



Course description

Studiengang:	International Business Certificate for international foreign students
Abschluss:	International Business Certificate (IBC)
Status:	1 st of August 2019
Gültigkeit:	1 st of August 2019

Cologne, 1st of August 2019
Prof. Dr. Dietmar Barzen
Vice President

Gain the critical skills you need to become an effective business professional and conquer the international marketplace.

RFH comprehensive program covers topics ranging from international marketing, international business strategy, supply chain management, sales and innovation management as well as communication and advertising.

You can look forward to high-profile guest speakers who will share practical advice about issues and challenges they've faced working in the international business arena.

Knowledge You Can Apply Worldwide

As a student of RFH International Business Certificate program, you will gain:

- Real-world knowledge and perspective necessary to meet the challenges and opportunities of the rapidly evolving international business arena.
- Working knowledge of all areas of international business.

More and more, countries around the world are becoming increasingly interconnected – both economically and technologically. To remain competitive, businesses actively seek employees with an understanding of and appreciation for the international marketplace.

Armed with your Certificate in International Business from RFH set to be a vital asset in the international business community. Whether you're seeking a position in a corporate environment, government agency, or non-profit organization, you have the opportunity to set yourself apart.

International Business Certificate (IBC)

for international foreign students at Rheinische Fachhochschule Cologne, Germany (RFH)

Abbreviation	Course	Exam	ECTs
MIM-SBM 1.S	Strategic Business Management	written exam	6
MIM-IM 2.S	International Marketing	written exam	6
MIM-CA 2.S	Communication and Advertising	written exam	6
MAB-ISCM 2.S	International Supply Chain Management	written exam	6
MAB-SALE 3.S	International Sales and Innovation Management	presentation	6
			30

ECPs = European Credit points

1 ECP = 25h workload

Time: 6 months/one Semester in Cologne/Germany

4 months lectures, 2 weeks exam

Price: 535 €/month or 3.210 €/Semester
(except incoming Erasmus students)

Language level: B2 (English)

For business-related Bachelor (from the 4th. semester) or master.

IBC					
Course: Strategic Business Management					
Identification number	Workload	Credits	Study semester	Frequency of bid	Duration
MIM-SBM	150 h	6	1 semester MIM	Every semester	1 semester
1	Course	Contact time	Self study	Planned group size	
	Strategic Business Management	4 SWS / 48 h	102 h	25 students	
2	Learning outcomes After completing this module, students will be able to <ul style="list-style-type: none"> analyze conditions and factors for strategic decisions in a knowledge-oriented way develop strategies with a focus on the business field level that meet its specific (internal and external) conditions apply contingency and consistency theory approaches as well as incorporate current evolutionary theory and strategic development considerations into the development of business area strategies understand long term networking of the consequences of complex strategic programs 				
3	Content <ul style="list-style-type: none"> Identification of resources and capabilities of the company System of resources and capabilities Strategic importance of core competences Identification of resources and capabilities of the business Develop resources, skills and core competencies to gain competitive advantage knowledge and knowledge management structural analysis of industries and markets Extensions of the five-engine approach Analysis of competitors and strategic groups Analysis and assessment of dynamic developments (evolution of industries and markets) Analysis and assessment of dynamic developments (evolution of industries and markets) Development of business area strategies: approaches to systematization of strategies (for example, the Miles and Snow approach), evaluation and selection of strategies Obtaining and defending competitive advantages (cost advantages, differentiation advantages, hybrid competitive advantages) 				
4	Teaching form <i>Seminaristic lecture</i>				

5	Eligibility requirements No
6	Exam form Written exam (120 minutes)
7	Prerequisites for the awarding of credit points Passed module examination with at least sufficient examination performance
8	Use of the module (In other courses) MIM 1. semester
9	Status of the note for the final note The grades of all modules are linear weighted and included in the final grade.
10	Module representatives and full-time lecturers Prof. Dr. Abel
11	Other information Literature: <ul style="list-style-type: none"> • Boddy, D.: Management – An Introduction, latest Edition, Harlow. • Lynch, R.: Strategic Management, latest Edition, Harlow. • Lynch, R.: Corporate Strategy, latest Edition, Harlow. • Miles, R. E./Snow, C. C.: Organizational Strategy, Structure and Process, New York u.a. • Wheelen, T./Hunger, J.D.: Strategic Management and Business Policy, latest Edition, Boston.

IBC					
Course: International Marketing					
Identification number	Workload	Credits	Study semester	Frequency of bid	Duration
MIM-IM	150 h	6	2. Semester MIM	Every semester	1 semester
1	Course	Contact time	Self study	Planned group size	
	International Marketing (E)	4 SWS /48 h	102 h	bis 25 Personen	
2	Learning outcomes The students are able to <ul style="list-style-type: none"> • understand the core concepts of international marketing • research and analyse present and potential changes in markets • understand the impact of marketing dynamics upon organisations • synthesize and relate appropriate marketing strategies to identified dynamics • collaborate on a group project to research analyse and evaluate the marketing environment and marketing response of organisations within particular sectors and present those findings in a presentation and support document • assimilate and reflect on differing international marketing strategies • consider an appropriate concept to implement the marketing effort (i.e. use of marketing controlling and marketing organization). 				
3	Content international marketing management, marketing concept, marketing planning process, marketing research, information systems, international consumer markets, consumer behaviour, segmentation, positioning, new product development for national and international markets, international branding, packaging, services, pricing, new product pricing strategies, discounts, international terms and conditions, channel decision, logistics, international communication: advertising, sales promotion, personal selling, public relations, direct mail and online marketing, fairs and events, sponsoring, product placement, planning and budgeting process, international marketing organisation and controlling, international marketing case studies				
4	Teaching form Seminaristic lecture				
5	Eligibility requirements No				
6	Exam forms Written exam (120 minutes)				
7	Prerequisites for the awarding of credit points Passed module examination with at least sufficient examination performance				
8	Use of the module (in other courses) MIM 2. semester				
9	Status of the note for the final note The grades of all modules are linear weighted and included in the final grade.				
10	Module representatives and full-time lecturers Prof. Dr. Haller				
11	Other information Literature: <ul style="list-style-type: none"> • Czinkota, M./Ronkainen, I.: International Marketing, latest Edition, Mason. • Hollensen, S.: Global Marketing – A decision oriented approach, latest Edition, Harlow. • Kotler, P./Keller, K.: Marketing Management, latest Edition, Harlow. • Cateora, P.R./Ghauri, P.N.: International Marketing, latest European Edition, Maidenhead. • Keegan, W.J.: Global Marketing Management, latest Edition, Harlow. 				

IBC Course: Communication and Advertising (E)					
Identification number	Workload	Credits	Study semester	Frequency of bid	Duration
MIM-CA	150 h	6	2. Semester MIM	every semester	1 semester
1	Course Communication and Advertising (E)	Contact time 4 SWS / 48 h	Self study 102 h	Planned group size 25 students	
2	Learning outcomes The students are able to <ul style="list-style-type: none"> • understand how communication and advertising works • understand how effects leads to measurable objectives that delivers effective marketing communication • evaluate media effectiveness, media math. and communication controlling 				
3	Content <ul style="list-style-type: none"> • Theory of corporate communication • Principles and Practice • Integrated communication • Planning communication and advertising • Situation analysis of communication and advertising • Goals of communication and advertising • Target groups, segmentation and copy strategy • Budgeting process • Media Math. • Instruments of communication (e.g. PR, sales promotion, direct mail, fairs, advertising, product placement, Co-branding, personal selling, sponsoring, online ad.) • Mediaselection (inter and intra) • Below and above the line Instruments • Online and Mobile Marketing: • Communication and advertising controlling • Client-agency relationship • Advertising regulations • The power of creativity • How does communication and advertising work ? • Social Online Networks and corporate communication • Case studies • 				
4	Teaching form Seminaristic lecture				
5	Eligibility requirements No				
6	Exam forms Written exam (120 minutes)				
7	Prerequisites for the awarding of credit points Passed module examination with at least sufficient examination performance				
8	Use of the module (in other courses) MIM 2. semester				
9	Status of the note for the final note The grades of all modules are linear weighted and included in the final grade.				
10	Module representatives and full-time lecturers Prof. Dr. Spitz				
11	Other information				

Literature:

- Belch, G./Belch, M.: Advertising & Promotion: An integrated Marketing communication perspective, latest Edition, New York.
- Chaffey, D., et. al.: Internet Marketing, latest Edition, Harlow u.a.
- Cornelissen, J.P.: Corporate Communication : A guide to theory and practice, latest Edition, Los Angeles.
- Harold, D./Iwanow, D. Google Advertising Tools: Cashing in with Adsense and Adwords, latest Edition, Sebastopol.
- Caples, J./Hahn, F.: Tested advertising methods, latest Edition, Paramus.
- Cooper, A.: How to plan advertising, latest Edition, London.
- Moriarty, S./Mitchell, N./Wells, W.: Advertising & IMC: Principles & Practice, latest Edition, Boston.
- Tuten, T./Solomon, M: Social Media Marketing, latest Edition, Boston.
- Sharma, C./Herzog, J./Melfi, V.: Mobile Advertising: supercharge your brand in the exploding wireless market, latest Edition, Hoboken.

IBC					
Course: International Supply Chain Management (E)					
Identification number	Workload	Credits	Study semester	Frequency of bid	Duration
MAB-ISCM	150 h	6	2 semester MAB	Every semester	1 semester
1	Courses		Contact time	Self-study	Planned groups size
	International Supply Chain Management		4 SWS/48 h	102 h	25 students
2	Learning outcomes The students are able, <ul style="list-style-type: none"> • to be able to design and manage corporate functions such as purchasing, production and logistics in the international context of supply chain networks consisting of suppliers, manufacturers and customers, both in terms of organizational structure and process organization. • to integrate and instruct adjacent specialist areas (e.g. marketing, product development, law) in the sense of interdisciplinarity in the supply chain considerations. • know how to measure and evaluate international supply chain processes on the basis of key figures and objectives and to actively develop them in the direction of best practices through the process optimization levers of standardization, harmonization and automation. • identify the risks of global value creation networks and plan and manage appropriate measures. • to optimize the added value of supply chain networks while taking sustainable values into account in the area of tension between economy, ecology and social issues into account 				
3	Content <ul style="list-style-type: none"> • Background of globalization and its impact on the supply chains of industrial and service companies • Fundamentals of planning, control, management and information supply of logistic and manufacturing processes along the entire value chain in a global context • Analytical requirements of an international dimensioning of the supply chain (e.g. estimation of the interface complexity of global flows of goods and information) • Proactive and reactive risk management systems in global supply chains • Modeling of business processes with the help of event-driven process chains and the • SCOR model and the collection of key figures / KPIs to measure supply chain performance • Activity-Based Costing and its Impact on the Income Statement • Use of levers for process optimization such as standardization, harmonization and automation to improve supply chain performance • Further optimization methods from the area of Continuous Improvement, such as Six Sigma, Lean Management to establish and disseminate best practice processes • Possible applications and future development of information and communication technologies for the supply chain sector • Aspects of sustainability, including those related to social and environmental standards (taking into account the international regulations) 				

4	Teaching forms Seminaristic course, group work and practical workshops (e.g. with invited company representatives), business games (e.g. beer distribution game)
5	Eligibility requirements No
6	Exam form Written exam (120 minutes)
7	Prerequisites for the awarding of credit points Passed module examination with at least sufficient examination performance
8	Use of the module (In other courses) MAB 2. Semester
9	Status of the note for the final note The grades of all modules are linear weighted and included in the final grade.
10	Module officer tel. and full-time lecturer Prof. Dr. A. Fries/Prof. Dr. R. Kutsche
11	Other information <u>References:</u> <ul style="list-style-type: none"> • Blanchard, D.: Supply Chain Management Best Practices, latest Ed., John Wiley & Sons. • Chopra, S./ Meindl, P.: Supply Chain Management. Strategy, Planning and Operation. Latest edition, Upper Saddle River. • Christopher, M.: Logistics & Supply Chain Management, latest ed., Prentice Hall, Harlow • Delfmann, W./ Albers, S.: Supply Chain Management in the global context, Working paper no. 102, Universität zu Köln, Köln • Grant, D.: Logistics Management, latest edition, Pearson • Haag, S., Cummings, M., McCubbrey, D., Pinsonneault, A., & Donovan, R.: Management Information Systems for the Information Age, latest Ed., Canada: McGraw Hill Ryerson. • Harrison, A./ van Hoek, R.: Logistics Management & Strategy, latest ed., Pearson, Harlow • Levi-Simchy, D./ Kaminsky, P./ Simchi-Levi, E.: Designing and Managing the Supply Chain: Concepts, Strategies and Case Studies, latest edition, McGraw-Hill

IBC					
Course: International Sales and Innovation Management (E)					
Identification number MAB-SALE	Workload 150 h	Credits 6	Study semester 3 semester MAB	Frequency of bid Every semester	Duration 1 semester
1	Courses International Sales and Innovation Management	Contact time 4 SWS/48 h	Self-study 102 h	Planned group size 25 students	
2	Learning outcomes The students <ul style="list-style-type: none"> • can analyse and evaluate internationally operating customers from different industries in their markets in a targeted manner and initiate and control the customer acquisition process locally and internationally, if necessary, with a stronger innovation process • can identify the success factors of the management of international sales partners and key accounts and take them up in the sales process • understand and take into account cultural peculiarities of ethical issues in international sales organizations • can identify the dimensions and promoters of innovation management, classify them scientifically and act accordingly • recognize opportunities and barriers in the leadership of international, intercultural sales teams 				
3	Content <ol style="list-style-type: none"> 1. international sales and business development 2. instruments for customer analysis (Buying Center, Strategic Account Planning) 3. leading an international sales team 4. customer acquisition: planning and execution of the sales process 5. market and innovations <ol style="list-style-type: none"> 5.1 Market and customer orientation, brainstorming 5.2 Risk Management 5.3 Adoption and diffusion models 5.4 Models of technology management and service management 5.5 Phases and instruments of the innovation process 5.6 Product Marketing and Product Management 6. strategic marketing of innovations; competition and timing strategies 7. management of sales and innovation processes, PSDM (Problem Solving & Decision Making) 8. service excellence and quality management, Kano model 9. sales and innovation controlling; cost and revenue management 				
4	Teaching forms Seminaristic course with integrated presentations				

5	Eligibility requirements No
6	Exam forms Oral Presentation (with written copy)
7	Prerequisites for the awarding of credit points Passed module examination with at least sufficient examination performance
8	Use of the module (In other courses) MAB 3. semester
9	Status of the note for the final note The grades of all modules are linear weighted and included in the final grade.
10	Module representatives and full-time lecturers Prof. Dr. Linus Schlepner
11	Other information <u>Literature:</u> <ul style="list-style-type: none"> • Baier / Brusch: Conjointanalyse. Latest edition • Burns, T: The management of innovation, latest edition • Dodgson, M: The Oxford handbook of innovation management, latest edition • Donaldson, B: Sales Management: Strategy, process and practice latest edition • Gaubinger, K.: Innovation and product management: A holistic and practical approach to uncertainty reduction, latest edition • Hamburg, C.: Sales Excellence: Systematic Sales Management, latest edition • Trott, Innovation Management and New Product Development, latest edition