Course Description  Special Business Economics 2

Keywords: marketing, distribution, law

Target Group: 6th Semester WKB  Module Number: WKB 673

Workload: 5 ECTS  150 Hours
Divided into: Contact time 75 Hours
Self-study 50 Hours
Exam preparations 25 Hours

Course language: English
Module director: Prof. Dr. Dirk Hesse

Valid from: 01.03.2014

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

Vaid from 01.03.2015  Hochschule Esslingen - University of Applied Sciences