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

Examination regulations version: 2019
Responsible: Faculty of Business Management and Economics
Subdivided Module Catalogue for the Subject
Business Management and Economics
minor in a Bachelor’s degree programme, 60 ECTS credits

Course of Studies - Contents and Objectives

The bachelor degree programme Business Management and Economics (60 ECTS) is offered by both departments of the faculty – the Department of Business Management and the Department of Economics.

The bachelor degree programme Business Management and Economics mediates knowledge in Business Management and Economics, familiarizing students with the methods of academic work and qualifying them to work in an academic, independent and problem-solving manner.

The course imparts the know-how about relevant academic theories, models and methods, and enhances the theoretical and analytical ability to reason as well as the ability to conceptualize in coherent structures. Further, through their autonomous work the students learn to order the academic results in a critical manner and to act responsibly.
Abbreviations used

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

Term: **SS** = summer semester, **WS** = winter semester

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

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

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

Conventions

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

Notes

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

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

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

In accordance with

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

**ASPO2015**

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

- **17-Mar-2021 (2021-36)**
- **??-??-2022 (2022-???)**

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

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Module title</th>
<th>ECTS credits</th>
<th>Method of grading</th>
<th>page</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Compulsory Courses (50 ECTS credits)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12-EBWL-G-152-m01</td>
<td>Introduction to Business Administration</td>
<td>5</td>
<td>NUM</td>
<td>37</td>
</tr>
<tr>
<td>12-Mark-G-152-m01</td>
<td>Introduction to Market-Oriented Management</td>
<td>5</td>
<td>NUM</td>
<td>52</td>
</tr>
<tr>
<td>12-ExtUR-G-152-m01</td>
<td>Financial Accounting</td>
<td>5</td>
<td>NUM</td>
<td>48</td>
</tr>
<tr>
<td>12-IntUR-G-152-m01</td>
<td>Managerial Accounting</td>
<td>5</td>
<td>NUM</td>
<td>65</td>
</tr>
<tr>
<td>12-I&amp;F-G-152-m01</td>
<td>Investment and Finance. An Introduction</td>
<td>5</td>
<td>NUM</td>
<td>54</td>
</tr>
<tr>
<td>12-BPL-G-152-m01</td>
<td>Supply, Production and Operations Management. An Introduction</td>
<td>5</td>
<td>NUM</td>
<td>17</td>
</tr>
<tr>
<td><strong>Economics (20 ECTS credits)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12-NF-EVWL-152-m01</td>
<td>Introduction to Economics - Minor</td>
<td>5</td>
<td>NUM</td>
<td>38</td>
</tr>
<tr>
<td>12-NF-Mak-152-m01</td>
<td>Macroeconomics - Minor</td>
<td>5</td>
<td>NUM</td>
<td>72</td>
</tr>
<tr>
<td>12-NF-Mik-152-m01</td>
<td>Microeconomics - Minor</td>
<td>5</td>
<td>NUM</td>
<td>73</td>
</tr>
<tr>
<td>12-Wipb-G-192-m01</td>
<td>Public Policy</td>
<td>5</td>
<td>NUM</td>
<td>80</td>
</tr>
<tr>
<td><strong>Compulsory Electives (10 ECTS credits)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12-SCRM-211-m01</td>
<td>Sales and Customer Relationship Management</td>
<td>5</td>
<td>NUM</td>
<td>83</td>
</tr>
<tr>
<td>12-SMA-211-m01</td>
<td>Seminar: Marketing</td>
<td>5</td>
<td>NUM</td>
<td>90</td>
</tr>
<tr>
<td>12-HSCM-211-m01</td>
<td>Humanitarian Supply Chain Management</td>
<td>5</td>
<td>NUM</td>
<td>56</td>
</tr>
<tr>
<td>12-ERM-211-m01</td>
<td>Introduction to Risk Management</td>
<td>5</td>
<td>NUM</td>
<td>34</td>
</tr>
<tr>
<td>12-PDS-211-m01</td>
<td>Primer in Data Science</td>
<td>5</td>
<td>NUM</td>
<td>78</td>
</tr>
<tr>
<td>12-DM-F-202-m01</td>
<td>Data Management and Analysis</td>
<td>5</td>
<td>NUM</td>
<td>30</td>
</tr>
<tr>
<td>12-IFM-211-m01</td>
<td>International Money &amp; Finance</td>
<td>5</td>
<td>NUM</td>
<td>64</td>
</tr>
<tr>
<td>12-AKP-211-m01</td>
<td>Applied Business Cycle Analysis and Forecasting</td>
<td>5</td>
<td>NUM</td>
<td>9</td>
</tr>
<tr>
<td>12-KUV-211-m01</td>
<td>Seminar: Business cycles, corporate finance and asset markets</td>
<td>5</td>
<td>NUM</td>
<td>86</td>
</tr>
<tr>
<td>12-EM-211-m01</td>
<td>European Macroeconomics</td>
<td>5</td>
<td>NUM</td>
<td>43</td>
</tr>
<tr>
<td>12-WUW-211-m01</td>
<td>Seminar: Business Journalism and Business Communication</td>
<td>5</td>
<td>NUM</td>
<td>91</td>
</tr>
<tr>
<td>12-VWP-211-m01</td>
<td>Economist Practice Lectures</td>
<td>5</td>
<td>NUM</td>
<td>104</td>
</tr>
<tr>
<td>12-U&amp;UF-F-152-m01</td>
<td>Entrepreneurship, Competition and Strategy</td>
<td>5</td>
<td>NUM</td>
<td>102</td>
</tr>
<tr>
<td>12-INMA-192-m01</td>
<td>International Marketing</td>
<td>5</td>
<td>NUM</td>
<td>63</td>
</tr>
<tr>
<td>12-BPL-F-152-m01</td>
<td>Supply, Production and Logistics Management. Material Requirements Planning</td>
<td>5</td>
<td>NUM</td>
<td>19</td>
</tr>
<tr>
<td>12-BPL-FS-152-m01</td>
<td>Seminar: Supply, Production and Logistics Management</td>
<td>5</td>
<td>NUM</td>
<td>18</td>
</tr>
<tr>
<td>12-Wipr1-F-152-m01</td>
<td>Financial Accounting and Auditing 1 - Financial Statements (German GAAP, IFRS)</td>
<td>5</td>
<td>NUM</td>
<td>44</td>
</tr>
<tr>
<td>12-Wipr2-F-152-m01</td>
<td>Financial Accounting and Auditing 2 - Consolidated Financial Statements (German GAAP, IFRS)</td>
<td>5</td>
<td>NUM</td>
<td>45</td>
</tr>
<tr>
<td>12-Wipr3-F-152-m01</td>
<td>Financial Accounting and Auditing 3 - Auditing</td>
<td>5</td>
<td>NUM</td>
<td>46</td>
</tr>
<tr>
<td>12-Wipr-FS-152-m01</td>
<td>Seminar: Financial Accounting und Auditing</td>
<td>5</td>
<td>NUM</td>
<td>47</td>
</tr>
<tr>
<td>12-I&amp;F-F-192-m01</td>
<td>Decision Theory</td>
<td>5</td>
<td>NUM</td>
<td>41</td>
</tr>
<tr>
<td>12-I&amp;F-FS-192-m01</td>
<td>Seminar: Investment and Finance</td>
<td>5</td>
<td>NUM</td>
<td>69</td>
</tr>
<tr>
<td>Module Code</td>
<td>Module Title</td>
<td>ECTS</td>
<td>Type</td>
<td>Code</td>
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<tr>
<td>----------------------</td>
<td>------------------------------------------------------------------------------</td>
<td>------</td>
<td>------</td>
<td>------</td>
</tr>
<tr>
<td>12-UBW-F-152-m01</td>
<td>Business Valuation between Financial Mathematics and Data on Capital Market</td>
<td>5</td>
<td>NUM</td>
<td>101</td>
</tr>
<tr>
<td>12-St1-F-152-m01</td>
<td>Business Taxation 1: An Introduction to Tax Law &amp; Tax Planning</td>
<td>5</td>
<td>NUM</td>
<td>20</td>
</tr>
<tr>
<td>12-St2-F-152-m01</td>
<td>Business Taxation 2: The Taxation of Income in Germany</td>
<td>5</td>
<td>NUM</td>
<td>21</td>
</tr>
<tr>
<td>12-St3-F-152-m01</td>
<td>Business Taxation 3: Introduction to VAT</td>
<td>5</td>
<td>NUM</td>
<td>22</td>
</tr>
<tr>
<td>12-STAP-V-152-m01</td>
<td>Selected Topics in Business Taxation - Lecture</td>
<td>5</td>
<td>NUM</td>
<td>14</td>
</tr>
<tr>
<td>12-STAP-S-152-m01</td>
<td>Selected Topics in Business Taxation - Seminar</td>
<td>5</td>
<td>NUM</td>
<td>13</td>
</tr>
<tr>
<td>12-GP-G-152-m01</td>
<td>Integrated Business Processes</td>
<td>5</td>
<td>NUM</td>
<td>60</td>
</tr>
<tr>
<td>12-FRBE-F-152-m01</td>
<td>Forward and Reverse Business Engineering</td>
<td>5</td>
<td>NUM</td>
<td>50</td>
</tr>
<tr>
<td>12-Wiinf-FS-152-m01</td>
<td>Seminar: Information Technologies</td>
<td>5</td>
<td>NUM</td>
<td>107</td>
</tr>
<tr>
<td>12-P&amp;O-F-152-m01</td>
<td>Human Resource Management &amp; Organizational Theory</td>
<td>5</td>
<td>NUM</td>
<td>75</td>
</tr>
<tr>
<td>12-P&amp;O-FS-152-m01</td>
<td>Seminar: Human Resource Management &amp; Organizational Theory</td>
<td>5</td>
<td>NUM</td>
<td>76</td>
</tr>
<tr>
<td>12-IM-192-m01</td>
<td>Strategic and Innovation Management</td>
<td>5</td>
<td>NUM</td>
<td>92</td>
</tr>
<tr>
<td>12-EPS-192-m01</td>
<td>Entrepreneurship</td>
<td>5</td>
<td>NUM</td>
<td>39</td>
</tr>
<tr>
<td>12-RES-192-m01</td>
<td>Research Seminar</td>
<td>5</td>
<td>NUM</td>
<td>82</td>
</tr>
<tr>
<td>12-BUS-192-m01</td>
<td>Business Simulation</td>
<td>5</td>
<td>NUM</td>
<td>25</td>
</tr>
<tr>
<td>12-BPS-192-m01</td>
<td>Business Plan Seminar</td>
<td>5</td>
<td>NUM</td>
<td>24</td>
</tr>
<tr>
<td>12-KR-152-m01</td>
<td>Managerial Accounting: cost-based decision-making and control</td>
<td>5</td>
<td>NUM</td>
<td>28</td>
</tr>
<tr>
<td>12-AAC-152-m01</td>
<td>Aspects of Managerial Accounting and Control</td>
<td>5</td>
<td>NUM</td>
<td>12</td>
</tr>
<tr>
<td>12-WebP-F-152-m01</td>
<td>Web Programming</td>
<td>5</td>
<td>NUM</td>
<td>106</td>
</tr>
<tr>
<td>12-Ebus-F-192-m01</td>
<td>eBusiness Fundamentals</td>
<td>5</td>
<td>NUM</td>
<td>32</td>
</tr>
<tr>
<td>12-AWE-152-m01</td>
<td>Advanced Web Engineering</td>
<td>5</td>
<td>NUM</td>
<td>7</td>
</tr>
<tr>
<td>12-EBP-152-m01</td>
<td>E-Business Project</td>
<td>5</td>
<td>NUM</td>
<td>33</td>
</tr>
<tr>
<td>12-BIF-192-m01</td>
<td>Business Intelligence Fundamentals</td>
<td>5</td>
<td>NUM</td>
<td>23</td>
</tr>
<tr>
<td>12-PFM-192-m01</td>
<td>Programming for Management Students</td>
<td>5</td>
<td>NUM</td>
<td>79</td>
</tr>
<tr>
<td>12-INS-FS-152-m01</td>
<td>Seminar: Information Systems</td>
<td>5</td>
<td>NUM</td>
<td>59</td>
</tr>
<tr>
<td>12-SCM-F-152-m01</td>
<td>Supply Chain Management</td>
<td>5</td>
<td>NUM</td>
<td>99</td>
</tr>
<tr>
<td>12-LSCM-152-m01</td>
<td>Seminar: Logistics &amp; Supply Chain Management</td>
<td>5</td>
<td>NUM</td>
<td>89</td>
</tr>
<tr>
<td>12-MDM-152-m01</td>
<td>Toyota Supply Chain Management</td>
<td>5</td>
<td>NUM</td>
<td>100</td>
</tr>
<tr>
<td>12-PEBI-192-m01</td>
<td>Planning and Decision Making with Business Information Systems</td>
<td>5</td>
<td>NUM</td>
<td>77</td>
</tr>
<tr>
<td>12-EuGP-F-152-m01</td>
<td>European Monetary Policy</td>
<td>5</td>
<td>NUM</td>
<td>42</td>
</tr>
<tr>
<td>12-Konj1-F-152-m01</td>
<td>Business Cycle Analysis</td>
<td>5</td>
<td>NUM</td>
<td>70</td>
</tr>
<tr>
<td>12-VWL1-FS-152-m01</td>
<td>Seminar: Economic Policy</td>
<td>5</td>
<td>NUM</td>
<td>84</td>
</tr>
<tr>
<td>12-IntÖk-152-m01</td>
<td>International Economics</td>
<td>5</td>
<td>NUM</td>
<td>61</td>
</tr>
<tr>
<td>12-IntÖk-FS-152-m01</td>
<td>Seminar: International Economics</td>
<td>5</td>
<td>NUM</td>
<td>85</td>
</tr>
<tr>
<td>12-ARS-152-m01</td>
<td>Applied Regional and Urban Economics</td>
<td>5</td>
<td>NUM</td>
<td>11</td>
</tr>
<tr>
<td>12-S&amp;W1-F-152-m01</td>
<td>Competition and Strategy 1</td>
<td>5</td>
<td>NUM</td>
<td>94</td>
</tr>
<tr>
<td>12-S&amp;W2-F-152-m01</td>
<td>Competition and Strategy 2</td>
<td>5</td>
<td>NUM</td>
<td>95</td>
</tr>
<tr>
<td>12-S&amp;W3-F-152-m01</td>
<td>Competition and Strategy 3</td>
<td>5</td>
<td>NUM</td>
<td>96</td>
</tr>
<tr>
<td>12-S&amp;W-FS-152-m01</td>
<td>Seminar: Competition and Strategy</td>
<td>5</td>
<td>NUM</td>
<td>98</td>
</tr>
<tr>
<td>12-BSINI-152-m01</td>
<td>Business Strategy for Information and Network Industries</td>
<td>5</td>
<td>NUM</td>
<td>26</td>
</tr>
<tr>
<td>12-Ilo-152-m01</td>
<td>Introduction to Industrial Organization</td>
<td>5</td>
<td>NUM</td>
<td>67</td>
</tr>
<tr>
<td>12-A&amp;S-F-192-m01</td>
<td>Labour Economics</td>
<td>5</td>
<td>NUM</td>
<td>71</td>
</tr>
<tr>
<td>Module Code</td>
<td>Module Title</td>
<td>Credits</td>
<td>Type</td>
<td>ECTS</td>
</tr>
<tr>
<td>-------------</td>
<td>---------------------------------------------</td>
<td>---------</td>
<td>------</td>
<td>------</td>
</tr>
<tr>
<td>12-LES-192-m01</td>
<td>Seminar: Labour Economics</td>
<td>5</td>
<td>NUM</td>
<td>87</td>
</tr>
<tr>
<td>12-Fiwi-FS-152-m01</td>
<td>Seminar: Public Finance</td>
<td>5</td>
<td>NUM</td>
<td>49</td>
</tr>
<tr>
<td>12-Risk-152-m01</td>
<td>Economic Principles of Risk Management</td>
<td>5</td>
<td>NUM</td>
<td>74</td>
</tr>
<tr>
<td>12-VM-152-m01</td>
<td>Insurance Markets</td>
<td>5</td>
<td>NUM</td>
<td>103</td>
</tr>
<tr>
<td>12-IÖ-152-m01</td>
<td>Economics of Information</td>
<td>5</td>
<td>NUM</td>
<td>58</td>
</tr>
<tr>
<td>12-IAO-192-m01</td>
<td>Seminar: Incentives and Organizations</td>
<td>5</td>
<td>NUM</td>
<td>57</td>
</tr>
<tr>
<td>12-CCER-152-m01</td>
<td>Challenges of China’s Economic Rise</td>
<td>5</td>
<td>NUM</td>
<td>27</td>
</tr>
<tr>
<td>12-EWI-192-m01</td>
<td>Introduction to Business Journalism</td>
<td>5</td>
<td>NUM</td>
<td>36</td>
</tr>
<tr>
<td>12-CWK-192-m01</td>
<td>Crossmedia Storytelling in Business</td>
<td>5</td>
<td>NUM</td>
<td>29</td>
</tr>
<tr>
<td>12-VGP-192-m01</td>
<td>Managerial Practice Lectures</td>
<td>5</td>
<td>NUM</td>
<td>105</td>
</tr>
<tr>
<td>12-APW1-152-m01</td>
<td>Selected Topics of Business Management and Economics 1</td>
<td>5</td>
<td>NUM</td>
<td>15</td>
</tr>
<tr>
<td>12-APW2-152-m01</td>
<td>Selected Topics of Business Management and Economics 2</td>
<td>5</td>
<td>NUM</td>
<td>16</td>
</tr>
<tr>
<td>12-AAL-221-m01</td>
<td>Modern Approaches in Logistics</td>
<td>5</td>
<td>NUM</td>
<td>8</td>
</tr>
<tr>
<td>12-GT-221-m01</td>
<td>Foundations of transport logistics</td>
<td>5</td>
<td>NUM</td>
<td>51</td>
</tr>
</tbody>
</table>
### Module title
Advanced Web Engineering

### Abbreviation
12-AWE-152-m01

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

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

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

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

### Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)
a) written examination (approx. 60 minutes) or b) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes) or c) completion of programming exercises (approx. 20 hours) and written examination (approx. 60 minutes), weighted 1:1

Language of assessment: German and/or English

### Allocation of places
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### Additional information
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### Referred to in LPO I (examination regulations for teaching-degree programmes)
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<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Modern Approaches in Logistics</td>
<td>12-AAL-221-m01</td>
</tr>
</tbody>
</table>

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

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

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>--</td>
</tr>
</tbody>
</table>

**Duration**
- 1 semester

**Module level**
- --

**Other prerequisites**
- --

**Contents**
- --

**Intended learning outcomes**
- --

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

V (2) + Ü (2)

Module taught in: German and/or English

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

a) Written examination (approx. 60 minutes) or
b) Term paper (15 to 20 pages) or
c) Exam paper (10 to 15 pages) and presentation (approx. 20 minutes), weighted 2:1 or
d) Oral examination (approx. 20 minutes) or
e) Portfolio (approx. 15-20 pages)

Language of assessment: German and/or English

Assessment offered: yearly, to be announced

creditable for bonus

**Allocation of places**

30 places.

(1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects.

(2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure.

(3) A waiting list will be maintained and places re-allocated by lot as they become available.

**Additional information**

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

**Referred to in LPO I** (examination regulations for teaching-degree programmes)
- --
Module title: Applied Business Cycle Analysis and Forecasting

Abbreviation: 12-AKP-211-m1

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

Module offered by: Faculty of Business Management and Economics

ECTS: 5

Method of grading: Numerical grade

Duration: 1 semester

Module level: Undergraduate

Contents:

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

Format of the module: Lectures

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

Usability: Bachelor Wirtschaftswissenschaften

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

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

Frequency of the module: Each summer term

Workload: 150 hours (Lecture + Self Study)

Duration: 1 Semester

Intended learning outcomes:

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

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

S (2)

Module taught in: German and/or English

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

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

Language of assessment: German and/or English
Referred to in LPO I (examination regulations for teaching-degree programmes)

--
Module title | Abbreviation
---|---
Applied Regional and Urban Economics | 12-ARS-152-m01

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<th>ECTS</th>
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<tr>
<td>1 semester</td>
<td>undergraduate</td>
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Contents

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

Intended learning outcomes

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

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

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

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

V (2) + Ü (2)

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

a) written examination (approx. 60 minutes) or b) term paper (approx. 10 pages) including empirical analysis prepared by candidates

Language of assessment: German and/or English

Allocation of places

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Additional information

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

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## Aspects of Managerial Accounting and Control

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<th>Module title</th>
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<tbody>
<tr>
<td>Aspects of Managerial Accounting and Control</td>
<td>12-AAC-152-m01</td>
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### Module coordinator

<table>
<thead>
<tr>
<th>Holder of the Chair of Business Management, Management Accounting and Control</th>
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<td>Faculty of Business Management and Economics</td>
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### ECTS

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### Contents

In this seminar, students will acquire important knowledge and skills that will enable them to prepare a well-structured paper and to present the results of their work by means of key aspects of cost accounting and control.

### Intended learning outcomes

After completing the seminar, students will be able to work on simple questions from the field of cost accounting and control at a scientific level. They can conduct basic scientific literature research and understand its contents, integrate obtained results into scientific papers and independently prepare presentations and lectures.

### Courses

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

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### Method of assessment

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

term paper (approx. 12 pages) and presentation (approx. 20 minutes), weighted 2:1

### Allocation of places

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### Additional information

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

--
### Module title
Selected Topics in Business Taxation - Seminar

### Abbreviation
12-StAP-S-152-m01

### Module coordinator
Holder of the Chair of Business Taxation

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

### ECTS
5

### Method of grading
numerical grade

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

### Duration
1 semester

### Module level
undergraduate

### Other prerequisites
--

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

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

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

### Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)
a) written examination (approx. 60 minutes) or b) term paper (approx. 10 to 15 pages) and presentation (approx. 20 minutes), weighted 2:1 or c) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes)

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

Language of assessment: German and/or English

### Creditable for bonus

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

### Additional information
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### Referred to in LPO I (examination regulations for teaching-degree programmes)
--
### Selected Topics in Business Taxation - Lecture

**Abbreviation:** 12-StAP-V-152-m01

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

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

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**Other prerequisites**

**Contents**

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

**Intended learning outcomes**

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

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

| V (2) + Ü (2) |

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

- a) written examination (approx. 60 minutes) or b) term paper (approx. 10 to 15 pages) and presentation (approx. 20 minutes), weighted 2:1 or c) oral examination (one candidate each: approx. 10 to 15 minutes; groups of 2: approx. 20 minutes; groups of 3: approx. 30 minutes)
- Assessment offered: Only when announced in the semester in which the courses are offered and in the subsequent semester
- Language of assessment: German and/or English
- Creditable for bonus

**Allocation of places**

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**Additional information**

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

--
### Module title

**Selected Topics of Business Management and Economics 1**

| Abbreviation | 12-APW1-152-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 serves the purpose of transferring credits from
- courses taken at other German or non-German universities
- additional courses offered on a short-term basis
- courses offered by new Chairs that are yet to be included in the FSB (subject-specific provisions)

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

### Intended learning outcomes

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

### Courses

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### 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)

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

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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<td>Selected Topics of Business Management and Economics 2</td>
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<th>Module offered by</th>
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<td>Dean of the Faculty of Business Management and Economics</td>
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**Contents**

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

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

**Intended learning outcomes**

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

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

V (2) + Ü (2)

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

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

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

**Allocation of places**

--

**Additional information**

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

--
### Module title
Supply, Production and Operations Management. An Introduction

### Abbreviation
12-BPL-G-152-m01

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

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

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

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

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

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

### Allocation of places
620 places. (1) No restrictions with regard to available places for Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics) (BSc with 180 ECTS credits), Wirtschaftsmathematik (Mathematics for Economics) (BSc with 180 ECTS credits), Wirtschaftsinformatik (Business Information Systems) (BSc with 180 ECTS credits) as well as Bachelor's students with the minor Wirtschaftswissenschaft (Business Management and Economics) (60 ECTS credits). (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (2) and the number of applications exceeds the number of available places, places will be allocated according to the following quotas: a) Quota 1 (50 % of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. b) Quota 2 (25 % of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. c) Quota 3 (25 % of places): lottery. (4) A waiting list will be maintained and places re-allocated by lot as they become available.

### Additional information
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### Referred to in LPO I (examination regulations for teaching-degree programmes)
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<table>
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<tr>
<th>Module title</th>
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<tr>
<td>Seminar: Supply, Production and Logistics Management</td>
<td>12-BPL-FS-152-m01</td>
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Contents

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

Intended learning outcomes

The students will be able to study advanced problems on their own and structure them in a (seminar) paper. They will learn to present the central results and discuss related issues in class.

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

S (2)

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

a) term paper (approx. 15 pages) and presentation (approx. 20 minutes), weighted 2:1 or b) term paper (approx. 20 to 25 pages)

Language of assessment: German and/or English

Allocation of places

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

Additional information

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

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

### Abbreviation
12-BPL-F-152-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 module builds on the course "Beschaffung, Produktion und Logistik - Grundlagen" ("Procurement, Production and Logistics - Basics"). Selected tasks and processes, in particular in the area of materials management, will be analysed in detail and related planning and control models and methods will be developed.

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

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

### Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module 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**

Business Taxation 1: An Introduction to Tax Law & Tax Planning

**Abbreviation**

12-St1-F-152-m01

**Module coordinator**

Holder of the Chair of Business Taxation

**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**

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

**Intended learning outcomes**

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

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

V (2) + Ü (2)

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

written examination (approx. 60 minutes)
creditable for bonus

**Allocation of places**

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**Additional information**

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

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<table>
<thead>
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<tr>
<td>Business Taxation 2: The Taxation of Income in Germany</td>
<td>12-St2-F-152-m01</td>
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<td>1 semester</td>
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**Contents**

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

**Intended learning outcomes**

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

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

V (2) + Ü (2)

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

written examination (approx. 60 minutes)
creditable for bonus

**Allocation of places**

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**Additional information**

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

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<tr>
<td>Business Taxation 3: Introduction to VAT</td>
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**Module coordinator**
Holder of the Chair of Business Taxation

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

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</table>

**Duration**
1 semester

**Module level**
undergraduate

**Other prerequisites**
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<table>
<thead>
<tr>
<th>Contents</th>
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<tbody>
<tr>
<td></td>
<td>Introduction to German value added tax.</td>
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</table>

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

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

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

a) written examination (approx. 60 minutes) or b) oral examination (one candidate each: approx. 10 to 15 minutes, groups of 2: approx. 20 minutes, groups of 3: approx. 30 minutes)

**Allocation of places**
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**Additional information**
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**Referred to in LPO I**
(examination regulations for teaching-degree programmes)
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<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
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<tbody>
<tr>
<td>Business Intelligence Fundamentals</td>
<td>12-BIF-192-m01</td>
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<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
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<tr>
<td>Holder of the Chair of Information Systems Engineering</td>
<td>Faculty of Business Management and Economics</td>
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<th>Method of grading</th>
<th>Only after succ. compl. of module(s)</th>
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<td>numerical grade</td>
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<th>Module level</th>
<th>Other prerequisites</th>
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<tr>
<td>1 semester</td>
<td>undergraduate</td>
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</table>

**Contents**

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

**Intended learning outcomes**

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

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

V (2) + Ü (2)

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

a) Written examination (approx. 60 minutes) or
b) Term paper (approx. 20 pages) or
c) Term paper (10 to 20 pages) and presentation (approx. 15 minutes), weighted 2:1 or
d) entirely or partly computerised written examination (approx. 60 minutes)

**Allocation of places**

--

**Additional information**

--

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

--
Module title: Business Plan Seminar
Abbreviation: 12-BPS-192-m01

Module coordinator: Holder of the Chair of Entrepreneurship and Strategy
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
Students work in teams of up to three students to develop a business model and a business plan for an own business idea or a notional one.

Intended learning outcomes

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

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

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

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

Method of assessment
(type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)
Term paper (10 to 15 pages) and presentation (in groups of up to three candidates, approx. 10 minutes per candidate)
Language of assessment: German and/or English

Allocation of places
15 places.
WB4
Should the number of applications exceed the number of available places, places will be allocated as follows:
(1) Applicants who have already achieved a total of 90 ECTS credits or more will be given preferential consideration.
(2) When places are allocated in accordance with (1) and the number of applications exceeds the number of available places, places will be allocated according to the average grade of assessments taken so far; among applicants with the same average grade, places will be allocated by lot.

Additional information

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

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
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<tbody>
<tr>
<td>Business Simulation</td>
<td>12-BUS-192-m01</td>
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<tr>
<th>Module coordinator and Strategy</th>
<th>Module offered by</th>
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<td>Holder of the Chair of Entrepreneurship and Strategy</td>
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<td>undergraduate</td>
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</tbody>
</table>

**Contents**

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

**Intended learning outcomes**

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

**Learning outcomes**

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

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

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

S (2)

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

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

**Allocation of places**

15 places.

WB4

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

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

**Additional information**

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

--
Subdivided Module Catalogue for the Subject Business Management and Economics

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

Module title

Business Strategy for Information and Network Industries

Abbreviation

12-BSINI-152-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. Network effects
   - consumer demand in markets with network effects, rational expectations
   - monopoly pricing
   - competition in markets with network effects
   - compatibility and multi-homing: dynamic competition
2. Competition in markets with switching costs
3. Two (multi)-sided markets and platforms
   - monopoly pricing in platform markets
   - competition in platform markets: non-price strategies
4. Pricing of information goods
   - market segmentation methods
   - digital rights management and piracy
   - alternative monetisation strategies

The course will be taught in English.

Intended learning outcomes

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

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

V (2) + Ü (2)

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

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

Language of assessment: German and/or English

Allocation of places

--

Additional information

--

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

--
### Challenges of China's Economic Rise

**Module title**: Challenges of China's Economic Rise  
**Abbreviation**: 12-CCER-152-m01  
**Module coordinator**: Holder of the Chair of China Business and Economics  
**Module offered by**: Faculty of Business Management and Economics  
**ECTS**: 5  
**Method of grading**: Numerical grade  
**Duration**: 1 semester  
**Module level**: Undergraduate  
**Other prerequisites**: --  
**Contents**

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

**Intended learning outcomes**

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

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

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

- a) written examination (approx. 60 minutes) or b) term paper (approx. 15 to 20 pages) and presentation (approx. 10 to 15 minutes), weighted 2:1
- Assessment offered: Once a year, summer semester
- Language of assessment: English

**Allocation of places**

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

**Additional information**

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

--
Managerial Accounting: cost-based decision-making and control

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
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</thead>
<tbody>
<tr>
<td>Managerial Accounting: cost-based decision-making and control</td>
<td>12-KR-152-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, Management Accounting and Control</td>
<td>Faculty of Business Management and Economics</td>
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<th>Duration</th>
<th>Module level</th>
<th>Other prerequisites</th>
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<td>1 semester</td>
<td>undergraduate</td>
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</table>

Contents

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

Intended learning outcomes

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

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

V (2) + Ü (2)

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

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Module title | Abbreviation
--- | ---
Crossmedia Storytelling in Business Communication | 12-CWK-192-m01

<table>
<thead>
<tr>
<th>ECTS</th>
<th>Method of grading</th>
<th>Module coordinator</th>
<th>Module offered by</th>
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<tbody>
<tr>
<td>5</td>
<td>numerical grade</td>
<td>Holder of the Professorship of Economic Journalism</td>
<td>Faculty of Business Management and Economics</td>
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<th>Duration</th>
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<th>Other prerequisites</th>
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</table>

**Contents**

Online and cross-media journalism takes into account the current media convergence. This seminar focuses on the individual elements and phases of production for the website, Facebook, Instagram, Twitter, and Tiktok against the background of current trends and developments. In addition, the seminar covers current trends in journalism. In addition to content-related topics, the focus is also on new methods (e.g. of storytelling), as well as technical developments.

**Intended learning outcomes**

After successful completion, students will be able to name the individual phases of online and cross-media journalism and carry them out on sample projects, explain and go through the individual production stages, use methods and tools for the individual steps.

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

S (2)

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

Portfolio (approx. 20 pages)

Language of assessment: German and/or English

**Allocation of places**

20 places.

1. If the number of applications exceeds the number of available places, places will be allocated by lot among all applicants irrespective of their subjects.

2. Places on all courses of the module with a restricted number of places will be allocated in the same procedure.

3. A waiting list will be maintained and places re-allocated by lot as they become available.

**Additional information**

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

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Module title | Abbreviation
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Data Management and Analysis | 12-DM-F-202-m01

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

<table>
<thead>
<tr>
<th>ECTS</th>
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<th>Only after succ. compl. of module(s)</th>
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Duration | Module level | Other prerequisites
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1 semester | undergraduate | --

Contents

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

Focal points are:

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

Intended learning outcomes

Upon completion of the module students are able

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

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

V (2) + Ü (2)

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

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

Language of assessment: German and/or English

creditable for bonus

Allocation of places

50 places.
(1) No restrictions with regard to available places for Bachelor’s students of Wirtschaftsinformatik (Business Information Systems) (BSc with 180 ECTS credits).
(2) Additional places will be allocated to students of other subjects provided there is enough capacity. These additional places will be allocated by lot among all applicants irrespective of their subjects.
(3) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (4) A waiting list will be maintained and places re-allocated by lot as they become available.

Additional information

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

--
## Subdivided Module Catalogue for the Subject Business Management and Economics minor in a Bachelor’s degree programme, 60 ECTS credits

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
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</thead>
<tbody>
<tr>
<td>eBusiness Fundamentals</td>
<td>12-Ebus-F-192-m01</td>
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<tr>
<td>Holder of the Chair of Information Systems Engineering</td>
<td>Faculty of Business Management and Economics</td>
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### ECTS | Method of grading | Only after succ. compl. of module(s) |
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### Duration | Module level | Other prerequisites |
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<td>1 semester</td>
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</table>

### Contents
The module provides an introduction to the impacts of digitalisation on industries, value chains and business models. The focus is on the use of information and communication technologies to redesign inter-company integration and interaction with end customers as well as supporting services (e.g. payment, logistics). The concepts taught are illustrated with numerous examples from the retail, media and banking sectors, among others.

### Intended learning outcomes
- Understand selected technological foundations of digitalisation
- Apply different concepts and frameworks for digital processes and business models
- Analyse the business drivers and barriers behind the use of digital technologies in organisations

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

### Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)
- a) Written examination (approx. 60 minutes) or
- b) Term paper (approx. 15 pages) or
- c) Term paper (approx. 10 pages) and presentation (approx. 10 minutes), weighted 2:1 or

Language of assessment: German and/or English

### Allocation of places
--

### Additional information
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### Referred to in LPO I (examination regulations for teaching-degree programmes)
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Subdivided Module Catalogue for the Subject
Business Management and Economics
minor in a Bachelor’s degree programme, 60 ECTS credits

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
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<tbody>
<tr>
<td>E-Business Project</td>
<td>12-EBP-152-m01</td>
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**Module coordinator**
Holder of the Chair of Information Systems Engineering

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

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

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

**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)*
a) written examination (approx. 60 minutes) or b) term paper (approx. 20 pages) or c) term paper (approx. 10 to 20 pages) and presentation (approx. 15 minutes), weighted 2:1 or d) entirely or partly computerised written examination (approx. 60 minutes)
Language of assessment: German and/or English

**Allocation of places**
--

**Additional information**
--

**Referred to in LPO I** *(examination regulations for teaching-degree programmes)*
--
Subdivided Module Catalogue for the Subject
Business Management and Economics
minor in a Bachelor’s degree programme, 60 ECTS credits

<table>
<thead>
<tr>
<th>Module title</th>
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<tbody>
<tr>
<td>Introduction to Risk Management</td>
<td>12-ERM-211-m01</td>
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**Module coordinator**
Holder of the Chair of Corporate Finance

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

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</table>

**Contents**

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

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

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

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

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

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

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

M6 | Risk management information systems (RMIS)

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

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<thead>
<tr>
<th>Intended learning outcomes</th>
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<tbody>
<tr>
<td>Students are taught the fundamentals of risk management. The students are able to identify, record and evaluate risks in a structured manner and furthermore express the scope of risk on a mathematical basis. The students are able to derive suitable risk measures and know how risks can be monitored.</td>
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<th>Courses (type, number of weekly contact hours, language — if other than German)</th>
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<tr>
<td>Introduction to Business Journalism</td>
<td>12-EWJ-192-m01</td>
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<th>Module offered by</th>
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<tbody>
<tr>
<td>Holder of the Professorship of Economic Journalism</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**

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

**Intended learning outcomes**

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

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

V (2) + Ü (2)

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

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

**Allocation of places**

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**Additional information**

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

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<tr>
<td>Introduction to Business Administration</td>
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**Module coordinator**

Holder of the Chair of Human Resource Management and Organisation

**Module offered by**

Faculty of Business Management and Economics

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**Duration**

1 semester undergraduate --

**Contents**

This course introduces students to many relevant subject areas of business administration. Students acquire an overview of the different perspectives and main methodological and empirical methods necessary to analyse the behaviour of business enterprises. The course focuses on what companies or other organisations are, how they behave and in what form they are organised. For this purpose, the focus lies on the organisation of enterprises.

**Outline of syllabus**

1. What is business administration?
2. Why do organisations exist?
3. Organisational forms
4. Goals, strategies and organisation structures of enterprises
5. Strategic decisions of entrepreneurs
6. From the research questions to causal relationships
7. Empirical research in organisation - some selected examples

**Intended learning outcomes**

After completing the module, students should be able to describe and understand the organisation of enterprises as part of modern business administration as a scientific discipline. They also should master an appropriate level in the theoretical and empirical problem-solving techniques used on the level of a first grade lecture and tutorial.

**Courses**

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

V (2) + T (2)

**Method of assessment**

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

written examination (approx. 60 minutes)

**Allocation of places**

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

**Additional information**

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

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### Module title

**Introduction to Economics - Minor**

### Abbreviation

12-NF-EVWL-152-m01

### Module coordinator

Holder of the Chair of Monetary Policy and International Economics

### Module offered by

Faculty of Business Management and Economics

### ECTS

5

### Method of grading

Numerical grade

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

--

### Duration

1 semester

### Module level

Undergraduate

### Other prerequisites

--

### Contents

The course deals with the following topics:

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

### Intended learning outcomes

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

### Courses

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

V (2) + T (2)

### Method of assessment

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

Written examination (approx. 60 minutes)

### Allocation of places

620 places.
1. No restrictions with regard to available places for Bachelor’s students of Wirtschaftswissenschaft (Business Management and Economics) (BSc with 180 ECTS credits), Wirtschaftsmathematik (Mathematics for Economics) (BSc with 180 ECTS credits), Wirtschaftsinformatik (Business Information Systems) (BSc with 180 ECTS credits) as well as Bachelor’s students with the minor Wirtschaftswissenschaft (Business Management and Economics) (60 ECTS credits).
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   c) Quota 3 (25 % of places): lottery.

### Additional information

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### Referred to in LPO I

( examination regulations for teaching-degree programmes)

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

<table>
<thead>
<tr>
<th>Module title</th>
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<td>Entrepreneurship</td>
<td>12-EPS-192-m01</td>
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<td>Holder of the Chair of Entrepreneurship and Strategy</td>
<td>Faculty of Business Management and Economics</td>
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<td>undergraduate</td>
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Contents

This theory-led and practice-oriented module provides you with a toolbox of key concepts and theories to support careers as entrepreneurs or in entrepreneurship-related fields, such as venture capital or public entrepreneurship support.

(1) Introduction

(2) Who becomes an entrepreneur?

(3) Opportunity identification & exploitation entrepreneurship

(4) The business model

(5) The business plan

(6) Entrepreneurial strategies

(7) Finance for entrepreneurs

(8) Marketing for entrepreneurs

(9) Entrepreneurial networks

(10) Digital strategy and digital transformation

(11) Entrepreneurial leadership and team

(12) Entrepreneurial exit and failure

(13) Corporate entrepreneurship and innovation

(14) Wrap-up and Q&A

Intended learning outcomes

Educational aims

• Clarify the role of entrepreneurship

• Explain theoretical concepts and mechanisms behind entrepreneurship

• Enable students to critically appraise alternative approaches to entrepreneurship

• Enable students to evaluate the boundaries and risks of entrepreneurship

Learning outcomes

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

• Assess alternative options for creating and sustaining competitive advantage of startups

• Create and evaluate concepts related to entrepreneurship

• Make judgements about the organizational and managerial implications of entrepreneurial decisions

• Systematically choose between different routes of action
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<td>b) Term paper (approx. 15 pages) or</td>
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<tr>
<td>c) Oral examination in groups of up to 3 candidates (approx. 10 minutes per candidate)</td>
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Language of assessment: German and/or English

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</table>
Subdivided Module Catalogue for the Subject
Business Management and Economics
minor in a Bachelor’s degree programme, 60 ECTS credits

Module title | Abbreviation
--- | ---
Decision Theory | 12-I&F-F-192-m01

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

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Contents

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

Syllabus:

Part 1: Decisions under certainty

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

Part 2: Decisions under uncertainty: Expected Utility Theory

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

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

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

Intended learning outcomes

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

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

V (2) + Ü (2)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module 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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<th>Module title</th>
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<td>European Monetary Policy</td>
<td>12-EuGP-F-152-m01</td>
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**Contents**

This module is an introduction to monetary policy and financial markets. The course is divided into three sections. The first two introduce core topics on monetary policy and financial markets. Building on these, the third section covers financial crises and central banks reactions to these, low interest rate and inflation periods and unconventional monetary policy.

Format of the module: lectures and exercise sessions

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

Usability: Bachelor Wirtschaftswissenschaften

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

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

Frequency of the module: Each winterterm

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

Duration: 1 Semester

**Intended learning outcomes**

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

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

V (2) + Ü (2)

**Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module 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
European Macroeconomics 12-EM-211-m01

Module coordinator          Module offered by
Holder of the Senior Professorship for Economics, Money and International Economic Relations Faculty of Business Management and Economics

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

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

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

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

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

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)
a) Written examination (approx. 60 minutes) or b) term paper (approx. 10 to 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) or c) oral examination (approx 20 minutes)
Language of assessment: German and/or English

Allocation of places
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Additional information
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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### Module title
Financial Accounting and Auditing 1 - Financial Statements (German GAAP, IFRS)

### Abbreviation
12-Wipri-F-152-m01

### Module coordinator
Holder of the Chair of Financial Accounting

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

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### ECTS
5

### Method of grading
numerical grade

### Only after succ. compl. of module(s)
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### Contents
The historical role of financial accounting is to aggregate information and make it accessible to various actors. Companies in Germany are generally obliged to prepare annual financial statements following the German Commercial Code (HGB). These national accounting rules are essential for non-capital market-oriented and small and medium-sized enterprises (SMEs). This module offers a systematic approach and interpretation of these accounting principles. In addition to covering accounting principles under HGB, recognition criteria, accounting for assets and liabilities, and the profit and loss statement are discussed in detail.

### Intended learning outcomes
Students understand the key concepts and elements of accounting under HGB. They also have an in-depth knowledge of the steps necessary to prepare and interpret financial statements following national accounting.

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

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

### Allocation of places
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### Additional information
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<td>Financial Accounting and Auditing 2 - Consolidated Financial Statements (German GAAP, IFRS)</td>
<td>12-Wipr2-F-152-m01</td>
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**Contents**

As the economy becomes more global, so do the activities of companies and investors. This results in a greater need for internationally accepted accounting standards to ensure that financial records and reports are comparable, reliable, and transparent at international and domestic levels. Thus, international accounting aims to provide a global financial reporting framework that ensures the efficient flow of information in capital markets worldwide. This module introduces the principles and rules for international accounting under IFRS (International Financial Reporting Standards). It provides students with a systematic approach to international accounting and in-depth knowledge of relevant international accounting standards. Students get to know the institutional background of international accounting, the principles driving reporting under IFRS, and specific standards covering core business transactions. In addition, various problems concerning the provision of information by companies and their use by investors are discussed.

**Intended learning outcomes**

Students understand the key concepts and elements of accounting under IFRS (International Financial Reporting Standards). They also have an in-depth knowledge of the steps necessary to prepare and interpret financial statements following international accounting rules. Students know the institutional framework, can solve relevant accounting problems, and can critically evaluate financial statements.

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

V (2) + Ü (2)

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

written examination (approx. 60 minutes)
Language of assessment: German and/or English

**Allocation of places**

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**Additional information**

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

--
### Module title
Financial Accounting and Auditing 3 - Auditing

### Abbreviation
12-Wipr3-F-152-m01

### Module coordinator
Holder of the Chair of Financial Accounting

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

### ECTS
5

### Method of grading
Numerical grade

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

### Duration
1 semester

### Module level
Undergraduate

### Other prerequisites

### Contents
Fundamental investing involves valuation, and much of the information for valuation is contained in financial statements. This module provides a basic understanding of financial statement analysis, particularly on how to extract value-relevant information from financial statements, carry out financial statement analysis, and use financial data to value corporations. The module also provides the necessary tools to gain insights into what generates value in a corporation.

### Intended learning outcomes
Students can understand publicly traded companies’ financial statements (US GAAP/IFRS), identify value-relevant information in financial statements, and use this information for valuation. They know the relevant techniques to evaluate financial statements and understand the fundamental role of financial information in the valuation process. Students can apply valuation techniques to real-world cases and recommend investment decisions.

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

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

### Allocation of places

### Additional information

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

---
### Seminar: Financial Accounting and Auditing

**Module title**
Seminar: Financial Accounting und Auditing

**Abbreviation**
12-Wipr-FS-152-m01

**Module coordinator**
Holder of the Chair of Financial Accounting

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

**ECTS**
5

**Method of grading**
numerical grade

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

**Duration**
1 semester

**Module level**
undergraduate

**Other prerequisites**
--

### Contents
This module is a seminar. The aim of the seminar is to critically analyze a current issue in financial accounting using the relevant academic literature and discuss results with seminar participants.

### Intended learning outcomes
After completing the seminar, students will be able to use scientific methods to analyze complex issues in financial accounting, and to suggest solutions. They can present and defend their results and analyzes.

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

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

- Term paper (approx. 25 pages) and presentation (approx. 20 minutes), weighted 2:1
- Language of assessment: German and/or English

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

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

### Abbreviation
12-ExtUR-G-152-m01

### Module coordinator
Holder of the Chair of Business Taxation

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

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<tr>
<td>1 semester</td>
<td>undergraduate</td>
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## Contents
This course offers an introduction to the fundamentals of financial accounting, including the technique of double-entry book-keeping as well as the fundamentals of recognition, valuation and presentation of assets, liabilities and equity according to German commercial law.

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

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

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

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

## Additional information
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## Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title | Abbreviation
---|---
Seminar: Public Finance | 12-Fiwi-FS-152-m01

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

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Contents

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

Intended learning outcomes

After completing this module, students
(i) consolidate what they have learned and if necessary apply additional techniques of scientific work;
(ii) create, present and defend a research paper;
(iii) deal with the working papers of other participants;
(iv) are better prepared for the processing of the bachelor thesis.

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

S (2)

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

term paper (approx. 15 pages) and presentation (approx. 25 minutes), weighted 2:1

Allocation of places

--

Additional information

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

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### Module title

Forward and Reverse Business Engineering

### Abbreviation

12-FRBE-F-152-m01

### Module coordinator

Holder of the Chair of Business Management and Business Information Systems

### Module offered by

Faculty of Business Management and Economics

### ECTS

5

### Method of grading

Only after succ. compl. of module(s)

5 numerical grade

### Degree level

undergraduate

### 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

V (2) + Ü (2)

### Method of assessment

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

### Allocation of places

50 places. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Bachelor's students of Wirtschaftsinformatik (Business Information Systems) (BSc with 180 ECTS credits) will be given preferential consideration. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group. (4) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (5) A waiting list will be maintained and places re-allocated by lot as they become available.

### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)

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<td>holder of the Chair of Business Management and Industrial Management</td>
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<th>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)</th>
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<td>b) Term paper (15 to 20 pages) or</td>
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<td>c) Term paper (10 to 15 pages) and presentation (approx. 20 minutes), weighted 2:1 or</td>
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<tr>
<td>d) oral examination (approx. 20 minutes) or</td>
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<td>e) Portfolio (approx. 15-20 pages)</td>
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Language of assessment: German and/or English
Assessment offered: yearly, to be announced creditable for bonus

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<th>Additional information</th>
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<td>Module can be taught in form of E Learning course, seminar, workshop etc.</td>
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</table>
Module title
Introduction to Market-Oriented Management

Abbreviation
12-Mark-G-152-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
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 (2) + T (2)

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

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

### Additional information

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

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**Contents**

This module provides an overview of neoclassical investment and financing theory. The students will be familiarized with the basics of finance, including both tax aspects and risk considerations.

**Structure:**

Part 1: Investment calculation
- Financial Mathematics: calculation of compound interest and annuities
- Investments under certainty
- Investments taking into account taxes
- Investments under uncertainty

Part 2: Financing
- Forms of financing
- Capital structure policy (equity versus debt financing)
- Dividend policy (external versus internal financing)

**Intended learning outcomes**

After completing the course „Investments and Finance: An Introduction“, the students will be able to

(i) understand the fundamentals in financial mathematics;
(ii) solve investments decisions by means of dynamic approaches, in particular via capital plans and present values;
(iii) systematize forms of financing and evaluate their application.

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

V (2) + T (2)

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

written examination (approx. 60 minutes)

**Allocation of places**

620 places. (1) No restrictions with regard to available places for Bachelor’s students of Wirtschaftswissenschaft (Business Management and Economics) (BSc with 180 ECTS credits), Wirtschaftsmathematik (Mathematics for Economics) (BSc with 180 ECTS credits), Wirtschaftsinformatik (Business Information Systems) (BSc with 180 ECTS credits) as well as Bachelor’s students with the minor Wirtschaftswissenschaft (Business Management and Economics) (60 ECTS credits). (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (2) and the number of applications exceeds the number of available places, places will be allocated according to the following quotas: a) Quota 1 (50 % of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. b) Quota 2 (25 % of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. c) Quota 3 (25 % of places): lottery. (4) A waiting list will be maintained and places re-allocated by lot as they become available.

**Additional information**

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Referred to in LPO I (examination regulations for teaching-degree programmes)
**Module title**  
Humanitarian Supply Chain Management

**Abbreviation**  
12-HSCM-211-m01

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**Duration**  
1 semester  
**Module level**  
undergraduate

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

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

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

**Method of assessment** (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages)  
Language of assessment: German and/or English

**Allocation of places**  
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**Additional information**  
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**Referred to in LPO I** (examination regulations for teaching-degree programmes)
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<td>Seminar: Incentives and Organizations</td>
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<td>Holder of the Chair of Economics, Information and Contract Economics</td>
<td>Faculty of Business Management and Economics</td>
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<td>1 semester</td>
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**Contents**

This seminar covers the following special topics in organisational economics:

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

**Intended learning outcomes**

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

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

| S (2) |

**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. 10 pages) and presentation (approx. 20 minutes), weighted 2:1

**Allocation of places**

--

**Additional information**

--

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

--
### Module title

Economics of Information

### Abbreviation

12-IO-152-m01

### Module coordinator

Holder of the Chair of Economics, Information and Contract Economics

### Module offered by

Faculty of Business Management and Economics

### ECTS

5

### Method of grading

numerical grade

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

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### Duration

1 semester

### Module level

undergraduate

### Other prerequisites

--

### Contents

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

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

The exposition is primarily based on the following textbook:


### Intended learning outcomes

After completing the course students will be able to

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

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

V (2) + Ü (2)

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

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Module title | Seminar: Information Systems
---|---
Abbreviation | 12-INS-FS-152-m01

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

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

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

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

**Intended learning outcomes**
- Academic literature research
- Integration of compiled results into scientific term papers
- Preparation of presentations and talks

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

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

**Allocation of places**
15 places. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Bachelor's students of Wirtschaftsinformatik (Business Information Systems) (BSc with 180 ECTS credits) will be given preferential consideration. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group. (4) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (5) A waiting list will be maintained and places re-allocated by lot as they become available.

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

### Abbreviation
12-GP-G-152-m01

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<td>Faculty of Business Management and Economics</td>
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<td>1 semester</td>
<td>undergraduate</td>
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### Contents
This course is aimed at students of Wirtschaftsinformatik (Business Information Systems) and Wirtschaftswissenschaft (Business Management and Economics) interested in the topic. The course is divided up into two parts. In the theoretical part, students will acquire the necessary theoretical knowledge that will serve as a basis for the practical part. The practical exercise will present students with an opportunity to apply their newly acquired knowledge by working with an SAP S/4/HANA on case studies on the model company Almika. In this context, the human resources, purchasing, sales, service, project management and finance departments will be dealt with.

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

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

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

### Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)
a) written examination (approx. 60 minutes) or b) term paper (approx. 15 pages) or c) term paper (approx. 10 to 15 pages) and presentation (approx. 10 minutes), weighted 2:1 creditable for bonus

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

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

**Abbreviation**
12-IntÖk-152-m01

**Module coordinator**
Holder of the Chair of International Economics

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

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<th>ECTS</th>
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**Duration**
1 semester

**Module level**
undergraduate

**Other prerequisites**
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### Contents

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

**Outline**

I International Economics – Trends and current developments

II Internationale Trade

1 Ricardian Theory: Labor productivity and comparative advantage

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

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

III International Factor Movements [time permitting]

**Literature:**

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

The course develops case studies that use additional references.

### Intended learning outcomes

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

### Courses

**Course description**
(V (2) + Ü (2))

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

Language of assessment: German and/or English

**Allocation of places**
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<th>Additional information</th>
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</table>
### Module title

**International Marketing**

### Abbreviation

12-INMA-192-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

Only after succ. compl. of module(s)

### Duration

1 semester

### Module level

undergraduate

### Contents

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

### Intended learning outcomes

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

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

V (2) + Ü (2)

### 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)

a) Written examination (approx. 60 minutes) or
b) Term paper (15 to 20 pages) or
c) Term paper (10 to 15 pages) and presentation (approx. 20 minutes), weighted 2:1 or
d) oral examination of one candidate each (approx. 20 minutes)

Language of assessment: German and/or English

### Allocation of places

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### Additional information

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

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<table>
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**Module coordinator**

<table>
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<th>Holder of the Chair of Monetary Policy and International Economics</th>
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**Module offered by**

| Faculty of Business Management and Economics                     |

**ECTS**

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**Duration**

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**Contents**

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

**Format of the module:** Lectures and exercise sessions

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

**Usability:** Bachelor Wirtschaftswissenschaften

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

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

**Frequency of the module:** Each summer term

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

**Duration:** 1 Semester

**Intended learning outcomes**

Students will acquire a basic understanding of international finance and learn analyzing practical examples with monetary models. Students gain expertise on institutional aspects and theoretical models. Having completed the module, students will be able to understand current developments in international finance and apply models and theories to analyze and evaluate these.

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

| V (2) + Ü (2) |

**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: Managerial Accounting

**Abbreviation:** 12-IntUR-G-152-m01

**Module coordinator:** Holder of the Chair of Financial Accounting

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

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**Duration:** 1 semester  

**Module level:** undergraduate  

**Other prerequisites:** --

### 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 (2) + T (2)             |

**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

840 places. (1) No restrictions with regard to available places for Bachelor's students of Wirtschaftswissenschaft (Business Management and Economics) (BSc with 180 ECTS credits), Wirtschaftsmathematik (Mathematics for Economics) (BSc with 180 ECTS credits), Wirtschaftsinformatik (Business Information Systems) (BSc with 180 ECTS credits) as well as Bachelor's students with the minor Wirtschaftswissenschaft (Business Management and Economics) (60 ECTS credits). (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (2) and the number of applications exceeds the number of available places, places will be allocated according to the following quotas: a) Quota 1 (50 % of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. b) Quota 2 (25 % of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. c) Quota 3 (25 % of places): lottery. (4) A waiting list will be maintained and places re-allocated by lot as they become available.
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<th>Additional information</th>
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<td>Referred to in LPO I (examination regulations for teaching-degree programmes)</td>
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### Module title
Introduction to Industrial Organization

### Abbreviation
12-IIO-152-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

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

**Outline of syllabus:**

1. Introduction and Review
2. Competition and Collusion
3. Horizontal Merger
4. Entry and Entry Deterrence
5. Vertical Relations and Vertical Integration
6. Price Discrimination
7. Product Differentiation
8. Advertising
9. Research and Development
10. Behavioral Industrial Organization

This course will be taught in English.

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

This course will be taught in English.

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

V (2) + Ü (2)

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

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

Language of assessment: German and/or English

### Allocation of places
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### Additional information
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<tr>
<th>Module title</th>
<th>Abbreviation</th>
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<tbody>
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<td>Seminar: Investment and Finance</td>
<td>12-I&amp;F-FS-192-m01</td>
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<th>Module coordinator</th>
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<tr>
<td>Holder of the Chair of Corporate Finance</td>
<td>Faculty of Business Management and Economics</td>
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### Contents

This seminar deals with current topics in investment and finance. Students are required to independently analyze a selected topic and to write a seminar thesis. Moreover, they are required to present, discuss and defend their thesis. The seminar may be largely literature based or empirical or may be based on independent work with formal models.

### Intended learning outcomes

Students will gain in-depth knowledge in recent application areas of investment and finance. They are able to transport their knowledge in a written seminar thesis, and to present and defend it in a final talk.

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

S (2)

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

Term paper (approx. 15 pages) and oral examination (approx. 25 minutes), Weighted 3:2

### Allocation of places

15 places.

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

### Additional information

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

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Module title | Business Cycle Analysis
---|---
Abbreviation | 12-Konj1-F-152-m01

Module coordinator | Head of the Work Group of Empirical Economics
Module offered by | Faculty of Business Management and Economics

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

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

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

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)
a) written examination (approx. 60 minutes) or b) term paper (approx. 40 pages, to be prepared in groups of 3 candidates) and presentation (approx. 40 minutes, to be prepared and delivered in groups of 3 candidates), weighted 3:2 or c) term paper (approx. 15 pages)

Allocation of places
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Additional information
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Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title | Abbreviation
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Labour Economics | 12-A&S-F-192-m01

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<th>Module coordinator</th>
<th>Holder of the Chair of Labor Economics</th>
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<th>Module offered by</th>
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<td>undergraduate</td>
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</table>

Contents

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

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

2. Wage formation
   1. Human capital formation
   2. Compensating wage differentials
   3. Discrimination
   4. Wage structure and inequality
   The objective of the second part to investigate the different determinants of wages and to understand the reasons (justified or unjustified) why some people earn more than others.

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

Intended learning outcomes

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

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

V (2) + Ü (2)

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)

a) Written examination (approx. 60 minutes) or
b) Portfolio (approx. 20 pages)
Language of assessment: German and/or English

Allocation of places

Additional information

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<table>
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<th>Module title</th>
<th>Abbreviation</th>
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<td>Macroeconomics - Minor</td>
<td>12-NF-Mak-152-m01</td>
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<td>Head of the Work Group of Empirical Economics</td>
<td>Faculty of Business Management and Economics</td>
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</table>

**Contents**

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

**Intended learning outcomes**

Analytical understanding of basic macroeconomic models. Insight into the impact of economic policy measures and the ability to produce independent, well-founded analyses of macroeconomic issues.

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

V (2) + Ü (2)
Module offered: Once a year, winter semester

**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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<td>undergraduate</td>
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### Contents

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

### Intended learning outcomes

Students are enabled to make up their mind on economic policy measures, like government interventions due to monopoly power or tax measures. Basic solution concepts are introduced for a vast array of microeconomic problems at a basic level. Accordingly students are able to understand and analyze relevant problems.

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

V (2) + Ü (2)
Module offered: Once a year, summer semester

### 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>
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<th>Abbreviation</th>
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<td>Economic Principles of Risk Management</td>
<td>12-Risk-152-m01</td>
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<tbody>
<tr>
<td>Holder of the Chair of Economics, Information and Contract Economics</td>
<td>Faculty of Business Management and Economics</td>
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<td>1 semester</td>
<td>graduate</td>
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### Contents

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

### Intended learning outcomes

After completing the course students are able to
1. explain the results of the economic theory of decisions under risk,
2. apply the involved methods to given simple examples on their own,
3. recognise, in which real life situations and how the results can be applied.

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

V (2) + Ü (2)

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

written examination (approx. 60 minutes)
Language of assessment: German and/or English
creditable for bonus

### Allocation of places

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### Additional information

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

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### Module title
Human Resource Management & Organizational Theory

### Abbreviation
12-P&O-F-152-m01

### Module coordinator
Holder of the Chair of Human Resource Management and Organisation

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

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</table>

### Contents
The lecture "Personal" ("Human Resources Management") presents and discusses basic theories, estimation techniques and empirical results from the area of personnel economics and human resource management.

### Syllabus
1. Human Resource Management in enterprises  
2. The economic drivers of employers and employees  
3. Incentive and remuneration systems  
4. Challenges for the management of teams  
5. Information as a driving force of personnel management  
6. Demographic challenges of human resource management

### 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 areas personnel economics and management on the basis of textbooks and scientific literature.

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

### Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module 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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<td>undergraduate</td>
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</table>

**Contents**

Students will write a seminar paper on, deliver a talk on and discuss current issues in the field of human resources management and organisation in class.

**Intended learning outcomes**

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

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

S (2)

**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. 15 pages) and presentation (approx. 20 minutes), weighted 2:1

Assessment offered: Once a year, winter semester

Language of assessment: German and/or English

**Allocation of places**

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

**Additional information**

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

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## Planning and Decision Making with Business Information Systems

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<td>Holder of the Chair of Business Analytics</td>
<td>Faculty of Business Management and Economics</td>
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### Contents

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

### Intended learning outcomes

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

### Courses

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

V (2) + T (2)

### 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)

a) Written examination (approx. 60 minutes) or
b) oral examination of one candidate each (approx. 20 to 30 minutes)

Language of assessment: German and/or English

Creditable for bonus

### Allocation of places

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### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)

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### Module title
Primer in Data Science

### Abbreviation
12-PDS-211-m01

### Module coordinator
Holder of the Chair of Business Analytics

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

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### Duration
1 semester

### Module level
undergraduate

### Other prerequisites
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### Contents
Data science is concerned with extracting knowledge and valuable insights from data assets. It is an emerging field that is currently in high demand in both academia and industry. This course provides a practical introduction to the full spectrum of data science techniques spanning data acquisition and processing, data visualization and presentation, creation and evaluation of machine learning models.

The course focuses on the practical aspects of data science, with emphasis on the implementation and use of the above techniques. Students will complete programming homework assignments that emphasize practical understanding of the methods described in the course.

### Intended learning outcomes
Topics covered include:
- Data acquisition and processing
- graph and network models
- text analysis
- working with geospatial data
- Usage of machine learning models (supervised and unsupervised)

### Courses (type, number of weekly contact hours, language — if other than German)
V (2) + Ü (2)
Module taught in: German and/or English

### Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)
a) written examination (approx. 60 minutes) or b) oral examination of one candidate each (approx. 20 to 30 minutes) or c) exercises (approx. 6 pages)
Language of assessment: German and/or English creditable for bonus

### Allocation of places
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### Additional information
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### Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title | Abbreviation
---|---
Programming for Management Students | 12-PFM-192-m01

**Module coordinator**
Holder of the Chair of Business Analytics

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

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**Duration**
1 semester

**Module level**
undergraduate

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

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

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

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

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

- a) Written examination (approx. 60 minutes) or
- b) Oral examination in groups of up to 3 candidates (approx. 10 minutes per candidate) or
- c) Programming exercises (approx. 20 hours total) and written examination (approx. 60 minutes), weighted 1:1 or
- d) entirely or partly computerised written examination (approx. 60 minutes)

Language of assessment: German and/or English

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

Abbreviation
12-WiPo-G-192-m01

Module coordinator
Holder of the Chair of Labor Economics

Module offered by
Faculty of Business Management and Economics

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

5 numerical grade --

Duration
Module level
Other prerequisites

1 semester undergraduate --

Contents
This course provides an introduction into public economics/finance. Public finance studies the role of the government in the economy. It basically answers four questions: When should the government intervene? How might the government intervene? What is the effect of those interventions? Why do governments choose to intervene in the way that they do? The lecture will cover the following topics:

1. Introduction into public economics/finance
2. Theoretical toolkit
3. Empirical toolkit
4. Public goods
5. Cost Benefit Analysis


Intended learning outcomes
The aim of the course is to provide students with and understanding of the public policy making process of the government and to endow them with the necessary skills to judge about and/or design public policies. Students will learn the core theoretical models of public economics as well as modern empirical methods of public finance. The focus will not lie on the theoretical details, but rather on the beauty of the different methods to provide answers to public policy questions.

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

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)
a) Written examination (approx. 60 minutes) or
b) Portfolio (approx. 20 pages)

Language of assessment: German and/or English

Allocation of places
620 places.
1) No restrictions with regard to available places for Bachelor’s students of Wirtschaftswissenschaft (Business Management and Economics) (BSc with 180 ECTS credits), Wirtschaftsmathematik (Mathematics for Economics) (BSc with 180 ECTS credits), Wirtschaftsinformatik (Business Information Systems) (BSc with 180 ECTS credits) as well as Bachelor’s students with the minor Wirtschaftswissenschaft (Business Management and Economics) (60 ECTS credits).
2) Additional places will be allocated to students of other subjects.
3) When places are allocated in accordance with (2) and the number of applications exceeds the number of available places, places will be allocated by lot among all applicants irrespective of their subjects.
4) Places on all courses of the module with a restricted number of places will be allocated in the same procedure.
5) A waiting list will be maintained and places re-allocated by lot as they become available.

Additional information
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<tr>
<td>Holder of the Chair of Entrepreneurship and Strategy</td>
<td>Faculty of Business Management and Economics</td>
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### Contents

Students develop seminar papers on varying topics in the domain of entrepreneurship, strategy, and innovation and present the key insights from their work.

### Intended learning outcomes

#### Educational aims

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

#### Learning outcomes

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

- Formulate an adequate research question
- Effectively search the literature
- Structure and write-down an academic manuscript
- Present and explain their research outcomes in class

### Courses

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

| S (2) |

### Method of assessment

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

Term paper (10 to 15 pages) and presentation (in groups of up to 3 candidates, approx. 10 minutes per candidate)

Language of assessment: German and/or English

### Allocation of places

15 places.

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

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

### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)

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**Module title** | **Sales and Customer Relationship Management**  
---|---
**Abbreviation** | 12-SCRM-211-m01

**Module coordinator**  
Holder of the Junior Professorship of Digital Marketing and E-Commerce

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

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</table>

**Contents**

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

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

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

**Intended learning outcomes**

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

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

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

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

a) Written examination (approx. 60 to 120 Minutes) or b) Term paper (to be prepared by one candidate or in groups of 3 candidates approx. 10 pages each) or c) oral examination in groups (groups of 3, approx. 10 minutes per candidate)  
Language of assessment: German and/or English  
 créditable for bonus

**Allocation of places**

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**Additional information**

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<th>Abbreviation</th>
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<tr>
<td>Seminar: Economic Policy</td>
<td>12-VWL1-FS-152-m01</td>
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<th>Module offered by</th>
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<td>Faculty of Business Management and Economics</td>
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</table>

**Contents**

Gaining a more in-depth understanding of specific problems of macroeconomics and, in particular, monetary policy.

Format of the module: seminar

Prerequisites: Basic knowledge of macroeconomics as taught for example in Macroeconomics I.

Usability: Bachelor Wirtschaftswissenschaften

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

ECTS and grading: 5 ECTS, Grading on a scale from 1-5 based on a seminar presentation and a seminar paper

Frequency of the module: Each term

Workload: 150 hours

Duration: 1 Semester

**Intended learning outcomes**

Students are able to independently investigate and classify scientific publications on their relevance to a given theme. In addition, they are able to present the results orally and in writing by conventional scientific standards.

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

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**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. 15 pages) and presentation (approx. 25 minutes), weighted 2:1

**Allocation of places**

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

**Additional information**

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

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</table>

### Contents

**Content**

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

**Literature:**

Peer-reviewed articles and/or monographs.

### Intended learning outcomes

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

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

- **S (2)**

### 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. 15 pages) and presentation (approx. 30 minutes), weighted 3:1
- Language of assessment: German and/or English

### Allocation of places

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

### Additional information

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

- --
### Module title
Seminar: Business cycles, corporate finance and asset markets

### Abbreviation
12-KUV-211-m01

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

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

### ECTS
5

### Method of grading
numerical grade

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

### Duration
1 semester

### Module level
undergraduate

### Other prerequisites
--

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

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

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

S (2)

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

Term paper (approx. 15 pages) and presentation (approx. 25 minutes), weighted 2:1

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

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## Seminar: Labour Economics

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<th>Module title</th>
<th>Abbreviation</th>
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<tbody>
<tr>
<td>Seminar: Labour Economics</td>
<td>12-LES-192-m01</td>
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### Module coordinator
Holder of the Chair of Labor Economics

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

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

<table>
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### Duration Module level Other prerequisites

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</thead>
<tbody>
<tr>
<td>1 semester</td>
<td>undergraduate</td>
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</table>

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

**I. Structure of the labor market**

1. Labor supply
2. Labor demand
3. Labor market equilibrium

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

**II. Wage formation**

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

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

**III. Unemployment**

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

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

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

| S (2) |

### 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. 15 pages) and presentation (approx. 15 minutes), weighted 3:2
Language of assessment: German and/or English

### Allocation of places

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### Additional information

--
Subdivided Module Catalogue for the Subject Business Management and Economics minor in a Bachelor's degree programme, 60 ECTS credits

Referred to in LPO I (examination regulations for teaching-degree programmes)
Subdivided Module Catalogue for the Subject  
Business Management and Economics  
minor in a Bachelor’s degree programme, 60 ECTS credits

**Seminar: Logistics & Supply Chain Management**

<table>
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<tr>
<th><strong>Module title</strong></th>
<th><strong>Abbreviation</strong></th>
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</thead>
<tbody>
<tr>
<td>Seminar: Logistics &amp; Supply Chain Management</td>
<td>12-LSCM-152-m01</td>
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<tbody>
<tr>
<td>Holder of the Chair of Logistics and Quantitative Methods in Business Administration</td>
<td>Faculty of Business Management and Economics</td>
</tr>
</tbody>
</table>

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

**Contents**

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

**Intended learning outcomes**

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

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

- S (2)

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

- written elaboration (approx. 10 to 15 pages) and presentation (approx. 10 minutes), weighted 2:1  
- Assessment offered: Once a year, winter semester  
- Language of assessment: German and/or English

**Allocation of places**

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

**Additional information**

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

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<td>Seminar: Marketing</td>
<td>12-SMA-211-m01</td>
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<td>Faculty of Business Management and Economics</td>
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**Contents**

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

Reading:
 will vary according to topic

**Intended learning outcomes**

After completing the course "Marketing Strategie", students will be able to

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

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

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

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

term paper (approx. 15 pages) and presentation (approx. 25 minutes), weighted 2:1
Language of assessment: German and/or English

**Allocation of places**

--

**Additional information**

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

--
Subdivided Module Catalogue for the Subject Business Management and Economics minor in a Bachelor’s degree programme, 60 ECTS credits

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
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<tr>
<td>Seminar: Business Journalism and Business Communication</td>
<td>12-WUW-211-m01</td>
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<th>Module coordinator</th>
<th>Module offered by</th>
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<tbody>
<tr>
<td>Holder of the Professorship of Economic Journalism</td>
<td>Faculty of Business Management and Economics</td>
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</table>

Contents

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

Intended learning outcomes

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

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

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

S (2)

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. 10 to 15 pages) and presentation (approx. 15 minutes); (weighted 1:1)

Language of assessment: German and/or English

Allocation of places

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Additional information

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

--
Module title | Abbreviation
--- | ---
Strategic and Innovation Management | 12-IM-192-m01

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

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

Contents
This theory-led and practice-oriented module equips you with essential knowledge in the areas of strategic management and innovation management. It is a primer on these topics that provides a broad overview on the field.

**Strategic management**

1. Introduction
2. Strategic analysis
3. Business strategy
4. Corporate strategy
5. Strategy implementation
6. Strategic leadership
7. Internationalization, corporate governance, and corporate social responsibility

**Innovation management**

8. Introduction
9. Sources of technology and innovation
10. Developing new products and services
11. Introducing new products and services
12. Technology and innovation strategy
13. Open innovation
14. Wrap-up and Q&A

**Intended learning outcomes**

**Educational aims**

- Understand the role of strategic and innovation management
- Understand theoretical concepts related to strategic and innovation management
- Critically appraise alternative approaches to strategic and innovation management
- Evaluate the boundaries and risks of strategic and innovation management

**Learning outcomes**

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

- Create and evaluate concepts related to strategic and innovation management
- Assess the role of strategic and innovation management for creating and sustaining competitive advantage
• Make judgements about the organizational and managerial implications of strategic and innovation management
• Systematically choose between different routes of action

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

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<tr>
<th>Type</th>
<th>Number of Weekly Contact Hours</th>
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<td>V (2) + Ü (2)</td>
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### Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)

a) Written examination (approx. 60 minutes) or  
b) Term paper (15 to 20 pages) or  
c) Oral examination in groups of up to 3 candidates (approx. 10 minutes per candidate)

Language of assessment: German and/or English

### Allocation of places

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### Additional information

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

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<table>
<thead>
<tr>
<th>Module title</th>
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<tbody>
<tr>
<td>Competition and Strategy 1</td>
<td>12-S&amp;W1-F-152-m01</td>
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</table>

**Module coordinator**

Holder of the Chair of Industrial Economics

**Module offered by**

Faculty of Business Management and Economics

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**Duration**

1 semester

**Module level**

undergraduate

**Contents**

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

**Intended learning outcomes**

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

**Courses**

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

V (2) + Ü (2)

**Method of assessment**

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

written examination (approx. 60 minutes)
Language of assessment: German and/or English

**Allocation of places**

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**Additional information**

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

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

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

### Contents

Content:
German and European Competition Policy illustrated by real world cases of the Competition Protection Office.
Outline of syllabus:
1. History of economic thought on competition and mission statements
2. Overview of German and European competition law
3. Fundamentals of industrial economics
4. Classic cartels
5. Tacit collusion
6. Horizontal mergers
7. Joint ventures
8. Abuse of dominant positions: price level
9. Abuse of dominant positions: price discrimination
10. Vertical restraints
11. Vertical mergers
Reading:
Schulz: Wettbewerbspolitik, Tübingen.

### Intended learning outcomes

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

### Courses

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

V (3) + Ü (2)

### 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)

a) written examination (approx. 60 to 90 minutes) or b) term paper (approx. 10 pages) and presentation (approx. 15 minutes), weighted 2:1

Language of assessment: German and/or English

### Allocation of places

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### Additional information

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### Referred to in LPO I

(examination regulations for teaching-degree programmes)

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Module title

Competition and Strategy 3

Abbreviation

12-S&W3-F-152-m01

Module coordinator
Holder of the Chair of Industrial Economics

Module offered by
Faculty of Business Management and Economics

ECTS 5

Method of grading numerical grade

Duration 1 semester

Module level undergraduate

Other prerequisites --

Contents

Outline of syllabus:
1. Repetition of micro skills
   - Definitions and basic concepts
   - Market analysis
2. Introduction to regulation theory
   - The regulatory process
   - The natural monopoly
   - Optimal pricing of natural monopoly
   - Privatisation
3. Practice of economic regulation
   - Past and recent experience in Europe and around the world
   - Analysis of selected naturally monopolistic markets
4. Recent challenges to market regulation
   - Net neutrality
   - Sharing and P2P markets

This course will be taught in English.

Intended learning outcomes

The aim of this course is to provide the students with an understanding of the economic analysis that underpins competition policy and regulatory policy towards network utilities and to provide them with some institutional background.

Upon successful completion of this module the students will:
(i) acquire an understanding of the underlying reasons why some markets cannot be made competitive;
(ii) acquire a knowledge of the economic principles that lie behind the application of competition policy and utility regulation;
(iii) develop an understanding of the ways in which economic analysis can positively inform competition policy and utility regulation, and the limitations of economic analysis in this context;
(iv) learn from the practical experiences of market regulation and deregulation of the last 20-30 years.

Language of assessment: German and/or English

Allocation of places

Additional information

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

V (2) + Ü (2)

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

a) written examination (approx. 60 to 90 minutes) or b) written examination (approx. 120 minutes) or c) term paper (approx. 10 pages) and presentation (approx. 15 minutes), weighted 2:1

Language of assessment: German and/or English

minor in a Bachelor’s degree programme Business Management and Economics (2019)
Referred to in LPO I (examination regulations for teaching-degree programmes)
<table>
<thead>
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<th>Module title</th>
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<td>Seminar: Competition and Strategy</td>
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### Contents
This course covers selected topics from the field of industrial economics. Students, with the help of their advisor, will choose a topic and formulate a research question. Then they are expected to conduct research and write a paper on this research question. At the end of the semester the students will present their findings orally to an audience.

### Intended learning outcomes
Students will be able to independently investigate a topic based on scientific publications, and critically interpret and summarize the findings of these studies. They will be able to present the results of their research in a paper written according to conventional scientific standards and present it to an audience.

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

### Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)
term paper (approx. 15 pages) and presentation (approx. 20 minutes), weighted 2:1
Language of assessment: German and/or English

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

### Additional information
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### Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title | Abbreviation
--- | ---
Supply Chain Management | 12-SCM-F-152-m01

<table>
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<th>Module coordinator</th>
<th>Module offered by</th>
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<tbody>
<tr>
<td>Holder of the Chair of Logistics and Quantitative Methods in Business Administration</td>
<td>Faculty of Business Management and Economics</td>
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</table>

### Contents

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

### Intended learning outcomes

After completing this seminar students can

(i) apply selected and applied quantitative models for procurement, production, sales and supply chain management;

(ii) face the practical problems when using real data to feed models;

(iii) understand the challenges to reach a coordinated decision in a company.

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

V (2) + Ü (2)

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

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

Assessment offered: Once a year, summer semester
Language of assessment: German and/or English

### Allocation of places

--

### Additional information

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

--
Subdivided Module Catalogue for the Subject Business Management and Economics

**Module title**
Toyota Supply Chain Management

**Abbreviation**
12-MDM-152-m01

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

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

**ECTS**
5

**Method of grading**
numerical grade

**Duration**
1 semester

**Module level**
undergraduate

**Other prerequisites**
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## Contents

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

While we were able to learn from Toyota in the past as to how production systems can be designed, today we can learn from Toyota as to how complex global supply chains in the automotive industry - but also in other industries - should be designed and coordinated. Notably its planning principles are - despite the greater complexity - easy to understand, simple to implement and are based on simple 'ground rules'. The aim of this seminar is to learn from the Toyota supply chain.

## Intended learning outcomes

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

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

S (2)

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

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

Assessment offered: Once a year, summer semester

Language of assessment: German and/or English

## Allocation of places

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

## Additional information

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

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Module title: Business Valuation between Financial Mathematics and Data on Capital Market

Abbreviation: 12-UBW-F-152-m01

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

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

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

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

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

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

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

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module 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
Entrepreneurship, Competition and Strategy

### Abbreviation
12-U&UF-F-152-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 (2) + Ü (2)

### 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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Subdivided Module Catalogue for the Subject Business Management and Economics minor in a Bachelor’s degree programme, 60 ECTS credits

<table>
<thead>
<tr>
<th>Module title</th>
<th>Abbreviation</th>
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<tbody>
<tr>
<td>Insurance Markets</td>
<td>12-VM-152-m01</td>
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<thead>
<tr>
<th>Module coordinator</th>
<th>Module offered by</th>
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<tbody>
<tr>
<td>Holder of the Chair of Economics, Information and Contract Economics</td>
<td>Faculty of Business Management and Economics</td>
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Contents

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

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

Intended learning outcomes

After completing the course students are able to

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

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

V (2) + Ü (2)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module 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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Subdivided Module Catalogue for the Subject
Business Management and Economics
minor in a Bachelor’s degree programme, 60 ECTS credits

<table>
<thead>
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<tbody>
<tr>
<td>Economist Practice Lectures</td>
<td>12-VWP-211-m01</td>
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<tr>
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<tbody>
<tr>
<td>Holder of the Senior Professorship for Economics, Money and International Economic Relations</td>
<td>Faculty of Business Management and Economics</td>
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</tbody>
</table>

**Contents**

The content of the seminar is the active participation in as well as the follow-up of the lectures of economists from different national and international fields of activity, which are organized for the event.

The invitation of speakers from practice strengthens the practical orientation of the scientifically founded and at the same time internationally oriented education at the faculty of economics of the University of Würzburg.

In this way, students will gain lasting insights into the fields of activity of economists, gain an insight into practical activities, discuss these with high-ranking economists and combine them with theoretical economic knowledge gained during their studies.

**Intended learning outcomes**

By participating in the seminar, Master's students of the faculty of economics and business administration should get to know the different fields of activity of economists and the questions that determine the daily work of the speakers in the course of the lectures.

In addition, the participants of the seminar will have the opportunity to apply the knowledge of economics they have acquired during their studies. For this purpose, in addition to a discussion with the speakers following the respective lecture, a debating workshop is offered to the participants of the seminar, in which the students are to learn economic argumentation and debate management. The learned contents and competencies will be tested at the end of the semester.

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

S (2)

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

a) oral examination (approx 30 minutes) or b) term paper (approx. 10 pages) and presentation (approx. 15 minutes); (weighted 2:1) or c) written examination (approx. 60 minutes)

Language of assessment: German and/or English

**Allocation of places**

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**Additional information**

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

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Managerial Practice Lectures

Module title

Abbreviation: 12-VGP-192-m01

Module coordinator: Holder of the Professorship of Economic Journalism

Module offered by: Faculty of Business Management and Economics

ECTS: 5

Method of grading: numerical grade

Only after succ. compl. of module(s)

Duration: 1 semester

Module level: undergraduate

Other prerequisites: --

Contents

In this lecture, we invite board members of publicly listed companies, SMEs and Startups to discuss contemporary challenges of corporate management.

Students gain sustainable insights into current management practices, challenges of corporate management in various industries, and discuss pressing managerial issues with C-level executives. In individual and group assignments, students are required to connect management theories with the managerial challenges of the speakers.

Managers of the different companies are required to address the following questions that will foster a detailed discussion at the end of each lecture:

- What are the current challenges facing your company?
- Which strategies do you employ to respond to these challenges?
- How have leadership concepts and approaches changed in your company?

Intended learning outcomes

After participating in this module, students should be able to combine theoretical approaches with current challenges in management. The students obtain a realistic insight into a cross-section of the German economy. Through discussions reports and group presentations students' social skills are trained in addition to professional skills.

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

S (2)

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

Portfolio (approx. 20 pages)

Language of assessment: German and/or English

Allocation of places

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Additional information

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

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<table>
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<th>Module title</th>
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<tr>
<td>Web Programming</td>
<td>12-WebP-F-152-m01</td>
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<tr>
<td>Holder of the Chair of Business Management and Business Information Systems</td>
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<td>1 semester</td>
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**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 (2) + Ü (2)

**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)

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

Language of assessment: German and/or English

**Allocation of places**

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**Additional information**

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

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# Seminar: Information Technologies

** Abbreviation: 12-Wiinf-FS-152-m01  
** Module coordinator: Holder of the Chair of Business Management and Business Information Systems  
** Module offered by: Faculty of Business Management and Economics  
** ECTS: 5  
** Method of grading: numerical grade  
** Only after succ. compl. of module(s): --  
** Duration: 1 semester  
** Module level: undergraduate  
** Other prerequisites: --  

## Contents

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

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

term paper (approx. 20 pages) and presentation (approx. 20 minutes), weighted 2:1  
Language of assessment: German and/or English  
creditable for bonus

## Allocation of places

15 places. Should the number of applications exceed the number of available places, places will be allocated as follows: (1) Bachelor's students of Wirtschaftsinformatik (Business Information Systems) (BSc with 180 ECTS credits) will be given preferential consideration. (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (1) and (2) and the number of applications exceeds the number of available places, places will be allocated by lot among applicants from this group. (4) Places on all courses of the module with a restricted number of places will be allocated in the same procedure. (5) A waiting list will be maintained and places re-allocated by lot as they become available.

## Additional information

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