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| Module title | | Abbreviation |
| Fundamentals of Economics (FUE) | | 10-MBA-VWA-122-m01 |
| Module coordinator | | Module offered by |
| MBA-Continuing Education | | Faculty of Business Management and Economics |
| ECTS | Method of grading | Only after succ. compl. of module(s) |
| 6 | numerical grade | -- |
| Duration | Module level | Other prerequisites |
| 1 semester | graduate | -- |
| Contents | | |
| <p>Motivation</p> <p>Economics attempts to understand and to explain the business cycle and its regularities. The findings become increasingly important for the positioning of companies within global competition. It is essential that companies correctly interpret economic-political decisions or reforms in social security and take them into account in their corporate management. That way, both the opportunities afforded by the opening of markets as well as the intensification of business relationships due to globalisation can be used successfully while risks incurred through increased competition can be reduced.</p> <p>This module will cover the following topics:</p> <ul style="list-style-type: none"> - Globalisation and competitiveness - Economic and monetary policy - Economic growth - Structural change - Employment markets and social policy | | |
| Intended learning outcomes | | |
| <p>Objectives</p> <p>Acquire well-founded and proven insights in the causes and effects of globalization. Find out which challenges the advancing globalization poses to certain business locations. Identify complex correlations in national and international business life, which you can use for purchasing and selling activities in a profitable manner. Learn how to competently analyze macroeconomic changes in employment markets, currency exchange rates, and financial markets. Acquire the necessary know-how to proactively react to new political framework conditions with adequate corporate measurements.</p> <p>Approach</p> <p>In this module, experienced and well-renowned lecturers from universities, economic research institutes, and strategy departments of companies will present you their knowledge on economic activities. They combine macroeconomic theories with their real-life impacts in a comprehensible manner. In the course of expert lectures and discussions, tremendous importance is attributed to teaching you sustainable reaction mechanisms. In a written exam, you will test your knowledge in assessing macroeconomic framework conditions and deriving suitable actions for the success of your company.</p> | | |
| Courses (type, number of weekly contact hours, language – if other than German) | | |
| V + Ü (no information on SWS (weekly contact hours) and course language available) | | |
| Method of assessment (type, scope, language – if other than German, examination offered – if not every semester, information on whether module is creditable for bonus) | | |
| written examination (approx. 180 minutes) Language of assessment: German, English | | |
| Allocation of places | | |
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| Additional information | | |
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Referred to in LPO I (examination regulations for teaching-degree programmes)

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Module appears in

Master's degree (1 major) Business Integration (2013)

Master's degree (1 major) Business Integration (2012)

Master's degree (1 major) Purchasing & Supply Chain Management (MBA) (2013)