

<b>MBA Module:</b>	<b>Marketing &amp; Strategy</b>
<b>Key words:</b>	Applied Marketing, Industrial Marketing, Corporate Strategy, Economics, Risk Management
<b>Module number:</b>	
<b>Target group(s):</b>	1 <sup>st</sup> and 2 <sup>nd</sup> semester MBA students (ca. September – June)
<b>ECTS credits:</b>	9
<b>Language of instruction:</b>	English
<b>Responsible:</b>	Prof. Dr. Dr. h.c. Helmut Kohlert

### Extent of work (hours)

Workload	Contact hours	Self study	Exam preparation
270	150	70	50

<b>Prerequisites:</b>	Participants should be able to prepare presentations using MS-PowerPoint.
<b>Objectives:</b>	This module is designed to give the student knowledge of the principles of economics, industrial marketing, and corporate strategy. This includes an understanding of the basic market forces like supply and demand and the impact of government intervention on market outcomes, but also of macroeconomic outcomes like unemployment, inflation and economic growth. Within this economic environment the student will be able to develop and to implement marketing strategies within an industrial company. The student is able to embed the marketing strategies into the business strategies of the company.
<b>Module content:</b>	<p>The module covers the following five courses:</p> <ul style="list-style-type: none"> <li>• Applied Marketing: Apply the marketing tools and methods</li> <li>• Industrial Marketing: Develop and implement marketing strategies</li> <li>• Corporate Strategy: Evaluate alternative strategic roadmaps</li> <li>• Economics: Understand the principle of micro- and macroeconomics</li> <li>• Risk Management: Apply financial risk management tools and methods</li> </ul> <p>Different topics in this module lead to an understanding of marketing &amp; strategy, as well as exercises such as applied marketing.</p>
<b>Applicability:</b>	This module lays the foundation for the modules International Management and Business Planning in the 2 <sup>nd</sup> semester, where marketing and strategic issues are essential.
<b>Requirements for credits:</b>	<p>Applied Marketing &amp; Industrial Marketing: written exam (90 minutes)            Corporate Strategy: written exam (60 minutes)            Economics: written exam (60 minutes)            Risk Management: written exam (60 minutes)</p> <p>Because of the different topics all exams must be passed in order to receive the ECTS for the whole module.</p>

## Submodules and assessment

<b>Submodule 1 of 5</b>	<b>Applied Marketing</b>		
<b>Exam number:</b>	1201007		
<b>Lecturer:</b>	Döttling		
<b>ECTS credits:</b>	1		
<b>Type of assessment:</b>	Group work and presentation of 24-hour Case Study		
<b>Learning objectives:</b>	<ul style="list-style-type: none"> <li>• Students know how to apply the marketing tools and methods</li> <li>• Students know how to solve problems of case studies</li> </ul>		
<b>Methods:</b>	Participant presentations, discussions, exchange of experience, case studies.		
<b>Literature:</b>	<ul style="list-style-type: none"> <li>• Kotler Ph., K.L. Keller: Marketing Management, Prentice Hall</li> </ul>		
<b>Contents:</b>	The basic analytical tool kit for marketing concepts and principles taught in the Industrial Marketing course will be applied using the tools learned in selected cases.		
Workload 30	Contact hours 30	Self study 0	Exam preparation 0

<b>Submodule 2 of 5</b>	<b>Industrial Marketing</b>		
<b>Exam number:</b>	1201007		
<b>Lecturer:</b>	Prof. Dr. Dr. h.c. Helmut Kohlert		
<b>ECTS credits:</b>	2		
<b>Type of assessment:</b>	Written Exam (90 minutes)		
<b>Learning objectives:</b>	<ul style="list-style-type: none"> <li>• Students understanding the role of marketing in a company</li> <li>• Student know the fundamentals of market research &amp; set-up scientific studies</li> <li>• Students are able to develop and implement marketing strategies</li> <li>• Students are able to plan marketing activities</li> </ul>		
<b>Methods:</b>	Lectures, discussions, exchange of experience, participant presentations, case studies.		
<b>Literature:</b>	<ul style="list-style-type: none"> <li>• Kotler Ph., K.L. Keller: Marketing Management, Prentice Hall</li> <li>• Levitt, Th.: Marketing Myopia, in: Harvard Business Review, September/October 1975, pp. 2–14</li> </ul>		
<b>Contents:</b>	<ul style="list-style-type: none"> <li>• Customer Centered Management</li> <li>• Researching the Marketplace</li> <li>• Analyzing Market Opportunities</li> <li>• Product Positioning in Competitive Markets</li> <li>• Shaping the Market Offering</li> </ul>		
<b>Workload</b> 60	<b>Contact hours</b> 30	<b>Self study</b> 15	<b>Exam preparation</b> 15

<b>Submodule 3 of 5</b>	<b>Corporate Strategy</b>		
<b>Exam number:</b>	1201008		
<b>Lecturer:</b>	Prof. Dr. Richard Wagner		
<b>ECTS credits:</b>	2		
<b>Type of assessment:</b>	Written Exam (60 minutes)		
<b>Learning objectives:</b>	<p>By the end of the course, participants should be capable of understanding</p> <ul style="list-style-type: none"> <li>• the fundamental concepts of corporate strategy and trade offs</li> <li>• be aware of difference in approach for high technology markets</li> <li>• gain knowledge of main strategic techniques</li> </ul>		
<b>Methods:</b>	Presentation of the lecturer, discussions, exchange of experience, presentations of participants, case studies		
<b>Literature:</b>	<ul style="list-style-type: none"> <li>• Lynch, R.: Corporate Strategy, Prentice Hall</li> <li>• Stern, C. W.: The Boston Consulting Group on Strategy: Classic Concepts and New Perspectives, Wiley</li> <li>• Mcgrath, M.E.: Product Strategy for High Technology Companies, McGraw-Hill Education Ltd</li> <li>• Simon, H.: Das große Handbuch der Strategieinstrumente, Campus Verlag</li> <li>• Wagner, R.: Strategie und Managementwerkzeuge, Schäffer Poeschel</li> </ul>		
<b>Contents:</b>	<p>Corporate Strategy Concepts and Trade Offs</p> <ul style="list-style-type: none"> <li>• Strategic Management Process</li> <li>• Dynamic Capabilities</li> <li>• Key Success Factors</li> <li>• Strategic Methodologies and Instruments</li> </ul>		
<b>Workload</b> 60	<b>Contact hours</b> 30	<b>Self study</b> 20	<b>Exam preparation</b> 10

<b>Submodule 4 of 5</b>	<b>Economics</b>		
<b>Exam number:</b>	1201006		
<b>Lecturer:</b>	Prof. Dr. Michael Flad		
<b>ECTS credits:</b>	2		
<b>Type of assessment:</b>	Written Exam (60 minutes)		
<b>Learning objectives:</b>	<ul style="list-style-type: none"> <li>• Students understand the basic market forces of supply and demand</li> <li>• Students know why market failures exist</li> <li>• Students gain insights in macroeconomic objectives and monetary policy</li> <li>• Students discuss long-run macroeconomic developments</li> <li>• Graduates are capable to analyze and evaluate government intervention in markets</li> </ul>		
<b>Methods:</b>	Lectures, interactive learning through discussions, exercises.		
<b>Literature:</b>	<ul style="list-style-type: none"> <li>• Mankiw, N.G.: Principles of Economics, Cengage Learning</li> <li>• Parkin, M.: Economics, Pearson</li> </ul> <p>Additional:</p> <ul style="list-style-type: none"> <li>• Barr, N.: Economics of the Welfare State, Oxford University Press</li> <li>• Gruber, J.: Public Finance and Public Policy</li> </ul>		
<b>Contents:</b>	<p>This course is designed to learn all fundamental concepts of micro- and macroeconomics. Students who master the materials will be comfortable in applying all the basic paradigms of economics practice and theory. In detail</p> <ul style="list-style-type: none"> <li>• Perfect Competition</li> <li>• Market Failures</li> <li>• Redistribution</li> <li>• Macroeconomic Objectives</li> <li>• Stabilizing the Economy</li> <li>• Monetary Policy</li> </ul>		
<b>Workload</b> 60	<b>Contact hours</b> 30	<b>Self study</b> 20	<b>Exam preparation</b> 10

<b>Submodule 5 of 5</b>	<b>Risk Management</b>		
<b>Exam number:</b>	1202003		
<b>Lecturer:</b>	Prof. Dr. Michael Flad		
<b>ECTS credits:</b>	2		
<b>Type of assessment:</b>	Written Exam (60 minutes)		
<b>Learning objectives:</b>	<ul style="list-style-type: none"> <li>• Students know different risk types</li> <li>• Students understand risk management process</li> <li>• Students deploy and evaluate risk measures</li> <li>• Graduates are able to apply financial risk management tools and methods</li> </ul>		
<b>Methods:</b>	Lectures, interactive learning by discussions, exercises, case studies.		
<b>Literature:</b>	<ul style="list-style-type: none"> <li>• Bodie, Z., A. Kane, A.J. Marcus: Investments, McGraw-Hill</li> <li>• Chance, D.M., R. Brooks: An Introduction to Derivatives and Risk Management, South-Western College Pub</li> <li>• Lam, J.: Enterprise Risk Management: From Incentives to Controls, Wiley</li> </ul> <p>Additional:</p> <ul style="list-style-type: none"> <li>• Hull, J.C.: Options, Futures and Other Derivatives, Prentice Hall</li> </ul>		
<b>Contents:</b>	<ul style="list-style-type: none"> <li>• Introduction to Corporate Risk Management</li> <li>• Corporate Risk Types <ul style="list-style-type: none"> <li>- Financial Risk</li> <li>- Operational Risk</li> <li>- Strategic Risk</li> </ul> </li> <li>• Project Risk Management, Risk Management Process and Communication <ul style="list-style-type: none"> <li>Financial Risk Management <ul style="list-style-type: none"> <li>- Risk and Risk aversion</li> <li>- Value-at-Risk</li> <li>- Option Markets</li> <li>- Properties of Options</li> <li>- Option Strategies</li> <li>- Option Pricing Models</li> </ul> </li> </ul> </li> <li>• Legal Framework <ul style="list-style-type: none"> <li>- Sarbanes-Oxley Act</li> <li>- Basel II &amp; III / Solvency II</li> </ul> </li> <li>• Corporate Governance</li> </ul>		
<b>Workload</b> 60	<b>Contact hours</b> 30	<b>Self study</b> 15	<b>Exam preparation</b> 15