Subdivided Module Catalogue for the Subject

Business Information Systems as a Bachelor’s with 1 major
with the degree "Bachelor of Science"
(180 ECTS credits)

Examination regulations version: 2008
Responsible: Faculty of Business Management and Economics
Course of Studies - Contents and Objectives

Integrated data processing (understood as a generic term for any electronic form of business processes between companies and their customers) requires today staff who combine the know-how in business administration and social competence with technical skills. The field of business information systems is interdisciplinary and integrates the disciplines of business administration, business information systems and computer science. The students learn to solve autonomously tasks of planning, forming and developing business data processing. The combination of scientifically substantiated theories and models, new research methods as well as practical applications qualifies the students to work in an analytical, autonomous and problem-solving manner. The subject-specific studies and the training of analytical thinking give students competences to become acquainted with assigned tasks later in their professional life. They acquire the necessary basic knowledge for the consecutive Master course of studies. The students should demonstrate in their written bachelor thesis that they are able to work on problems from the field of business information systems or computer science, limited by time frameworks as well as to apply scientific methods of business management and to fix it in a written form.
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:

ASPO2007

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

29-Apr-2009 (2009-32)

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.
The subject is divided into

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### Business Information Systems

Bachelor's with 1 major, 180 ECTS credits

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<td>Dean of Studies Informatik (Computer Science)</td>
<td>Institute of Computer Science</td>
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**Contents**

Design and analysis of algorithms, recursion vs. iteration, sort and search methods, data structures, abstract data types, lists, trees, graphs, basic graph algorithms, programming in Java.

**Intended learning outcomes**

[Version 1: The students are able to independently design algorithms as well as to precisely describe and analyse them. They are able to apply recursion in algorithms and data structures. The students are familiar with the three basic programming paradigms and are able to apply them in practical programs.] [Version 2: The students are able to independently design algorithms as well as to precisely describe and analyse them. The students are familiar with the basic paradigms of the design of algorithms and are able to apply them in practical programs. The students are able to estimate the run-time behaviour of algorithms and to prove their correctness.]

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

V + Ü (no information on SWS (weekly contact hours) and course language available)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)

written examination (80 minutes) or oral examination (one candidate each: 20 minutes, groups of 2: 30 minutes, groups of 3: 40 minutes)

**Allocation of places**

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**Additional information**

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

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### Module title

**Applied Computer Science**

| Abbreviation | 12-AlInf-G-082-m01 |

### Module coordinator

holder of the Chair of Information Systems Engineering

### Module offered by

Faculty of Business Management and Economics

### ECTS

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### Duration

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### Contents

In this course, students will acquire an overview of the technical fundamentals and the development of business information systems.

### Intended learning outcomes

The module provides students with basic knowledge of:

(i) Computer Architecture and System Software  
(ii) Design and modeling of databases  
(iii) Networks  
(iv) Software development  
(v) IT security

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

V + Ü (no information on SWS (weekly contact hours) and course language available)

### Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)

written examination (approx. 60 minutes)

### Allocation of places

Number of places: 640. No restrictions with regard to available places for Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics), Wirtschaftsmathematik (Mathematics for Economics) and Wirtschaftsinformatik (Business Information Systems). The remaining places will be allocated to students of other subjects. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: 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. 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. Quota 3 (25% of places): allocation by lot. Applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

### Additional information

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

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# Bachelor Thesis Business Information Systems

**Module title:** Bachelor Thesis Business Information Systems  
**Abbreviation:** 12-BA-Wiinf-082-m01  
**Module coordinator:** Dean of the Faculty of Business Management and Economics  
**Module offered by:** Faculty of Business Management and Economics  
**ECTS:** 10  
**Method of grading:** numerical grade  
**Duration:** 1 semester  
**Module level:** undergraduate  
**Other prerequisites:** Registration for assessment on a continuous basis as agreed upon with supervisor.

## Contents

Students will complete their degree with a Bachelor's thesis in which they will be required to research and write on a topic from the area of business information systems. This thesis may either take the form of an analysis and structured presentation of the existing literature on a certain topic or may, as is often the case, also include a presentation of the students' own original achievements, e.g., new algorithms developed by students, surveys, the prototypical demonstration of a concept they developed or the application and (further) development of a theoretical model.

## Intended learning outcomes

The acquisition of specialized skills presupposes the reception of national and international (mainly English) literature. Students are able to understand relevant contributions to research and professional practice and to critically analyze and assess their relevance to their own specific questions. They can recognize and assess major lines of development and dynamics within the field of study.

## Courses

No courses assigned.

## Method of assessment

Written thesis. Language of assessment: German or English.

## Allocation of places

Not applicable.

## Additional information

Not applicable.

## Referred to in LPO I

(examination regulations for teaching-degree programmes)

Not applicable.
Supply, Production and Operations Management. An Introduction

Module title

Abbreviation

12-BPL-G-082-m01

Module coordinator

holder of the Chair of Business Management and Industrial Management

Module offered by

Faculty of Business Management and Economics

ECTS

5

Method of grading

Numerical grade

Only after succ. compl. of module(s)

Duration

1 semester

Module level

Undergraduate

Other prerequisites

--

Contents

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 + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)

Written examination (approx. 60 minutes)

Allocation of places

Number of places: 405. No restrictions with regard to available places for Bachelor’s students of Wirtschaftswissenschaften (Business Management and Economics), Wirtschaftsmathematik (Mathematics for Economics) and Wirtschaftsinformatik (Business Information Systems). The remaining places will be allocated to students of other subjects. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: 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. 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. Quota 3 (25% of places): allocation by lot. Applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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

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### Module title
Supply, Production and Logistics Management. Material Requirements Planning

### Abbreviation
12-BPL-F-082-m01

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

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

### ECTS
5

### Method of grading
numerical grade

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

### Module level
undergraduate

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

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

### Courses (type, number of weekly contact hours, language — if other than German)
V + Ü (no information on SWS (weekly contact hours) and course language available)

### Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)
written examination (approx. 60 minutes)

### Allocation of places
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### Additional information
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### Referred to in LPO I (examination regulations for teaching-degree programmes)
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<tbody>
<tr>
<td>Business Taxation 1: An Introduction to Tax Law &amp; Tax Planning</td>
<td>12-St1-F-082-m01</td>
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<td>Faculty of Business Management and Economics</td>
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<tr>
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</table>

**Contents**

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

**Intended learning outcomes**

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

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

V + Ü (no information on SWS (weekly contact hours) and course language available)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)

written examination (approx. 60 minutes)

**Allocation of places**

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**Additional information**

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

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**Contents**

This is a dummy module in the Bachelor's degree programme Wirtschaftsinformatik (Business Information Systems) that may be used, for example, for the accreditation of courses taken abroad. Contents will vary according to the subject selected.

Among others, the subject Agiles Vorgehen in Softwareprojekten (Agile Approach to Software Projects) may be accredited as Computer Information Systems.

**Intended learning outcomes**

The Competences differ depending on the course to be taken into account.

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

V + Ü (no information on SWS (weekly contact hours) and course language available)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)

written examination (60 minutes)

**Allocation of places**

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**Additional information**

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

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**Contents**

This is a dummy module in the Bachelor's degree programme Wirtschaftsinformatik (Business Information Systems) that may be used, for example, for the accreditation of courses taken abroad. Contents will vary according to the subject selected.

Among others, the subject Agiles Vorgehen in Softwareprojekten (Agile Approach to Software Projects) may be accredited as Computer Information Systems.

**Intended learning outcomes**

The Competences differ depending on the course to be taken into account.

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

V + Ü (no information on SWS (weekly contact hours) and course language available)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)

written examination (approx. 60 minutes)

Assessment offered: only when announced in the semester in which the courses are offered and in the subsequent semester

**Allocation of places**

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**Additional information**

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

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Module title | Abbreviation
--- | ---
Cost Accounting for Decision Making and Control | 12-KR-091-m01

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

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

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

Intended learning outcomes
This module provides competences in order to apply systems of full- and direct costing, cost and performance accounting with regard to decision-making and internal control processes. The goal is to promote analytical thinking and problem-solving abilities by analyses of com-plex problem structures.

Courses (type, number of weekly contact hours, language — if other than German)
V + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)
written examination (approx. 60 minutes)

Allocation of places
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Additional information
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<td>Dean of Studies Informatik (Computer Science)</td>
<td>Institute of Computer Science</td>
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### Contents
Relational algebra and complex SQL statements; database planning and normal forms; xml data modelling; transaction management.

### Intended learning outcomes
The students possess a knowledge about database modelling and queries in SQL, transactions as well as easy data modelling in XML.

### Courses
V + Ü (no information on SWS (weekly contact hours) and course language available)

### Method of assessment
written examination (50 minutes) or oral examination (one candidate each: 15 minutes, groups of 2: 20 minutes, groups of 3: 25 minutes)

### Allocation of places
--

### Additional information
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### Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title | Abbreviation
---|---
Data Modelling | 12-DM-F-082-m01

Module coordinator | Module offered by
holder of the Junior Professorship of Information Management | Faculty of Business Management and Economics

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

Contents
The module covers the fundamentals and concepts of data modelling as well as languages for creating and querying data bases.

Main topics:
- Fundamentals and application of semantic data modelling
- Fundamentals and application of the relational data model
- Fundamentals and application of data query languages
- Further aspects of data modelling

Intended learning outcomes
Upon completion of the module students are able
(i) to design good conceptual and logical data models;
(ii) to transform conceptual data models into physical data schemas;
(iii) to create and update databases and tables;
(iv) to formulate complex database queries;
(v) to design different applications with databases.

Courses (type, number of weekly contact hours, language — if other than German)
V + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)
written examination (approx. 60 minutes)

Allocation of places
Number of places: 50. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Bachelor’s students of Wirtschaftsinformatik (Business Information Systems) will be given preferential consideration. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (1) and the number of applications exceeds the number of available places, places will be allocated among applicants from within this group according to the respective FSB (subject-specific provisions) regarding Section 7 Subsection 4 ASPO (general academic and examination regulations). (4) When places are allocated in accordance with (2) and the number of applications exceeds the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: 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. 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. Quota 3 (25% of places): allocation by lot. (5) Within the groups according to (1) and (2), applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. (6) Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. (7) A waiting list will be maintained and places re-allocated as they become available.

Additional information
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</table>
**Module title**
eBusiness

**Abbreviation**
12-EBus-F-082-m01

**Module coordinator**
holder of the Chair of Information Systems Engineering

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

**ECTS**
5

**Method of grading**
numerical grade

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

**Duration**
1 semester

**Module level**
undergraduate

**Other prerequisites**
--

**Contents**

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 + Ü (no information on SWS (weekly contact hours) and course language available)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)

written examination (approx. 60 minutes)

**Allocation of places**
--

**Additional information**
--

**Referred to in LPO I** (examination regulations for teaching-degree programmes)
--
Module title
Introduction to Business Administration

Abbreviation
12-EBWL-G-082-m01

Module coordinator
holder of the Chair of Human Resource Management and Organisation

Module offered by
Faculty of Business Management and Economics

ECTS
5

Method of grading
numeral grade

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

Duration
1 semester

Module level
undergraduate

Other prerequisites
--

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

Reading list to be provided during lecture.

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

Courses (type, number of weekly contact hours, language — if other than German)
V + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)
written examination (approx. 60 minutes)

Allocation of places
Number of places: 640. No restrictions with regard to available places for Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics), Wirtschaftsmathematik (Mathematics for Economics) and Wirtschaftsinformatik (Business Information Systems). The remaining places will be allocated to students of other subjects. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: 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. 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. Quota 3 (25% of places): allocation by lot. Applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

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

Module title: Introduction to Economics
Abbreviation: 12-EVWL-G-082-m01

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

ECTS: 5
Method of grading: Only after succ. compl. of module(s)
Numerical grade: --
Duration: 1 semester
Module level: undergraduate
Other prerequisites: --

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

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

Courses (type, number of weekly contact hours, language — if other than German)
V + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)
written examination (approx. 60 minutes)

Allocation of places
Number of places: 640. No restrictions with regard to available places for Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics), Wirtschaftsmathematik (Mathematics for Economics) and Wirtschaftsinformatik (Business Information Systems). The remaining places will be allocated to students of other subjects. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: 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. 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. Quota 3 (25% of places): allocation by lot. Applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

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

**Contents**

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

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

Reading:
Thome: Grundzüge der Wirtschaftsinformatik.

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

**Courses**
(type, number of weekly contact hours, language — if other than German)
V + Ü (no information on SWS (weekly contact hours) and course language available)

**Method of assessment**
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)
written examination (approx. 60 minutes)

**Allocation of places**
Number of places: 640. No restrictions with regard to available places for Bachelor’s students of Wirtschaftswissenschaft (Business Management and Economics), Wirtschaftsmathematik (Mathematics for Economics) and Wirtschaftsinformatik (Business Information Systems). The remaining places will be allocated to students of other subjects. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: 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. 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. Quota 3 (25% of places): allocation by lot. Applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

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<td>12-EPS-091-m01</td>
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<td>holder of the Chair of Entrepreneurship and Management</td>
<td>Faculty of Business Management and Economics</td>
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### Contents

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

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

### Intended learning outcomes

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

### Courses

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

V + Ü (no information on SWS (weekly contact hours) and course language available)

### Method of assessment

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)

written examination (approx. 60 minutes)
Language of assessment: German, English

### Allocation of places

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### Additional information

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(examination regulations for teaching-degree programmes)

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<th>Other prerequisites</th>
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<tbody>
<tr>
<td>1 semester</td>
<td>undergraduate</td>
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### Contents

The course analyses the impacts the proceeding economic integration in Europe has on goods and factor markets. Several models are presented to illustrate the subsequent changes. During exercises, students will consolidate the knowledge they acquired in the lecture.

### Intended learning outcomes

The students understand the impacts of the European Integration and of globalization in general. They are able to illustrate these impacts using the models presented in the lecture and to evaluate them in an economic manner.

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

V + Ü (no information on SWS (weekly contact hours) and course language available)

### Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)

written examination (approx. 60 minutes)

### Allocation of places

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### Additional information

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

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<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
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</thead>
<tbody>
<tr>
<td>Financial Accounting and Auditing 1 - Financial Statements (German GAAP, IFRS)</td>
<td>12-Wipr1-F-082-m01</td>
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<table>
<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
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<tbody>
<tr>
<td>holder of the Chair of Business Management and Accounting</td>
<td>Faculty of Business Management and Economics</td>
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<td>1 semester</td>
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</table>

**Contents**

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

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

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

**Intended learning outcomes**

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

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

V + Ü (no information on SWS (weekly contact hours) and course language available)

**Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)**

written examination (approx. 60 minutes)

**Allocation of places**

--

**Additional information**

--

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

--
Module title | Abbreviation
--- | ---
Financial Accounting | 12-ExtUR-G-082-m01

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

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<td>undergraduate</td>
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</table>

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 + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)
written examination (approx. 60 minutes)

Allocation of places
Number of places: 640. No restrictions with regard to available places for Bachelor’s students of Wirtschaftswissenschaft (Business Management and Economics), Wirtschaftsmathematik (Mathematics for Economics) and Wirtschaftsinformatik (Business Information Systems). The remaining places will be allocated to students of other subjects. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: 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. 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. Quota 3 (25% of places): allocation by lot. Applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information
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Referred to in LPO I (examination regulations for teaching-degree programmes)
--
**Management Case Studies**

<table>
<thead>
<tr>
<th>Module title</th>
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<tbody>
<tr>
<td>Management Case Studies</td>
<td>12-P&amp;Ocase-F-082-m01</td>
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**Module coordinator**
holder of the Chair of Entrepreneurship and Management

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

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**Duration**
1 semester

**Module level**
undergraduate

**Contents**
The module will focus on equipping students with the skills necessary for solving a variety of case studies. These case studies will focus on the practical application of theoretical knowledge for the solution of practical problems and will provide students with an opportunity to apply the management tools they were taught. A particular emphasis will be on equipping students with skills in the areas of strategic thinking and the operational implementation of strategies. Participants will be issued a certificate of attendance.

**Intended learning outcomes**
German intended learning outcomes available but not translated yet.

Die Studierenden verfügen über Kompetenzen zur Lösung von Fallstudien nach internationalen Standards.

**Courses**
(No information on SWS (weekly contact hours) and course language available)

**Method of assessment**
Presentation of case studies and oral participation (as specified at the beginning of the course)

**Allocation of places**
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**Additional information**
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**Referred to in LPO I**
(examination regulations for teaching-degree programmes)

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<table>
<thead>
<tr>
<th>Module title</th>
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<tbody>
<tr>
<td>Forward and Reverse Business Engineering</td>
<td>12-FRBE-F-082-m01</td>
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<th>Module offered by</th>
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<tbody>
<tr>
<td>Business Integration Prof. Thome</td>
<td>Faculty of Business Management and Economics</td>
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**Contents**

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

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

**Intended learning outcomes**

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

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

V + Ü (no information on SWS (weekly contact hours) and course language available)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)

written examination (approx. 60 minutes)

**Allocation of places**

Number of places: 50. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Bachelor's students of Wirtschaftsinformatik (Business Information Systems) will be given preferential consideration. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (1) and the number of applications exceeds the number of available places, places will be allocated among applicants from within this group according to the respective FSB (subject-specific provisions) regarding Section 7 Subsection 4 ASPO (general academic and examination regulations). (4) When places are allocated in accordance with (2) and the number of applications exceeds the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: 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. 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. Quota 3 (25% of places): allocation by lot. (5) Within the groups according to (1) and (2), applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. (6) Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. (7) A waiting list will be maintained and places re-allocated as they become available.

**Additional information**

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

--
Module title | Abbreviation
--- | ---
General Management 1 | 12-GM1-072-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 module serves the purpose of transferring credits from

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

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

Intended learning outcomes

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

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

V + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)

written examination (60 minutes)

Allocation of places

--

Additional information

--

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

--
### Module title
General Management 2

### Abbreviation
12-GM2-072-m01

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

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

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<tr>
<th>ECTS</th>
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### Duration
1 semester

### Module level
undergraduate

### Other prerequisites
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### Contents
This module serves the purpose of transferring credits from

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

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

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

### Courses
(V + Ü (no information on SWS (weekly contact hours) and course language available)

### Method of assessment
written examination (60 minutes)

### Allocation of places
--

### Additional information
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### Referred to in LPO 1
(examination regulations for teaching-degree programmes)
Subdivided Module Catalogue for the Subject Business Information Systems
Bachelor’s with 1 major, 180 ECTS credits

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
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<tbody>
<tr>
<td>Business Processes</td>
<td>12-GP-G-082-m01</td>
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<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
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<tbody>
<tr>
<td>holder of the Chair of Business Management and Business Information Systems</td>
<td>Faculty of Business Management and Economics</td>
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<tbody>
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<td>1 semester</td>
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</tbody>
</table>

Contents

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

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

Intended learning outcomes

After completing the course, the students will be able to
1. reflect technical principles and operational models of ERP systems,
2. understand the functionality of ERP systems and
3. perform and understand business processes within the ERP system SAP Business ByDesign.

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

V + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)

written examination (approx. 60 minutes)

Allocation of places

Wirtschaftsinformatik (Business Information Systems) Bachelor’s (180 ECTS): no restrictions. Other degree programmes: minimum 15 places. More places will be available provided there is enough capacity. Should the number of applications from students of other subjects exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas:

Quota 1 (50% of places): total number of ECTS credits already achieved in the respective subject; among applicants with the same number of ECTS credits, places will be allocated by lot.

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.

Quota 3 (25% of places): allocation by lot; applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information

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

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Module title: Introduction to Statistical Inference and Regression Analysis  
Abbreviation: 12-QWF-G-082-m01

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

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

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

Contents

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

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

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

Intended learning outcomes

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

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

Courses (type, number of weekly contact hours, language — if other than German)
V + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)
written examination (approx. 120 minutes)

Allocation of places

Number of places: 640. No restrictions with regard to available places for Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics), Wirtschaftsmathematik (Mathematics for Economics) and Wirtschaftsinformatik (Business Information Systems). The remaining places will be allocated to students of other subjects. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: 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. 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. Quota 3 (25% of places): allocation by lot. Applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

**Additional information**

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

---
Module title: Descriptive Statistics and Introduction to Probability
Abbreviation: 12-Stat-G-082-m01

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

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

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

Contents:

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

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

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

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

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

Courses (type, number of weekly contact hours, language — if other than German)
V + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)
written examination (approx. 120 minutes)
**Allocation of places**

Number of places: 640. No restrictions with regard to available places for Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics), Wirtschaftsmathematik (Mathematics for Economics) and Wirtschaftsinformatik (Business Information Systems). The remaining places will be allocated to students of other subjects. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: 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. 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. Quota 3 (25% of places): allocation by lot. Applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

**Additional information**

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

--
Introduction to Market-Oriented Management 12-Mark-G-082-m01

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

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

Contents

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

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

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

Reading:

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

Courses (type, number of weekly contact hours, language — if other than German)
V + Ü (no information on SWS (weekly contact hours) and course language available)
### Method of assessment

(type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)

**written examination (approx. 60 minutes)**

### Allocation of places

Number of places: 405. No restrictions with regard to available places for Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics), Wirtschaftsmathematik (Mathematics for Economics) and Wirtschaftsinformatik (Business Information Systems). The remaining places will be allocated to students of other subjects. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas:
- 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.
- 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.
- Quota 3 (25% of places): allocation by lot.

Applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

### Additional information

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

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Module title | Abbreviation | ECTS | Method of grading | Only after succ. compl. of module(s) | Duration | Module level | Other prerequisites | Content | Intended learning outcomes | Courses | Method of assessment | Allocation of places | Additional information |
---|---|---|---|---|---|---|---|---|---|---|---|---|---|
Investment and Finance. An Introduction | 12-I&F-G-082-m01 | 5 | numerical grade | -- | 1 semester | undergraduate | -- | This course offers an introduction to principles of financial mathematics, several methods of capital budgeting and principles of financial economics. | After completing the course "Principles of Investments and Finance", the students will be able (i) to understand the fundamentals in financial mathematics and solve several problems, e.g. via the PV approach; (ii) to address the central problems in intertemporal allocation given different capital market scenarios; (iii) to budget and calculate the optimal useful life given static and dynamic investment approaches under the consideration of several other investment opportunities and the capital market scenario, especially the influence of taxes. | V + Ü (no information on SWS (weekly contact hours) and course language available) | written examination (approx. 60 minutes) | Number of places: 405. No restrictions with regard to available places for Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics), Wirtschaftsmathematik (Mathematics for Economics) and Wirtschaftsinformatik (Business Information Systems). The remaining places will be allocated to students of other subjects. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: 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. 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. Quota 3 (25% of places): allocation by lot. Applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available. | -- |
Referred to in LPO I (examination regulations for teaching-degree programmes)
**Module title**: Introduction to Economic Policy  
**Abbreviation**: 12-WiPo-G-082-m01

**Module coordinator**: holder of the Chair of Economic Order and Social Policy  
**Module offered by**: Faculty of Business Management and Economics  
**ECTS**: 5  
**Method of grading**: Only after succ. compl. of module(s)  
**Duration**: 1 semester  
**Module level**: undergraduate  
**Other prerequisites**: ---

### Contents

**Description:**
The course consists of six chapters. The first chapter illustrates what economists have in mind when referring to the term "economic policy" and discusses its objectives, means and institutions. The following chapters deal with the objectives that are set out in the German "Gesetz zur Förderung der Stabilität und des Wachstums der Wirtschaft" ("Law for Promoting Stability and Growth of the Economy") of 1967. Each chapter uses current macroeconomic data to evaluate the degree to which the particular objective is achieved, discusses the reasons of possible problems and demonstrates actions the government may take to cure the problems.

**Outline of syllabus:**
1. Introduction  
   - What is "Economic Policy"?  
   - Objectives of economic policy  
   - Instruments of economic policy  
   - Institutions of economic policy  
2. Full employment  
   - Empirics: The status quo of the labour market  
   - Reasons for unemployment  
   - Cure for labour market problems  
3. Price level stability  
   - Empirics: inflation, deflation or price stability?  
   - Reasons for inflation and deflation  
   - Cure for price instability  
   - The contradicting relationship between full employment and stable prices  
4. Business cycles and economic growth  
   - Empirics: current situation of the world economy and long-term economic growth  
   - Reasons for cyclical fluctuations and determinants of economic growth  
   - Cure for macroeconomic instabilities and means to facilitate economic growth  
5. Balance in foreign trade  
   - Empirics: balances of payments of Germany, Europe and the World  
   - Reasons for macroeconomic imbalances  
   - Cure for instabilities in foreign trade  
6. Income distribution  
   - Empirics: the distribution of incomes and its historical development  
   - Reasons for an increase in income inequality  
   - Cure for inequality and redistribution

### Intended learning outcomes

The students gain a basic understanding of the role of the state in national and international economies. Based on a number of macroeconomic models (AS/AD, IS/LM, phillips curve, labor market equilibria, Solow model, Beveridge curve, etc.), students study the ability of the state to influence national and global economies. Students learn to assess in which situations such influence can be welfare-enhancing and under which circumstances governmental interventions may be harmful. After successful completion of the course, students are able to analyze concrete economic situations and to develop policy options of the state. In addition, students have learned to assess the situation of a country on the basis of empirical macroeconomic data and to explain the particular problems based on different models.
### Subdivided Module Catalogue for the Subject
**Business Information Systems**
Bachelor’s with 1 major, 180 ECTS credits

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<thead>
<tr>
<th>Courses (type, number of weekly contact hours, language — if other than German)</th>
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### Fundamentals of Information Economics and Incentive Systems

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<th>Module title</th>
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<td>Fundamentals of Information Economics and Incentive Systems</td>
<td>12-ARS-091-m01</td>
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<th>Module offered by</th>
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<tr>
<td>Managing Director of the Institute of Economics</td>
<td>Faculty of Business Management and Economics</td>
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<tr>
<td>1 semester</td>
<td>undergraduate</td>
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</table>

**Contents**

On the basis of the fundamental principles of decision and information economics, this course will discuss what makes accounting information useful for decision-making processes and how we can distinguish between the concepts of decision usefulness and incentive usefulness. The course will then move on to discuss typical controlling tools such as budgeting, ratios and transfer prices and will investigate these in terms of their incentive usefulness.

**Intended learning outcomes**

German intended learning outcomes available but not translated yet.


**Courses**

V + Ü (no information on SWS (weekly contact hours) and course language available)

**Method of assessment**

written examination (approx. 60 minutes)

**Allocation of places**

--

**Additional information**

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

--
## Module title
Innovation Management

## Abbreviation
12-IM-082-m01

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

## Module offered by
Faculty of Business Management and Economics

## ECTS
5

## Method of grading
numerical grade

Only after succ. compl. of module(s)

## Duration
1 semester

## Module level
undergraduate

## Other prerequisites
--

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

### Intended learning outcomes
At the end of the module students are able to understand:
- The importance of innovations
- The sources of innovations
- The New Product Development process
- The roles in the innovation process
- The importance of intellectual property rights
- How innovations diffuse in the market

### Courses (type, number of weekly contact hours, language — if other than German)
V + Ü (no information on SWS (weekly contact hours) and course language available)

### Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)
written examination (approx. 60 minutes)
Language of assessment: German, English

### Allocation of places
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### Additional information
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### Referred to in LPO I (examination regulations for teaching-degree programmes)
--
**Module title**  
Managerial Accounting

**Abbreviation**  
12-IntUR-G-082-m01

**Module coordinator**  
holder of the Chair of Business Management and Accounting

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

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**Duration**  
1 semester

**Module level**  
undergraduate

**Other prerequisites**  
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### Contents

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

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

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

**Intended learning outcomes**
After completing the course "Management Accounting and Control", the students will be able to
(i) set out the responsibilities of the company's internal accounting and control;
(ii) define the central concepts of internal enterprise computing restriction and control and assign case studies the terms;
(iii) apply the basic methods of internal corporate accounting and control on a full and cost base to idealized 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 + Ü (no information on SWS (weekly contact hours) and course language available)

**Method of assessment**
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)

written examination (approx. 60 minutes)

**Allocation of places**
Number of places: 640. No restrictions with regard to available places for Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics), Wirtschaftsmathematik (Mathematics for Economics) and Wirtschaftsinformatik (Business Information Systems). The remaining places will be allocated to students of other subjects. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: 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. 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. Quota 3 (25% of places): allocation by lot. Applicants who already have successfully completed at least one module component of the respective module will be given prefe-
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**Additional information**

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<tr>
<td>holder of the Chair of Business Management, Banking and Finance</td>
<td>Faculty of Business Management and Economics</td>
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<td>1 semester</td>
<td>undergraduate</td>
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**Contents**

Content:

This course discusses the fundamental principles of corporate valuation, optimal asset allocation and optimal financial structuring.

Outline of syllabus:

1. Choice under uncertainty
2. Portfolio selection
3. Main features of the capital market theory
4. Taxes and business financing
5. Agency theory and business financing

**Intended learning outcomes**

After completion of the module "Investment and financing for advanced" students will be able
(i) to understand the basics of a rational investment and financing behavior under uncertainty;
(ii) to explain the optimal asset allocation in theory and to solve several case studies;
(iii) demonstrate an increased understanding of the fundamentals of the agency theory and the resulting problems of optimal financing structure.

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

V + Ü (no information on SWS (weekly contact hours) and course language available)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)

written examination (approx. 60 minutes)

**Allocation of places**

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**Additional information**

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

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Module title | Abbreviation
---|---
IT-Law | 02-ITR-072-m01

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<tr>
<td>holder of the Chair of Criminal Law, Criminal Procedure, Legal Theory, Information Law and Legal Informatics</td>
<td>Faculty of Law</td>
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### Contents

German contents available but not translated yet.

Das Modul bietet einen Überblick über wesentliche Aspekte des Datenschutzrechts sowie des Marken- und Medienrechts für Wirtschaftsinformatiker

### Intended learning outcomes

The student learns the rudiments of scientific work. This contains the development and division of a given topic on the basis of literature, the preparation of a lecture as well as the skill to actively participate in discussions.

### Courses

This module comprises 2 module components. Information on courses will be listed separately for each module component.

- 02-ITR-1-072: V (no information on SWS (weekly contact hours) and course language available)
- 02-ITR-2-072: V (no information on SWS (weekly contact hours) and course language available)

### Method of assessment

Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments.

**Assessment in module component 02-ITR-1-072: Data Protection Law**

- 3 ECTS, Method of grading: numerical grade
- written examination (approx. 60 minutes)

**Assessment in module component 02-ITR-2-072: Trademark Law and Media Law**

- 2 ECTS, Method of grading: numerical grade
- written examination (approx. 60 minutes)

### Allocation of places

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### Additional information

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

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<td>Cost Accounting for Decision Making and Control</td>
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<tr>
<td>holder of the Chair of Chair of Business Management, Controlling and Accounting</td>
<td>Faculty of Business Management and Economics</td>
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**Contents**

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

**Intended learning outcomes**

This module provides competences in order to apply systems of full- and direct costing, cost and performance accounting with regard to decision-making and internal control processes. The goal is to promote analytical thinking and problem-solving abilities by analyses of complex problem structures.

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

V + Ü (no information on SWS (weekly contact hours) and course language available)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)

written examination (approx. 60 minutes)

**Allocation of places**

--

**Additional information**

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

--
### Module title

**Macroeconomics 1**

### Abbreviation

12-Mak1-G-082-m01

### Module coordinator

holder of the Chair of International Macroeconomics

### Module offered by

Faculty of Business Management and Economics

### ECTS

5

### Method of grading

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

### Duration

1 semester

### Module level

undergraduate

### Other prerequisites

--

### Contents

#### Description:

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).

#### Outline of syllabus:

1. Macroeconomic issues and characteristics
   - Issues of macroeconomics
   - The measurement of economic activity
2. Long-term relationships
   - The classic long-term model of the closed economy
   - Money and Inflation
   - The classic long-term model of a small open economy
   - Unemployment
3. Short and medium-term relationships
   - Fluctuations of economic activity: an introduction
   - The IS-LM model of a closed economy
   - The IS-LM model of an open economy
   - Aggregate supply and Phillips curve
   - Conclusion and outlook

#### Reading:

- The latest editions of the following textbooks:
  - N. Gregory Mankiw: Macroeconomics [students are recommended to read the original English edition; they may also read the German translation]
  - Olivier Blanchard and David H. Johnson, Macroeconomics Prentice Hall; [a German-language edition of the book by Olivier Blanchard and Gerhard Illing is available from Pearson Studium].

To illustrate the lecture, case studies in particular will be developed in which more current sources are used.

#### 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

(V + Ü (no information on SWS (weekly contact hours) and course language available)
### Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)

| written examination (approx. 60 minutes) |

### Allocation of places

| Number of places: 640. No restrictions with regard to available places for Bachelor’s students of Wirtschaftswissenschaft (Business Management and Economics), Wirtschaftsmathematik (Mathematics for Economics) and Wirtschaftsinformatik (Business Information Systems). The remaining places will be allocated to students of other subjects. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: 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. 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. Quota 3 (25% of places): allocation by lot. Applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available. |

### Additional information

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<tr>
<td>holder of the Chair of Public Finance</td>
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<td><strong>Duration</strong></td>
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**Contents**

Description:
The lecture provides an introduction to long run or dynamic issues of macroeconomic theory and policy.

Contents:
1. Phillips curve and dynamic model
2. Growth theory and policy
3. Microeconomic foundations of macroeconomics
4. Macroeconomic policy

Lecture notes to be provided by Chair.

**Intended learning outcomes**

After completing the course "Makroökonomie 2" students are familiar with the most important concepts of growth theory, they know the microeconomic foundations of modern macroeconomic theory and understand the intertemporal budget constraint of the government. Therefore they are able to discuss the growth and distributional consequences of policy reforms by applying simple economic models.

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

V + Ü (no information on SWS (weekly contact hours) and course language available)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)

written examination (approx. 60 minutes)

**Allocation of places**

Number of places: 640. No restrictions with regard to available places for Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics), Wirtschaftsmathematik (Mathematics for Economics) and Wirtschaftsinformatik (Business Information Systems). The remaining places will be allocated to students of other subjects. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: 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. 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. Quota 3 (25% of places): allocation by lot. Applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

**Additional information**

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

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<tr>
<td>holder of the Chair of Business Management and Marketing</td>
<td>Faculty of Business Management and Economics</td>
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<tbody>
<tr>
<td>1 semester</td>
<td>undergraduate</td>
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</table>

**Contents**

This module will acquaint students with modern methods of market research as well as multivariate statistical methods and will thus equip them with the skills necessary to independently conduct practical and empirical scientific studies.

**Intended learning outcomes**

German intended learning outcomes available but not translated yet.

Die Studierenden verfügen über Kenntnisse moderner Marktforschungsmethoden und multivariater statistischer Verfahren zur eigenständigen Durchführung von praktischen und wissenschaftlichen empirischen Studien.

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

V + Ü (no information on SWS (weekly contact hours) and course language available)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)

written examination (approx. 60 minutes)

**Allocation of places**

--

**Additional information**

--

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

--
**Module title**  
Mathematics 1 for students in Economics

| Abbreviation          | 10-M-MWW1-072-m01 |

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<tr>
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<td>Dean of Studies Mathematik (Mathematics)</td>
<td>Institute of Mathematics</td>
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**Contents**
Theory of real-valued functions in one or two variables.

**Intended learning outcomes**
The student learns basic mathematical techniques in analysis. 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 + Ü (no information on SWS (weekly contact hours) and course language available)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)
written examination (approx. 120 minutes)

**Allocation of places**
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**Additional information**
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**Referred to in LPO I** (examination regulations for teaching-degree programmes)
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<td>1 semester</td>
<td>undergraduate</td>
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**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 + Ü (no information on SWS (weekly contact hours) and course language available)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)

written examination (approx. 120 minutes)

**Allocation of places**

--

**Additional information**

--

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

--
Module title | Microeconomics 1
---|---
Abbreviation | 12-Mik1-G-082-m01

Module coordinator
holder of the Chair of Economics, Information and Contract Economics

Module offered by
Faculty of Business Management and Economics

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

Contents

The lecture covers the following topics

Theory of the household:
1. Utility maximisation under constraints
2. Comparative statics
3. Income and substitution effects
4. Labour supply
5. Intertemporal consumption / savings decisions

Theory of the firm:
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 + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)
written examination (approx. 60 minutes)

Allocation of places

Number of places: 640. No restrictions with regard to available places for Bachelor’s students of Wirtschaftswissenschaft (Business Management and Economics), Wirtschaftsmathematik (Mathematics for Economics) and Wirtschaftsinformatik (Business Information Systems). The remaining places will be allocated to students of other subjects. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: 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. 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. Quota 3 (25% of places): allocation by lot. Applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be
allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

**Additional information**

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

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Module title: Microeconomics 2
Abbreviation: 12-Mik2-G-082-m01

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

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

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

Contents:
Outline of syllabus:
1. Cost minimisation
2. Profit maximisation and the supply function
3. Short-run market equilibrium
4. Long-run market equilibrium
5. Government interventions
6. Monopoly
7. Pricing strategies with market power
8. Introduction to game theory
9. Strategic interaction and oligopoly

Intended learning outcomes:
The aim of the course is to understand how markets work. We will investigate the behavior of a company in different market structures; namely perfectly competitive markets, monopoly markets and all forms in between, the so-called oligopoly markets. Ultimately, we are interested in whether the market results from a social point of view is desirable. Using our models, we will also try to analyze the consequences of different government interventions. The knowledge that students gain in this course will be in their future course of studies of benefits to them. In almost all business and economics lectures markets play a role. It also discussed in detail how economic actors make their decisions. Students will thus learn the important building blocks of economic thought. This knowledge will also be useful in the workplace and even in their private lives.

Courses:
V + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment:
written examination (approx. 60 minutes)

Allocation of places:
Number of places: 405. No restrictions with regard to available places for Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics), Wirtschaftsmathematik (Mathematics for Economics) and Wirtschaftsinformatik (Business Information Systems). The remaining places will be allocated to students of other subjects. Should the number of applications exceed the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: 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. 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. Quota 3 (25% of places): allocation by lot. Applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. A waiting list will be maintained and places re-allocated as they become available.

Additional information:
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<td>Object oriented programming</td>
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<td>1 semester</td>
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**Contents**

Polymorphism, generic programming, meta programming, web programming, templates, document management.

**Intended learning outcomes**

The students are proficient in the different paradigms of object-oriented programming and have experience in their practical use.

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

V + Ü (no information on SWS (weekly contact hours) and course language available)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)

written examination (50 minutes) or oral examination (one candidate each: 15 minutes, groups of 2: 20 minutes, groups of 3: 25 minutes)

**Allocation of places**

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**Additional information**

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<td>Human Resource Management &amp; Organizational Theory</td>
<td>12-P&amp;O-F-082-m01</td>
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**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 textbooks and scientific literature.

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

V + Ü (no information on SWS (weekly contact hours) and course language available)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)

written examination (approx. 60 minutes)

**Allocation of places**

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**Additional information**

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

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**Contents**

Introduction to the theory of intellectual disciplines; philosophical bases of the humanities and the social sciences; philosophical bases of the natural sciences and engineering.

**Intended learning outcomes**

Intended learning outcomes:
- Content-related outcomes:
  - insight into the relationship of philosophy to individual intellectual disciplines
  - ability to reflect on the historical and intellectual origins of our knowledge culture
  - ability to organise topics into overarching historical, social, and political schemata
  - insight into the scope and limits of various intellectual disciplines
  - knowledge of, and ability to criticise, basic assumptions in systems of thought, culture, and knowledge

Formal outcomes (skills to be tested in assessments):
- ability to analyse philosophical texts and issues
- ability to organise concepts and philosophical positions into overarching intellectual schemata
- ability to present philosophical positions in a structured and linguistically appropriate manner

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

This module comprises 2 module components. Information on courses will be listed separately for each module component.

- 06-B-P2-1-072: S (no information on SWS (weekly contact hours) and course language available)
- 06-B-P2-2-072: S (no information on SWS (weekly contact hours) and course language available)

**Method of assessment** *(type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)*

Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments.

**Assessment in module component 06-B-P2-1-072**: Philosophical principles of arts and humanities

- 5 ECTS, Method of grading: numerical grade
- written examination (approx. 120 minutes)

**Assessment in module component 06-B-P2-2-072**: Philosophical principles of natural sciences and technology

- 5 ECTS, Method of grading: numerical grade
- written examination (approx. 120 minutes)

**Allocation of places**

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**Additional information**

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<td>By way of exception, additional prerequisites are listed in the section on assessments.</td>
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**Contents**

The programming language used is Java. In the practical course, small to middle-sized java programs are to be implemented independently.

**Intended learning outcomes**

The students are able to independently develop and implement small to middle-sized Java programs.

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

This module comprises 2 module components. Information on courses will be listed separately for each module component.

- 10-I-PP2-1-072: P (no information on SWS (weekly contact hours) and course language available)
- 10-I-PP2-2-072: P (no information on SWS (weekly contact hours) and course language available)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)

Assessment in this module comprises the assessments in the individual module components as specified below. Unless stated otherwise, successful completion of the module will require successful completion of all individual assessments.

**Assessment in module component 10-I-PP2-1-072: practical course in programming (two staged) part 1**

- 2 ECTS, Method of grading: (not) successfully completed
- completion of programming exercises (expenditure of time to be specified at the beginning of the course)
- Assessment offered: once a year, winter semester
- Other prerequisites: Module 10-I-ADS or 10-I-ST is recommended.

**Assessment in module component 10-I-PP2-2-072: practical course in programming (two staged) part 2**

- 7 ECTS, Method of grading: (not) successfully completed
- completion of programming exercises (expenditure of time to be specified at the beginning of the course)
- Other prerequisites: Module 10-I-ADS or 10-I-ST is recommended.

**Allocation of places**

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**Additional information**

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

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<table>
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**Module coordinator**
- Module offered by Faculty of Business Management and Economics

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**Duration**
- Module level: undergraduate
- Other prerequisites: --

**Contents**

**Description:**
This module will acquaint students with basic concepts and methods of project management and project planning with a special focus on IT projects.

The following contents will be covered:
- Organisational forms in projects
- Project management tasks
- Project team and project responsibilities
- Project planning (structure, schedule, capacity, time and cost planning)
- Project phases (project initiation, project planning, project execution, project close, project control)
- Project management tools
- Critical path methods (CPM, MPM, PERT)
- Risk analysis
- Project management software

**Intended learning outcomes**

The students recognize the economic potential of a consistent project planning and the influence on compliance of project objectives such as deadlines and costs. The students are familiar with methods and tools of project planning and may use them in work.

**Courses** (type, number of weekly contact hours, language — if other than German)
- V + Ü (no information on SWS (weekly contact hours) and course language available)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)
- written examination (approx. 60 minutes)

**Allocation of places**

Number of places: 50. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Bachelor’s students of Wirtschaftsinformatik (Business Information Systems) (BSc with 180 ECTS credits) will be given preferential consideration. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (1) and the number of applications from Bachelor’s students of Wirtschaftsinformatik (Business Information Systems) (BSc with 180 ECTS credits) exceeds the number of available places, places will be allocated among applicants from this group according to the following quotas: 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. 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. Quota 3 (25% of places): allocation by lot. (4) When places are allocated in accordance with (2) and the number of applications from students of other subjects exceeds the number of available places, places will be allocated in a standardised procedure among all applicants irrespective of their subjects according to the following quotas: 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. 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. Quota 3 (25% of places): allocation by lot. (5) Within the groups according to (1) and (2), applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. (6) Places on all courses of the module component with a restricted number of places will be allocated as follows:...
be allocated in the same procedure. (7) A waiting list will be maintained and places re-allocated as they become available.

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<tr>
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**Contents**

Independent review of a current topic in computer science on the basis of literature and, where applicable, software with written and oral presentation. The topics in modules 10-I-SEM1 and 10-I-SEM2 must come from different areas (this usually means that they are assigned by different lecturers).

**Intended learning outcomes**

The students are able to independently review a current topic in computer science, to summarise the main aspects in written form and to orally present these in an appropriate way.

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

S (no information on SWS (weekly contact hours) and course language available)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)

Written elaboration and oral presentation with subsequent discussion on a topic from the field of computer science (type and length to be specified by the lecturer at the beginning of the course)

Language of assessment: German, English if required by the examination candidate

**Allocation of places**

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**Additional information**

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

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

Independent review of a current topic in computer science on the basis of literature and, where applicable, software with written and oral presentation. The topics in modules 10-I-SEM1 and 10-I-SEM2 must come from different areas (this usually means that they are assigned by different lecturers).

**Intended learning outcomes**

The students are able to independently review a current topic in computer science, to summarise the main aspects in written form and to orally present these in an appropriate way.

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

S (no information on SWS (weekly contact hours) and course language available)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)

- written elaboration and oral presentation with subsequent discussion on a topic from the field of computer science (type and length to be specified by the lecturer at the beginning of the course)
- Language of assessment: German, English if required by the examination candidate

** Allocation of places**

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**Additional information**

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

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**Contents**

Completion of a project assignment in groups, problem analysis, creation of requirements specifications, specification of solution components (e.g. UML) and milestones, user manual, programming documentation, presentation and delivery of the runnable software product in a colloquium.

**Intended learning outcomes**

The students possess the practical skills for the design, development and execution of a software project in small teams.

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

P (no information on SWS (weekly contact hours) and course language available)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)

Periodic presentations on project progress with regard to detailing problem specifications, the corresponding solution components (software) and the documentation of these; if project is completed in groups, proof of contributions made by the individual student required; software and project documentation as specified in assignment, final presentation (10 to 15 minutes per group)

**Allocation of places**

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**Additional information**

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

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</table>

**Contents**

Object-oriented software development with UML, development of graphical user interfaces, foundations of databases and object-relational mapping, foundations of web programming (HTML, XML), software development processes, unified process, agile software development, project management, quality assurance.

**Intended learning outcomes**

The students possess a fundamental theoretical and practical knowledge on the design and development of software systems, in particular for the web.

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

V + Ü (no information on SWS (weekly contact hours) and course language available)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)

written examination (80 minutes) or oral examination (one candidate each: 20 minutes, groups of 2: 30 minutes, groups of 3: 40 minutes)

**Allocation of places**

--

**Additional information**

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

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### Module title
Supply Chain Management

### Abbreviation
12-SCM-F-082-m01

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

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

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

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

### Courses
(type, number of weekly contact hours, language — if other than German)
V + Ü (no information on SWS (weekly contact hours) and course language available)

### Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)
written examination (approx. 60 minutes)

### Allocation of places
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### Additional information
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### Referred to in LPO I (examination regulations for teaching-degree programmes)
--
**Module title**
Systematic Academic Work

**Abbreviation**
12-SWA-G-072-m01

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

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

**ECTS**
5

**Method of grading**
umerical grade

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

**Duration**
1 semester

**Module level**
undergraduate

**Other prerequisites**
--

**Contents**
The following topics will be covered:
- Introduction to the subject: explanation of terms, purpose and benefits of academic writing and research
- Stages of academic writing and research:
  - Stage 1: orientation and planning
  - Stage 2: collecting and evaluating material
  - Stage 3: writing a draft
  - Stage 4: revision and submission
- Time management
- Presentation

**Intended learning outcomes**
Students acquire knowledge of scientific methods. Many chairs and departments of the faculty recommend to participate or expect successful participation ahead of the application process for the bachelor thesis.

**Courses**
(type, number of weekly contact hours, language — if other than German)
Ü + S (no information on SWS (weekly contact hours) and course language available)

**Method of assessment**
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)
exposé (approx. 2 pages) with presentation (15 minutes)

**Allocation of places**
--

**Additional information**
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**Referred to in LPO I**
(examination regulations for teaching-degree programmes)
--
### Module title
Student Teaching Assistant 1

### Abbreviation
12-Tut1-082-m01

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

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

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### Contents
This module includes tutoring activities in a tutorial offered by a Chair at the Faculty of Business Management and Economics.

### Intended learning outcomes
Students have the ability to guide a group, to present content understandable and to develop training materials.

### Courses (type, number of weekly contact hours, language — if other than German)
A + Ü (no information on SWS (weekly contact hours) and course language available)

### Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)
preparation of materials for exercises, presentations, oral participation or similar (method and length of the assessment to be specified by the respective Chair)

### Allocation of places
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### Additional information
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### Referred to in LPO I (examination regulations for teaching-degree programmes)
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**Contents**

This module includes tutoring activities in a tutorial offered by a Chair at the Faculty of Business Management and Economics.

**Intended learning outcomes**

Students have the ability to guide a group, to present content understandable and to develop training materials.

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

Ü + A (no information on SWS (weekly contact hours) and course language available)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)

preparation of materials for exercises, presentations, oral participation or similar (method and length of the assessment to be specified by the respective Chair)

**Allocation of places**

--

**Additional information**

--

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

--
### Module title
Entrepreneurship and Management

### Abbreviation
12-U&UF-F-082-m01

### Module coordinator
holder of the Chair of Business Management and Marketing

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

### ECTS
5

### Method of grading
numerical grade

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

### Duration
1 semester

### Module level
undergraduate

### Other prerequisites
--

### Contents

#### Description:
The module builds on the introductory course "Grundlagen marktorientierter Unternehmensführung" ("Fundamentals of Market-based Management"). It provides a systematic introduction to the approaches of corporate management (stakeholder and shareholder value approach) as well as an overview of market-oriented corporate governance. In addition, aspects of responsible leadership will be discussed.

The theory of Chester Barnard with the idea of creating a complex economic incentive contribution balance in the company will help students develop an in-depth understanding of typical management tasks. In addition, the course will focus on the development of business plans for the successful establishment and the continued existence of companies.

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

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

#### Courses
(type, number of weekly contact hours, language — if other than German)
V + Ü (no information on SWS (weekly contact hours) and course language available)

#### Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)
written examination (approx. 60 minutes)

### Allocation of places
--

### Additional information
--

### Referred to in LPO I
(examination regulations for teaching-degree programmes)
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Module title | Abbreviation
---|---
Web Programming | 12-WebP-F-082-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

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

Intended learning outcomes

The module provides students with knowledge of:
(i) HTML, CSS, PHP
(ii) Databases
(iii) Database-based Internet applications

Courses (type, number of weekly contact hours, language — if other than German)
V + Ü (no information on SWS (weekly contact hours) and course language available)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)
written examination (approx. 60 minutes)

Allocation of places

Number of places: 50. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Bachelor’s students of Wirtschaftsinformatik (Business Information Systems) will be given preferential consideration. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (1) and the number of applications exceeds the number of available places, places will be allocated among applicants from within this group according to the respective FSB (subject-specific provisions) regarding Section 7 Subsection 4 ASPO (general academic and examination regulations). (4) When places are allocated in accordance with (2) and the number of applications exceeds the number of available places, places will be allocated among all applicants irrespective of their subjects according to the following quotas: 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. 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. Quota 3 (25% of places): allocation by lot. (5) Within the groups according to (1) and (2), applicants who already have successfully completed at least one module component of the respective module will be given preferential consideration. (6) Places on all courses of the module component with a restricted number of places will be allocated in the same procedure. (7) A waiting list will be maintained and places re-allocated as they become available.

Additional information

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

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Module title | Abbreviation
---|---
Seminar: Information Technologies | 12-Wiinf-FS-082-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
In this course, students will acquire important knowledge and skills that will enable them to prepare a well-structured term paper and to present the results of their work with the help of relevant topics in the fields of information systems and enterprise systems.

Reading:
will vary according to topic

Intended learning outcomes
After completing the course "Wirtschaftsinformatik-Seminar", students will be able to
1. understand the fundamentals of scientific literature reviews;
2. integrate elaborated content in a scientific thesis;
3. create presentations independently.

Courses (type, number of weekly contact hours, language — if other than German)
S (no information on SWS (weekly contact hours) and course language available)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)
term paper (20 pages) and presentation (approx. 20 minutes), weighted 2:1

Allocation of places
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Additional information
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<td>Information Economics - Software Project</td>
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**Contents**

Content:
This module will present students with an opportunity to practically apply and consolidate their theoretical knowledge and skills, over the course of several weeks, in a project on a software-related topic.

Reading:
will vary according to content

**Intended learning outcomes**

After completing the course "Wirtschaftsinformatik Software-Praktikum", students will be able to
(i) outline practical problem solutions on different topics on IS and IT;
(ii) assess and solve practical IS situations.

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

P (no information on SWS (weekly contact hours) and course language available)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)

term paper (approx. 20 pages) and presentation (approx. 20 minutes)

**Allocation of places**
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**Additional information**
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**Referred to in LPO I** (examination regulations for teaching-degree programmes)
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## Module title
Economic Psychology

## Abbreviation
06-WiPsych-082-m01

## Module coordinator
holder of the Professorship of Industrial and Organisational Psychology

## Module offered by
Institute of Psychology

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## Duration
1 semester

## Module level
undergraduate

## Other prerequisites
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## Contents
In this module, the students acquire basic knowledge of the principles of experience and behaviour in the economic environment. The lecture comprises the subject areas, theories, methods, application and practice of Industrial and Organisational Psychology. The seminars cover selected, alternating subject areas of this field of application of Psychology (e.g. personnel selection, leadership, advertising effect).

## Intended learning outcomes
The students acquire professional and practical skills, which are useful for the further course of studies and their future occupation. They gain profound professional knowledge of central results, theories and methods of Industrial and Organisational Psychology and learn to apply this knowledge to practice as well as to the Master’s degree programme. After finishing the first university degree programme (BSc.), the students have already acquired theoretical, empirical and application-oriented competencies, which can be useful in everyday life and in professional life (e.g. personnel selection and management).

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

V + Ü (no information on SWS (weekly contact hours) and course language available)

## Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)

written examination (60 minutes)

## Allocation of places
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## Additional information
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## Referred to in LPO 1 (examination regulations for teaching-degree programmes)
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**Contents**

[Version 1: Foundations in the following areas: process and product-oriented knowledge management systems, basic knowledge representation and inference (rules, objects, constraints, probabilistic, non-monotonous, temporal closures), problem classes and solution methods (diagnostic, construction, simulation), knowledge acquisition and process models, data mining (data warehouse and OLAP, data preprocessing, data visualisation), learning algorithms with data mining (learning of decidability trees, rules, subgroups, clusters), semantic web.]

[Version 2: Foundations in the following areas: process and product-oriented knowledge management systems, basic knowledge representation and inference (rules, objects, constraints, probabilistic, non-monotonous, temporal closure), solution methods (diagnostic, construction), knowledge acquisition and process models, semantic web.]

**Intended learning outcomes**

The students possess the theoretical and practical knowledge necessary to understand and develop knowledge management systems and data mining systems including knowledge formalisation. The students also have acquired experience in a small project.

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

V + Ü + Ü (no information on SWS (weekly contact hours) and course language available)

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)

written examination (80 minutes) or oral examination (one candidate each: 20 minutes, groups of 2: 30 minutes, groups of 3: 40 minutes)

**Allocation of places**

--

**Additional information**

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

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