

COURSE CATALOGUE 2021 / 2022

Undergraduate English-taught courses available for international students

Spring semester (14/02/2022 - 25/05/2022)

European Business Management		<input type="checkbox"/> Campus Brühl
Course Title	ECTS	Please tick your choice of courses here:
Introduction to International Innovation Management	5	<input type="checkbox"/>
Innovation Management Methods	5	<input type="checkbox"/>
Sustainability Management	5	<input type="checkbox"/>
Entrepreneurship & Business Modelling	5	<input type="checkbox"/>
Technology Management and Scouting	5	<input type="checkbox"/>
Smart Products and Services	5	<input type="checkbox"/>
German Language	5	<input type="checkbox"/>
Team Collaboration Management	5	<input type="checkbox"/>
ECTS	40	Σ _____

Introduction to International Innovation Management

Course title	Introduction to International Innovation Management
Lecturer	N.N.
ECTS-credits	5
Course objectives	<ul style="list-style-type: none"> - learn about the importance of International Innovation Management, - identify and analyse different models and types of innovation, know the key words and definitions, - become aware that innovation is embedded in local and national contexts as well as in social and political processes, - assess the relationship between innovation and market including the aspects of marketing and product development and - apply these issues in an exemplary case study.
Course content	<p>I Innovation Management</p> <ul style="list-style-type: none"> • Why is Innovation important? • Definitions of “Innovation” • Key Words • Types of Innovations • Models of Innovation • Innovation as a Management Process <p>II International Innovation Management</p> <ul style="list-style-type: none"> • International Aspects of Innovation • Role of the state concerning innovation <p>III Innovation and the Market(s)</p> <ul style="list-style-type: none"> • Market Vision • New Products • Marketing and Innovation • Lead Users <p>III Case Study</p>
Teaching method	Lecture with group work elements, Case Studies
Attendance	<p>Course is compulsory for all participants of the program.</p> <p>Students are expected to attend all classes</p>
Assessment	Presentation

Innovation Management Methods

Course title	Innovation Management Methods
Lecturer	N.N.
ECTS-credits	5
Course objectives	<ul style="list-style-type: none"> - understand the Innovation Management Process - know different Methods for Innovation Management and apply them in Case Studies. - Gain practical experience applying various Innovation Methods - understand the concept of Agile Techniques
Course content	<ul style="list-style-type: none"> - Innovation Management Process - How to choose the right innovation method - Practical application of selected Innovation methods <ul style="list-style-type: none"> ○ Stage-Gate Methodology, ○ Agile Methods, ○ Design Thinking ○ ...
Teaching method	Lecture with group work elements, Case Studies
Attendance	Students are expected to attend all classes
Assessment	Team presentation

Sustainable Management

Course title	Sustainable Management
Lecturer	N.N.
ECTS-credits	5
Course objectives	<ul style="list-style-type: none"> - understand the concept of sustainability - raise the critical awareness for sustainability-related topics - relate sustainability and innovation - apply and evaluate sustainability techniques
Course content	<ul style="list-style-type: none"> - Theoretical and historical background of the concept of sustainability - Innovation and sustainability - Circular economy - Application of techniques aimed at achieving and measuring sustainability - Uses, limits and effectiveness of techniques

	<ul style="list-style-type: none"> - Techniques of impact analysis - Policy framework, legislation, control mechanisms
Teaching method	Lecture with group work elements, Case Studies
Attendance	Students are expected to attend all classes
Assessment	Presentation

Entrepreneurship & Business Modeling

Course title	Entrepreneurship & Business Modeling
Lecturer	N.N.
ECTS-credits	5
Course objectives	<ul style="list-style-type: none"> - Expanding entrepreneurship horizon of participants. - Getting to know entrepreneurial tools, methods and skills. - Understanding opportunities and challenges for entrepreneurs in the digital era - Learn to turn an idea into a business. - Know and use diverse tools to develop a business plan. - Understand the Business Canvas model y learn to use. - Carry out a Business Canvas Model case study.
Course content	<p>Business models</p> <ul style="list-style-type: none"> - Technical viability & economic viability. - Definition, utility, tool, types. - Entrepreneurial personality. - Social entrepreneurship. <p>Application of methods e.g.:</p> <ul style="list-style-type: none"> - Blue Ocean Strategy - Business Model Canvas - Business Plans
Teaching method	Lecture and Case Studies
Attendance	Students are expected to attend all classes
Assessment	Presentation

Technology Management and Scouting

Course title	Technology Management and Scouting
Lecturer	N.N.
ECTS-credits	5
Course objectives	<ul style="list-style-type: none"> • Distinguish between basic technology, key technology, and next generation technology • Scan and monitor technology • Evaluate technology potential • Implement technologies • Organize technology management and scouting
Course content	<ul style="list-style-type: none"> • Technology management foundations • Basic technology, key technology, and next generation technology • Research methods and evaluation methods • Technology transfer and matching • Roadmapping and project management • Business models and startups • Investment and finance • Technology management key skills
Teaching method	Interactive lecture, teamwork, case studies,
Attendance	Students are expected to attend all classes
Assessment	Transfer project (team)

Smart Products and Services

Course title	Smart products and services
Lecturer	N.N.
ECTS-credits	5
Course objectives	<ul style="list-style-type: none"> • Define meaning of “smart” • Get an idea of underlying data structures and algorithms • Understand different shapes of digital value added • Analyze existing smart products and services • Analyze values and designing business models
Course content	<ul style="list-style-type: none"> • (Big) data technology <ul style="list-style-type: none"> ○ data structures ○ algorithms • Digital value added • Research methods for analyzing perceived value • Platforms • Product strategies • Revenue models and business models • Applications
Teaching method	Interactive lecture, teamwork, case studies,
Attendance	Students are expected to attend all classes
Assessment	Team presentation

German Language

Course title	German language
Lecturer	Tristram Koenig / Jana Kohl
ECTS-credits	4
Course objectives	Students will deepen their grammar and language structure knowledge and expand their lexicon. The course will build on the student's previous knowledge.
Course content	<p>Depending on the placement test and the student's level respectively the German teacher will divide EBM participants in different language groups.</p> <p>Depending on their German level the students will learn the basics of the German language as well as dealing with everyday life situations or on general economic topics and, if possible, on more specific EBM related topics (from BI).</p>
Teaching method	Exercises to broaden the student's speaking fluency, listening comprehension, writing competence and grammar knowledge.
Attendance	Students are expected to attend all classes of this course.
Assessment	Exam

Team Collaboration Management

Course title	Team Collaboration Management
Lecturer	N.N.
ECTS-credits	5
Course objectives	<ul style="list-style-type: none"> - Learn how to achieve Effective Team Collaboration - Know and apply strategies, methods and tools to support Team Collaboration
Course content	<ul style="list-style-type: none"> - What does good team collaboration look like? - Benefits of team Collaboration - Team collaboration challenges - Ways how to improve team collaboration at university and in the workplace - Digital Team Collaboration - Practical application of Strategies, Tools and Methods
Teaching method	Lecture with group work elements and Case Studies
Attendance	Students are expected to attend all classes
Assessment	Team Presentation

If you need more information, please do not hesitate to contact us:

<p> EUROPÄISCHE FACHHOCHSCHULE (EUFH) European University of Applied Sciences International Office Kaiserstrasse 6, 50321 Brühl, Germany Tel.: +49 (0)2232-5673-360 or -370 ♦ Fax: + 49 (0)2232-5673-369 or - 379 Email: international@eufh.de More information is also available on our website https://www.eufh.de/en/ </p>
