



**UNIVERSITÄTS-
BIBLIOTHEK
PADERBORN**

Universitätsbibliothek Paderborn

Kommentiertes Vorlesungsverzeichnis

Universität Paderborn / Fachbereich Wirtschaftswissenschaften

Paderborn, Nachgewiesen SS 1998 - SS 2002

III.12 Wirtschaftsenglisch

urn:nbn:de:hbz:466:1-8675



III.12 Wirtschaftsenglisch

054068	Quality Management in Europe			
	Ü2	Di 16-18	C4.224	Böhler

Erforderliche Vorkenntnisse: Fortgeschrittene Englischkenntnisse
Prüfung: oral

Kommentar:

This class aims to provide a pragmatic knowledge of Quality Management as a program for eliminating defects, reducing waste, achieving consistent customer satisfaction, and improving economic value. It is structured around four parts. The core of the model reflects (1) the external and internal interfaces between suppliers and customers, and (2) the structural links between the business processes. The connectivity is based on cultural factors (3) commitment to quality, and (4) the communication of the quality culture. The philosophy of a total quality auditing process is exemplified by the European Quality Award self-assessment model and is compared with the Malcolm Baldrige system. The overview of systems and tools is illustrated by an excursion and by case studies based on real situations.



054078	European Banking and Finance		
Ü2	Mo 9-11	C3.232	Rothfritz

Erforderliche Vorkenntnisse:

Prüfung: Nach Absprache mit den Teilnehmern

Kommentar:

This class will focus on the banking industry and the financial sector in selected European economies. In addition to corporate banking, the central banks and the forthcoming European central bank will be covered. In a contrastive way the important elements of the US/Canadian counterparts will also be discussed. Wherever possible current text material will be used.

Grundlegende Literatur:

M.S. O'Neal: Banking and Financial English; 1991, München/Wien.

054071	North America : a socio-economic perspective		
Ü2	Mi 14-18	C4.224	Rothfritz
	s. Aushang		

Erforderliche Vorkenntnisse: Keine

Prüfung: Nach Absprache mit den Teilnehmern

Kommentar:

In this class we will study the development of elements instrumental in shaping today's US and/or Canadian society. While the main emphasis is on socio-demographic and economic dimensions, other aspects, such as the political and legal environment will also be covered. Participants will be required to engage in team-based groupwork. Also, two participants for each topic will prepare and orally present a five-page paper on selected issues.

Bitte beachten Sie unbedingt die Aushänge zu Beginn des Semesters, da in diesem Bereich Änderungen zu erwarten sind.



054075	Research Exercise: Modern Trends in Hospitality Management	
S2	nach Ankündigung	Böhler

Zuordnung des Faches:

Wirtschaftsenglisch

Prüfung:

Final Grade: based on active class participation, submission, oral presentation, and defense of project report

Kommentar:

International Hospitality Management:

Based on a comparative analysis of outdoor recreation practices in a global context, this course will focus on the intercommunication of social, cultural, psychological and economic factors. In this pragmatic context students will analyze trends in attitudes, values and structures influencing tourism. Case studies will explicate the promotion of commercial recreation attractions, problems of leisure travel, the stability of entrepreneurial ventures in tourism, research and planning strategies relevant to commercial ventures and the management of resources. Also, two participants for each topic will prepare an orally present a five-page paper on selected issues.