

Syllabus
BAE4036 International Technical Sales 3
Prof. Dr. Hector Gomez
Summer Semester 2024

Level	Bachelor	
Credits	3	
Student Contact Hours	2	
Workload	90 hours	
Prerequisites	Modules ITS 1/2	
Time	s. LSF	
Room	s. LSF	
Start Date	t.b.a. (see LSF)	
Lecturer(s)	Name	Prof. Dr. Hector Gomez (substituting Prof. Dr.-Ing. Henning Hinderer)
	Office	t.b.a.
	Virtual Office	Virtual Office Prof. Hinderer
	Office Hours	t.b.a.
	Phone	t.b.a.
	Email	hgomezma4@gmail.com (preferred mode of communication)

Summary

Students apply knowledge in international technical sales which they have acquired during their prior studies. As well new aspects of international marketing are introduced by the instructor and applied in a comprehensive case study.

The focus of the seminar lies on a detailed elaboration of a market entry strategy for an existing company.

Students will also prepare a first sales appointment at a customer/prospect which could be interested in the products of the respective company.

Outline of the Course

- Analysis and understanding of SME as well as technical products by means of real-life cases
- International market research
- Identification of customer segments and market trends
- Elaboration of market entry strategies
- Presentation of results in different contexts

Course Intended Learning Outcomes and their Contribution to Program Intended Learning Outcomes / Program Goals

	Learning outcome	Contribution
1.1	Die Studierenden weisen nach, dass sie ein solides Grundwissen in Technischen Grundlagen haben.	Anwendung des technischen Wissens in Fallstudien zum technischen Vertrieb
1.3	Die Studierenden weisen nach, dass sie ein solides Grundwissen in Betriebswirtschaftslehre haben.	Vertiefung von Grundwissen insbesondere aus Marketing, Unternehmensorganisation, Personalführung und Controlling wie Übertragung auf Fragestellungen des technischen Vertriebs
3.1	Die Studierenden sind in der Lage analytische Fähigkeiten konstruktiv und kritisch auf komplexe Problemstellungen anzuwenden.	Fallstudien bzw. Projekte im Themenfeld des technischen Vertriebs in Zusammenarbeit mit Unternehmens
4.1	Die Studierenden kennen die Grundsätze ethischer Diskurse und können diese auf typische betriebliche Entscheidungsprobleme anwenden.	Wahrnehmung von ethischen Konflikten bei der Simulation von Verkaufs- und Verhandlungssituationen
5.2	Die Studenten weisen ihre mündliche Ausdrucksfähigkeit durch überzeugende Präsentationen und Vorträge nach.	Multimediale Präsentationen von Zwischenergebnissen und Endergebnisse von Fallstudien und Projekten
6.1	Im Rahmen praktischer Aufgabenstellungen zeigen die Studierenden, dass sie in der Lage sind, erfolgreich im Team zu arbeiten.	Bearbeitung komplexer Fallstudien oder Projekte in Strukturierter Teamarbeit, Anwendung von Wissen im Projektmanagement
7.1	Die Studierenden zeigen, dass sie in konkreten Fallsituationen ihre interkulturelle Kompetenz wirksam einsetzen können.	Anwendung interkulturellen Wissens als Voraussetzung zur Entwicklung internationaler Vertriebsstrategien, -instrumente und Organisationsformen sowie Fragen der internationalen Mitarbeiterführung im Rahmen von konkreten Fallstudien oder Projekten.

Teaching and Learning Approach

This course is designed as an interactive seminar. The teaching approach is characterized by group-work based on a close interaction with the lecturer. Students elaborate results independently. The theoretical fundamentals will be explained in class. Students organize their work in groups and present their results in class. Detailed feedback on the elaborated strategies as well as sales approaches and presentation capabilities will be given.

Literature and Course Materials

- Backhaus, K.: Industriegütermarketing, 10. Auflage, München: 2014.
- Kotler, P., Keller, K.L.: Marketing-Management. Boston/München, Pearson, 2016.
- Kleinaltenkamp, M.. Business Relationship Management and Marketing : Mastering Business Markets [Online], Berlin, Heidelberg, Springer, 2015.
- Meffert, H. et al.: Marketing: Grundlagen marktorientierter Unternehmensführung. Wiesbaden: Gabler, 2007.
- Freter, H: Marketing – Einführungsbuch mit Übungsaufgaben. München: München u.a.: Pearson, 2004.
- Fritz, W.; Oelsnitz, D.: Marketing - Elemente marktorientierter Unternehmensführung. 4. Aufl. Stuttgart: Kohlhammer, 2006

Assessment

PLH/PLL/ PLP/PLR

Students will be graded regarding the following criteria

- Quality and completeness of the elaborated content for the required material
 - Quality of the presentation
 - Commitment and creativity in class and in team
 - Transfer of theoretical knowledge to practical application in the case study
 - Collaboration in the working group
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- 'Sehr gut' represents exceptional work, far above average.
 - 'Gut' represents good work, above average.
 - 'Befriedigend' represents average work.
 - 'Ausreichend' represents below average work with considerable shortcomings.
 - And 'mangelhaft' is just exceptional work in the wrong direction or with unacceptable shortcomings.

Schedule (tentative)

Thur 21st March		17h15-20h30		Online	ITS 3
<i>Summer time change</i>					
Thur 11th Apr		17h15-20h30	evtl erst 17h45	Online	ITS 3
Thur 25 Apr		17h15-20h30	evtl erst 17h45	Online	ITS 3
Thur 2nd May		17h15-20h30	evtl erst 17h45	Online	ITS 3
IN PFORZHEIM					
Tues 7th May		15h30-18h45		in person	ITS 3
Wed 8th May		8h00-11h15		in person	ITS 3
Wed 8th May		15h30-18h45		in person	ITS 3

Tentative Schedule (changes may be necessary)

Academic Integrity and Student Responsibility

- Be fair to your fellow students
- Arrive on time and do not leave early
- Use the lecture to understand course topics and relating issues to other courses.

Code of Conduct for Students

- Take an active part in the lecture and discussions in course
- Re-work course content continuously
- Work cooperatively in your team. In case of any doubt or problem please feel free to contact me as soon as possible.

For online lectures

- Follow the Code of Conduct of HS PF – especially
- Write your full name
- Turn on your camera

[Link to the Code of Conduct for online Teaching](#)

Teaching Philosophy

My goal is to contribute my part to your successful progress in your studies and in gaining a reliable fundament for your future professional life. I can promise to always be committed to the course – content and auditorium. I do expect interest and commitment from the students. I do appreciate any active participation in the course. This may take place in discussions about content topics during lectures but also as questions of understanding at any time.

Every student who is committed and takes an active part in lessons should pass the exam and be able to take knowledge with them from the course.

Your learning progress and your success is important to me, therefore I want to support you. In case you have any questions or concerns regarding the course please feel free to contact me personally or send me an email. I will respond soon and arrange an appointment if necessary.

Additional Information

Language:

English

Learning Objectives:

By the end of the course students

- Are able to research international markets with the target to prepare a market entry strategy for a company that provides technical products
- Know sources of information to analyze and compare markets of different world regions
- Are able to create a suitable market entry strategy for not-yet internationally acting firms

- Can present and represent a company and its technical products in a first meeting with a customer.