

## Meet your client and his expectations: Developing strategic concepts for Start-Up Companies (English)

<b>Module Title</b>		Meet your client and his expectations: Developing strategic concepts for Start-Up Companies			
<b>Module Title in English</b>		Meet your client and his expectations: Developing strategic concepts for Start-Up Companies			
<b>Module Leader</b>		Sandra Meyer			
<b>Teaching Staff</b>		ZfK / Sandra Meyer			
<b>Courselanguage/</b>		English			
<b>Code</b>	<b>Workload</b>	<b>Credits</b>	<b>Semester</b>	<b>Semester Offered</b>	<b>Duration</b>
W.Eng.III	180 h	6	5th semester	Every semester	1 semester
<b>1</b>	<b>Type of Course</b>	<b>Scheduled Learning</b>	<b>Independent Study</b>		<b>Approx. Number of Participants</b>
	Seminar: 4 h/week	4 h/week (= 60 h)	Total: 120 h		Seminar 15
<b>2</b>	<b>Learning Outcomes / Competences</b>				
	<p>Upon completion of this module, students will have a detailed insight into how consulting works. They will know the different steps that need to be taken when developing business concepts and giving clients advice. They are aware of business strategies they can use in order to get a good overview of a company's status quo. From this environmental analysis, they can develop strategies to support the business and give advice on how to be more efficient or successful.</p> <p>This module is entirely hands-on which means that students also learn to work in groups effectively and settle conflicts. As the course is in English, students will acquire a detailed vocabulary and will be able to communicate effectively in business. They have expert skills with regard to presentations and are able to present in real-life professional contexts. Overall, students know how to put both language and business competence into practice and can convincingly collaborate with business partners.</p>				
<b>3</b>	<b>Contents</b>				
	<p>This module is entirely hands-on. A company, most likely a start-up, will collaborate with students. It presents its business idea and product and students are asked to develop concepts, e.g. within the field of social media, to support the company. Students are supported and advised by the lecturer. The final concept is presented in front of the company. In addition to the credit points, students may receive a reference of the company.</p> <p>Consulting</p> <p>Technical Terminology</p> <p>Social Media Concepts</p> <p>Evaluation Business Plans</p> <p>SWOT</p>				

	<p>Market Research</p> <p>Canvas Model</p> <p>Negotiations</p> <p>Leading a team</p> <p>Dealing with clients</p> <p>Presentations</p> <p>Chairing meetings</p> <p>Intercultural Communication (if applicable)</p>																
<b>4</b>	<p><b>Teaching Methods</b></p> <p>seminars, work in small groups, company visits</p>																
<b>5</b>	<p><b>Content-Related Module Prerequisites</b></p> <p>Business English on a C1 level</p>																
<b>6</b>	<p><b>Formal Module Prerequisites</b></p> <p>none</p>																
<b>7</b>	<p><b>Type of Exams</b></p> <p>Presentations in two to max four students, average speaking time per student: 30 minutes (100%)</p>																
<b>8</b>	<p><b>Prerequisite for the Granting of Credits</b></p> <p>successful participation + attendance + passing of exam</p>																
<b>9</b>	<p><b>This Module Appears in:</b></p> <table border="1"> <thead> <tr> <th><b>Course of Studies</b></th> <th><b>Status</b></th> </tr> </thead> <tbody> <tr> <td>Internationale Wirtschaft - Emerging Markets (Bachelor Plus)_WS2013/14</td> <td>Elective Module</td> </tr> <tr> <td>Internationale Wirtschaft - Emerging Markets (Bachelor Plus)_WS2015/16</td> <td>Elective Module</td> </tr> <tr> <td>Internationale Wirtschaft - Emerging Markets_WS2011/12</td> <td>Elective Module</td> </tr> <tr> <td>Internationale Wirtschaft - Emerging Markets_WS2012/13</td> <td>Elective Module</td> </tr> <tr> <td>Internationale Wirtschaft - Emerging Markets_WS2013/14</td> <td>Elective Module</td> </tr> <tr> <td>Internationale Wirtschaft - Emerging Markets_WS2015/16</td> <td>Elective Module</td> </tr> <tr> <td>Internationale Wirtschaft - Emerging Markets_WS2018/19</td> <td>Elective Module</td> </tr> </tbody> </table>	<b>Course of Studies</b>	<b>Status</b>	Internationale Wirtschaft - Emerging Markets (Bachelor Plus)_WS2013/14	Elective Module	Internationale Wirtschaft - Emerging Markets (Bachelor Plus)_WS2015/16	Elective Module	Internationale Wirtschaft - Emerging Markets_WS2011/12	Elective Module	Internationale Wirtschaft - Emerging Markets_WS2012/13	Elective Module	Internationale Wirtschaft - Emerging Markets_WS2013/14	Elective Module	Internationale Wirtschaft - Emerging Markets_WS2015/16	Elective Module	Internationale Wirtschaft - Emerging Markets_WS2018/19	Elective Module
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<b>10</b>	<p><b>Weighting of Grade in Relationship to Final Grade</b></p> <p>Weighting equals the proportion of module credits in relationship to the total number of grade-relevant credits</p>																
<b>11</b>	<p><b>Additional Information / Literature</b></p> <p>Literature will be announced in the first session</p>																