Courses taught in English - Chair of Innovation and Technology Management

Prof. Dr. Michael Dowling

Sommersemester 2020

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<tr>
<th>„Doing Business in Asia“</th>
<th>“Corporate Communications - Theory and Practice”</th>
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<td><strong>Learning Content:</strong></td>
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| Doing Business in Asia provides a holistic view and a thorough understanding of how business is done in the main Asian countries, e.g. Japan, China, and India. This course aims to provide students with the necessary knowledge about contextual determinants of business practice (politics, economy, society, culture, history) and introduces reference cases. Students will learn how to expand a business to a new and different country and to identify which key success factors are important in a challenging international environment. The course is a mixture of lectures, discussions, and group work. | • Introduction, Basics of Communication Theory
• Conceptual Foundations of Corporate Communication
• Classical Instruments
• 27.05.2020 Challenges and New Instruments
• 17.06.2020 Planning, Internal Organization, Evaluation, Crisis Communication
• 01.07.2020 Examples, Frameworks, Related Disciplines
• Presentations |
| **Hours per term:** 2 SWS | **Hours per term:** 1,5 SWS |
| **Credits:** 4 | **Credits:** 3 |
| **Registration:**
April 1–April 30, 2020
Please register by sending an email to: laura.stiller@ur.de with the following information:
• Last name, first name
• Registration number
• Bachelor or Master (semester)
• Home university
• E-Mail
max. Number of participants: 30 (first come first serve) | **Registration:**
January 23–May 1, 2020
Please register by sending an email to: suzanne.weinberger@ur.de with the following information:
• Last name, first name
• Registration number
• Bachelor or Master (semester)
• Home university
• E-mail
max. Number of participants: 30 (first come first serve) |