

## Course Description Special Business Economics 2

**Keywords: marketing, distribution, law**

<b>Target Group:</b>	<b>6th Semester WKB</b>	<b>Module Number:</b>	<b>WKB 673</b>
<b>Workload:</b>	<b>5 ECTS</b>		<b>150 Hours</b>
<b>Divided into:</b>	<b>Contact time</b>		<b>75 Hours</b>
	<b>Self-study</b>		<b>50 Hours</b>
	<b>Exam preparations</b>		<b>25 Hours</b>
<b>Course language:</b>	<b>English</b>		
<b>Module director:</b>	<b>Prof. Dr. Dirk Hesse</b>		
<b>Valid from:</b>	<b>01.03.2014</b>		

**Requirements:**

Economics, Accounting 2

**Overall Aims of the Module:**

Students will learn about the substantial significance of sales for the success of the company. They will master the basic techniques to plan and to implement strategic, marketing, and distribution decisions. Additionally they will know the fundamental fields of law, with which the companies are often confronted.

**Contents:**

- Marketing mix
- Marketing and distribution organisation
- Marketing and distribution information systems
- Civil law, business law, corporate law, competition law, and work law

**Literature:**

Winkelmann: Marketing und Vertrieb, Oldenbourg.  
BGB, HGB

**Offered:**

Every semester

**Submodules and Assessment:**

<b>Type of instruction/learning:</b>	Lecture with self-study and exam preparations
<b>Type of assessment:</b>	Written exam (90 minutes)
<b>Hours per week:</b>	4 SWS
<b>Estimated student workload:</b>	150 Hours

**Learning outcomes:**

Students will learn the sales-related information systems, technics, and methods. They will be able to evaluate market situations and to develop simple marketing and distribution strategies. Students will have a fundamental background in the most important fields of law, with which the company management is often confronted: civil law, business law, corporate law, competition law, and work law. Students will be able to recognise and to organise legal problems.

**Overall Assessment:**

Written exam