Module Catalogue
for the Subject
Business Management and Economics
as a minor in a Bachelor’s degree programme
(60 ECTS credits)

Examination regulations version: 2021
Responsible: Faculty of Business Management and Economics
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Content and Objectives of the Programme

The Bachelor's minor in economics (acquisition of 60 ECTS points) is offered by the economics faculty of the JMU as part of a basic study subject consisting of a major and a minor. The academic degree acquired depends on the major. The aim of the training is to impart knowledge in the most important areas of economics to the students and to train them to think analytically.
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 (2021-45)

??-??-2022 (2022-???)

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

(50 ECTS credits)
Business Administration
(30 ECTS credits)
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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 course will introduce students to relevant subject areas of business administration. Students will acquire an overview of the different perspectives and main points of view from which a theoretical examination of business enterprise may take place. The course will focus on what companies or other organisations are, how they behave and in what form they are organised. For this purpose, a study will be made of the economic subject's decision-making behaviour.

Reading list to be provided during lecture.

**Intended learning outcomes**

The aim of the lectures is to familiarise the students with the basic problem issues and perspectives within the field of business administration.

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

V (2) + T (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**

--

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

--
Module title | Abbreviation
--- | ---
Marketing | 12-Mark-G-212-m01

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### Contents

**Description**

In this module, students will acquire the theoretical foundations of market-oriented management.

**Content:**

With the stakeholder approach as a starting point, the basic design of market-oriented management will be explained and exemplified in the 5 classical steps: situation analysis, objectives, strategies, tools and controlling. The course will focus not only on the behavioural approaches of consumer behaviour but also on industrial purchasing behaviour. A case study introducing students to the fundamental principles of market research based on a conjoint analysis will provide students with deeper insights into the topic.

**Outline of syllabus:**

1. Marketing, entrepreneurship and business management
2. Explanations of consumer behaviour
3. Fundamentals of market research
4. Strategic marketing; marketing tools
5. Corporate social responsibility versus creating shared value

**Reading:**


### Intended learning outcomes

The students have a basic understanding of business management and are able to classify the knowledge systematically. In addition, they can use the acquired knowledge solve and identify the conventional problem fields of business management.

### Courses

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**Module coordinator**
holder of the Chair of Business Taxation

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

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**Contents**
This course offers an introduction to the fundamentals of financial accounting, including the technique of double-entry book-keeping as well as the fundamentals of recognition, valuation and presentation of assets, liabilities and equity according to German commercial law.

**Intended learning outcomes**
Students acquire a basic understanding of the fundamentals of financial accounting. They are able to arrange, reproduce and apply this knowledge, i.e. they are able to solve simple accounting problems.

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

V (2) + T (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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**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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Managerial Accounting | 12-IntUR-G-212-m01

Module coordinator | Module offered by
holder of the Chair of Business Management and Accounting | Faculty of Business Management and Economics

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Contents

Content:
This course offers an introduction to aims and methods of managerial accounting (cost accounting).

Outline of syllabus:
1. Managerial accounting and financial accounting
2. Managerial accounting: basic terms
3. Different types of costs
4. Cost centre accounting based on total costs
5. Job costing based on total costs
6. Cost centre accounting and job costing based on direct/variable costs
7. Budgeting and cost-variance analysis
8. Cost-volume-profit analysis
9. Cost information and operating decisions

Reading:
Friedl/Hofmann/Pedell: Kostenrechnung. Eine entscheidungsorientierte Einführung. (most recent editions)

Intended learning outcomes

After completing the course "Management Accounting and Control", the students will be able to
(i) set out the responsibilities of the company's internal accounting and control;
(ii) define the central concepts of internal enterprise computing restriction and control and assign case studies the terms;
(iii) apply the basic methods of internal corporate accounting and control on a full and cost base to idealized ca-
se studies of medium difficulty that calculate relevant costs and benefits and take on this basis a reasoned deci-
sion.

Courses (type, number of weekly contact hours, language — if other than German)
V (2) + T (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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Additional information
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<td>Investment and Finance</td>
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| Module coordinator                                                                 |
| holder of the Chair of Business Management, Banking and Finance                   |

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

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**Contents**

**Content:**
This course offers an introduction to principles of financial mathematics, several methods of capital budgeting and principles of financial economics.

**Outline of syllabus:**
1. Principles of financial mathematics
2. Fundamental concepts
3. Problems of investment and finance in one commodity world under certainty
4. Problems of investment and finance in one commodity world under uncertainty
5. Problems of investment and finance in many commodities world under uncertainty
6. Capital market and corporate financing in Germany

**Intended learning outcomes**
After completing the course "Principles of Investments and Finance", the students will be able
(i) to understand the fundamentals in financial mathematics and solve several problems, e.g. via the PV approach;
(ii) to address the central problems in intertemporal allocation given different capital market scenarios;
(iii) to budget and calculate the optimal useful life given static and dynamic investment approaches under the consideration of several other investment opportunities and the capital market scenario, especially the influence of taxes.

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

V (2) + T (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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**Additional information**

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

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**Contents**

This course will provide students with an overview of fundamental processes in procurement, production and logistics and the related corporate functions as well as a model-based introduction to related planning procedures.

**Intended learning outcomes**

The students will be able to describe and discuss the objectives and major processes in the domains of corporate procurement, production and logistics as well as their interdependencies. Furthermore, they are capable of developing and applying basic planning models in these fields.

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

V (2) + T (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)

--
Economics
(20 ECTS credits)
Module title: Introduction to Economics - Minor
Abbreviation: 12-NF-EVWL-152-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: undergraduate
Other prerequisites: --

Contents:
The course deals with the following topics:
1. Economics shows how markets function
2. The division of labour is the basis of our wealth
3. The market in action
4. Monopolies and cartels endanger market economies
5. The labour market and the role of unions
6. The government's role in a social market economy
7. Governmental redistribution guarantees the social balance in a market economy
8. Environmental policy and the government's allocation function
9. Objectives and agents in the macro economy
10. How do aggregate supply and demand come into equilibrium?
11. The role of fiscal policy
12. How does a central bank stabilise aggregate demand by setting interest rates?

Intended learning outcomes:
By completing this course, students receive a fundamental understanding of economics. Students are able to grasp microeconomic as well as macroeconomic subjects and to analyze them in theoretical models.

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

Allocation of places:
620 places. (1) No restrictions with regard to available places for Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics) (BSc with 180 ECTS credits), Wirtschaftsmathematik (Mathematics for Economics) (BSc with 180 ECTS credits), Wirtschaftsinformatik (Business Information Systems) (BSc with 180 ECTS credits) as well as Bachelor's students with the minor Wirtschaftswissenschaft (Business Management and Economics) (60 ECTS credits). (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (2) and the number of applications exceeds the number of available places, places will be allocated according to the following quotas: a) Quota 1 (50 % of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. b) Quota 2 (25 % of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. c) Quota 3 (25 % of places): lottery.

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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Macroeconomics - Minor | 12-NF-Mak-212-m01

Module coordinator | Module offered by
holder of the Chair of Monetary Policy and International Economics | Faculty of Business Management and Economics

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Contents
The course provides a basic understanding of the driving forces behind business cycles and growth processes and discusses approaches for a sensible economic policy. After a brief introduction to national accounts, the short and medium-term effects of fiscal and monetary policies on goods and money markets in closed as well as open economies are discussed. In this context, the volatility of macroeconomic variables such as GDP, interest rates, inflation and unemployment are analysed in the economic cycle. In addition, the determinants of long-term economic growth and causes of international differences in living standards are examined. Here, the course will focus on recent developments such as monetary and fiscal policy in the euro area.

Intended learning outcomes
Analytical understanding of basic macroeconomic models. Insights into the effectiveness of economic policy measures and the ability to create independent, well-founded analyzes of macroeconomic issues.

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

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

Abbreviation
12-NF-Mik-212-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

Duration
1 semester

Module level
undergraduate

Other prerequisites
--

Contents
From an economic point of view, the lecture will acquaint students with how consumers and companies make decisions (consumption, labour demand, production decision). Starting with a brief introduction to the theory of preferences, the course will discuss the optimal consumption decision of private households and derive the resulting demand for goods. Following a vivid introduction to the theory of production, the supply of goods of companies will be determined. The equilibrium defined by the two optimisation processes will be analysed with regard to its efficiency characteristics. The course will discuss the effects of market imperfections on the decentralised equilibrium and will provide students with a brief insight into game theory and the theory of insurance markets. In addition, topics such decisions under risk and risky asset markets will be discussed.

Intended learning outcomes
Students are enabled to make up their mind on economic policy measures, like government interventions due to monopoly power or tax measures. Basic solution concepts are introduced for a vast array of microeconomic problems at a basic level.

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

Allocation of places
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Additional information
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<tr>
<th>Duration</th>
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<tr>
<td>1 semester</td>
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<th>Intended learning outcomes</th>
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<th>Courses (type, number of weekly contact hours, language — if other than German)</th>
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<tr>
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<tr>
<td>a) written examination (approx. 60 minutes) or b) portfolio (approx. 20 pages)</td>
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<th>Additional information</th>
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Module Catalogue for the Subject Business Management and Economics minor in a Bachelor's degree programme, 60 ECTS credits
Compulsory Electives

(10 ECTS credits)
<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
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<tbody>
<tr>
<td>Entrepreneurship, Competition and Strategy</td>
<td>12-U&amp;UF-F-152-m01</td>
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<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
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<tbody>
<tr>
<td>Holder of the Chair of Business Management and Marketing</td>
<td>Faculty of Business Management and Economics</td>
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<tbody>
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<td>1 semester</td>
<td>undergraduate</td>
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</table>

**Contents**

**Description:**
The module builds on the introductory course "Grundlagen marktorientierter Unternehmensführung" ("Fundamentals of Market-based Management"). It provides a systematic introduction to the approaches of corporate management (stakeholder and shareholder value approach) as well as an overview of market-oriented corporate governance. In addition, aspects of responsible leadership will be discussed. The theory of Chester Barnard with the idea of creating a complex economic incentive contribution balance in the company will help students develop an in-depth understanding of typical management tasks. In addition, the course will focus on the development of business plans for the successful establishment and the continued existence of companies.

**Outline of syllabus:**
1. Business and strategy in economic theory
2. Business plan as a strategy concept
3. Stakeholder management and responsible leadership
4. Stakeholder value, shareholder value and creating shared value

**Intended learning outcomes**
Students will gain profound knowledge of basics in business as well as basics in different approaches in corporate management. Furthermore the students will get an overview of the main tools to create a business plan.

**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)

**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><strong>Module title</strong></th>
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<tbody>
<tr>
<td>Sales and Customer Relationship Management</td>
<td>12-SCRM-211-m01</td>
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<thead>
<tr>
<th><strong>Module coordinator</strong></th>
<th><strong>Module offered by</strong></th>
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<tbody>
<tr>
<td>Holder of the Junior Professorship of Digital Marketing and E-Commerce</td>
<td>Faculty of Business Management and Economics</td>
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**Contents**

A key challenge for companies in a marketing context is to choose the right approaches on how to deliver their products and services to customers. In doing so, companies need to carefully consider their customers' needs and requirements to successfully manage company-customer relationships.

This course focuses on classic and new approaches of sales and customer relationship management. In particular, it covers the set-up of sales systems in terms of offline channels (e.g., retail stores) and online channels (e.g., online shops or market places), their interplay (e.g., multi-channel management), or the management of the sales force.

Moreover, it focuses on different types of customer-firm interactions, on approaches of analyzing customer satisfaction and loyalty, as well as on customer complaint management, cross-selling management or customer experience management.

**Intended learning outcomes**

The major goal of this class is to learn about and understand how sales management and customer relationship management work and to be able to transfer respective concepts to real life / business practice.

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

V (2) + Ü (2)

Module taught in: German and/or 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 (to be prepared by one candidate or in groups of 3 candidates approx. 10 pages each) or c) oral examination in groups (groups of 3, approx. 10 minutes per candidate)

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: Seminar: Marketing

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: undergraduate

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

i. understand the fundamentals of scientific literature reviews;
ii. integrate elaborated content in a scientific thesis;
iii. create presentations independently.

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

S (2)

Module taught in: German and/or 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. 15 pages) and presentation (approx. 25 minutes), weighted 2:1

Language of assessment: German and/or English

Allocation of places:

Additional information:

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


# International Marketing

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<th>Module title</th>
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<tr>
<td>International Marketing</td>
<td>12-INMA-211-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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**Duration**
1 semester

**Module level**
undergraduate

**Other prerequisites**
--

**Contents**
The course seeks to familiarize students with the tools and terminology to explore and understand marketing practices in an international environment. They will learn the scope and challenges of international marketing, the dynamic environment of international trade, culture, political, legal, and business systems of globalizing markets, opportunities and threats on global markets and develop decision-making skills for the successful formulation, implementation and control of international marketing strategies. In particular, the course highlights strategic and managerial issues related to international marketing.

**Intended learning outcomes**
Students are required to study and prepare marketing approaches to enter and operate in international markets. Students intensify their knowledge and develop theoretical and practical concepts through case studies.

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

V (2) + Ü (2)

Module taught in: German and/or 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 (15 to 20 pages) or
- c) Term paper (10 to 15 pages) and presentation (approx. 20 minutes), weighted 2:1 or
- d) oral examination of one candidate each (approx. 20 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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<th>Module title</th>
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<tr>
<td>Supply, Production and Logistics Management. Material Requirements Planning</td>
<td>12-BPL-F-212-m01</td>
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<tr>
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</table>

**Contents**

This module builds on the course "Beschaffung, Produktion und Logistik - Grundlagen" ("Procurement, Production and Logistics - Basics"). Selected tasks and processes, in particular in the area of materials management, will be analysed in detail and related planning and control models and methods will be developed.

**Intended learning outcomes**

The students are able to analyze the areas of responsibility of the functions of procurement, production and logistics as well as their interdependencies in an integrated perspective and evaluate concepts for their management. In addition, they are able to develop models in the domain of materials management and apply solution procedures to the planning 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)

a) written examination (approx. 60 minutes) or
b) term paper (15 to 20 pages) or
c) term paper (10 to 15 pages) and presentation (approx. 20 minutes), weighted 2:1 or
d) oral examination (approx. 20 minutes)

**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: Humanitarian Supply Chain Management
Abbreviation: 12-HSCM-211-m01

Module coordinator: Holder of the Chair of Business Management and Industrial Management
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: Undergraduate
Other prerequisites: --

Contents:
Despite the solidarity-based nature of humanitarian aid, up to 70% of the activities of humanitarian aid organizations are related to both, the design and the coordination of logistical processes. Humanitarian assistance is delivered through humanitarian supply chains, systems concerned with planning, executing, and controlling the effective, cost-efficient flow and storage of materials, goods, and related information from the point of origin to the point of consumption in order to meet the needs of the beneficiaries. While aid organizations do not operate in a traditional business environment, the requirements for managing humanitarian supply chains effectively and efficiently are fundamentally comparable to those of commercial supply chains. Similarly, humanitarian organizations often employ business managers to manage their business processes. The management of the supply chain of a humanitarian organization, therefore, requires basic business knowledge that will be addressed in this course.

Intended learning outcomes:
The course will provide you with a basic understanding of factors influencing humanitarian supply chains and fundamental insights in managing them efficiently and effectively. You will learn about the different roles of humanitarian organizations and the challenges they face. Furthermore, you will be introduced to general supply chain management concepts that can also be applied in the humanitarian context, and that can provide a significant positive impact on the organization of humanitarian operations.

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

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):
--
Seminar: Supply, Production and Logistics Management

Module title

Abbreviation
12-BPL-FS-212-m01

Module coordinator
holder of the Chair of Business Management and Industrial Management

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
undergraduate

Other prerequisites
--

Contents
The seminar will focus on special problems in the areas of procurement, production, logistics or business management. Students will independently work on the respective problem and write a seminar (term) paper. Usually, this will be largely literature based with students learning how to carry out structured literature analyses and prepare systematic evaluations. In individual cases, students may also conduct empirical research of their own or further develop formal models. Students will be required to deliver a talk on the subject in class.

Intended learning outcomes
The students will be able to study advanced problems on their own and structure them in a (seminar) paper. They will learn to present the central results and discuss related issues in 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)
a) term paper (approx. 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) or
b) term paper (approx. 20 to 25 pages)
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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<table>
<thead>
<tr>
<th>Module title</th>
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<tbody>
<tr>
<td>Financial Accounting</td>
<td>12-Wipr1-F-212-m01</td>
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<tr>
<td>holder of the Chair of Business Management and Accounting</td>
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**Contents**

Content: This module is based on introductory courses in the areas of financial and managerial accounting and includes essential aspects of corporate financial accounting. It delivers a systematic presentation and interpretation of financial reporting standards according to the Handelsgesetzbuch (German Commercial Code, HGB) and International Financial Reporting Standards (IFRS). In addition, it introduces students to financial statement analysis methods.

Outline of syllabus: Fundamentals of financial statements; purpose and basic assumptions of financial accounting; recognition, valuation and presentation of assets, liabilities and equity; financial statement analysis.

Reading:
Baetge, J./Kirsch, H-J./Thiele, St.: Bilanzen, Düsseldorf.

**Intended learning outcomes**

The students have a deeper understanding of business fundamentals in accounting according to national (HGB) and international (IFRS) principles. They can systematically arrange and play with the knowledge and apply the acquired knowledge, i.e. resolve accounting and financial statement analysis problems of medium difficulty.

**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. 10 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: International Accounting
Abbreviation: 12-Wipr2-F-212-m01

Module coordinator: holder of the Chair of Business Management and Accounting
Module offered by: Faculty of Business Management and Economics

ECTS: 5
Method of grading: numerical grade
Duration: 1 semester
Module level: undergraduate
Other prerequisites: --

Contents:
Outline of syllabus:
1. Fundamentals of group accounting
2. Legal obligations for group accounts
3. Consolidated companies
4. Capital consolidation
5. Debt consolidation
6. Consolidation of intercompany results
7. Consolidation of income and expenses
8. Equity method
9. Selected problems

Reading:
Baetge/Kirsch/Thiele: Konzernbilanzen, Düsseldorf. (most recent edition)

Intended learning outcomes:
After finishing this module "Konzernrechnungslegung nach HGB und IFRS", the students will be able
(i) to present the purposes of group accounting;
(ii) to identify and interpret central legal rules;
(iii) to apply consolidation methods on problems of moderate difficulty (in terms of capital, debt, interim results, expenses and income) and preparing the necessary entries for the group accounts;
(iv) to name central differences for group accounts according to the German Commercial Code (HGB) and IFRS and give reasons for the differences.

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. 10 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 Catalogue for the Subject Business Management and Economics

minor in a Bachelor’s degree programme, 60 ECTS credits

<table>
<thead>
<tr>
<th>Module title</th>
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<tbody>
<tr>
<td>Financial Statement Analysis and Valuation</td>
<td>12-Wipr3-F-212-m01</td>
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</table>

## Contents

**Content:**

This module builds on the introductory courses in the areas of Financial and Managerial Accounting and, in particular, on the course "Jahresabschluss und -- analyse nach HGB und IFRS" ("Financial Accounting according to HGB and IFRS"). The module provides students with a systematic introduction to practical, methodical and theoretical aspects of business audits, i.e. financial statement audits.

**Outline of syllabus:**

1. Audits and audit-related services - introduction and overview
2. Audit process: functional aspects of economic examination
3. Audit institutions: institutional aspects of economic examination
4. Economical audit theory: the low-balling model of DeAngelo

**Reading:**


## Intended learning outcomes

The students have a deeper understanding of the basics of business (balance) checks. They can organize, play back and apply the systematically gained knowledge, i.e solve simple problems of business (balance sheet) tests.

## Courses

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

V (2) + Ü (2)

Module taught in: German and/or 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. 10 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: Seminar: Financial Accounting
Abbreviation: 12-Wipr-FS-212-m01

Module coordinator: holder of the Chair of Business Management and 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: Undergraduate
Other prerequisites: --

Contents:
The module provides students with deeper insights into current problems of external accounting and auditing, usually with the help of textbooks or adequate scientific primary literature in English or German language.

Intended learning outcomes:
After completing this module, students are able to
(i) consolidate what they have learned and if necessary apply additional techniques of scientific work;
(ii) create and defend a qualification level relevant scientific work;
(iii) carry out scientific analysis of the results from other seminar participant;
(iv) ability to present and reflect solution-oriented the own performance considering communication aspects.

Courses:
Type: S
Number of weekly contact hours: (2)
Language — if other than German: --

Method of assessment:
Type: Term paper (approx. 15 pages) and presentation (approx. 20 minutes), weighted 2:1
Scope: --
Language — if other than German: German and/or English
Examination offered — if not every semester: --
Information on whether module is 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:
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Referred to in LPO I: (examination regulations for teaching-degree programmes)
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Module title | Abbreviation
--- | ---
Decision Theory | 12-I&F-F-192-m01

**Module coordinator**

Holder of the Chair of Corporate 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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5 | numerical grade | --

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

**Contents**

Based on the decision theory under certainty, this module covers normative decision theory under uncertainty in its manifestations of the expected utility theory and the $\mu - \#$ theory.

**Syllabus:**

**Part 1: Decisions under certainty**

1. Fisher mode
2. Revealed preferences
3. Preference relations

**Part 2: Decisions under uncertainty: Expected Utility Theory**

1. The basic model
   1. Risk preferences
   2. Intensity of risk aversion
   3. Stochastic dominance
   4. Prospect Theory

**Part 3: Decisions under uncertainty: $\mu - \#$ principle**

1. Introduction
2. Relation to expected utility theory
3. Application in Portfolio Theory & Tobin-Separation
4. Properties

**Intended learning outcomes**

The students acquire knowledge about how to describe appropriate decision situations and how to solve them based on the learned concepts.

**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)

**Allocation of places**

--

**Additional information**

--

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

--
**Module title**  
Seminar: Investment and Finance  

**Abbreviation**  
12-I&F-FS-212-m01

**Module coordinator**  
holder of the Chair of Business Management, Banking and Finance

**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**  
undergraduate

**Other prerequisites**  
--

**Contents**

This seminar deals with current topics of investments and finance. Students will be required to independently analyse a selected topic and to write a term paper. This term paper may be largely literature based or empirical or may be based on independent work with formal models. In addition, students will be required to deliver a talk on the topic.

**Intended learning outcomes**

After completing the seminar "Investments and Finance", the students acquired detailed knowledge of important fields of investments and finance. They are also able to process their research findings in a written assignment and to present their findings.

**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 oral examination (approx. 25 minutes), (weighted 3:2)

**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: Introduction to Risk Management  
Abbreviation: 12-ERM-211-m01

**Module coordinator**
Holder of the Chair of Corporate Finance  
**Module offered by**
Faculty of Business Management and Economics

**ECTS**
5  
**Method of grading**
Numerical grade: --

**Duration**
1 semester  
**Module level**
Undergraduate  
**Other prerequisites**
--

**Contents**
This module provides an overview of the form and approach of the systematic risk management process in a business context. This risk management process consists of the process steps of risk identification, risk assessment and aggregation, risk management and risk control.

This course is based on this process structure and is structured accordingly:

- **M1 | Legal and business motivation for risk management**
  - In Germany, outside the banking sector, there have been legal regulations for setting up corporate risk management since the KonTraG came into force in 1998. In addition to the legal obligation to set up a risk management system, the systematic handling of risks is also of interest from a business management point of view, as the conscious acceptance of risks has a significant positive influence on the company's ability to plan and control.

- **M2 | Risk identification**
  - Risk identification involves systematically recording all of a company's major risks. The earlier risks are identified, the more comprehensively appropriate countermeasures can be taken.
  - Risk identification is a fundamental task of risk management, as it provides the information basis for all further process steps, because only identified risks can be assessed, aggregated and controlled. Various methods can be used to identify risks.

- **M3 | Risk assessment and aggregation**
  - Once risks have been identified, they must be assessed. Both qualitative and quantitative methods are available for this purpose. The objective of risk assessment is to describe the risk in terms of appropriate statistical distribution functions. Once the relevant risks have been described by distribution functions, the next task is to determine the company's overall risk position by means of a so-called risk aggregation.

- **M4 | Risk management**
  - This module deals with the options for risk control. Risk management is strongly linked to a company's strategy, as this is also where the company's attitude towards risk is anchored (risk appetite). In addition, the risk coverage potential (=available equity capital) is of decisive and existential importance.
  - Various strategies can be used to manage risks.

- **M5 | Risk control and reporting**
  - With the help of early warning indicators (so-called key risk indicators, KRI), (negative) changes in the scope or probability of risk occurrence can be monitored and identified in good time. However, risk control does not only
monitor KRI, it is also used to control measures implemented as part of risk management and to evaluate them for efficiency and success. As part of risk reporting, all findings from the individual risk management process phases are transferred to a risk report. The addressees of the risk report are risk officers, department heads, the Board of Management, the Supervisory Board or external parties such as auditors, shareholders or rating agencies. The scope and level of detail of the risk report depend on the recipient of the report.

**M6 | Risk management information systems (RMIS)**

A prerequisite for the company-wide and sustainable establishment of a risk management system is the software support provided by risk management information systems. Although known risks can be recorded and processed using standard tools such as Excel spreadsheets, they quickly reach their limits. As soon as additional users are to be integrated, an integrated software approach is required, as risk management information systems entail.

<table>
<thead>
<tr>
<th>Intended learning outcomes</th>
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</thead>
<tbody>
<tr>
<td>Students are taught the fundamentals of risk management. The students are able to identify, record and evaluate risks in a structured manner and furthermore express the scope of risk on a mathematical basis. The students are able to derive suitable risk measures and know how risks can be monitored.</td>
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<th>Courses (type, number of weekly contact hours, language — if other than German)</th>
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<th>Allocation of places</th>
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<th>Additional information</th>
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<tr>
<td>Business Valuation between Financial Mathematics and Data on Capital Market</td>
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<th>Module coordinator</th>
<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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<tr>
<td>1 semester</td>
<td>undergraduate</td>
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**Contents**

Content: This course deals with the "objectified corporate valuation" of public companies, the components of the discount rate and the mathematical structure of the DCF methods.

Outline of syllabus:
1. Introduction
2. Uncertainty as the central problem in the valuation of a company
3. Estimation of surpluses: accuracy and consistency
4. Risk free rate: capitalised value under certainty applying different interest rate structures
5. The risk premium: identification of the relevant risk and its equivalence for valuation object and alternative investment
6. Different discounted cash flow valuation methods: formal foundations and economic principles

**Intended learning outcomes**

After completion of the module "Business valuation between Financial Mathematics and capital market data" students can
(i) understand the modern process of objectified business valuation theory;
(ii) examine submitted reviews according to consistent application of these methods.

**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)

**Allocation of places**

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**Additional information**

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<table>
<thead>
<tr>
<th>Module title</th>
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<tbody>
<tr>
<td>Business Taxation 1: An Introduction to Tax Law &amp; Tax Planning</td>
<td>12-St1-F-152-m01</td>
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### Contents

This module will introduce students to the field of business taxation. It will provide an overview of German tax law and will analyse tax effects on economic decisions in standard models for investment and financing decisions.

### Intended learning outcomes

Students get an overview of the German tax law and they acquire the ability to recognize and understand the effect of taxation in fundamental economic decisions. Therefore, the module is recommended also for students who don’t want to specialize in finance and accounting but rather in management studies.

### 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)  
creditable for bonus

### Allocation of places

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### Additional information

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<tr>
<th>Module title</th>
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<tbody>
<tr>
<td>Business Taxation 2: The Taxation of Income in Germany</td>
<td>12-St2-F-152-m01</td>
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**Contents**

In this module, students will acquire an in-depth knowledge of the system of income taxation in Germany which consists of personal income tax, corporate income tax and trade tax, a special income tax on business income.

**Intended learning outcomes**

Students acquire in-depth knowledge of the system of income taxation in Germany. They are able to solve practical problems of medium to high complexity in this field by means of the tax code, other legal texts and secondary 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)

written examination (approx. 60 minutes) creditable for bonus

**Allocation of places**

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**Additional information**

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<td>Business Taxation 3: Introduction to VAT</td>
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**Contents**

Introduction to German value added tax.

**Intended learning outcomes**

Students acquire a thorough knowledge of German VAT law. They are able to solve VAT problems of low to medium complexity by using the tax code itself as well as related 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) 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

**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
---|---
Selected Topics in Business Taxation | 12-StAP-V-212-m01

Module coordinator | Module offered by
holder of the Chair of Business Taxation | Faculty of Business Management and Economics

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Contents
This module deals with selected problems and issues of business taxation.

Intended learning outcomes
The students will be able to edit and solve selected problems and issues of business.

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. 10 to 15 pages) and presentation (approx. 20 minutes), (weighted 2:1) or
c) oral examination in groups of up to 3 candidates (approx. 10 minutes per candidate)
Language of assessment: German and/or English
creditable for bonus

Allocation of places
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Additional information
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<table>
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<td>Seminar: Business Taxation</td>
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</table>

**Contents**

This module deals with selected problems and issues of business taxation.

**Intended learning outcomes**

The students will be able to edit and solve selected problems and issues of business taxation.

**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. 10 to 15 pages) and presentation (approx. 20 minutes), (weighted 2:1) or
- c) oral examination in groups of up to 3 candidates (approx. 10 minutes per candidate)

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 | Abbreviation
---|---
Integrated Business Processes | 12-GP-G-152-m01

Module coordinator | Module offered by
Holder of the Chair of Business Management and Business Information Systems | Faculty of Business Management and Economics

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**Contents**

This course is aimed at students of Wirtschaftsinformatik (Business Information Systems) and Wirtschaftswissenschaft (Business Management and Economics) interested in the topic. The course is divided up into two parts. In the theoretical part, students will acquire the necessary theoretical knowledge that will serve as a basis for the practical part. The practical exercise will present students with an opportunity to apply their newly acquired knowledge by working with an SAP S/4/HANA on case studies on the model company Almika. In this context, the human resources, purchasing, sales, service, project management and finance departments will be dealt with.

The course will introduce students to business processes of an ERP system (Enterprise Resource Planning) using the example of SAP S/4HANA. In addition to the basic principles, students will also become familiar with the processes and functionalities.

**Intended learning outcomes**

After completing the course, the students will be able to

1. reflect technical principles and operational models of ERP systems,
2. understand the functionality of ERP systems and
3. perform and understand business processes within the ERP system SAP Business ByDesign.

**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) term paper (approx. 10 to 15 pages) and presentation (approx. 10 minutes), weighted 2:1 creditable for bonus

**Allocation of places**

15 places. (1) The number of places is not restricted for students of the Bachelor’s degree subject Wirtschaftsinformatik (Business Information Systems) (BSc with 180 ECTS credits). (2) Additional places will be allocated to students of other subjects provided there is enough capacity. These additional places will be allocated by lot among all applicants irrespective of their subjects. (3) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (4) 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
Forward and Reverse Business Engineering

Abbreviation
12-FRBE-F-152-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
undergraduate

Other prerequisites
--

Contents
"Business Engineering" refers to the method and model-based design theory for companies in the information age. "Forward" refers to design methods (such as situation analysis, requirements analysis and business process modelling) that help implement a new solution. "Reverse" refers to approaches (such as the use and process analysis) that make it possible to improve or re-design existing structures and processes. Market requirements and technological innovation potential are typical reasons for the continuous transformation of a company. The resulting change needs to be implemented into the organisational structure, business processes and information systems.

The course traces the implementation cycle of enterprise software from the point of view of a member of a project team. In addition to acquainting students with the theoretical basis of adaptation, the course will also discuss examples from practical projects.

Intended learning outcomes
The students know in detail the process of adaptation of business software libraries. They master the methods of Forward Engineering (such as situation analysis, requirement analysis, process modeling and business blueprint) and Reverse Engineering (Reverse Business Engineering) and their implementation in tools.

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) term paper (approx. 10 to 15 pages) and presentation (approx. 10 minutes), weighted 2:1 creditable for bonus

Allocation of places
50 places. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Bachelor's students of Wirtschaftsinformatik (Business Information Systems) (BSc with 180 ECTS credits) 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. (4) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (5) 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
--- | ---
Seminar: Information Systems | 12-Wiinf-FS-212-m01

Module coordinator | Faculty of Business Management and Economics
holder of the Chair of Business Management and Business Information Systems

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

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

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 “Wirtschaftsinformatik-Seminar”, 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 pages) and presentation (approx. 20 minutes), (weighted 2:1)
Language of assessment: German and/or English creditable for bonus

Allocation of places
15 places. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Bachelor’s students of Wirtschaftsinformatik (Business Information Systems) (BSc with 180 ECTS credits) 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. (4) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (5) A waiting list will be maintained and places re-allocated by lot as they become available.

Additional information
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<td>Human Resource Management</td>
<td>12-P&amp;O-F-212-m01</td>
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**Module coordinator**

holder of the Chair of Human Resource Management and Organisation

**Module offered by**

Faculty of Business Management and Economics

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

**Contents**

The lecture "Personal und Organisation" ("Human Resources Management and Organisation") presents and discusses basic theories, estimation techniques and empirical results from the area of personnel economics and organisation.

Reading list to be provided during lecture

**Intended learning outcomes**

The aim of the lecture is to enable students to understand and apply basic theories, estimation techniques and empirical results in the area personnel economics and organisation on the basis of text books and 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)

written examination (approx. 60 minutes)

**Allocation of places**

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**Additional information**

--

**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>Seminar: Human Resource Management &amp; Organizational Theory</td>
<td>12-P&amp;O-FS-212-m01</td>
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<table>
<thead>
<tr>
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<th>Module offered by</th>
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</thead>
<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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</tbody>
</table>

**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 in class.

**Intended learning outcomes**

The students learn to handle, formulate in own words, present, and discuss current research literature.

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

| S (2) |

<table>
<thead>
<tr>
<th>Method of assessment (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. 15 pages) and presentation (approx. 20 minutes), (weighted 1:1)</td>
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</table>

**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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<table>
<thead>
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<th>Module title</th>
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<tr>
<td>Strategic and Innovation Management</td>
<td>12-IM-212-m01</td>
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<th>Module offered by</th>
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<tbody>
<tr>
<td>holder of the Chair of Entrepreneurship and Management</td>
<td>Faculty of Business Management and Economics</td>
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</table>

<table>
<thead>
<tr>
<th>Contents</th>
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</thead>
<tbody>
<tr>
<td>The course will provide students with an overview of essential topics of innovation management. Particular emphasis will be on the application of theoretical concepts to practical examples and cases. The course will develop the innovation process starting with the idea and ending with the market entry of an innovation. The course will consist of two core elements: 1. &quot;Creating Value&quot;: how can companies create something new? and 2. &quot;Profiting from Value&quot;: how can companies profit from innovations? The course will use practical examples from numerous industries such as world-class restaurants, music, consumer goods, electricity or the software industry.</td>
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</table>

<table>
<thead>
<tr>
<th>Intended learning outcomes</th>
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</thead>
<tbody>
<tr>
<td>At the end of the module students are able to understand:</td>
</tr>
<tr>
<td>• The importance of innovations</td>
</tr>
<tr>
<td>• The sources of innovations</td>
</tr>
<tr>
<td>• The New Product Development process</td>
</tr>
<tr>
<td>• The roles in the innovation process</td>
</tr>
<tr>
<td>• The importance of intellectual property rights</td>
</tr>
<tr>
<td>• How innovations diffuse in the market</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Courses (type, number of weekly contact hours, language — if other than German)</th>
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<tbody>
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<td>V (2) + Ü (2)</td>
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<td>a) written examination (approx. 60 minutes) or</td>
</tr>
<tr>
<td>b) term paper (as individual or group work; approx. 10 pages per person) or</td>
</tr>
<tr>
<td>c) oral examination in groups of up to 3 candidates (approx. 10 minutes per candidate)</td>
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<tr>
<td>Language of assessment: German and/or English</td>
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<table>
<thead>
<tr>
<th>Allocation of places</th>
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<table>
<thead>
<tr>
<th>Additional information</th>
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<table>
<thead>
<tr>
<th>Referred to in LPO I (examination regulations for teaching-degree programmes)</th>
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</table>
### Module title
Entrepreneurship

### Abbreviation
12-EPS-212-m01

### Module coordinator
holder of the Chair of Entrepreneurship and Management

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

<table>
<thead>
<tr>
<th>ECTS</th>
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</table>

### Duration
1 semester

### Module level
undergraduate

### Contents

**Description:**
The course introduces students to the basics of entrepreneurial self-employment. In addition to discussing theoretical concepts covering the definition, creation and performance of new ventures, the course will also discuss methods and instruments for a potential entrepreneurial career. Several content areas of start-up planning are being covered during the course of the lecture including team compilation, business model creation and financing.

**Contents of the course:**
1. Introduction to entrepreneurship
2. Human resources in start-ups
3. Opportunity analysis
4. Business modelling
5. Entrepreneurship in the digital industry
6. Business planning
7. Finance
8. Marketing in start-ups

### Intended learning outcomes
After completing the module "Entrepreneurship", the students should be able to
(i) describe and problematize the concept of entrepreneurship and the entrepreneurial perspective;
(ii) describe and analyze the entrepreneurial process, its drivers, characteristics and context;
(iii) apply theories within the entrepreneurship field to real life situations;
(iv) take initiatives and independently develop a business idea and use knowledge gained from earlier courses in business administration in order to develop this idea in a business plan sketch;
(v) plan human resources and marketing in a start-up.

### Courses

V (2) + Ü (2)

Module taught in: German and/or English

### Method of assessment

(a) written examination (approx. 60 minutes) or
(b) term paper (as individual or group work; approx. 10 pages per person) or
(c) oral examination in groups of up to 3 candidates (approx. 10 minutes per candidate)

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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### Seminar: Research Seminar

<table>
<thead>
<tr>
<th>Module title</th>
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<tbody>
<tr>
<td>Seminar: Research Seminar</td>
<td>12-RES-211-m01</td>
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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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</table>

**Duration**
1 semester

**Module level**
Undergraduate

**Other prerequisites**
--

**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**
- Raise students’ awareness of research positioning and theoretical modelling
- Familiarize students with systematic literature search
- Enable students to develop a well-structured, academic manuscript

**Learning outcomes**
On successful completion of this module students will be able to:
- Formulate an adequate research question
- Effectively search the literature
- Structure and write-down an academic manuscript
- Present and explain their research outcomes in class

**Courses**
S (2)
Module taught in: German and/or English

**Method of assessment**
Term paper (10 to 15 pages) and presentation (in groups of up to 3 candidates, approx. 10 minutes per candidate)
Language of assessment: German and/or English

**Allocation of places**
15 places.
Should the number of applications exceed the number of available places, places will be allocated as follows:
(1) Applicants who have already achieved a total of 90 ECTS credits or more will be given preferential consideration.
(2) When places are allocated in accordance with (1) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken so far; among applicants with the same average grade, places will be allocated by lot.

**Additional information**
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**Referred to in LPO I**
(examination regulations for teaching-degree programmes)
--
### Seminar: Business Simulation

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<th>Module title</th>
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<tbody>
<tr>
<td>Seminar: Business Simulation</td>
<td>12-BUS-211-m01</td>
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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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</table>

**Duration**

1 semester

**Module level**

undergraduate

**Other prerequisites**

--

### Contents

This action-oriented module complements the lecture “Strategic and Innovation Management” (12-IM). In teams of up to four students, students compete in a business simulation that covers critical elements of managerial decision making. Participants act as a board of directors to develop the business by making decisions related to strategy, finance, market, operations, staffing, and innovation. This provides a unique opportunity to directly apply and critically reflect topics discussed in the classroom, while working in a team.

### Intended learning outcomes

**Educational aims**

- Raise students’ situational awareness in managerial decision making
- Promote students’ ability to make informed managerial decisions in complex situations
- Sensitize students for the need to anticipate competitive actions and reactions

**Learning outcomes**

On successful completion of this module, students will be able to:

- Understand how management theories can be applied in ‘real-life’ decision making scenarios
- Understand the interconnectivity of managerial decisions in different areas of a company, e.g., marketing, finance, and innovation
- Make managerial group decisions based on anticipated competitor behavior

### Courses

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<th>(type, number of weekly contact hours, language — if other than German)</th>
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**Module taught in:** German and/or English

**Method of assessment**

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<tbody>
<tr>
<td>Term paper (10 to 15 pages) and presentation (in groups of up to three candidates, approx. 10 minutes per candidate)</td>
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<tr>
<td>Language of assessment: German and/or English</td>
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**Allocation of places**

15 places.

WB₄

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

1. Applicants who have already achieved a total of 90 ECTS credits or more will be given preferential consideration.

2. When places are allocated in accordance with (1) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken so far; among applicants with the same average grade, places will be allocated by lot.

**Additional information**

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**Referred to in LPO I**

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

**Seminar: Business Plan**

| Abbreviation | 12-BPS-211-m01 |

### Module coordinator

Holder of the Chair of Entrepreneurship and Strategy

### Module offered by

Faculty of Business Management and Economics

### ECTS

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### Duration

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<tbody>
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</table>

### Contents

Students work in teams of up to three students to develop a business model and a business plan for an own business idea or a notional one.

### Intended learning outcomes

**Educational aims**

- Clarify the role of business models and business plans
- Clarify theoretical concepts related to business models and business plans
- Enable students to critically appraise alternative approaches to business modelling and business planning
- Enable students to evaluate the boundaries and risks of business modelling and business planning

**Learning outcomes**

On successful completion of this module you will be able to:

- Assess the role of business models and business plans for startups and established companies
- Make judgements about the design of business models and business plans
- Create and evaluate concepts related to business models and business plans
- Systematically choose between different routes of action

### Courses

- **S (2)**
  - Module taught in: German and/or English

### Method of assessment

- **Term paper (10 to 15 pages) and presentation (in groups of up to three candidates, approx. 10 minutes per candidate)**
- Language of assessment: German and/or English

### Allocation of places

- 15 places.
- WB4

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

1. Applicants who have already achieved a total of 90 ECTS credits or more will be given preferential consideration.
2. When places are allocated in accordance with (1) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken so far; among applicants with the same average grade, places will be allocated by lot.

### Additional information

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<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Managerial Accounting: cost-based decision-making and control</td>
<td>12-KR-152-m01</td>
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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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</table>

**Contents**

First, this module will discuss basic principles of accounting such as full and direct costing as well as cost and performance accounting in the context of decision-making. The course will then focus on decision-making processes (short-term production planning, pricing decisions) and internal control calculations (the role of controls, deviation analyses).

**Intended learning outcomes**

This module provides competences in order to apply systems of full and direct costing, cost and performance accounting with regard to decision-making and internal control processes. After completing the course unit, students will be able to understand and assess the theoretical principles and interrelationships in decision-making and control as well as be able to apply them to examples from corporate practice. The goal is to promote analytical thinking and problem-solving abilities by analyses of complex problem structures.

**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)

**Allocation of places**

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**Additional information**

--

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

--
### Module title
**Sales Accounting & Management**

### Abbreviation
12-VeCo-212-m01

### Module coordinator
holder of the Chair of Business Management, Controlling and Accounting

### 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
undergraduate

### Other prerequisites
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### Contents
The focus of the lecture is the support of sales management by controlling. The course covers the positioning of sales and sales management with a special emphasis on B2B sales of IT companies and the position of sales controlling as a subset of overall controlling in different business organisations. The course discusses basic requirements of an ideal support of sales by controlling as well as possible elements with which this support function can be realised, such as management information systems, target management and customer relationship management.

### Intended learning outcomes
Knowledge about the practice of working in sales management and the associated sales is acquired. By displaying theoretical tools to support sales management by the controlling and the balance with the reality in companies, participants further acquire skills to evaluate the possible use of sales management tools in practice.

### 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)

- written examination (approx. 60 minutes)

### Allocation of places
40 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
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## Seminar: Managerial Accounting

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<thead>
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<tbody>
<tr>
<td>Seminar: Managerial Accounting</td>
<td>12-AAC-212-m01</td>
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### Module coordinator
holder of the Chair of Chair of Business Management, Controlling and Accounting

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

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</table>

### Duration
1 semester

### Module level
undergraduate

### 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 field of the focuses of module "Entscheidungs- und Kontrollrechnung" ("Management Accounting: Decision Making and Control").

### Intended learning outcomes
After completing the controlling bachelor seminar, students will be able to
(i) understand and apply the fundamentals of scientific literature reviews;
(ii) use elaborated content to write scientific papers;
(iii) create presentations and lectures 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. 12 pages) and presentation (approx. 20 minutes), (weighted 2:1)

### 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 Catalogue for the Subject Business Management and Economics

### minor in a Bachelor’s degree programme, 60 ECTS credits

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
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<tbody>
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<td>Web Programming</td>
<td>12-WebP-F-152-m01</td>
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<tbody>
<tr>
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<td>Faculty of Business Management and Economics</td>
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</table>

### Contents

The lecture "Web Programming" will introduce students to the basic principles of internet-based programming. After a general introduction to web technologies (one unit), the lecture will discuss the markup language HTML and the style sheet language CSS (four units). The basics of the scripting language PHP will be discussed in another four units.

### Intended learning outcomes

The module provides students with knowledge of:

1. HTML, CSS, PHP
2. Databases
3. Database-based Internet applications

### Courses

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

<table>
<thead>
<tr>
<th>V (2)</th>
<th>Ü (2)</th>
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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) completion of programming exercises (approx. 20 hours) and written examination (approx. 60 minutes), weighted 1:1

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>
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<tr>
<td>E-Business</td>
<td>12-Ebus-F-212-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 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**

E-business is a comprehensive, digital processing of business transactions between private and public enterprises as well as institutions and their clients on global public and private networks such as the internet. Precisely because euphoria for e-business has waned considerably in recent years, a lot of emphasis is now being placed on introducing such solutions in a user-oriented way. This lecture will first discuss the supporting economic theories and will then describe and analyse individual solutions such as e-procurement, e-shop, e-marketplace and e-community in detail.

**Intended learning outcomes**

The module provides students with knowledge about:

(i) E-Procurement  
(ii) E-Shop  
(iii) E-Marketplace  
(iv) E-Community

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

V (2) + T (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) term paper (approx. 10 pages) and presentation (approx. 10 minutes), weighted 2:1 or  
d) oral examination in groups of up to 3 candidates (approx. 10 minutes per candidate)

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>
<th>Abbreviation</th>
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<td>Advanced Web Engineering</td>
<td>12-AWE-152-m01</td>
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**Contents**

The module provides an introduction to the development of web-based applications based on current development systems, software components and frameworks.

**Intended learning outcomes**

- Understand the technological foundations of web applications
- Designing the architecture and data model of an application system
- Implementing with the help of SW components and frameworks

**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 c) completion of programming exercises (approx. 20 hours) and written examination (approx. 60 minutes), weighted 1:1

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 Catalogue for the Subject
Business Management and Economics

#### minor in a Bachelor’s degree programme, 60 ECTS credits

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<th>Module title</th>
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<td>E-Business Project</td>
<td>12-EBP-152-m01</td>
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#### Contents

In this course, students will acquire the technical, organisational and social skills necessary for a real e-business. The principal distinguishing feature of this course is its high practical relevance. The project work - evolving from the conceptual design to status presentations and final report - will be completed in small groups.

#### Intended learning outcomes

- Understand challenges of real e-business organisations
- Apply the acquired knowledge to solve a specific, real problem
- Present the developed results

#### 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) term paper (approx. 20 pages) or c) term paper (approx. 10 to 20 pages) and presentation (approx. 15 minutes), weighted 2:1 or d) entirely or partly computerised 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>
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<th>Module title</th>
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**Contents**

Technologies and methods of "Business Intelligence" are aimed at supporting managerial decision-making processes by analyzing and presenting large amounts of data. The module provides an overview of the corresponding analytical information systems, their technical architecture and areas of application. In the practical exercises, the concepts taught are practically demonstrated and applied by the example of a state-of-the-art BI software suite.

**Intended learning outcomes**

- Understand the technological foundations of data warehouses and BI tools.
- Analyse and design conceptual models for analytical information systems.
- Apply real-world BI software products to analyse large structured data sets.

**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. 20 pages) or
- c) Term paper (10 to 20 pages) and presentation (approx. 15 minutes), weighted 2:1 or
- d) entirely or partly computerised 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: Data Management and Analysis
Abbreviation: 12-DM-F-202-m01

Module coordinator: Holder of the Chair of Business Analytics
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: undergraduate
Other prerequisites: --

Contents:
The module teaches on the one hand basics and concepts of modeling data and querying and manipulating databases. Additionally, fundamentals of data analysis as well as data analysis processes are introduced.

Focal points are:
- Fundamentals and application of semantic data modelling
- Fundamentals and application of the relational data model
- Fundamentals and application of data query languages
- Hypothesis-driven and model-building data analysis
- Data analysis processes and their comparison
- Supervised and unsupervised learning processes

Intended learning outcomes:
Upon completion of the module students are able
- to design good conceptual and logical data models;
- to transform conceptual data models into physical data schemas;
- to formulate complex database queries;
- to design different applications with databases;
- perform and interpret hypothesis testing on real data
- understand the basics of supervised and unsupervised machine learning

Courses:
V (2) + Ü (2)

Method of assessment:
(a) Written examination (approx. 60 minutes) or
(b) term paper (approx. 15 pages) or
(c) term paper (approx. 10 pages) and presentation (approx. 10 minutes); (weighted 2:1) or
(d) oral examination (groups of up to 3; approx 10 minutes per candidate)

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

Allocation of places:
50 places.
(1) No restrictions with regard to available places for Bachelor’s students of Wirtschaftsinformatik (Business Information Systems) (BSc with 180 ECTS credits).
(2) Additional places will be allocated to students of other subjects provided there is enough capacity. These additional places will be allocated by lot among all applicants irrespective of their subjects.
(3) Places on all courses of the module with a restricted number of places will be allocated in the same procedure.
(4) 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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<tr>
<td>Programming for Management Students</td>
<td>12-PFM-192-m01</td>
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</table>

### Contents

In the context of digitization, dealing with program code is regularly of great importance for economists, e.g. in automated data analysis or computer-aided modeling of value creation processes. Likewise, in digital transformation projects, it is of great importance to understand how a programmer thinks and implements the tasks assigned to him. This facilitates communication as well as the actual development, adaptation and debugging of the project.

- Introduction to the basics of algorithms
- Programmatic constructs and structures
- Data structures
- Concepts of object-oriented programming
- Practical examples and exercises

### Intended learning outcomes

The lecture teaches the basics of the programmer. At the end of the course, the participants should be able to understand simple Python programs and are able to independently implement simple small programming projects in practice with Python.

### 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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<td>a) Written examination (approx. 60 minutes) or</td>
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<tr>
<td>b) Oral examination in groups of up to 3 candidates (approx. 10 minutes per candidate) or</td>
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<tr>
<td>c) Programming exercises (approx. 20 hours total) and written examination (approx. 60 minutes), weighted 1:1 or</td>
</tr>
<tr>
<td>d) entirely or partly computerised written examination (approx. 60 minutes) 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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</table>
Module title | Abbreviation
--- | ---
Supply Chain Management | 12-SCM-F-212-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 | Method of grading | Only after succ. compl. of module(s)
--- | --- | ---
5 | numerical grade | --

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

Contents
The seminar “Supply Chain Management” will introduce students to tactical and operational planning problems of supply chain management. It will discuss the wording of these as formal models and, with the help of a continuous case study, will acquaint students with the implementation of these models in SAP APO.

Intended learning outcomes
After completing this seminar students can
(i) apply selected and applied quantitative models for procurement, production, sales and supply chain management;
(ii) face the practical problems when using real data to feed models;
(iii) understand the challenges to reach a coordinated decision in a company.

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) term paper (approx. 10 to 15 pages) and presentation (approx. 10 minutes); (weighted 2:1)
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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### Seminar: Logistics & Supply Chain Management

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
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<tbody>
<tr>
<td>Seminar: Logistics &amp; Supply Chain Management</td>
<td>12-LSCM-212-m01</td>
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**Module coordinator**
holder of the Chair of Logistics and Quantitative Methods in Business Administration

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

<table>
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</table>

**Contents**

In this module, students will learn, on a case-by-case basis, how companies successfully implemented quantitative planning methods to optimise their processes in logistics and supply chain management.

**Intended learning outcomes**

After completing this module students can

1. understand mathematical models to solve practical problems in logistics and supply chain management,
2. evaluate and critique the results of such models, and
3. understand, describe, and evaluate the limits of such models.

**Courses**

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

written elaboration (approx. 10 to 15 pages) and presentation (approx. 10 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) Applicants who have already achieved a total of 90 ECTS credits or more will be given preferential consideration. (2) When places are allocated in accordance with (1) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken so far; among applicants with the same average grade, places will be allocated by lot.

**Additional information**

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**Referred to in LPO I**

( examination regulations for teaching-degree programmes)
### Module Catalogue for the Subject
Business Management and Economics

#### minor in a Bachelor's degree programme, 60 ECTS credits

<table>
<thead>
<tr>
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<td>Toyota Supply Chain Management</td>
<td>12-MDM-212-m01</td>
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</table>

#### Contents

Toyota is still considered to be a pioneer in the field of automobile production although it has recently had to cope with difficulties (e.g. recalls, production shortfalls caused by natural disasters) and had lost its dominant position in the automotive market to General Motors and Volkswagen—at least temporarily. The development of concepts, such as Lean Manufacturing, Total Quality Management, Kaizen, Kanban, etc. can be attributed completely or at least partially to Toyota. These concepts integrated in the so-called Toyota Production System (TPS) are now considered standard elements of modern production systems and are standard repertoire in business management. However, with a focus on the management of production systems, they only represent one of the cornerstones of the successful Toyota model. Toyota currently operates extremely efficient global supply chains with international production sites (in Japan, USA, France, Brazil, Argentina, Malaysia, Pakistan, etc.), globally distributed suppliers and a worldwide dealer network. Toyota implemented not only efficient production (with TPS), but also sustained efficient design and coordination of globally distributed value-added activities. To accomplish this, Toyota has consistently developed its management philosophy and the principles underlying TPS and integrated these in the "Toyota supply chain". While we were able to learn from Toyota in the past as to how production systems can be designed, today we can learn from Toyota as to how complex global supply chains in the automotive industry - but also in other industries - should be designed and coordinated. Notably its planning principles are - despite the greater complexity - easy to understand, simple to implement and are based on simple 'ground rules'. The aim of this seminar is to learn from the Toyota supply chain.

#### Intended learning outcomes

Drawing on current cutting-edge research, students are enabled to critically and independently 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)

written elaboration (approx. 10 to 15 pages) and presentation (approx. 10 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) Applicants who have already achieved a total of 90 ECTS credits or more will be given preferential consideration. (2) When places are allocated in accordance with (1) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken so far; among applicants with the same average grade, places will be allocated by lot.

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<table>
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<tr>
<td>Planning and Decision Making in Business Information Systems</td>
<td>12-PEBI-211-m01</td>
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**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**

undergraduate

**Other prerequisites**

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**Contents**

Quantitative methods form a central basis for business planning and decision-making. From the information systems perspective, these methods must be integrated into IT systems and processes. The lecture presents fundamental concepts and methods from the areas of decision theory and analysis, mathematical optimization and discrete Markov chains. The methods are applied in the exercise on the basis of examples and solved computer-aided.

**Intended learning outcomes**

- Normative and empirical decision theory
- Fundamentals of linear programming
- Sensitivity analysis
- Discrete Optimization
- Discrete Markov chains

**Courses**

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

V (2) + Ü (2)

Module taught in: German and/or 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) oral examination of one candidate each (approx. 20 to 30 minutes)
c) exercises (approx. 6 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 | Abbreviation
---|---
Primer in Data Science | 12-PDS-211-m01

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

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

V (2) + Ü (2)
Module taught in: German and/or 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) oral examination of one candidate each (approx. 20 to 30 minutes) or c) exercises (approx. 6 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

Monetary Policy and Financial Markets

### Abbreviation

12-EuGP-F-212-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

Undergraduate

### Other prerequisites

--

### Contents

The course discusses the following questions:
1. Why is price stability the main objective of the ECB?
2. How can the ECB control interest rates and the creation of credit? Why did the financial crisis happen?
3. How does interest rate policy influence macroeconomic objectives (price stability and full employment)?
4. Why is it important for monetary policy to be independent?
5. How does the ECB know, how to set interest rates? (strategies of monetary policy)
6. Why did central banks engage in unconventional monetary policy during the last years?

### Intended learning outcomes

By completing this course, students receive a profound understanding of theory and practice of monetary policy. Next to a profound knowledge of monetary policy in general, students are able to form a critical opinion about the conduct of monetary policy by the European Central Bank and in part about the policy of other central banks.

### Courses

(V (2) + Ü (2)
Module taught in: German and/or English

### 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)

--
Module title | Abbreviation
--- | ---
International Money & Finance | 12-IFM-212-m01

Module coordinator | Module offered by
--- | ---
Holder of the Chair of Monetary Policy and International Economics | Faculty of Business Management and Economics

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

Contents

The module introduces students to exchange rate theory, the determinants of international financial flows and monetary open economy models for the analysis of monetary and fiscal policy. The module is divided into three parts. The first one covers exchange rates and the second one the balance of payments, international financial flows and financial market globalization. Based on these two, the third one focuses on economic policy applications including the exchange rate regime choice, exchange rate crises and optimum currency area theory.

Format of the module: Lectures and exercise sessions

Prerequisites: Basic knowledge of microeconomics and macroeconomics as taught for example in a Principles of Economics class or in Microeconomics I and Macroeconomics I.

Usability: Bachelor Wirtschaftswissenschaften

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 international finance and learn analyzing practical examples with monetary models. Students gain expertise on institutional aspects and theoretical models. Having completed the module, students will be able to understand current developments in international finance 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)

Module taught in: German and/or 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

Allocation of places

--

Additional information

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minor in a Bachelor's degree programme Business Management and Economics (2021)  JMU Würzburg • generated 19-Jul-2022 • exam. reg. data record Bachelor (60 ECTS) Wirtschaftswissenschaft - 2021
Module title | Abbreviation
---|---
Applied Business Cycle Analysis and Forecasting | 12-AKP-211-m01

<table>
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<td>Holder of the Chair of Monetary Policy and International Economics</td>
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**Contents**

This module is an introduction to economic forecasting and business cycle analysis. The course is divided into three sections. In the first section, statistical and methodological basics on quantitative macroeconomic analysis and forecasting are discussed. The second section covers various aspects and issues related to economic forecasting. In the last sections, recent developments, topics, and research insights are presented.

Format of the module: lectures

Prerequisites: Basic knowledge of microeconomics and macroeconomics as taught for example in a Principles of Economics class or in Microeconomics I and Macroeconomics I.

Usability: Bachelor Wirtschaftswissenschaften

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 + Self Study)

Duration: 1 Semester

**Intended learning outcomes**

Students will acquire a basic understanding of the theory and practice of applied business cycle analysis and forecasting. Further, students will learn how to analyze and answer real-world economic problems using their economic toolkit. Students gain expertise on applying their knowledge gained in basic economics courses on policy-relevant issues. Having completed the module, students will be able to understand current macroeconomic and economic policy developments and to use models and theories to analyze and evaluate these.

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

S (2)

Module taught in: German and/or 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) term paper (approx. 10 to 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) or d) oral examination (approx 20 minutes)

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 | Abbreviation
---|---
Business Cycle Analysis | 12-Konj1-F-212-m01

Module coordinator | Module offered by
holder of the Chair of Monetary Policy and International Economics | Faculty of Business Management and Economics

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Contents

The course will introduce students to the theory of business cycle dynamics. Capitalist based economies are subject to pronounced cycles of economic booms and busts. In this course, we will find out why! Kicking off the lecture, we will look at some stylised empirical facts of business cycles. Afterwards, we will give a structural interpretation, focusing in particular on housing and asset markets and their role for the business cycle. We will also take a closer look at investment, one of the main cycle-makers. Afterwards, we will ask the question of how monetary and fiscal policy can safeguard the business cycle. Special attention will be given to the euro area. We will also invite an expert to give a practical introduction to business cycle indicators.

Intended learning outcomes

The course offers an introduction into a vast array of analytical tools. Students (i) are exposed to 1st and 2nd order difference equations and learn how to solve them; (ii) learn how business cycle indicators are constructed; (iii) are supplied with up to date knowledge on the interaction of business cycles, asset markets and economic policy which enables them to critically access contemporaneous policy.

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 (as group or individual work, approx. 10 pages each person) or 
c) oral examination in groups of up to 3 candidates (approx. 10 minutes per candidate)

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: Business cycles, corporate finance and asset markets

**Abbreviation**  
12-KUV-211-m01

**Module coordinator**  
Head of the Work Group of Empirical Economics

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

**ECTS** | **Method of grading** | **Duration** | **Module level** | **Other prerequisites** | **Contents**
---|---|---|---|---|---
5 | numerical grade | 1 semester | undergraduate | -- |

The modul is located in the nexus of business cycles, corporate finance and asset markets. Being located at the intersection between economics and finance the modul adresses the interaction between business cycles, corporate finance and asset markets. Concretely students can work on subjects like „what is the impact of interest rate changes by the central bank on the housing market“, „how do asset markets and household consumption interact“ and „what is the interrelationship between financing conditions and the business cycle“. From a methodological point of view the course targets to built on existing methodological toolkits acquired during the bacheior studies. Students are guided to deepen their understanding on those toolkits to analyze data and to generate results.

**Intended learning outcomes**
The modul equips students with the necessary tools to analyze data to generate results on topics of interest. Besides students need to present their findings and communicate their results to other students.

**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 (approx. 25 minutes), weighted 2:1

**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

Seminar: Economic Policy

### Abbreviation

12-VWL1-FS-212-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

undergraduate

### Other prerequisites

--

### Contents

Acquiring an in-depth understanding of specific problems of macroeconomics.

### 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 bachelor thesis.

### Courses

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

S (2)

Module taught in: German and/or 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. 15 pages) and presentation (approx. 25 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 I

(examination regulations for teaching-degree programmes)

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<td>International Economics</td>
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### Contents

**Content**

The course starts with an introduction into facts, trends and issues pertaining to the real side of globalization. The main part of the course deals with explanations of international trade (comparative advantage, product variety) and for international factor movements (if time permits). Current issues and controversies (e.g. globalization and labor; globalization and the environment; migration within the European Union) are analyzed on this background.

**Outline**

I International Economics – Trends and current developments

II Internationale Trade

1 Ricardian Theory: Labor productivity and comparative advantage

2 Heckscher-Ohlin-factor proportion theory and the general neoclassical model

3 New Trade Theory: Product differentiation, scale economies, firm heterogeneity

III International Factor Movements [time permitting]

**Literature:**

This course does not strictly follow a single textbook. The best general reference is Krugman, P.R., M. Obstfeld, M.J. Melitz (2018), International Economics. Theory and policy (older versions will also do).

The course develops case studies that use additional references.

**Intended learning outcomes**

The students acquire the ability to critically reflect and understand trends and developments concerning the real side of the world economy: trade flows and international factor movements. They are enabled to understand and defend the causes and consequences of globalization both analytically as well as in an intuitive manner. They acquire the scientific knowledge to evaluate controversies associated with the ongoing deepening of the international division of labor.

**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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### Additional information

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

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**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)

| 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 (approx. 30 minutes), 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**  
Applied Regional and Urban Economics  

**Abbreviation**  
12-ARS-152-m01

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**Contents**

I A brief revision of econometrics: OLS and fixed effects regression  
II Geographical agglomeration of economic activity  
III Firm heterogeneity and the exporter wage premium  
IV A brief revision of econometrics: Instrumental variables regression  
V German local labour markets and "the Rise of the East"

**Intended learning outcomes**

This course focuses on the empirical analysis of current topics in international and regional economics. After reviewing some theoretical background and empirical methods, students learn to comprehend empirical studies, recognize possible pitfalls and conduct their own analyses using statistical software packages and authentic datasets. A strong focus is put on the identification of causal effects. Students should already have basic knowledge in econometric analysis and international trade theory.

The lecture starts with a revision of basic empirical methods. The first application is to analyse if and why (and to what magnitude) firms benefit from being located in agglomerations such as the Silicon Valley. Next, we analyse the role of firms in international trade. What distinguishes exporters from non-exporters and are employees of exporters better off? Returning to a regional perspective, we then discuss several recent research papers on the adjustment of local labor markets to increasing trade with China and Eastern Europe.

In a complementary lab tutorial (Übung) students learn to conduct empirical analyses by themselves. In hands-on exercises, they first practice how to obtain and prepare datasets and how to use summary statistics to find general patterns in the data. We then apply our theoretical knowledge from the lecture to devise empirical strategies and to interpret our results.

**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. 10 pages) including empirical analysis prepared by candidates

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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<td>Games and Strategies</td>
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### Contents

Outline of syllabus:
1. Static games with complete information
   - Concept of a game
   - Solution concepts and the Nash equilibrium
   - Continuous strategy sets
   - Nash equilibrium in mixed strategies
2. Dynamic games with complete information
   - Subgame perfect Nash equilibrium
   - Repeated games
3. Static games with incomplete information: Bayesian Nash equilibrium
4. Dynamic games with incomplete information
   - Perfect Bayesian Nash equilibrium
   - Signaling games

### Intended learning outcomes

Students which complete this course will be able to
(i) explain different equilibrium concepts (Nash equilibrium, subgame perfect equilibrium, bayesian equilibrium, perfect bayesian equilibrium);
(ii) explain for which kind of strategic situation each of these equilibrium concepts were developed;
(iii) apply these concepts to simple realistic strategic situations;
(iv) choose the appropriate equilibrium concept which fits best to a given strategic situation.

### Courses

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Module taught in: German and/or 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

### 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
---|---
Competition Policy | 12-S&W2-F-212-m01

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

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Contents

Content:
German and European Competition Policy illustrated by real world cases of the Competition Protection Office.

Outline of syllabus:
1. History of economic thought on competition and mission statements
2. Overview of German and European competition law
3. Fundamentals of industrial economics
4. Classic cartels
5. Tacit collusion
6. Horizontal mergers
7. Joint ventures
8. Abuse of dominant positions: price level
9. Abuse of dominant positions: price discrimination
10. Vertical restraints
11. Vertical mergers

Reading:
Schulz: Wettbewerbspolitik, Tübingen.

Intended learning outcomes

After completing the course students are able to
(i) recognize the potential of lessening competition due to certain practices by firms;
(ii) argue by using results from industrial economics why certain practices hinder competition;
(iii) understand decisions of the Bundeskartellamt and of the European Commission and evaluate such deci-

sions from an economic point of view.

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

V (3) + Ü (2)

Module taught in: German and/or 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. 10 pages) and presentation (approx. 15 minutes), (weighted 2:1)

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
- Economics of Regulation

### Abbreviation
- 12-S&W3-F-212-m01

### Module coordinator
- holder of the Chair of Industrial Economics

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

### ECTS
- 5

### Method of grading
- Only after succ. compl. of module(s)
- Numerical grade

### Duration
- 1 semester

### Module level
- Undergraduate

### Other prerequisites
- --

### Contents
- Outline of syllabus:
  1. Repetition of micro skills
     - Definitions and basic concepts
     - Market analysis
  2. Introduction to regulation theory
     - The regulatory process
     - The natural monopoly
     - Optimal pricing of natural monopoly
     - Privatisation
  3. Practice of economic regulation
     - Past and recent experience in Europe and around the world
     - Analysis of selected naturally monopolistic markets

This course will be taught in English.

### Intended learning outcomes
- The aim of this course is to provide the students with an understanding of the economic analysis that underpins competition policy and regulatory policy towards network utilities and to provide them with some institutional background.
- Upon successful completion of this module the students will
  (i) acquire an understanding of the underlying reasons why some markets cannot be made competitive;
  (ii) acquire a knowledge of the economic principles that lie behind the application of competition policy and utility regulation;
  (iii) develop an understanding of the ways in which economic analysis can positively inform competition policy and utility regulation, and the limitations of economic analysis in this context;
  (iv) learn from the practical experiences of market regulation and deregulation of the last 20-30 years.

### Courses
- V (2) + Ü (2)
- Module taught in: German and/or English

### Method of assessment
- a) written examination (approx. 60 to 120 minutes) or
- b) term paper (approx. 10 pages) and presentation (approx. 15 minutes), (weighted 2:1)
- Language of assessment: German and/or English

### Allocation of places
- --

### Additional information
- --

### Referred to in LPO I
- (examination regulations for teaching-degree programmes)
## Module Catalogue for the Subject Business Management and Economics

**minor in a Bachelor’s degree programme, 60 ECTS credits**

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
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<tbody>
<tr>
<td>Seminar: Competition and Strategy</td>
<td>12-S&amp;W-FS-212-m01</td>
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<tbody>
<tr>
<td>holder of the Chair of Industrial Economics</td>
<td>Faculty of Business Management and Economics</td>
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<tr>
<td>1 semester</td>
<td>undergraduate</td>
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### Contents

This course covers selected topics from the field of industrial economics. Students will be expected to independently work on a topic, submit a written piece of work and present their findings orally.

### 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

<table>
<thead>
<tr>
<th>Type</th>
<th>Number of weekly contact hours, Language — if other than German</th>
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**Method of assessment**

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<tbody>
<tr>
<td>term paper</td>
<td>(approx. 15 pages) and presentation (approx. 20 minutes), (weighted 2:1) Language of assessment: German and/or English</td>
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### 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 title | Abbreviation
---|---
European Macroeconomics | 12-EM-211-m01

Module coordinator: Holder of the Senior Professorship for Economics, Money and International Economic Relations

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 | undergraduate | --

**Contents**
This course focuses on the macroeconomics of the euro area. It is based on a theoretical part which provides a critical presentation of the two core macroeconomic paradigms: the (neo)classical approach and the Keynesian approach. This allows a comparative analysis of policy implications for important macroeconomic topics (unemployment, inflation, government debt, financial system). The policy-oriented part discusses the monetary policy of the ECB and the challenges for fiscal policy in the euro area, which are due to the lack of fiscal policy integration. The course will also present other euro area specific topics (e.g. Optimum currency area, euro crises, Next Generation EU).

**Intended learning outcomes**
After completing this course, students will have gained a profound understanding of (applied) macroeconomic policies in general and specifically in the EMU. The students will have a deeper understanding of the two core macroeconomic models and their application for economic policy by using empirical data. Thus, they will enhance their general macroeconomic understanding by applying it to real world problems. In addition, students will develop a sound knowledge of the institutions of common fiscal and monetary policy in Europe.

**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. 10 to 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) or c) oral examination (approx 20 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>
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<tr>
<td>Business Strategy for Information and Network Industries</td>
<td>12-BSINI-212-m01</td>
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</table>

**Contents**

Outline of syllabus:
- Pricing of information goods
  - market segmentation methods
  - digital rights management and piracy
  - alternative monetisation strategies
- Network effects
  - consumer demand in markets with network effects, rational expectations
  - monopoly pricing
  - competition in markets with network effects
  - compatibility and multi-homing: dynamic competition
- Competition in markets with switching costs
- Two (multi)-sided markets and platforms
  - monopoly pricing in platform markets
  - competition in platform markets: non-price strategies

The course will be taught in English.

**Intended learning outcomes**

After successful completion of this class, the students should be familiar with issues arising in many of the increasingly important hi-tech industries. They will be able to comment on emerging selling mechanisms for books, music and video. They will be able to explain the underlying logic for observed pricing patterns for software products, social media sites and the services found in the so called sharing economy. They will not only be able to understand observed behavior in information goods markets, industries which exhibit network effects and platform markets but will be able argue for new strategies in light of the specific features a market/product may exhibit.

**Courses**

(V (2) + Ü (2))

Module taught in: German and/or English

**Method of assessment**

(a) written examination (approx. 60-120 minutes) or
(b) term paper (approx. 10 pages) and presentation (approx. 15 minutes); (weighted 2:1)

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
Computational Economics

### Abbreviation
12-CE-212-m01

### Module coordinator
holder of the Chair of Public Finance

### 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
undergraduate

### Other prerequisites
--

### Contents
This module introduces students to the numerical implementation of economic models. It consists of three main parts:

1. The programming language FORTRAN 90
2. Numerical solution methods
3. Economic applications:
   - The static general equilibrium model
   - Topics in finance and risk management
   - Life cycle model
   - Overlapping generations model

### Intended learning outcomes
After finishing this module students are able to

1. implement simple economic models on the computer using Fortran 90
2. using MonteCarlo techniques to find optimal portfolio structures and option prices
3. quantify the risks of portfolios of banks and insurance companies
4. simulate simple reforms of the tax and transfer system
5. interpret the simulation results economically.

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

Module taught in: German and/or 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) and exercises (approx. 10 pages), (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
Statistics

### Abbreviation
12-Stat-G-212-m01

### Module coordinator
holder of the Chair of Econometrics

### 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
undergraduate

### Other prerequisites
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## Contents

### Description:
This module deals with the basic terms and concepts of descriptive statistics, indices and probability calculus. It introduces students to common frequency distributions and fundamental distributional characteristics of one-dimensional data as well as basic concepts and methodology necessary for the description and interpretation of multi-dimensional data. In addition, interpretation and calculation with indices as well as fundamental terms of probability calculus are discussed in the second half of the course.

### Outline of syllabus:
1. Basic terms in statistics
2. Frequency distributions
3. Distributional characteristics
4. Multi-dimensional data
5. Index calculus
6. Fundamental probability calculus
7. Random variables and distributions

### Reading:
Assenmacher, W.: Deskriptive Statistik, Springer.
Bohley, P.: Statistik, Oldenbourg.
Hippmann, H.-D.: Statistik, Schäffer-Poeschel.
Leiner, B.: Einführung in die Statistik.
Litz, H.-P.: Statistische Methoden in den Wirtschafts- und Sozialwissenschaften, Oldenbourg.

### Intended learning outcomes
Students acquire knowledge of the fundamental terms and concepts of descriptive statistics. In particular, they become familiar with the application and interpretation of common visual and formal tools for descriptive data analysis while simultaneously learning how to competently deal with economic and/or statistical data. On the visual side, this includes knowledge of the construction and interpretation of histograms, bar plots, pie charts, and empirical distribution functions, while on the formal side students learn how to deal with basic distributional characteristics and correlation measures. Additionally, students are familiarized with index calculus and interpretation (in particular the Laspeyres and the Paasche price index) as well as with the most fundamental concepts and terms of probability calculus.

The competences acquired in this course serve as a prerequisite for "Introductory Statistics II".

### Courses (type, number of weekly contact hours, language — if other than German)
V (2) + T (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 (60 to 90 minutes)
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<td>Additional information</td>
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</table>
## Module title
Econometrics

## Abbreviation
12-QWF-G-212-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
undergraduate

## Contents
**Description:**
This module deals with random variables and their statistical distributions as well as with the basic terms and methods of inferential statistics. Some of the most famous distributions such as the normal, binomial, poisson or the exponential distribution are introduced in the first half of the course. The second half deals with the fundamental concepts and techniques used in inferential statistics, including interval estimation and the construction, application and interpretation of hypothesis tests. Additionally, an introduction to multiple regression analysis is given towards the end of the course.

The knowledge and skills acquired in this course serve as a prerequisite for the course "Computerpraktikum" ("Computer Lab in Regression Analysis") and the subsequent Master's course "Ökonometrie I" ("Econometrics I").

**Outline of syllabus:**
1. Random variables and their distributions
2. Distribution parameters
3. On the importance of the normal distribution
4. Central limit theorems
5. Inferential statistics
6. Interval estimation
7. Hypothesis testing
8. Regression analysis

## Intended learning outcomes
Students acquire a basic knowledge of the techniques necessary for the analysis of random events. They will be familiar with different distributions and their respective parameters. Apart from basic estimation methods for these unknown parameters, students learn how to construct and interpret common statistical tests and are able to apply these to specific economic or business questions. Additionally, students acquire a basic understanding of ordinary least square (OLS), enabling them to read simple scientific papers and to apply these tools to scientific questions.

The competences acquired in this course serve as a prerequisite for the course "Computer Lab in Regression Analysis" and the subsequent Master's course "Econometrics I".

## Courses
(type, number of weekly contact hours, language — if other than German)
V (2) + T (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 (60 to 120 minutes)

## 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>Practice of Data Analysis</td>
<td>12-PD-152-m01</td>
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### Contents

Daily work in all areas of business - companies, science, institutions and politics - is based on the acquisition, processing and analysis of various data. These must be collected or generated and then processed and analyzed. In addition, data-based processes and business models offer many opportunities and challenges. The course covers the above mentioned topics and includes a theoretical and a practical part. In the theoretical part, basic knowledge in dealing with data, empirical work and the statistical software R will be taught. In the practical part of the research seminar webinars & field trips are offered.

### Intended learning outcomes

Students able to apply statistical methods to collect numerical data.

### 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. 10 pages) and presentation (approx. 20 minutes), weighted 2:1
- 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 Catalogue for the Subject Business Management and Economics

#### minor in a Bachelor's degree programme, 60 ECTS credits

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<td>Applied Econometrics</td>
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#### Contents

This module builds on the lectures "Grundlagen der Statistik" ("Descriptive Statistics and Introduction to Probability") and "Grundlagen der QWF" ("Introduction to Statistical Inference and Regression Analysis"). It introduces students to the simulation of different distributions and the application of linear regression analysis.

In the first part of the course, different distributions are introduced, simulated with Excel and their theoretical moments are estimated. In the second part, linear regression analysis is introduced, different specifications are estimated and interpreted and potential pitfalls are pointed out.

#### Intended learning outcomes

After finishing this course students acquired several skills. They

(i) get an overview of several distributions;
(ii) know how to simulate those distributions in MS Excel and are able to estimate and interpret the related theoretical moments;
(iii) can perform smaller simulations in Excel;
(iv) get to know a variety of different Excel commands which are important for statistical working;
(v) are introduced to the linear regression analysis, can perform it in Excel and Gretl, and know how to interpret the results.

#### Courses

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#### Method of assessment

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<tr>
<td>a) written examination (approx. 60 minutes) or&lt;br&gt;b) term paper (approx. 10 pages) and presentation (approx. 20 minutes), weighted 2:1</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**

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<table>
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**Contents**

This module will take the form of a seminar. Participants will independently work on a subdomain of applied quantitative economics, either theoretically or applying the techniques they have acquired in an empirical study.

**Intended learning outcomes**

Students acquire the ability to work independently on a given topic in applied quantitative economics, write a summary, and present it to and discuss it with other seminar participants.

**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 (approx. 25 minutes), (weighted 2:1)

**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 title: Industrial Organization

Abbreviation: 12-IIO-212-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

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

Contents

Description:
The purpose of this course is to provide an introduction to the main concepts and analytical tools of the theory of industrial organization. Industrial organisation studies examine how firms interact and compete with each other in the market. The focus is predominantly on markets characterised by imperfect competition (so-called oligopoly competition), i.e. markets where firms can exercise market power.

Outline of syllabus:
1. Games and strategy
2. Oligopoly
3. Product differentiation
4. Dynamic and repeated games
5. Collusion
6. Market structure, entry and exit
7. Mergers
8. Vertical relations
9. Strategic behaviour by incumbent firms

This course will be taught in English.

Intended learning outcomes

The purpose of this course is to provide an introduction to the main concepts and analytical tools of the theory of industrial organization. Industrial organization studies how firms interact and compete with each other in the market. The focus is predominantly on markets characterized by imperfect competition, i.e. markets where firms can exercise market power. Students who complete this course will be able to comprehend and use simple game theoretic models of oligopoly competition. By using these models, they will be able to understand and suggest managerial policies. They will be able to comment on governmental remedies in case of market failure within the context of the existing competition laws.

This course will be taught in English.

Courses

V (2) + Ü (2)
Module taught in: German and/or English

Method of assessment

a) written examination (approx. 60 to 120 minutes) or
b) term paper (approx. 10 pages) and presentation (approx. 15 minutes), weighted 2:1
Language of assessment: German and/or English

Allocation of places

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Additional information

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<td>Business Informatics</td>
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## Contents

Content:
This course offers an introduction to the essential aspects of business information systems.

Outline of syllabus:
1. Integration of IT systems
2. From data processing to information processing
3. eCommerce and eGovernment
4. Functionality of IT technology
5. Application development principles
6. Intercommunication

Reading:
Thome: Grundzüge der Wirtschaftsinformatik.

## Intended learning outcomes

The course "Einführung in die Wirtschaftsinformatik" communicates
(i) an overview of the different task fields of the business informations systems discipline;
(ii) an understanding for recent developments in the discipline and related technologies.

## Courses

V (2) + T (2)

## Method of assessment

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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Module title: Labour Economics
Abbreviation: 12-A&S-F-212-m01

Module coordinator: holder of the Chair of Economic Order and Social Policy
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: undergraduate
Other prerequisites: --

Contents
Description:
This course offers an introduction to labour economics and social policy.

Outline of syllabus:
1. Worlds of welfare capitalism
2. Labour economics
3. Social policy

Basic reading:

Intended learning outcomes
The students analyze the function of the labor market and get an impression of relevant aspects in social policy. The students are able to illustrate the underlying theoretical models, can interpret them economically and apply to the current situation.

Courses (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)
Module taught in: German and/or 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) portfolio (approx. 20 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
---------------------|-------------
Seminar: Labour Economics | 12-LES-211-m01

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<th>Module coordinator</th>
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Contents

This course provides an introduction into modern labor economics. The lecture will cover the following three core topics:

I. Structure of the labor market
   1. Labor supply
   2. Labor demand
   3. Labor market equilibrium

The objective of this part is to provide an understanding of the determinants of labor supply and labor demand and how they match and finally reach an equilibrium. This also implies studying the design and effects of policy interventions in order to combat inefficiencies.

II. Wage formation
   4. Human capital formation
   5. Compensating wage differentials
   6. Discrimination
   7. Wage structure and inequality

The objective of the second part to investigate the different determinants of wages and to understand the reasons (justified or unjustified) why some people earn more than others.

III. Unemployment

The third and last part of the lecture deals with one of the biggest challenges to policy makers: unemployment.

Intended learning outcomes

Participants will be familiarized with the core theoretical models of modern labor economics and the basic methods of modern empirical labor economics. As such the course will be divided into two parts: the lecture where the theory is taught as well as the exercise class which are “hands on” sessions in order to be able to conduct an economic analysis both theoretically as well as empirically.

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

S (2)
Module taught in: German and/or 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. 15 pages) and presentation (approx. 15 minutes), weighted 3:2
Language of assessment: German and/or English
Referred to in LPO I (examination regulations for teaching-degree programmes)
Module title: Seminar: Public Finance
Abbreviation: 12-Fiwi-FS-212-m01

Module coordinator: holder of the Chair of Public Finance
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: undergraduate
Other prerequisites: --

Contents:
In this course, students will acquire an in-depth understanding of specific problems discussed in "Makroökonomik II" ("Macroeconomics II") and "Mikroökonomik III" ("Microeconomics III"). The course will use scientific economic journal articles in German and English language.

Intended learning outcomes:
After completing this module, students
(i) consolidate what they have learned and if necessary apply additional techniques of scientific work;
(ii) create, present and defend a research paper;
(iii) deal with the working papers of other participants;
(iv) are better prepared for the processing of the bachelor 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. 15 pages) and presentation (approx. 25 minutes), weighted 2:1

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>Economic Principles of Risk Management</td>
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**Contents**

- Rational decisions under uncertainty
  1. Measures of risk aversion
  2. Mean preserving spread
  3. Axiomatic foundations of the expected utility hypothesis (Neumann/Morgenstern, Savage)
  4. Insurance contracts
  5. Optimal portfolios
  6. Adverse selection
  7. Moral Hazard
  8. Experimental evidence and alternative approaches

**Intended learning outcomes**

After completing the course students are able to
1. explain the results of the economic theory of decisions under risk,
2. apply the involved methods to given simple examples on their own,
3. recognise, 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)

**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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**Module title**  
Insurance Markets

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**Module coordinator**  
Holder of the Chair of Economics, Information and Contract Economics

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

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**Contents**

Asymmetric information makes insurance markets different from common goods markets. Research questions and methods thus have to take these special features into account. Typical subjects covered in the course:

1. Demand for insurance
2. Supply of insurance
3. Adverse selection in insurance markets
4. Moral hazard in insurance markets
5. Empirical assessment of information problems
6. Informal insurance schemes
7. Insurance and bounded rationality

**Intended learning outcomes**

After completing the course students are able to

1. explain the essential results of the economic analysis of insurance markets,
2. apply the involved methods to given simple examples on their own,
3. recognise, in which real life situations and how the results can be applied,
4. analyse the impact of certain insurance contracts on market outcomes.

**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)

**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 Business Management and Economics

### Module title

| Economics of Information | 12-IÖ-152-m01 |

### Module coordinator

| Holder of the Chair of Economics, Information and Contract Economics |

### Module offered by

| Faculty of Business Management and Economics |

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### 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

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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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**Contents**

This seminar covers the following special topics in organisational economics:

- Hidden costs of control - theory and evidence
- Reciprocity and incentives - experimental evidence
- Task meaning, respect, and performance effects - experimental evidence
- Leadership - theory and evidence

**Intended learning outcomes**

Drawing on current cutting-edge research, students are enabled to critically and independently 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)
Module taught in: German and/or 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. 10 pages) and presentation (approx. 20 minutes), (weighted 2:1)
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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<td>Challenges of China’s Economic Rise</td>
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<th>Module offered by</th>
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<tr>
<td>Dean of the Faculty of Business Management and Economics</td>
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### Contents

This course will be taught in English. Over the last 30 years, China has experienced an unprecedented economic growth period. This economic success is awesome and challenging at the same time. Within this seminar we take a look at a selection of challenges resulting from China’s economic rise. We look into challenges arising within China, but also into selected international ones. We approach the challenges by first looking at how they have been discussed in Western media. Starting from there we look ‘behind the curtain’ to analyse the topics and debates more in-depth in the context of China’s economic rise and relevant economic theories. To attend this class you do not need ex ante knowledge about China. You should, however, be willing to read texts, also academic texts, in English language. Apart from reading, participants of the seminar are expected to prepare inputs for the seminar and to participate in class discussion. The seminar ends with a written examination.

### Intended learning outcomes

Students of the seminar gain knowledge about China and its global relevance. In addition they learn how the experiences of an emerging markets at times defy mainstream economic theory.

### 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 to 20 pages) and presentation (approx. 10 to 15 minutes), (weighted 2:1)

### 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
Introduction to Business Journalism

Module coordinator
Holder of the Professorship of Economic Journalism

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
undergraduate

Other prerequisites
--

Contents
The course provides a practical introduction to the functions and goals of business journalism and gives an initial overview of the subject area of journalism. The focus is on the following questions: What is communication? What are the special features of business journalism? How does one communicate complex economic-political contexts? What needs to be taken into account when providing information and conducting research? How are sources handled in journalism? How are journalistic products such as a report or news item or a report written? How does storytelling work? What is the most efficient way to disseminate journalistic products? What comprises the field of journalistic ethics?

Intended learning outcomes
Through practical exercises, students learn about different forms of presentation and gain insight into research techniques. After completing the "Introduction to Business Journalism" module, students are able to comprehend and evaluate the work of journalists and likewise write journalistic products independently.

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 (approx. 20 pages)
Language of assessment: German and/or English

Allocation of places
--

Additional information
--

Referred to in LPO I (examination regulations for teaching-degree programmes)
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**Module title** | **Abbreviation**  
---|---  
Crossmedia Storytelling in Business Communication | 12-CWK-192-m01  

**Module coordinator** | **Module offered by**  
Holder of the Professorship of Economic Journalism | Faculty of Business Management and Economics  

<p>| <strong>ECTS</strong> | <strong>Method of grading</strong> | <strong>Only after succ. compl. of module(s)</strong> | <strong>Duration</strong> | <strong>Module level</strong> | <strong>Other prerequisites</strong> | <strong>Contents</strong> | <strong>Intended learning outcomes</strong> | <strong>Courses</strong> | <strong>Method of assessment</strong> | <strong>Portfolio</strong> | <strong>Language of assessment</strong> | <strong>Allocation of places</strong> | <strong>Additional information</strong> | <strong>Referred to in LPO I</strong> |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 5 | numerical grade | -- | 1 semester | undergraduate | -- | 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. | 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. | S (2) | Portfolio (approx. 20 pages) | Language of assessment: German and/or English | 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. | -- | (examination regulations for teaching-degree programmes) |</p>
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**Contents**

This seminar is offered as a preparatory seminar for the bachelor thesis. Basic scientific knowledge is taught. The focus is on the goal of independently preparing a well-founded scientific thesis. For this purpose, the individual steps from the generation of a research question to the actual survey are explained. In addition, an overview of scientific writing is provided.

**Intended learning outcomes**

Upon completion of the seminar, students will be able to independently prepare a scientific paper.

- Consolidation of the learned and, if necessary, application of further techniques of scientific work
- Preparation, presentation, and defense of a scientific paper
- Examination of the working papers of other seminar participants
- Preparation for the Bachelor and Master Thesis

**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 (approx. 10 to 15 pages) and presentation (approx. 15 minutes); (weighted 1:1)
- Language of assessment: German and/or English

**Allocation of places**

- 

**Additional information**

- 

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

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### Module title
Managerial Practice Lectures

### Abbreviation
12-VGP-192-m01

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### Duration
1 semester

### Module level
undergraduate

### Other prerequisites
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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 (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. 20 pages)
Language of assessment: German and/or English

### Allocation of places
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### Additional information
--

### Referred to in LPO I (examination regulations for teaching-degree programmes)
--
Module title | Abbreviation
---|---
Economist Practice Lectures | 12-VWP-211-m01

| Module coordinator | Module offered by |
---|---|
Holder of the Senior Professorship for Economics, Money and International Economic Relations | 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 | undergraduate | -- |

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 (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)

--
Module title
Selected Topics of Business Management and Economics 1

Module coordinator
Dean of the 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
undergraduate
--

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)
written examination (approx. 60 minutes) or
term paper (approx. 10 to 15 pages) and presentation (approx. 20 minutes), weighted 2:1 or
oral examination (approx. 20 minutes)

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>Selected Topics of Business Management and Economics 2</td>
<td>12-APW2-212-m01</td>
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**Module coordinator**

<table>
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<th>Module offered by</th>
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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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**Contents**

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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)

written examination (approx. 60 minutes) or
term paper (approx. 10 to 15 pages) and presentation (approx. 20 minutes), weighted 2:1 or
oral examination (approx. 20 minutes)

**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 Approaches in Logistics | 12-AAL-221-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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**Contents**
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**Intended learning outcomes**
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**Courses** (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)
Module taught in: German and/or 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 (15 to 20 pages) or
c) Term paper (10 to 15 pages) and presentation (approx. 20 minutes), weighted 2:1 or
d) oral examination (approx. 20 minutes) or
e) Portfolio (approx. 15-20 pages)
Language of assessment: German and/or English
Assessment offered: yearly, to be announced 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**
Module can be taught in form of E Learning course, seminar, workshop etc.

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

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

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c) Term paper (10 to 15 pages) and presentation (approx. 20 minutes), weighted 2:1 or
d) oral examination (approx. 20 minutes) or
e) Portfolio (approx. 15-20 pages)
Language of assessment: German and/or English
Assessment offered: yearly, to be announced
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.
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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)

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