



GEORG-SIMON-OHM
UNIVERSITY NUREMBERG

COURSE CATALOGUE

International Marketing
Master Program

Summer Semester
2013

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

INTERNATIONAL BUSINESS PROGRAM

1. Contacts:

IB-Office:	Prof. Dr. Uwe Mummert (Head of IB-Program) Room L 228, Phone 5880-2867 ib-master-ife@ohm-hochschule.de
	Ulrike Schäfer (IB-Program Coordinator) Room L 227, Phone 5880-2882 / Fax -2884 Ulrike.Schaefer@ohm-hochschule.de
	Anneke Neddermann (Program Assistant) Room L242, Phone 5880-2734 Anneke.Neddermann@ohm-hochschule.de

Important information (announcements, schedule changes, etc.) will be posted on the IB-bulletin board on the 2nd floor.

IB-Examination Board:	Prof. Dr. Felix Streitferdt, Room L 239, Phone 5880-2722 Felix.Streitferdt@ohm-hochschule.de
Bachelor in International Business	Prof. Dr. Uwe Mummert, Room L 228, Phone 5880-2867 Uwe.Mummert@ohm-hochschule.de
Bachelor in International Business and Technology	Prof. Dr. Birgit Eitel, Room L 235, Phone 5880-2863 Birgit.Eitel@ohm-hochschule.de
Master in Int. Finance and Economics:	Prof. Dr. Uwe Mummert, Room L 228, Phone 5880-2867 Uwe.Mummert@ohm-hochschule.de
Master in Int. Marketing:	Prof. Dr. Margo Bienert, Room L 124, Phone 5880-2842 Margo.Bienert@ohm-hochschule.de
Internship Coordinator:	Prof. Dr. Laila Hofmann, Room L 234, Phone 5880-2877 Laila.Hofmann@ohm-hochschule.de

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	Example: Wed 3 =
Thu = Thursday	Block 4: 14.00 till 15.30 h	Wednesday from 11.30 till 13.00 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	

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 possible even if English test result below 60 %

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

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Other Important Offices:				
Studierendenservice <i>Enrolment, Exam Results, Tuition Fees</i> Prinzregentenufer 41, Building KJ (container in front of the 'old/white villa')	Mon-Fri	7:30 - 16:00	studierendenservice@ohm- hochschule.de	0911/5880 - -4004
Special requests			Sieglinde Steger Gabriele Vitzthum Markus Bahr (Department head)	- 4845 - 4812 - 4370
International Office <i>Semester Abroad</i> Keßlerplatz 12, Building KX 2 nd floor floor	Mon + Wed Tue + Thu	9:30 – 11:30 13:30 – 15:30 and by appointment	Wai Ying Fargel South Africa, Asia, Australia Sensi Colak EU-countries Renate Zehetbauer North/South America, Russia, Ukraine Christina Hempel Exchange students & internship advisor N/A International student advisor Nikolaus Hackl Department head	0911/5880 - - 4132 - 4851 - 4115 - 4113 - 4136 - 4298
Business and Social Sciences Library Bahnhofstr. 87, ground floor, hall 006a	Mon-Fri Sat <i>Semester Break: Mon- Fri</i>	9:00 - 21:00 9:00 - 18:00 11:00 - 19:00	Reception Desk Book Check-Out and Extension of Due Dates Bibliothek@ohm-hochschule.de Research Requests Bib-Hotline@ohm-hochschule.de	0911/5880 - - 4477 - 4000
Computer Labs Bahnhofstr. 87, 1 st floor, rooms L102, L104, L106	Mon-Thu Fri Sat <i>Semester Break: Mon-Thu Fri</i>	8:00 - 21:00 8:00 - 20:00 9:30 - 14:30 8:00 - 16:00 8:00 - 14:00	Roland Buhl (room L103a) Reinhold Trinkl (room L103a) Mike Schönert (room L103a)	0911/5880 - - 2761 - 2762 - 2768
Language Center Wassertorstr. 6, Building K 1 st floor (left) language-center@ohm- hochschule.de	Mon-Thu Fri	8:00 – 12:00 13:00 – 15:00 8:00 – 12:00	Renate Bendl Heike Haundel Donna Raimond Mike Schwer Department head	0911/5880 - - 4131 - 4094 - 4095 - 4093
Management Institute Kressengartenstr.2, 3 rd floor www.gso-mi.de info@gso-mi.de	Mon-Fri	9:00 – 17:00	Information Desk Kerstin Lorentz-Sabisch Alexander Zeitelhack Head of the management institute	0911/5880 - - 2800 - 2802 - 2801

2. MIMA-SEMESTER SCHEDULE: SUMMER SEMESTER 2013

Start: March 15th, 2013

End: September 30th, 2013

Tuesday to Friday Monday and Tuesday	February 19 th till 22 nd and February 25 th and 26 th 09:00-13:00 h	Enrolment will take place for NEW students <u>who did not yet enroll via postal mail</u> in the "White Villa", Prinzregentenufer 41
Monday to Monday	March 4 th (09:00 h) till March 11 th (midnight)	Online-Registration for General Electives at virtuohm.fh-nuernberg.de/wahlpflichtfachwahl →Only for advanced IB-Bachelor students who have not fully completed their semester abroad!
Monday to Thursday	February 18 th (09:00 h) till March 28 th (midnight)	Online-Registration for Language Courses http://www.ohm-hochschule.de/sprachen
Monday	March 18 th	<u>Start of Lectures at 14:00 h</u>
Thursday to Tuesday	March 28 th till April 2 nd	No Lectures – Public Holidays (Easter Break)
Friday	April 19 th	Deadline for Submitting Requests to the IB-Examination Board for Exemptions for Subjects/Internships
Wednesday to Sunday	April 24 th (9:00 h) till May 5 th (midnight)	<u>Registration Period for Exams</u>
Wednesday	May 1 st	No Lectures - Public Holiday (Labor Day)
Thursday	May 9 th	No Lectures - Public Holiday (Ascension Day)
Tuesday to Saturday	May 21 st till June 1 st (midnight)	<u>Withdrawal period from Exam Registrations</u>
Friday to Tuesday	May 17 th till May 21 st	No Lectures – Public Holiday (Pentecost)
Thursday	May 30 th	No Lectures – Public Holiday (Corpus Christi)
Monday to Friday	June 24 th till June 28 th	Tests for Small Groups
Monday	July 1 st	End of Lectures (No lectures on this day and afterwards!)
Tuesday to Saturday	July 2 nd till July 27 th	Final Exams
Sunday to Monday	July 28 th till September 30 th	Semester Break

3. Master of Arts in International Marketing (MIMA)**3.1. MIMA Bridging Courses**

No.	Subject	EC TS	h/ w	Professor	Day/ Time	Room	Comments
<i>Bridging courses are to be taken by students of the Master program in International Marketing whose prior degree is based on less than 210 ECTS or for those students who need to strengthen their knowledge in Marketing. You have to take the courses which are marked as "mandatory". From the others without that remark you can choose. You need to take courses for a minimum of 30 ECTS.</i> <i>On request these courses may be substituted by other courses under the following premises:</i> – Students are able to document convincingly that the course(s) they want to substitute has (have) been part of their prior degree program. – The total number of ECTS for all bridging courses still meets the required volume (minimum of 30 ECTS) . – The request is supported by the lecturer of the course that is to be substituted. – The request is formally submitted to and approved by the IB Examination Board. <i>For the selection of the courses turn to the program coordinator, Prof. Bienert.</i>							
1117	Cost Accounting	4	4	Heelein	Mon 3+4	004	<i>in English</i>
4801 + 4802	Microeconomics	8	6	Fricke	Tue 1+2 + Thu 1	111 315	<i>in English</i>
1106	Operations Management	2,5	2	Nöfer	Fri 3	001	<i>in English</i>
1107	Marketing	5	4	Nöfer	Wed 1+2	315	<i>in English</i>
4860	International Financial Management	3,5	2	Streitferdt	Wed 5	215	<i>in English</i>
1150	International Marketing with Cases	3,5	2	Wellner	Mon 5	215	<i>in English</i> Please register with easyOLE at: http://bit.ly/easyole
4875	Case Studies in International Business	3	2	Wellner	Thu 5	315	<i>in English</i> (Not for exchange students)
5029	Introduction into Economics of European Integration	3,5	2	Mummert	Tue 3	205	<i>in English</i>
5027	Management Reporting with Key Performance Indicators	3,5	2	Preißler	Fri 2	214	<i>in English</i>

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3.2 MIMA Compulsory Subjects (new SPO 2011)

No.	Subject	EC TS	h/w	Professor	Day/ Time	Room	Comments	X-Change
4010	International Marketing Research	6	4	Bienert	Thu 2 + 3 x Mon	MI B ¹⁾	(only MIMA)	■ (S) only <u>marketing</u> exchange students
4020	Cross Cultural Marketing	3	2	Puchalla	Wed 6	218	(only MIMA)	■ (S) only <u>marketing</u> exchange students
4110	Business-to-Business Marketing	6	4				only WS	■ (S) only <u>marketing</u> exchange students
4120	B-to-B Applied Research Project	3	2				only WS	■
4210	Applied Quantitative Methods in Marketing	3	2				only WS Only together with SPSS	■
4220	SPSS	3	2				only WS Only together with Applied Quantitative Methods	■
4310	Product and Market Development - Theory	3	2	Blum	Tue 2	MI A ¹⁾	only SS (only MIMA)	■ (S) only <u>marketing</u> exchange students
4320	Applied Business P+M Development Project	6	4	Blum	Tue 1 + 3 x Mon	MI A ¹⁾	only SS (only MIMA)	■ (S) only <u>marketing</u> exchange students
4400	Business Ethics	3	2	Bienert	Thu 3	MI B ¹⁾		■ (S) only <u>marketing</u> exchange students
	Master Seminar	3	2				Blocked; Please consult with professor; Must register	■

1) This room is in the OHM-Management Institute, Kressengartenstr. 2, 3rd floor.

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3.2 MIMA Electives (new SPO 2011)

No.	Subject	EC TS	h/w	Professor	Day/ Time	Room	Comments	X-Change
6081	Strategic Marketing (including home assignments)	3	2 (+2)	Riedmüller	Tue 3	212	only SS	■ (S) only marketing exchange students
6077	Marketing and Controlling	3	2	Stemmermann	Tue 4	315	only SS (only MIMA)	■ (S) only marketing exchange students
6070	E-Commerce in Marketing	3	2	-----			only WS	---
6040	Global Brand Management	3	2	n.n.			only SS (only MIMA)	■ (S) only marketing exchange students
6045	Customer Relationship Management	3	2	Company	Wed 1	206	only SS Start: April 3 Must register! (only MIMA)	■ (S) only marketing exchange students
6080	Strategic Management in a Global Context	6	4	-----		214	only WS in MIMA	---
	Medienmanagement	6	4	Zeitelhack	Tue 5+6	111	SS: in German	■
6071	International Logistics	6	4	-----			only WS Must register via email with Prof. Pautsch Pe-ter.Pautsch@ohm-hochschule.de	■ (S)
6050	HR Marketing	6	4	Hofmann	Wed 2+3	214	only SS Must register! (only MIMA)	■ (S) only marketing exchange students
	International Marketing and Technology Management	6	4	Riedmüller/ Wellner	Wed 6+7	212	only SS Students must register; number of participants limited; Dates: March 20, April 10 + 17 plus 1 week of travelling	■
	Zukunfts- und Trendforschung	4	6	Zeitelhack	Thu 5+6	217	in German	■



The OHM keeps you in shape!



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

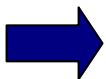
The university sports program provides students and employees from all institutions of higher education, technical colleges and academies in Nürnberg with a wide range of sport-related activities including:

- 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:



<http://www.sport.uni-erlangen.de/hochschulsport/kurse.shtml>