Module Catalogue
for the Subject
China Language and Economy
as a Master’s with 1 major
with the degree "Master of Arts"
(120 ECTS credits)

Examination regulations version: 2021
Responsible: Faculty of Arts, Historical, Philological, Cultural and Geographical Studies
Responsible: Institute of East and South Asian Cultural Studies
Responsible: Chair of China Business and Economics
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Content and Objectives of the Programme

The China Language and Economy programme leading to the degree of Master of Arts (MA) is offered by the Faculty of Arts of JMU as a research-based course in the framework of a consecutive Bachelor’s/Master’s model.

Graduates from this programme

• have developed fundamental Chinese language skills as well as a basic familiarity with the economy, geography, institutions, culture and society of China that will allow them to interact with the Chinese culture independently and professionally,
• possess advanced China-specific knowledge and skills in the area of economics and business management that they will find useful in the workplace,
• have spent a semester at Peking University, China, where they have been immersed in the Chinese culture and have enhanced their intercultural skills,
• have developed advanced knowledge and skills in the area of general economics and business management,
• have developed essential research skills in Chinese studies in the area of cultural history or the social sciences,
• are able to independently identify, and critically reflect upon, research problems and desiderata, applying the research methods typically used in Chinese studies with a focus on economics and business management.
Abbreviations used

Course types: E = field trip, K = colloquium, O = conversatorium, P = placement/lab course, R = project, S = seminar, T = tutorial, Ü = exercise, V = lecture

Term: SS = summer semester, WS = winter semester

Methods of grading: NUM = numerical grade, B/NB = (not) successfully completed

Regulations: (L)ASPO = general academic and examination regulations (for teaching-degree programmes), FSB = subject-specific provisions, SFB = list of modules

Other: A = thesis, LV = course(s), PL = assessment(s), TN = participants, VL = prerequisite(s)

Conventions

Unless otherwise stated, courses and assessments will be held in German, assessments will be offered every semester and modules are not creditable for bonus.

Notes

Should there be the option to choose between several methods of assessment, the lecturer will agree with the module coordinator on the method of assessment to be used in the current semester by two weeks after the start of the course at the latest and will communicate this in the customary manner.

Should the module comprise more than one graded assessment, all assessments will be equally weighted, unless otherwise stated below.

Should the assessment comprise several individual assessments, successful completion of the module will require successful completion of all individual assessments.

In accordance with

the general regulations governing the degree subject described in this module catalogue:

ASPO2015

associated official publications (FSB (subject-specific provisions)/SFB (list of modules)):

28-Apr-2021 (2021-51)

This module handbook seeks to render, as accurately as possible, the data that is of statutory relevance according to the examination regulations of the degree subject. However, only the FSB (subject-specific provisions) and SFB (list of modules) in their officially published versions shall be legally binding. In the case of doubt, the provisions on, in particular, module assessments specified in the FSB/SFB shall prevail.
Compulsory Courses

(15 ECTS credits)
China Business and Economics
(10 ECTS credits)
# Module Catalogue for the Subject China Language and Economy

**Master's with 1 major, 120 ECTS credits**

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China’s economic development has been extraordinary over the past decades. The module explores how history, political system, factor endowment and economic policies have contributed to China’s development in the past and characterize the economic situation today. It explains how, for example, macroeconomic theory, political economic theory and new institutional economics identify different drivers of and explanations for China’s economic development. The module further addresses specific characteristics and problems of the Chinese business landscape and financial sector.

### Intended learning outcomes

Students get acquainted with different methods and approaches to explain China’s past economic success and current economic situation. Against this background they learn to develop an analytical approach and to structure and write an academic paper on a related topic of interest.

### Courses

(V (2) + S (2))
Module taught in: English and Chinese

### Method of assessment

Term paper (approx. 20 pages)
Language of assessment: English and Chinese
Creditable for bonus

### Allocation of places

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### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
### Module title

**Methodological Questions of Chinese Economic Research**

### Abbreviation

04-CBE2-162-m01

### Module coordinator

holder of the Chair of China Business and Economics

### Module offered by

Institute of East and South Asian Cultural Studies

### ECTS

5

### Method of grading

numerical grade

### Only after succ. compl. of module(s)

--

### Duration

1 semester

### Module level

graduate

### Other prerequisites

--

### Contents

China’s size, development trajectory, economic system and business models raise a number of questions with regard to standard economic theory. Therefore this module discusses how China’s economy can be grasped with social science and economic research methodologies. At the same time it explores examples how China’s case informs and influences economic theory.

### Intended learning outcomes

Students practice the application of economic theories to China by discussing relevant research examples and by writing an academic paper that uses a relevant methodological approach to address a topic of interest.

### Courses

**S (2)**

Module taught in: English and Chinese

### Method of assessment

(type, scope, language — if other than German)

Term paper (approx. 20 pages)

Language of assessment: English and Chinese

creditable for bonus

### Allocation of places

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### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)
Modern China

(5 ECTS credits)
### Module Catalogue for the Subject
China Language and Economy
Master's with 1 major, 120 ECTS credits

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<th>Abbreviation</th>
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<th>Other prerequisites</th>
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</thead>
<tbody>
<tr>
<td>1 semester</td>
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</table>

### Contents

Students with a bachelor degree in economics are introduced into key aspects of Chinese Studies, such as an overview of the political system, current events, issues of societal development, and an overview on history. They may deepen their knowledge in one of these fields by choosing one class in the BA program Modern China.

### Intended learning outcomes

Students receive an introduction to Chinese Studies and are able to orient themselves in current issues on China and apply them to their further study on economical issues.

### Courses

<table>
<thead>
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<th>Language</th>
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<tr>
<td>S</td>
<td>(2)</td>
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</table>

### Method of assessment

- a) written examination (approx. 60 minutes)
- b) oral examination of one candidate each (approx. 15 minutes)

Language of assessment: English
creditable for bonus

### Allocation of places

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### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
Compulsory Electives

(75 ECTS credits)
Language and Academic Skills

(45 ECTS credits)
Chinese and Specific Language
(0 or 45 ECTS credits)
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</thead>
<tbody>
<tr>
<td>1 semester</td>
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</tbody>
</table>

### Contents

The intensive language course (4 weeks) before the beginning of the regular class period in the winter term provides a methodological and practical introduction to the basics of Chinese language and writing.

### Intended learning outcomes

Students acquire the foundations of spoken and written Chinese language as well as elementary knowledge of phonetics, orthography, semantics, and lexis of modern Chinese.

### Courses

(6)

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<tbody>
<tr>
<td>Module taught in: Chinese</td>
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</table>

### Method of assessment

- written examination (approx. 60 minutes) and oral examination of one candidate each (approx. 5 minutes)

Language of assessment: Chinese

creditable for bonus

### Allocation of places

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### Additional information

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### Referred to in LPO I (examination regulations for teaching-degree programmes)

--
### Module Catalogue for the Subject
**China Language and Economy**
**Master's with 1 major, 120 ECTS credits**

<table>
<thead>
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<th>Abbreviation</th>
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<tbody>
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<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
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</tbody>
</table>

### Contents
Based on the intensive language course, active and passive application of the knowledge on Chinese language and script is activated and a vocabulary of ca. 400 characters is reached. First vocabulary of technical language is introduced. Chinese phonetics is intensively trained in small groups stressing exact articulation and intonation.

### Intended learning outcomes
Students are able to understand and use textbook content on the basis of the knowledge of ca. 400 characters and are able to produce first texts. They avail a solid tonality and pronunciation. Successful participation in the exam on the elementary level of HSK is possible.

### Courses
( type, number of weekly contact hours, language — if other than German)

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<table>
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<th>Method of assessment</th>
<th>(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)</th>
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<td>written examination (approx. 90 minutes) and oral examination of one candidate each (approx. 5 minutes)</td>
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### 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 title | Abbreviation
---|---
Modern Chinese 2 | 04-CLE3-192-m01

Module coordinator | Module offered by
holder of the Chair of China Business and Economics | Institute of East and South Asian Cultural Studies

ECTS | Method of grading | Only after succ. compl. of module(s)
---|---|---
10 | numerical grade | 04-CLE2

Duration | Module level | Other prerequisites
---|---|---
1 semester | graduate | --

Contents
Building on the foundations of Modern Chinese 1 vocabulary is extended to ca. 700 characters and grammatical phenomena are trained by intensive written and oral exercises. Theory and praxis of Chinese grammar is extended by use of textbook and the introduction to further adequate texts and audio material. Written and oral expression is trained to extend active application of learned grammatical phenomena. Basic translation abilities are introduced.

Intended learning outcomes
Students are able to systematically apply grammatical structures based on text based knowledge. They have the ability to reproduce known texts or texts close to the teaching material and to independently formulate compound sentences. They have a good listening comprehension of the textbook material and an active knowledge of ca. 700 Chinese characters. They are able to produce translations within the range of known vocabulary.

Courses (type, number of weekly contact hours, language — if other than German)
Ü (6)
Module taught in: Chinese

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. 90 minutes) and oral examination of one candidate each (approx. 5 minutes)
Language of assessment: Chinese
credible for bonus

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 title | Abbreviation
---|---
Modern Chinese 3 | 04-CLE4-192-m01

Module coordinator | Module offered by
holder of the Chair of China Business and Economics | Institute of East and South Asian Cultural Studies

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<td>04-CLE3</td>
</tr>
</tbody>
</table>

Duration | Module level | Other prerequisites
1 semester | graduate | --

Contents
The fully integrated obligatory term at Peking University is coordinated with the language teaching at the home institutions and guarantees an intensification of language training and an activation of language competencies. The interaction with further native speakers as teachers and in the Chinese environment helps to put all fields of language knowledge, such as oral expression or reading and writing abilities on a broad basis. Specialized teaching material focuses on the social, regional, cultural and economic context of Peking. Students continue to extend their systematic language training arriving at a vocabulary based on an active knowledge of ca. 1200 Chinese characters. Students learn to distinguish between relevant active and passive vocabulary. Text production and oral presentations are trained beyond the text book content and include complex compound sentences.

Intended learning outcomes
Students have the competence to go beyond text book related Chinese language knowledge and can read natural texts in their field of study based on a knowledge of about 1200 frequently used Chinese characters. Furthermore, students can interact with a degree of fluency and spontaneity that makes regular interaction with native speakers quite possible without strain for either party.

Courses
(\(\text{type, number of weekly contact hours, language — if other than German}\))
\[\text{Ü (6)}\]
Module taught in: Chinese

Method of assessment
(\(\text{type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus}\))
written examination (approx. 90 minutes) and oral examination of one candidate each (approx. 5 minutes)
Language of assessment: Chinese
creditable for bonus

Allocation of places
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Additional information
Courses offered abroad at PKU (ECLC).

Referred to in LPO I
(\(\text{examination regulations for teaching-degree programmes}\))
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### Module title

<table>
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<th>Commercial Chinese</th>
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### Abbreviation

| 04-CLE5-212-m01 |

### Module coordinator

| European Chinese Language and Culture Programme (ECLC) at Peking University (PKU) |

### Module offered by

| Institute of East and South Asian Cultural Studies |

### ECTS

| 10 |

### Method of grading

| numerical grade |

### Only after succ. compl. of module(s)

| -- |

### Duration

| 1 semester |

### Module level

| graduate |

### Other prerequisites

| Courses offered abroad at PKU (ECLC). |

### Contents

This module focuses on business Chinese and language skills in the field of economics. Students are systematically introduced to economic vocabulary in Chinese language. They are trained by practical exercises in everyday business situations and by reading texts on current issues on China's economic development. Furthermore, students give presentations on a project including interviews with external partners on business strategies and topics such as marketing.

### Intended learning outcomes

The students have vocational language skills in business Chinese and besides a professional terminology are able to actively use ca. 150 relevant phrases.

### Courses (type, number of weekly contact hours, language — if other than German)

| Ü (8) |

### Module taught in: Chinese |

### 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. 90 minutes) and oral examination of one candidate each (approx. 5 minutes) Language of assessment: Chinese creditable for bonus |

### 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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Japanese Language and Chinese Academic Discourse
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<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
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</table>

**Contents**

The course is designed for students with proficiency in the Chinese language and overall knowledge of China's history, culture and political situation based on their BA training with a Chinese language background. It offers a research-oriented, compact introduction into the basics of the Japanese language (passive and active), including hiragana and katakana writing systems as well as Chinese-based literary Japanese (kanbun), as well as grammar and vocabulary training and reading exercises. Furthermore, the basic compact course especially considers China-related reference books and other resources, providing initial training in using Japanese-language sinological resources.

**Intended learning outcomes**

Students’ knowledge of modern Chinese allows for compact, effective and systematic introduction to Japanese grammar and vocabulary/pronunciation, providing them with working ability for independent research with Japanese sources and basic vocabulary for communication with Japanese scholars on an academic level.

**Courses** (type, number of weekly contact hours, language — if other than German)

<table>
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**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. 120 Minutes)
- Language of assessment: English and Japanese
- Creditable for bonus

**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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<table>
<thead>
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<td>Japanese for Sinologists</td>
<td>04-CS-J2-192-m01</td>
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**Module coordinator**
holder of the Chair of East Asian Cultural Studies

**Module offered by**
Institute of East and South Asian Cultural Studies

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<td>1 semester</td>
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</table>

**Contents**
The module offers a specialized application of the basic courses Japanese language knowledge on sinological content. It introduces Japanese-language commentaries and Chinese-language texts by Japanese scholars, especially in the Japanese Kanbun tradition and research with digital resources such as Tōyōgaku bunken ruimoku (Kyōto University), CiNii (National Institute of Informatics, Japan), etc.

**Intended learning outcomes**
The module enables students to independently work with Japanese-language commentaries and Chinese-language texts by Japanese scholars, especially in the Japanese Kanbun tradition and with up to date digital resources.

**Courses** (type, number of weekly contact hours, language — if other than German)

U (4)
Module taught in: English and Japanese

**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. 120 Minutes)
Language of assessment: English and Japanese
Creditable for bonus

**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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<table>
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**Module coordinator**

Holder of the Chair of Contemporary Chinese Studies
Holder of the Chair of East Asian Cultural Studies

**Module offered by**

Institute of East and South Asian Cultural Studies

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</table>

**Contents**

This module offers an introduction to different aspects of academic writing, ranging from basic formal, linguistic and technical aspects to questions of critical literature selection and analysis, or the selection of an appropriate and manageable topic for a term paper or Master thesis. These aspects will be discussed and practiced during in class. Finally students will have to produce a term paper. The supervisor supports the students during this process by monitoring the selection of a suitable topic, by making sure that the students employ a relevant range of up-to-date research literature, and by enforcing formal and technical standards of academic paper writing.

**Intended learning outcomes**

Students improve and practice their skills in planning, researching, drafting, writing and revising academic papers according to the formal and technical standards.

**Courses**

<table>
<thead>
<tr>
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**Module taught in:** English and Chinese

**Method of assessment**

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**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 title | Abbreviation
---|---
Chinese Economic Discourse Analysis 1 | 04-CLE-CED1-212-m01

Module coordinator | Module offered by
holder of the Chair of Contemporary Chinese Studies and holder of the Chair of East Asian Cultural Studies | Institute of East and South Asian Cultural Studies

<table>
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<tbody>
<tr>
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</table>

Contents
This module serves as an introduction to China's economic discourse. Based on the lecture of historic and recent newspaper articles, articles published in academic journals and edited volumes, mainly from mainland China, students are provided an overview over different discourses related to China's rapidly changing economy and its impact on politics and society that have emerged during the period of reform and opening up. Before the theoretical background of appropriate discourse analysis theories students will produce a series of reflection papers, in which they analyze and discuss different aspects of China’s economic reforms.

Intended learning outcomes
Students gradually improve their skills in critical literature analysis and literature discussion as well as the drafting and writing of short reflexion papers. Students gain fundamental knowledge of discourse analysis theories.

Courses
(type, number of weekly contact hours, language — if other than German)
S (2)
Module taught in: English and Chinese

Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
Term paper (approx. 25 pages)
Language of assessment: English and Chinese
creditable for bonus

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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<table>
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<td>holder of the Chair of Contemporary Chinese Studies and holder of the Chair of East Asian Cultural Studies</td>
<td>Institute of East and South Asian Cultural Studies</td>
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<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
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</tbody>
</table>

**Contents**

Building upon the foundations of ‘Chinese Economic Discourse Analysis 1’, this module offers a more in-depth discussion of recent economic developments in the People’s Republic of China as well as Greater China. The discussion will be based on up-to-date Chinese-language publications from Greater China, mostly in the form of monographs. Students will produce a series of reflection papers as well as reviews, based on the required reading materials provided during this seminar.

**Intended learning outcomes**

Students gain a deeper understanding of discourse analysis, refine their skills in literature analysis and discussion as well as writing reflexion papers. In addition they develop skills in critically discussing and reviewing recent scientific publications.

**Courses**

<table>
<thead>
<tr>
<th>Type</th>
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**Method of assessment**

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<td>Term paper (approx. 25 pages)</td>
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**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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<td>Recent Questions in China’s Academic Discourse</td>
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<tbody>
<tr>
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## Contents
This module offers students the opportunity to get acquainted with and discuss important questions in China’s academic discourse. Based on a lecture series and extensive readings of materials from newspapers, journals and books, this course provides students insights into major current debates and issues, along with their wider social and political implications. The lecture series is accompanied by discussions among International and Chinese students, while texts also serve as the basis for discussions.

### Intended learning outcomes
This course provides additional training in the reading of Modern Chinese texts, and in the oral skills of argumentation.

### Courses
(type, number of weekly contact hours, language — if other than German)

S (3)
Module taught in: Chinese

### Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

Term paper (approx. 15 pages)
Language of assessment: Chinese
creditable for bonus

### Allocation of places
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### Additional information
Courses offered abroad at PKU (ECLC).

### Referred to in LPO I
(examination regulations for teaching-degree programmes)
--
China's Economy
(20 ECTS credits)
### Module Catalogue for the Subject

**China Language and Economy**  
**Master's with 1 major, 120 ECTS credits**

<table>
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### Contents

Over the past decades Chinese have emerged as important players in the global economy and the Chinese government as an important power in global economic governance. This module offers an introduction into China's international economic relations both from an economic and a political perspective. It specifically addresses strategies of Chinese firms for global markets and explores whether and how these differ compared to suggestions in standard international business and economics literature.

### Intended learning outcomes

Students learn to assess the importance of China's economy in the global context and to evaluate China's international economic strategies. They can apply international business and economics concepts to the Chinese context and adapt them to the situation of Chinese firms. The module enables them to analyze emerging issues in international trade and investment from both the Chinese and an international perspective.

### Courses

**Type, number of weekly contact hours, language — if other than German**

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Module taught in: English and Chinese

### Method of assessment

**Type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus**

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Language of assessment: English and Chinese creditable for bonus

### 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 title | Abbreviation
---|---
Case Study | 04-CBE6-212-m01

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Contents

One of the many challenges that foreign businesses face with regard to the Chinese market is to understand the specific challenges that arise from doing business in or cooperating with China and to translate theoretical knowledge into practical strategies and business cases. Therefore, in this module students built upon theoretical and empirical research done by others to jointly develop a project in which they can apply their insight to a specific case. The case topic changes from year to year and is defined after consultation with the students.

Intended learning outcomes

Students understand the differences between markets and business environments. They apply this understanding to a practical case that they collectively analyze within a realistic project. The students learn project management tools to manage the project work themselves with only supportive guidance by the lecturer. Thereby student experience the hurdles of group work and project work. They learn to organize a project within a specific timeframe and to solve related conflicts.

Courses

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Module taught in: English and Chinese

Method of assessment

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<td>c) presentation (approx. 30 to 45 minutes)</td>
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Language of assessment: English and Chinese creditable for bonus

Allocation of places

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Additional information

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Referred to in LPO I (examination regulations for teaching-degree programmes)

--
## Module title

Chinese Markets

## Abbreviation

04-CBE7-212-m01

## Module coordinator

holder of the Chair of China Business and Economics

## Module offered by

Institute of East and South Asian Cultural Studies

## ECTS

5

## Method of grading

numerical grade

## Only after succ. compl. of module(s)

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## Duration

2 semester

## Module level

graduate

## Other prerequisites

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### Contents

Doing business in China is different from doing business in other markets, and Chinese competitors often differ in their business strategies from other countries’ companies. Therefore, foreign firms expanding to China have to adapt their marketing strategies to Chinese customers and consumers, while Chinese firms expanding globally pose a challenge to their foreign competitors while they also have to adapt. Based on academic literature and business examples, the module introduces students to the peculiarities of consumerism and marketing in China as well as business strategies of Chinese firms in global markets.

### Intended learning outcomes

Students learn to consider distinct aspects of consumerism and markets in China and their relevance for marketing strategies of foreign firms operating in China. In addition, they understand how the social, political and economic characteristics of the Chinese market influence internationalization strategies of Chinese firms. By combining the outside-in and the inside-out perspective they develop a deep understanding how differences between societies and markets matter for global business.

### Courses

(type, number of weekly contact hours, language — if other than German)

V (2) + S (2)

Module taught in: English and Chinese

### Method of assessment

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or
b) oral examination of one candidate each (approx. 15 minutes)

Language of assessment: English and Chinese

creditable for bonus

### 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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# Challenges of Sustainable Development in China

**Module title**  
Challenges of Sustainable Development in China

**Abbreviation**  
04-CBE8-212-m01

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## Contents

China’s economic rise increases the pressure on local and global public goods and changes the setting of global competition. This module interprets these issues as challenges to sustainable development. It addresses the (lack of) environmental and social sustainability of China's growth, as well as countermeasures taken by the Chinese government. In addition, it explores the economic sustainability of China's rise as a question of innovativeness and therefore compares China’s national innovation system with those of other economies.

## Intended learning outcomes

Students can evaluate economic policies from the perspective of their environmental, social and economic sustainability and assess the external effects of economic policies and development. Through intensive discussions and policy round table simulations they experience the dilemma arising from conflicting policy and business targets. At the same time they identify Chinese company and government strategies to overcome the dilemma.

## Courses

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Module taught in: English and Chinese

## Method of assessment

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Language of assessment: English and Chinese creditable for bonus

## 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 title | Abbreviation
---|---
Current Topics of Chinese Economic Research | 04-CBE9-212-m01

Module coordinator | Module offered by
holder of the Chair of China Business and Economics | Institute of East and South Asian Cultural Studies

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Duration | Module level |
2 semester | graduate |

Contents
Since the late 1970s the on-going process of reform and opening up has brought about great changes for China's economy and society. More than four decades later the pace of development remains high and the People's Republic of China continues to swiftly catch up to the developed industrial nations. This module discusses recent developments and trends that shape China's economy and society today and in the foreseeable future, i.e. the globalization of Chinese companies and brands, questions of innovativeness, digitization and e-commerce, or structural changes.

Intended learning outcomes
Students discuss and evaluate economic and societal developments, based on a selection of primary and secondary sources, against the background of different economic theories. The module enables them to analyze recent developments and identify emerging and future issues in China's rapidly changing economic landscape.

Courses (type, number of weekly contact hours, language — if other than German)
S (4)
Module taught in: English and Chinese

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 minutes) or
b) oral examination of one candidate each (approx. 15 minutes)
Language of assessment: English and Chinese creditable for bonus

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 coordinator**
European Chinese Language and Culture Programme (ECLC) at Peking University (PKU)

**Module offered by**
Institute of East and South Asian Cultural Studies

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**Duration**
1 semester

**Module level**
graduate

**Other prerequisites**
Courses offered abroad at PKU (ECLC).

**Contents**

Peking University's School of International Studies and Guang Hua School of Economics are among the leading institutes in international relations and economics in the PRC. Students, during their term at ECLC, attend lectures from a choice in English language courses held by a university teacher of these schools on major aspects of China's international relations, such as China's relations with a major power. Thus the students get familiarized with official Chinese positions on international relations and economic issues.

**Intended learning outcomes**

Students learn to reflect on the different classroom experience and to deal with official Chinese views on political and economic issues appropriately and respectfully. They gain a better understanding of the academic discourse in China.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (3)
Module taught in: English and Chinese

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 15 minutes)
Language of assessment: English and Chinese
Creditable for bonus

**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 coordinator**

European Chinese Language and Culture Programme (ECLC) at Peking University (PKU)

**Module offered by**

Institute of East and South Asian Cultural Studies

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**Duration**

1 semester

**Module level**

graduate

**Other prerequisites**

Courses offered abroad at PKU (ECLC).

**Contents**

Peking University’s School of International Studies and Guang Hua School of Economics are among the leading institutes in international relations and economics in the PRC. Students, during their term at ECLC, attend lectures from a choice in English language courses held by a university teacher of these schools on major aspects of China’s economics, such as current phenomena of China’s economy. Thus the students get familiarized with official Chinese positions on international relations and economics issues.

**Intended learning outcomes**

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**Courses** (type, number of weekly contact hours, language — if other than German)

V (3)

Module taught in: English and Chinese

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 15 minutes)

Language of assessment: English and Chinese creditable for bonus

**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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Chinese Studies

(5 ECTS credits)
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**Contents**

China exhibits a novel mix of economic dynamism, social modernization and the political structures of an authoritarian political system run by a Communist Party. This unique and at the same time highly dynamic scenario calls for a multi-disciplinary approach to disentangle the various interconnected developments. This introduction provides an overview of relevant research on contemporary China, focusing on either China’s politics, society or political economy, depending on the learning agreement with the new student group.

**Intended learning outcomes**

Students gain in-depth understanding of the field of Contemporary Chinese Studies, familiarize themselves with relevant theoretical and methodological approaches and train their analytical capacities. Classroom discussions of relevant research literature enhance the students' oral presentation abilities.

**Courses** (type, number of weekly contact hours, language — if other than German)

| S (3) | Module taught in: English and Chinese |

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes)  
Language of assessment: English and Chinese  
creditable for bonus

**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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### Contents

This module offers an introduction to some core institutions, practices, concepts and values of the state, society and culture of late imperial China, mainly during the 16th to 18th centuries (mid Ming to mid Qing). It includes both continuous as well as innovative or discontinuous elements, and identifies important fields of tension in the political, social and cultural systems. In order to provide a general focus, a thematic frame of choice is offered, such as local history, gender history, or the history of everyday life, depending on the learning agreement with the new student group. Each topic is viewed through a primary source, besides suitable research literature, with the source text presented in both the original language as well as an English translation. Thus, the course also offers an introduction to a range of source types and genres, and to reading and analyzing them. This course offer is also open to students in the CLE/CBE programs.

### Intended learning outcomes

Students are familiarized with a range of institutions, issues, concepts and developments of the late-imperial Chinese state, society and culture. They strengthen their abilities to view a problem from various perspectives. They also learn to handle primary sources, approaching them methodically, based on appropriate source critique. Students practice the effective oral presentation of their insights from working on one topic and source, and its written summary in a handout.

### Courses (type, number of weekly contact hours, language — if other than German)

S (3)
Module taught in: English and Chinese

### Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes)
Language of assessment: English and Chinese creditable for bonus

### 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 title | Abbreviation
---|---
Contemporary Politics in Transformation 1 | 04-CS-TCC1-1-192-m01

Module coordinator | Module offered by
holder of the Chair of Contemporary Chinese Studies | Institute of East and South Asian Cultural Studies

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**Contents**
The far-reaching developments in the economic and societal spheres have left their marks on the party-state. They brought about complex processes of change and adaptation in the ways political power is constituted and employed. This opened up the question of limits to this adaptability and the ultimate direction it will take. Classes offered in this module pursue these questions in the form of an overview of different aspects of China’s domestic politics (such as grassroots politics, elite politics or political culture) or foreign relations.

**Intended learning outcomes**
Students familiarize themselves with current political trends and developments in China. This is achieved on the basis of critical reading of primary and secondary academic sources on Chinese politics in Chinese and English. Students systematically train the critical assessment and evaluation of research findings, relevant theories and empirical methodologies in this field. Classroom discussions of texts impart debate skills while the written term paper allows for students to exercise writing an academic exposition based on properly selected sources.

**Courses** (type, number of weekly contact hours, language — if other than German)
S (3)
Module taught in: English and Chinese

**Method of assessment** (type, scope, language — if other than German, examination offered — If not every semester, information on whether module is creditable for bonus)
a) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes)
Language of assessment: English and Chinese
creditable for bonus

**Allocation of places**
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**Additional information**
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**Referred to in LPO** (examination regulations for teaching-degree programmes)
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<thead>
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<th>Module title</th>
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<tbody>
<tr>
<td>Contemporary Politics in Transformation 2</td>
<td>04-CS-TCC1-2-192-m01</td>
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<tr>
<td>holder of the Chair of Contemporary Chinese Studies</td>
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<td>1 semester</td>
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**Contents**

Building on the earlier class on contemporary Chinese politics, this module provides a detailed analysis of political trends in Chinese domestic politics. Starting at an advanced level the course will focus on either of the following aspects of Chinese domestic politics: Grassroots Politics (rural and urban governance reforms, protests and contentious politics, NGOs and social activism); Elite Politics (factions and personalities, politics of succession, decision-making structures and processes, elite formation in the wider polity); Political Culture (mass political culture and dominant intellectual trends, political values and attitudes, variants of Chinese nationalism).

**Intended learning outcomes**

Students receive a systematic introduction to research on Chinese politics, learn about relevant theoretical and methodological approaches and the necessary sources. They are acquainted with the current scholarly debates in the field and cutting-edge research. This will prepare them for the writing of their Master's theses.

**Courses** (type, number of weekly contact hours, language — if other than German)

S (3)
Module taught in: English and Chinese

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes)
Language of assessment: English and Chinese
creditable for bonus

**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 Catalogue for the Subject China Language and Economy

**Master's with 1 major, 120 ECTS credits**

<table>
<thead>
<tr>
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### Contents

Chinese society is currently undergoing social transformations so rapid and far-reaching that they have few historical precedents. This is the cumulative result of three interrelated processes: modernization, globalization, and transition to a post-socialist society. Consequences of these transformations are at once to be observed on the surface, such as growing social stratification and inequality, as well as hidden below, e.g. value-change and the search for new social identities. Classes offered in this sub-module analyze these issues in the form of an overview of different aspects of China's society (such as modernization and social change, social differentiation and inequality, shifting social identities).

### Intended learning outcomes

Students familiarize themselves with current social trends and developments in China. This is achieved on the basis of critical reading of primary and secondary academic sources on Chinese society in Chinese and English. Students systematically train the critical assessment and evaluation of research findings, relevant theories and empirical methodologies in this field. Classroom discussions of texts impart debate skills while the written term paper allows for students to exercise writing an academic exposition based on properly selected sources.

### Courses

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<td>S (3)</td>
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<td>Module taught in: English and Chinese</td>
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### Method of assessment

(a) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes)

Language of assessment: English and Chinese

creditable for bonus

### 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 title | Abbreviation
--- | ---
Contemporary Society in Transformation 2 | 04-CS-TCC2-2-192-m01

Module coordinator | Module offered by
--- | ---
holder of the Chair of Contemporary Chinese Studies | Institute of East and South Asian Cultural Studies

ECTS | Method of grading | Only after succ. compl. of module(s)
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5 | numerical grade | --

Duration | Module level | Other prerequisites
--- | --- | ---
1 semester | graduate | --

Contents
Building on the earlier class on contemporary Chinese society, this module provides a detailed analysis of current social trends in China. Starting at an advanced level the course will focus on either of the following aspects of Chinese society: social stratification and inequality (social groups and status, differentiation and inequality), shifting social identities (subjective perspectives on social stratification, the emergence of new social groups and transformation of existing ones, categories of social belonging in China), ethnicity and ethnic relations (ethnic identities, historical and comparative perspectives, ethnoregionalism and development), population and family policies (demographic trends and population policies, birth control and family dynamics, population aging and old-age support, social security and social safety net).

Intended learning outcomes
Students receive a systematic introduction to research on China’s society, learn about relevant theoretical and methodological approaches and the necessary sources. They are acquainted with the current scholarly debates in the field and cutting-edge research. This will prepare them for the writing of their Master’s theses.

Courses (type, number of weekly contact hours, language — if other than German)
S (3)
Module taught in: English and Chinese

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes)
Language of assessment: English and Chinese creditable for bonus

Allocation of places
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Additional information
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Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module title
Contemporary Economy in Transformation 1

Abbreviation
04-CS-TCC3-1-192-m01

Module coordinator
holder of the Chair of Contemporary Chinese Studies

Module offered by
Institute of East and South Asian Cultural Studies

ECTS
5

Method of grading
numerical grade

Duration
1 semester

Module level
graduate

Other prerequisites
--

Contents
China’s gradualist economic reforms led to an incremental "growing out of the plan" and transition towards the ideal of a "socialist market economy." However, parts of the state-owned industries and crucial state-economy linkages were maintained. At the same time, new forms of regulating and steering the economy had to be devised by the government to adapt to the increasingly marketized environment. These new institutions of an emerging "regulatory state" are, however, not the result of a well-coordinated and rationally planned reform strategy. On the contrary, they are an outgrowth of intensely contentious political and social processes. Classes offered in this sub-module address China’s changing political economy in the form of an overview of different aspects of China’s political economy in transformation (such as rural political economy, urban economic reforms, financial sector development, economic policies and regulation).

Intended learning outcomes
Students familiarize themselves with current trends and developments in China’s political economy. This is achieved on the basis of critical reading of primary and secondary academic sources on Chinese politics in Chinese and English. Students systematically train the critical assessment and evaluation of research findings, relevant theories and empirical methodologies in this field. Classroom discussions of texts impart debate skills while the written term paper allows for students to exercise writing an academic exposition based on properly selected sources.

Courses (type, number of weekly contact hours, language — if other than German)
S (3)
Module taught in: English and Chinese

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes)
Language of assessment: English and Chinese
creditable for bonus

Allocation of places
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Additional information
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**Contents**

Building on the earlier class on contemporary China's political economy, this module provides details analysis of the deepening of China's economic transformation. Starting at an advanced level the course will focus on either of the following aspects: rural development (land policy and management, agricultural development and agricultural markets, agro-food businesses, township and village enterprises, rural urbanization), globalization of China's economy (WTO entry and compliance, currency issues, incoming and outgoing foreign direct investments, relations with the "global south", China's role in international financial architecture).

**Intended learning outcomes**

Students receive a systematic introduction to research on China's political economy, learn about relevant theoretical and methodological approaches and the necessary sources. They are acquainted with the current scholarly debates in the field and cutting-edge research. This will prepare them for the writing of their Master’s theses.

**Courses**

(type, number of weekly contact hours, language — if other than German)

S (3)

Module taught in: English and Chinese

**Method of assessment**

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes)

Language of assessment: English and Chinese creditable for bonus

**Allocation of places**

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**Additional information**

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**Referred to in LPO I**

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<td>Societal Modernism and the Transformation of Arts 1</td>
<td>04-CS-TCC4-1-192-m01</td>
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**Module coordinator**
holder of the Chair of Contemporary Chinese Studies

**Module offered by**
Institute of East and South Asian Cultural Studies

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**Duration**
1 semester

**Module level**
graduate

**Other prerequisites**
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**Contents**
Societal modernisms can be found in various aspects of the transformational Chinese society. Visual arts play a specific role in the interaction with other fields of modern Chinese society and culture reflecting political and economic developments in a highly complex way. At the same time Chinese visual arts have interacted with western discourses in art and developed an own language and an own market. The analysis of the discourses in painting, sculpture, conceptual and media art in the period from 1989 to the present is done by visual material, comments of the artists and academic texts.

**Intended learning outcomes**
Students are familiarized with relevant discourses and developments in modern Chinese art. They are introduced to methodological approaches to discourses in modern Chinese culture. They are able to analyze new developments based on an interaction of visual material and written commentaries or academic discussions.

**Courses**
(type, number of weekly contact hours, language — if other than German)

S (3)
Module taught in: English and Chinese

**Method of assessment**
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes)
Language of assessment: English and Chinese
creditable for bonus

**Allocation of places**
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**Additional information**
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**Module coordinator**

holder of the Chair of Contemporary Chinese Studies

**Module offered by**

Institute of East and South Asian Cultural Studies

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</table>

**Duration**

1 semester

**Module level**

graduate

**Other prerequisites**

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**Contents**

Based on an understanding of developments in visual arts in China since 1989 aspects of intensifying or comparative analysis are:
- detailed analysis of current developments;
- comparative analysis of artists or formal aspects in artwork;
- comparisons with developments in further areas of cultural discourse (i.e. literature et al.)

**Intended learning outcomes**

Students understand interactions in recent developments of visual arts. They gain the ability to an in depth comparative analysis of specific developments from context driven as well as external cultural and scientific discourses and independently apply various methodological approaches.

**Courses** (type, number of weekly contact hours, language — if other than German)

S (3)

Module taught in: English and Chinese

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes)

Language of assessment: English and Chinese

creditable for bonus

**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 title
Transformation in Urban and Rural Contemporary China 1

## Abbreviation
04-CS-TCC5-1-192-m01

## Module coordinator
holder of the Chair of Contemporary Chinese Studies

## Module offered by
Institute of East and South Asian Cultural Studies

## ECTS
5

## Method of grading
numerical grade

## Only after succ. compl. of module(s)
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## Duration
1 semester

## Module level
graduate

## Other prerequisites
--

### Contents
China’s society has been undergoing far-reaching transformation since the founding of the PRC, a process that has been dramatically accelerated since the beginning of the reform period. Since the early 2010s more Chinese live in cities than in the countryside, marking an important turning point in history. The process of modernization and the transition towards a post-socialist society is characterized by gradual reforms but also persistence of socialist institutions, most visible in the long-standing urban-rural dichotomy. Institutional barriers and involvement of the party-state continue to influence the process of urbanization and modernization to a great extend, and therefore also the overall makeup of society.

### Intended learning outcomes
Students are systematically introduced to different aspects of the process of urbanization and modernization in China, which will allow them to better assess overall societal development in the PRC. In-depth knowledge will be gained by reading primary and secondary academic sources in English and Chinese. In-class discussion shall advance understanding and help to foster debate skills.

### Courses
(type, number of weekly contact hours, language — if other than German)

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### Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes)
Language of assessment: English and Chinese
creditable for bonus

### 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 title
Transformation in Urban and Rural Contemporary China 2

Abbreviation
04-CS-TCC5-2-192-m01

Module coordinator
holder of the Chair of Contemporary Chinese Studies

Module offered by
Institute of East and South Asian Cultural Studies

ECTS
5

Method of grading
numerical grade

Duration
1 semester

Module level
graduate

Other prerequisites
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Contents
Building on basic knowledge on Transformation in Urban and Rural China this module will take an in-depth look at urban-rural issues that have arisen due to the process of rapid modernization and urbanization since the late 1970s. The class will focus on different aspects, e.g. rural issues (Three Rural Issues, Building a New Socialist Countryside), rural-to-urban transition (shifting identities, in situ urbanization, rural urbanization), or questions of land and property (pro-growth coalitions, urbanization of the soil, urban transitional spaces, land use rights).

Intended learning outcomes
Students gain in-depth knowledge of different aspects related to on-going process of urbanization and modernization in contemporary China. They will familiarize themselves with specific issues and related methodological approaches as well as the current state of academic research, thereby training their analytical capacities and preparing them to conduct their own research in this field.

Courses
S (3)
Module taught in: English and Chinese

Method of assessment
a) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes)
Language of assessment: English and Chinese

Allocation of places
--

Additional information
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Referred to in LPO I
(examination regulations for teaching-degree programmes)
--
Module title

Literature of Late Imperial China 1

Abbreviation

04-CS-HI1-1-192-m01

Module coordinator

holder of the Chair of East Asian Cultural Studies

Module offered by

Institute of East and South Asian Cultural Studies

ECTS

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Method of grading

Only after succ. compl. of module(s)

numerical grade

Duration

1 semester

Module level

graduate

Other prerequisites

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Contents

Chinese literary history, as written in the modern period, emphasizes the genres of narrative and drama, which in premodern times only had subcultural status, but are now considered masterworks of China's literary heritage. The outstanding literary works of Ming and Qing narrative and drama, besides offering profound insights into the historical, social and cultural milieus they represent, also provide access to pertinent contexts, such as the history of the book, of reading, editing and commenting. In terms of genre evolution they are studied as encompassing aspects of both persistent cultural continuity and striking innovation, also mirroring developments in society and culture at large. The courses offered in this module focus on individual literary masterworks exemplifying relevant genres, themes, and periods. Suggested genres (and titles) include the novel (Shuihu zhuan), the vernacular story (San yan), the classical tale (Liaozhai zhiyi), and the song drama (Xixiang ji). The choice of focus depends on the learning agreement with the new student group. While the literary work in question is read and discussed in class only in short, exemplary excerpts, its more comprehensive reading (in either translation or the original text) is required as accompanying homework. The program for the course focuses on a selection of philological and analytical issues. It also provides the basis for individual oral presentations and a starting point for term papers.

Intended learning outcomes

Students are familiarized with one outstanding work of premodern Chinese literature, and with a range of contexts and analytical issues relevant for its interpretation and research. They are acquainted with elements of literary analysis and with appropriate, up-to-date methodological approaches. They further develop their skills in academic reading and oral presenting.

Courses

(type, number of weekly contact hours, language — if other than German)

S (3)

Module taught in: English and Chinese

Method of assessment

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes)

Language of assessment: English and Chinese

creditable for bonus

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 title | Abbreviation
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Literature of Late Imperial China 2 | 04-CS-HI1-2-192-m01

Module coordinator | Module offered by
holder of the Chair of East Asian Cultural Studies | Institute of East and South Asian Cultural Studies

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Duration | Module level | Other prerequisites |
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Intended learning outcomes

Students are familiarized with one outstanding work of premodern Chinese literature, and with a range of contexts and analytical issues relevant for its interpretation and research. They are acquainted with elements of literary analysis and with appropriate, up-to-date methodological approaches. They further develop their skills in academic reading and oral presenting.

Courses (type, number of weekly contact hours, language — if other than German)

S (3)
Module taught in: English and Chinese

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes)

Language of assessment: English and Chinese creditable for bonus

Allocation of places

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Additional information

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Referred to in LPO I (examination regulations for teaching-degree programmes)

--
Module title

Cultural History of Late Imperial China 1

Abbreviation

04-CS-HI2-1-192-m01

Module coordinator

Holder of the Chair of East Asian Cultural Studies

Module offered by

Institute of East and South Asian Cultural Studies

ECTS

5

Method of grading

Only after succ. compl. of module(s)

Duration

1 semester

Module level

Graduate

Other prerequisites

--

Contents

The society and culture of late imperial China may be analyzed as a complex system of institutions, practices, and values. During the 16th through 18th centuries (mid Ming to mid Qing), this system increasingly became subject to the dynamics of social mobility and the expansion of commerce. Despite a generally strong sense of continuity, the effects and tensions of crises were perceived in all fields of cultural and social life. Courses offered in this module pursue these questions by focusing on one particular field of cultural and social history. Suggested topics and contents include the following: education, literacy and publishing; city and village; or elite and popular culture. The choice of focus depends on the learning agreement with the new student group. The thematic program guides the students toward the exploration of suitable primary source materials and to a range of relevant research literature. It provides the basis for oral presentations and a starting point for individual term papers.

Intended learning outcomes

Students are familiarized with one major field of late-imperial Chinese cultural and social history, and with a selection of issues and contexts relevant for its research. They are acquainted with important topics of cultural-historical analysis and with a range of appropriate, up-to-date methodological approaches. They further develop their skills in academic reading and oral presenting.

Courses (type, number of weekly contact hours, language — if other than German)

S (3)

Module taught in: English and Chinese

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes)

Language of assessment: English and Chinese

creditable for bonus

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 Catalogue for the Subject
## China Language and Economy
### Master's with 1 major, 120 ECTS credits

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### Contents

The society and culture of late imperial China may be analyzed as a complex system of institutions, practices, and values. During the 16th through 18th centuries (mid Ming to mid Qing), this system increasingly became subject to the dynamics of social mobility and the expansion of commerce. Despite a generally strong sense of continuity, the effects and tensions of crises were perceived in all fields of cultural and social life. Courses offered in this module pursue these questions by focusing on one particular field of cultural and social history. Suggested topics and contents include the following: education, literacy and publishing; city and village; or elite and popular culture. The choice of focus depends on the learning agreement with the new student group. The thematic program guides the students toward the exploration of suitable primary source materials and to a range of relevant research literature. It provides the basis for oral presentations and a starting point for individual term papers.

### Intended learning outcomes

Students are familiarized with social history, and with a selection of issues and contexts relevant for its research. They are acquainted with important topics of cultural-historical analysis and with a range of appropriate, up-to-date methodological approaches. They further develop their skills in academic reading and oral presenting.

### Courses

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<th>S (3)</th>
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<tr>
<td>Module taught in: English and Chinese</td>
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### Method of assessment

| a) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes) |
| Language of assessment: English and Chinese |

### Allocation of places

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### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
Module title: Heritage and Innovation (Song-Qing) 1
Abbreviation: 04-CS-HI3-1-192-m01

Module coordinator: holder of the Chair of East Asian Cultural Studies
Module offered by: Institute of East and South Asian Cultural Studies

ECTS: 5
Method of grading: numerical grade
Only after succ. compl. of module(s): --

Duration: 1 semester
Module level: graduate
Other prerequisites: --

Contents:
Important social and cultural developments and institutions, such as the civil examination system, basically began in the Song dynasty (960-1279) and appear to have continued to persist over much of the second millennium CE, until the end of the Qing dynasty (1644-1911). However, within this overall image of continuity and stability we find extensive histories of reform and change, aiming at the correction of perceived deficiencies or the adaptation to new challenges and developments. This module provides the framework for courses that emphasize the longue durée in China's cultural history, from the Song to the Qing, looking at the cultural histories of social groups and institutions, identifying major periods of crisis, and testing common patterns of periodization. Combining the survey of long-term developments with snapshots in time and case studies, it introduces a selection of source materials and an appropriate range of research literature.

Intended learning outcomes:
This module develops students' insights into long-term changes and developments in China's social and cultural history, as they learn to consider both continuity and change. They acquire deepened skills in handling source materials from a wide historical range.

Courses (type, number of weekly contact hours, language — if other than German):
S (3)
Module taught in: English and Chinese

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus):
a) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes)
Language of assessment: English and Chinese
creditable for bonus: --

Allocation of places: --

Additional information: --

Referred to in LPO I (examination regulations for teaching-degree programmes): --
### Contents

Important social and cultural developments and institutions, such as the civil examination system, basically began in the Song dynasty (960-1279) and appear to have continued to persist over much of the second millennium CE, until the end of the Qing dynasty (1644-1911). However, within this overall image of continuity and stability we find extensive histories of reform and change, aiming at the correction of perceived deficiencies or the adaptation to new challenges and developments. This module provides the framework for courses that emphasize the longue durée in China’s cultural history, from the Song to the Qing, looking at the cultural histories of social groups and institutions, identifying major periods of crisis, and testing common patterns of periodization. Combining the survey of long-term developments with snapshots in time and case studies, it introduces a selection of source materials and an appropriate range of research literature.

### Intended learning outcomes

This module develops students’ insights into long-term changes and developments in China’s social and cultural history, as they learn to consider both continuity and change. They acquire deepened skills in handling source materials from a wide historical range.

### Courses (type, number of weekly contact hours, language — if other than German)

- **S (3)**
  - Module taught in: English and Chinese

### Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

- a) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes)
  - Language of assessment: English and Chinese
  - creditable for bonus

### 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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<table>
<thead>
<tr>
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<th>Abbreviation</th>
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<td>Intellectual History of China 1 (900-1600)</td>
<td>04-CS-HI4-1-192-m01</td>
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<tr>
<td>1 semester</td>
<td>graduate</td>
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### Contents

The historical period of the late Tang to the Ming dynasty sees the development of a new Confucian learning in Chinese society. The broader embedment into discourses of political and societal developments, the examination system and the relevance for everyday life will be given. The elaboration of a systematical philosophic terminology and the range of controversial debates among different schools of Confucianism in the period is to be understood.

### Intended learning outcomes

Students are familiarized with the historical context and terminological system of Confucianism from late Tang to late Ming. They are apt to independently analyze original texts within the framework of Confucianism in the given period, societal context and scientific discourse.

### Courses

S (3)

Module taught in: English and Chinese

### Method of assessment

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes)

Language of assessment: English and Chinese

credible for bonus

### 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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<table>
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<tbody>
<tr>
<td>Abbreviation</td>
<td>04-CS-HI4-2-192-m01</td>
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### Contents

Based on an understanding of general developments in Confucian discourses in the period from 900-1900 and its terminological implications aspects of intensifying or comparative analysis are:
- Detailed understanding of specific schools and authors
- Interaction with non-Confucian positions
- Interpretations of Confucian positions within the contemporary Confucian discourse.

### Intended learning outcomes

Students understand the interactions between philosophical and societal discourses in the given period. They have the ability to an in depth comparative analysis between different Confucian positions from context driven or external scientific discourses as well as to open new fields and new questions in the academic discourse of the specialized field.

### Courses

- **Type**: (type, number of weekly contact hours, language — if other than German)
  - S (3)
  - Module taught in: English and Chinese

### Method of assessment

- **Type**: (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
  - a) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes)
  - Language of assessment: English and Chinese
  - creditable for bonus

### Allocation of places

- --

### Additional information

- --

### Referred to in LPO I

- (examination regulations for teaching-degree programmes)
  - --
Module title | Abbreviation
---|---
East Asian History (600-1800) 1 | 04-CS-HI5-1-192-m01

Module coordinator | Module offered by
holder of the Chair of East Asian Cultural Studies | Institute of East and South Asian Cultural Studies

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Contents
This class focusses on interactions and connections between China, Korea and Japan. These may be direct and obvious interactions such as trade (including smuggling, piracy), warfare, and diplomatic relations, or religious, philosophical, and institutional ideas and phenomena usually taken over from China in a variant more adequate for the smaller countries. Cultural phenomena discussed include (women's) literature, music, and especially painting. East Asian History I covers the time until about 1600, East Asian History II deals with the period from 1600 to 1800 (Tokugawa-shogunate in Japan, Qing-dynasty in China, Western ideas introduced by early Christian mission).

Intended learning outcomes
Students of Chinese Studies will widen their horizon and learn about different ways of implementing Chinese concepts in different settings. They will develop a deep understanding for societal conditions enabling or hindering close contacts and interactions between states and individuals.

Courses (type, number of weekly contact hours, language — if other than German)
S (3) Module taught in: English and Chinese

Method of assessment (type, scope, language — if other than German, examination offered — If not every semester, information on whether module is creditable for bonus)
a) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes)
Language of assessment: English and Chinese creditable for bonus

Allocation of places
--

Additional information
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Referred to in LPO I (examination regulations for teaching-degree programmes)
--
### Module Catalogue for the Subject
China Language and Economy
Master's with 1 major, 120 ECTS credits

#### Module title
East Asian History (600-1800) 2

| Abbreviation | 04-CS-HI5-2-192-m01 |

#### Module coordinator
holder of the Chair of East Asian Cultural Studies

#### Module offered by
Institute of East and South Asian Cultural Studies

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</table>

#### Contents
A specific aspects such as trade, warfare, diplomatic relations, religious, philosophical, and institutional ideas as well as cultural phenomena such as (women’s) literature, music, and especially painting are intensified. Another possible focus of intensification is choosing a well-defined segment of time. This implies reading first hand historical sources.

#### Intended learning outcomes
Students will be enabled to work from primary sources and develop question within a defined set of theories and concrete historical examples.

#### Courses
(type, number of weekly contact hours, language — if other than German)

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#### Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

| a) oral examination of one candidate each (approx. 15 minutes) or b) written examination (approx. 60 minutes) |
| Language of assessment: English and Chinese |

#### Allocation of places
--

#### Additional information
--

#### Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Economics
(5 ECTS credits)
## Module title
Analytical Information Systems

## Abbreviation
12-BI-192-m01

## Module coordinator
Holder of the Chair of Business Analytics

## Module offered by
Faculty of Business Management and Economics

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## Duration
1 semester

## Module level
graduate

## Other prerequisites
--

## Contents
The course provides an overview of the structure and applications of analytical information systems. A special focus is on individual quantitative methods of data analysis. On the one hand, methods from the areas of data preparation and data manipulation as well as their practical application are introduced. On the other hand, an introduction to methods and the application of machine learning methods for predictive analytics, in particular neural networks and deep learning, is given.

## Intended learning outcomes
The module provides students with knowledge of:
- Data Manipulation
- Data Engineering
- Descriptive Analytics
- Predictive Analytics and Data Mining
- Supervised Learning
- Unsupervised Learning
- Neural Networks and Deep Learning
- Text Mining
- Big Data Technologies

## Courses
(type, number of weekly contact hours, language — if other than German)

| 2 (V) | 2 (Ü) |

## 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. 60 Minutes)
Creditable for bonus
Language of assessment: German and/or English

## Allocation of places
40 places.
WM1:
Should the number of applications exceed the number of available places, places will be allocated as follows:
1) Master’s students of Information Systems will be given preferential consideration.
2) The remaining places will be allocated to students of other subjects.
3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.

## Additional information
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## Referred to in LPO I (examination regulations for teaching-degree programmes)
--
### Module title

**Business Software 1: IS-based Enterprise Management**

### Abbreviation

12-GPU-192-m01

### Module coordinator

Holder of the Chair of Business Management and Business Information Systems

### Module offered by

Faculty of Business Management and Economics

### ECTS

5

### Method of grading

- numerical grade

### Only after succ. compl. of module(s)

--

### Duration

1 semester

### Module level

graduate

### Other prerequisites

--

### Contents

**Content:**
This module provides students with an overview of the structure of a business information system (SAP Business ByDesign) in depth.

**Outline of syllabus:**
1. Integrated information systems: integration, standard software, system architecture
2. Working with standard business software
3. Consulting in integrated information systems: project management, project organisation, presentation skills

**Description:**
The lecture will be accompanied by an exercise that will present students with an opportunity to access, in small groups, the enterprise resource planning system operated by the Chair in its ERP laboratory and to work with the software, dealing with a wide variety of business processes.

If you would like to register for this course, please submit an application to the consultants (cover letter, CV, certificates; please also specify your degree programme and student ID number).

### Intended learning outcomes

After completing the course "Business Software 1", students will be able to

(i) understand an ERP system in its depth;
(ii) understand the interaction of business processes;
(iii) execute business tasks and processes in an ERP system independently (after participation in the practice lessons).

### Courses

(type, number of weekly contact hours, language — if other than German)

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### Method of assessment

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

- a) Written examination (approx. 60 minutes) or
- b) oral examination (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 minutes, groups of 3: approx. 30 minutes) or
- c) Term paper (15 to 20 pages) or

Creditable for bonus

Language of assessment: German and/or English

Assessment offered: Once a year, winter semester

### Allocation of places

20 places.

Should the number of applications exceed the number of available places, places will be allocated as follows:

1. Master's students of Information Systems will be given preferential consideration.
2. The remaining places will be allocated to students of other subjects.
3. When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.

### Additional information

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Referred to in LPO I (examination regulations for teaching-degree programmes)
**Module title**  
Information Processing within Organizations  

<table>
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<td>12-IV-161-m01</td>
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<td>holder of the Chair of Business Management and Business Information Systems</td>
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**Contents**

Content:
This course provides students with an in-depth overview of the structure and the application areas of business management information systems in enterprises and public institutions.

Outline of syllabus:
1. What is software: concepts, categories, application
2. Software life cycle: duration, phases, steps
3. As-is analysis: tasks, problems
4. To-be concept: system design, data design, dialog design, function design
5. Object orientation: paradigm shift
6. Change management: meaning, methodologies, project management
7. Office automation: tasks, areas of application

**Intended learning outcomes**

After completing the course "Information Processing", students will be able to
(i) understand the importance of integration in enterprises, especially in information systems;
(ii) assess the progress of development of a software project, estimate cycle costs, know and consider requirements, which brings a software implementation with;
(iii) select the correct procedures or practices in an as-is analysis and target conception and practically apply (with participation in the exercise);
(iv) understand the importance of change management and project management and know the appropriate methods for specific applications.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**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. 60 minutes)  
Language of assessment: German and/or English  
creditable for bonus

**Allocation of places**

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**Additional information**

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**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
### Module title

**Employment Law**

**Abbreviation**: 12-M-AFW-161-m01

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### Module coordinator

Dean of the Faculty of Business Management and Economics

### Module offered by

Faculty of Business Management and Economics

### ECTS | Method of grading | Only after succ. compl. of module(s)
--- | --- | ---
5 | numerical grade | --

### Duration | Module level | Other prerequisites
--- | --- | ---
2 semester | graduate | --

### Contents

Contents: employment and labour law and works constitution law incl. collective agreement law

#### Employment and Labour law

Legal sources of employment and labour law

Definitions, employment and labour law, employees

The employment contract

- Job application, permissible and impermissible questions in job interviews, consequences of lying, contesting the employment contract
- General Equal Treatment Act, claims for damages by applicants
- Conclusion of an employment contract, form, evidence under the Law of Proof of Substantial Conditions Applicable to the Employment Relationship
- Contents of the employment contract, company practice, overall commitment, reservation of the right of voluntariness and revocation
- General terms and conditions of business and control of terms and conditions of employment, invalid clauses and their consequences
- Limitation of the term of the employment contract, fixed term employment contracts

Rights and duties arising from the employment relationship

- Primary and secondary duties
- Employer’s right to issue instructions, permissible and impermissible instructions
- Sickness, obligations to report and provide evidence under the Continued Remuneration Act
- Secondary employment, prohibition of competition, duty of confidentiality, occupational health and safety
- Granting of holiday leave
- Continued payment of wages in the event of illness, restrictions

Severe disability, special rights and protection against dismissal

Working hours and the Working Hours Act

The warning, formal and material requirements, consequences

Termination of employment

- Termination agreement
- Termination of employment
- Formal requirements
- Ordinary and extraordinary termination by the employer
- Behavioral termination
- Person-related (illness-related) dismissal
Works constitution law incl. collective bargaining law

Legal sources of works constitution law

Definitions, company, works council, employee

The works council and its role

- Works council elections
- Start, end, duration of term of office
- Legal status of members, honorary office, leave of absence, special protection against dismissal
- Entitlement for training, works council costs
- Works meetings
- General works council, group works council, youth/apprentice representation

Material co-determination of the works council, participation

- Information rights (access to gross pay roll, expert advice)
- Consultation rights (consultation before each dismissal, right to object)
- Consultation rights (involvement of the economic committee, changes in operations)

Co-determination in the narrower sense

- Rights of consent and objection (staff questionnaire, selection guidelines, recruitment, transfers)
- Refusal of consent, legal proceedings Substitution of consent

Co-determination rights

- Enforceable co-determination, conciliation board, composition, procedure, decision
- Mandatory co-determination rights of works council, e.g. regarding
- Conduct of the workplace (smoking and alcohol bans, formalized sick leave talks, occupational integration management)
- Working hours, breaks, shift and flexi-time models, overtime, short-time work
- Holidays, company holidays
- Technical equipment for monitoring (time recording, access systems, video surveillance, telephone and internet use, skills database)
- Occupational health and safety
- Social facilities (canteen, company kindergarten)
- Company wage structure, remuneration (piece rates, bonuses)
- Company changes, reconciliation of interests and social plan

Collective bargaining law

Definition, contractual and normative part, legal effect

Application of collective agreements, parties of collective agreements

Dynamic and static clauses referring to a collective agreement

Collective agreement and company agreements, blocking effect of collective agreement

Collective arbitration board in cases of compulsory works council co-determination

Intended learning outcomes

At the end of this course, students will have the following competences:
Students gain solid basic knowledge of employment and labour law, the works council and its tasks and an overview of collective agreement law. At the same time, methodically and substantively sound legal knowledge is conveyed and practical relevance is established with case studies and current case law.

By working on an exam in the form of a legal opinion, the students are taught to solve a demanding legal issue with legal problems in a given time. Within a narrow thematic field and a time-limited framework, they are able to work on a legal issue in a well-founded and largely independent manner.

Within the framework of the term paper on a judgement of the Federal Labour Court, the students deal with a concrete case and the case law of the highest German labour court. They are familiarised with the methods of legal work and are enabled to work independently in a problem-solving manner. In addition to understanding the facts of the case and the legal problems, they will focus primarily on the consequences of the judgement for their practice. Here, the legal knowledge imparted will be implemented with a practical approach and the opportunity to creatively develop their own recommendations on how to deal with the judgement. In addition, the students present the case and their own conclusions for practice. In the group discussion, the other students have the opportunity to gather further knowledge and actively participate in the exchange of opinions on current judgements and case law.

The knowledge imparted is relevant for a wide range of professional fields of activity and is especially valuable for students who will work in the field of human resources or are interested in the field of employee management.

**Courses** (type, number of weekly contact hours, language — if other than German)

S (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

(a) written examination (approx. 120 minutes) and b) talk (approx. 30 minutes), weighted 3:2 or a) written examination (approx. 120 minutes) and b) presentation (approx. 15 minutes) and c) written elaboration of presentation (approx. 10 pages), weighted 3:1:1

**Allocation of places**

30 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

**Additional information**

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**Referred to in LPO I** (examination regulations for teaching-degree programmes)

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Module title | Abbreviation
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Advanced Microeconomics | 12-M-AM-182-m01

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<th>ECTS</th>
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</table>

Contents

In a nutshell, microeconomic theory considers the behavior of individual economic agents and builds from this foundation to a theory of aggregate economic outcomes, which then can be applied for conducting welfare analysis and giving policy advice. This lecture addresses the core building block of this thought complex: individual decision making and behavior. Specifically, students will come to understand in detail the standard models of riskless consumer choice, choice under risk and intertemporal choice and learn about the empirical challenges and limitations of these models.

Throughout the lecture, we will work with precise mathematical formalizations of the ideas that we want to think and talk about. In consequence, a solid understanding of the mathematical toolbox of standard microeconomics (e.g., differential calculus and constrained optimization; basic set theory; integration by parts) will be helpful as it will allow to focus on the underlying economic intuition. However, every required mathematical concept will be introduced and explained along the way, such that a strong interest in formal economic analysis is more important than an advanced mathematical background.

The exposition is primarily based on the standard graduate textbooks


Intended learning outcomes

After completing the course students will be able to

- explain essential findings of microeconomic theory,
- apply the involved methods to given stylized examples on their own,
- recognize in which real life situations and how the results can be applied.

Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Module taught in: English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: English
creditable for bonus

Allocation of places

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Additional information

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Referred to in LPO I (examination regulations for teaching-degree programmes)

--
Module title: Incentives in Organizations
Abbreviation: 12-M-AO-182-m01

Module coordinator: Holder of the Chair of Human Resource Management and Organisation
Module offered by: Faculty of Business Management and Economics

ECTS: 5
Method of grading: numerical grade
Only after succ. compl. of module(s): --

Duration: 1 semester
Module level: graduate
Other prerequisites: --

Contents:

Based on the classical principal-agent theory, this course discusses methodological and empirical aspects of incentives in organisations. It uses contents from advanced text books and original (mainly empirical) research articles.

Outline of syllabus

1. Principal-agent theory
2. Do top managers earn too much? (application)
3. Performance-based payment
4. Implementation of performance-based payment in companies (application)
5. Seniority payment (with application)
6. Financial incentives to work after retirement (with application)
7. Efficiency wages (with case study)
8. Team incentives (with case study)

Intended learning outcomes:

Students acquire a working knowledge of key incentive models, selected empirical applications and the necessary econometric background. This enables them to identify the advantages and disadvantages of different incentive systems that are applied in the enterprise context, to make informed management analyses and to critically evaluate current controversies and developments as well as to conduct their own research.

Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Module taught in: English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German and/or English

Allocation of places

--

Additional information

--

Referred to in LPO I (examination regulations for teaching-degree programmes)

--
Module title
Advanced Operations & Logistics Management

Abbreviation
12-M-AOLM-182-m01

Module coordinator
Holder of the Chair of Logistics and Quantitative Methods in Business Administration

Module offered by
Faculty of Business Management and Economics

ECTS
5

Method of grading
numerical grade

Only after succ. compl. of module(s)
--

Duration
1 semester

Module level
graduate

Other prerequisites
--

Contents
The course "Advanced Operations & Logistics Management" acquaints students with advanced methods for the planning of integrated production and logistics systems and demonstrates the application of these with the help of multiple case studies.

Intended learning outcomes
After completing this course students can
(i) analyze and evaluate integrated production and logistics systems;
(ii) develop and apply appropriate methods to plan complex production and logistics systems;
(iii) evaluate the consequences of uncertainties in processes, and
(iv) apply concepts and methods to plan uncertainties processes.

Courses
V (2) + Ü (2)
Module taught in: English

Method of assessment
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 to 20 pages)
Language of assessment: English
creditable for bonus

Allocation of places
--

Additional information
--

Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module title: Project: Selected Topics in Business Management and Economics I

Abbreviation: 12-M-APS-182-m01

Module coordinator: Dean of the Faculty of Business Management and Economics

Module offered by: Faculty of Business Management and Economics

ECTS: 10

Method of grading: numerical grade

Only after succ. compl. of module(s): --

Duration: 1 semester

Module level: graduate

Other prerequisites: --

Contents:
This module serves the purpose of transferring credits from
- courses taken at other German or non-German universities
- additional courses offered on a short-term basis
- courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)

The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

Intended learning outcomes:
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

Courses:
(type, number of weekly contact hours, language — if other than German)
S (2)

Method of assessment:
,type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

Term paper (approx. 20 pages) and presentation (approx. 20 minutes), weighted 2:1

Assessment offered: In the semester in which the course is offered

Language of assessment: German and/or English creditable for bonus

Allocation of places:
15 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

Additional information:
--

Referred to in LPO I (examination regulations for teaching-degree programmes)
--
### Module title

**Project: Selected Topics in Business Management and Economics II**

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>12-M-APS2-182-m01</th>
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### Module coordinator

**Dean of the Faculty of Business Management and Economics**

### Module offered by

**Faculty of Business Management and Economics**

### ECTS

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### Contents

This module serves the purpose of transferring credits from
- courses taken at other German or non-German universities
- additional courses offered on a short-term basis
- courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)

The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

### Intended learning outcomes

As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

### Courses

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<th>(type, number of weekly contact hours, language — if other than German)</th>
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### Method of assessment

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<tr>
<td>term paper (approx. 20 pages) and presentation (approx. 20 minutes), weighted 2:1</td>
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<td>Assessment offered: In the semester in which the course is offered</td>
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<tr>
<td>Language of assessment: German and/or English</td>
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<td>creditable for bonus</td>
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</table>

### Allocation of places

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### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
### Module Catalogue for the Subject

**Master's with 1 major, 120 ECTS credits**

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
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<tr>
<td>Selected Topics in Business Management and Economics 1</td>
<td>12-M-APW1-161-m01</td>
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**Module coordinator**

Dean of the Faculty of Business Management and Economics

**Module offered by**

Faculty of Business Management and Economics

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<tbody>
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**Contents**

This module serves the purpose of transferring credits from

- courses taken at other German or non-German universities
- additional courses offered on a short-term basis
- courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)

The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

**Intended learning outcomes**

As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 to 20 pages) or presentation (approx. 30 to 45 minutes)

Assessment offered: In the semester in which the course is offered

Language of assessment: German and/or English creditable for bonus

**Allocation of places**

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**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
Module title
Selected Topics in Business Management and Economics 2

Abbreviation
12-M-APW2-161-m01

Module coordinator
Dean of the Faculty of Business Management and Economics

Module offered by
Faculty of Business Management and Economics

ECTS
5

Method of grading
numerical grade

Only after succ. compl. of module(s)
--

Duration
1 semester

Module level
graduate

Other prerequisites
--

Contents
This module serves the purpose of transferring credits from
• courses taken at other German or non-German universities
• additional courses offered on a short-term basis
• courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)
The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

Intended learning outcomes
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

Courses
(type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)

Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 to 20 pages) or d) presentation (approx. 30 to 45 minutes)
Assessment offered: In the semester in which the course is offered
Language of assessment: German and/or English
creditable for bonus

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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<td>Faculty of Business Management and Economics</td>
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**Contents**

This module serves the purpose of transferring credits from
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- additional courses offered on a short-term basis
- courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)

The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

**Intended learning outcomes**

As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 to 20 pages) or d) presentation (approx. 30 to 45 minutes)

Assessment offered: In the semester in which the course is offered
Language of assessment: German and/or English creditable for bonus

**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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<table>
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<td>Dean of the Faculty of Business Management and Economics</td>
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**Contents**

This module serves the purpose of transferring credits from:

- courses taken at other German or non-German universities
- additional courses offered on a short-term basis
- courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)

The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

**Intended learning outcomes**

As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

**Courses** (type, number of weekly contact hours, language — if other than German)

| V (2) + Ü (2) |

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

- a) written examination (approx. 60 to 90 minutes) or b) written examination (questions concerning mathematical methodology; approx. 120 minutes) or c) term paper (approx. 15 to 20 pages) or d) presentation (approx. 30 to 45 minutes)

Assessment offered: In the semester in which the course is offered

Language of assessment: German and/or English creditable for bonus

**Allocation of places**

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**Additional information**

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**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
### Module: Seminar: Strategic Incentive Design

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<th><strong>Module title</strong></th>
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<td>Seminar: Strategic Incentive Design</td>
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<tr>
<td>Holder of the Chair of Contract Theory and Information Economics</td>
<td>Faculty of Business Management and Economics</td>
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<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
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</table>

**Contents**

This module covers varying classical or recent topics from microeconomics, usually with a focus on decision theory, contract theory or behavioral economics. As a solid understanding of the corresponding basics will be helpful, the course is intended in particular for advanced students who completed the classes “Advanced Microeconomics” and “Contract Theory”.

**Intended learning outcomes**

After completing the course students will have gathered experience in:

- reading and understanding theoretical or experimental research articles,
- critically analyzing and discussing the results of research articles,
- relating the results of different research articles to each other,
- conveying their insights both verbally and in writing in accordance with common scientific standards.

**Courses**

<table>
<thead>
<tr>
<th>(type, number of weekly contact hours, language — if other than German)</th>
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<tr>
<td>S (2)</td>
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**Method of assessment**

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<tbody>
<tr>
<td>term paper (15 to 20 pages) and presentation (approx. 20 minutes), weighted 2:1</td>
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</tbody>
</table>

Language of assessment: German and/or English

**Allocation of places**

15 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

**Additional information**

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**Referred to in LPO I**

(examination regulations for teaching-degree programmes) ---
## Module Catalogue for the Subject China Language and Economy

### Module title

**Topics in International Economics**

<table>
<thead>
<tr>
<th>Abbreviation</th>
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<tr>
<td>12-M-ATIO1-182-m01</td>
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### Module coordinator

Holder of the Chair of International Economics

### Module offered by

Faculty of Business Management and Economics

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<tr>
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<th>Other prerequisites</th>
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<tr>
<td>1 semester</td>
<td>graduate</td>
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</tbody>
</table>

### Contents

**Content**

Current topics in international economics and economic geography [e.g. Urbanization and Inequality; Tasks, Trade, and Cities; Outsourcing, Offshoring and Multinational Firms; Competition of Locations, Jurisdictions and Systems; Globalization and the Environment; Trade, Multinational Firms and Labor Markets; Triumph of the City]

**Literature:**

Peer-reviewed articles and/or monographs.

### Intended learning outcomes

Drawing on current cutting-edge research, students are enabled to analyze current research questions and to learn and apply research methods. The seminar style of the course teaches them to present their own seminar papers and research both in written and in oral form. Students are enabled to critically analyze and discuss the work of their peers.

**Courses** (type, number of weekly contact hours, language — if other than German)

<table>
<thead>
<tr>
<th>S (2)</th>
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<tbody>
<tr>
<td>Course type: V and Ü might also be offered as a workshop</td>
</tr>
</tbody>
</table>

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

- a) written examination (approx. 60 to 90 minutes)
- b) term paper (approx. 15 pages)
- c) portfolio (approx. 20 pages)

**Language of assessment:** German and/or English creditable for bonus

### Allocation of places

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### Additional information

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### Referred to in LPO 1 (examination regulations for teaching-degree programmes)

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<table>
<thead>
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<tr>
<td>Holder of the Chair of Business Management and Business Information Systems</td>
<td>Faculty of Business Management and Economics</td>
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</table>

### Contents

This course is a dummy module, e. g. for courses in the area of business informatics taken abroad.

### Intended learning outcomes

The competences depend on the individual module, which has been taken to transfer these credits to the University of Würzburg.

### Courses

<table>
<thead>
<tr>
<th>Course type: alternatively S instead of V + Ü</th>
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<tbody>
<tr>
<td>V (2) + Ü (2)</td>
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</table>

### Method of assessment

- a) written examination (approx. 60 minutes) or b) presentation (15 to 20 minutes) and written elaboration (approx. 20 pages), weighted 1:2 or c) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes)

Language of assessment: German and/or English creditable for bonus

### 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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<table>
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### Contents

This course is a dummy module, e.g. for courses in the area of business informatics taken abroad.

### Intended learning outcomes

The competences depend on the individual module, which has been taken to transfer these credits to the University of Wuerzburg.

### Courses

(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Course type: alternatively S instead of V + Ü

### Method of assessment

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) presentation (15 to 20 minutes) and written elaboration (approx. 20 pages), weighted 1:2 or c) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes)

Language of assessment: German and/or English creditable for bonus

### Allocation of places

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### Additional information

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### Referred to in LPO I (examination regulations for teaching-degree programmes)

--
Module title: Advanced Seminar: Selected Aspects of Managerial Accounting
Abbreviation: 12-M-AUAS-182-m01

Module coordinator: Holder of the Chair of Business Management, Management Accounting and Control
Module offered by: Faculty of Business Management and Economics

ECTS: 10
Method of grading: numerical grade
Duration: 1 semester
Module level: graduate
Other prerequisites: --

Contents:
In this course, students will acquire important knowledge and skills that will enable them to prepare a well-structured paper and to present the results of their work by means of relevant topics in the field of managerial accounting.

Intended learning outcomes:
After completion of the seminar, students will be able to answer complex questions from the field of managerial accounting at a scientific level. They are able to conduct scientific literature research in a targeted manner and understand its contents as well as apply further scientific methods to answer questions, integrate acquired results into scientific papers and, building on this, independently prepare presentations and lectures.

Courses:
S (2)

Method of assessment:
- term paper (15 to 20 pages) and presentation (approx. 20 minutes), weighted 2:1
- Assessment offered: Once a year, summer semester
- Language of assessment: German and/or English
- creditable for bonus

Allocation of places:
20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

Additional information:
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Referred to in LPO I (examination regulations for teaching-degree programmes):
--
## Module Title

**Selected Topics in Business Information Systems 1**

### Abbreviation

12-M-AWI1-161-m01

### Module Coordinator

Dean of the Faculty of Business Management and Economics

### Module Offered by

Faculty of Business Management and Economics

### ECTS

5

### Method of Grading

Numerical grade

### Only after succ. compl. of module(s)

--

### Duration

1 semester

### Module Level

Graduate

### Other Prerequisites

--

### Contents

This module serves the purpose of transferring credits from:
- courses taken at other German or non-German universities
- additional courses offered on a short-term basis
- courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)

The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

### Intended Learning Outcomes

As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

### Courses

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<td>Ü (2)</td>
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</table>

Course type: Alternatively S instead of V + Ü

### Method of Assessment

(a) written examination (approx. 60 minutes) or (b) written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes) or (c) presentation (15 to 20 minutes) with written elaboration (approx. 20 pages), weighted 1:2 or (d) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or (e) entirely or partly computerised written examination (approx. 60 minutes)

Language of assessment: German and/or English creditable for bonus

### Allocation of Places

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### Additional Information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)
## Module title

**Selected Topics in Business Information Systems 2**

### Abbreviation

12-M-AWI2-161-m01

### Module coordinator

Dean of the Faculty of Business Management and Economics

### Module offered by

Faculty of Business Management and Economics

### ECTS

5

### Method of grading

Numerical grade

### Only after succ. compl. of module(s)

--

### Duration

1 semester

### Module level

Graduate

### Other prerequisites

--

### Contents

This module serves the purpose of transferring credits from:
- courses taken at other German or non-German universities
- additional courses offered on a short-term basis
- courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)

The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

### Intended learning outcomes

As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

### Courses

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Course type: alternatively S instead of V + Ü

### Method of assessment

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<td>b)</td>
<td>written examination consisting entirely or partly of multiple/single choice questions (approx. 60 minutes)</td>
<td>German and/or English</td>
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<td>Creditable for bonus</td>
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<td>c)</td>
<td>presentation (15 to 20 minutes) with written elaboration (approx. 20 pages), weighted 1:2</td>
<td>German and/or English</td>
<td>No</td>
<td>Creditable for bonus</td>
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<td>d)</td>
<td>oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes)</td>
<td>German and/or English</td>
<td>No</td>
<td>Creditable for bonus</td>
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<td>e)</td>
<td>entirely or partly computerised written examination (approx. 60 minutes)</td>
<td>German and/or English</td>
<td>No</td>
<td>Creditable for bonus</td>
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Language of assessment: German and/or English creditable for bonus

### Allocation of places

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### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
Module title | Abbreviation
---|---
Industrial Management 4 | 12-M-BE-192-m01

Module coordinator | Module offered by
---|---
Holder of the Chair of Business Management and Industrial Management | Faculty of Business Management and Economics

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<tr>
<td>1 semester</td>
<td>graduate</td>
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</table>

Contents

This course will develop the objectives, principles and structure of electronically supported procurement processes with a special focus on catalogue-based procurement systems, electronic tendering systems, electronic (reverse) auctions, e-marketplaces, supplier relationship management systems and eSupply chain management systems.

Intended learning outcomes

The students will be able to describe and evaluate both the potentials and goals of electronic supported procurement systems and will be able to design appropriate systems for real-life applications. Students will get insight into the essentials of operational procurement management, especially e-procurement with a focus on catalog-based procurement systems, electronic tendering systems, electronic (reverse) auctions, e-marketplaces, supplier relationship management systems and eSupply chain management systems. After completing this module, students can define and analyze the related tasks and processes and show or develop theory-based and application-oriented possible solutions at a high professional level.

Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) Written examination (approx. 40 to 60 minutes) or
b) Presentation (approx. 20 Minutes) and term paper (15 to 20 pages), weighted 1:1 or
c) Term paper (30 to 40 pages) or
d) entirely or partly computerised written examination (approx. 60 minutes) or
e) Portfolio (approx. 20 pages)
Creditable for bonus
Language of assessment: German and/or English

Allocation of places

20 places.
(1) A total of 15 places will be allocated to students of the Master's degree programmes Management as well as International Economic Policy. Should the number of applications exceed 15, these places will be allocated by lot. A waiting list will be maintained and places re-allocated by lot as they become available.
(2) A total of 5 places will be allocated to students of the Master’s degree programme Information Systems. Should the number of applications exceed 5, these places will be allocated by lot. A waiting list will be maintained and places re-allocated by lot as they become available.
(3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.

Additional information

Module can be taught in form of E Learning course, seminar, workshop etc.

Referred to in LPO I (examination regulations for teaching-degree programmes)

--
Module title: Behavioral Economics
Abbreviation: 12-M-BEC-182-m01

Module coordinator: Holder of the Chair of Contract Theory and Information Economics
Module offered by: Faculty of Business Management and Economics

ECTS: 5
Method of grading: numerical grade
Only after succ. compl. of module(s): --

Duration: 1 semester
Module level: graduate
Other prerequisites: --

Contents

Behavioral economics refers to the field of research which, inspired by numerous documented deviations from the rational behavior assumed in neoclassical analysis, tries to improve the psychological realism of the idea of man in economics by incorporating insights from psychology into traditional economic analysis. In this course students will become familiar with several of the most influential behavioral-economic theories of individual decision making, which allows to explain a plethora of empirically documented deviations from the neoclassical model. These behavioral-economic theories usually contain the neoclassical standard model as special case and therefore are to be considered as an extensions of rather than alternatives to the neoclassical model. While the focus of this lecture is on theories of individual decision making, we will explore the implications of these theories also in the context of market settings.

As behavioral economics represents an extension of the neoclassical model, a solid understanding of the latter is required for this course. In consequence, the course is intended in particular for advanced students who completed the class “Advanced Microeconomics”.

While the exposition is primarily based on research articles, some topics of the lecture can be reviewed in the following textbooks:

- Wakker (2010): “Prospect Theory for Risk and Ambiguity”

Intended learning outcomes

After completing the course students will be able to
- explain essential findings of behavioral economic theory,
- apply the involved methods to given stylized examples on their own,
- recognize in which real life situations and how the results can be applied.

Courses

(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Module taught in: English

Method of assessment

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages)
Assessment offered: In the semester in which the course is offered
Language of assessment: English
creditable for bonus

Allocation of places

--

Additional information

--
### Referred to in LPO I (examination regulations for teaching-degree programmes)

-
### Module title

**Business Analytics**

| Abbreviation          | 12-M-BUA-161-m01 |

### Module coordinator

**Holder of the Chair of Business Analytics**

### Module offered by

**Faculty of Business Management and Economics**

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### Duration

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<tr>
<td>1 semester</td>
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### Contents

In this course, students will acquire important knowledge and skills that will enable them to prepare a well-structured term paper and to present the results of their work with the help of relevant topics in the field of business management decision models and methods and their application in the development of decision-support systems as well as analytical information systems and quantitative methods of data analysis.

Students work on current topics using methods from machine learning, mathematical optimization and simulation.

### Intended learning outcomes

The module provides students with knowledge of:

- Scientific literature
- Implementation of methods in code
- Integration of developed results in scientific papers
- Creating presentations and lectures

### Courses

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<th>Type</th>
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<td>S</td>
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### Method of assessment

- **term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1**
- **Assessment offered:** Once a year, winter semester
- **Language of assessment:** German and/or English

### Allocation of places

- 20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)

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<table>
<thead>
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<th>Abbreviation</th>
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<td>Communication in Business and Economics</td>
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**Module coordinator**

<table>
<thead>
<tr>
<th>Holder of the Professorship of Economic Journalism</th>
<th>Module offered by</th>
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**ECTS**

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<td>1 semester</td>
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**Contents**

The lecture names introductory relevant communication models. Furthermore, the theoretical models of PR are discussed. The added value of communication for companies, business, politics, and science is explained. The discrepancy between journalism and PR is discussed, as well as the basic elements, instruments, goals, and forms of PR. The preparation and implementation of press meetings, conferences, campaigns, and events will be systematically explained, and the central aspects of corporate communications will be outlined. The exercise deals with the practical implementation of journalistic styles in the various media and provides an overview of the possibilities and concepts of PR work across different media and target groups.

**Intended learning outcomes**

After participating in the module courses, students are able to understand and apply PR and its forms, elements as well as methods and in a holistic context. Students learn professional competencies in the field of (business) communication with regard to reflection, argumentation, and exchange as a PR consultant in different areas. In addition, students will be able to apply concrete PR instruments in practice and prepare them professionally.

**Courses**

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<td>V (2) + Ü (2)</td>
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**Method of assessment**

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<td>written examination (approx. 60 minutes)</td>
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**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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<tr>
<th>Module title</th>
<th>Abbreviation</th>
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<tr>
<td>Discounted Cashflow</td>
<td>12-M-CF1-182-m01</td>
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<th>Module offered by</th>
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<tr>
<td>Holder of the Chair of Corporate Finance</td>
<td>Faculty of Business Management and Economics</td>
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**Contents**

The module covers discounted cash flow (DCF) methods under certainty as well as uncertainty in the context of the valuation of unlevered and levered companies. Furthermore, tax aspects as well as their influence on the company value are considered.

**Syllabus:**

1. Introduction
2. DCF Theory under certainty
   1. NPV without taxes
   2. NPV with personal taxes
   3. NPV with corporate taxes
3. DCF Theory under uncertainty
   1. DCF basics
   2. Valuation of unlevered companies
   3. Valuation of levered companies
4. Practice of DCF methods

**Intended learning outcomes**

After completion of this module, the students will know a variety of discounted cashflow techniques and are able to apply properly them in order to evaluate projects or firms.

**Courses**

V (2) + Ü (2)

**Method of assessment**

(a) written examination (approx. 60 to 90 minutes) or (b) term paper (approx. 15 pages)

Language of assessment: German and/or English

**Allocation of places**

--

**Additional information**

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**Referred to in LPO I**

(examination regulations for teaching-degree programmes)

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Module title | Abbreviation
---|---
Portfolio and Capital Market Theory | 12-M-CF2-182-m01

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</table>

**Contents**

This module conveys profound knowledge of individual portfolio choices and on this basis the most important capital market theory (namely capital asset pricing model) is introduced, including its assumptions, implications and extensions.

**Syllabus:**

1. Modern Portfolio Selection
   1. 2 Asset-Case
   2. Multiple-Asset-Case
   3. Critique of Portfolio Theory
2. Capital Asset Pricing Model
   1. Assumptions and Derivation
   2. Implications
   3. Empirical Aspects, Extensions and Alternatives

**Intended learning outcomes**

This module enables the students

(i) to explain and to determine the optimal capital market position of an investor given the different investment opportunities and individual utility function;

(ii) to understand and use the central CAPM propositions for valuating risky assets.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages)

Language of assessment: German and/or English creditable for bonus

**Allocation of places**

--

**Additional information**

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**Referred to in LPO I** (examination regulations for teaching-degree programmes)

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### Module: Risk Management and Corporate Finance

**Module title:** Risk Management and Corporate Finance  
**Abbreviation:** 12-M-CF3-182-m01

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#### Contents

This module deals with the valuation and use of classical derivatives in financial markets. In particular, futures, swaps and options are considered as well as their possible applications in the context of financial risk management. In particular, students will be introduced to the theory involved in pricing options, as well as important valuation parameters. In addition, some established risk measures such as value-at-risk are discussed.

1. Introduction  
2. Futures & Forwards  
3. Swaps  
4. Options  
5. Measures of risk

#### Intended learning outcomes

Upon completion of this module students will be able to,

(i) independently determine the fair value of the derivatives discussed, as well as

(ii) to understand and evaluate common capital market hedging strategies.

#### Courses

(V (2) + Ü (2))

#### Method of assessment

(a) written examination (approx. 60 to 90 minutes) or  
(b) term paper (approx. 15 pages)  
Language of assessment: German and/or English  
creditable for bonus

#### 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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<td>Faculty of Business Management and Economics</td>
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**Contents**

This module serves the purpose of transferring credits from
- courses taken at other German or non-German universities
- additional courses offered on a short-term basis
- courses offered by new chairs that are not yet included in the regular curriculum.

The chair holder will ensure that the courses are eligible for credit transfer.

**Intended learning outcomes**

As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

**Courses**

(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**Method of assessment**

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages)

Assessment offered: In the semester in which the course is offered

Language of assessment: German and/or English creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I**

(examination regulations for teaching-degree programmes)

--
### Module Title

**Risk measurement and risk valuation: Concepts and applications for banks**

| Abbreviation | 12-M-CF5-182-m01 |

### Module Coordinator

**Holder of the Chair of Corporate Finance**

**Module offered by**

**Faculty of Business Management and Economics**

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<td>graduate</td>
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### Contents

The course augments the usual consideration of symmetric risk metrics by introducing metrics for downside risks and the concept of risk as a capital requirement. The focus for applications in banks lies in the treatment of risks with regard of supervisory regulations.

### Intended Learning Outcomes

After completing the course “Risk measurement and risk valuation: Concepts and applications for banks” the students are able:

1. to judge the appropriateness and problems of asymmetric risk measures,
2. to address essential risks in banks and to understand their handling by supervisory regulations as well as
3. to realize the concept of risk as a capital requirement being the systematic base for these aspects in the banking sector.

### Courses

(grade, number of weekly contact hours, language — if other than German)

| V (2) | Ü (2) |

### Method of Assessment

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

- a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Language of assessment: German and/or English

Creditable for bonus

### 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 title

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
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<tbody>
<tr>
<td>Change Management</td>
<td>12-M-CHA-182-m01</td>
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### Module coordinator

<table>
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<th>Module coordinator</th>
<th>Module offered by</th>
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<tbody>
<tr>
<td>Holder of the Chair of Business Management, Management Accounting and Control</td>
<td>Faculty of Business Management and Economics</td>
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### ECTS | Method of grading | Only after succ. compl. of module(s) |
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### Duration | Module level | Other prerequisites |
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<td>1 semester</td>
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</table>

### Contents

Within the module, theoretical basics of change management are covered. In addition, we present and jointly analyze existing change projects in detail. We try to answer related questions, too. For example, the module discusses how to involve stakeholders in change, what motivates them to embrace change, and whether participation is a universal principle. The module covers projects like merging two departments, restarting a department with team building, conducting an employee survey, or developing a new mission statement. The majority of the projects are taken from the social sector, but can be transferred to industry and SMEs.

### Intended learning outcomes

After participating the lecture, students will be able to understand the occurrence of resistance and massive emotional reactions in change processes. Change processes can be critically analyzed and the use of typical instruments in change processes can be questioned. Students are able to identify the typical pitfalls and hurdles in these processes and are able to use their knowledge for own future projects as well as to create their own solutions in change processes.

### Courses (type, number of weekly contact hours, language — if other than German)

| V (2) + Ü (2) |

### Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

| a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) |
| Assessment offered: In the semester in which the course is offered |
| Language of assessment: German and/or English |
| creditable for bonus |

### 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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<td>Managerial Accounting in the Company Management</td>
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**Module coordinator**
Holder of the Chair of Business Management, Management Accounting and Control

**Module offered by**
Faculty of Business Management and Economics

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**Duration**
1 semester
graduate

**Other prerequisites**
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**Contents**
Within the module, theoretical basics of change management are covered. In addition, we present and jointly analyze existing change projects in detail. We try to answer related questions, too. For example, the module discusses how to involve stakeholders in change, what motivates them to embrace change, and whether participation is a universal principle. The module covers projects like merging two departments, restarting a department with team building, conducting an employee survey, or developing a new mission statement. The majority of the projects are taken from the social sector, but can be transferred to industry and SMEs.

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**Courses**
(type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)

**Method of assessment**
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Assessment offered: In the semester in which the course is offered
Language of assessment: German and/or English
creditable for bonus

**Allocation of places**
--

**Additional information**
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**Referred to in LPO I**
(examination regulations for teaching-degree programmes)
--
Module title | Abbreviation
---|---
Contract Theory | 12-M-CT-182-m01

| Module coordinator | Module offered by |
---|---|
Holder of the Chair of Contract Theory and Information Economics | Faculty of Business Management and Economics

| ECTS | Method of grading | Only after succ. compl. of module(s) |
---|---|---|
5 | numerical grade | -- |

| Duration | Module level | Other prerequisites |
---|---|---|
1 semester | graduate | -- |

**Contents**

During the 1960/70s, microeconomic theory came to acknowledge that many (if not most) economic transactions are characterized by asymmetric distribution of information – i.e., at least one of the parties participating in a transaction usually is privy to information that the remaining parties do not have access to. This asymmetric distribution of information subsequently was recognized to be a major impediment for transactions to be economically efficient. Contract theory addresses the question how the inefficiencies arising from asymmetric distribution of information can best be mitigated by appropriate design of the contractual (or, more generally, institutional) framework that governs the transaction under consideration. This lecture covers the baseline models of “moral hazard” (i.e., situations where one party has private knowledge after a contract has been signed) and “adverse selection” (i.e., situations where one party has private knowledge before a contract is signed). As applications we will address questions discussed in organizational, personnel or industrial economics, such as incentive design within organizations or the design of labor law regulations and competition laws.

Even though we will work with precise mathematical formalizations of the ideas that we want to think and talk about, this course requires little more than a solid understanding of basic differential calculus. More important than having a solid mathematical background is having a strong interest in formal economic analysis and fun with logical thinking and puzzle solving.

The exposition is primarily based on the following textbook:


**Intended learning outcomes**

After completing the course students will be able to

- explain essential findings of contract theory,
- apply the involved methods to given stylized examples on their own,
- interpret the properties of real-life contracts as the outcome of the interaction between two or more contracting parties in the presence of asymmetric information,
- evaluate government interventions with regard to their effect on the efficiency properties of the interaction between the contracting parties.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Language of assessment: German and/or English creditable for bonus

**Allocation of places**

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**Additional information**

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<td>Holder of the Chair of Labor Economics</td>
<td>Faculty of Business Management and Economics</td>
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**Contents**

No information on contents available.

**Intended learning outcomes**

No information on intended learning outcomes available.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Module taught in: English

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Assessment offered: In the semester in which the course is offered
Language of assessment: English
creditable for bonus

**Allocation of places**

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**Additional information**

Research track module in Master's programme IEP

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

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### Module title

**Digital Marketing I**

**Abbreviation** 12-M-DM1-182-m01

### Module coordinator

Holder of the Junior Professorship of Digital Marketing and E-Commerce

### Module offered by

Faculty of Business Management and Economics

### ECTS

5

### Method of grading

Numerical grade

### Only after succ. compl. of module(s)

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### Duration

1 semester

### Module level

Graduate

### Other prerequisites

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### Contents

Digitalization is rapidly changing our lives, including all types of business relationships. Therefore, new opportunities and approaches have emerged in all areas of the marketing mix: Managers can choose from a wide variety of new communication channels, such as social media networks, blogs, or messengers, and can engage in influencer marketing and search engine optimization. They increasingly rely on online customer co-creation or crowdsourcing and create a wide variety of new digital products and services, often related to completely new business models. Through price crawlers and price setting tools customers' price search behaviors have significantly changed, requiring new price setting techniques. Artificial intelligence enables managers to automate and optimize many of these marketing processes, thus offering new opportunities and challenges for companies. Overall, digital marketing offers a tremendous variety of concepts and approaches to seize respective opportunities and deal with related challenges, which will be largely highlighted and discussed in this course.

### Intended learning outcomes

This course provides a broad overview about these new approaches of digital marketing. It explains the underlying concepts of digital marketing and illustrates these approaches and concepts along numerous case studies. After attending this course, students will have a broad as well as in-depth understanding of digital marketing and its tools. Moreover, they will understand of how to implement these tools successfully in business practice.

### Courses

(V (2) + Ü (2))

Module taught in: English

### Method of assessment

(a) written examination (approx. 60 to 120 minutes) or (b) term paper (15 to 20 pages)

Language of assessment: English

Creditable for bonus

### 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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<td>Faculty of Business Management and Economics</td>
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<tr>
<td>E-Commerce</td>
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<td>1 semester</td>
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**Contents**

Students are required to put themselves in the following business situation:

A large corporation has just recruited you and your team members as the new heads of the marketing department in one of the firm's divisions in order to manage its general and digital marketing activities. Specifically, it is your task to manage the corporation's digital product portfolio, segmentation and positioning as well as its marketing mix strategy over a period of 10 years.

**Structure of the class:**

- Long-term business simulation game (details see below) that students will play in groups
- Lectures and discussion rounds on strategic approaches to succeed over a duration of 10 periods

**Intended learning outcomes**

Studierende lernen in diesem Kurs, zentrale Konzepte des Online- und Offline-Marketings gezielt und bezogen auf die jeweilige Unternehmenssituation anzuwenden. Der Kurs bildet somit die Brücke zwischen Theorievermittlung und entsprechende Anwendung in der Unternehmenspraxis.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Module taught in: English

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages)

Assessment offered: In the semester in which the course is offered

Language of assessment: English

creditable for bonus

**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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<td>DSGE Modelling</td>
<td>12-M-DMM-182-m01</td>
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<tr>
<td>Head of the Work Group of Empirical Economics</td>
<td>Faculty of Business Management and Economics</td>
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**Contents**

The course offers an introduction to "Dynamic Stochastic General Equilibrium Modelling" (DSGE). These models are designed to describe the business cycle at the macro level. In a first step, we analyse the behaviour of a representative household. In particular, we describe how consumption, asset allocation and labour supply plans are formulated. In a second step, we focus on the firm sector and address how firms solve for optimal production plans. In a third step, we explain what role the central bank plays in stabilising the business cycle. Thereby, we show how changes in interest rates interact with optimal decisions taken by households and firms. We also discuss hot topics such as CAPM models and monetary policy in the euro area.

**Intended learning outcomes**

The course offers analytical tools designed to solve DSGE models. These analytical skills encompass:

- Solving of intertemporal optimization problems (e.g., consumption Euler-equations).
- Linearization methods (e.g., Taylor-expansions).
- Solving linear difference expectations by minimum state variable techniques (MSV-solution).
- Basic time series concepts such as impulse response functions, variance decompositions.
- Basic insights in MATLAB/Dynare programming: specifying, solving and estimating DSGE models.

Based on the course students are able themselves to design and implement DSGE models.

**Courses** (type, number of weekly contact hours, language — if other than German)

<table>
<thead>
<tr>
<th>Course Type</th>
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<tr>
<td>V</td>
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**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Language of assessment: German and/or English

**Allocation of places**

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**Additional information**

Research track module in Master's programme IEP

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

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## Decision Support Systems

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<td>Decision Support Systems</td>
<td>12-M-DSS-192-m01</td>
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<td>Holder of the Chair of Business Analytics</td>
<td>Faculty of Business Management and Economics</td>
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### Contents

The course discusses advanced approaches for modelling and solving decision problems in business settings. The acquired insights are used to design and implement decision support systems using standard software tools (Python).

### Intended learning outcomes

After successfully completing the course, students should be able to

- Understand the structure of classic business decision problems
- Isolate key elements from general problem descriptions and convert them to quantitative decision models
- Solve different classes of optimization problems (linear, network, integer, multi-objective, non-linear, stochastic)
- Implement decision support systems

### Courses

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<td>V (2) + Ü (2)</td>
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### Method of assessment

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<tr>
<td>a) Written examination (approx. 60 minutes) or b) oral examination (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 minutes, groups of 3: approx. 30 minutes) Creditable for bonus Language of assessment: German and/or English</td>
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### Allocation of places

40 places.

Should the number of applications exceed the number of available places, places will be allocated as follows:

1. Master’s students of Information Systems will be given preferential consideration.
2. The remaining places will be allocated to students of other subjects.
3. When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.

### Additional information

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Referred to in LPO I (examination regulations for teaching-degree programmes)
<table>
<thead>
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<td>12-M-EC1-182-m01</td>
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<tr>
<td>Holder of the Junior Professorship of Digital Marketing and E-Commerce</td>
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</table>

**Contents**

E-commerce is a highly relevant field for almost all types of companies. However, the ecommerce approaches and strategies applied by companies differ strongly depending on the respective firm context (e.g., in terms of industry, types of customers, types of products). In this seminar, students analyze the specific e-commerce strategy of a selected firm. In doing so, they evaluate the strategies' current and future potential and make suggestions for improvements and for addressing future trends. Furthermore, each lecture session will contain short presentations where the students (in groups) will either apply selected lecture topics to real-world business cases or present the core aspects of research articles dealing with e-commerce topics in general.

**Intended learning outcomes**

This class enables students to gain insights into real-life e-commerce strategies and to train their abilities in assessing business strategies.

<table>
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<tr>
<th>Courses</th>
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<td>V (2) + Ü (2)</td>
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**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages)

Language of assessment: English

creditable for bonus

**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 title: E-Commerce II
Abbreviation: 12-M-EC2-182-m01

Module coordinator: Dean of the Faculty of Business Management and Economics
Module offered by: Faculty of Business Management and Economics

ECTS: 5
Method of grading: numerical grade

Duration: 1 semester
Module level: graduate
Other prerequisites: --

Contents:
E-commerce is a highly relevant field for almost all types of companies. However, the ecommerce approaches and strategies applied by companies differ strongly depending on the respective firm context (e.g., in terms of industry, types of customers, types of products). In this seminar, students analyze the specific e-commerce strategy of a selected firm. In doing so, they evaluate the strategies' current and future potential and make suggestions for improvements and for addressing future trends. Furthermore, each lecture session will contain short presentations where the students (in groups) will either apply selected lecture topics to real-world business cases or present the core aspects of research articles dealing with e-commerce topics in general.

Intended learning outcomes:
This class enables students to gain insights into real-life e-commerce strategies and to train their abilities in assessing business strategies.

Courses:
V (2)
Module taught in: English

Method of assessment:
a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages)
Assessment offered: In the semester in which the course is offered
Language of assessment: English
creditable for bonus

Allocation of places:
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Additional information:
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<td>Business Communication in Print, Online and Social Media</td>
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<tr>
<td>Holder of the Professorship of Economic Journalism</td>
<td>Faculty of Business Management and Economics</td>
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**Contents**

This module focuses on the relationship of offer characteristics with benefit aspects for the end consumer and the business models on the part of the providers. Starting from the basics of editorial work and professional text management, the new forms of communication management in social networks are presented. The focus of the lecture is on the use of social media in campaigns (Facebook, Twitter, Instagram, Tiktok). There will also be exercises on various Web 2.0 applications (e.g. online social networks) and on the collection and interpretation of online market research data. However, crisis communication of companies will also be covered in particular opinion-makers on the web as well as protest culture on the web.

**Intended learning outcomes**

By participating in the module courses, students acquire job-specific skills in research and interviewing. Students are able to collect and organize information according to criteria of topicality and relevance. In addition, students are taught journalistic expertise so that they are able to recognize the forms of presentation of news, reports, and background reports with their media characteristics and communicative functions in different media genres and create them themselves. Students will be able to prototype and design a social media campaign, describe the editorial and technical approach including feedback, response, and customer engagement. In addition, students will be able to design counter-strategies for corporate communication crises.

**Courses** (type, number of weekly contact hours, language — if other than German)

- V (2) + Ü (2)

**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. 60 minutes)
- Language of assessment: German and/or English
- creditable for bonus

**Allocation of places**

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**Additional information**

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**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
**Module title**: Experimental Economics

**Abbreviation**: 12-M-EE-182-m01

**Module coordinator**: Holder of the Chair of Labor Economics

**Module offered by**: Faculty of Business Management and Economics

<table>
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<th>Module level</th>
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<tr>
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<td>1 semester</td>
<td>graduate</td>
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**Method of grading**: Only after succ. compl. of module(s)

**Contents**

**Aim and outline of the course:**

The Nobel Prizes for Daniel Kahneman and Vernon Smith 2002 and for Richard Thaler 2017 have underlined the increasing importance of experimental methods in economics. Experimental methods are used to collect data using randomization or a highly controlled environment. This course offers an introduction to the methodology of experimental economics and economic laboratory experiments.

In the methodology part it is shown why experiments are a good tool to generate scientific knowledge. Furthermore, widely used techniques in economic experiments are explained and how economic experiments differ from experiments in other social sciences. This part also deals with methods of reasoning, i.e. how inferences can be drawn from evidence that is generated by experiments.

The unifying theme of all laboratory experiments that will be covered is, understanding the behavior of agents, who produce and/or distribute goods by interacting with each other. The first topic is about markets and it includes experiments that shown under which conditions and institutions markets work very efficient and under which conditions and institutions they fail to yield a desirable outcome. The second topic includes experiments that look at the behavior of two agents, who bargain about the distribution of a common pie. On the basis of these results we will discuss experiments that try to explain bargaining behavior and show how agents deviate systematically from the neoclassical framework, i.e. the “homo oeconomicus”. The third topic deals with cooperation and institutions that support cooperation in the long run as equilibrium. Further, systematic evidence will be presented on how individuals can be classified in different cooperative types and how these types can explain economic outcomes in natural environments. The forth topic concerns reciprocity, a strong determining factor of human behavior that is nearly universal. We will cover experiments that show how reciprocity can enforce relational contracts in the absence of third party enforcement. Moreover, there will be a special emphasis on how reciprocity affects labor markets.

When time permits up to two additional topics will be covered. The first topic is about gender differences in competitiveness, risk-aversion and overconfidence. The second topic is about the elicitation of social norms.

**Prerequisites**: Participants should have a basic knowledge about microeconomics, game theory and econometrics.

**Literature**: Participants should have a basic knowledge about microeconomics, game theory and econometrics.

The course will be mainly paper based but the following books provide a good overview and complement the discussed papers.


In addition lecture slides will be provided.

**Grading**: Grading will be based on a presentation and a term paper.
### Intended learning outcomes

The aim of the course is to familiarize students with the methodology of experimental economics. Further, students will be enabled to understand how causal evidence can be obtained using controlled variation and how to generalize from results that are derived in artificial laboratory settings to more natural environments. Moreover, the course shall deepen students' understanding of human decision making in multi-agent settings and to make them aware of systematic heterogeneous human behavior in the production and distribution of goods.

### Courses

<table>
<thead>
<tr>
<th>Type</th>
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<th>Language</th>
<th>Module taught in:</th>
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### Method of assessment

<table>
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<tr>
<th>Type</th>
<th>Scope</th>
<th>Language</th>
<th>Examination offered</th>
<th>Creditable for bonus</th>
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<tr>
<td>a) written examination</td>
<td>(approx. 60 minutes)</td>
<td>English</td>
<td>In the semester in which the course is offered</td>
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<tr>
<td>b) term paper</td>
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### Allocation of places

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### Additional information

Research track module in Master's programme IEP

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

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## European Public Finance

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<th>Module title</th>
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<td>European Public Finance</td>
<td>12-M-EFP-202-m01</td>
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### Module coordinator
Holder of the Chair of Public Finance

### Module offered by
Faculty of Business Management and Economics

### ECTS, Method of grading, Only after succ. compl. of module(s)

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### Duration, Module level, Other prerequisites

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<th>Duration</th>
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<th>Other prerequisites</th>
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<td>1 semester</td>
<td>graduate</td>
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### Contents

The course aims at introducing the main public finance issues in the European Union. Students will learn how the revenues of the Union are generated and how they are spent. We will discuss the motivation and implications of the Brexit decision and various coordination problems with respect to public debt, taxation and environmental policy. Economic policy is discussed with simple models, which highlight the central problems.

Course contents:

1. The European Union: History and Institutions
2. The Budget of the European Union
3. Economic Analysis of the Brexit Process
4. Sovereign Debt, Financial Crisis and Fiscal Integration in the EMU
5. Tax Competition or Tax Coordination in Europe?
6. European Climate Policy: Emission Trading and Green Deal

### Intended learning outcomes

After completing the course students are introduced to the central public finance policy issues, institutions and rules of conduct in the EU. They are able to apply simple theoretical models to to discuss and analyze more specific policy problems.

### Courses

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<th>Type</th>
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### Method of assessment

- a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Language of assessment: German and/or English

Creditable for bonus

### Allocation of places

6 places. There are no restrictions with regard to available places for students of the Master’s degree programmes Business Management, International Economic Policy or Economics, Information Systems, Wirtschaftsmathematik (Mathematics for Economics) and Chinese and Economics as well as China Business and Economics. A total of 20 places will be allocated to students of other subjects; should the number of applications exceed the number of available places, these places will be allocated by lot.

### Additional information

- 

### Referred to in LPO I (examination regulations for teaching-degree programmes)

-
### Module title

Economic Geography

### Abbreviation

12-M-EG-182-m01

### Module coordinator

Holder of the Chair of International Economics

### Module offered by

Faculty of Business Management and Economics

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### Duration

1 semester

### Module level

Graduate

### Other prerequisites

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### Contents

Der Kurs wird in Englisch gelesen

**Content**

The lecture starts with a brief motivation of the core issues and a short overview over key forces driving the allocation of economic activity in space. The main parts of the lecture cover the functioning and evolution of cities and city systems, and the economic geography of regions and countries.

**I Motivation and Facts**

**II Location Basics**

- Forces Shaping the Location of Economic Activity in Space
- Some Intellectual Background

**III Urban and Regional Economics**

- The Spatial Structure of Cities
- City Systems

**III New Economic Geography**

- From the New Trade Theory to the New Economic Geography
- Footloose Capital Model and Policy Applications
- Core Periphery Models and Policy Applications
- Empirics

**Literature:**

The course uses a combination of textbooks and journal articles. Articles from the Handbook of Urban and Regional Economics (current and previous volumes) are heavily used. Useful books are:

- Brakman, W., H. Garretsen and Ch. van Marrewijk, 2009, The New Introduction to Geographical Economics, Cambridge University Press
- Fujita, M., P.R. Krugman and A.J. Venables, 1999: The Spatial Economy, MIT Press

Krugman, P.R., 1991, Geography and Trade, MIT Press

**Intended learning outcomes**

Students acquire a knowledge of the forces which determine the allocation of economic activity in space and they learn to apply fundamental models of cities, city systems and of regional agglomerations to understand and analyze policy issues involving local, regional and international policy questions both analytically and in an economic intuitive way.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Module taught in: English

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages)

Language of assessment: English

creditable for bonus

**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 title | Abbreviation
--- | ---
Monetary Policy and the Financial System | 12-M-EG1-182-m01

**Module coordinator**

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**Module offered by**

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<th>Faculty of Business Management and Economics</th>
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**ECTS | Method of grading | Only after succ. compl. of module(s)**
--- | --- | ---
5 | numerical grade | -- |

**Duration | Module level | Other prerequisites**
--- | --- | ---
1 semester | graduate | -- |

**Contents**

This module is a thorough introduction to monetary policy. The course is divided into four sections. The first one repeats macroeconomic concepts. The second one deals with core topics on monetary policy and theory. In the third one, monetary policy with the zero lower bound on nominal interest rates constraint is analyzed. The fourth section deals with linkages between monetary and fiscal policy.

Format of the module: lectures and exercise sessions

Prerequisites: Basic knowledge of microeconomics and macroeconomics as taught in Bachelor programs in Economics, Business or similar fields.

Usability: Master International Economic Policy

Requirements for getting credit points according to the European Credit Transfer System (ECTS): Passing the final exam.

ECTS and grading: 5 ECTS, Grading on a scale from 1-5 based on the final exam.

Frequency of the module: Each winter term

Workload: 150 hours (Lecture + Exercise Session + Self Study)

Duration: 1 Semester

**Intended learning outcomes**

Students will acquire a thorough understanding of the theory and practice of monetary policy. Students gain expertise on institutional aspects and theoretical monetary models. Having completed the module, students will be able to understand current developments in monetary policy and apply models and theories to analyze and evaluate these.

**Courses**

(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**Method of assessment**

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Language of assessment: German and/or English creditable for bonus

**Allocation of places**

30 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

**Additional information**

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Referred to in LPO I (examination regulations for teaching-degree programmes)

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Module title | Abbreviation
--- | ---
Monetary Policy, Foreign Exchange Markets, and the International Monetary System | 12-M-EG2-182-m01

Module coordinator
Holder of the Chair of Monetary Policy and International Economics

Module offered by
Faculty of Business Management and Economics

ECTS | Method of grading | Only after succ. compl. of module(s)
--- | --- | ---
5 | numerical grade | --

Duration | Module level | Other prerequisites
--- | --- | ---
1 semester | graduate | --

Contents

The course deals with the following topics:

The foreign exchange market:
- Functioning of foreign exchange markets; market structure, players and evolution; FX transactions; hedging and speculation with FX.

Exchange rate economics:
- Theoretical background and empirical validity of covered interest parity (CIP), uncovered interest rate parity (UIP) and purchasing power parity (PPP);
- Monetary approach: Flexible price monetary model and sticky price (Dornbusch-) overshooting model;
- Balassa-Samuelson effect;
- FX valuation via the PPP and the macroeconomic balance approach;
- Real effective exchange rates;
- Empirical validity of the exchange rate theories;
- Exchange rates and the current account.

Exchange rate regimes and monetary policy in open economies:
- Classification of exchange rate regimes; the policy trilemma in open economies; historical development of the international monetary system; central bank interventions on the FX market.

Modelling open economy macroeconomics at the intermediate level:
- Implications of the Mundell-Fleming model for monetary and fiscal policy under fixed and flexible exchange rates.
- The BMW (IS-MP-PC) model of the open economy and its implication for monetary and fiscal policy under fixed and flexible exchange rates; optimum currency areas in the BMW model and in practice.

Currency crises:
- International experience with currency crises since the 1970s; modelling currency crises within the Mundell-Fleming framework.

Managed-floating as a solution for the policy trilemma.

Intended learning outcomes

By completing this course, students receive a profound understanding of the functioning of foreign exchange markets, the drivers of exchange rate movements and some exchange rate valuation methods used in practice. Next to a profound knowledge of exchange rate theory the course highlights its practical applicability, e.g. as an investment strategy. In the second part of the course students learn the principles of monetary policy in open economies, including its trade-offs and risks like currency crises. Students will be able to analyze these issues based on theoretical models as well as the international historical experience.

Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Language of assessment: German and/or English
### Allocation of places

30 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

### Additional information

- Referred to in LPO I (examination regulations for teaching-degree programmes)
Module title | Abbreviation
---|---
Market Research and Demand Analysis | 12-M-EIO-182-m01

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<tbody>
<tr>
<td>1 semester</td>
<td>Graduate</td>
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### Contents
1. (Recap of) Econometric methods
   - Ordinary Least Squares (OLS)
   - Endogeneity and how to deal with it (Instrumental Variables)
2. Estimation of demand
   - Representative consumer models
   - Multinomial Logit Model (ML) and extensions
   - Discrete choice models with individual data
   - Discrete choice models with aggregate data
3. Further applications
   - Demand and Supply estimation
   - Inferring marginal costs
   - Using structural models for counterfactual policy analysis

### Intended learning outcomes
The students taking this class will learn modern empirical methods in studying questions related to industry outcomes. They will become familiar with methods used in estimating demand and during exercises will learn how one can implement these methods in practice using statistical software. The lectures will help students to have a thorough understanding of the so-called New Empirical Industrial Organization (NEIO) methodology. The students will become familiar with methods used in estimating demand and imperfect competition models among firms. They will learn how to use such models to infer marginal costs as well as constructing policy simulations based on the estimated models to evaluate the effects of changes in the competitive environment, such as mergers. A student that successfully completes this course will not only be able to read empirical academic papers but will also implement a few important models in computer exercises. Furthermore, students will be able to draw implications of empirical studies for economic policy in areas such as antitrust and regulation.

### Courses
(V (2) + Ü (2))
Module taught in: English

### Method of assessment
(a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages)
Language of assessment: English
creditable for bonus

### Allocation of places
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### Additional information
Research track module in Master's programme IEP

### Referred to in LPO I
(examination regulations for teaching-degree programmes)
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<td>European Macroeconomic Policy</td>
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<td>Holder of the Chair of Monetary Policy and International Economics</td>
<td>Faculty of Business Management and Economics</td>
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<tr>
<td>1 semester</td>
<td>graduate</td>
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**Contents**

In particular, the course outline is as follows:

I. **Targets of macroeconomic policy**

II. **The mechanics of the two core macroeconomic models**
   a. The classical model of a self-stabilizing corn economy
   b. The Keynesian model of a monetary economy with inherent instability
   c. The financial system and banks in the two models

III. **The diverging policy implications of the two paradigms**
   a. Unemployment: wage rigidities versus rationing of the labor market by the goods market
   b. Government debt: Crowding out versus Modern Monetary Theory (MMT)
   c. Inflation: quantity theory versus Phillips curve
   d. The incompatibility of the two worlds

IV. **A simple IS/MP/PC model**

V. **The monetary policy of the ECB**
   a. The mandate of the ECB and possible trade-offs with unemployment and financial stability
   b. Conventional/unconventional instruments of the ECB / The risk of fiscal dominance
   c. ECB strategy and climate policy
   d. The threat of deflation and the Zero-Lower Bound

VI. **The difficult task of coordinating 19 independent national fiscal policies in the EMU**
   a. Specific challenges due to lack of political integration: Lack of coordination versus lack of fiscal discipline
   b. The limitations set by Stability and Growth Pact

VII. **Specific EMU topics**
   a. Is the EMU an optimum currency area?
b. The financial crisis and the euro crisis: The dismal performance of the ECB until 2012 and the paradigm change by Mario Draghi (“Whatever it takes”)

c. The ECB in the Corona crisis and Next Generation EU

**Intended learning outcomes**

By the end of the course, students will have gained a basic understanding of European macroeconomics.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Module taught in: English

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Language of assessment: English

creditable for bonus

**Allocation of places**

6 places. There are no restrictions with regard to available places for students of the Master’s degree programs Business Management, International Economic Policy or Economics, Information Systems, Wirtschaftsmathematik (Mathematics for Economics) and Chinese and Economics as well as China Business and Economics. A total of 20 places will be allocated to students of other subjects; should the number of applications exceed the number of available places, these places will be allocated by lot.

**Additional information**

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**Referred to in LPO I** (examination regulations for teaching-degree programmes)

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Module title | Abbreviation
---|---
Empirical HR Research with Stata | 12-M-EPF-161-m01

Module coordinator | Module offered by
---|---
Holder of the Chair of Human Resource Management and Organisation | Faculty of Business Management and Economics

ECTS | Method of grading | Only after succ. compl. of module(s)
---|---|---
5 | numerical grade | --

Duration | Module level | Other prerequisites
---|---|---
1 semester | graduate | --

Contents

The seminar "Empirische Personalforschung" ("Empirical Personnel Economics") introduces and discusses the most important estimation problems and their application in the software package STATA. In addition, students learn, with the help of basic problems of personnel economics, how estimation programs are programmed in STATA.

Reading list to be provided in class.

Intended learning outcomes

The aim of the seminar is to enable students to understand and apply the most important estimation programs and their application in STATA with a focus on problems in personnel economics.

Courses (type, number of weekly contact hours, language — if other than German)

Ü (2)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

term paper (approx. 10 pages)
Assessment offered: Once a year as announced
Language of assessment: German and/or English

Allocation of places

12 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

Additional information

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Referred to in LPO I (examination regulations for teaching-degree programmes)

--
Module title

Advanced Financial Accounting (German GAAP, IFRS)

Abbreviation

12-M-ER-161-m01

Module coordinator

Holder of the Chair of Financial Accounting

Module offered by

Faculty of Business Management and Economics

ECTS

5

Method of grading

numerical grade

Duration

1 semester

Module level

graduate

Other prerequisites

--

Contents

Large and mostly multinational companies are key players in our globalized economy. A wide variety of interest groups, such as investors, need access to reliable information about the economic activities of these increasingly complex companies to make the right decisions. To contribute to a better functioning of capital markets in the European Union, publicly traded companies have to apply a single set of international accounting standards to prepare their consolidated financial statements. This module covers the necessary steps to prepare and interpret consolidated financial statements under IFRS (International Financial Reporting Standards). It provides students with a systematic approach and interpretation of group accounting according to international rules. In particular, the module conveys the basic principles of group accounting and an in-depth knowledge of relevant standards. Students get to know different types of company mergers, acquisitions, and investments and the corresponding accounting methods. They will learn about the relevance of consolidated financial statements, how to identify groups and understand the consolidation process. In addition, various recent topics of group accounting are covered, e.g., positive and negative goodwill, non-controlling interests, intra-group transactions, and goodwill impairment.

Intended learning outcomes

Students understand the key concepts and elements of group accounting under IFRS (International Financial Reporting Standards). They also have an in-depth knowledge of the steps necessary to prepare and interpret consolidated financial statements following international accounting rules. In particular, students can recognize the need for consolidated financial statements, solve relevant consolidation problems, and critically evaluate consolidated financial statements.

Courses

(type, number of weekly contact hours, language — if other than German)

Ü (2) + V (2)

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. 60 to 120 minutes)

Language of assessment: German and/or English creditable for bonus

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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Contents
No information on contents available.

Intended learning outcomes
No information on intended learning outcomes available.

Courses (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 10 pages) on empirical analysis prepared by candidates or c) portfolio (approx. 20 pages)
Language of assessment: German and/or English creditable for bonus

Allocation of places
--

Additional information
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Referred to in LPO I (examination regulations for teaching-degree programmes)
--
### Advanced Seminar: Enterprise Systems

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
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<tbody>
<tr>
<td>Advanced Seminar: Enterprise Systems</td>
<td>12-M-ES-161-m01</td>
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**Module coordinator**

Holder of the Chair of Business Management and Business Information Systems

**Module offered by**

Faculty of Business Management and Economics

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<th>ECTS</th>
<th>Method of grading</th>
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<tr>
<td>1 semester</td>
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**Contents**

In this course, students will acquire important knowledge and skills that will enable them to prepare a well-structured term paper and to present the results of their work with the help of relevant topics in the fields of information systems and enterprise systems.

Reading:

will vary according to topic

**Intended learning outcomes**

After completing the course "Enterprise Systems", students will be able to

1. understand the fundamentals of scientific literature reviews;
2. integrate elaborated content in a scientific thesis;
3. create presentations independently.

**Courses** (type, number of weekly contact hours, language — if other than German)

S (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — If not every semester, information on whether module is creditable for bonus)

term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1

Language of assessment: German and/or English

**Allocation of places**

20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

**Additional information**

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**Referred to in LPO I** (examination regulations for teaching-degree programmes)

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<table>
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<td>European Economic Statistics</td>
<td>12-M-EWS-182-m01</td>
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### Contents

Outline of syllabus:
1. Subject and tasks of business and economic statistics
2. The European system of national accounting
3. The harmonised consumer price index
4. Structural indicators
5. Money and loans in the European monetary union
6. Data bases of EuroStat

### Intended learning outcomes

Students acquire comprehension on the most important indicators and accounting systems of the European and German business and economic statistics. They will be able to use these reporting systems for different macroeconomic questions.

### Courses

(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

### Method of assessment

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Language of assessment: German and/or English creditable for bonus

### 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 Catalogue for the Subject

#### China Language and Economy

**Master's with 1 major, 120 ECTS credits**

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
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<tbody>
<tr>
<td>Policy of Taxation</td>
<td>12-M-F1-182-m01</td>
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<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
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<tr>
<td>Holder of the Chair of Public Finance</td>
<td>Faculty of Business Management and Economics</td>
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**Method of grading**

- Only after successful completion of module(s)

**Duration**

- 1 semester

**Module level**

- Graduate

**Other prerequisites**

- --

### Contents

**Description:**
In this module, students will acquire a basic understanding of the tax system and structure applied to households in Germany. In addition, the course will include simple tax incidence analyses of specific tax policies. Reading: lecture notes provided by Chair.

**Contents:**
1. Fiscal harmonisation system in Germany
2. Mechanics and problems of the VAT system
3. Tax incidence analysis
4. Income tax code
5. Taxation of married couples and families
6. Taxation and household decisions

### Intended learning outcomes

After completing the course "Tax Policy" students know the most important tax revenues in Germany and how they are divided between the Federation and the federal provinces. They are able to explain the incidence of specific taxes using simple case studies. Finally they can discuss tax induced distortions of individual decisions using simple partial equilibrium models.

### Courses

- **Type, number of weekly contact hours, language — if other than German**
  - V (2) + Ü (2)

### Method of assessment

- **Type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus**
  - a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
  - Language of assessment: German and/or English
  - creditable for bonus

### 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 Catalogue for the Subject

**China Language and Economy**

Master's with 1 major, 120 ECTS credits

### Module title

<table>
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<tr>
<th>Module title</th>
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<td>Public Debt</td>
<td>12-M-F2-182-m01</td>
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### Module coordinator

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<td>Holder of the Chair of Public Finance</td>
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### ECTS | Method of grading | Only after succ. compl. of module(s) |
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### Contents

**Description:**

The module provides an introduction to some specific issues of public debt that are in the focus of the public and scientific debate.

**Reading:** lecture notes provided by Chair.

**Outline of syllabus:**

1. Measurement of public debt
2. Growth effects of public debt
3. Intergenerational effects of public debt
4. Public debt in open economies
5. Neutrality of public debt
6. Political economy of public debt
7. Theory of sovereign debtors

### Intended learning outcomes

After completing the course "National Debt" students are able to distinguish and discuss the most important measurement concepts and problems of public debt. They can discuss the growth and distributional consequences using simple equilibrium models of closed and open economies. They can evaluate the relevance of Ricardian neutrality and know the political economy explanations of rising debt levels and debt overhangs in specific countries.

### Courses (type, number of weekly contact hours, language — if other than German)

| V (2) + Ü (2) |

### Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

- a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
- Language of assessment: German and/or English
- creditable for bonus

### 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 Catalogue for the Subject

**China Language and Economy**

*Master's with 1 major, 120 ECTS credits*

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### Contents

**Description:**

This module discusses the economic justification for implementing social security systems in a market economy and provides students with deeper insights into this topic with the help of specific issues of public health and retirement policy.

**Reading:** lecture notes provided by Chair.

**Contents:**

1. Public intervention in insurance markets
2. The insurance function of social security
3. Social security and social morale
4. The optimal health insurance contract
5. Why do we need a public pension system?
6. Funding vs pay-as-you-go financing of public pensions

### Intended learning outcomes

After completing the module "Theorie der Sozialversicherung" students are able to explain the theoretical foundation of the social security system in a market economy. Using simple partial equilibrium models they can discuss the financing and contract structure of the public health and pension system. Finally they are able to analyze the consequences of policy reforms.

### Courses

**Type, number of weekly contact hours, language — if other than German**

V (2) + Ü (2)

### Method of assessment

**Type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus**

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Language of assessment: German and/or English creditable for bonus

### 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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## Optimal Tax Theory

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<td>Optimal Tax Theory</td>
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### Module coordinator

Holder of the Chair of Public Finance

### Module offered by

Faculty of Business Management and Economics

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### Contents

**Description:**

The course will discuss the design of an optimal tax system. First, students will learn what criteria have to be met for a tax system to be optimal. Lectures will introduce key rules for taxing commodities as well as income and capital.

Examining specific taxation issues such as eco-tax, family taxation and the taxation of international enterprises, students will then gain more in-depth insights into these rules.

**Reading:** Lecture notes will be provided.

**Outline of syllabus:**

1. Optimal commodity taxation
2. Optimal income taxation
3. Optimal taxation of families
4. International tax competition

### Intended learning outcomes

After completing this module students have a basic understanding of what is meant with "optimal taxation". They are able to apply this concept to specific normative questions of tax policy in practice. Students also learn to prepare and present short papers, where they discuss specific normative policy issues in groups.

### Courses

(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Module taught in: English

### Method of assessment

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Language of assessment: English

creditable for bonus

### 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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<table>
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<td>Case Studies on Business Taxation</td>
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**Contents**

This module offers a cross-sectional view of business taxation by means of case studies which will be prepared by participants in advance and will be discussed in class. The focus will be on German income taxation, income calculation for tax purposes, taxation of partnerships as well as tax problems of foreign activities of German companies.

**Intended learning outcomes**

Students deepen their knowledge of the German tax law. They are enabled to solve complex tax problems on their own.

**Courses**  
(type, number of weekly contact hours, language — if other than German)

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**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. 120 minutes)  
Language of assessment: German and/or English  
credible for bonus

**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 title | Abbreviation
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Analysis of Financial Market Data | 12-M-FMO-182-m01

<table>
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<td>Holder of the Chair of Econometrics</td>
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</table>

Contents

Description:
The module covers the fundamentals, methods and concepts for the empirical analysis of financial market data. The concept of market efficiency is explained and critically examined with reference to the random walk hypothesis. To test this hypothesis, a number of parametric and non-parametric methods are proposed and applied in practice. Based on the findings, market microstructure models that can explain some important empirical findings will be discussed. In addition, the course describes event studies for testing the significant impact of corporate news on the share price and discusses issues of univariate time series analysis such as AR(1)MA and ARCH / GARCH models that are indispensable for modelling financial market data. In the final part of the course, CAPM is discussed and examined, in particular with regard to its empirical applicability.

Syllabus:
1. Information efficiency
2. Random walk
3. Theoretical market models
4. Event studies
5. Univariate modelling of time series data
6. Models to explain volatility (ARCH and GARCH)
7. Estimation of the capital asset pricing model

Reading:

Intended learning outcomes

Students have significant knowledge of the fundamentals, methods and concepts that are needed for the empirical analysis of financial market data. They can autonomously perform statistical test decisions with statistic programs such as R and critically analyze their economic importance. In addition, the students learn the independent handling of empirical capital market data and at the end of the course, they will have the ability to develop own functions and routines, for example for R.

Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German and/or English
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<td><strong>Referred to in LPO I</strong> (examination regulations for teaching-degree programmes)</td>
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</table>
### Module title
Global Logistics & Supply Chain Management

### Abbreviation
12-M-GLSC-182-m01

### Module coordinator
Holder of the Chair of Logistics and Quantitative Methods in Business Administration

### Module offered by
Faculty of Business Management and Economics

### ECTS
5

### Method of grading
Numerical grade

### Only after succ. compl. of module(s)
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### Duration
1 semester

### Module level
Graduate

### Other prerequisites
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### Contents
The course "Global Logistics & Supply Chain Management" acquaints students with advanced methods for the planning of global production networks and demonstrates the application of these with the help of multiple case studies.

### Intended learning outcomes
After completing this course students can
(i) analyze and evaluate global production networks;
(ii) develop and apply appropriate methods to plan production networks;
(iii) evaluate the consequences of uncertainties in processes and apply concepts and methods to plan uncertain processes.

### Courses
(V 2) + Ü (2)
Module taught in: English

### Method of assessment
(a) written examination (approx. 60 minutes) or
(b) term paper (approx. 15 to 20 pages)
Language of assessment: 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 title | Abbreviation
---|---
Global Value Management | 12-M-GVM-161-m01

Module coordinator

<table>
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<th>Holder of the Chair of Logistics and Quantitative Methods in Business Administration</th>
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Module offered by

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Contents

In this course, students will explore selected issues of procurement, production and logistics management.

Intended learning outcomes

In addition to the necessary expertise in the management of global value networks, in this seminar (inter-)disciplinary and social competences are taught, because these from procurement, production and logistics management at least partially independent capabilities provide a not important success factor of a successful (global and usually intercultural) cooperation to deal with the complex problems of the global value management.

Courses

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Course type: alternatively eLearning, S, WS

Method of assessment

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<th>(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)</th>
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<tr>
<td>a) written examination (approx. 60 to 90 minutes) or b) oral examination of one candidate each (approx. 30 minutes) or c) term paper (approx. 15 pages)</td>
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Assessment offered: In the semester in which the course is offered and in the subsequent semester
Language of assessment: German and/or English credited for bonus

Allocation of places

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Additional information

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Referred to in LPO I (examination regulations for teaching-degree programmes)

--
Module title: Human Resource Management and Industrial Relations

Abbreviation: 12-M-HRM-192-m01

Module coordinator: Holder of the Chair of Human Resource Management and Organisation

Module offered by: Faculty of Business Management and Economics

ECTS: 5

Method of grading: numerical grade

Only after succ. compl. of module(s): --

Duration: 1 semester

Module level: graduate

Other prerequisites: --

Contents:
The lecture "Human Resource Management and Industrial Relations" introduces advanced theories, estimation techniques and empirical results from the areas of human resources management and institutional frameworks such as the different actors in industrial relations.

Syllabus:
Introduction: Human Resource Management & Industrial Relationships

Chapter 1: The employment contract [formal model]

Chapter 2: Motivation [formal model]

Chapter 3: Employee resistance against reorganisations [empirical study]

Chapter 4: The role of works councils [formal model]

Chapter 5: Works councils and the employer wage structure [empirical study]

Chapter 6: The behaviour of labour unions [formal model]

Chapter 7: Learning process of employers [formal model and empirical study]

Chapter 8: Demographic challenges of HRM [formal model and empirical study]

Intended learning outcomes:
The aim of the lectures is to enable students to understand and apply advanced theories, estimation techniques and empirical results in the area human resource management and industrial relations on the basis of scientific literature.

Courses:
(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Method of assessment:
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) Written examination (approx. 60 minutes) or

b) Term paper (approx. 15 pages)

Language of assessment: German and/or English

Allocation of places:
There are no restrictions with regard to available places for students of the Master's degree programmes Management, International Economic Policy, Information Systems, Wirtschaftsmathematik (Mathematics for Economics) and Chinese and Economics as well as China Business and Economics. A total of 20 places will be allocated to students of other subjects; should the number of applications exceed the number of available places, these places will be allocated by lot.
### Additional information

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**Referred to in LPO I (examination regulations for teaching-degree programmes)**

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<table>
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<th>Holder of the Chair of Business Taxation</th>
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<td>Faculty of Business Management and Economics</td>
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<td>1 semester</td>
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**Contents**

The module discusses tax aspects (legal facts as well as economic effects) of cross-border business activities. Students become familiar with the principles of international taxation, relevant aspects of German income tax law, the function of double taxation treaties as well as recent developments of taxation within the European Union (mostly triggered by the Court of Justice of the European Union). The topics are introduced in the form of lectures. Complex case studies are used for an in-depth discussion of selected aspects.

**Intended learning outcomes**

After completion of the module students are able

(i) to assess tax issues of cross-border business activities and develop structured solutions;
(ii) to assess the economic effects of rules of international tax law on its own;
(iii) systematically apply double tax treaties.

The students have knowledge of the basics of international taxation and the German international tax law. They are able to judge and to analyze, using the relevant sources of law complex, case studies on the taxation of cross-border business activities independently and to develop design proposals for the solution.

**Courses**

(type, number of weekly contact hours, language — if other than German)

S (2)

**Method of assessment**

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages), presentation of term paper (approx. 20 minutes), weighted 3:2

Assessment offered: To be announced

Language of assessment: German and/or English creditable for bonus

**Allocation of places**

12 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

**Additional information**

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**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
Module title | Abbreviation
---|---
E-Business Strategies | 12-M-IBS-192-m01

Module coordinator | Module offered by
Holder of the Chair of Information Systems Engineering | Faculty of Business Management and Economics

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Duration | Module level | Other prerequisites
1 semester | graduate | -- |

Contents
The module provides an overview of strategic implications of digital technologies at the level of organisations, industries and value networks. To this end, concepts and frameworks from strategic technology management are applied to digital innovations and illustrated with numerous examples. In the accompanying exercise, case studies of well-known digital companies and their business models are analysed and discussed.

Intended learning outcomes
- Understand theoretical concepts of strategy development and implementation in the context of digital technologies.
- Apply different frames of reference and understand their strengths and weaknesses in the context of practical application.
- Transfer the concepts to real business situations

Courses (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) Written examination (approx. 60 minutes) or
b) oral examination (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 minutes, groups of 3: approx. 30 minutes) or
Creditable for bonus
Language of assessment: German and/or English

Allocation of places
40 places.
Should the number of applications exceed the number of available places, places will be allocated as follows:
(1) Master's students of Information Systems will be given preferential consideration.
(2) The remaining places will be allocated to students of other subjects.
(3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.

Additional information
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Referred to in LPO I (examination regulations for teaching-degree programmes)
--
## Module title
International Marketing

## Abbreviation
12-M-I MM-161-m01

## Module coordinator
Holder of the Chair of Business Management and Marketing

## Module offered by
Faculty of Business Management and Economics

## ECTS Method of grading Only after succ. compl. of module(s)
| 5 | numerical grade | -- |

## Duration Module level Other prerequisites
1 semester graduate --

### Contents

**Description:**
The module builds on the knowledge acquired during the Bachelor's degree programme or the Grundstudium (stage I studies). It provides a systematic introduction to strategic marketing decisions in global and international contexts. These are explained mainly by Porter’s diamond and cluster models. Another focus is on internationalisation strategies, which require country analyses and decisions on the selection of national markets as well as a timing of the countries market development. In addition, the module discusses different strategies for market entry and market development.

**Outline of syllabus:**
1. Internationalisation of the economy and regional integration processes
   - Globalisation
   - Competitiveness of countries, industries and companies in an international context
2. International strategic marketing decisions
   - Market entry forms
   - Market development strategies
   - Timing strategies
   - International organisation structures
3. Theories and strategies of internationalisation
   - Foreign trade theory
   - Multinational enterprise
   - Internationalisation strategies

**Reading:**

**Intended learning outcomes**
Students acquire in-depth skills in the field of strategic and operational management with particular attention to the international context. Students achieve particular expertise in the analysis, assessment and implementation of international business decisions and gain skills thus guiding the execution of marketing and management positions in globally-active companies.

**Courses**
(type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)

**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. 60 minutes)
Language of assessment: German and/or English

**Allocation of places**
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</table>
Module title | Abbreviation
--- | ---
Strategic Managerial Accounting | 12-M-INST-182-m01

Module coordinator | Module offered by
--- | ---
Holder of the Chair of Business Management, Management Accounting and Control | Faculty of Business Management and Economics

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Contents

The module focuses on accounting instruments, which are applied in the context of strategic management of enterprises. First, it addresses important drivers of strategic decisions from a microeconomic perspective, such as the emergence of cost and quality advantages in competition as well as scale and experience curve effects. Second, the module covers analytical and heuristic techniques of planning and control. In the context of these techniques, instruments of target costing, life cycle cost analysis, benchmarking and business wargaming are discussed with regard to their theoretical foundation and fields of application.

Intended learning outcomes

Initially, knowledge about fundamental requirements concerning instruments of decision-making and behavior control within enterprises is acquired. What is more, the module conveys obtaining knowledge about the strengths and weaknesses and therewith fields of application and limits of prevalent instruments of strategic corporate management used by practitioners.

Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German and/or English creditable for bonus

Allocation of places

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Additional information

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Referred to in LPO I (examination regulations for teaching-degree programmes)

--
Module title | Abbreviation
---|---
IT-Management | 12-M-ITM-161-m01

**Module coordinator**
Holder of the Chair of Information Systems Engineering
**Module offered by**
Faculty of Business Management and Economics

**ECTS**  | **Method of grading** | **Only after succ. compl. of module(s)**
---|---|---
5 | numerical grade | --

**Duration** | **Module level** | **Other prerequisites**
---|---|---
1 semester | graduate | --

**Contents**

Content:
This course provides students with an in-depth overview of aims, tasks and appropriate methods of IT management.

Outline of syllabus:
1. Organisation and distinction
2. IT strategy
3. IT organisation
4. Management of IT systems
5. Enterprise Architecture Management
6. IT project management
7. IT security
8. IT law
9. IT controlling

Reading:
- Tiemeyer: Handbuch IT-Management, Munich.
- Hanschke: Strategisches Management der IT-Landschaft, Munich.

**Intended learning outcomes**

After completing the course “IT Management”, students will be able to
1. overview the different aspects to be considered regarding a purposeful IT management;
2. understand and apply appropriate methods and tools;
3. independently perform system search and selection in a team project (only after participation in the practice lessons).

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) oral examination (one candidate each: approx. 15 to 20 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes)

Language of assessment: German and/or English creditable for bonus

**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 title | Abbreviation
---|---
International Trade and the Multinational Firm | 12-M-ITMF-182-m01

Module coordinator | Module offered by
Holder of the Chair of International Economics | Faculty of Business Management and Economics

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Contents

Content

The lecture starts out with theories of international trade based on comparative advantage (Ricardo and Heckscher-Ohlin) followed by theories based on monopolistic and oligopolistic competition to explain intra-industry trade. The final part covers firm heterogeneity and multinational firms. [If time permits the Armington model and the standard neoclassical model will be addressed.]

Outline

I Ricardian Trade Theory

II Heckscher-Ohlin Trade Theory

III New Trade Theory: Intra-Industry Trade, Increasing Returns to Scale, Imperfect Competition

IV Firm Heterogeneity, Trade and FDI

V The Multinational Firm

Literature:

The module draws heavily on articles from scholarly journals and handbooks. A detailed list of references with further references, notably journal articles, is provided with each chapter of the lecture. Material from the following books is also used:


Intended learning outcomes

The students acquire the ability to critically understand the causes and drivers of world trade and the developments of specialization patterns in the global economy. They learn to analyze, discuss and defend these developments and to apply the tools and methods to evaluate controversies associated with the ongoing deepening...
of the international division of labor, in particular the repercussions of the global economy on national economies.

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<th>Courses</th>
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<td>V (2) + Ü (2)</td>
<td>Module taught in: English</td>
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<tr>
<td>a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages)</td>
<td>Language of assessment: English creditable for bonus</td>
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| Allocation of places | -- |

| Additional information | -- |

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</table>
Module title: Coordination, Budgeting and Incentives in Organizations

Module coordinator: Holder of the Chair of Business Management, Management Accounting and Control

Module offered by: Faculty of Business Management and Economics

ECTS: 5

Method of grading: only after successful completion of module(s)

Duration: 1 semester

Module level: graduate

Other prerequisites: --

Contents:
This module focuses on accounting-based instruments to control behavior in decentralized enterprises. The course first discusses the role of accounting in the context of decision-making and behavioral controlling as well as informational analyses. Afterwards, the most common instruments of behavioral controlling (budgeting, value-oriented management, transfer prices) are discussed with regard to theory and practice.

Intended learning outcomes:
This module aims to provide knowledge in the context of behavioral control in enterprises. Knowledge about requirements on instruments used for behavioral control are discussed and competences for deployment, structure and development of coordination tools are provided.

Courses:
V (2) + Ü (2)

Method of assessment:
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German and/or 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)
## Module Catalogue for the Subject

**China Language and Economy**

**Master's with 1 major, 120 ECTS credits**

### Module title

<table>
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<th>Module title</th>
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<td>Industrial Management 2</td>
<td>12-M-LA-182-m01</td>
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### Module coordinator

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<th>Holder of the Chair of Business Management and Industrial Management</th>
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### ECTS

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<td>numerical grade</td>
<td>1 semester</td>
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### Intended learning outcomes

Students learn essential concepts, principles and methods of production planning and control with emphasis on the determination of optimal production and transport volumes as well as the planning of orders and order sequences. Then, based on this expertise related knowledge broadening and deepening, essential competencies are conveyed, which allow the imaging of realistic situations and problems using mathematical and quantitative models for the derivation and assessment of alternative courses of action. After completion of the module students can answer, analyze and structure questions of production planning and control, goal-oriented. They can also arrange the planning areas in the overall business context and have an in-depth overview of the production planning and control.

### Contents

This module analyses and classifies approaches of production planning and control. In addition, it develops methods and models of lot sizing and scheduling. The focus is on the determination of optimal production and transport volumes as well as the planning of orders and manufacturing orders.

### Courses

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<tr>
<th>Course type:</th>
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<tr>
<td>Type, number of weekly contact hours, language — if other than German</td>
<td>course type: might also be offered as eLearning, seminar, workshop, etc.</td>
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### Method of assessment

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<th>Type, scope, language — if other than German</th>
<th>examination offered — if not every semester, information on whether module is creditable for bonus</th>
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<tbody>
<tr>
<td>a) written examination (approx. 40 to 60 minutes) or b) presentation (approx. 20 minutes) and term paper (15 to 20 pages), weighted 1:1</td>
<td>examination offered — if not every semester, information on whether module is creditable for bonus</td>
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<tr>
<td>c) term paper (approx. 30 to 40 pages) or d) entirely or partly computerised written examination (approx. 60 minutes) or e) portfolio (approx 20 pages)</td>
<td>Language of assessment: German and/or English creditable for bonus</td>
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### Allocation of places

20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

### Additional information

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**Referred to in LPO I** (examination regulations for teaching-degree programmes)

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### Module Catalogue for the Subject
China Language and Economy
Master's with 1 major, 120 ECTS credits

<table>
<thead>
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<th>Module title</th>
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<tr>
<td>Seminar: Logistics &amp; Supply Chain Management</td>
<td>12-M-LSCM-161-m01</td>
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<tr>
<td>Holder of the Chair of Logistics and Quantitative Methods in Business Administration</td>
<td>Faculty of Business Management and Economics</td>
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<th>Duration</th>
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**Contents**

Quantitative planning approaches are particularly valuable for designing logistics systems and supply chains. They support decision makers in taking important strategic, tactical, and operational decisions by providing well-founded and relevant information. Many of these decisions have significant impact on the competitiveness of companies because they considerably influence today's as well as tomorrow's costs and revenues. The adoption of quantitative planning methods has been strongly supported by the development of information and communication systems: Advanced tools are available at low costs, versatile methods to model and solve planning problems have been integrated in standard software, the user friendliness has improved, and last but not least: the access to necessary data has substantially progressed (i.e. through ERP systems).

**Intended learning outcomes**

The main objective of this seminar is to familiarize participants with diverse quantitative planning problems and potential solutions. Planning procedures are applied to solve real problems in companies. Participants in this seminar learn about actual planning problems in Logistics and Supply Chain Management; they analyze and understand how companies address these problems.

**Courses**

| type, number of weekly contact hours, language — if other than German | (S, 2) |

**Method of assessment**

| type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus | term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 Language of assessment: German and/or English |

**Allocation of places**

20 places. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Students who already have successfully completed courses offered by the Chair of Logistics and Quantitative Methods will be given preferential consideration. (2) Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in mandatory courses of the focus Logistik und Supply Chain Management (Logistics and Supply Chain Management) or Value Chain Management or another specialisation the applicant has selected which includes courses offered by the Chair. (3) Among applicants with the same number of ECTS credits, places will be allocated by lot.

**Additional information**

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**Referred to in LPO I** (examination regulations for teaching-degree programmes)

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### Module title
Managerial Analytics & Decision Making

### Abbreviation
12-M-MADM-182-m01

<table>
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<th>Module coordinator</th>
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<td>Holder of the Chair of Logistics and Quantitative Methods in Business Administration</td>
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### Contents
The course "Managerial Analytics & Decision Making" discusses quantitative methods to structure and solve a diverse set of management problems and demonstrates the application of modern methods with the help of multiple case studies.

### Intended learning outcomes
After completing this course students can
(i) better understand and structure problems;
(ii) apply important theoretical and empirical frameworks to practical problems that evaluate good and bad decision making;
(iii) implement advanced analytical methods to support decision making under risk.

### Courses
(type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)
Module taught in: English

### Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 to 20 pages)
Language of assessment: English creditable for bonus

### Allocation of places
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### Additional information
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### Referred to in LPO I
(examination regulations for teaching-degree programmes)
--
Module title: Seminar: Macroeconomics and Quantitative Economic Research
Abbreviation: 12-M-MEW-161-m01

Module coordinator: Head of the Work Group of Empirical Economics
Module offered by: Faculty of Business Management and Economics

ECTS: 10
Method of grading: Only after succ. compl. of module(s)
Numerical grade: --
Duration: 1 semester
Module level: graduate
Other prerequisites: --

Contents:
This course will provide students with a more in-depth understanding of specific problems of macroeconomics and quantitative economic research. A current list of topics, from which students may select one, is available on my website.

Intended learning outcomes:
After the seminar, students can
(i) consolidate acquired knowledge and if necessary apply additional techniques of scientific work;
(ii) create, present and defend a scientific paper;
(iii) deal with the working papers of other participants;
(iv) prepare better for the processing of the master's thesis.

Courses:
Type, number of weekly contact hours, language — if other than German
S (2)

Method of assessment:
Type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus
Term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1
Language of assessment: German and/or English

Allocation of places:
10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

Additional information:
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Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module title: Advanced Macroeconomics

Abbreviation: 12-M-MFF-182-m01

Module coordinator: Holder of the Chair of International Economics

Module offered by: Faculty of Business Management and Economics

ECTS: 5

Method of grading: Only after succ. compl. of module(s)

Duration: 1 semester

Module level: graduate

Other prerequisites: English

Contents:

Content

The course covers long-run aspects of macroeconomics. We start with a review of the facts of long-run growth and a review of the Solow-growth model. The lecture then focuses on the infinite-horizon Ramsey-Cass-Koopmans model, on endogenous growth theory and it puts the roles of human capital and institutions under scrutiny. Applications of this framework involving urban and regional growth, resources and the environment will be taken up, time permitting.

Outline

I Facts and the Solow Growth Model

II Infinite-Horizon Ramsey-Cass-Koopmans model

III Endogenous Growth

IV Human Capital, Social Infrastructure and Beyond

V Applications (Urban and regional growth; Growth, resources and the environment)

Literature:

The course draws strongly on the textbook:


We will use journal articles and research papers at several parts of the lecture.

Intended learning outcomes

Students acquire a working knowledge of the key models and analytical tools of advanced macroeconomics. This enables them to identify the key forces that determine the determinants of income levels and growth rates of incomes, to make informed policy analysis and statements and to critically evaluate current controversies and developments as well as to conduct their own research.

Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages)

Language of assessment: English

creditable for bonus

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 title

| Microeconometrics | 12-M-MIK-182-m01 |

### Module coordinator

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<th>Holder of the Chair of Econometrics</th>
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### ECTS | Method of grading | Only after succ. compl. of module(s) |
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### Contents

The course teaches basics, methods and concepts for the analysis of individual data. The scaling of observed data is adequately addressed. The maximum likelihood method, which is important for this type of data, is explained in detail.

### Outline

- What is microeconometrics?
- Models for qualitatively dependent variables
- Models for limited dependent variables
- Time-dependent models

### References


### Intended learning outcomes

Students have significant knowledge of the maximum likelihood method and the most important models for qualitatively and limited dependent variables. They can autonomously perform estimations with statistic programs such as R and interpret the results meaningfully.

### Courses

| Ü (2) + Ü (2) |

### Method of assessment

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Language of assessment: German and/or English, creditable for bonus

### Allocation of places

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### Additional information

- Research track module in Master’s programme IEP

### Referred to in LPO I

(examination regulations for teaching-degree programmes)
<table>
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<tr>
<td>Brand Management &amp; Market Research</td>
<td>12-M-MM-161-m01</td>
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<td>Holder of the Chair of Business Management and Marketing</td>
<td>Faculty of Business Management and Economics</td>
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**Contents**

Description:
At the beginning of the 21st century, marketing - until then interpreted as a market-oriented corporate management approach - was further developed to be seen as the entrepreneurial task of creating "shared value" for the organisation on the one hand and - broadly speaking - for society on the other hand. This idea leads to high requirements regarding the strategic sustainable positioning of the brand as well as brand management itself.

Outline of syllabus:
1. Brand leadership and brand assessment
2. Brand leadership, identity and relevance according to David Aaker's approach
3. Brand strategies
4. Consumer behaviour
5. Market research methods and the development of brand strategies
6. Market research methods

**Intended learning outcomes**

Based on the theories of Meffert and Aaker, students will gain a profound understanding for brand leadership, which will be deepened by many practical implications and examples. Provided by cases studies and market research tools, it's the defined goal of this lecture to convey an in-depth knowledge for consumer behavior and sustainable brand management.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**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. 60 minutes)
Language of assessment: German and/or English

**Allocation of places**
--

**Additional information**
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**Referred to in LPO I** (examination regulations for teaching-degree programmes)
--
Module title | Abbreviation
--- | ---
Strategic Networks in Industry | 12-M-MS-161-m01

Module coordinator | Module offered by
holder of the Chair of Business Management and Marketing | Faculty of Business Management and Economics

ECTS | Method of grading | Only after succ. compl. of module(s)
--- | --- | ---
5 | numerical grade | --

Duration | Module level | Other prerequisites
--- | --- | ---
1 semester | graduate | --

Contents
The primary object of this course is to gain a detailed understanding of strategic networks and of the phenomenon of clustering in the industrial industry. The example of the international automotive industry is used for clarification of the theoretical contents.
The focus is on marketing in industrial companies and also on CSR - CSR is considered the “driver” of sustainable innovations - as well as the different strategy types of sustainable innovations.
Outline of syllabus:
1. Strategic networks and clusters in industrial industries such as the automotive industry
2. Transaction types of Williamson as well as strategic cooperation between automobile manufacturers and suppliers
3. Management of business types, in particular the business of suppliers in the automotive industry
4. Cluster and entrepreneurship activities
5. Sustainable innovation strategies

Intended learning outcomes
By the end of the course, students gain a profound understanding above the basics of network research. Furthermore, students will acquire sectoral knowledge of the automotive industry as well as detailed cluster skills.

Courses (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)

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. 60 minutes)
Language of assessment: German and/or English

Allocation of places
--

Additional information
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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### Module title

**Module title:** Advanced Seminar: Marketing Strategy  
**Abbreviation:** 12-M-MSS-161-m01

### Module coordinator

**Holder of the Junior Professorship of Digital Marketing and E-Commerce**

### Module offered by

Faculty of Business Management and Economics

### ECTS Method of grading Only after succ. compl. of module(s)

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### Duration Module level Other prerequisites

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### Contents

In this course, students will acquire important knowledge and skills that will enable them to prepare a well-structured paper and to present the results of their work with the help of relevant topics in the fields of strategic marketing and strategic management.

**Reading:**
will vary according to topic

### Intended learning outcomes

After completing the course "Marketing Strategie", students will be able to
1. understand the fundamentals of scientific literature reviews;
2. integrate elaborated content in a scientific thesis;
3. create presentations independently.

### Courses (type, number of weekly contact hours, language — if other than German)

| S (2) |

### Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1  
Language of assessment: German and/or English

### Allocation of places

10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

### Additional information

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### Referred to in LPO I (examination regulations for teaching-degree programmes)

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Module title | Abbreviation
--- | ---
Mobile and Ubiquitous Systems | 12-M-MUS-161-m01

Module coordinator | Module offered by
--- | ---
Holder of the Chair of Information Systems Engineering | Faculty of Business Management and Economics

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Duration | Module level | Other prerequisites
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1 semester | graduate | --

Contents
The module provides an overview of technologies and business applications of mobile & ubiquitous computing. Concepts and applications are illustrated using numerous examples from mobile telecommunications to the Internet of Things. In the accompanying exercise, corresponding case study texts are analysed and discussed.

Intended learning outcomes
- Understand the technological basics of mobile & ubiquitous computing.
- Analysing business applications in processes, products/services and business models
- Apply the concepts learned to real-life problems in a business context

Courses (type, number of weekly contact hours, language — if other than German)
Ü (2) + V (2)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 minutes) or b) oral examination (one candidate each: approx. 15 to 20 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes)
Language of assessment: German and/or English creditable for bonus

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 title | Abbreviation
--- | ---
Advanced Computational Economics | 12-M-NGM-182-m01

Module coordinator | Module offered by
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Holder of the Chair of Public Finance | Faculty of Business Management and Economics

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Contents

Description:
This course will mostly be concerned with the analysis of public policy (in areas such as taxation, social security etc.). Providing students with state-of-the-art techniques for quantitative macroeconomic research in this very field and familiarising them with the relevant literature, this course will teach students how such policies redistribute between different generations and also within generations, how they may improve risk sharing when markets are incomplete and how they can trigger distortions and therefore hurt the aggregate economy.

Outline of syllabus:
1. Programming with FORTRAN and application of numerical methods
2. Solution techniques for dynamic programming problems
3. Policy analysis with stochastic growth and life cycle models

Reading:
Lecture notes will be provided.

Intended learning outcomes
After completing the course "Advanced Computational Economics" students will be able to
(i) edit and solve stochastic economic problems using advanced numerical techniques;
(ii) implement small scale economic models on the computer;
(iii) simulate tax and social security policy reforms and interpret the quantitative results in economic term.

Courses (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)
Module taught in: English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: English

Allocation of places
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Additional information
Research track module in Master’s programme IEP

Referred to in LPO I (examination regulations for teaching-degree programmes)
--
**Module title**  
Econometrics 1

**Abbreviation**  
12-M-OE1-182-m01

**Module coordinator**  
Holder of the Chair of Econometrics

**Module offered by**  
Faculty of Business Management and Economics

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**Duration**  
1 semester

**Module level**  
graduate

**Other prerequisites**  
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**Contents**

**Description:**  
This module deals with the basic concept and methodology of the ordinary least squares (OLS) regression model. In particular, model assumptions and properties are discussed and formally motivated. In addition, the module examines linear restrictions on the model's explanatory variables as well as dummy variables and introduces tests to verify simple and multiple linear restrictions.

Linear algebra is used as formal aid.

**Outline of syllabus:**
1. Random variables
2. Important distributions
3. Point estimates
4. Simple linear regression model
5. Model assumptions
6. Model properties
7. Simple hypothesis tests
8. Multiple linear regression model
9. Linear restrictions
10. Dummy variables
11. Multiple hypothesis tests

**Intended learning outcomes**

The students acquire knowledge of the basics, concepts and methods used in the classical linear regression model and understand the role of econometrics in science and data analysis. In particular, they learn how to analytically derive, calculate and interpret the coefficients, standard errors and p-values of a classic regression output of the multiple regression model. Furthermore, they are able to formally state and motivate the assumptions and properties of OLS and know how to deal with transformed and dummy variables. Additionally, students will be able to test multiple linear restrictions on the parameters and will be able to apply these tests to real economic, business and social science questions.

The competences acquired in this course serve as a prerequisite for "Econometrics II", "Econometrics III", "Microeconometrics" und "Financial Econometrics".

**Courses**

(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Module taught in: German (winter semester), English (summer semester)

**Method of assessment**

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Language of assessment: German and/or English

Creditable for bonus

**Allocation of places**

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### Module title

**Econometrics 2**

**Abbreviation**

12-M-OE2-182-m01

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### Module coordinator

Holder of the Chair of Econometrics

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### Module offered by

Faculty of Business Management and Economics

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### ECTS

5

### Method of grading

Numerical grade

Only after succ. compl. of module(s)

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### Duration

1 semester

### Module level

Graduate

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### Other prerequisites

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### Contents

**Description:**

This module deals with the basics, concepts and methods of the generalized least squares (GLS) framework. Partly as a motivation for the GLS model and partly for its own right, different specification and data problems as well as violations of model assumptions of the OLS estimator (as introduced in "Ökonometrie I" ("Econometrics I")) are discussed. This includes multicollinearity, a test for structural breaks, heteroskedasticity and autocorrelation. Linear algebra is used as formal aid.

**Syllabus:**

1. Specification analysis
2. Multicollinearity
3. Heteroskedasticity
4. Autocorrelated disruptive terms
5. Generalized least squares (GLS)

---

### Intended learning outcomes

Students acquire essential knowledge of the fundamentals, methods and concepts for estimating the generalized linear regression model (GLS) and can apply and interpret it. They are sensitized for specification problems, data problems and violations of the assumptions of the classical linear model (OLS) in order to be able to recognize, to assess and therefore adequately deal with these problems in theory and practice. This enables them to critically assess the use of the estimation methods in scientific work, to work independently on adequate implementation of empirical analyzes and to answer selected (economic) scientific issues if available data with the above-mentioned involved problems. The competences acquired in this course serve as a prerequisite for "Econometrics III", "Microeconometrics" und "Financial Econometrics".

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### Courses

**Type, number of weekly contact hours, language — if other than German**

V (2) + Ü (2)

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### Method of assessment

**Type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus**

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Language of assessment: German and/or English creditable for bonus

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### Allocation of places

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### Additional information

Research track module in Master's programme IEP

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**Referred to in LPO I** (examination regulations for teaching-degree programmes)

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Module title | Abbreviation
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Econometrics 3 | 12-M-OE3-182-m01

Module coordinator | Module offered by
Holder of the Chair of Econometrics | Faculty of Business Management and Economics

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Contents

Description:
This module deals with advanced econometric methods and concepts based on the classical and the generalized least squares estimator discussed in Ökonometrie I and II (Econometrics I and II). In particular, this includes the instrumental variable (IV) estimator, the generalized method of moments (GMM) estimator, distributed lag models as well as basic methods and concepts used in univariate and multivariate econometric time series analysis, including (non)stationarity, integration and cointegration.
Linear algebra is used as formal aid.

Syllabus:
1. Error-in-variables
2. IV estimation
3. Generalized least squares estimation
4. Distributed lag models
5. Stationary univariate and multivariate processes
6. Deterministic and stochastic trends
7. Integrated and cointegrated processes

Intended learning outcomes
The students acquire thorough understanding of advanced methods and concepts in econometrics. They get familiarized with diverse error-in-variables issues and will be capable of handling them appropriately. After the course, students understand the generalized method of moments (GMM) and the instrumental variable (IV) estimator to the extent that they can discuss their pros and cons, apply these to selected questions in quantitative economics and understand scientific papers using these methods. Furthermore, they become acquainted with selected time series issues, such as distributed lag models, non-stationarity, spurious correlation and cointegrated processes, enabling them to conduct a comprehensive time series analysis. In brief, the course enables students to apply the above mentioned methods and concepts to real life questions, assess their appropriateness and address their theoretical and practical benefits and shortcomings.

Courses (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German and/or English creditable for bonus

Allocation of places
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Additional information
Research track module in Master's programme IEP

Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title | Abbreviation
---|---
Advanced Labour Economics | 12-M-OEA-182-m01

**Module coordinator**

Holder of the Chair of Labor Economics

**Module offered by**

Faculty of Business Management and Economics

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**Duration**

1 semester

**Module level**

graduate

**Other prerequisites**

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**Contents**

This course provides an overview of the field of modern labor economics. The course will cover the following topics:

1. Labor supply
2. Labor demand
3. Human capital formation
4. Compensating wage differentials
5. Discrimination

The course will consist of frontal teaching of the basic theoretical as well as empirical tools as well as a careful reading of some of the key scientific articles related to the outlined topics. Students are expected to read the scientific articles in advance and will be asked to discuss them in small groups during class. In addition, a discussion of the articles will help illustrating how established scholars approach the core questions in modern labor economics and giving students an understanding of high quality empirical research.

The main reference for the lecture is Cahuc and Zylberberg. (2004): "Labor Economics", 1st edition, Massachusetts Institute of Technology. In addition, we will discuss well-published economic articles related to the single topics discussed in class.

**Intended learning outcomes**

The aim of this course is to acquaint students with classical as well as modern topics in labor economics and to encourage the development of research interest in this field. As such, the course's objective is to familiarize students with both the core theoretical models of labor economics as well as the main econometric methods used to provide empirical evidence.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Language of assessment: 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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<td>Project Modul: Audiovisual Business Communication</td>
<td>12-M-PACW-182-m01</td>
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<tr>
<td>Holder of the Professorship of Economic Journalism</td>
<td>Faculty of Business Management and Economics</td>
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**Contents**

In this seminar, students learn the basics of audiovisual forms of presentation (news, background report, reportage). They are first introduced to the use of cameras and editing. Students learn how to set news and stories in the picture and how to organize shoots. Television-specific journalistic basics such as the structure and design of a television report, organization, and handling of different filming situations, creating storyboards, copywriting, and speaking are learned.

**Intended learning outcomes**

Upon completion of the seminar, students will be able to apply editorial and technical knowledge and skills (including teamwork) to the production of television features.

**Courses** (type, number of weekly contact hours, language — if other than German)

| (S) (2) |

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

portfolio (approx. 3 items with a duration of 3 minutes each, audio/video format): e. g. record of research activities, commentary, text analyses of different types of media

Assessment offered: In the semester in which the course is offered

Language of assessment: German and/or English creditable for bonus

**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 title | Abbreviation
---|---
Project Modul: Crossmedial Business Communication | 12-M-PCW-182-m01

Module coordinator | Module offered by
Holder of the Professorship of Economic Journalism | Faculty of Business Management and Economics

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Contents

Online and cross-media journalism takes into account the current media convergence. This seminar focuses on the individual elements and phases of production for the website, Facebook, Instagram, Twitter, and Tiktok against the background of current trends and developments. In addition, the seminar covers current trends in journalism. In addition to content-related topics, the focus is also on new methods (e.g. of storytelling), as well as technical developments.

Intended learning outcomes

After successful completion, students will be able to name the individual phases of online and cross-media journalism and carry them out on sample projects, explain and go through the individual production stages, use methods and tools for the individual steps.

Courses (type, number of weekly contact hours, language — if other than German)

S (2)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

portfolio (approx. 3 items with a duration of 3 minutes each, audio/video format): e.g. record of research activities, commentary, text analyses of different types of media

Assessment offered: In the semester in which the course is offered

Language of assessment: German and/or English creditable for bonus

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 Catalogue for the Subject
China Language and Economy
Master's with 1 major, 120 ECTS credits

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<td>Dean of the Faculty of Business Management and Economics</td>
<td>Faculty of Business Management and Economics</td>
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**Contents**

This module is designed to provide credit for work completed in project seminars in Digital Business Strategy.

**Intended learning outcomes**

As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

**Courses**

(type, number of weekly contact hours, language — if other than German)

S (2)
Module taught in: English

**Method of assessment**

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

Project (approx 15 pages, e.g. term paper, documentation, preparing a contribution#) and presentation (approx 15 minutes), weighted 2:1
Assessment offered: In the semester in which the course is offered
Language of assessment: German and/or English creditable for bonus

**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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**Contents**

This module is designed to provide credit for work completed in project seminars in Digital Business Strategy.

**Intended learning outcomes**

As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

**Courses** (type, number of weekly contact hours, language — if other than German)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

**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 title | Policy Evaluation Methods  
---|---
| Abbreviation | 12-M-PEM-182-m01

Module coordinator | Holder of the Chair of Labor Economics  
| Module offered by | Faculty of Business Management and Economics

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Contents

This course offers an introduction to the fundamentals of causal inference and to widely used research designs in the social sciences. In the first part a framework for understanding causality is introduced. Specifically, the epistemological differences between association, intervention and counterfactuals are explained. Then it is shown why experiments are paramount in generating causal knowledge and which assumptions are needed for which level of the causal hierarchy. Finally, we will discuss two widely used approaches to causality in the social sciences, i.e. potential outcomes and directed acyclic graphs.

The second part is devoted to the research designs regressions analysis, difference-in-differences, instrumental variables, and regression discontinuity. The emphasis is how these research designs are for example applied to answer important questions in labour economics such as the effects of a minimum wage increase on employment or the effect of children on female labour supply and wages.

The assumptions each research design requires in order to identify a causal effect will be at center stage of the lecture. Therefore the emphasis is to teach students what one needs to estimate in order to answer a given question. Further, the research designs are discussed such that students will be able to evaluate and apply these research designs to other questions and fields.

Intended learning outcomes

At the end of the course, students should be able to understand basic concepts and methods of causal inference, as well as read, interpret, and assess the credibility of scientific publications. In addition, the course serves as preparation for advanced statistics and econometrics courses.

Courses (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)  
Module taught in: English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)  
Language of assessment: English  
creditable for bonus

Allocation of places

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Additional information

Research track module in Master's programme IEP  
Referred to in LPO I (examination regulations for teaching-degree programmes)  
--
## Module Catalogue for the Subject
**China Language and Economy**
Master's with 1 major, 120 ECTS credits

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### Contents
This module is designed to provide credit for work completed in project seminars in Finance, Accounting & Taxation.

### Intended learning outcomes
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

### Courses (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)

### Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
project (approx 15 pages, e.g. term paper, documentation, preparing a contribution) and presentation (approx 15 minutes), weighted 2:1
Assessment offered: In the semester in which the course is offered
Language of assessment: German and/or English creditable for bonus

### 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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**Contents**

This module is designed to provide credit for work completed in project seminars in Finance, Accounting & Taxation.

**Intended learning outcomes**

As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

project (approx 15 pages, e.g. term paper, documentation, preparing a contribution#) and presentation (approx 15 minutes), weighted 2:1

Assessment offered: In the semester in which the course is offered
Language of assessment: German and/or English creditable for bonus

**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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### Contents

This module is designed to provide credit for work completed in project seminars in International Business & Strategy.

### Intended learning outcomes

As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

### Courses

V (2) + Ü (2)

Module taught in: English

### Method of assessment

project (approx 15 pages, e.g. term paper, documentation, preparing a contribution#) and presentation (approx 15 minutes), weighted 2:1

Assessment offered: In the semester in which the course is offered

Language of assessment: German and/or English

### Allocation of places

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### Additional information

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### Referred to in LPO I

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**Contents**

This module is designed to provide credit for work completed in project seminars in International Business & Strategy.

**Intended learning outcomes**

As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Module taught in: English

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

project (approx 15 pages, e.g. term paper, documentation, preparing a contribution#) and presentation (approx 15 minutes), weighted 2:1

Assessment offered: In the semester in which the course is offered

Language of assessment: German and/or English creditable for bonus

**Allocation of places**

--

**Additional information**

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**Referred to in LPO I** (examination regulations for teaching-degree programmes)

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## Module title

Project Module Management & Leadership I

### Abbreviation

12-M-PMALE1-182-m01

## Module coordinator

Dean of the Faculty of Business Management and Economics

## Module offered by

Faculty of Business Management and Economics

## ECTS

10

## Method of grading

numerical grade

## Only after succ. compl. of module(s)

--

## Duration

1 semester

## Module level

graduate

## Other prerequisites

--

## Contents

This module is designed to provide credit for work completed in project seminars in Management & Leadership.

## Intended learning outcomes

As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

## Courses

(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

## Method of assessment

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

project (approx 15 pages, e.g. term paper, documentation, preparing a contribution#) and presentation (approx 15 minutes), weighted 2:1

Assessment offered: In the semester in which the course is offered

Language of assessment: German and/or English creditable for bonus

## 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 title: Project Module Management & Leadership II
Abbreviation: 12-M-PMALE2-182-m01

Module coordinator: Dean of the Faculty of Business Management and Economics
Module offered by: Faculty of Business Management and Economics

ECTS: 10
Method of grading: numerical grade
Only after succes. compl. of module(s): --
Duration: 1 semester
Module level: graduate
Other prerequisites: --

Contents:
This module is designed to provide credit for work completed in project seminars in Management & Leadership.

Intended learning outcomes:
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

Courses:
(type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)

Method of assessment:
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
Project (approx 15 pages, e.g. term paper, documentation, preparing a contribution#) and presentation (approx 15 minutes), weighted 2:1
Assessment offered: In the semester in which the course is offered
Language of assessment: German and/or English
Creditable for bonus: --

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 coordinator
Dean of the Faculty of Business Management and Economics

### Module offered by
Faculty of Business Management and Economics

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### Contents
This module is designed to provide credit for work completed in project seminars in Operations & Information Management.

### Intended learning outcomes
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

### Courses
| type, number of weekly contact hours, language — if other than German |
|-----------------|---------------------------------------------------------------|
| V (2) + Ü (2)    | Module taught in: English                                    |

### Method of assessment
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### 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 title
Project Module Operations & Information Management II

### Abbreviation
12-M-POPIM2-182-m01

### Module coordinator
Dean of the Faculty of Business Management and Economics

### Module offered by
Faculty of Business Management and Economics

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### Contents
This module is designed to provide credit for work completed in project seminars in Operations & Information Management.

### Intended learning outcomes
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

### Courses
V (2) + Ü (2)
Module taught in: English

### Method of assessment
(project (approx 15 pages, e. g. term paper, documentation, preparing a contribution#) and presentation (approx 15 minutes), weighted 2:1)
Assessment offered: In the semester in which the course is offered
Language of assessment: German and/or English
creditable for bonus

### 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 title | Project Management and Control
---|---
Abbreviation | 12-M-PROM-182-m01

Module coordinator | Holder of the Chair of Business Management, Management Accounting and Control
Module offered by | Faculty of Business Management and Economics

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Contents
The module focuses on the discussion and critical examination of instruments and methods used in the context of project management and control within enterprises. Both classic and agile approaches to project management are considered. It covers characteristic features and structures of projects, their possible success factors, methods and instruments of control and management of projects in various project phases. The theoretical basis as well as potential applications of these instruments are discussed.

Intended learning outcomes
Initially, knowledge about fundamental requirements concerning instruments of project management and control is acquired. What is more, the module conveys knowledge about strengths and weaknesses and therewith fields of application and limits of commonly used instruments and methods of practitioners. Competences within the configuration and development of the project management and control as well as skills within the practical use are obtained.

Courses (type, number of weekly contact hours, language — if other than German)
S (2)

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. 60 minutes)
Language of assessment: German and/or English creditable for bonus

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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<td>Programming Survey and Experiments</td>
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**Module coordinator**

Holder of the Chair of Labor Economics

**Module offered by**

Faculty of Business Management and Economics

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**Duration**

1 semester

**Module level**

graduate

**Other prerequisites**

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**Contents**

No information on contents available.

**Intended learning outcomes**

No information on intended learning outcomes available.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Module taught in: English

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Assessment offered: In the semester in which the course is offered

Language of assessment: English
creditable for bonus

**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 title
Project Module Strategic Entrepreneurship

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### Module coordinator
Holder of the Chair of Entrepreneurship and Strategy

### Module offered by
Faculty of Business Management and Economics

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### Contents
This seminar is a primer on academic research. It has been designed to effectively prepare students for conducting empirical research as part of their master thesis projects. The module starts with a crash course on research methods and advanced academic writing. Participants will then choose or otherwise be assigned a research question. Beyond this background, they select an appropriate research design to address the question at hand. This also includes collecting and analyzing primary and/or secondary data, with various datasets being available via our Chair and the University Library. In a final step, participants document their research in the form of a smaller-scale academic article and present the approach and essential insights of their research, thereby providing an excellent opportunity for mutual learning.

### Intended learning outcomes

#### Educational aims
- Help students understand the role of positioning studies and theoretical modelling
- Help students understand the role of different research strategies
- Enable students to critically appraise alternative approaches to collecting and analyzing data

#### Learning outcomes
On successful completion of this module students will be able to:
- Formulate an adequate research question
- Build tentative theoretical models
- Choose an appropriate research design to test the model
- Document the research in the form of an academic manuscript

### Courses
(type, number of weekly contact hours, language — if other than German)

| S (2) |

#### Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

term paper (approx. 15 pages) and presentation (one candidate: approx 10 to 15 minutes @ groups of 2: approx 20 minutes; groups of 3: approx. 30 minutes), weighted 2:1

Assessment offered: In the semester in which the course is offered

Language of assessment: German and/or English

### Allocation of places
12 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

### Additional information
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### Referred to in LPO I
(examination regulations for teaching-degree programmes)
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## Module Catalogue for the Subject
### China Language and Economy
#### Master's with 1 major, 120 ECTS credits

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<table>
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<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
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</tbody>
</table>

### Contents
The module focuses on financial and management accounting, their functions, possible configurations as well as their impact on internal and external recipients under consideration of the institutional setting. In this context, an economic perspective has priority over detailed legal arrangements and regulations by the standard setters. Based on the theoretical foundations of information economics as well as decision-making and balance sheet theories, typical issues concerning cost and managerial accounting as well as financial accounting and publicity are discussed.

### Intended learning outcomes
Initially, a fundamental knowledge about the conception and impact of management and financial accounting as information systems is acquired. In the following, the module mainly sharpens the understanding of the economic impacts of the configuration of management and financial accounting. What is more, extensive knowledge about possible impacts of changes in institutional general frameworks is covered. For example, changes in valuation standards, publicity rules or regulations about the distribution of profits in enterprises and on capital markets are considered.

### Courses
<table>
<thead>
<tr>
<th>Type</th>
<th>Number of weekly contact hours</th>
<th>Language</th>
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<tbody>
<tr>
<td>V</td>
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<td>Ü</td>
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</tbody>
</table>

### Method of assessment
- a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Language of assessment: German and/or 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)
--
## Module Catalogue for the Subject
### China Language and Economy
#### Master's with 1 major, 120 ECTS credits

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tax-Optimized Business Organization</td>
<td>12-M-RFW-161-m01</td>
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<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holder of the Chair of Business Taxation</td>
<td>Faculty of Business Management and Economics</td>
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<table>
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<tr>
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</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
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</tbody>
</table>

### Contents
This course deals with tax aspects of the choice and change of legal form of business activities. Static and dynamic models are used to calculate the effective tax burden from ongoing business activities but also from a-periodic measures like divestments, mergers, or changes of the legal form. Our perspective is that of an investor resident in Germany investing in incorporated and unincorporated businesses in Germany and abroad.

### Intended learning outcomes
This course enables students to
(i) analyze and evaluate the tax effects of business activities in different legal forms from an investor’s perspective;
(ii) calculate the tax burden from ongoing business activities in Germany and abroad;
(iii) calculate the tax burden from a-periodic events like divestments, purchases, mergers, and changes of legal form.

### Courses (type, number of weekly contact hours, language — if other than German)
S (2)

### Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages), presentation of term paper (approx. 20 minutes), weighted 3:2
Assessment offered: To be announced
Language of assessment: German and/or English
creditable for bonus

### Allocation of places
12 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

### Additional information
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### Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module title: Legal Foundations of Riskmanagement and Compliance
Abbreviation: 12-M-RM1-161-m01

Module coordinator: Holder of the Chair of Financial Accounting
Module offered by: Faculty of Business Management and Economics

ECTS: 2
Method of grading: numerical grade
Duration: 1 semester
Module level: graduate
Other prerequisites: --

Contents:
Content: This module analyses the presentation of opportunities and risks in financial reports, i.e. annual or interim reports, in conjunction with selected value-based management and profitability analysis approaches.

Outline of syllabus:
1. Basics of financial reporting and risk management;
2. Practice of risk reporting;
3. Profitability analysis according to Penman;
4. Value-based management and risk management;
5. Residual income and business valuation;
6. Analysis of equity risk;
7. Analysis of credit risk;
8. Risk management monitoring by audit committees and auditors.

Reading list to be provided in class.

Intended learning outcomes:
After completing the course, the students will be able
1. to present the relation between risk management and financial reporting;
2. to analyze and solve independently complex problems with respect to the presentation of opportunities and risk in financial reports based on national and international standards;
3. to identify the relation between risks and value-based management;
4. to evaluate independently selected research results concerning risk reporting and designing own research- or practice-oriented projects.

Courses (type, number of weekly contact hours, language — if other than German)
V (2)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Language of assessment: German and/or English
creditable for bonus

Allocation of places:
30 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

Additional information:
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
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<td>Financial Reporting and Risk Management</td>
<td>12-M-RM2-161-m01</td>
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<td>Holder of the Chair of Financial Accounting</td>
<td>Faculty of Business Management and Economics</td>
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<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
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</table>

**Contents**

The module analyzes the presentation of opportunities and risks in the financial reporting of industrial and trading companies, e.g. in annual and consolidated financial statements, interim reports and ad hoc announcements, in conjunction with selected approaches for analyzing the earnings situation and value-oriented corporate management.

**Intended learning outcomes**

The module analyzes the presentation of opportunities and risks in the financial reporting of industrial and trading companies, e.g. in annual and consolidated financial statements, interim reports and ad hoc announcements, in conjunction with selected approaches for analyzing the earnings situation and value-oriented corporate management.

**Courses** (type, number of weekly contact hours, language — if other than German)

| V (2) |

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

| a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 15 pages) |
| Language of assessment: German and/or English creditable for bonus |

**Allocation of places**

30 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

**Additional information**

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**Referred to in LPO I** (examination regulations for teaching-degree programmes)

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### Module title
Real-Time Process Analytics

### Abbreviation
12-M-RTP-182-m01

### Module coordinator
Dean of the Faculty of Business Management and Economics

### Module offered by
Faculty of Business Management and Economics

### ECTS
5

### Method of grading
Numerical grade

### Only after succ. compl. of module(s)
--

### Duration
1 semester

### Module level
Graduate

### Other prerequisites
--

### Contents
The course teaches advanced approaches to process analytics. Students will learn to model and measure processes and process execution based on past and present data.

### Intended learning outcomes
After successfully completing the course, students should be able to:
- Understand process modeling and process execution in an SOA
- OLAP analysis in a process warehouse
- Business Rules for BPM
- Complex Event Processing
- Event-driven BPM using CEP and Business Rules

### Courses
(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Module taught in: English

### Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Assessment offered: In the semester in which the course is offered

Language of assessment: German and/or English creditable for bonus

### Allocation of places
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### Additional information
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### Referred to in LPO I
(examination regulations for teaching-degree programmes)

--
### Module title
**Advanced Seminar: Entrepreneurship and Management**

### Abbreviation
12-M-SAS-182-m01

### Module coordinator
Holder of the Chair of Entrepreneurship and Strategy

### Module offered by
Faculty of Business Management and Economics

### ECTS
<table>
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### Duration
<table>
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<tr>
<th>Module level</th>
<th>Other prerequisites</th>
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<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
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</table>

### Contents
Students develop seminar papers on varying topics in the domain of entrepreneurship, strategy, and innovation and present the key insights from their work.

### Intended learning outcomes

#### Educational aims
- Enable students to position their research
- Enable students to critically review a substantial body of literature in short time
- Enable students to develop a sound theoretical framework
- Enable students to create a research paper fully meeting academic standards

#### Learning outcomes
On successful completion of this module students will be able to:
- Differentiate their research from previous work
- Adopt theoretical perspectives to understand complex phenomena
- Engage in comprehensive academic reasoning
- Articulate abstract and complex phenomena and relationships in written and oral form

### Courses
(type, number of weekly contact hours, language — if other than German)

| S (2) |

### Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

**term paper (approx. 20 pages) and presentation (15 to 30 minutes), weighted 2:1**

Assessment offered: Once a year, winter semester

Language of assessment: German and/or English

### Allocation of places
20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

### Additional information
--

### Referred to in LPO I
(examination regulations for teaching-degree programmes)

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Module title | Abbreviation
---|---
Advanced Seminar: Corporate Finance | 12-M-SBL-182-m01

Module coordinator | Module offered by
Holder of the Chair of Corporate Finance | Faculty of Business Management and Economics

<table>
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<tr>
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<tr>
<th>Duration</th>
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<th>Other prerequisites</th>
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<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
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</table>

Contents
This seminar deals with current topics in investment and finance. Students are required to independently analyze a selected topic and to write a seminar thesis. Moreover, they are required to present, discuss and defend their thesis. The seminar may be largely literature based or empirical or may be based on independent work with formal models.

Intended learning outcomes
Students will gain in-depth knowledge in recent application areas of investment and finance. They are able to transport their knowledge in a written seminar thesis, and to present and defend it in a final talk.

Courses
(type, number of weekly contact hours, language — if other than German)
S (2)

Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
term paper (15 to 20 pages) and presentation (approx. 20 minutes), weighted 2:1
Language of assessment: German and/or English

Allocation of places
15 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

Additional information
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Referred to in LPO 1 (examination regulations for teaching-degree programmes)
--
## Module Catalogue for the Subject
China Language and Economy
Master's with 1 major, 120 ECTS credits

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
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<tbody>
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<td>Industrial Management 1</td>
<td>12-M-SBM-182-m01</td>
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<thead>
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<tr>
<td>Holder of the Chair of Business Management and Industrial Management</td>
<td>Faculty of Business Management and Economics</td>
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<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
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<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
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</table>

### Contents

The course addresses central issues of strategic supply management. The supply function of the company (purchasing, materials management, procurement logistics) and its strategic importance is analysed and basic methods are developed that are relevant in this area.

### Intended learning outcomes

Students learn the principles of performance-oriented optimization of all procurement activities to develop long-term, competitively sensitive potential for success. After completion of the module students are able to prepare structured, goal-oriented analyze and to respond to performance-oriented issues of strategic procurement based on key instruments. Students are able to accurately classify the tasks of the procurement and to describe and discuss their strategic importance and dominate essential methods and procedures used in this area to apply.

### Courses

<table>
<thead>
<tr>
<th>Courses</th>
<th>(type, number of weekly contact hours, language — if other than German)</th>
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<tbody>
<tr>
<td>V (2) + Ü (2)</td>
<td>Course type: might also be offered as eLearning, seminary, workshop, etc.</td>
</tr>
</tbody>
</table>

### Method of assessment

- a) written examination (approx. 40 to 60 minutes) or b) presentation (approx. 20 minutes) and term paper (15 to 20 pages), weighted 1:1 or c) term paper (approx. 30 to 40 pages) or d) entirely or partly computerised written examination (approx. 60 minutes) or e) portfolio (approx 20 pages)

Language of assessment: German and/or English creditable for bonus

### Allocation of places

20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

### Additional information

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### Referred to in LPO I (examination regulations for teaching-degree programmes)

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# Seminar: Supply Chain Competition

**Module title**: Seminar: Supply Chain Competition  
**Abbreviation**: 12-M-SCC-161-m01

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<tr>
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<tr>
<td>1 semester</td>
<td>graduate</td>
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</table>

## Contents

In the seminar "Supply Chain Competition", students participate in an online multi-round simulation and apply methods of operations and supply chain management.

## Intended learning outcomes

After completing this seminar students

i. selected and applied quantitative models for procurement, production, sales and supply chain management,

ii. faced the practical problems when using real data to feed models,

iii. and understand the challenges to reach a coordinated decision in a company.

## Courses (type, number of weekly contact hours, language — if other than German)

S (2)

## Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

term paper (approx. 15 to 20 pages) and presentation (approx. 10 minutes), weighted 2:1  
Assessment offered: Once a year, winter semester  
Language of assessment: German and/or English

## Allocation of places

12 places. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Students who already have successfully completed courses offered by the Chair of Logistics and Quantitative Methods will be given preferential consideration. (2) Among applicants with the same number of successfully completed modules, places will be allocated according to the total number of ECTS credits achieved in mandatory courses of the focus Logistik und Supply Chain Management (Logistics and Supply Chain Management) or Value Chain Management or another specialisation the applicant has selected which includes courses offered by the Chair. (3) Among applicants with the same number of ECTS credits, places will be allocated by lot.

## Additional information

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**Referred to in LPO I** (examination regulations for teaching-degree programmes)

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### Module title

Strategic Decisions and Competition

<table>
<thead>
<tr>
<th>Abbreviation</th>
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<tr>
<td>12-M-SDC-182-m01</td>
<td>5</td>
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<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

### Module coordinator

Holder of the Chair of Industrial Economics

### Contents

1. Strategic situations and decision making
   1. Analyzing strategic situations with game theory
   2. Noncooperative simultaneous move games
   3. Nash equilibrium
   4. Models of oligopoly markets
   5. Dynamic Games
   1. Two(-multi) stage games and subgame perfect equilibrium
   2. Role of commitment in dynamic situations
   3. Models of advertising
   4. Wage bargaining and unions
   5. Repeated Games
   1. Emergence of coordination in long interactions
   2. Collusion between competing firms
   3. Time consistent monetary policy
   4. Static games of incomplete Information
   1. Bayesian Nash equilibrium
   2. Auctions
   3. Dynamic games of incomplete information
   1. Moral hazard and nonlinear pricing
   2. Perfect Bayesian equilibrium
   3. Signalling games
   4. Job-market signalling
   5. Corporate investment and capital structure

### Intended learning outcomes

After successful completion of this class, the students should be familiar with economic models that can be used to shape managerial strategy and aid in making decisions in strategic situations. Especially, by making use of simple two stage games, they should be able to formulate dynamic policies in a wide variety of strategic situations. The students will acquire an intuitive understanding of the underlying economic mechanisms which emerge from the analysis of game theoretic models for a wide variety of strategic situations arising in industrial economics, marketing, organization, finance, trade and labor. Moreover, they will acquire skills which enable them to make predictions in strategic situations by making use of simple mathematical models. By means of completing case based exercises, they will learn to transform real life business situations to an appropriate economic model. Based on an analysis of this model, they will be able to devise optimal strategies and derive the corresponding managerial implications.
The course will be taught in English.

**Courses** (type, number of weekly contact hours, language — if other than German)

<table>
<thead>
<tr>
<th>Type</th>
<th>Number of Weekly Contact Hours</th>
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<tr>
<td>V</td>
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<td>English</td>
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<td>Ü</td>
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Module taught in: English

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

<table>
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<tr>
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<th>Scope</th>
<th>Language</th>
<th>Examination Offered</th>
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<tbody>
<tr>
<td>a) written examination</td>
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<td>Yes</td>
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<tr>
<td>b) term paper</td>
<td>15 to 20 pages</td>
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</table>

Language of assessment: English

creditable for bonus

**Allocation of places**

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**Additional information**

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**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
## Module title

**Selected Topics of European Integration**

| Abbreviation | 12-M-SEI-161-m01 |

## Module coordinator

**Holder of the Chair of Monetary Policy and International Economics**

## Module offered by

**Faculty of Business Management and Economics**

<table>
<thead>
<tr>
<th>ECTS</th>
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</tbody>
</table>

## Duration

**1 semester**

## Module level

**graduate**

## Other prerequisites

--

## Contents

The module provides students with a more in-depth understanding of specific problems of macroeconomics and current economic policy.

## Intended learning outcomes

After the seminar, students can

(i) consolidate acquired knowledge and if necessary apply additional techniques of scientific work;

(ii) create, present and defend a scientific paper;

(iii) deal with the working papers of other participants;

(iv) prepare better for the processing of the master’s thesis.

## Courses

<table>
<thead>
<tr>
<th>Type</th>
<th>Number of weekly contact hours</th>
<th>Language (if other than German)</th>
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</thead>
<tbody>
<tr>
<td>S</td>
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## Method of assessment

**term paper (approx. 15 pages) and presentation (approx. 15 minutes), weighted 2:1**

Assessment offered: Once a year, summer semester

Language of assessment: German and/or English

## Allocation of places

15 places.

(1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects.

(2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure.

(3) A waiting list will be maintained and places re-allocated by lot as they become available.

## Additional information

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## Referred to in LPO I

(examination regulations for teaching-degree programmes)

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## Module Catalogue for the Subject

**China Language and Economy**

**Master's with 1 major, 120 ECTS credits**

<table>
<thead>
<tr>
<th>Module title</th>
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<tr>
<td>Advanced Seminar: Financial Accounting and Auditing</td>
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<td>Faculty of Business Management and Economics</td>
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<tr>
<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
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<tbody>
<tr>
<td>1 semester</td>
<td>graduate</td>
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### Contents

The module provides students with more in-depth insights into current problems of external accounting and auditing, usually using scientific primary literature in English or German language.

### Intended learning outcomes

After completion of the module, participants have

(i) consolidated the learned issues and possibly applied additional techniques of scientific work;
(ii) created and defended a qualifying level relevant scientific work;
(iii) conducted a scientific examination of the work results of other seminar participants;
(iv) the ability to present and develop solution-oriented their own performance adequately considering communicative aspects.

### Courses

(type, number of weekly contact hours, language — if other than German)

S (2) + S (2)

### Method of assessment

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1
Assessment offered: Once a year, winter semester
Language of assessment: German and/or English

### Allocation of places

20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)

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Module title | Abbreviation
---|---
Advanced Seminar: Industrial Management | 12-M-SI-161-m01

**Module coordinator**

**Holder of the Chair of Business Management and Industrial Management**

**Module offered by**

Faculty of Business Management and Economics

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<th>ECTS</th>
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<tr>
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</table>

**Duration**

1 semester

**Module level**

graduate

**Other prerequisites**

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**Contents**

In the seminar, students will write seminar papers on selected topics in the field of industrial management. The central issues and findings of these papers will have to be presented in class.

**Intended learning outcomes**

The students have acquired in-depth knowledge in key application areas of industrial management and learned by taking care of the seminar to deepen their knowledge for making scientific work, to research literature necessary, to filter, to evaluate, to critically analyze and to ask each other. On this basis, and, where appropriate, with introduction of own scientifically based further developments, the participants will learn to prepare a written contribution to the topic of Industrial Management, which complies with the principles of scientific work. Through the lecture, students learn to present selected content of their housework in a suitable form and a predetermined time frame and to defend the findings in the course of a critical, scientific discussion.

**Courses** (type, number of weekly contact hours, language — if other than German)

S (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 or b) term paper (approx. 15 to 20 pages) and presentation (approx. 45 minutes), weighted 1:1

Language of assessment: German and/or English

**Allocation of places**

10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

**Additional information**

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**Referred to in LPO I** (examination regulations for teaching-degree programmes)

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<table>
<thead>
<tr>
<th>Module title</th>
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<tbody>
<tr>
<td>Advanced Seminar: Industrial Organization</td>
<td>12-M-SIO-161-m01</td>
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### Contents

This course covers selected advanced topics from the field of industrial economics. Students, with the help of their advisor, will choose a topic and formulate a research question. Then they are expected to conduct research and write a paper on this research question. At the end of the semester the students will present their findings orally to an audience.

### Intended learning outcomes

After completing the course "Seminar: Industrieökonomik", students will be able to

1. perform a survey of the scientific literature on a given topic;
2. critically assess the economic models and their findings in the literature;
3. describe the economic mechanisms underlying important economic observations;
4. suggest future research directions;
5. present their findings to an audience.

### Courses

| (type, number of weekly contact hours, language — if other than German) |
|---------------|-------------------|
| S             | 2                 |

### Method of assessment

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<th>(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)</th>
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<tbody>
<tr>
<td>term paper (approx. 20 pages) and presentation (approx. 20 minutes), weighted 2:1</td>
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Language of assessment: German and/or English

### Allocation of places

10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

### Additional information

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Referred to in LPO I (examination regulations for teaching-degree programmes)

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<table>
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<tr>
<td>Seminar: International Economics</td>
<td>12-M-SIÖ-161-m01</td>
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<th>Module coordinator</th>
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### Contents

Current topics in International economics [e.g. Outsourcing, Offshoring and Multinational Firms; Competition of Locations, Jurisdictions and Systems; Globalization and the Environment; Trade, Multinational Firms and Labor Markets; Triumph of the City]

**Literature:**
Peer-reviewed articles and/or monographs.

### Intended learning outcomes

Drawing on current cutting-edge research, students are enabled to analyze current research questions and to learn and apply research methods. The seminar style of the course teaches them to present their own seminar papers and research both in written and in oral form. Students are enabled to critically analyze and discuss the work of their peers.

### Courses (type, number of weekly contact hours, language — if other than German)

- **S (2)**

### Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

term paper (approx. 20 pages) and presentation (approx. 40 minutes) with position paper (1 page), weighted 3:1

Language of assessment: German and/or English

### Allocation of places

10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

### Additional information

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### Referred to in LPO I (examination regulations for teaching-degree programmes)

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Module title: Strategic Marketing
Abbreviation: 12-M-SM-161-m01

Module coordinator: Holder of the Chair of Business Management and Marketing

Module offered by: Faculty of Business Management and Economics

ECTS: 5
Method of grading: numerical grade
Only after succ. compl. of module(s): --

Duration: 1 semester
Module level: graduate
Other prerequisites: --

Contents

Description:
The module raises awareness in students of the relevance and necessity of strategic management in a competitive and dynamical competitive process.

Content:
Based on the marketing strategies as well as the stakeholder and entrepreneurship approaches, this module discusses the roots of the concept of strategy in marketing based on Drucker, Porter, Ansoff and Mintzberg. The focus of the module is on thinking in competitive advantages, which is directly related to responsible leadership.

Outline of syllabus:
1. Competitive dynamics requires strategy and leadership
2. Marketing strategies, stakeholder management and entrepreneurship
3. Objectives and tasks of corporate governance in management practice
4. Competitive forces, strategies and benefits according to Michael Porter
5. Growth strategies and marketing myths
6. Future technologies, new businesses and dynamic capabilities
7. Nature and principles of responsible management

Reading:

### Intended learning outcomes
The students have a deeper understanding of the sustainable corporate management and have the basics of the competitive process and competitive dynamics available. In addition, they can use the acquired knowledge, while taking into account the conventional problems of the strategic and sustainable management, to solve business case studies on their own.

### Courses
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**Method of assessment**
- written examination (approx. 60 minutes)
- Language of assessment: German and/or 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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<table>
<thead>
<tr>
<th>Module title</th>
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<tbody>
<tr>
<td>Strategic Management of Global Supply Chains</td>
<td>12-M-SMGS-182-m01</td>
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<th>Module coordinator</th>
<th>Module offered by</th>
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<tbody>
<tr>
<td>Holder of the Chair of Logistics and Quantitative Methods in Business Administration</td>
<td>Faculty of Business Management and Economics</td>
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**Contents**

**Description:**
In the course "Strategic Management of Global Supply Chains", students will become familiar with the basic principles of building an efficient global supply chain and will apply what they have learned working on multiple case studies.

**Intended learning outcomes**

After completing this course students
(i) can apply the basic methods and concepts of supply chain management to practical settings and evaluate the results, and
(ii) understand the effects of global value chains onto strategic company decisions.

**Courses**
(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Module taught in: English

**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 60 minutes)
Language of assessment: German and/or English
creditable for bonus

**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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<table>
<thead>
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<th>Module title</th>
<th>Abbreviation</th>
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<tr>
<td>Advanced Seminar: Econometrics</td>
<td>12-M-SOE-182-m01</td>
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### Module coordinator

<table>
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<th>Holder of the Chair of Econometrics</th>
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<td>Faculty of Business Management and Economics</td>
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### ECTS

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### Duration

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<td>1 semester</td>
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</table>

### Contents

This module will take the form of a seminar and will cover advanced topics in econometrics. Students will be required to independently familiarise themselves with the respective topics and to present the results of their work both in a seminar paper and orally during a seminar session.

### Intended learning outcomes

Students are able to analyze independently academic publications on their relevance for a given theme. They can present the results orally and in writing by conventional scientific standards.

### Courses

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<th>Type</th>
<th>Number of weekly contact hours</th>
<th>Language — if other than German</th>
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### Method of assessment

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<th>Type</th>
<th>Scope</th>
<th>Language — if other than German</th>
<th>Examination offered</th>
<th>Information on whether module is creditable for bonus</th>
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<tbody>
<tr>
<td>term paper (approx. 15 pages) and presentation (approx. 25 minutes), weighted 2:1</td>
<td>Language of assessment: German and/or English</td>
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### Allocation of places

10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

### Additional information

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### Referred to in LPO I

( examination regulations for teaching-degree programmes) --
## Module title
Economics of Tax Planning

### Abbreviation
12-M-SP-161-m01

### Module coordinator
Holder of the Chair of Business Taxation

### Module offered by
Faculty of Business Management and Economics

### ECTS
5

### Method of grading
numerical grade

### Only after succ. compl. of module(s)
--

### Duration
1 semester

### Module level
graduate

### Other prerequisites
--

## Contents
This course deals with tax effects on fundamental economic decisions. Taxes are integrated into standard models for investment decisions, financing decisions, firm valuation, dividend policy and remuneration of employees. Therefore, the interaction of corporate and personal income taxes is analysed. A reading list in English is available on request.

## Intended learning outcomes
This course enables students to:

(i) combine their knowledge of tax law with microeconomic analyses in the areas of corporate and personal finance;

(ii) analyze the effect of taxes on fundamental economic decisions, e.g. investment and financing decisions, evaluation of investment, financial assets, forms of remuneration for employees including managing and assessing;

(iii) read and discuss research and policy papers in the field of taxation.

## Courses
V (2) + Ü (2)

## Method of assessment
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) oral examination of one candidate each (approx. 20 minutes)

Language of assessment: German and/or English creditable for bonus

## 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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<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
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<tr>
<td>Industrial Management 3</td>
<td>12-M-SPM-182-m01</td>
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| Holder of the Chair of Business Management and Industrial Management |
| Faculty of Business Management and Economics                       |

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<td>1 semester</td>
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**Contents**

This module will discuss contents and procedures of strategic production management and, in particular, planning and control concepts. Students will become familiar with the essentials of strategic production management. Theoretical and analytical models will be used for analysing both economic and ecological issues. In addition, the module will discuss principles of value structure optimisation and will develop competences regarding the development of integrated mathematical models.

**Intended learning outcomes**

After completion of the module students are able to process, to analyze and answer questions of operations strategy structured and goal-oriented in a global context using appropriate methods. Furthermore, they know the main strategic tasks and objectives in production management and evaluate and apply planning and control concepts for the production in realistic application situations.

**Courses**

(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Course type: might also be offered as eLearning, seminary, workshop, etc.

**Method of assessment**

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

- a) written examination (approx. 40 to 60 minutes) or b) presentation (approx. 20 minutes) and term paper (15 to 20 pages), weighted 1:1 or c) term paper (approx. 30 to 40 pages) or d) entirely or partly computerised written examination (approx. 60 minutes) or e) portfolio (approx 20 pages)

Language of assessment: German and/or English creditable for bonus

**Allocation of places**

20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

**Additional information**

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**Referred to in LPO I**

(examination regulations for teaching-degree programmes)
<table>
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<tr>
<th>Module title</th>
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<tr>
<td>Advanced Seminar: Topics in Personnel Economics and Organizational Theory</td>
<td>12-M-SPO-182-m01</td>
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<th>Module coordinator</th>
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<tbody>
<tr>
<td>Holder of the Chair of Human Resource Management and Organisation</td>
<td>Faculty of Business Management and Economics</td>
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**Contents**

Students will write a seminar paper on, deliver a talk on and discuss current issues in the field of human resources management and organisation.

**Intended learning outcomes**

The students learn to handle, write in own words, present, and discuss current research literature in the area human resource management and organisation.

**Courses** (type, number of weekly contact hours, language — if other than German)

S (2)
Module taught in: English

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

Term paper (approx. 20 pages) and presentation with sub-presentation including discussion (approx. 50 minutes), weighted 1:1
Language of assessment: German and/or English

**Allocation of places**

20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

**Additional information**

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**Referred to in LPO I** (examination regulations for teaching-degree programmes)

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### Module title
Advanced Seminar: Selected Problems in Analytical Tax Research

### Abbreviation
12-M-SSL-161-m01

### Module coordinator
Holder of the Chair of Business Taxation

### Module offered by
Faculty of Business Management and Economics

### ECTS
10

### Method of grading
Numerical grade

### Only after succ. compl. of module(s)
--

### Duration
1 semester

### Module level
Graduate

### Other prerequisites
--

### Contents
In this seminar, current problems of tax research will be analysed. Usually, students will read and discuss research papers in German and/or English language. Although the seminar will be held in German, individual seminar papers may be written and discussed in English if a participant prefers this to German.

### Intended learning outcomes
After the seminar, students are able
- to analyze a complex issue in taxation using research methods,
- to identify problems and to suggest solutions,
- to formulate and to defend their analysis and suggested solutions.

### Courses
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<th>Type</th>
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### Method of assessment
- Term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1
- Language of assessment: German and/or English

### Allocation of places
10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

### Additional information
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### Referred to in LPO I
(examination regulations for teaching-degree programmes)
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### Module Title

**Tax Accounting**

<table>
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<th>Module title</th>
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<tbody>
<tr>
<td><strong>Tax Accounting</strong></td>
<td>12-M-STB-161-m01</td>
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### Module Coordinator

**Holder of the Chair of Business Taxation**

**Faculty of Business Management and Economics**

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### Duration

1 semester  
graduate  
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### Content

This module introduces the various methods of income recognition in the German Income Tax Code (*Einkommensteuergesetz*, EStG). It discusses the main reporting and valuation provisions as well as the specific problems and techniques of income calculation for partnerships.

### Intended Learning Outcomes

Students have in-depth knowledge of tax accounting of companies and are able to solve moderate to complex problems of tax accounting in particular of sole proprietorships and partnerships using legal source.

### Courses (type, number of weekly contact hours, language — if other than German)

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<thead>
<tr>
<th>Type</th>
<th>Number of Weekly Contact Hours</th>
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<tr>
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<td>(2) + Ü (2)</td>
<td>German</td>
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</table>

### Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) oral examination of one candidate each (approx. 20 minutes)

Language of assessment: German and/or English  
creditable for bonus

### 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 title | Abbreviation
--- | ---
Advanced Seminar: Monetary policy | 12-M-SV1-161-m01

Module coordinator | Module offered by
--- | ---
Holder of the Chair of Monetary Policy and International Economics | Faculty of Business Management and Economics

ECTS | Method of grading | Only after succ. compl. of module(s)
--- | --- | ---
10 | numerical grade | --

Duration | Module level | Other prerequisites
--- | --- | ---
1 semester | graduate | --

Contents

Gaining a more in-depth understanding of specific problems of macroeconomics and, in particular, monetary policy.

Format of the module: seminar

Prerequisites: Basic knowledge of macroeconomics as taught in Bachelor programs in Economics, Business or similar fields.

Usability: Master International Economic Policy

Requirements for getting credit points according to the European Credit Transfer System (ECTS): Passing the seminar

ECTS and grading: 10 ECTS, Grading on a scale from 1-5 based on a seminar presentation and a seminar paper

Frequency of the module: Each term

Workload: 300 hours

Duration: 1 Semester

Intended learning outcomes

Students are able to independently investigate and classify scientific publications on their relevance to a given theme. In addition, they are able to present the results orally and in writing by conventional scientific standards.

Courses (type, number of weekly contact hours, language — if other than German)

S (2)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1

Language of assessment: German and/or English

Allocation of places

10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

Additional information

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Referred to in LPO I (examination regulations for teaching-degree programmes)

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<table>
<thead>
<tr>
<th>Module title</th>
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<tbody>
<tr>
<td>Advanced Seminar: Public Finance</td>
<td>12-M-SV5-161-m01</td>
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<tr>
<td>Holder of the Chair of Public Finance</td>
<td>Faculty of Business Management and Economics</td>
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<th>Duration</th>
<th>Module level</th>
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<td>1 semester</td>
<td>graduate</td>
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</table>

### Contents

Gaining a more in-depth understanding of specific problems discussed in lectures on public finance using scientific economic journal articles in German and English language.

### Intended learning outcomes

After the seminar, students can
(i) consolidate acquired knowledge and if necessary apply additional techniques of scientific work;
(ii) create, present and defend a scientific paper;
(iii) deal with the working papers of other participants;
(iv) prepare better for the processing of the master’s thesis.

### Courses

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<th>type, number of weekly contact hours, language — if other than German</th>
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### Method of assessment

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<tr>
<td>term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1 Assessment offered: Once a year, summer semester Language of assessment: German and/or English</td>
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### Allocation of places

20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)

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<tr>
<td>Practical Seminar: Economic Journalism</td>
<td>12-M-SWJ-182-m01</td>
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<tr>
<td>Holder of the Professorship of Economic Journalism</td>
<td>Faculty of Business Management and Economics</td>
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**Contents**

Students will acquire an in-depth insight into the practical side of economics journalism. They must complete their placements at company or other institution at which they will have an opportunity to gain an in-depth knowledge of economics journalism. Students will be required to prepare a practical report on the placement module as well as to submit proof of regular attendance and participation. In addition, a certificate issued by the placement company is to be submitted.

**Intended learning outcomes**

The module strengthens practical competences and encourages work experiences. So it prepares for the career start in economics journalism.

**Courses**

(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**Method of assessment**

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

portfolio on observation visit, including work samples (approx 40 pages)

Language of assessment: German and/or 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)

--
### Module title
Advanced Seminar: Labour Economics

### Abbreviation
12-M-SWOSP-182-m01

### Module coordinator
Holder of the Chair of Labor Economics

### Module offered by
Faculty of Business Management and Economics

### ECTS
10

### Method of grading
numerical grade

### Only after succ. compl. of module(s)
--

### Duration
1 semester

### Module level
graduate

### Other prerequisites
--

### Contents
This seminar targets any students interested in acquiring the skills to conduct an empirical study to understand people’s social behavior and social preferences. We will read and discuss scientific methodological papers that allow students to acquire the necessary empirical tools to conduct an empirical thesis.

The recurring topic will be related to the origins of social cohesion and social preferences, the role of the family and the school in shaping children’s social behavior and preferences.

### Intended learning outcomes
This seminar is designed to acquire the skills to write a master thesis at the Chair of Labour Economics. It focuses on the acquisition of empirical tools - mostly related to experimental empirical tools - in order to understand the determinants of social behavior and preferences.

### Courses
(type, number of weekly contact hours, language — if other than German)

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### Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

- **Term paper (15 to 20 pages) and presentation (approx. 20 minutes), weighted 2:1**

  Language of assessment: German and/or English

### Allocation of places
10 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

### Additional information
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### Referred to in LPO I
(examination regulations for teaching-degree programmes)

--
### Module title
**Selected Topics in Analytical Tax Research**

### Abbreviation
12-M-TBS-161-m01

### Module coordinator
Holder of the Chair of Business Taxation

### Module offered by
Faculty of Business Management and Economics

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### Contents
This module serves the purpose of transferring credits from
- courses taken at other German or non-German universities
- additional courses offered on a short-term basis
- courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)

The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

### Intended learning outcomes
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

### Courses
(type, number of weekly contact hours, language — if other than German)

| V (2) + Ü (2) |

### Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) oral examination of one candidate each (approx. 20 minutes)

Language of assessment: German and/or English creditable for bonus

### 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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<td>Topics in Data Science</td>
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<tr>
<td>Holder of the Chair of Business Analytics</td>
<td>Faculty of Business Management and Economics</td>
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### Contents

Data science is concerned with extracting knowledge and valuable insights from data assets. It is an emerging field that is currently in high demand in both academia and industry. This course provides a practical introduction to the full spectrum of data science techniques spanning data acquisition and processing, data visualization and presentation, creation and evaluation of machine learning models.

The course focuses on the practical aspects of data science, with emphasis on the implementation and use of the above techniques. Students will complete programming homework assignments that emphasize practical understanding of the methods described in the course.

### Intended learning outcomes

Topics covered include:
- Data acquisition and processing
- Graph and network models
- Text analysis
- Working with geospatial data
- Usage of machine learning models (supervised and unsupervised)

### Courses

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Module taught in: English

### Method of assessment

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<tr>
<td>a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) Assessment offered: In the semester in which the course is offered</td>
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### 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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<td>Topics in Entrepreneurship</td>
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<tbody>
<tr>
<td>Holder of the Chair of Entrepreneurship and Strategy</td>
<td>Faculty of Business Management and Economics</td>
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**Contents**

This module serves the crediting of achievements
- from domestic or foreign universities
- of short-term additional offers
- Offers of new chairs before they are included in the subject-specific regulations.

Credit eligibility is provided by the chair holders.

**Intended learning outcomes**

Due to the crediting of different modules, no competence description can be made.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 120 minutes) or b) log (15 to 20 pages) or c) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes)

Assessment offered: In the semester in which the course is offered

Language of assessment: German and/or English creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
### Module title
Topics in Human Capital Development

### Abbreviation
12-M-THC-182-m01

### Module coordinator
Holder of the Chair of Labor Economics

### Module offered by
Faculty of Business Management and Economics

### ECTS
5

### Method of grading
numerical grade

### Only after succ. compl. of module(s)
--

### Duration
1 semester

### Module level
graduate

### Other prerequisites
--

### Contents
This module serves the purpose of transferring credits from
- courses taken at other German or non-German universities
- additional courses offered on a short-term basis
- courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)

The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

### Intended learning outcomes
Due to the crediting of different modules, no competence description can be given.

### Courses
(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Module taught in: English

### Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)
Assessment offered: In the semester in which the course is offered
Language of assessment: English
creditable for bonus

### 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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<tr>
<td>Topics in HRM and Organization</td>
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<tr>
<td>Holder of the Chair of Human Resource Management and Organisation</td>
<td>Faculty of Business Management and Economics</td>
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**Contents**

This is a dummy module for not regular lectures.

**Intended learning outcomes**

Due to the crediting of different modules, no competence description can be made.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Assessment offered: In the semester in which the course is offered

Language of assessment: German and/or English

creditable for bonus

**Allocation of places**

--

**Additional information**

--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
Module title: Theory of Industrial Organization
Abbreviation: 12-M-TI1-182-m01

Module coordinator: Holder of the Chair of Industrial Economics
Module offered by: Faculty of Business Management and Economics
ECTS: 5
Duration: 1 semester
Method of grading: numerical grade
Only after succ. compl. of module(s): --

Contents
Theory of industrial organisation:
1. Monopoly pricing
   - Nonlinear pricing and mechanism design
   - Dynamic pricing: experience goods, durable goods
2. Oligopoly pricing
   - Static price and quantity competition in homogeneous and differentiated goods markets
   - Comparative statics
   - Equilibrium market structure
3. Dynamic competition in oligopoly markets
   - Subgame perfect equilibrium and models of dynamic competition
   - Repeated games and collusion
4. Strategic behaviour by incumbent firms
   - Entry deterrence and predation
   - Signalling and reputation
5. Behavioral Industrial Organization
   - Reference Dependent Preferences and Framing Effects
   - Time inconsistent behavior

The course will be taught in English.

Intended learning outcomes
Students which complete this class will acquire a working knowledge of advanced theoretical models of competition in oligopoly markets as well as sophisticated pricing techniques in monopoly markets. They will learn the conditions under which the predictions of these models are valid. They will become familiar with applications of advanced game theoretic tools, such as dynamic models of competition, for studying interactions between firms in markets. By means of comprehensive exercises, they will apply the methods they learn in class to practically relevant problems. They will be in a position to read academic papers on related topics, assess the strengths and weaknesses of an approach, summarize and comment on these papers and suggest possible extensions.

Courses
(type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)
Module taught in: English

Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages)
Language of assessment: English
creditable for bonus

Allocation of places
--

Additional information
--
Referred to in LPO I (examination regulations for teaching-degree programmes)
Module title | Abbreviation
---|---
Applied Industrial Organization | 12-M-TI2-182-m01

Module coordinator | Module offered by
Holder of the Chair of Industrial Economics | Faculty of Business Management and Economics

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Contents

Description:
This course discusses vertical contracts in supply chains and their impact on competition.

Outline of syllabus:
1. The classic problem of double marginalisation and its solution by nonstandard contracts (resale price maintenance, nonlinear pricing (rebates), exclusive territories, exclusive dealing etc.)
2. Contracts for service
3. Common agency
4. The delegation principle
5. The commitment problem
6. Interlocking relationships
7. Foreclosure by vertical contracts or mergers

Intended learning outcomes

After completing the course students are able to
(i) explain the results of theoretical industrial economics on vertical contracts;
(ii) apply the involved methods to given simple examples on their own;
(iii) recognize, in which real life situations (and how) the results can be applied;
(iv) analyze the impact of certain vertical contracts on competition.

Courses (type, number of weekly contact hours, language — if other than German)
V (2)
Module taught in: English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages)
Assessment offered: In the semester in which the course is offered
Language of assessment: English
creditable for bonus

Allocation of places
--

Additional information
--

Referred to in LPO I (examination regulations for teaching-degree programmes)
--
### Module title
**Topics in Information Systems 1**

### Abbreviation
12-M-TIF1-182-m01

### Module coordinator
Dean of the Faculty of Business Management and Economics

### Module offered by
Faculty of Business Management and Economics

### ECTS
5

### Method of grading
numerical grade --

### Only after succ. compl. of module(s)
--

### Duration
1 semester

### Module level
graduate

### Other prerequisites
--

### Contents
This module serves the purpose of transferring credits from
- courses taken at other German or non-German universities
- additional courses offered on a short-term basis
- courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)

The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

### Intended learning outcomes
As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

### Courses (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)

### Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

- a) written examination (approx. 60 minutes) or b) oral examination (one candidate each: 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or c) term paper (approx. 15 to 20 pages)

Assessment offered: In the semester in which the course is offered
Language of assessment: German and/or English
creditable for bonus

### 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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**Contents**

This module serves the purpose of transferring credits from
- courses taken at other German or non-German universities
- additional courses offered on a short-term basis
- courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)

The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

**Intended learning outcomes**

As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) oral examination (one candidate each: 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or c) term paper (approx. 15 to 20 pages)

Assessment offered: In the semester in which the course is offered

Language of assessment: German and/or English creditable for bonus

**Allocation of places**

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**Additional information**

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**Referred to in LPO I** (examination regulations for teaching-degree programmes)

--
Module title | Abbreviation
---|---
Topics in Migration | 12-M-TIM-182-m01

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<thead>
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<th>Module coordinator</th>
<th>Module offered by</th>
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<tbody>
<tr>
<td>Holder of the Chair of Labor Economics</td>
<td>Faculty of Business Management and Economics</td>
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**Contents**

Migration has become a key issue in the political and public debate all over the world. Thus, economists increasingly engaged in studying determinants and consequences of migration as it has a substantial impact on receiving and sending countries. This course offers an introduction to the key concepts of migration economics and will cover the following topics:

1) Migration Decision and Forms of Migration  
2) Effects on Migration on Employment and Wages  
3) Effects of Migration on Attitudes and Political Economy  
4) Integration and Integration Policies  
5) Refugee Migration  
6) Impacts of Emigration

At the end of the course students are familiar with the basic theoretical and empirical concepts in the area of economics of migration. A special focus will be on the understanding of the identification of causal effects and the ability to connect links between the different areas of analysis.

The course will consist of frontal teaching of the basic theoretical as well as empirical tools as well as a careful reading of some of the key scientific articles related to the outlined topics (a reading list will be provided at the beginning of the semester).

**Intended learning outcomes**

Solid knowledge of microeconomics and econometrics is reinforced. At the end of the semester, students will have the opportunity to present their term papers.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)  
Module taught in: English

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)  
Assessment offered: In the semester in which the course is offered  
Language of assessment: English  
Creditable for bonus

**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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</table>

**Contents**

This module serves the purpose of transferring credits from
- courses taken at other German or non-German universities
- additional courses offered on a short-term basis
- courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)

The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

**Intended learning outcomes**

Due to the crediting of different modules, no competence description can be made.

**Courses**

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<th>type, number of weekly contact hours, language</th>
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**Method of assessment**

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**Assessment offered:** In the semester in which the course is offered

**Language of assessment:** German and/or 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)

--
## Module title

Topics in International Marketing

## Abbreviation

12-M-TMA-182-m01

## Module coordinator

Dean of the Faculty of Business Management and Economics

## Module offered by

Faculty of Business Management and Economics

## ECTS

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## Duration

1 semester

## Module level

graduate

## Other prerequisites

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## Contents

This module serves the purpose of transferring credits from:
- courses taken at other German or non-German universities
- additional courses offered on a short-term basis
- courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)

The holders of the respective Chairs will ensure that the courses are eligible for credit transfer.

## Intended learning outcomes

As a result of accrediting multiple kinds of modules, a description of acquired skills cannot be given.

## Courses

| (type, number of weekly contact hours, language — if other than German) |
| V (2) + Ü (2) |

## Method of assessment

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)

Assessment offered: In the semester in which the course is offered
Language of assessment: German and/or English creditable for bonus

## 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 title | Abbreviation
---|---
Trade Policy and the World Trading System | 12-M-TP-182-m01

Module coordinator | Module offered by
Holder of the Chair of International Economics | Faculty of Business Management and Economics

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</table>

Contents

Content

The module starts out with a sketch of key facts and the evolution of the world trading system as well as current trade policy controversies. The main part of the lecture deals with trade policy instruments (e.g. tariffs and quotas) and arguments in favor of trade policy interventions (the terms of trade, strategic trade policy, infant industries, industrial policy, environmental policy). Political economy issues are also addressed.

Outline

1 The evolution of the world trading system and current issues
2 Trade policy instruments and their effects under perfect competition
3 The competition effect of trade opening
4 Domestic distortions
5 International market power and trade policy
6 Political economy and the world trading system

Literatur:

The main text used is:

The following monographs cover the evolution of the world trading system and the evolution of ideas in trade policy making:

Basic refreshers are
This literature is complemented by papers from scholarly journals.

**Intended learning outcomes**

Students acquire the ability to critically understand the effects and issues associated with the use of trade policy instruments. They are enabled to understand and evaluate the causes and consequences of interventions in international trade on the aggregate economy, producers and consumers, the foreign trading partners and the world trading system both analytically as well as in an intuitive manner. Students also acquire the scientific knowledge to grasp the factors determining the structure and dynamics of the world trading order.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages)

Language of assessment: German and/or English

creditable for bonus

**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 title

Financial Statement Analysis and Business Valuation

Abbreviation

12-M-UA-161-m01

Module coordinator

Holder of the Chair of Financial Accounting

Module offered by

Faculty of Business Management and Economics

ECTS

5

Method of grading

numerical grade

Only after succ. compl. of module(s)

Duration

1 semester

Module level

graduate

Other prerequisites

--

Contents

Fundamental investing involves valuation, and much of the information for valuation is contained in financial statements. This module provides a basic understanding of financial statement analysis, particularly on how to extract value-relevant information from financial statements, carry out financial statement analysis, and use financial data to value corporations. The module also provides the necessary tools to gain insights into what generates value in a corporation.

Intended learning outcomes

Students can understand publicly traded companies' financial statements (US GAAP/IFRS), identify value-relevant information in financial statements, and use this information for valuation. They know the relevant techniques to evaluate financial statements and understand the fundamental role of financial information in the valuation process. Students can apply valuation technics to real-world cases and recommend investment decisions.

Courses

(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

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. 60 to 120 minutes)

Language of assessment: German and/or English

creditable for bonus

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 title | Abbreviation
---|---
Advanced VAT | 12-M-UF-161-m01

Module coordinator | Module offered by
Holder of the Chair of Business Taxation | Faculty of Business Management and Economics

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Duration | Module level | Other prerequisites |
1 semester | graduate | --

Contents
The module provides students with more in-depth insights into complex national issues (e.g. holding structures) and international constellations with respect to other EU member states as well as non-EU states from a VAT point of view. The relevant rulings of the German Federal Fiscal Court as well as the ECJ are also discussed.

Intended learning outcomes
Students acquire deeper knowledge and understanding of German VAT law as well as basic skills in VAT on EU and international levels. The students are able to analyze and solve complex facts of a case from a German VAT point of view as well as to recognize problems arising from international constellations. They are able to determine the VAT-treatment using German VAT law and the European VAT directive. The students are able to identify and make use of simplification rules (intra-Community triangulation simplification) as well as to proactively shape the facts of a case to create a favorable VAT treatment. They are able to read critically and judge primary tax literature.

Courses (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) oral examination (one candidate each, approx. 20 minutes)
Language of assessment: German and/or English creditable for bonus

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 title | Abbreviation
---|---
Corporate Entrepreneurship | 12-M-UGF1-182-m01

Module coordinator | Module offered by
Holder of the Chair of Entrepreneurship and Strategy | Faculty of Business Management and Economics

<table>
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Duration | Module level | Other prerequisites
1 semester | graduate | --

Contents

This module is a theory-led and practice-oriented primer on corporate entrepreneurship. It provides you with knowledge useful for anyone aiming at working (or researching) in the field of corporate innovation and entrepreneurship or at pursuing an 'intrapreneurial' or entrepreneurial career.

(1) Introduction to corporate entrepreneurship
(2) Antecedents and forms of corporate entrepreneurship
(3) Corporate strategy and corporate entrepreneurship
(4) Organizational structure and corporate entrepreneurship
(5) Human resource management and corporate entrepreneurship
(6) Building supportive organizational cultures
(7) Entrepreneurial control systems
(8) Entrepreneurial leadership
(9) The corporate entrepreneur as a champion and diplomat
(10) The pay-off from corporate entrepreneurship
(11) Corporate venture capital
(12) Corporate entrepreneurship in nonprofit and government organizations
(13) Universities and academic spin-offs
(14) Wrap-up and Q&A

Intended learning outcomes

Educational aims

- Clarify the role of corporate entrepreneurship
- Explain theoretical concepts and mechanisms behind corporate entrepreneurship
- Enable students to critically appraise alternative approaches to corporate entrepreneurship
- Enable students to evaluate the boundaries and risks of corporate entrepreneurship

Learning outcomes

On successful completion of this module students will be able to:

- Create and evaluate concepts related to corporate entrepreneurship
- Assess the role of corporate entrepreneurship for creating and sustaining competitive advantage
- Make judgements about the organizational and managerial implications of corporate entrepreneurship
- Systematically choose between different routes of action
**Courses** (type, number of weekly contact hours, language — if other than German)

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Module taught in: English

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

- a) written examination (approx. 60 to 120 minutes) or
- b) term paper (15 to 20 pages) or
- c) oral examination of one candidate each (approx. 10 to 15 minutes) or
oral examination in groups (groups of 2 approx. 20 minutes, groups of 3 approx. 30 minutes)

Language of assessment: 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 title | Abbreviation
--- | ---
Corporate Strategy | 12-M-UGF2-182-m01

Module coordinator | Module offered by
--- | ---
Holder of the Chair of Entrepreneurship and Strategy | Faculty of Business Management and Economics

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Duration | Module level | Other prerequisites
--- | --- | ---
1 semester | graduate | --

Contents
This theory-led and application-oriented module provides you with critical knowledge and skills related to corporate strategy—essential for anyone aspiring to take on leadership roles in their future career, may it be in the private or public sector. The module goes beyond basic knowledge about strategic management provided by bachelor-level modules.

1. Developing strategies in pursuit of competitive advantage
2. Corporate diversification
3. Vertical integration and outsourcing
4. Mergers & acquisitions
5. Dynamic strategies
6. Cooperative strategies
7. Corporate spin-offs and spin-outs
8. Internationalization strategies (I)
9. Internationalization strategies (II)
10. Strategic change
11. Corporate strategies and new technologies
12. Corporate governance and corporate social responsibility
13. Corporate communication and crisis management
14. Wrap-up and Q&A

Intended learning outcomes

Educational aims
- Clarify the role of corporate strategy
- Explain theoretical concepts and mechanisms behind corporate strategy
- Enable students to critically appraise alternative approaches to corporate strategy
- Enable students to evaluate the boundaries and risks of corporate strategy

Learning outcomes
On successful completion of this module students will be able to:

- Assess the role of corporate strategy for creating and sustaining competitive advantage
- Create and evaluate concepts related to corporate strategy
- Make judgements about the organizational and managerial implications of corporate strategy
- Systematically choose between different routes of action

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)
Module taught in: English

**Method of assessment** (type, scope, language — if other than German, examination offered — If not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 120 minutes) or b) term paper (15 to 20 pages) or c) oral examination of one candidate each (approx. 10 to 15 minutes) or oral examination in groups (groups of 2 approx. 20 minutes, groups of 3 approx. 30 minutes)
Language of assessment: 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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<td>graduate</td>
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**Contents**


**Intended learning outcomes**

Educational aims: Clarify the role of digital entrepreneurship and digital transformation. Explain theoretical concepts and mechanisms behind digital entrepreneurship and digital transformation. Enable students to critically appraise alternative approaches to digital entrepreneurship and digital transformation. Enable students to evaluate the boundaries and risks of digital entrepreneurship and digital transformation.

Learning outcomes: On successful completion of this module students will be able to (1) Assess the role of digital entrepreneurship and digital transformation for creating and sustaining competitive advantage, (2) Create and evaluate concepts related to digital entrepreneurship and digital transformation, (3) Make judgements about the organizational and managerial implications of digital entrepreneurship and digital transformation, (4) Systematically choose between different routes of action.

**Courses** (type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Module taught in: English

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 to 120 minutes) or b) log (15 to 20 pages) or c) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes)

Language of assessment: 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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<td>Holder of the Chair of Financial Accounting</td>
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</table>

### Contents

This module will take the form of a seminar. Participants will independently work on a problem in economic policy or will review an important publication on a topic in economics.

### Intended learning outcomes

Students are able to present the status of a current project in a talk as well as to discuss and defend it.

### Courses

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### Method of assessment

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<td>term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1</td>
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Assessment offered: In the semester in which the course is offered

Language of assessment: German and/or English

Creditable for bonus

### Allocation of places

20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)

--
## Module title

**European Competition Policy**

**Abbreviation**

12-M-WPE-192-m01

## Module coordinator

Holder of the Chair of Industrial Economics

## Module offered by

Faculty of Business Management and Economics

## ECTS

5

## Method of grading

numerical grade

## Only after succ. compl. of module(s)

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## Duration

1 semester

## Module level

graduate

## Other prerequisites

--

## Contents

Outline of syllabus:

1. Legal environment, competition laws
2. Market definition
   - Qualitative methods
   - Simple quantitative methods
   - Hypothetical monopoly test
3. Horizontal agreements and collusion: repeated games and factors affecting likelihood of collusion
4. Horizontal mergers and collusion
   - Economic theory
   - Efficiency effects
   - Coordinated effects
5. Vertical relations and contracts
   - Economic analysis of contracts
   - "More economic approach"
6. Abuse of dominant position
   - Classification of abusive conduct
   - Economic analysis of abusive conduct and theory of harm

The course will be taught in English.

## Intended learning outcomes

After completion of the module students can use the advanced concepts introduced in the lecture of competition policy, including the legal framework, the trace models and methods for the study of competition policy issues, as well as understand the approach of European competition policy in high profile cases. When they are confronted with practical problems, they can refer to these cases, and the same logic to practical examples apply by draining the relevant economic theories that identify variables to be measured and methodologies for assessing, and based on that adequate conclusions for appropriate cases. They will sufficiently understand the subject in order to open up that build upon literature in journals and being able to think critically.

## Courses

**Course (type, number of weekly contact hours, language — if other than German)**

V (2)

Module taught in: English

## Method of assessment

**Type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus**

a) Written examination (approx. 60 to 120 minutes) or
b) Term paper (15 to 20 pages)

Creditable for bonus

Language of assessment: English

## Allocation of places

There are no restrictions with regard to available places for students of the Master's degree programmes Management, International Economic Policy, Information Systems, Wirtschaftsmathematik (Mathematics for Economics) and Chinese and Economics as well as China Business and Economics. A total of 20 places will be alloca-
Module Catalogue for the Subject
China Language and Economy
Master’s with 1 major, 120 ECTS credits

Admitted to students of other subjects; should the number of applications exceed the number of available places, these places will be allocated by lot.

### Additional information

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### Referred to in LPO I (examination regulations for teaching-degree programmes)

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<tr>
<td>1 semester</td>
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### Contents

This module covers advanced accounting topics under IFRS (International Financial Reporting Standards). It also discusses current developments in IFRS accounting and systematically classifies the related issues. The aim is to apply existing knowledge to advanced accounting problems and to develop possible solutions. The main topics adapt to current developments in the field of financial accounting.

### Intended learning outcomes

Students gain a deep understanding of advanced accounting issues under IFRS (International Financial Reporting Standards). They also have the in-depth knowledge necessary to solve new and advanced accounting problems.

### Courses

- (type, number of weekly contact hours, language — if other than German)
- V (2) + Ü (2)

### 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. 60 to 120 minutes)
- Language of assessment: German and/or English creditable for bonus

### Allocation of places

- --

### Additional information

- --

### Referred to in LPO I

- (examination regulations for teaching-degree programmes)
- --
### Module title
Project Modul: Journalism in Economic Policy

### Abbreviation
12-M-WPJ-182-m01

### Module coordinator
Holder of the Professorship of Economic Journalism

### Module offered by
Faculty of Business Management and Economics

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### Contents
Economic journalism is often regarded as unwieldy, but the reporting usually revolves around content that many media users can relate to: The focus is on market developments and (economic) political conditions. How can these topics be presented in a way that is clear, easy to understand, and yet as precise as possible? What makes for good economic reporting? What research options and forms of presentation are available? Such questions will first be answered using examples from various media. Subsequently, the students will work on the main topic themselves. The seminar is thematically oriented towards current research projects/projects of the Chair of Business Journalism and Business Communication and can therefore vary thematically per semester.

### Intended learning outcomes
Students learn the terminology, topics, and framework of economic journalism. After completing the seminar, they will have an overview of selected areas of application. They master the research and the different forms of presentation of economic journalism. The students learn scientific methods to break down complex economic topics in reporting. After completing the seminar, students are able to independently examine journalistic products in response to previously generated research questions and thus evaluate journalistic work. Therefore, students acquire subject as well as specific methodological competencies in this seminar.

### Courses
| type, number of weekly contact hours, language — if other than German |
| S (2) |

### Method of assessment
| type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus |
| portfolio (approx. 3 items with a duration of 3 minutes each, audio/video format): e. g. record of research activities, commentary, text analyses of different types of media |
| Assessment offered: In the semester in which the course is offered |
| Language of assessment: German and/or English |
| creditable for bonus |

### 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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<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
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<tbody>
<tr>
<td>Economic and Business Ethics</td>
<td>12-M-WUE-161-m01</td>
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**Module coordinator**

Holder of the Chair of Financial Accounting

**Module offered by**

Faculty of Business Management and Economics

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**Duration**

1 semester

**Module level**

graduate

**Other prerequisites**

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**Contents**

In this seminar, students will gain an overview of different ethical aspects in business and economy, e.g., leadership ethics, corruption, ethical theories, consumer ethics, CSR.

**Intended learning outcomes**

Using common scientific methods the student should be able to write a seminar paper dealing with a selected ethical problem in business and/or economy. He/she should be able to present a complex problem in a clear and understandable way and he/she should discuss the arguments with other participants in the class.

**Courses**

(type, number of weekly contact hours, language — if other than German)

S (2)

**Method of assessment**

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1

Language of assessment: German and/or English

**Allocation of places**

12 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

**Additional information**

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**Referred to in LPO I**

(examination regulations for teaching-degree programmes)

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<table>
<thead>
<tr>
<th>Module title</th>
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<tbody>
<tr>
<td>Risk Management - Concepts and Systems</td>
<td>12-RM-KS-161-m01</td>
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<tr>
<td>holder of the Chair of Business Management and Accounting</td>
<td>Faculty of Business Management and Economics</td>
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<td>1 semester</td>
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**Contents**

**Concepts:** The course will provide students with an overview of the main goals, contents, methods and instruments of opportunity and risk management in industrial and commercial enterprises. **Systems:** The course will provide students with an overview of the design and functionality of essential information systems for risk management.

**Intended learning outcomes**

Concepts: After completion of the module students have a sound understanding of basic concepts, processes, methods and tools of risk management. They are able to justify the duties and functions of risk management in the company in theory and practice. They can also evaluate proposed solutions for the design of a risk management system, analyze selected issues of risk management and building on that, develop their own solutions. Systems: After completing this module, students can (i) judge legal, organizational and methodological requirements for the implementation of risk management processes in a risk management information system (RMIS); (ii) understand the technical basis for RMIS; (iii) estimate the different characteristics of various information systems for the RM; (iv) understand the workings of RMIS.

**Courses** (type, number of weekly contact hours, language — if other than German)

| V (2)       |                                  |

**Method of assessment** (type, scope, language — if other than German, examination offered — If not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or b) oral examination (one candidate each: approx. 15 to 20 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes)

Language of assessment: German and/or English creditable for bonus

**Allocation of places**

25 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

**Additional information**

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**Referred to in LPO I** (examination regulations for teaching-degree programmes)

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<table>
<thead>
<tr>
<th>Module title</th>
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<tbody>
<tr>
<td>Stochastic Models for Risk Analysis</td>
<td>12-RM-RA-192-m01</td>
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**Module coordinator**
Dean of Studies Mathematik (Mathematics)
Faculty of Business Management and Economics

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**Contents**
- Point and interval estimation for the value at risk
- Prediction of value at risk in time series
- Risk of forecasts in time series, in particular exponential smoothing under covariates
- Conditional heteroscedasticity: ARCH, GARCH, EGARCH, DVEC, BEKK, DCC
- Aggregated losses and their empirical analysis
- Empirical analysis of statistical distributions
- Nonparametric bounds for the value at risk and conditional value at risk
- Empirical estimation of nonparametric bounds for value at risk and conditional value at risk
- Market model: definition, derivation, parameters, empirical analysis
- Capital asset pricing model: definition, parameters, empirical analysis
- Asset portfolios: definition, risk parameters
- Estimation of portfolio parameters: variance, value at risk, conditional value at risk, shortfall
- Optimum portfolios: concepts, theory, numerical analysis

**Intended learning outcomes**
The student is able to estimate risk measures and the parameters of risk models from data. In particular, the student knows software packages and routines which enable empirical risk evaluation in a business context.

**Courses**
- Ü (2) + V (2)

**Method of assessment**
- Written examination (approx. 60 minutes)

**Allocation of places**
- 30 places.
- Should the number of applications exceed the number of available places, places will be allocated as follows:
  1. Master's students of Information Systems will be given preferential consideration.
  2. The remaining places will be allocated to students of other subjects.
  3. When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group.

**Additional information**
- Referred to in LPO I (examination regulations for teaching-degree programmes)
### Module title
Stochastic Models for Risk Assessment

### Abbreviation
12-RM-RW-192-m01

<table>
<thead>
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<td>Dean of Studies Mathematik (Mathematics)</td>
<td>Faculty of Business Management and Economics</td>
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<tr>
<th>Intended learning outcomes</th>
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<tbody>
<tr>
<td>The student knows the schemes and concepts of risk analysis, risk assessment, risk measurement, and the theoretical background. The student knows the concepts of advanced stochastic risk modeling. In a practical business situation, the student is able to identify an appropriate scheme of risk assessment and corresponding meaningful risk measures.</td>
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<th>Courses</th>
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<td>(type, number of weekly contact hours, language — if other than German)</td>
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<td>V (2) + Ü (2)</td>
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<td>(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)</td>
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<td>Written examination (approx. 60 minutes)</td>
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<tr>
<td>Module title</td>
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<tr>
<td>Seminar: E-Business Strategies</td>
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<td>Holder of the Chair of Information Systems Engineering</td>
<td>Faculty of Business Management and Economics</td>
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<td>1 semester</td>
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### Contents

In this course, students will acquire important knowledge and skills that will enable them to prepare a well-structured term paper and to present the results of their work with the help of relevant topics in the fields of web-based platforms (electronic markets, Web 2.0 etc.) and strategic management of a company.

**Intended learning outcomes**

- Academic literature review
- Integration of developed results in scientific papers
- Creating presentations and talks

**Courses** (type, number of weekly contact hours, language — if other than German)

- S (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

- term paper (approx. 20 to 25 pages) and presentation (approx. 20 minutes), weighted 2:1
- Assessment offered: Once a year, winter semester
- Language of assessment: German and/or English

**Allocation of places**

- 20 places. (1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects. (2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (3) A waiting list will be maintained and places re-allocated by lot as they become available.

**Additional information**

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**Referred to in LPO I** (examination regulations for teaching-degree programmes)

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## Module Catalogue for the Subject

### China Language and Economy

#### Master's with 1 major, 120 ECTS credits

<table>
<thead>
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<td>Managerial Practice Lectures</td>
<td>12-M-VGP-202-m01</td>
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<td>Holder of the Professorship of Economic Journalism</td>
<td>Faculty of Business Management and Economics</td>
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<td>1 semester</td>
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### Contents

In this lecture, we invite board members of publicly listed companies, SMEs and Startups to discuss contemporary challenges of corporate management.

Students gain sustainable insights into current management practices, challenges of corporate management in various industries, and discuss pressing managerial issues with C-level executives. In individual and group assignments, students are required to connect management theories with the managerial challenges of the speakers.

Managers of the different companies are required to address the following questions that will foster a detailed discussion at the end of each lecture:

- What are the current challenges facing your company?
- Which strategies do you employ to respond to these challenges?
- How have leadership concepts and approaches changed in your company?

### Intended learning outcomes

After participating in this module, students should be able to combine theoretical approaches with current challenges in management. The students obtain a realistic insight into a cross-section of the German economy. Through discussions reports and group presentations students’ social skills are trained in addition to professional skills.

### Courses

<table>
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<th>Type, number of weekly contact hours, language — if other than German</th>
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<td>S (2)</td>
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### Method of assessment

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<tbody>
<tr>
<td>portfolio (approx. 15 pages) Language of assessment: German and/or English</td>
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### 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 title

International Financial Management

### Abbreviation

12-M-IFM-211-m01

### Module coordinator

Holder of the Chair of Monetary Policy and International Economics

### Module offered by

Faculty of Business Management and Economics

### ECTS

5

### Method of grading

Only after succ. compl. of module(s)

### Duration

1 semester

### Module level

graduate

### Other prerequisites

--

### Contents

The module introduces students to the financial management of firms engaged in a globalized business environment. Topics include the foreign exchange market, the international monetary system as well as the determination of exchange rates and foreign currency risk. The module also covers international capital markets and familiarizes students with methods and data sources required for the analysis of international financial markets.

### Format of the module: lectures and exercise sessions

### Prerequisites:

Basic knowledge of microeconomics and macroeconomics as taught in Bachelor programs in Economics, Business or similar fields.

### Usability:

Master International Economic Policy, Master Management

### Requirements for getting credit points according to the European Credit Transfer System (ECTS):

Passing the final exam.

### ECTS and grading:

5 ECTS, Grading on a scale from 1-5 based on the final exam.

### Frequency of the module:

Each summer term

### Workload:

150 hours (Lecture + Exercise Session + Self Study)

### Duration:

1 Semester

### Intended learning outcomes

Students who complete the module will have a basic understanding of the theoretical and practical aspects of international financial management. Moreover, they should also be able to understand current developments in financial markets and interpret them using the theoretical foundations and practical examples covered in the module.

### Courses

(type, number of weekly contact hours, language — if other than German)

V (2) + Ü (2)

Module taught in: English

### 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. 60 minutes)

Language of assessment: German and/or English

creditable for bonus

### Allocation of places

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### Additional information

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Referred to in LPO I (examination regulations for teaching-degree programmes)
Module title: Applied Empirical Macroeconomics
Abbreviation: 12-M-AEM-211-m01

Module coordinator: Holder of the Chair of Monetary Policy and International Economics
Module offered by: Faculty of Business Management and Economics

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Duration: 1 semester
Module level: graduate
Other prerequisites: --

Contents
The module introduces students to current topics and methods in applied empirical macroeconomics. This includes an overview of topical macroeconomic issues and empirical regularities as well as multivariate time series methods that are widely used in empirical applications.

Format of the module: lectures and exercise sessions

Prerequisites: Basic knowledge of microeconomics and macroeconomics as taught in Bachelor programs in Economics, Business or similar fields.

Usability: Master International Economic Policy

Requirements for getting credit points according to the European Credit Transfer System (ECTS): Passing the final exam.

ECTS and grading: 5 ECTS, Grading on a scale from 1-5 based on the final exam.

Frequency of the module: Each winter term

Workload: 150 hours (Lecture + Exercise Session + Self Study)

Duration: 1 Semester

Intended learning outcomes
After completing the module, students have obtained an overview of empirical methods used in applied empirical macroeconomic analysis. Besides a theoretical knowledge of commonly used empirical models and a critical discussion of their limitations, students should also be able to conduct empirical analyses themselves.

Courses (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)
Module taught in: English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or
b) term paper (approx. 15 pages) or
c) oral examination (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 minutes, groups of 3: approx. 30 minutes)

Language of assessment: English
creditable for bonus

Allocation of places: --

Additional information: --
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<th>Referred to in LPO I</th>
<th>(examination regulations for teaching-degree programmes)</th>
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Module title: Business Cycles
Abbreviation: 12-M-BC-211-m01

Module coordinator: Holder of the Chair of Monetary Policy and International Economics
Module offered by: Faculty of Business Management and Economics

ECTS: 5
Method of grading: Numerical grade
Only after succ. compl. of module(s): --

Duration: 1 semester
Module level: Graduate
Other prerequisites: --

Contents
This module is an introduction to dynamic macroeconomic models with microeconomic foundations with a focus on modern business cycle theories. The course is divided into several sections. Following an introduction to empirical facts on business cycles, the students are introduced to microeconomic foundations of macroeconomic models. Afterwards, the real business cycle model and the New Keynesian model and their connections are covered. Finally, the models are applied to current macroeconomic topics.

Format of the module: Lectures and exercise sessions

Prerequisites: Basic knowledge of microeconomics and macroeconomics as taught in Bachelor programs in Economics, Business or similar fields.

Usability: Master International Economic Policy

Requirements for getting credit points according to the European Credit Transfer System (ECTS): Passing the final exam.

ECTS and grading: 5 ECTS, Grading on a scale from 1-5 based on the final exam.

Frequency of the module: Each summer term

Workload: 150 hours (Lecture + Exercise Session + Self Study)

Duration: 1 Semester

Intended learning outcomes
Students will acquire a basic understanding of modern business cycle theory. Students gain expertise on business cycle theory as well as on macroeconomic modeling. Having completed the module, students will be able to understand current business cycle development, apply business cycle models to analyze these and to develop appropriate policy measures.

Courses (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)
Module taught in: English

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)
a) written examination (approx. 60 minutes)
b) term paper (approx. 15 pages)
c) oral examination (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 minutes, groups of 3: approx. 30 minutes)
Language of assessment: English
creditable for bonus

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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<tr>
<td>Advanced Topics in Data Science</td>
<td>12-M-ATDS-211-m01</td>
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<td>Holder of the Chair of Business Analytics</td>
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<tr>
<th>Duration</th>
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<th>Other prerequisites</th>
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<tr>
<td>1 semester</td>
<td>graduate</td>
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**Contents**

In this course, students work on advanced data science projects. The course covers the entire data science workflow from data collection to data preparation to modeling, evaluation and deployment. By following a top-down teaching approach, students are enabled to apply complex machine learning models from the beginning.

**Intended learning outcomes**

As part of the course work, students will acquire knowledge and skills in the following areas:
1. Becoming familiar with the principles and frameworks in the research area of Data Science.
2. Apply machine learning and deep learning frameworks to structured and unstructured data
3. Design, implementation and evaluation of key algorithms within an end-to-end workflow in the field of Data Science
4. Application of Jupyter notebooks and their infrastructure (collection, storage, retrieval, and analysis of data)
5. Understanding of a data-driven & analytical approach to decision problems

**Courses** (type, number of weekly contact hours, language — if other than German)

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Module taught in: English

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (approx. 60 minutes) or
b) term paper (approx. 15 pages)

Language of assessment: German and/or English

Assessment offered: Only when announced in the semester in which the courses are offered creditable for bonus

**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 title**

International Marketing Strategy

**Abbreviation**

12-M-IMS-211-m01

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**Duration**

1 semester

**Module level**

graduate

**Other prerequisites**

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**Contents**

The objective of this simulation course is to develop hands-on skills of how to make international marketing decisions. Emphasis is put on the computer simulation game Country Manager which focuses on the managerial issues arising when companies plan and execute market entry into new countries. This exercise allows students to experience the challenges pertaining to corresponding decisions by playing the role of a responsible manager for a major consumer products company. Students have to decide on the countries to enter, the mode of entry, the segments to target, and every aspect of the marketing mix (price, promotion, place and product) and will get immediate feedback on the consequences of their actions.

**Intended learning outcomes**

After completion of the course, participants should have gained a broad appreciation of critical decisions in international marketing.

**Courses**

(type, number of weekly contact hours, language — if other than German)

S (2)

**Method of assessment**

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) written examination (40 to 60 minutes) or
b) term paper (15 to 20 pages) and presentation (approx. 20 minutes) (weighted 2:1) or
c) term paper (30 to 40 pages) or
d) portfolio (approx. 20 pages)

Language of assessment: German and/or 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 title**: Economist Practice Lectures

**Abbreviation**: 12-M-VWP-211-m01

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<tr>
<td>Holder of the Senior Professorship for Economics, Money and International Economic Relations</td>
<td>Faculty of Business Management and Economics</td>
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**Contents**

The content of the seminar is the active participation in as well as the follow-up of the lectures of economists from different national and international fields of activity, which are organized for the event.

The invitation of speakers from practice strengthens the practical orientation of the scientifically founded and at the same time internationally oriented education at the faculty of economics of the University of Würzburg.

In this way, students will gain lasting insights into the fields of activity of economists, gain an insight into practical activities, discuss these with high-ranking economists and combine them with theoretical economic knowledge gained during their studies.

**Intended learning outcomes**

By participating in the seminar, Master's students of the faculty of economics and business administration should get to know the different fields of activity of economists and the questions that determine the daily work of the speakers in the course of the lectures.

In addition, the participants of the seminar will have the opportunity to apply the knowledge of economics they have acquired during their studies. For this purpose, in addition to a discussion with the speakers following the respective lecture, a debating workshop is offered to the participants of the seminar, in which the students are to learn economic argumentation and debate management. The learned contents and competencies will be tested at the end of the semester.

**Courses** (type, number of weekly contact hours, language — if other than German)

S (2)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

a) oral examination (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 minutes, groups of 3: approx. 30 minutes) or
b) term paper (approx. 10 pages) and presentation (approx. 15 minutes); (weighted 2:1) or
(c) written examination (approx. 60 minutes)

Language of assessment: German and/or 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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Thesis
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<tr>
<td>holder of the Chair of China Business and Economics</td>
<td>Institute of East and South Asian Cultural Studies</td>
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**Contents**

No information on contents available.

**Intended learning outcomes**

No information on intended learning outcomes available.

**Courses** (type, number of weekly contact hours, language — if other than German)

No courses assigned to module

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)

Master's thesis (approx. 80 pages)
Language of assessment: 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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