



TU Clausthal

International Business Management Semester (IBMS)

Winter Semester 2024/25



Institute of Management and Economics
International Center Clausthal (IZC)



Every winter semester, TU Clausthal offers an International Business Management Semester. It is organized jointly by the Institute of Management and Economics and the International Center Clausthal (IZC). The International Business Management Semester (IBMS) is a great chance for all students who wish to orient their lives and studies internationally and work towards a globalized world.

Course 1 (6 ECTS Credits)

Digital Business Models

Lecture by Prof. Dr. Thomas Niemand

After successful completion of this course, students will understand how companies design value propositions in (digital) business models, and how they create and maintain value. They have a fundamental understanding of digitalization, digital transformation, and the structure of business models. They acquire detailed knowledge of how digital business models be developed, analyzed, implemented, furtherly developed and (radically) transformed. For each topic, selected examples from successful (and possibly unsuccessful) digital business model companies are presented and discussed to deepen the knowledge gained through application. Individual topics are:

- Introduction
- Business Model Basics
- Concepts of Business Models
- Vital Components of Business Models
- Value and value proposition
- Revenue streams
- Channels
- Customer relationships
- Cost structures

Literature:

- Afuah, A., & Tucci, C. L. (2003). Internet business models and strategies: Text and cases, 2nd ed., New York: McGraw-Hill.
- Egan, J. (2011). Relationship Marketing, Harlow: Pearson.
- Gassmann, O., Frankenberger, K., & Czik, M. (2013). Geschäftsmodelle entwickeln: 55 innovative Konzepte mit dem St. Galler Business Model Navigator, 3rd ed., München: Carl Hanser.
- Kotler, P., Kartajaya, H., Setiawan, I. (2017): Marketing 4.0, Hoboken: John Wiley & Sons.
- Lusch, R.F., & Vargo, S.L. (2014). Service Dominant Logic – Premises, Perspectives, Possibilities, Cambridge: Cambridge University Press.
- Osterwalder, A., & Pigneur, Y. (2010). Business model generation: A handbook for visionaries, game changers, and challengers, Hoboken: John Wiley & Sons.

Course 2 (3 ECTS Credits) Sales Promotion

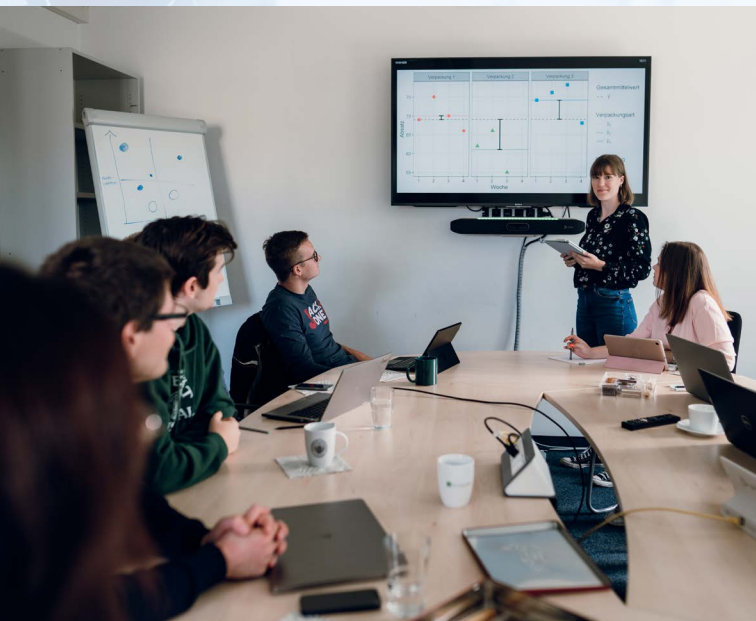
Lecture by Professor Dr. Winfried Steiner

The course aims at providing students with an in-depth understanding of the theories, functions and workings of sales promotion. It covers the main aspects of sales promotion including:

- different types of sales promotions
- behavioural and economic theories of promotions
- how promotions affect sales
- methods for analysing sales promotions
- substantive empirical findings on trade, retailer and consumer promotions

Literature:

- Blattberg, Robert C. and Scott A. Neslin (1990): Sales Promotion: Concepts, Methods, and Strategies, Prentice-Hall
- Neslin, S.A. (2002): Sales Promotion, in: Weitz, B.A., Wensley, R.: Handbook of Marketing, Sage Publications, London
- van Heerde, H.J., Neslin, S.A. (2017): Sales Promotion Models, in: Handbook of Marketing Decision Models, International Series in Operational Research & Management Science, Springer, 2nd edition.
- Neslin, S.A., van Heerde, H.J. (2009): Promotion Dynamics, Foundations and Trends in Marketing, Vol. 3, No. 4. Now Publishers.



Course 3 (6 ECTS Credits)

Economics of Climate Change

Seminar by Professor Dr. Roland Menges

Climate change has become a central social issue in science and politics. In this seminar we deal with the various economic questions that are raised in the context of climate policy. In addition to the scientific findings on the existence of climate change, we will also discuss the various climate policy measures from an economic perspective. How can future damage and current costs be compared with one another? Which instruments can be used for internalising external effects of current economic activities? What kind of distributional effects do result from climate change policy within and between nations? What about the incentives for countries to participate in global climate policy initiatives? Which criteria can be used to assess the efficiency of these measures? How can an active climate policy be assessed from the perspective of a theory of justice?

Literature:

- Stern, N. (2011): *The Economics of Climate Change*, Cambridge
- Van Kooten, G. C. (2013): *Climate Change, Climate Science and Economics*, London.

Course 4 (6 ECTS Credits)

Selected issues in sustainability marketing

Seminar by apl. Prof. Dr. Friederike Paetz

Nowadays, companies more and more focus on a sustainable marketing management. In this vein, the triple-bottom-line (planet, people, prosperity) has emerged as a core anchor for all entrepreneurial decisions. For the implementation of a sustainability marketing management, companies are confronted with several issues. For example: Do sustainable product attributes affect consumers' purchase decisions? Are sustainable consumer's price-sensitive? Are Corporate Social Responsibility initiatives rewarding from an economic point of view? Etc. In order to deal with those issues, the seminar focuses on relevant literature from the up-to-date field of sustainability marketing.

Literature:

- Andorfer, V. A., & Liebe, U. (2012). Research on fair trade consumption - a review. *Journal of Business Ethics*, 106(4), 415-435.
- Belz, F-M; Peattie, K. (2012) *Sustainability Marketing*, 2nd edition, Wiley.
- Emery, B. (2012) *Sustainability Marketing*, Pearson.
- Tully, S. M., & Winer, R. S. (2014). The Role of the Beneficiary in Willingness to Pay for Socially Responsible, Products: A Meta-Analysis. *Journal of Retailing*, 90(2), 255-274.

Course 5 (3 ECTS Credits)

Intercultural Competence

Workshop by Klaudia Böhlefeld

Interacting with people from different cultural backgrounds has become an important part of our daily lives. To benefit from cultural diversity, this course is designed to develop your intercultural competence in two areas: understanding culture and its impact on behavior in an international working environment and developing communication strategies and skills to work successfully in international teams.

Course 6 (6 ECTS Credits)

Language Training – German A 1.1 Beginners

Lecture by Dr. Jörg Schröder

German language course for those who are beginners or have little knowledge of German. This course focuses on developing listening and reading comprehension, active use of German as well as on acquiring learning techniques and communicative competence needed to study successfully at a German university.

Please note that German language courses at all levels are available and can be exchanged for this course.

Course 7 (2-6 ECTS Credits)

Language Training – European and non-European languages

Various lecturers

Apart from German language courses, the course range comprises Arabic, Chinese, Danish, English, French, Italian, Japanese, Polish, Russian and Spanish. This includes courses for beginners as well as for advanced learners.

Further information can be found on the Internet.



Institute of Management and Economics

The Institute of Management and Economics traditionally follows a quantitative approach to economics and management science with an analytical optimization and an experimental component. Research in resource-constrained project scheduling, batch and continuous process scheduling, workforce scheduling as well as new approaches for optimizing supply chain constitute major areas of research. Experimental economics is another field of interest. By continuously expanding the institute, a third field of research has emerged knowledge and value-based management.

International Center Clausthal (IZC)

In cooperation with the university management and the institutes, the IZC coordinates the international relations and activities of the university. IZC is the central service point for international and German students as well as for university staff and faculty. Here you get information on studies and internships abroad as well as on language course and events of the IZC.

The Language Center of the IZC offers a wide range of language courses. For students and university staff, participation in these courses is free. Furthermore, the Language Center coordinates language tandems.

We are looking forward to welcoming you!

The Team of the IZC

Contact

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