



**UNIVERSITÄTS-
BIBLIOTHEK
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Universitätsbibliothek Paderborn

Kommentiertes Vorlesungsverzeichnis

Universität Paderborn / Fachbereich Wirtschaftswissenschaften

Paderborn, Nachgewiesen SS 1998 - SS 2002

Wirtschaftsenglisch

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Wirtschaftsenglisch

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

Prüfung: Multimediale Präsentation

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.

052829	International Organizational Behavior
Wwe	Ü2 Mo 18 - 20 C5.206 Böhler

Prüfung: Multimediale Präsentation

Kommentar:

This seminar will compare ethnographic research findings with folk beliefs, and discuss the application of cultural paradigms in international management. Based on case studies from the field of sports, the participants will consider the merits of the represented leadership models with the object of (1) understanding and interpreting cultural perspectives, (2) analyzing cultural differences, (3) comparing and assessing staffing across cultures, (4) balancing needs for adaption and accommodation, and (5) comparing universal versus culturally determined leadership skills with special emphasis on motivation, commitment, and creativity, and (6) applying a contingency framework for achieving cultural synergy within international corporations.

Grundlegende Literatur:

Adler, N.: International Dimensions of Organizational Behavior; 2. Aufl. (1991), Kent



054075	Modern Trends in Hospitality Management
Wwe	Ü2 Mo 11 - 13 C4.234 Böhler

Prüfung:

Multimediale Präsentation

Kommentar:

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 and orally present a five-page paper on selected issues.

Grundlegende Literatur:



054063	New Leadership: Mindset Management - Online
Wwe	Ü2 Mi 14-16 H7.321 Böhler

Prüfung: Multimediale Präsentation

Kommentar:

Many global corporations recruiting economics and business graduates today are searching for people endowed both with a high degree of technical competence and interpersonal finesse. This course will encourage participants to approach business issues as leaders who must be able to play and balance contrasting roles - i.e. directing, supporting, stabilizing, and innovative roles in line with culturally based corporate strategies. The learning objective is to enhance competence in applying strategic concepts to practical cases. The methodical emphasis is on stimulating and developing the relevant communicative competencies through discussion and practice in groups.

Course Requirements:

- Regular class participation
- teamed in pairs, the participants will jointly present a topic in 30 minutes and submit a critical analysis (approx. 8 pages, with separately signed contributions for grading, submitted one week in advance of presentation.)

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

Prüfung: Multimediale Präsentation

Kommentar:

This course 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.



054067	The British Isles: A Socio-Economic Perspective
Wwe	Ü2 Di 09-11 C3.212 Böhler

Prüfung: Multimediale Präsentation

Kommentar:

In this class we will study the development of elements instrumental in shaping today's society in the UK and in Ireland. 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.

052222	Macroeconomics
Wwe	K/Ü2 Do 09-11 B2 Stork

Erforderliche Vorkenntnisse: abgeschlossenes Grundstudium

Kommentar:

Course contents:

1. Introduction: Overview of Macroeconomics
2. The Data of Macroeconomics: Measuring economic activity
3. Aggregate Demand: Consumption and Investment
4. Business Cycles and the Theory of Aggregate Demand
5. The Multiplier Model and Fiscal Policy
6. Money and Monetary Policy
7. Unemployment and the Foundations of Aggregate Supply
8. Ensuring Price Stability
9. Policies for Growth and Stability
10. International Trade and Exchange Rate
11. Comparative Advantage and Protectionism
12. Managing the Global Economy

Grundlegende Literatur:

Mankiw, G. N.: Macroeconomics; 3rd ed.; New York 1997

Samuelson, P. A.; Nordhaus, W. D.: Economics; 16th ed.; 1998 (Part V, VI, VII)