores recent developments and trends in the global arena and guides the students in challenging situations while helping to develop the skills necessary to conduct effective cross-national interactions. Emphasis is placed on the impact of managerial decisions in integrated markets, where competition and collaborations rapidly evolve, while differences in culture and social institutions affect strategy and operations.</p> <p><u>Content</u></p> <ul style="list-style-type: none"> - Explore international trade institutions and the internationalization of firms - Discuss financial and political risk and government intervention in international trade - Study the internal and external challenges facing international organizations 		
Unternehmen und Globalisierung (3)	5	Entrepreneurship	Nein / Trabold / WS 11/12	3 / 3	<p>The aim of this course is to develop students' ability to launch new ventures. In this course, students will increase their personal competences in one major direction: at course completion, students will be able to handle tools and methodology of new business creation. They will understand all stakes of venture launching.</p> <p><u>At course completion, students will be able to</u></p> <ul style="list-style-type: none"> - Manage a new venture creation - Understand and build business models for new ventures - Understand and build up a business plan 		
Unternehmen und Globalisierung (3)	5	Organizational Behavior	Nein / Trabold / WS 11/12	3 / 3	<p>Appropriate main concepts of individual and group dynamics that have a major role in organizational development and success. Recognize and analyze various phenomena in organizations and apply concepts/theories to any organizational setting. Propose a reasoned personal view on the issue.</p> <p><u>Goals</u></p> <ul style="list-style-type: none"> - help you understand the environment of organizations and the way they function - provide you some knowledge of the stakes in terms of ethics and responsibility linked to the operation of organizations and the related functions - develop your practice working in a team 		

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Finanzmärkte und Bewertung (2)	5	International Business and Risk Management	GE08CS2-02	Nein / Seppeltricke / SS 2011	3 / 3	<p><u>Content</u></p> <ul style="list-style-type: none"> - Introduction of Risk Management - Risk financiers; is about the definition and comprehension of the different types of risk financiers - risk clients - interest risk - exchange risk - Risk strategies; is about comprehension of risk as an integrated dimension into a variety of strategies: - decision of innovation, positioning, internationalisation, etc. These different aspects will be discussed in the context of global risk, integrating the human and finance dimensions - Risk manager and treatment of risks; proposition of a business model based on the operational management of risk in an enterprise; understanding risk in a juridical, administrative and financial context and integrating the difficulties of flexibility, fraud or insurance <p><u>Learning goals</u></p> <ul style="list-style-type: none"> - understanding the environment of organisations and their way of functioning; analysis and administration of operations - adapting a strategic vision for the functioning of organisations - knowledge about information technologies and their impact on organisations - integrating these instruments in the functioning of an organisation - knowledge about ethics and social responsibility associated with the functioning of organisations and the issues which are of importance in that context - adapting to one's environment 		http://www.esc-clermont.fr/fr_htm/etud_candidats/downloads.htm

Finanzmärkte und Bewertung (2)					
5					
International Finance					
GE08CF2-02					
Ja / Sappelfricke / SS 2011					
3 / 3					
				<p><u>Contents</u></p> <ul style="list-style-type: none"> - Financial Markets - Private Equity - Mergers & Acquisitions - Foreign exchange - Emerging Markets [...] <p><u>Learning goals</u></p> <ul style="list-style-type: none"> - Understanding the environment of organizations and the way they function: Analysis and management of operating standards - Ability to adopt a strategic vision of the way organizations function - Ability to integrate these instruments into the operations of organizations; - Knowledge of the stakes in terms of ethics and responsibility linked to the operation of organizations and the related functions - Ability to transmit and receive information and knowledge - Ability to work in a team - Ability to adapt to one's environment 	
					<p>http://www.escclermont.fr/fr_him/eiud_candidats/downloads.htm</p>

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Wahlpflichtfach	5	Financial Auditing: Methods & Techniques	X2282-08	Ja / Bauer / SS 2007			<p>Zu prüfen ob für Anerkennung als WPF (BABM, 5 Credits) bzw. WPF Ausland (IBM, 10 Credits) Kombination mit mind. einem weiteren Kurs erforderlich ist. Grund: Erforderlicher Credit-Umfang für WPF / WPF Ausland.</p> <p>Bestätigung der Anerkennung erforderlich - Kurs bitte im IFO einreichen.</p>	
Wahlpflichtfach	5	Finance Strategy	X2282-05	Ja / Bauer / SS 2007			<p>Zu prüfen ob für Anerkennung als WPF (BABM, 5 Credits) bzw. WPF Ausland (IBM, 10 Credits) Kombination mit mind. einem weiteren Kurs erforderlich ist. Grund: Erforderlicher Credit-Umfang für WPF / WPF Ausland.</p> <p>Bestätigung der Anerkennung erforderlich - Kurs bitte im IFO einreichen.</p>	
Wahlpflichtfach	5	Legal Aspects of Consumption and Distribution	X2282-54	Ja / Bauer / SS 2007			<p>Zu prüfen ob für Anerkennung als WPF (BABM, 5 Credits) bzw. WPF Ausland (IBM, 10 Credits) Kombination mit mind. einem weiteren Kurs erforderlich ist. Grund: Erforderlicher Credit-Umfang für WPF / WPF Ausland.</p> <p>Bestätigung der Anerkennung erforderlich - Kurs bitte im IFO einreichen.</p>	

Wahlpflichtfach	5	Risk Management	X2282-45	Ja / Stockmeyer / WS 07/08			Zu prüfen ob für Anerkennung als WPF (BABM, 5 Credits) bzw. WPF Ausland (IBM, 10 Credits) Kombination mit mind. einem weiteren Kurs erforderlich ist. Grund: Erforderlicher Credit-Umfang für WPF / WPF Ausland. Bestätigung der Anerkennung erforderlich - Kurs bitte im IFO einreichen.
Wahlpflichtfach	5	Création de site web avancé	X2282-26	Ja / Stockmeyer / WS 07/08			Zu prüfen ob für Anerkennung als WPF (BABM, 5 Credits) bzw. WPF Ausland (IBM, 10 Credits) Kombination mit mind. einem weiteren Kurs erforderlich ist. Grund: Erforderlicher Credit-Umfang für WPF / WPF Ausland. Bestätigung der Anerkennung erforderlich - Kurs bitte im IFO einreichen.
Wahlpflichtfach	5	Financial Market	X2282-09	Ja / Frey / SS 2007			Zu prüfen ob für Anerkennung als WPF (BABM, 5 Credits) bzw. WPF Ausland (IBM, 10 Credits) Kombination mit mind. einem weiteren Kurs erforderlich ist. Grund: Erforderlicher Credit-Umfang für WPF / WPF Ausland. Bestätigung der Anerkennung erforderlich - Kurs bitte im IFO einreichen.
Wahlpflichtfach	5	Culture Générale	X1290-00	Ja / Frey / SS 2007			Zu prüfen ob für Anerkennung als WPF (BABM, 5 Credits) bzw. WPF Ausland (IBM, 10 Credits) Kombination mit mind. einem weiteren Kurs erforderlich ist. Grund: Erforderlicher Credit-Umfang für WPF / WPF Ausland. Bestätigung der Anerkennung erforderlich - Kurs bitte im IFO einreichen.

Wahlpflichtfach	5	Campagne publicitaire	X2282-21	Ja / Stockmeyer / WS 07/08	4 / 4	<p><u>Content</u></p> <ul style="list-style-type: none"> - Mastering the steps of setting up an advertising campaign - In-depth knowledge of the posts in advertising (advertisers, agencies, media) - Knowing the jargon of advertising professionals 	<p><u>IBM- & BABM-Studenten</u> Für Anerkennung als WPF (BABM, 5 Credits) bzw. WPF Ausland (IBM, 10 Credits) nur in Kombination mit mind. einem weiteren Kurs anerkannt. Grund: Erforderlicher Credit-Umfang für WPF (BABM = 5 ECTS, IBM = 10 ECTS).</p> <p>Bestätigung der Anerkennung erforderlich - Kurs bitte im IFO einreichen.</p>
Wahlpflichtfach	5	Marketing de l'humanitaire et du sport	X2282-13	Ja / Stockmeyer / WS 07/08	4 / 4	<p><u>Content</u></p> <ul style="list-style-type: none"> - The different types of marketing - Characteristics of non-profit marketing - Characteristics of associations and the development of marketing for associations - Marketing and strategy of associations - Marketing and obtaining funding: Humanitarian, cultural, and social strategies of countries, towns, and regions. 	<p><u>IBM- & BABM-Studenten</u> Für Anerkennung als WPF (BABM, 5 Credits) bzw. WPF Ausland (IBM, 10 Credits) nur in Kombination mit mind. einem weiteren Kurs anerkannt. Grund: Erforderlicher Credit-Umfang für WPF (BABM = 5 ECTS, IBM = 10 ECTS).</p> <p>Bestätigung der Anerkennung erforderlich - Kurs bitte im IFO einreichen.</p>
Wahlpflichtfach	5	Comportement de consommateur	X2282-20	Ja / Stockmeyer / WS 07/08	4 / 4	<p><u>Content</u></p> <ul style="list-style-type: none"> - Types of models of consumer behavior - The decision process (analysis of the various steps, psychological, taking action, etc.) - The various factors which influence consumer behavior (environment, individual variables, situation etc.) - Consumer reactions to company actions (fidelity, lowering prices etc.) - Consumer relations management. 	<p><u>IBM- & BABM-Studenten</u> Für Anerkennung als WPF (BABM, 5 Credits) bzw. WPF Ausland (IBM, 10 Credits) nur in Kombination mit mind. einem weiteren Kurs anerkannt. Grund: Erforderlicher Credit-Umfang für WPF (BABM = 5 ECTS, IBM = 10 ECTS).</p> <p>Bestätigung der Anerkennung erforderlich - Kurs bitte im IFO einreichen.</p>
Wahlpflichtfach	5	Management de Projet	X-2282-33	Ja / Stockmeyer / WS 07/08	4 / 4	<p><u>Content</u></p> <ul style="list-style-type: none"> - Analysis of the key factors of success of performant companies - Defining the variables of non-price competition - Dividing projects with the heuristic and minimanager methods - Maieutic interview techniques - Planning techniques with Winproject - Financial aspects of project management. - Added-value analysis of project management - Strategy and cooperation questions of lateral projects - Management skills for a network of actors - Government and European funding for project management 	<p><u>IBM- & BABM-Studenten</u> Für Anerkennung als WPF (BABM, 5 Credits) bzw. WPF Ausland (IBM, 10 Credits) nur in Kombination mit mind. einem weiteren Kurs anerkannt. Grund: Erforderlicher Credit-Umfang für WPF (BABM = 5 ECTS, IBM = 10 ECTS).</p> <p>Bestätigung der Anerkennung erforderlich - Kurs bitte im IFO einreichen.</p>

Wahlpflichtfach	55	Management de projet	X2282-33	Ja / Stockmeyer / SS 2009	4 / 4	<p><u>Objectives</u></p> <ul style="list-style-type: none"> - Studying competition - prices and other types - Developing economic projects in order to create employment - Acquiring established Management and project management methodology skills - Acquiring risk-assesment and project management skills - Managing a team and /or a network of actors <p><u>Program</u></p> <ul style="list-style-type: none"> - Analysis of the key factors of success of performant companies - Defining the variables of non-price competition - Divising projects with the 'heuristic' and 'minmanager' methods - 'Maieutic' interview techniques - Planning techniques with Winproject - Financial aspects of project management - Added-value analysis of project management - Strategy and cooperation questions of lateral projects - Management skills for a network of actors - Government and European funding for project management 	<p><u>IBM- & BABM-Studenten</u> Für Anerkennung als WPF (BABM, 5 Credits) bzw. WPF Ausland (IBM, 10 Credits) nur in Kombination mit mind. einem weiteren Kurs anerkannt. Grund: Erforderlicher Credit-Umfang für WPF (BABM = 5 ECTS, IBM = 10 ECTS).</p> <p>Bestätigung der Anerkennung erforderlich - Kurs bitte im IFO einreichen.</p>	http://extranet.esc-clermont.fr/Cours/index.html
Wahlpflichtfach	5	Cross-boarder innovation	X2282-60	Ja / Stockmeyer / SS 2009	4 / 4	<p><u>Objectives</u></p> <ul style="list-style-type: none"> - To understand the critical role of innovation in establishing global competitive advantage, and management's role in fostering creativity and innovation at the workplace. - To understand the key factors underlying innovative processes and systems at the workplace, and the skills and knowledge needed to transform innovation performance into enhanced competitive advantage. - To apply analytical and critical thinking skills in evaluating issues and questions pertaining to the course readings and discussions. - To demonstrate the applications of theoretical concepts used throughout the course with real-world examples. - To actively listen and respond to the ideas of others, and to effectively communicate one's own opinions and perspectives in class discussions. 	<p><u>IBM- & BABM-Studenten</u> Für Anerkennung als WPF (BABM, 5 Credits) bzw. WPF Ausland (IBM, 10 Credits) nur in Kombination mit mind. einem weiteren Kurs anerkannt. Grund: Erforderlicher Credit-Umfang für WPF (BABM = 5 ECTS, IBM = 10 ECTS).</p> <p>Bestätigung der Anerkennung erforderlich - Kurs bitte im IFO einreichen.</p>	http://extranet.esc-clermont.fr/Cours/index.html
Wahlpflichtfach	5	Economie managériale	EX2282-42	Ja / Stockmeyer / SS 2009	4 / 4	<p><u>Objectives</u></p> <p>This elective offers students the possibility of deepening their knowledge of industrial economics. This course is a complement to the core economics courses offered in first year. We will present the environment of different business sectors, and show to what extent instruments of economic analysis can serve to inform a manager's decisions. This class in Managerial Economics or Business Economics, seeks to present in detail:</p> <ul style="list-style-type: none"> -the economic analysis of the firm -the operation of the markets -the public politics and principle dispositions of public politics relative to markets' operation 	<p><u>IBM- & BABM-Studenten</u> Für Anerkennung als WPF (BABM, 5 Credits) bzw. WPF Ausland (IBM, 10 Credits) nur in Kombination mit mind. einem weiteren Kurs anerkannt. Grund: Erforderlicher Credit-Umfang für WPF (BABM = 5 ECTS, IBM = 10 ECTS).</p> <p>Bestätigung der Anerkennung erforderlich - Kurs bitte im IFO einreichen.</p>	http://extranet.esc-clermont.fr/Cours/index.html

Wahlpflichtfach	5	Management et ressources humaines	F2130-00	Ja / Stockmeyer / SS 2009	2 / 2	Through this class, you will have the opportunity to seek responses beyond the limits of the almost-sacred comfort zone of the school. Many of you aspire to becoming managers--of organized processes, collective interests or individuals. Consequently, it is very important that you possess the skills that will enable you to face the different situations in which you will be implicated. we hope that together we can discover and begin to understand an important part of the reality that individuals and organizations face in our society.	IBM- & BABM-Studenten Für Anerkennung als WPF (BABM, 5 Credits) bzw. WPF Ausland (IBM, 10 Credits) nur in Kombination mit mind. einem weiteren Kurs anerkannt. Grund: Erforderlicher Credit-Umfang für WPF (BABM = 5 ECTS, IBM = 10 ECTS).	Bestätigung der Anerkennung erforderlich - Kurs bitte im IFO einreichen.	http://extranet.esclermont.fr/Cours/index.html
Wahlpflichtfach	5	Modul: Von Deutschland nach Europa	X2251-01	Nein / Stockmeyer / SS 2009	2 / 2	<u>Objectives</u> - knowledge and understanding of recent Germany and its interplay with the European Union - knowledge and understanding the history and economy of Germany in Europe - a better application of linguistic devices and specific terms in economics, society and culture			http://extranet.esclermont.fr/Cours/index.html
Wahlpflichtfach	5	Global Business Environment	X2150-01	Nein / Stockmeyer / SS 2009	2 / 2	<u>Objectives</u> - Improve the oral linguistic competencies in international business affairs - Improve the effectivity in reading by studying recent texts about the international environment - Improve the writing competencies in commercial correspondence			http://extranet.esclermont.fr/Cours/index.html
Wahlpflichtfach	5	Organizational Theory and Development	X2282-47	Ja / Stockmeyer / SS 2009	4 / 4	This course is about organizations: why they exist, what they are, and how they work. In order to develop an understanding of organizations, we will study various historical perspectives, theoretical perspectives, and alternative perspectives of organizations. Then, we will tear apart organizations and re-build organizations.	IBM- & BABM-Studenten Für Anerkennung als WPF (BABM, 5 Credits) bzw. WPF Ausland (IBM, 10 Credits) nur in Kombination mit mind. einem weiteren Kurs anerkannt. Grund: Erforderlicher Credit-Umfang für WPF (BABM = 5 ECTS, IBM = 10 ECTS).	Bestätigung der Anerkennung erforderlich - Kurs bitte im IFO einreichen.	http://extranet.esclermont.fr/Cours/index.html

Wahlpflichtfach	5	Negotiation	Ja / Stockmeyer / WS 10/11	3 / 3	Knowing how to negotiate becomes a distinctive skill for anyone who expects to be a manager, in particular in the current international context. Negotiation takes support on a deep theoretical corpus, and uses especially a lot of interpersonal communication techniques: active listening techniques, persuasion tactics, argumentation skills, stress management, etc. It's useful in every circumstances of your professional and personal life: convincing a firm to recruit you or co-workers to participate on your project, acquiring a new customer, etc. These techniques will be applied in different situations: to sell your competences, a collective project, a professional service, a product to consumers, etc. In consequence, it's designed for every student who has a various relationship environment in his (her) professional life.	IBM- & BABM-Studenten Für Anerkennung als WPF (BABM, 5 Credits) bzw. WPF Ausland (IBM, 10 Credits) nur in Kombination mit mind. einem weiteren Kurs anerkannt. Grund: Erforderlicher Credit-Umfang für WPF (BABM = 5 ECTS, IBM = 10 ECTS). Bestätigung der Anerkennung erforderlich - Kurs bitte im IFO einreichen.	http://www.esc-clermont.fr/fr_html/etud_candidats/downloads.htm
Wahlpflichtfach	5	Language: Russian	Ja / Stockmeyer / WS 10/11	2 / 2		IBM- & BABM-Studenten Für Anerkennung als WPF (BABM, 5 Credits) bzw. WPF Ausland (IBM, 10 Credits) nur in Kombination mit mind. einem weiteren Kurs anerkannt. Grund: Erforderlicher Credit-Umfang für WPF (BABM = 5 ECTS, IBM = 10 ECTS). Bestätigung der Anerkennung erforderlich - Kurs bitte im IFO einreichen.	http://www.esc-clermont.fr/fr_html/etud_candidats/downloads.htm
Wahlpflichtfach	5	Corporate Finance	Ja / Stockmeyer / WS 10/11	3 / 3	Be able to read, reprocess, and interpret financial statements pertaining to the economic, social, and financial environment. Acquire a mastery of financial concepts, tools, and methods of analysis in order to establish a general and financial review of the company and to propose recommendations.	IBM- & BABM-Studenten Für Anerkennung als WPF (BABM, 5 Credits) bzw. WPF Ausland (IBM, 10 Credits) nur in Kombination mit mind. einem weiteren Kurs anerkannt. Grund: Erforderlicher Credit-Umfang für WPF (BABM = 5 ECTS, IBM = 10 ECTS). Bestätigung der Anerkennung erforderlich - Kurs bitte im IFO einreichen.	http://www.esc-clermont.fr/fr_html/etud_candidats/downloads.htm
Wahlpflichtfach	5	Economics and Business Environment	Ja / Stockmeyer / WS 10/11	3 / 3	This course provides an introduction to the essential principles of microeconomics and macroeconomics and applying them to the world of business. Topics include business strategy, corporate social responsibility, ethics and the state of the global environment in which we live today.	IBM- & BABM-Studenten Für Anerkennung als WPF (BABM, 5 Credits) bzw. WPF Ausland (IBM, 10 Credits) nur in Kombination mit mind. einem weiteren Kurs anerkannt. Grund: Erforderlicher Credit-Umfang für WPF (BABM = 5 ECTS, IBM = 10 ECTS). Bestätigung der Anerkennung erforderlich - Kurs bitte im IFO einreichen.	http://www.esc-clermont.fr/fr_html/etud_candidats/downloads.htm

Wahlpflichtfach	5	Human Resource Engineering	Ja / Stockmeyer / WS 10/11	3 / 3	Consolidate competencies acquired in the field of personnel management (GPPEC) and application to real-life situations in a multicultural environment.	<p><u>IBM- & BABM-Studenten</u> Für Anerkennung als WPF (BABM, 5 Credits) bzw. WPF Ausland (IBM, 10 Credits) nur in Kombination mit mind. einem weiteren Kurs anerkannt. Grund: Erforderlicher Credit-Umfang für WPF (BABM = 5 ECTS, IBM = 10 ECTS).</p> <p>Bestätigung der Anerkennung erforderlich - Kurs bitte im IFO einreichen.</p>	<p>http://www.escclermont.fr/fr_htm/etud_candidates/downloads.htm</p>
Wahlpflichtfach	5	Personal Computing for Managers	Ja / Stockmeyer / WS 10/11	3 / 3	Future functional and general managers increasingly need to know how to exploit software applications, databases, and the Web to support executive decision making and enhance organizational value. In this course students will enhance their expertise in personal and web-based computing (such as Excel) by developing models and applications centered on finance, market analysis, and business development issues. Students will work on business cases set within the media, entertainment or technology sectors, or within an entrepreneurial context.	<p><u>IBM- & BABM-Studenten</u> Für Anerkennung als WPF (BABM, 5 Credits) bzw. WPF Ausland (IBM, 10 Credits) nur in Kombination mit mind. einem weiteren Kurs anerkannt. Grund: Erforderlicher Credit-Umfang für WPF (BABM = 5 ECTS, IBM = 10 ECTS).</p> <p>Bestätigung der Anerkennung erforderlich - Kurs bitte im IFO einreichen.</p>	<p>http://www.escclermont.fr/fr_htm/etud_candidates/downloads.htm</p>
Wahlpflichtfach	5	Marketing of Services	Ja / Stockmeyer / WS 10/11	3 / 3	This seminar is designed to equip students to effectively manage service or service-oriented organizations. The seminar will explore different modes and challenges of delivering superior service including the design and implementation of service processes. Towards this end, we will also explore issues in the development of frontline personnel who are often critical in the service delivery. The service quality paradigm will form the basis of our discussion for these issues.	<p><u>IBM- & BABM-Studenten</u> Für Anerkennung als WPF (BABM, 5 Credits) bzw. WPF Ausland (IBM, 10 Credits) nur in Kombination mit mind. einem weiteren Kurs anerkannt. Grund: Erforderlicher Credit-Umfang für WPF (BABM = 5 ECTS, IBM = 10 ECTS).</p> <p>Bestätigung der Anerkennung erforderlich - Kurs bitte im IFO einreichen.</p>	<p>http://www.escclermont.fr/fr_htm/etud_candidates/downloads.htm</p>

Wahlpflichtfach	5	International Management	Nein / Stockmeyer / WS 10/11	3 / 3	<p>With the rapid pace of globalization of markets and production, there are very few companies that are not involved in international business. By necessity, business firms, large or small, are conducting business in distant locations and under challenging conditions. Managers, whose experiences are limited to their own domestic markets dealing with relatively homogenous group of people, will find business situations in foreign countries difficult to understand and may not be able to manage effectively. This seminar is designed to help students develop the knowledge, sensitivity and skills needed to manage successfully in other countries and cultures.</p> <p><u>Aims</u></p> <ul style="list-style-type: none"> - Developing an awareness of the concept of culture and its pervasive and its hidden influence on behavior, particularly with respect to work organizations and managerial practices - Becoming familiar with the types of situations and issues that managers face when working internationally - Understanding how international companies organize and manage in order to be the most effective in different parts of the world, emphasizing East Asian countries 		http://www.esc-clermont.fr/fr_html/etud_candidates/downloads.htm
Wahlpflichtfach	5	Project Management	Ja / Stockmeyer / WS 10/11	3 / 3	<p>The topics of this course span across a wide spectrum of issues, concepts, systems, tools and techniques for managing projects effectively in today's complex business environment. Students are led through a complete project life cycle, from requirements analysis and project definition to start-up, reviews, and phase-out. The project manager's role as team leader is examined together with important techniques for controlling project costs, schedules, and performance. Project management concepts, tools and techniques are studied with emphasis on best-in-class practices. Information technology is applied and emphasized throughout the course. Working in an interactive class environment, students will study contemporary problems and challenges, including applying the latest techniques for tracking and controlling projects, accelerating time to-market cycles, managing innovation under cost and time pressures, managing geographically dispersed project teams, and dealing with interruptions, risks, conflict and commitment.</p>	<p>IBM- & BABM-Studenten Für Anerkennung als WPF (BABM, 5 Credits) bzw. WPF Ausland (IBM, 10 Credits) nur in Kombination mit mind. einem weiteren Kurs anerkannt. Grund: Erforderlicher Credit-Umfang für WPF (BABM = 5 ECTS, IBM = 10 ECTS).</p> <p>Bestätigung der Anerkennung erforderlich - Kurs bitte im IFO einreichen.</p>	http://www.esc-clermont.fr/fr_html/etud_candidates/downloads.htm
Wahlpflichtfach	5	Organizational Behaviour	Ja / Stockmeyer / WS 10/11	3 / 3	<p>The topics of this course span across a wide spectrum of issues, concepts, systems, tools and techniques for managing projects effectively in today's complex business environment. Students are led through a complete project life cycle, from requirements analysis and project definition to start-up, reviews, and phase-out. The project manager's role as team leader is examined together with important techniques for controlling project costs, schedules, and performance. Project management concepts, tools and techniques are studied with emphasis on best-in-class practices. Information technology is applied and emphasized throughout the course. Working in an interactive class environment, students will study contemporary problems and challenges, including applying the latest techniques for tracking and controlling projects, accelerating time to-market cycles, managing innovation under cost and time pressures, managing geographically dispersed project teams, and dealing with interruptions, risks, conflict and commitment.</p>	<p>IBM- & BABM-Studenten Für Anerkennung als WPF (BABM, 5 Credits) bzw. WPF Ausland (IBM, 10 Credits) nur in Kombination mit mind. einem weiteren Kurs anerkannt. Grund: Erforderlicher Credit-Umfang für WPF (BABM = 5 ECTS, IBM = 10 ECTS).</p> <p>Bestätigung der Anerkennung erforderlich - Kurs bitte im IFO einreichen.</p>	http://www.esc-clermont.fr/fr_html/etud_candidates/downloads.htm

Wahlpflichtfach	5	Strategic Marketing & Marketing Plan	IM10BM1-00	Ja / Stockmeyer / SS 2011	3 / 3	<p><u>Course objectives</u></p> <ul style="list-style-type: none"> - Identify and evaluate marketing issues within a simulation - Critically evaluate and analyse information using appropriate analytical techniques and strategic marketing models, and evaluate their usefulness - Formulate marketing objectives and strategies for the organisation in the scenario and devise an appropriate strategic marketing plan, which would enable it to achieve these objectives including appropriate control and contingency mechanisms for the marketing plan - Critically evaluate the use and role of marketing theoretical models and framework as analytical tools for a case study 	<p>Anerkennung als WPF nur möglich, wenn Marketing nicht vertieft wird.</p> <p>IBM- & BABM-Studenten Für Anerkennung als WPF (BABM, 5 Credits) bzw. WPF Ausland (IBM, 10 Credits) nur in Kombination mit mind. einem weiteren Kurs anerkannt. Grund: Erforderlicher Credit-Umfang für WPF (BABM = 5 ECTS, IBM = 10 ECTS).</p>	<p>http://www.esc-clermont.fr/fr_htm/etud_candidats/downloads.htm</p>
Wahlpflichtfach	5	Cross Cultural Marketing		Ja / Stockmeyer / WS 10/11	3 / 3	<p><u>Course Objectives</u></p> <ul style="list-style-type: none"> - To understand international diversity in consumer behaviour, advertising, sales and marketing management - Understand the way buyer behaviour may vary between cultures - Identify and evaluate marketing communications in different cultures 	<p>IBM- & BABM-Studenten Für Anerkennung als WPF (BABM, 5 Credits) bzw. WPF Ausland (IBM, 10 Credits) nur in Kombination mit mind. einem weiteren Kurs anerkannt. Grund: Erforderlicher Credit-Umfang für WPF (BABM = 5 ECTS, IBM = 10 ECTS).</p> <p>Bestätigung der Anerkennung erforderlich - Kurs bitte im IFO einreichen.</p>	<p>http://www.esc-clermont.fr/fr_htm/etud_candidats/downloads.htm</p>
Wahlpflichtfach	5	French		Nein / Stockmeyer / WS 10/11	3 / 3			<p>http://www.esc-clermont.fr/fr_htm/etud_candidats/downloads.htm</p>
Wahlpflichtfach	5	Entrepreneurship		Ja / Stockmeyer / WS 10/11	3 / 3	<p>Acquire a mastery of concepts and tools to provide a practical guide to the process of successfully launching and growing an entrepreneurial project.</p>	<p>IBM- & BABM-Studenten Für Anerkennung als WPF (BABM, 5 Credits) bzw. WPF Ausland (IBM, 10 Credits) nur in Kombination mit mind. einem weiteren Kurs anerkannt. Grund: Erforderlicher Credit-Umfang für WPF (BABM = 5 ECTS, IBM = 10 ECTS).</p> <p>Bestätigung der Anerkennung erforderlich - Kurs bitte im IFO einreichen.</p>	<p>http://www.esc-clermont.fr/fr_htm/etud_candidats/downloads.htm</p>

Wahlpflichtfach	5	Corporate Finance	Ja / Stockmeyer / WS 11/12	3 / 3	<u>Objectives</u> - Be able to read, reprocess, and interpret financial statements pertaining to the economic, social, and financial environment - Acquire a mastery of financial concepts, tools, and methods of analysis in order to establish a general and financial review of the company and to propose recommendations.	Rücksprache, wenn Finanzwirtschaft vertieft wird! <u>IBM- & BABM-Studenten</u> Für Anerkennung als WPF (BABM, 5 Credits) bzw. WPF Ausland (IBM, 10 Credits) nur in Kombination mit mind. einem weiteren Kurs anerkannt. Grund: Erforderlicher Credit-Umfang für WPF (BABM = 5 ECTS, IBM = 10 ECTS).
Wahlpflichtfach	5	International Negotiation	Ja / Stockmeyer / WS 11/12	3 / 3	<u>Content</u> Negotiation & You - Practice: Negotiation Style - Course content: Framing the Negotiation - Methodology: OCEAN Preparation method Negotiation & Information Management - Practice: Active Discovering Skills - Course content: Active Listening in Communication & Negotiation - Methodology: I.M. instruments Negotiation & Individuals - Practice: Win as Much as You Can - Course content: Individual vs. Collective Objectives & Tactics - Methodology: OCEAN Preparation method Negotiation & Results - Practice: Face-to-Face round of Negotiation - Course content: Win-Win Approach in Negotiation - Methodology: OCEAN instruments in action Negotiation Global Process - Practice: Business Negotiation - Course content: Global Overview of the Negotiation Process - Methodology: PROACTS	<u>IBM- & BABM-Studenten</u> Für Anerkennung als WPF (BABM, 5 Credits) bzw. WPF Ausland (IBM, 10 Credits) nur in Kombination mit mind. einem weiteren Kurs anerkannt. Grund: Erforderlicher Credit-Umfang für WPF (BABM = 5 ECTS, IBM = 10 ECTS).

Wahlpflichtfach	5	Project	IMC 09 C.J1-00	Ja / Stockmeyer / WS 11/12	2 / 2	<p><u>Content</u></p> <ul style="list-style-type: none"> - choose a company and identify its strategic moves (press releases etc.) - analyze competitors and their strategies - analyze the type of innovation - identify potential threats - analyze the dynamic capabilities 	<p><u>IBM- & BABM-Studenten</u> Für Anerkennung als WPF (BABM, 5 Credits) bzw. WPF Ausland (IBM, 10 Credits) nur in Kombination mit mind. einem weiteren Kurs anerkannt. Grund: Erforderlicher Credit-Umfang für WPF (BABM = 5 ECTS, IBM = 10 ECTS).</p>	
Wahlpflichtfach	5	Management-Organizational Behavior		Ja / Stockmeyer / WS 11/12	3 / 3	<p><u>Objectives</u></p> <ul style="list-style-type: none"> - help you understand the environment of organizations and the way they function - provide you some knowledge of the stakes in terms of ethics and responsibility linked to the operation of organizations and the related functions - develop your practice working in a team 	<p><u>IBM- & BABM-Studenten</u> Für Anerkennung als WPF (BABM, 5 Credits) bzw. WPF Ausland (IBM, 10 Credits) nur in Kombination mit mind. einem weiteren Kurs anerkannt. Grund: Erforderlicher Credit-Umfang für WPF (BABM = 5 ECTS, IBM = 10 ECTS).</p>	
Wahlpflichtfach	5	Strategic Marketing		Ja / Stockmeyer / WS 11/12	3 / 3	<p><u>Course Objectives</u></p> <ul style="list-style-type: none"> - Identify and evaluate marketing issues within a simulation. - Critically evaluate and analyse information using appropriate analytical techniques and strategic marketing models, and evaluate their usefulness. - Formulate marketing objectives and strategies for the organisation in the scenario and devise an appropriate strategic marketing plan, which would enable it to achieve these objectives including appropriate control and contingency mechanisms for the marketing plan. - Critically evaluate the use and role of marketing theoretical models and frameworks as analytical tools for a case study. 	<p>Anerkennung als WPF nur möglich, wenn Marketing nicht vertieft wird.</p> <p><u>IBM- & BABM-Studenten</u> Für Anerkennung als WPF (BABM, 5 Credits) bzw. WPF Ausland (IBM, 10 Credits) nur in Kombination mit mind. einem weiteren Kurs anerkannt. Grund: Erforderlicher Credit-Umfang für WPF (BABM = 5 ECTS, IBM = 10 ECTS).</p>	

Wahlpflichtfach	5	Rencontres interculturels	IX09CL1-00	Ja / Stockmeyer / WS 11/12	2 / 2	<u>Objectifs</u> - Approfondissement des compréhensions réciproques par rapport - aux domaines économiques et sociopolitiques - Amélioration de l'expression orale et écrite dans la langue du partenaire - Autonomie dans la recherche pour créer une émission radio autour la relation franco- allemande - Connaître des actualités en Allemagne et en France concernant la politique, l'économie, la culture et de la civilisation en général.	<u>IBM- & BABM-Studenten</u> Für Anerkennung als WPF (BABM, 5 Credits) bzw. WPF Ausland (IBM, 10 Credits) nur in Kombination mit mind. einem weiteren Kurs anerkannt. Grund: Erforderlicher Credit-Umfang für WPF (BABM = 5 ECTS, IBM = 10 ECTS).	
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