



UNIVERSITÄTS-  
BIBLIOTHEK  
PADERBORN

# **Universitätsbibliothek Paderborn**

## **Kommentiertes Vorlesungsverzeichnis**

**Universität Paderborn / Fachbereich Wirtschaftswissenschaften**

**Paderborn, Nachgewiesen SS 1998 - SS 2002**

Wirtschaftsenglisch

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



## Wirtschaftsenglisch

054063	<b>New Leadership: Mindset Management - Online</b>
Wwe	Ü 2 Mo 9-11 C 4.224 Böhler

**Art der 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	<b>Quality Management in Europe and America</b>
Wwe	Ü 2 Do 9-11 C 4.234 Böhler

**Art der 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. This



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.

054071	<b>North America : A Socio-Economic Perspective</b>
Wwe	Ü 2 Mo 11-13 C 4.234 Böhler

*Art der Prüfung:* Multimediale Präsentation

***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.

054075	<b>Modern Trends in Hospitality Management</b>
Wwe	Ü 2 Di 16-18 C 3.222 Böhler

*Art der 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.