



Module Catalogue

for the Module studies (Bachelor)

Business Management and Economics

Examination regulations version: 2019
Responsible: Faculty of Business Management and Economics

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The subject is divided into

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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:

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

15-May-2019 (2019-36)

27-Jun-2019 (2019-41)

14-Nov-2019 (2019-52)

22-Jan-2020 (2020-13)

06-May-2020 (2020-39)

22-Jul-2020 (2020-57)

17-Dec-2020 (2020-110)

10-Mar-2021 (2021-17)

09-Jun-2021 (2021-58)

22-Dec-2021 (2021-85)

05-Jul-2022 (2022-52)

31-Jan-2023 (2022-86)

15-Jun-2023 (2023-58)

13-Dec-2023 (2023-107)

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.

Summer Term 2019

(o ECTS credits)

Module title		Abbreviation
Digitalization		12-DIGI-191-m01
Module coordinator		Module offered by
Dean of the Faculty of Business Management and Economics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>This module is designed for advanced undergraduate and graduate students interested in business information systems and international management. It provides a unique combination of business and information technology and focuses on opportunities emerging from an increasingly digitalized and globalized economy in Europe. There will be 14 two-hour classes which present the different topics indicated above. Most of the classes will be typical lectures presented by faculty staff. Some material is also worked out as a case study using business simulation tools or developed as an in-class group assignment. In order to prepare for the exam students have to attend the classes and study extended course material. In case they wish to receive the 5 ECTS credits they are required to prepare a written essay on a specific field covered during the week.</p>		
Intended learning outcomes		
<p>The lectures will cover different aspects of digitalization, business information systems and information management. Due to their interactive design, lectures provide theoretical and practical insights into tomorrow's important topics, including digital business models, business analytics, information management, and blockchain-based technologies.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>S (2) Module taught in: German and/or English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) Written examination (approx. 60 to 120 Minutes) or b) Term paper (15 to 20 pages) or c) Presentation (20 to 15 Minutes) Language of assessment: German and/or English</p>		
Allocation of places		
<p>20 (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.</p>		
Additional information		
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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Globalization		12-GLOB-191-m01
Module coordinator		Module offered by
Dean of the Faculty of Business Management and Economics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>This module is designed for advanced undergraduate and graduate students interested in international economics and international management. It provides a unique combination of lectures in business and economics focusing on opportunities, threats and challenges facing future managers and politicians throughout the world.</p> <p>There will be 14 two-hour classes which present the different topics indicated above. Most of the classes will be typical lectures presented by faculty staff. Some material is also worked out as a case study using business simulation tools or developed as an in-class group assignment. In order to prepare for the exam students have to attend the classes and study extended course material. In case they wish to receive the 5 ECTS credits they are required to prepare a written essay on a specific field covered during the week.</p>		
Intended learning outcomes		
The economic lectures will cover Europeans macro, climate, trade as well as competition policy. The business lectures will deal with international financial reporting and taxation, global supply chains and human resource management in the wake of the demographic transition.		
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 to 120 Minutes) or b) Term paper (15 to 20 pages) or c) Presentation (20 to 30 Minutes) Language of assessment: German and/or English		
Allocation of places		
20 (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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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Winter Term 2019

(o ECTS credits)

Module title		Abbreviation
Introduction to Business Administration		12-EBWL-G-152-m01
Module coordinator		Module offered by
Holder of the Chair of Human Resource Management and Organisation		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>This course introduces students to many relevant subject areas of business administration. Students acquire an overview of the different perspectives and main methodological and empirical methods necessary to analyse the behaviour of business enterprises. The course focuses on what companies or other organisations are, how they behave and in what form they are organised. For this purpose, the focus lies on the organisation of enterprises.</p> <p>Outline of syllabus</p> <ol style="list-style-type: none"> 1. What is business administration? 2. Why do organisations exist? 3. Organisational forms 4. Goals, strategies and organisation structures of enterprises 5. Strategic decisions of entrepreneurs 6. From the research questions to causal relationships 7. Empirical research in organisation - some selected examples 		
Intended learning outcomes		
<p>After completing the module, students should be able to describe and understand the organisation of enterprises as part of modern business administration as a scientific discipline. They also should master an appropriate level in the theoretical and empirical problem-solving techniques used on the level of a first grade lecture and tutorial.</p>		
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		
<p>840 places.</p> <p>(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.</p>		
Additional information		
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Workload
150 h
Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title		Abbreviation
Introduction to Economics		12-EVWL-G-152-mo1
Module coordinator		Module offered by
Holder of the Chair of Monetary Policy and International Economics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>The course deals with the following topics:</p> <ol style="list-style-type: none"> 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		
<p>840 places.</p> <p>(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.</p>		
Additional information		
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Workload		
150 h		

Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title		Abbreviation
Financial Accounting		12-ExtUR-G-152-m01
Module coordinator		Module offered by
Holder of the Chair of Business Taxation		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 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)		
Allocation of places		
840 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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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Summer Term 2020

(o ECTS credits)

Module title		Abbreviation
Digitalization		12-DIGI-191-m01
Module coordinator		Module offered by
Dean of the Faculty of Business Management and Economics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>This module is designed for advanced undergraduate and graduate students interested in business information systems and international management. It provides a unique combination of business and information technology and focuses on opportunities emerging from an increasingly digitalized and globalized economy in Europe. There will be 14 two-hour classes which present the different topics indicated above. Most of the classes will be typical lectures presented by faculty staff. Some material is also worked out as a case study using business simulation tools or developed as an in-class group assignment. In order to prepare for the exam students have to attend the classes and study extended course material. In case they wish to receive the 5 ECTS credits they are required to prepare a written essay on a specific field covered during the week.</p>		
Intended learning outcomes		
<p>The lectures will cover different aspects of digitalization, business information systems and information management. Due to their interactive design, lectures provide theoretical and practical insights into tomorrow's important topics, including digital business models, business analytics, information management, and blockchain-based technologies.</p>		
Courses (type, number of weekly contact hours, language — if other than German)		
<p>S (2) Module taught in: German and/or English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) Written examination (approx. 60 to 120 Minutes) or b) Term paper (15 to 20 pages) or c) Presentation (20 to 15 Minutes) Language of assessment: German and/or English</p>		
Allocation of places		
<p>20 (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.</p>		
Additional information		
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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Globalization		12-GLOB-191-m01
Module coordinator		Module offered by
Dean of the Faculty of Business Management and Economics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>This module is designed for advanced undergraduate and graduate students interested in international economics and international management. It provides a unique combination of lectures in business and economics focusing on opportunities, threats and challenges facing future managers and politicians throughout the world.</p> <p>There will be 14 two-hour classes which present the different topics indicated above. Most of the classes will be typical lectures presented by faculty staff. Some material is also worked out as a case study using business simulation tools or developed as an in-class group assignment. In order to prepare for the exam students have to attend the classes and study extended course material. In case they wish to receive the 5 ECTS credits they are required to prepare a written essay on a specific field covered during the week.</p>		
Intended learning outcomes		
The economic lectures will cover Europeans macro, climate, trade as well as competition policy. The business lectures will deal with international financial reporting and taxation, global supply chains and human resource management in the wake of the demographic transition.		
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 to 120 Minutes) or b) Term paper (15 to 20 pages) or c) Presentation (20 to 30 Minutes) Language of assessment: German and/or English		
Allocation of places		
20 (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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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Winter Term 2020

(o ECTS credits)

Module title		Abbreviation
Introduction to Business Administration		12-EBWL-G-152-m01
Module coordinator		Module offered by
Holder of the Chair of Human Resource Management and Organisation		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>This course introduces students to many relevant subject areas of business administration. Students acquire an overview of the different perspectives and main methodological and empirical methods necessary to analyse the behaviour of business enterprises. The course focuses on what companies or other organisations are, how they behave and in what form they are organised. For this purpose, the focus lies on the organisation of enterprises.</p> <p>Outline of syllabus</p> <ol style="list-style-type: none"> 1. What is business administration? 2. Why do organisations exist? 3. Organisational forms 4. Goals, strategies and organisation structures of enterprises 5. Strategic decisions of entrepreneurs 6. From the research questions to causal relationships 7. Empirical research in organisation - some selected examples 		
Intended learning outcomes		
<p>After completing the module, students should be able to describe and understand the organisation of enterprises as part of modern business administration as a scientific discipline. They also should master an appropriate level in the theoretical and empirical problem-solving techniques used on the level of a first grade lecture and tutorial.</p>		
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		
<p>840 places.</p> <p>(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.</p>		
Additional information		
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Workload
150 h
Teaching cycle
--
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title		Abbreviation
Introduction to Economics		12-EVWL-G-152-m01
Module coordinator		Module offered by
Holder of the Chair of Monetary Policy and International Economics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>The course deals with the following topics:</p> <ol style="list-style-type: none"> 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		
<p>840 places.</p> <p>(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.</p>		
Additional information		
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Workload		
150 h		

Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title		Abbreviation
Financial Accounting		12-ExtUR-G-152-m01
Module coordinator		Module offered by
Holder of the Chair of Business Taxation		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 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)		
Allocation of places		
840 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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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Summer Term 2021

(o ECTS credits)

Module title		Abbreviation
Digitalization		12-DIGI-191-m01
Module coordinator		Module offered by
Dean of the Faculty of Business Management and Economics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>This module is designed for advanced undergraduate and graduate students interested in business information systems and international management. It provides a unique combination of business and information technology and focuses on opportunities emerging from an increasingly digitalized and globalized economy in Europe. There will be 14 two-hour classes which present the different topics indicated above. Most of the classes will be typical lectures presented by faculty staff. Some material is also worked out as a case study using business simulation tools or developed as an in-class group assignment. In order to prepare for the exam students have to attend the classes and study extended course material. In case they wish to receive the 5 ECTS credits they are required to prepare a written essay on a specific field covered during the week.</p>		
Intended learning outcomes		
<p>The lectures will cover different aspects of digitalization, business information systems and information management. Due to their interactive design, lectures provide theoretical and practical insights into tomorrow's important topics, including digital business models, business analytics, information management, and blockchain-based technologies.</p>		
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)		
<p>a) Written examination (approx. 60 to 120 Minutes) or b) Term paper (15 to 20 pages) or c) Presentation (20 to 15 Minutes) Language of assessment: German and/or English</p>		
Allocation of places		
<p>20 (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.</p>		
Additional information		
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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Globalization		12-GLOB-191-m01
Module coordinator		Module offered by
Dean of the Faculty of Business Management and Economics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>This module is designed for advanced undergraduate and graduate students interested in international economics and international management. It provides a unique combination of lectures in business and economics focusing on opportunities, threats and challenges facing future managers and politicians throughout the world.</p> <p>There will be 14 two-hour classes which present the different topics indicated above. Most of the classes will be typical lectures presented by faculty staff. Some material is also worked out as a case study using business simulation tools or developed as an in-class group assignment. In order to prepare for the exam students have to attend the classes and study extended course material. In case they wish to receive the 5 ECTS credits they are required to prepare a written essay on a specific field covered during the week.</p>		
Intended learning outcomes		
The economic lectures will cover Europeans macro, climate, trade as well as competition policy. The business lectures will deal with international financial reporting and taxation, global supply chains and human resource management in the wake of the demographic transition.		
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 to 120 Minutes) or b) Term paper (15 to 20 pages) or c) Presentation (20 to 30 Minutes) Language of assessment: German and/or English		
Allocation of places		
20 (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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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Winter Term 2021

(o ECTS credits)

Module title		Abbreviation
Accounting		12-ExtUR-G-212-m01
Module coordinator		Module offered by
holder of the Chair of Business Taxation		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 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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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title			Abbreviation
Digitalization			12-DIGI-191-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
<p>This module is designed for advanced undergraduate and graduate students interested in business information systems and international management. It provides a unique combination of business and information technology and focuses on opportunities emerging from an increasingly digitalized and globalized economy in Europe. There will be 14 two-hour classes which present the different topics indicated above. Most of the classes will be typical lectures presented by faculty staff. Some material is also worked out as a case study using business simulation tools or developed as an in-class group assignment. In order to prepare for the exam students have to attend the classes and study extended course material. In case they wish to receive the 5 ECTS credits they are required to prepare a written essay on a specific field covered during the week.</p>			
Intended learning outcomes			
<p>The lectures will cover different aspects of digitalization, business information systems and information management. Due to their interactive design, lectures provide theoretical and practical insights into tomorrow's important topics, including digital business models, business analytics, information management, and blockchain-based technologies.</p>			
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 to 120 Minutes) or b) Term paper (15 to 20 pages) or c) Presentation (20 to 15 Minutes) Language of assessment: German and/or English			
Allocation of places			
20 (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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Workload			
150 h			
Teaching cycle			
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Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module title			Abbreviation
Introduction to Economics - Minor			12-NF-EVWL-152-mo1
Module coordinator		Module offered by	
Holder of the Chair of Monetary Policy and International Economics		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
<p>The course deals with the following topics:</p> <ol style="list-style-type: none">1. Economics shows how markets function2. The division of labour is the basis of our wealth3. The market in action4. Monopolies and cartels endanger market economies5. The labour market and the role of unions6. The government's role in a social market economy7. Governmental redistribution guarantees the social balance in a market economy8. Environmental policy and the government's allocation function9. Objectives and agents in the macro economy10How do aggregate supply and demand come into equilibrium?11.The role of fiscal policy12How 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			
<p>620 places.</p> <p>(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.</p>			
Additional information			
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Workload			
150 h			

Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title		Abbreviation
Globalization		12-GLOB-191-m01
Module coordinator		Module offered by
Dean of the Faculty of Business Management and Economics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>This module is designed for advanced undergraduate and graduate students interested in international economics and international management. It provides a unique combination of lectures in business and economics focusing on opportunities, threats and challenges facing future managers and politicians throughout the world.</p> <p>There will be 14 two-hour classes which present the different topics indicated above. Most of the classes will be typical lectures presented by faculty staff. Some material is also worked out as a case study using business simulation tools or developed as an in-class group assignment. In order to prepare for the exam students have to attend the classes and study extended course material. In case they wish to receive the 5 ECTS credits they are required to prepare a written essay on a specific field covered during the week.</p>		
Intended learning outcomes		
The economic lectures will cover Europeans macro, climate, trade as well as competition policy. The business lectures will deal with international financial reporting and taxation, global supply chains and human resource management in the wake of the demographic transition.		
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 to 120 Minutes) or b) Term paper (15 to 20 pages) or c) Presentation (20 to 30 Minutes) Language of assessment: German and/or English		
Allocation of places		
20 (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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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title			Abbreviation
Organization			12-EBWL-G-212-m01
Module coordinator		Module offered by	
holder of the Chair of Human Resource Management and Organisation		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
<p>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.</p> <p>Reading list to be provided during lecture.</p>			
Intended learning outcomes			
<p>The aim of the lectures is to familiarise the students with the basic problem issues and perspectives within the field of business administration.</p>			
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)			
<p>written examination (approx. 60 minutes)</p> <p>Language of assessment: German and/or English</p>			
Allocation of places			
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Additional information			
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Workload			
150 h			
Teaching cycle			
Teaching cycle: every year, winter semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Summer Term 2022

(o ECTS credits)

Module title		Abbreviation
Digitalization		12-DIGI-191-m01
Module coordinator		Module offered by
Dean of the Faculty of Business Management and Economics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>This module is designed for advanced undergraduate and graduate students interested in business information systems and international management. It provides a unique combination of business and information technology and focuses on opportunities emerging from an increasingly digitalized and globalized economy in Europe. There will be 14 two-hour classes which present the different topics indicated above. Most of the classes will be typical lectures presented by faculty staff. Some material is also worked out as a case study using business simulation tools or developed as an in-class group assignment. In order to prepare for the exam students have to attend the classes and study extended course material. In case they wish to receive the 5 ECTS credits they are required to prepare a written essay on a specific field covered during the week.</p>		
Intended learning outcomes		
<p>The lectures will cover different aspects of digitalization, business information systems and information management. Due to their interactive design, lectures provide theoretical and practical insights into tomorrow's important topics, including digital business models, business analytics, information management, and blockchain-based technologies.</p>		
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)		
<p>a) Written examination (approx. 60 to 120 Minutes) or b) Term paper (15 to 20 pages) or c) Presentation (20 to 15 Minutes) Language of assessment: German and/or English</p>		
Allocation of places		
<p>20 (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.</p>		
Additional information		
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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Globalization		12-GLOB-191-m01
Module coordinator		Module offered by
Dean of the Faculty of Business Management and Economics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>This module is designed for advanced undergraduate and graduate students interested in international economics and international management. It provides a unique combination of lectures in business and economics focusing on opportunities, threats and challenges facing future managers and politicians throughout the world.</p> <p>There will be 14 two-hour classes which present the different topics indicated above. Most of the classes will be typical lectures presented by faculty staff. Some material is also worked out as a case study using business simulation tools or developed as an in-class group assignment. In order to prepare for the exam students have to attend the classes and study extended course material. In case they wish to receive the 5 ECTS credits they are required to prepare a written essay on a specific field covered during the week.</p>		
Intended learning outcomes		
The economic lectures will cover Europeans macro, climate, trade as well as competition policy. The business lectures will deal with international financial reporting and taxation, global supply chains and human resource management in the wake of the demographic transition.		
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 to 120 Minutes) or b) Term paper (15 to 20 pages) or c) Presentation (20 to 30 Minutes) Language of assessment: German and/or English		
Allocation of places		
20 (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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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Winter Term 2022

(o ECTS credits)

Module title		Abbreviation
Accounting		12-ExtUR-G-212-m01
Module coordinator		Module offered by
holder of the Chair of Business Taxation		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 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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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title			Abbreviation
Introduction to Economics - Minor			12-NF-EVWL-152-mo1
Module coordinator		Module offered by	
Holder of the Chair of Monetary Policy and International Economics		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
<p>The course deals with the following topics:</p> <ol style="list-style-type: none">1. Economics shows how markets function2. The division of labour is the basis of our wealth3. The market in action4. Monopolies and cartels endanger market economies5. The labour market and the role of unions6. The government's role in a social market economy7. Governmental redistribution guarantees the social balance in a market economy8. Environmental policy and the government's allocation function9. Objectives and agents in the macro economy10How do aggregate supply and demand come into equilibrium?11.The role of fiscal policy12How 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			
<p>620 places.</p> <p>(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.</p>			
Additional information			
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Workload			
150 h			

Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title			Abbreviation
Organization			12-EBWL-G-212-m01
Module coordinator		Module offered by	
holder of the Chair of Human Resource Management and Organisation		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
<p>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.</p> <p>Reading list to be provided during lecture.</p>			
Intended learning outcomes			
<p>The aim of the lectures is to familiarise the students with the basic problem issues and perspectives within the field of business administration.</p>			
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)			
<p>written examination (approx. 60 minutes)</p> <p>Language of assessment: German and/or English</p>			
Allocation of places			
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Additional information			
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Workload			
150 h			
Teaching cycle			
Teaching cycle: every year, winter semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Summer Term 2023

(o ECTS credits)

Module title			Abbreviation
Challenges of China's Economic Rise			12-CCER-212-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
<p>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.</p>			
Intended learning outcomes			
<p>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.</p>			
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)			
<p>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)</p>			
Allocation of places			
<p>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.</p>			
Additional information			
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Workload			
150 h			
Teaching cycle			
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Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module title		Abbreviation
Digitalization		12-DIGI-191-m01
Module coordinator		Module offered by
Dean of the Faculty of Business Management and Economics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>This module is designed for advanced undergraduate and graduate students interested in business information systems and international management. It provides a unique combination of business and information technology and focuses on opportunities emerging from an increasingly digitalized and globalized economy in Europe. There will be 14 two-hour classes which present the different topics indicated above. Most of the classes will be typical lectures presented by faculty staff. Some material is also worked out as a case study using business simulation tools or developed as an in-class group assignment. In order to prepare for the exam students have to attend the classes and study extended course material. In case they wish to receive the 5 ECTS credits they are required to prepare a written essay on a specific field covered during the week.</p>		
Intended learning outcomes		
<p>The lectures will cover different aspects of digitalization, business information systems and information management. Due to their interactive design, lectures provide theoretical and practical insights into tomorrow's important topics, including digital business models, business analytics, information management, and blockchain-based technologies.</p>		
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)		
<p>a) Written examination (approx. 60 to 120 Minutes) or b) Term paper (15 to 20 pages) or c) Presentation (20 to 15 Minutes) Language of assessment: German and/or English</p>		
Allocation of places		
<p>20 (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.</p>		
Additional information		
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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
E-Business		12-Ebus-F-212-m01
Module coordinator		Module offered by
holder of the Chair of Information Systems Engineering		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		
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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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
European Macroeconomics		12-EM-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		
<p>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).</p>		
Intended learning outcomes		
<p>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.</p>		
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)		
<p>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</p>		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Entrepreneurship		12-EPS-212-m01
Module coordinator		Module offered by
holder of the Chair of Entrepreneurship and Management		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		
<p>Description:</p> <p>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.</p> <p>Contents of the course:</p> <ol style="list-style-type: none"> 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		
<p>After completing the module "Entrepreneurship", the students should be able to</p> <ol style="list-style-type: none"> (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 (type, number of weekly contact hours, language — if other than German)		
<p>V (2) + Ü (2)</p> <p>Module taught in: German and/or English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (as individual or group work; approx. 10 pages per person) or</p> <p>c) oral examination in groups of up to 3 candidates (approx. 10 minutes per candidate)</p> <p>Language of assessment: German and/or English</p>		
Allocation of places		
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Additional information		
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Workload		
150 h		

Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title		Abbreviation
Globalization		12-GLOB-191-m01
Module coordinator		Module offered by
Dean of the Faculty of Business Management and Economics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>This module is designed for advanced undergraduate and graduate students interested in international economics and international management. It provides a unique combination of lectures in business and economics focusing on opportunities, threats and challenges facing future managers and politicians throughout the world.</p> <p>There will be 14 two-hour classes which present the different topics indicated above. Most of the classes will be typical lectures presented by faculty staff. Some material is also worked out as a case study using business simulation tools or developed as an in-class group assignment. In order to prepare for the exam students have to attend the classes and study extended course material. In case they wish to receive the 5 ECTS credits they are required to prepare a written essay on a specific field covered during the week.</p>		
Intended learning outcomes		
The economic lectures will cover Europeans macro, climate, trade as well as competition policy. The business lectures will deal with international financial reporting and taxation, global supply chains and human resource management in the wake of the demographic transition.		
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 to 120 Minutes) or b) Term paper (15 to 20 pages) or c) Presentation (20 to 30 Minutes) Language of assessment: German and/or English		
Allocation of places		
20 (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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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title			Abbreviation
International Economics			12-IntÖk-152-mo1
Module coordinator		Module offered by	
Holder of the Chair of International Economics		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
<u>Content</u> 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.			
<u>Outline</u> 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]			
<u>Literature:</u> 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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Workload
150 h
Teaching cycle
--
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title		Abbreviation
Managerial Accounting		12-IntUR-G-212-mo1
Module coordinator		Module offered by
holder of the Chair of Business Management and Accounting		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		
<p>Content: This course offers an introduction to aims and methods of managerial accounting (cost accounting).</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> 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 <p>Reading: Coenenberg/Fischer/Günther: Kostenrechnung und Kostenanalyse, Stuttgart. Friedl/Hofmann/Pedell: Kostenrechnung. Eine entscheidungsorientierte Einführung. (most recent editions)</p>		
Intended learning outcomes		
<p>After completing the course "Management Accounting and Control", the students will be able to</p> <ul style="list-style-type: none"> (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 case studies of medium difficulty that calculate relevant costs and benefits and take on this basis a reasoned decision. 		
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)		
<p>written examination (approx. 60 minutes) Language of assessment: German and/or English</p>		
Allocation of places		
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Additional information		
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Workload		
150 h		

Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title			Abbreviation
Marketing			12-Mark-G-212-m01
Module coordinator		Module offered by	
holder of the Chair of Business Management and Marketing		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
<p>Description</p> <p>In this module, students will acquire the theoretical foundations of market-oriented management.</p> <p>Content:</p> <p>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.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none">1. Marketing, entrepreneurship and business management2. Explanations of consumer behaviour3. Fundamentals of market research4. Strategic marketing; marketing tools5. Corporate social responsibility versus creating shared value <p>Reading:</p> <p>Foscht, T. / Swoboda, B.: Käuferverhalten: Grundlagen -- Perspektiven -- Anwendungen, 4th revised and exp. ed., Wiesbaden 2011.</p> <p>Homburg, Ch.: Grundlagen des Marketingmanagements: Einführung in Strategie, Instrumente, Umsetzung und Unternehmensführung, 4th revised and exp. ed., Wiesbaden 2012.</p> <p>Homburg, Ch.: Grundlagen des Marketingmanagements: Einführung in Strategie, Instrumente, Umsetzung und Unternehmensführung, 3rd ed., Wiesbaden, 2012a.</p> <p>Kroeber-Riel, W. /Weinberg, P.: Konsumentenverhalten, 9th ed., Munich 2009.</p> <p>Meffert, H. / Burman, Ch / Kirchgeorg, M.: Marketing -- Grundlagen marktorientierter Unternehmensführung: Konzepte -- Instrumente -- Praxisbeispiele, 11th revised and exp. ed., Wiesbaden 2012.</p> <p>Meffert, H. / Burman, Ch / Becker, Ch.: Internationales Marketing-Management -- Ein markenorientierter Ansatz, 4th ed., Stuttgart 2010.</p> <p>Meyer, M.: Ökonomische Organisation der Industrie: Netzwerkarrangements zwischen Markt und Unternehmung, Wiesbaden 1995.</p> <p>Porter, M. E.: Wettbewerbsvorteile -- Spitzenleistungen erreichen und behaupten, 8th ed., Campus Frankfurt / New York 2014. (Original: Porter, M.: Competitive Advantage, New York 1985.)</p> <p>Simon, H. / Fassnacht, M.: Preismanagement, Strategie -- Analyse -- Entscheidung -- Umsetzung, 3rd ed., Wiesbaden 2009.</p>			
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 (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
--
Workload
150 h
Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title		Abbreviation
Microeconomics 1		12-Mik1-G-212-m01
Module coordinator		Module offered by
holder of the Chair of Economics, Information and Contract Economics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>The lecture covers the following topics</p> <p>Theory of the household:</p> <ol style="list-style-type: none"> 1. Utility maximisation under constraints 2. Comparative statics 3. Income and substitution effects 4. Labour supply 5. Intertemporal consumption / savings decisions <p>Theory of the firm:</p> <ol style="list-style-type: none"> 6. Production functions (technology) 7. Profit maximisation 8. Long run versus short run cost minimisation 9. Supply of goods 		
Intended learning outcomes		
Students are systematically trained in microeconomic methods relevant in household and firm theory. Accordingly, they will know how to solve optimization problems under constraints. These scientific methods will serve as useful in many fields of specialization in economics and business administration. In particular, students know analytically how to analyze the impact of changes in the economic environment, e.g., wages, interest rates, income on individual decision making.		
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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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Human Resource Management		12-P&O-F-212-mo1
Module coordinator		Module offered by
holder of the Chair of Human Resource Management and Organisation		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
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		
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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Winter Term 2023

(o ECTS credits)

Module title		Abbreviation
Supply, Production and Operations Management		12-BPL-G-212-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Industrial Management		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 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		
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Additional information		
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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Accounting		12-ExtUR-G-212-m01
Module coordinator		Module offered by
holder of the Chair of Business Taxation		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 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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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Business Intelligence		12-BIF-211-m01
Module coordinator		Module offered by
Holder of the Chair of Information Systems Engineering		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		
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		
<ul style="list-style-type: none"> - 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 (apprx. 60 minutes) Language of assessment: German and/or English		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Differential Calculus for Economics and Management		10-M-MWW1-212-m01
Module coordinator		Module offered by
Dean of Studies Mathematik (Mathematics)		Institute of Mathematics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
Theory of real-valued functions in one or two variables.		
Intended learning outcomes		
The student learns the basic mathematical tools in the field of analysis, and is able to apply these methods to simple problems in economical modelling.		
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. 120 minutes)		
Allocation of places		
--		
Additional information		
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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Introduction to Economics - Minor		12-NF-EVWL-152-mo1
Module coordinator		Module offered by
Holder of the Chair of Monetary Policy and International Economics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>The course deals with the following topics:</p> <ol style="list-style-type: none"> 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		
<p>620 places.</p> <p>(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.</p>		
Additional information		
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Workload		
150 h		

Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title		Abbreviation
Entrepreneurship		12-EPS-212-m01
Module coordinator		Module offered by
holder of the Chair of Entrepreneurship and Management		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		
<p>Description:</p> <p>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.</p> <p>Contents of the course:</p> <ol style="list-style-type: none"> 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		
<p>After completing the module "Entrepreneurship", the students should be able to</p> <ol style="list-style-type: none"> (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 (type, number of weekly contact hours, language — if other than German)		
<p>V (2) + Ü (2)</p> <p>Module taught in: German and/or English</p>		
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module is creditable for bonus)		
<p>a) written examination (approx. 60 minutes) or</p> <p>b) term paper (as individual or group work; approx. 10 pages per person) or</p> <p>c) oral examination in groups of up to 3 candidates (approx. 10 minutes per candidate)</p> <p>Language of assessment: German and/or English</p>		
Allocation of places		
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Additional information		
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Workload		
150 h		

Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title		Abbreviation
Linear Algebra for Economics and Management		10-M-MWW2-212-m01
Module coordinator		Module offered by
Dean of Studies Mathematik (Mathematics)		Institute of Mathematics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
Theory of real-valued functions in several variables and basics in linear algebra.		
Intended learning outcomes		
The student deepens his/her knowledge in analysis and learns basic linear algebra. He/She is able to apply these methods to simple problems in economical modelling.		
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. 120 minutes)		
Allocation of places		
--		
Additional information		
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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title			Abbreviation
Macroeconomics 1			12-Mak1-G-212-m01
Module coordinator		Module offered by	
holder of the Chair of International Macroeconomics		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			
<p>Description:</p> <p>This module covers basic macroeconomic relationships, the declaration of employment, production, interest, current and capital account, nominal and real exchange rate, prices and inflation - in the long run (with flexible wages and prices) and in the short term (with fixed wages and prices). The course will familiarise students with concepts which are of central importance in a globalised environment (e. g. interest rate arbitrage, foreign exchange risk, purchasing power parity). The explanations will be applied to current issues (e. g. current account balances in the global economy; questions related to the European monetary union and the global financial crisis).</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none">Macroeconomic issues and characteristics<ul style="list-style-type: none">Issues of macroeconomicsThe measurement of economic activityLong-term relationships<ul style="list-style-type: none">The classic long-term model of the closed economyMoney and InflationThe classic long-term model of a small open economyUnemploymentShort and medium-term relationships<ul style="list-style-type: none">Fluctuations of economic activity: an introductionThe IS-LM model of a closed economyThe IS-LM model of an open economyAggregate supply and Phillips curveConclusion and outlook <p>Reading:</p> <p>The latest editions of the following textbooks:</p> <p>N. Gregory Mankiw: Macroeconomics [students are recommended to read the original English edition; they may also read the German translation]</p> <p>Olivier Blanchard and David H. Johnson, Macroeconomics Prentice Hall; [a German-language edition of the book by Oliver Blanchard and Gerhard Illing is available from Pearson Studium].</p> <p>Michael Burda and Charles Wyplosz: Macroeconomics. A European text.</p> <p>To illustrate the lecture, case studies in particular will be developed in which more current sources are used.</p>			
Intended learning outcomes			
This expertise enables the students to penetrate economically-intuitively and analytically macroeconomic interactions and problems in the course of advancing globalization and to deal with these arguments. Students learn to interpret on a scientific basis the impact of macroeconomic developments in individual economic actors (businesses, households, the state).			
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
--
Workload
150 h
Teaching cycle
--
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title			Abbreviation
Econometrics			12-QWF-G-212-m01
Module coordinator		Module offered by	
holder of the Chair of Econometrics		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			
<p>Description:</p> <p>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.</p> <p>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").</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none">1. Random variables and their distributions2. Distribution parameters3. On the importance of the normal distribution4. Central limit theorems5. Inferential statistics6. Interval estimation7. Hypothesis testing8. Regression analysis			
Intended learning outcomes			
<p>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.</p> <p>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".</p>			
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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Workload
150 h
Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title			Abbreviation
Organization			12-EBWL-G-212-m01
Module coordinator		Module offered by	
holder of the Chair of Human Resource Management and Organisation		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
<p>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.</p> <p>Reading list to be provided during lecture.</p>			
Intended learning outcomes			
<p>The aim of the lectures is to familiarise the students with the basic problem issues and perspectives within the field of business administration.</p>			
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)			
<p>written examination (approx. 60 minutes)</p> <p>Language of assessment: German and/or English</p>			
Allocation of places			
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Additional information			
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Workload			
150 h			
Teaching cycle			
Teaching cycle: every year, winter semester			
Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module title		Abbreviation
Planning and Decision Making in Business Information Systems		12-PEBI-232-m01
Module coordinator		Module offered by
Holder of the Chair of Business Analytics		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		
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		
<ul style="list-style-type: none"> • 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)		
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 minutes) c) portfolio (approx. 20 hours) Language of assessment: German and/or English Creditable for bonus		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Business Informatics		12-EWiinf-G-212-m01
Module coordinator		Module offered by
holder of the Chair of Business Management and Business Information Systems		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		
<p>Content:</p> <p>This course offers an introduction to the essential aspects of business information systems.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> 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 <p>Reading:</p> <p>Thome: Grundzüge der Wirtschaftsinformatik.</p>		
Intended learning outcomes		
<p>The course "Einführung in die Wirtschaftsinformatik" communicates</p> <p>(i) an overview of the different task fields of the business informations systems discipline;</p> <p>(ii) an understanding for recent developments in the discipline and related technologies.</p>		
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)		
<p>written examination (approx. 60 minutes)</p> <p>Language of assessment: German and/or English</p> <p>creditable for bonus</p>		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Summer Term 2024

(o ECTS credits)

Module title			Abbreviation
Challenges of China's Economic Rise			12-CCER-212-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
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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Workload			
150 h			
Teaching cycle			
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Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module title		Abbreviation
Data Management and Analysis		12-DM-F-232-m01
Module coordinator		Module offered by
holder of the Chair of Business Analytics		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		
<p>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.</p> <p>Focal points are:</p> <ul style="list-style-type: none"> • 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		
<p>Upon completion of the module students are able</p> <ul style="list-style-type: none"> • 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 (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)		
<p>a) written examination (approx. 60 minutes) or b) oral examination (approx. 20 minutes) or c) portfolio (approx. 20 hours) Language of assessment: German and/or English creditable for bonus</p>		
Allocation of places		
<p>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. (4) A waiting list will be maintained and places re-allocated by lot as they become available.</p>		
Additional information		
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Workload
150 h
Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title			Abbreviation
Digitalization			12-DIGI-191-m01
Module coordinator		Module offered by	
Dean of the Faculty of Business Management and Economics		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
<p>This module is designed for advanced undergraduate and graduate students interested in business information systems and international management. It provides a unique combination of business and information technology and focuses on opportunities emerging from an increasingly digitalized and globalized economy in Europe. There will be 14 two-hour classes which present the different topics indicated above. Most of the classes will be typical lectures presented by faculty staff. Some material is also worked out as a case study using business simulation tools or developed as an in-class group assignment. In order to prepare for the exam students have to attend the classes and study extended course material. In case they wish to receive the 5 ECTS credits they are required to prepare a written essay on a specific field covered during the week.</p>			
Intended learning outcomes			
<p>The lectures will cover different aspects of digitalization, business information systems and information management. Due to their interactive design, lectures provide theoretical and practical insights into tomorrow's important topics, including digital business models, business analytics, information management, and blockchain-based technologies.</p>			
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 to 120 Minutes) or b) Term paper (15 to 20 pages) or c) Presentation (20 to 15 Minutes) Language of assessment: German and/or English			
Allocation of places			
20 (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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Workload			
150 h			
Teaching cycle			
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Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module title		Abbreviation
E-Business		12-Ebus-F-212-m01
Module coordinator		Module offered by
holder of the Chair of Information Systems Engineering		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		
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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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Globalization		12-GLOB-191-m01
Module coordinator		Module offered by
Dean of the Faculty of Business Management and Economics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>This module is designed for advanced undergraduate and graduate students interested in international economics and international management. It provides a unique combination of lectures in business and economics focusing on opportunities, threats and challenges facing future managers and politicians throughout the world.</p> <p>There will be 14 two-hour classes which present the different topics indicated above. Most of the classes will be typical lectures presented by faculty staff. Some material is also worked out as a case study using business simulation tools or developed as an in-class group assignment. In order to prepare for the exam students have to attend the classes and study extended course material. In case they wish to receive the 5 ECTS credits they are required to prepare a written essay on a specific field covered during the week.</p>		
Intended learning outcomes		
The economic lectures will cover Europeans macro, climate, trade as well as competition policy. The business lectures will deal with international financial reporting and taxation, global supply chains and human resource management in the wake of the demographic transition.		
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 to 120 Minutes) or b) Term paper (15 to 20 pages) or c) Presentation (20 to 30 Minutes) Language of assessment: German and/or English		
Allocation of places		
20 (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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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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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
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>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 S4/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.</p> <p>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.</p>		
Intended learning outcomes		
<p>After completing the course, the students will be able to</p> <ol style="list-style-type: none"> 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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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title			Abbreviation
International Economics			12-IntÖk-152-m01
Module coordinator		Module offered by	
Holder of the Chair of International Economics		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
Contents			
<u>Content</u> 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.			
<u>Outline</u> 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]			
<u>Literature:</u> 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
--
Workload
150 h
Teaching cycle
--
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title			Abbreviation
Marketing			12-Mark-G-212-mo1
Module coordinator		Module offered by	
holder of the Chair of Business Management and Marketing		Faculty of Business Management and Economics	
ECTS	Method of grading	Only after succ. compl. of module(s)	
5	numerical grade	--	
Duration	Module level	Other prerequisites	
1 semester	undergraduate	--	
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: Foscht, T. / Swoboda, B.: Käuferverhalten: Grundlagen -- Perspektiven -- Anwendungen, 4th revised and exp. ed., Wiesbaden 2011. Homburg, Ch.: Grundlagen des Marketingmanagements: Einführung in Strategie, Instrumente, Umsetzung und Unternehmensführung, 4th revised and exp. ed., Wiesbaden 2012. Homburg, Ch.: Grundlagen des Marketingmanagements: Einführung in Strategie, Instrumente, Umsetzung und Unternehmensführung, 3rd ed., Wiesbaden, 2012a. Kroeber-Riel, W. /Weinberg, P.: Konsumentenverhalten, 9th ed., Munich 2009. Meffert, H. / Burman, Ch / Kirchgeorg, M.: Marketing -- Grundlagen marktorientierter Unternehmensführung: Konzepte -- Instrumente -- Praxisbeispiele, 11th revised and exp. ed., Wiesbaden 2012. Meffert, H. / Burman, Ch / Becker, Ch.: Internationales Marketing-Management -- Ein markenorientierter Ansatz, 4th ed., Stuttgart 2010. Meyer, M.: Ökonomische Organisation der Industrie: Netzwerkarrangements zwischen Markt und Unternehmung, Wiesbaden 1995. Porter, M. E.: Wettbewerbsvorteile -- Spitzenleistungen erreichen und behaupten, 8th ed., Campus Frankfurt / New York 2014. (Original: Porter, M.: Competitive Advantage, New York 1985.) Simon, H. / Fassnacht, M.: Preismanagement, Strategie -- Analyse -- Entscheidung -- Umsetzung, 3rd ed., Wiesbaden 2009.			
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 (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
--
Workload
150 h
Teaching cycle
--
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title		Abbreviation
Microeconomics 1		12-Mik1-G-212-m01
Module coordinator		Module offered by
holder of the Chair of Economics, Information and Contract Economics		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
Contents		
<p>The lecture covers the following topics</p> <p>Theory of the household:</p> <ol style="list-style-type: none"> 1. Utility maximisation under constraints 2. Comparative statics 3. Income and substitution effects 4. Labour supply 5. Intertemporal consumption / savings decisions <p>Theory of the firm:</p> <ol style="list-style-type: none"> 6. Production functions (technology) 7. Profit maximisation 8. Long run versus short run cost minimisation 9. Supply of goods 		
Intended learning outcomes		
Students are systematically trained in microeconomic methods relevant in household and firm theory. Accordingly, they will know how to solve optimization problems under constraints. These scientific methods will serve as useful in many fields of specialization in economics and business administration. In particular, students know analytically how to analyze the impact of changes in the economic environment, e.g., wages, interest rates, income on individual decision making.		
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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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Human Resource Management		12-P&O-F-212-m01
Module coordinator		Module offered by
holder of the Chair of Human Resource Management and Organisation		Faculty of Business Management and Economics
ECTS	Method of grading	Only after succ. compl. of module(s)
5	numerical grade	--
Duration	Module level	Other prerequisites
1 semester	undergraduate	--
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		
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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title		Abbreviation
Simulation for Decision Making		12-SDM-232-m01
Module coordinator		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	--	--
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 in groups of up to 3 candidates (approx. 15 minutes per candidate) e) portfolio (50 to 75 hours) Language of assessment: German and/or English creditable for bonus		
Allocation of places		
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Additional information		
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Workload		
150 h		
Teaching cycle		
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Referred to in LPO I (examination regulations for teaching-degree programmes)		
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Module title			Abbreviation
Statistics			12-Stat-G-212-mo1
Module coordinator		Module offered by	
holder of the Chair of Econometrics		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			
<p>Description:</p> <p>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.</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none">1. Basic terms in statistics2. Frequency distributions3. Distributional characteristics4. Multi-dimensional data5. Index calculus6. Fundamental probability calculus7. Random variables and distributions <p>Reading:</p> <p>Assenmacher, W.: Deskriptive Statistik, Springer.</p> <p>Bamberg, G., Baur, F.: Statistik, Oldenbourg.</p> <p>Bohley, P.: Statistik, Oldenbourg.</p> <p>Hartung, J., Elpelt, B., Klösner, K.-H.: Statistik, Oldenbourg.</p> <p>Hippmann, H.-D.: Statistik, Schäffer-Poeschel.</p> <p>Leiner, B.: Einführung in die Statistik.</p> <p>Litz, H.-P.: Statistische Methoden in den Wirtschafts- und Sozialwissenschaften, Oldenbourg.</p> <p>Mosler, K., Schmid, F.: Beschreibende Statistik und Wirtschaftsstatistik, Springer.</p> <p>Schaich, E., Köhle, B., Hartung, J.: Statistik I für Volkswirte, Betriebswirte und Soziologen, Verlag Franz Vahlen.</p> <p>Schira, J.: Statistische Methoden der VWL und BWL, Pearson Studium.</p>			
Intended learning outcomes			
<p>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.</p> <p>The competences acquired in this course serve as a prerequisite for "Introductory Statistics II".</p>			
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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Allocation of places
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Additional information
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Workload
150 h
Teaching cycle
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title		Abbreviation
Managerial Accounting		12-IntUR-G-212-mo1
Module coordinator		Module offered by
holder of the Chair of Business Management and Accounting		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		
<p>Content: This course offers an introduction to aims and methods of managerial accounting (cost accounting).</p> <p>Outline of syllabus:</p> <ol style="list-style-type: none"> 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 <p>Reading: Coenenberg/Fischer/Günther: Kostenrechnung und Kostenanalyse, Stuttgart. Friedl/Hofmann/Pedell: Kostenrechnung. Eine entscheidungsorientierte Einführung. (most recent editions)</p>		
Intended learning outcomes		
<p>After completing the course "Management Accounting and Control", the students will be able to</p> <ul style="list-style-type: none"> (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 case studies of medium difficulty that calculate relevant costs and benefits and take on this basis a reasoned decision. 		
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)		
<p>written examination (approx. 60 minutes) Language of assessment: German and/or English</p>		
Allocation of places		
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Additional information		
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Workload		
150 h		

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