



TECHNISCHE HOCHSCHULE NÜRNBERG
GEORG SIMON OHM

COURSE CATALOGUE

International Marketing
Master of Arts (M.A.)

Winter Semester
2019-20

INTERNATIONAL BUSINESS PROGRAMS

1. Contacts

IB-Office:	<u>Prof. Dr. Laila Hofmann</u> (Academic Head of IB-Programs) Room BL.234, Phone 5880-2877, Laila.Hofmann@th-nuernberg.de <u>Ulrike Schäfer</u> (Administrative Coordinator) Room BL.227, Phone 5880-2882, Ulrike.Schaefer@th-nuernberg.de
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IBT- Examination Board: (B-IBT)	<u>Prof. Dr. Birgit Eitel</u> (Head of IBT-Examination Board) Room BB.116, Phone 5880-2863, Birgit.Eitel@th-nuernberg.de <u>Barbara Lengler</u> (Office Assistant to IBT-Examination Board) Room BL.227, Phone 5880-2777, Barbara.Lengler@th-nuernberg.de
Internship Coordinator: (B-IB and B-IBT)	<u>Prof. Dr. Naiming Wei</u> Room BL.116, Phone 5880-2775, Naiming.Wei@th-nuernberg.de

Important information will be posted on the bulletin board on the 2nd floor.

Bachelor in International Business:	<u>Prof. Dr. Helen Rogers</u> (Academic Head) Room BL.232, Phone 5880-2833, Helen.Rogers@th-nuernberg.de <u>Stefanie Bartenstein</u> (Program Assistant) Room BL.238, Phone 5880-2888, Stefanie.Bartenstein@th-nuernberg.de
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Master in International Marketing:	<u>Prof. Dr. Margo Bienert</u> (Academic Head) Room BL.124, Phone 5880-2842, Margo.Bienert@th-nuernberg.de <u>Anneke Neddermann</u> (Program Assistant) Room BL.242, Phone 5880-2734, Anneke.Neddermann@th-nuernberg.de

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Other Important Offices:				0911/5880-
Studierendenservice <i>Enrolment, Exam Results</i> Prinzregentenufer 41, Building KJ (container in front of the 'old/white villa')	Mon-Thu Fri <u>Semester</u> <u>Break:</u> Mon- Thu Fri	7:30 – 16:00 7:30 – 14:00 9:00 – 15:00 9:00 – 13:00	studierendenservice@th-nuernberg.de	-4004
Special requests			Doris Kübler (B-IBT, M-IFE, M-IMA) Doris.Kuebler@th-nuernberg.de Sieglinde Steger (B-IB) Sieglinde.Steger@th-nuernberg.de	- 4357 - 4812
International Office <i>Semester Abroad</i> Wassertorstr. 8, Building WF, 2 nd floor	Mon+Wed Tue+Thu	9:30 – 11:30 13:30 – 15:30 and by appointment	Sems Colak (EU countries) Christin Kellner (South Africa, Asia, Australia) Renate Zehetbauer (North/South America, Russia, Ukraine) Christina Hempel (internship advisor) Margit Lange (Exchange students) n.n. (International student advisor)	- 4851 - 4132 - 4115 - 4113 - 4135 - 4136
Business and Social Sciences Library Bahnhofstr. 87, ground floor, BL.006a	Mon-Fri Sat <u>Semester</u> <u>Break:</u> Mon- Fri	9:00 – 21:00 9:00 – 18:00 11:00 - 19:00	Reception Desk Book Check-Out and Extension of Due Dates: Bibliothek@th-nuernberg.de Research Requests: Bib-Hotline@th-nuernberg.de	- 4477 - 4000
Computer Labs Bahnhofstr. 87, 1 st floor, (rooms BL.102, BL.104, BL.106)	Mon-Thu Fri Sat <u>Semester</u> <u>Break:</u> Mon-Thu Fri	8:00 – 20:30 8:00 – 19:30 9:00 – 15:30 8:00 – 16:00 8:00 – 14:00	Roland Buhl (room BL.103a) Reinhold Trinkl (room BL.103a) Mike Schönert (room BL.103a)	- 2761 - 2762 - 2768
Language Center Innere Kramer-Klett-Str. 4-8, Building SC ground floor	Mon-Thu Tue+Thu	8:00 – 12:00 13:00 – 15:00	Heike Haundel Kerstin Hestermann language-center@th-nuernberg.de	- 4094 - 4089
OHM Professional School Kressengartenstr.2, Building SK 3 rd floor	Mon-Thu Fri	9:00 – 18:00 9:00 – 16:30	Information Desk info@ohm-professional-school.de Webpage: www.ohm-professional-school.de	- 2800

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2. Semester Schedule: Winter Semester 2019-20

WILL BE UPDATED SOON!

Start: October 1st, 2019

End: March 14th, 2020

Monday to Sunday	Sep. 2 nd till Oct. 15 th (midnight)	08:00 h	Online-Registration for Language Courses at http://www.th-nuernberg.de/sprachen
Wednesday till Tuesday	Sep. 27th till Oct. 3rd (18:00 h)	15:00 h	Start of Online-Registration for Master Courses with a Limited Number of Participants through virtuOHM https://virtuohm.ohmportal.de
Monday	September 30 th	8:45 h	Master Welcome Day incl. introduction through Dean Prof. Dr. Fricke, library tour, MIMA buddies etc. (Theatersaal, BL building, Bahnhofstraße 87)
Thursday	October 3 rd		No Lectures – German Reunification Day
Friday	Oct. 4 th	08:00 h	Start of Lectures
Thursday	Oct. 10 th	13:00 h	Welcome of all MIMA students by Prof. Dr. Margo Bienert (room BB.005)
Friday	Oct. 18 th	17:00 h	Business Graduation Night – Fall 2019 (Maritim Hotel Nürnberg) http://bwc188113.bw.fh-nuernberg.de/bwAbsolv/index.asp
Wednesday to Sunday	Oct. 23 rd till Nov. 3 rd (midnight)		Registration Period for Exams (https://virtuohm.ohmportal.de)
Thursday	Oct. 31 st		<u>For students in their first semester:</u> Until this date requests to the IB-Examination Board for recognition of courses from prior studies / internships should be submitted.
Friday	Nov. 1 st		Public Holidays - No Lectures (Reformation and All Saints Day)
Monday to Saturday	Nov. 11 th till Nov. 30 th (midnight)		Withdrawal Period from Exam Registrations (https://virtuohm.ohmportal.de)
Saturday to Monday	Dec. 21 till Jan. 6 th , 2020		No Lectures – Christmas Break
Tue- Mon	Jan. 8th – Jan. 21st		Re-registration/ Re-enrolment for the Upcoming Semester
Monday to Friday	Jan. 13 th till Jan. 17 th		Tests for Small Groups
Saturday	Jan. 18 th		End of Lectures (No lectures on this day and afterwards!)
Tuesday to Wednesday	Jan. 21 st till Feb. 12 th		Final Exams
Thursday to Saturday	Feb. 13 th till March 14 th		Semester Break

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Abbreviations:

ECTS = European Credit Transfer System; **h/w** = hours per week; **hour** = 45 min.

Days and Times of Lectures

Mon = Monday	Block 1:	8.00 till 9.30 h
Tue = Tuesday	Block 2:	9.45 till 11.15 h
Wed = Wednesday	Block 3:	11.30 till 13.00 h
Thu = Thursday	Block 4:	14.00 till 15.30 h
Fri = Friday	Block 5:	15.45 till 17.15 h
Sat = Saturday	Block 6:	17.30 till 19.00 h
	Block 7:	19.15 till 20.45 h

Example: Wed 3 =
Wednesday from 11.30 till 13.00 h

Lecture/Seminar Rooms

BL = Building Bahnhofstraße 87 (main building)

BB = Building Bahnhofstraße 90 (close to railroad tracks)

SS = Summer Semester; **WS** = Winter Semester; **X-Change** = Exchange Students

Legend for Exchange Students:

- **For all Master exchange students**
- **For Master exchange students who meet certain conditions**
- **Not for exchange students**

(L) = Lecture – Attendance permitted even if English test result is below 60 %

(S) = Seminar – Attendance only permitted if English test result is 60% or higher

Information provided in this catalogue
may change if circumstances demand it!

3. Master of Arts in International Marketing (M-IMA)

3.1. M-IMA Bridging Courses (Pre-master)

*Bridging courses are for students of the Master program in International Marketing whose prior degree is based on less than 210 ECTS or who need to strengthen their knowledge in Marketing. **In total**, you will need courses which will earn you at least 30 ECTS!*

The courses will be selected for you from the Bachelor program in International Business

The course catalogue of the Bachelor program in International Business you will find at: <http://www.th-nuernberg.de/seitenbaum/fakultaeten/betriebswirtschaft/studienangebot/international-business-study-programs/download-area/lb-bachelor-downloads/page.html>

You will be informed about the courses we selected for you latest by mid of september.

3.2 M-IMA Compulsory Studies

No.	Subject	EC TS	h/w	Professor	Day/ Time	Room	Comments	X-Change
4010 4020	Analysis of and Access to International Markets	9	6	<i>Both courses have to be taken together!</i>			only SS	■
	International Marketing Research		4	_____				
	Cross Cultural Marketing		2	_____				
4110 4120	Creation of International Market Offers	9	6	<i>Both courses have to be taken together!</i>			only WS	■
	Business-to-Business Marketing		4	Bienert	Thu 4	BB.005 ¹⁾		
	B-to-B Applied Research Project		2	Bienert	Thu 3 + 10.1 and 2 whole days	BB.005 ¹⁾ BB.001 ¹⁾		
4210 4220	International Marketing Tools	9	6	<i>Both courses have to be taken together!</i>			only WS	■ (S) Please consult with professor.
	Applied Quantitative Methods in Marketing		4	Hahn/ Riedmüller	Tue 2+3	BL.104		
	SPSS		2	Hahn/ Riedmüller	Tue 1 + 4.11 & 11.11 (Block 2-5)	BL.104 KA.038 (Learning Lab)		
4310 4320	Industrial Product and Market Development	9	6				only SS	■
	Product and Market Development - Theory		2	_____				
	Applied Research & Transfer Project		4	_____				
4400	General Studies and Thesis	30						
	Business Ethics	3	2	Bienert			Only SS from next term.	■ (S) Please consult with professor.
	Master Seminar	3	2	Bienert/ Blum/ Brambach/ Riedmüller/ Hahn			Blocked; Please consult with professor;	■

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M-IMA

	Master Thesis	24	----					■
	Electives	24	16	<i>Please refer to 3.3!</i>				

3.3 M-IMA Electives

MIMA – Electives

No.	Subject	EC TS	h/w	Professor	Day/ Time	Room	Com- ments	X-Change
	Consumer Psychology and Pricing	6	4	Brambach	Wed 2+3	BL.215	<i>only WS</i>	■
6102	Strategic Marketing	6	4	_____			<i>only SS</i>	■ (S) <i>Please con- sult with pro- fessor.</i>
6103	International Communications	6	4	Puchalla/ Bienert	Wed 6 + 3 x whole days	BB.005 ¹⁾ BB.001 ¹⁾	<i>only WS</i> Dates: To be an- nounced	■ (S) <i>Please con- sult with pro- fessor.</i>
	Applied User Experi- ence Research	6	4	_____			<i>only SS</i>	■ (S) <i>Please con- sult with pro- fessor.</i>

1) *Bahnhofstraße 90, ground floor.*



The student council informs:

Who are we?

We are a part of you, the students from the study programs Betriebswirtschaft, International Business, International Business and Technology & Management in der Biobranche. With the small difference that we use part of our studies as official representation of the student body of the faculty Betriebswirtschaft to influence events and decisions regarding your studies on behalf of the well-being of the students and to represent your interests.

As a community we try to improve the study conditions in a sustainable way and – next to our engagement in different committees – to make a contribution to a harmonic and successful togetherness through a variety of projects and events.

Your representatives based on the university elections 2019:

- Lammermann, Jochen
- Hafner, Christin
- Birke, Hannah
- Gabler, Ronja
- Bauer, Thorsten
- Fischer, Daniela
- Zinkl, Florian

Join us and become a part of our community

To join the Student Council BW there are many options. That's why we are constantly looking for committed students who want to contribute. You can do so either as a co-opted member or as a volunteer.

- Co-opted member represent the students' interests on a political, legal, technical, economic and social level and design the university life through many projects. For this they are entitled to various rights and duties which must be followed conscientiously.
- Volunteers support the projects of the Student Council or design through so-called working groups (Arbeitskreise) approved projects for the students' well-being.

Be brave and take a look behind the scenes of the most active Student Council of Nuremberg Tech with the slogan "Together we can make a difference"/"Gemeinsam etwas bewegen".

Consulting hours of the Student Council BW: **Monday – Thursday 1pm to 2pm.**

Your Student Council BW

Room: Rondell BL.008
Tel: 0911-58802600
Mail: bw-fachschaft@th-nuernberg.de
Web: www.bw-fachschaft.de
Facebook: Georg Simon Ohm & Fachschaft BW
Instagram: Fachschaft BW



The OHM keeps you in shape!



Did you know that being a TH Nürnberg student you are eligible to participate in sports courses offered by the “Institut für Sportwissenschaft & Sport” in Nuremberg and Erlangen?

The university sports program provides students and employees from all institutions of higher education, technical colleges and academies in Nürnberg with a wide range of sport-related activities including:

- Sports classes for beginners up to advanced levels
- Individual sports and team sports
- Inter-university championships

Fees for sport classes vary but are typically very low.

How to enrol in sports courses?

If you want to get serious about physical exercising, you need to register online via the web. The registration form, along with a complete list and detailed descriptions of all classes offered, are at:

 <https://www.hochschulsport.fau.de/category/kursangebot/>

You need to register quickly, otherwise courses might be filled.