

## Courses in English Course Description

<b>Department</b>	10 Business Administration
<b>Course title</b>	<b>Legal and marketing strategies for new business ventures</b>
<b>Course number</b>	M1.12
<b>Hours per week (SWS)</b>	4
<b>Number of ECTS credits</b>	5
<b>Course objective</b>	Legal feasibility of a digital business model and marketing strategies for the German and the South African market
<b>Prerequisites</b>	Bachelor in Business Administration
<b>Recommended reading</b>	tba
<b>Teaching methods</b>	COIL
<b>Assessment methods</b>	Project based assignment
<b>Language of instruction</b>	English
<b>Name of lecturer</b>	Prof. Eva Anderl, Prof. Henrike Weiden
<b>Email</b>	eva.anderl@hm.edu, henrike.weiden@hm.edu
<b>Link</b>	
<b>Course content</b>	Student teams will study the legal framework for their own digital business models. They will learn how to develop and apply marketing strategies in a multinational environment.
<b>Remarks</b>	