



NEW M ABROAD@HOME VIRTUAL MOBILITY

**NO SWEAT PACKING YOUR SUITCASE,
CHOOSE NEW M MODULES!**

Spend a virtual semester abroad!

Mobility period online - dynamic and interactive.



Co-funded by the
Erasmus+ Programme
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NEW M ABROAD@HOME - VIRTUAL MOBILITY MODULES



Virtual exchange modules starting in fall 2021.

We offer you six online modules.

You will work with students from the following countries: Germany, Finland, Poland, Romania, Hungary, the Netherlands.

Each module yields 5 ects.

Completion of all modules yields 30 ects.

Language of implementation: English.

Timeframe of each module: 6-8 weeks / 16 weeks
(October 2021 - January 2022)

- **MODULE 1: SPEAKING EUROPE**
- **MODULE 2: NAILING IT!**
- **MODULE 3: INTERNATIONAL MARKETING**
- **MODULE 4: MANAGEMENT GAMING IN VIRTUAL COOPERATION**
- **MODULE 5: MARKETING RESEARCH**
- **MODULE 6: STRATEGIC MANAGEMENT**

Find out more: <https://fwiwi.fhws.de/newm/abroadhome/>

MODULE 1: SPEAKING EUROPE

- ONLINE COMMUNICATION SKILLS IN ENGLISH

Module provided by: Debrecen University, Hungary & Seinäjoki University of Applied Sciences, Finland

This module serves as a prep module since you will need the skills gained here throughout the virtual mobility.

Task-based project work during semester in student teams

Topics covered:

- Online negotiation skills
- Professional writing online

MODULE 2: NAILING IT

- DESIGN, DEVELOP AND COMMUNICATE YOUR IDEA!

Module provided by: Seinäjoki University of Applied Sciences, Finland & Würzburg-Schweinfurt University of Applied Sciences, Germany

You will work in an international team and as a result introduce a new product online.

Topics covered:

- developing your idea into a product and presenting it
- teamwork skills
- feedback skills



MODULE 3: INTERNATIONAL MARKETING

Module provided by: University of Applied Sciences Würzburg-Schweinfurt

You will face the fundamentals of Marketing and experience basic models of cross-border marketing by solving tasks in a simulated scenario.

Topics covered:

- advertising fundamentals and marketing strategies
- preparation of international marketing plans
- collaborative working on marketing challenges in an international context

MODULE 4: MANAGEMENT GAMING IN VIRTUAL COOPERATION

Module provided by: Fontys University of Applied Sciences, the Netherlands

You will face the basics of management with all instruments that are needed to analyse and solve integrated marketing and supply chain plans.

Topics covered:

- Establishing well-founded marketing plans (promotion and pricing).
- Defining operations management plans (sourcing and channels).
- Evaluating financial performance of the organisation (report to shareholders).

MODULE 5: MARKETING RESEARCH

Module provided by: Lucian Blaga University of Sibiu, Romania & Fontys UAS, the Netherlands

You will work in a team to develop a marketing research project.

Topics covered:

- Definition, classification and framework of marketing research
- Marketing research based on secondary data. Market and competitive analysis. Industry analysis.
- Marketing research based on primary data
- Measurement and scaling
- Questionnaire Design and Construction
- Data Interpretation.
- Using marketing research data to guide business strategies.



MODULE 6: STRATEGIC MANAGEMENT

Module provided by: University of Zielona Góra, Poland

You will gain knowledge on the methods and tools of strategic analysis and the importance of formulation and implementation the development strategy in a company.

Topics covered:

- the analysis of a closer environment: the Benchmarking method, Balance Scorecard
- the analysis of a further environment the PEST method
- analysis of the company's potentials (product life cycle, SWOT analysis, strategic balance)
- development strategy for a new product
- launching a new product marketing strategy
- preparation of strategic document,
- international project management (schedule, budget, scope, change management),
- costs and profits analysis for the project.