

**University of Bamberg**

Faculty of Social Sciences, Economics, and Business Administration

Sales and Marketing Department

Prof. Dr. Björn Ivens



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# **Sales and Marketing Modules**

## **- English Version**

# **MASTER BUSINESS ADMINISTRATION**

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Refers to module manual **Master BWL PO 2015**

**Version of 02.May.2024**

For **German version** <https://www.uni-bamberg.de/abt-studium/aufgaben/modulhandbuecher/sowi/modulhandbuecher-master-betriebswirtschaftslehre/>

## Modules

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<b>VM-M-01: Price Management</b> <i>Price Management</i>	6 ECTS / 180 h
(since WS21/22) Module responsible: Prof. Dr. Björn Ivens Further responsible persons: Research assistants	
<p><b>Content:</b></p> <p>The course "Price Management" focusses on all processes, for which companies demand the equivalent for their offered products and services from their customers.</p> <p>Topics:</p> <ol style="list-style-type: none"> <li>1. Characteristics of price management</li> </ol> <p>In this unit, an overview about price and value, price management and external influences on pricing decisions is provided.</p> <ol style="list-style-type: none"> <li>2. Customers' price behavior</li> </ol> <p>Price behavior is explained from a classical economic and behavioral perspective. Moreover behavioral pricing is presented by taking psychology into account.</p> <ol style="list-style-type: none"> <li>3. The pricing process - price analysis</li> </ol> <p>Students learn about the pricing process (market analysis, customer analysis, cost analysis) and marginal analysis.</p> <ol style="list-style-type: none"> <li>4. The pricing process - price strategy formulation</li> </ol> <p>This unit deals with objectives in pricing and strategic price concepts.</p> <ol style="list-style-type: none"> <li>5. The pricing process: price calculation</li> </ol> <p>Different anchor points on how to calculate prices are presented (e.g. long-term vs. short-term pricing, assortment pricing, price variation).</p> <ol style="list-style-type: none"> <li>6. Price implementation</li> </ol> <p>Within this unit, internal and external price implementation is introduced. Moreover, students learn about countertrade, currency issues in international marketing and transfer pricing.</p>	
<p><b>Learning objectives / competences:</b></p> <p>The aim of this course is to gain:</p> <ul style="list-style-type: none"> <li>• explain the role and importance of price as a marketing instrument,</li> <li>• describe the role of prices in the context of customers' purchasing processes,</li> <li>• distinguish between the activities in the price management process and explain their specific challenges,</li> <li>• describe the different instruments that companies may use in order to implement their pricing strategy,</li> <li>• define important indicators that allow measuring a company's pricing performance.</li> </ul>	
<p><b>Further information:</b></p> <p><a href="https://www.uni-bamberg.de/en/bwl-marketing/">https://www.uni-bamberg.de/en/bwl-marketing/</a></p>	

<b>Special requirements for passing:</b> None
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<b>Recommended prior knowledge:</b> None	<b>Special requirements for passing:</b> None
<b>Frequency of the module:</b> SS, annually	<b>Recommended semester:</b> -
	<b>Minimal duration of the module:</b> 1 semester

<b>Course</b>	
<b>Price Management</b> <b>Forms of teaching:</b> Seminar <b>Language:</b> English <b>Frequency of the module:</b> SS, annually	<b>3,00 SWS</b> (SWS = hours / week per semester)
<b>Literature:</b>	
<ul style="list-style-type: none"> <li>• Monroe, K. (2003), Pricing – Making Profitable Pricing Decisions, 3rd edition, Boston: McGraw-Hill Irwin.</li> <li>• Diller, H. (2007), Preispolitik, 4. Aufl. Stuttgart: Kohlhammer.</li> </ul>	
<b>Examination:</b>	
Written examination (exam) / examination duration: 60 minutes	
<b>Description:</b>	
The exam includes 50 % “open questions” and 50 % “multiple choice questions”.	
Language of examination: English	

<b>VM-M-02: Business-to-Business Marketing &amp; Purchasing</b> <i>Business-to-Business Marketing &amp; Purchasing</i>	6 ECTS / 180 h
(since WS21/22) Module responsible: Prof. Dr. Björn Ivens Further responsible persons: Research assistants	
<b>Content:</b> The course "Business-to-Business Marketing & Purchasing" puts a focus on transactions between commercial actors. Topics: 1. Value chains and networks This unit provides an overview about business markets, business types, business markets as networks and managing these networks. 2. Purchasing and supplier management After an introduction of purchasing management, basic sourcing decisions, purchasing organizations and current challenges in purchasing are presented. 3. Managing distribution on business markets Students learn about distribution channels, channel design and producer-retailer relationships. Moreover, the concepts "efficient consumer response" and "category management" are presented. 4. Sales management on business markets Sales management is contextualized on business markets. Different types of sales, the personal selling process, sales force management, sales organization and key account management are subjects of this unit. 5. The role of brands on business markets In this unit, brand management and brands between manufacturers and distributors are introduced. Moreover, a differentiation between retailer and private label brands is provided and brands in B2B relationships are presented.	
<b>Learning objectives / competences:</b> The aim of this course is: <ul style="list-style-type: none"> <li>• knowledge of the particular challenges of purchase and marketing in professional markets,</li> <li>• an understanding of business markets as value-chains and -networks, and as elements of the organizational procurement process,</li> <li>• understanding of the challenges of B2B marketing.</li> </ul>	
<b>Further information:</b> <a href="https://www.uni-bamberg.de/en/bwl-marketing/">https://www.uni-bamberg.de/en/bwl-marketing/</a> Previous title: Market-M-04: Business-to-Business Marketing & Purchasing	
<b>Admission requirements for this module:</b>	

None

Module VM-M-02

<b>Recommended prior knowledge:</b> None		<b>Special requirements for passing:</b> None
<b>Frequency of the module:</b> WS, annually	<b>Recommended semester:</b> -	<b>Minimal duration of the module:</b> 1 semester

<b>Course</b>	
<b>Business-to-Business Marketing &amp; Purchasing</b> <b>Forms of teaching:</b> Seminar <b>Language:</b> English <b>Frequency of the module:</b> WS, annually	<b>3,00 SWS</b> (SWS = hours / week per semester)
<b>Literature:</b> <ul style="list-style-type: none"><li>• Ford, D., Gadde, L., Hakansson, H., Snehota, I. (2006), The Business Marketing Course: Managing in Complex Networks, John Wiley &amp; Sons.</li><li>• Leenders, M. R., Johnson, P. F., Flynn, A. E., Fearon, H. E. (2006), Purchasing &amp; Supply Management, 13th edition, Boston: McGraw-Hill Irwin.</li></ul>	
<b>Examination:</b> Written examination (exam) / examination duration: 60 minutes <b>Description:</b> The exam includes 50 % "open questions" and 50 % "multiple choice questions". Language of examination: English	

<b>VM-M-04: Research Seminar Business-to-Business</b>		6 ECTS / 180 h
<i>Research Seminar Business-to-Business</i>		
(since SS22)		
Module responsible: Prof. Dr. Björn Ivens		
Further responsible persons: Prof. Dr. Stephan C. Henneberg; Research assistants		
<b>Content:</b>		
In the course "Research Seminar Business-to-Business", students deepen their knowledge about scientific research. They deal with research and publication processes and learn to work with academic literature. Selected articles among the field of business-to-business marketing are presented by students and further analyzed along with the seminar leader.		
<b>Learning objectives / competences:</b>		
The seminar serves as a research seminar, in which basic elements of the research and publication process are imparted. Students are empowered to:		
<ul style="list-style-type: none"> <li>• read and understand scientific publications;</li> <li>• understand the structure and the way of working out scientific publications;</li> <li>• understand the quality requirements of scientific publications;</li> <li>• understand the process of quality control of scientific papers which arise out of review procedures prior to their publication;</li> <li>• understand the requirements that arise from the review and publication process to understand upstream scientific research;</li> <li>• know important journals of business-to-business marketing and to be able to classify them in research landscape;</li> <li>• identify and analyze articles from the field of business-to-business research and include them in research landscape.</li> </ul>		
<b>Further information:</b>		
<a href="https://www.uni-bamberg.de/en/bwl-marketing/">https://www.uni-bamberg.de/en/bwl-marketing/</a>		
The number of participants is limited. If any capacity restrictions occur, there will be a selection in accordance with the statutes of student admission to courses of bachelor and master studies with limited absorption capacity. After the registration period, a decision about the admission is made based on these statutes. Therefore, please note that the registration does not imply the admission to the course or the registration for the module examination.		
<b>Admission requirements for this module:</b>		
None		
<b>Recommended prior knowledge:</b>		<b>Special requirements for passing:</b>
None		None
<b>Frequency of the module:</b>	<b>Recommended semester:</b>	<b>Minimal duration of the module:</b>
SS, annually	-	1 semester



<b>Course</b>	
<b>Research Seminar Business-to-Business</b> <b>Forms of teaching:</b> Seminar <b>Language:</b> English <b>Frequency of the module:</b> SS, annually	<b>2,00 SWS</b> (SWS = hours / week per semester)
<b>Literature:</b> <ul style="list-style-type: none"> <li>• Articles from scientific journals</li> <li>• Relevant list of literature is announced in the seminar</li> </ul>	
<b>Examination:</b> Presentation with portfolio <b>Description:</b> The topic will be presented within the framework of the lecture and formulated as a portfolio. As an alternative, students can take the examination in form of a presentation with a seminar paper. The concrete type of examination as well as the processing period of the portfolio and duration of the presentation will be announced in the first session of the course. Examination language: English	
<b>Examination:</b> Presentation with written seminar paper <b>Description:</b> The topic will be presented within the framework of the lecture and formulated as a seminar paper. As an alternative, students can take the examination in form of a presentation with a portfolio. The concrete type of examination as well as the processing period of the seminar paper and duration of the presentation will be announced in the first session of the course. Examination language: English	

<b>VM-M-09: Intercultural Challenges in Customer and Account Management</b> <i>Intercultural Challenges in Customer and Account Management</i>	6 ECTS / 180 h
(since SS19) Module responsible: Prof. Dr. Björn Ivens Further responsible persons: Ilaria Carrara Cagni	
<b>Content:</b> Content of the seminar are challenges of intercultural communication. The theoretical learning content provided during the course will be deepened by case studies from international companies in sales and furthermore, in order to expand on cultural sensitization, simulation games are conducted. The seminar content originates from the following areas: <ul style="list-style-type: none"> <li>• concept of culture, typologies of culture, different culture conceptualizations;</li> <li>• challenges of intercultural communication, esp. within the scope of business situations with clients;</li> <li>• intercultural competence, based on different models of intercultural communication ( e.g. Iceberg, culture standards, situation-individual-culture, dimensions of culture, model of intercultural sensitivity);</li> <li>• culture shock handling on a client business trip or longer stays abroad (expatriates).</li> </ul>	
<b>Learning objectives / competences:</b> Students are enabled to identify problem areas of cultural nature in cross border business activities, especially in intercultural "sales" situations. <ul style="list-style-type: none"> <li>• Students are able to develop behavior and communication strategies for "intercultural critical incidents".</li> <li>• Students are able to develop their intercultural competency: They are especially qualified to train their empathic capacity, their subtle perception, their ethno relativistic communication and to improve their cultural awareness.</li> <li>• Students are able to prepare concepts of intercultural collaboration with clients from different cultural areas.</li> <li>• Students deepen their knowledge of partly known communication models ( e.g. Iceberg Model, Dimensions of Culture, Culture Standards, and so on) and learn about their practical application in international sales situations.</li> </ul>	
<b>Further information:</b> <a href="https://www.uni-bamberg.de/en/bwl-marketing/">https://www.uni-bamberg.de/en/bwl-marketing/</a> The course is held as a block event. The number of participants is limited. If any capacity restrictions occur, there will be a selection in accordance with the statutes of student admission to courses of bachelor and master studies with limited absorption capacity. After the registration period, a decision about the admission is made based on these statutes. Therefore, please note that the registration does not imply the admission to the course or the registration for the module examination.	

<b>Admission requirements for this module:</b>		
None		
<b>Recommended prior knowledge:</b>		<b>Special requirements for passing:</b>
<ul style="list-style-type: none"> <li>• Basic understanding of general management and innovation management topics.</li> <li>• Good command of English language.</li> </ul>		None
<b>Frequency of the module:</b>	<b>Recommended semester:</b>	<b>Minimal duration of the module:</b>
WS, SS	-	1 semester

<b>Course</b>	
<b>Intercultural Challenges in Customer and Account Management</b>	<b>3,00 SWS</b>
<b>Forms of teaching:</b> Seminar	(SWS = hours / week per semester)
<b>Language:</b> English	
<b>Frequency of the module:</b> WS, SS	
<b>Literature:</b>	
<ul style="list-style-type: none"> <li>• Milton J. Bennett – Basic Concepts of Intercultural Communication</li> <li>• Fons Trompenaars – Riding the Waves of Culture</li> </ul>	
<b>Examination:</b>	
Written examination (exam) / examination duration: 90 minutes	
<b>Description:</b>	
Language of examination: English	

<b>VM-M-14: Blockchain Applications for Business</b> <i>Blockchain Applications for Business</i>	6 ECTS / 180 h
(since WS23/24) Module responsible: Prof. Dr. Björn Ivens Further responsible persons: Research assistants	
<b>Content:</b> The main focus of this course is to highlight blockchain technology and its application from a less technical and more business/economic practice oriented perspective. In terms of content the following topics will be covered: The seminar content originates from the following areas: <ul style="list-style-type: none"> <li>• Foundations of blockchain technology and applications</li> <li>• The value proposition of blockchain technology</li> <li>• Blockchain applications in different areas of business</li> <li>• Blockchain from a legal, ethical, societal and ecological perspective</li> </ul>	
<b>Learning objectives / competences:</b> <ul style="list-style-type: none"> <li>• Learning Objective 1: Students will develop a basic understanding of the theoretical workings of blockchain technology and its application in various business scenarios.</li> <li>• Learning Objective 2: Students will analyze and identify how competitive advantages can be achieved and profitably realized through the use of blockchain technology in various business management situations</li> <li>• Learning Goal 3: Students will be able to assess the specific application of blockchain technology in various sectors and industries and its impact on business success</li> <li>• Learning Goal 4: Students will analyze blockchain technology in terms of ethical, legal, environmental, and sustainability concerns and develop an understanding of related regulatory and economic challenges</li> </ul>	
<b>Further information:</b> <a href="https://www.uni-bamberg.de/en/bwl-marketing/">https://www.uni-bamberg.de/en/bwl-marketing/</a> The course "Blockchain Applications for Business" is an online course offered in the curriculum of the virtual university of Bavaria (vhb). Attendance is only necessary for the completion of the exams. Additional information about the registration procedure and everything else, can be found on the vhb homepage: <a href="https://www.vhb.org/startseite/">https://www.vhb.org/startseite/</a> This seminar will be offered for the first time in the winter semester 2020/21.	

<b>Admission requirements for this module:</b> None		
<b>Recommended prior knowledge:</b> • English		<b>Special requirements for passing:</b> None
<b>Frequency of the module:</b> WS, SS	<b>Recommended semester:</b> -	<b>Minimal duration of the module:</b> 1 semester

<b>Course</b>	
<b>Blockchain Application for Business</b> <b>Forms of teaching:</b> Seminar <b>Language:</b> English <b>Frequency of the module:</b> WS, SS	<b>3,00 SWS</b> (SWS = hours / week per semester)
<b>Literature:</b> <ul style="list-style-type: none"> <li>• Attaran, Mohsen and A. Gunasekaran (2019), Applications of blockchain technology in business. Challenges and opportunities, Cham: Springer.</li> <li>• Drescher, Daniel (2017), Blockchain basics. A non-technical introduction in 25 steps. New York, NY: Apress.</li> <li>• Nascimento, Alex (2019), The STO Financial Revolution, 1st edition.</li> </ul>	
<b>Examination:</b> Written examination (exam) / examination duration: 60 minutes <b>Description:</b> Language of examination: English Location of examination: Bamberg	

<b>VM-M-16: Designing a Life with Purpose</b> <i>Designing a Life with Purpose</i>	6 ECTS / 180 h
Module responsible: Prof. Dr. Björn Ivens Further responsible persons: Dr. Christoph Ott	
<b>Content:</b> The course covers the following aspects: <ul style="list-style-type: none"> <li>• The importance of planning a future professional pathway</li> <li>• Identifying one's own passions and talents</li> <li>• Analysing the individual self</li> <li>• Formulating purpose and working towards it</li> <li>• Exercises and tools</li> </ul>	
<b>Learning objectives / competences:</b> <ul style="list-style-type: none"> <li>• Understanding and using tools of individual development</li> <li>• Formulating a purpose for one's career</li> <li>• Understanding levers of career development</li> <li>• Developing self-confidence and self-awareness</li> <li>• Being able to explain one's own career plans, passions and talents in recruiting processes</li> </ul>	
<b>Further information:</b> <a href="https://www.uni-bamberg.de/en/bwl-marketing/">https://www.uni-bamberg.de/en/bwl-marketing/</a> This seminar is a block seminar. The number of participants is limited. If, due to capacity restrictions, it may be necessary to make a selection in accordance with the Statutes for the Determination of Criteria for the Admission of Students to Courses of Bachelor's and Master's Degree Programs with Limited Admission Capacity, a decision on admission will be made after the registration deadline. Please also note that registration is not the same as admission to the course or registration for the module examination. The module can only be taken by students of the Master Business Administration and Master Value Chain Management & Business Ecosystems programs. For further questions please contact the following e-mail address: <a href="mailto:hiwi.bwl-marketing@uni-bamberg.de">hiwi.bwl-marketing@uni-bamberg.de</a>	

<b>Admission requirements for this module:</b> None		
<b>Recommended prior knowledge:</b> • English		<b>Special requirements for passing:</b> None
<b>Frequency of the module:</b> WS, SS	<b>Recommended semester:</b> 2, 3, 4	<b>Minimal duration of the module:</b> 1 semester

<b>Course</b>	
<b>Designing a Career with Purpose</b> <b>Forms of teaching:</b> Seminar <b>Language:</b> English <b>Frequency of the module:</b> WS, SS	<b>2,00 SWS</b> (SWS = hours / week per semester)
<b>Literature:</b> -	
<b>Examination:</b> Seminar paper with presentation or a portfolio <b>Description:</b> Language of examination: English Location of examination: Bamberg	

<b>Module VM-M-15 Sustainability and responsibility in Management</b> <i>Sustainability and responsibility in management</i>	6 ECTS / 180 h
(since WS24/25) Module responsible: Prof. Dr. Björn Ivens Further responsible persons: Prof. Dr. Frank Wimmer, research assistants	
<b>Content:</b> The course covers the following: <ol style="list-style-type: none"> <li>1. introduction</li> <li>2. ecological challenges</li> <li>3. social and ethical challenges</li> <li>4. focused consideration of selected sustainable development goals and instruments</li> <li>5. summarizing consideration</li> </ol>	
<b>Learning objectives / competences:</b> Management decisions always involve comprehensive responsibility for the consequences of these decisions. In this event, we focus on the responsibility of managers in terms of sustainability. We consider both ecological challenges for management in terms of the natural environment in which companies operate, as well as social and ethical responsibility for stakeholders (employees, local communities, etc.) who are affected by management decisions. General lecture elements complement each other and specific focuses on individual topics, such as sustainable product development or gender parity.	
<b>Further information:</b> <a href="https://www.uni-bamberg.de/en/bwl-marketing/">https://www.uni-bamberg.de/en/bwl-marketing/</a>	

<b>Admission requirements for this module:</b> None		
<b>Recommended prior knowledge:</b> <ul style="list-style-type: none"> <li>• English</li> </ul>		<b>Special requirements for passing:</b> None
<b>Frequency of the module:</b> SS	<b>Recommended semester:</b>	<b>Minimal duration of the module:</b> 1 semester

<b>Course</b>	
<b>Sustainability and responsibility in Management</b> <b>Forms of teaching:</b> Seminar <b>Language:</b> English <b>Frequency of the module:</b> SS	<b>3,00 SWS</b> (SWS = hours / week per semester)



