Julius-Maximilians-
UNIVERSITÄT
WÜRZBURG

Subdivided Module Catalogue

for the Module studies (Bachelor)

Business Management and Economics

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

Abbreviations used

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

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

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

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

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

Conventions

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

Notes

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

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

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

In accordance with

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

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

15-May-2019 (2019-36)

27-Jun-2019 (2019-41)

14-Nov-2019 (2019-52)

22-Jan-2020 (2020-13)

06-May-2020 (2020-39)

22-Jul-2020 (2020-57)

17-Dec-2020 (2020-110)

10-Mar-2021 (2021-17)

09-Jun-2021 (2021-58)

22-Dec-2021 (2021-85)

05-Jul-2022 (2022-52)

31-Jan-2023 (2022-86)

15-Jun-2023 (2023-58)

13-Dec-2023 (2023-107)

07-Aug-2024 (2024-82)

22-Jan-2025 (2025-1)

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

Winter Term 2023				
12-BPL-G-212-m01	Supply, Production and Operations Management	5	NUM	13
12-ExtUR-G-212-m01	Accounting	5	NUM	40
12-BIF-211-m01	Business Intelligence	5	NUM	11
10-M-MWW1-212-m01	Differential Calculus for Economics and Management	5	NUM	7
12-NF-EVWL-152-m01	Introduction to Economics - Minor	5	NUM	64
12-EPS-212-m01	Entrepreneurship	5	NUM	28
10-M-MWW2-212-m01	Linear Algebra for Economics and Management	5	NUM	9
12-Mak1-G-212-m01	Macroeconomics 1	5	NUM	53
12-QWF-G-212-m01	Econometrics	5	NUM	70
12-EBWL-G-212-m01	Organization	5	NUM	25
12-PEBI-232-m01	Planning and Decision Making in Business Information Systems	5	NUM	68
12-EWiinf-G-212-m01	Business Informatics	5	NUM	35
Summer Term 2024				
12-CCER-212-m01	Challenges of China's Economic Rise	5	NUM	15
12-DM-F-232-m01	Data Management and Analysis	5	NUM	18
12-DIGI-191-m01	Digitalization	5	NUM	17
12-Ebus-F-212-m01	E-Business	5	NUM	21
12-GLOB-191-m01	Globalization	5	NUM	42
12-GP-G-152-m01	Integrated Business Processes	5	NUM	43
12-IntÖk-152-m01	International Economics	5	NUM	45
12-Mark-G-212-m01	Marketing	5	NUM	57
12-Mik1-G-212-m01	Microeconomics 1	5	NUM	62
12-P&O-F-212-m01	Human Resource Management	5	NUM	66
12-SDM-232-m01	Simulation for Decision Making	5	NUM	74
12-Stat-G-212-m01	Statistics	5	NUM	76
12-IntUR-G-212-m01	Managerial Accounting	5	NUM	49
Winter Term 2024				
12-ExtUR-G-242-m01	Accounting	5	NUM	41
12-BIF-242-m01	Business Intelligence	5	NUM	12
12-CCER-242-m01	Challenges of China's Economic Rise	5	NUM	16
12-DM-F-242-m01	Data Management and Analysis	5	NUM	20
10-M-MWW1-242-m01	Differential Calculus for Economics and Management	5	NUM	8
12-Ebus-F-242-m01	E-Business	5	NUM	22
12-EPS-242-m01	Entrepreneurship	5	NUM	30
12-EuGP-F-242-m01	Monetary Policy and Financial Markets	5	NUM	32
12-GP-G-242-m01	Integrated Business Processes	5	NUM	44
12-IntÖk-242-m01	International Economics	5	NUM	47
12-IntUR-G-242-m01	Managerial Accounting	5	NUM	51
12-Wipr1-F-242-m01	Financial Accounting	5	NUM	81
10-M-MWW2-242-m01	Linear Algebra for Economics and Management	5	NUM	10
12-Mak1-G-242-m01	Macroeconomics: Supply and Demand	5	NUM	55
12-MDT-242-m01	Management & Digital Transformation	5	NUM	61
12-Mark-G-242-m01	Marketing	5	NUM	59
12-Mik1-G-242-m01	Microeconomics: Preferences and Decisions	5	NUM	63

12-QWF-G-242-m01	Econometrics	5	NUM	72
12-BPL-G-242-m01	Operations Management	5	NUM	14
12-EBWL-G-242-m01	Organization	5	NUM	26
12-P&O-F-242-m01	Human Resource Management	5	NUM	67
12-PEBI-242-m01	Planning and Decision Making in Business Information Systems	5	NUM	69
12-SDM-242-m01	Simulation for Decision Making	5	NUM	75
12-Stat-G-242-m01	Statistics	5	NUM	78
12-EWiinf-G-242-m01	Business Informatics	5	NUM	37
12-WiPo-G-242-m01	Public Policy	5	NUM	80
Summer Term 2025				
12-ExtUR-G-242-m01	Accounting	5	NUM	41
12-DM-F-242-m01	Data Management and Analysis	5	NUM	20
10-M-MWW1-242-m01	Differential Calculus for Economics and Management	5	NUM	8
12-Ebus-F-242-m01	E-Business	5	NUM	22
12-EPS-242-m01	Entrepreneurship	5	NUM	30
12-GP-G-242-m01	Integrated Business Processes	5	NUM	44
12-IntÖk-242-m01	International Economics	5	NUM	47
12-IntUR-G-242-m01	Managerial Accounting	5	NUM	51
10-M-MWW2-242-m01	Linear Algebra for Economics and Management	5	NUM	10
12-Mak1-G-242-m01	Macroeconomics: Supply and Demand	5	NUM	55
12-MDT-242-m01	Management & Digital Transformation	5	NUM	61
12-Mark-G-242-m01	Marketing	5	NUM	59
12-Mik1-G-242-m01	Microeconomics: Preferences and Decisions	5	NUM	63
12-QWF-G-242-m01	Econometrics	5	NUM	72
12-BPL-G-242-m01	Operations Management	5	NUM	14
12-EBWL-G-242-m01	Organization	5	NUM	26
12-P&O-F-242-m01	Human Resource Management	5	NUM	67
12-PEBI-242-m01	Planning and Decision Making in Business Information Systems	5	NUM	69
12-SDM-242-m01	Simulation for Decision Making	5	NUM	75
12-Stat-G-242-m01	Statistics	5	NUM	78
12-EWiinf-G-242-m01	Business Informatics	5	NUM	37
12-WiPo-G-242-m01	Public Policy	5	NUM	80

Module title			Abbreviation
Differential Calculus for Economics and Management			10-M-MWW1-212-m01
Module coordinator		**Module offered by**	
Dean of Studies Mathematik (Mathematics)		Institute of Mathematics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	undergraduate	--	
Contents			
Theory of real-valued functions in one or two variables.			
Intended learning outcomes			
The student learns the basic mathematical tools in the field of analysis, and is able to apply these methods to simple problems in economical modelling.			
Courses (type, number of weekly contact hours, language — if other than German)			
V (2) + T (2)			
Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)			
written examination (approx. 120 minutes)			
Allocation of places			
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Additional information			
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Workload			
150 h			
Teaching cycle			
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Referred to in LPO I (examination regulations for teaching-degree programmes)			
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Module title			Abbreviation
Differential Calculus for Economics and Management			10-M-MWW1-242-m01
Module coordinator		**Module offered by**	
Dean of Studies Mathematik (Mathematics)		Institute of Mathematics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	undergraduate	--	

Contents

Theory of real-valued functions in one or two variables.

Intended learning outcomes

The student learns the basic mathematical tools in the field of analysis, and is able to apply these methods to simple problems in economical modelling.

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

V (2) + T (2)

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

written examination (approx. 60 to 120 minutes)
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

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

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Module title			Abbreviation
Linear Algebra for Economics and Management			10-M-MWW2-212-m01
Module coordinator		**Module offered by**	
Dean of Studies Mathematik (Mathematics)		Institute of Mathematics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	undergraduate	--	

Contents

Theory of real-valued functions in several variables and basics in linear algebra.

Intended learning outcomes

The student deepens his/her knowledge in analysis and learns basic linear algebra. He/She is able to apply these methods to simple problems in economical modelling.

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

V (2) + T (2)

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

written examination (approx. 120 minutes)

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

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

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Module title			Abbreviation
Linear Algebra for Economics and Management			10-M-MWW2-242-m01
Module coordinator		**Module offered by**	
Dean of Studies Mathematik (Mathematics)		Institute of Mathematics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	undergraduate	--	

Contents

Theory of real-valued functions in several variables and basics in linear algebra.

Intended learning outcomes

The student deepens his/her knowledge in analysis and learns basic linear algebra. He/She is able to apply these methods to simple problems in economical modelling.

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

V (2) + T (2)

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

written examination (approx. 60 to 120 minutes)
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

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

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Module title			Abbreviation
Business Intelligence			12-BIF-211-m01
Module coordinator		**Module offered by**	
holder of the Chair of Information Systems Engineering		Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	undergraduate	--	

Contents

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

Intended learning outcomes

- 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)
Language of assessment: German and/or English

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

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Module title			Abbreviation
Business Intelligence			12-BIF-242-m01
Module coordinator		**Module offered by**	
holder of the Chair of Information Systems Engineering		Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	undergraduate	--	

Contents

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

Intended learning outcomes

- 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)
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. 20 pages) or
c) term paper (10 to 20 pages) and presentation (approx. 15 minutes), (weighted 2:1) or
d) portfolio (approx. 20 hours)
Language of assessment: German and/or English
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: every year, winter semester

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

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Module title			Abbreviation
Supply, Production and Operations Management			12-BPL-G-212-m01
Module coordinator		**Module offered by**	
holder of the Chair of Business Management and Industrial Management		Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	undergraduate	--	

Contents

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

Intended learning outcomes

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

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

V (2) + T (2)

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

150 h

Teaching cycle

Teaching cycle: winter semester

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

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Module title			Abbreviation
Operations Management			12-BPL-G-242-m01
Module coordinator		**Module offered by**	
holder of the Chair of Business Management and Industrial Management		Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	undergraduate	--	

Contents

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

Intended learning outcomes

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

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

V (2) + T (2)
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) portfolio (approx. 20 hours)
Language of assessment: German and/or English
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

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Module title			Abbreviation
Challenges of China's Economic Rise			12-CCER-212-m01
Module coordinator		**Module offered by**	
holder of the Chair of China Business and Economics		Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	undergraduate	--	

Contents

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

Intended learning outcomes

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

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

V (2)

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

Allocation of places

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

Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

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Module title			Abbreviation
Challenges of China's Economic Rise			12-CCER-242-m01
Module coordinator		**Module offered by**	
holder of the Chair of China Business and Economics		Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	undergraduate	--	

Contents

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

Intended learning outcomes

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

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

V (2)
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) and presentation (10 to 15 minutes); (weighted 2:1)
Language of assessment: German and/or English
creditable for bonus

Allocation of places

20 places. WA1:
(1) Should the number of applications exceed the number of available places, places will be allocated by lot among all applicants irrespective of their subjects.
(2) Places on all courses of the module with a restricted number of places will be allocated in the same procedure.
(3) A waiting list will be maintained and places re-allocated by lot as they become available.

Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

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Module title			Abbreviation
Digitalization			12-DIGI-191-m01
Module coordinator		**Module offered by**	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	undergraduate	--	

Contents

This module is designed for advanced undergraduate and graduate students interested in business information systems and international management. It provides a unique combination of business and information technology and focuses on opportunities emerging from an increasingly digitalized and globalized economy in Europe. There will be 14 two-hour classes which present the different topics indicated above. Most of the classes will be typical lectures presented by faculty staff. Some material is also worked out as a case study using business simulation tools or developed as an in-class group assignment. In order to prepare for the exam students have to attend the classes and study extended course material. In case they wish to receive the 5 ECTS credits they are required to prepare a written essay on a specific field covered during the week.

Intended learning outcomes

The lectures will cover different aspects of digitalization, business information systems and information management. Due to their interactive design, lectures provide theoretical and practical insights into tomorrow's important topics, including digital business models, business analytics, information management, and blockchain-based technologies.

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 to 120 minutes) or
b) Term paper (15 to 20 pages) or
c) Presentation (20 to 30 minutes)
Language of assessment: German and/or English

Allocation of places

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

Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: after announcement

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

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Module title			Abbreviation
Data Management and Analysis			12-DM-F-232-m01
Module coordinator		**Module offered by**	
holder of the Chair of Business Analytics		Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	undergraduate	--	

Contents

The 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) oral examination (approx. 20 minutes) or
c) portfolio (approx. 20 hours)
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.
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Additional information

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Workload

150 h

Teaching cycle
Teaching cycle: summer semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title			Abbreviation
Data Management and Analysis			12-DM-F-242-m01
Module coordinator		**Module offered by**	
holder of the Chair of Business Analytics		Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	undergraduate	--	

Contents

The 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) oral examination in groups of up to 3 candidates (approx. 15 minutes per candidate) or
c) portfolio (approx. 20 hours)
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

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Module title			Abbreviation
E-Business			12-Ebus-F-212-m01
Module coordinator		**Module offered by**	
holder of the Chair of Information Systems Engineering		Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	undergraduate	--	

Contents

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

Intended learning outcomes

The module provides students with knowledge about:
(i) E-Procurement
(ii) E-Shop
(iii) E-Marketplace
(iv) E-Community

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

V (2) + T (2)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module 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 in groups of up to 3 candidates (approx. 10 minutes per candidate)
Language of assessment: German and/or English

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

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Module title			Abbreviation
E-Business			12-Ebus-F-242-m01
Module coordinator		**Module offered by**	
holder of the Chair of Information Systems Engineering		Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	undergraduate	--	

Contents

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

Intended learning outcomes

The module provides students with knowledge about:
(i) E-Procurement
(ii) E-Shop
(iii) E-Marketplace
(iv) E-Community

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

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

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

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Module title	Abbreviation
Introduction to Business Administration	12-EBWL-G-152-m01

Module coordinator	Module offered by
holder of the Chair for Human Resource Management and Organisation	Faculty of 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 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 tutorium.

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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Workload

150 h

Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title			Abbreviation
Organization			12-EBWL-G-212-m01
Module coordinator		**Module offered by**	
holder of the Chair for Human Resource Management and Organisation		Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	undergraduate	--	

Contents

The lecture Organisation covers the basic methodological, empirical, and institutional concepts of management that are necessary for the further study of the subject. More specifically, it gives answers to the question why there are organisations. In addition, different goals, strategies, and structures of enterpreises as well as their economic and societal environment are discussed. Finally, selected empirical findings from organisation research are presented together with the basic tool kit for empirical methods and approaches.

Intended learning outcomes

Students should be able to understand, discuss and apply basic theories, econometric techniques as well as empirical findings in organisation science.

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)
Language of assessment: German and/or English

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

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Module title			Abbreviation
Organization			12-EBWL-G-242-m01
Module coordinator		**Module offered by**	
holder of the Chair for Human Resource Management and Organisation		Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	undergraduate	--	

Contents

The lecture Organisation covers the basic methodological, empirical, and institutional concepts of management that are necessary for the further study of the subject. More specifically, it gives answers to the question why there are organisations. In addition, different goals, strategies, and structures of enterpreises as well as their economic and societal environment are discussed. Finally, selected empirical findings from organisation research are presented together with the basic tool kit for empirical methods and approaches.

Intended learning outcomes

Students should be able to understand, discuss and apply basic theories, econometric techniques as well as empirical findings in organisation science.

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)
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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 Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	undergraduate	--	

Contents

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

Intended learning outcomes

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

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

V (2)

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

a) Written examination (approx. 60 minutes) or
b) term paper (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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Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

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Module title			Abbreviation
Entrepreneurship			12-EPS-212-m01
Module coordinator		**Module offered by**	
holder of the Chair of Entrepreneurship and Strategy		Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	undergraduate	--	

Contents

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

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

Intended learning outcomes

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

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

V (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 (as individual or group work; approx. 10 pages each person) or
c) oral examination in groups of up to 3 candidates (approx. 10 minutes each candidate)
Language of assessment: German and/or English

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title			Abbreviation
Entrepreneurship			12-EPS-242-m01
Module coordinator		**Module offered by**	
holder of the Chair of Entrepreneurship and Strategy		Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	undergraduate	--	

Contents

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

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

Intended learning outcomes

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

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

V (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 (as individual or group work; approx. 10 pages each person) or
c) oral examination in groups of up to 3 persons (approx. 15 minutes per candidate)
Language of assessment: German and/or English
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle
Teaching cycle: every year, winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title			Abbreviation
Monetary Policy and Financial Markets			12-EuGP-F-242-m01
Module coordinator			**Module offered by**
holder of the Senior Professorship for Economics, Money and International Economic Relations			Faculty of Management and Economics
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	undergraduate	--	

Contents

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

Intended learning outcomes

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

Courses (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)

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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Workload

150 h

Teaching cycle

Teaching cycle: every year, winter semester

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

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Module title	Abbreviation
Introduction to Economics	12-EVWL-G-152-m01

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

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

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

The 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
10How do aggregate supply and demand come into equilibrium?
11.The role of fiscal policy
12How 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

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

Additional information

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Workload

150 h

Teaching cycle
Teaching cycle: no courses offered
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title	Abbreviation
Business Informatics	12-EWiinf-G-212-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Business Information Systems	Faculty of 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 a comprehensive overview of the theoretical and practical aspects of information systems. The content ranges from the history of information systems and business software to business models, technical requirements and process modelling. In addition to the lectures, tutorials with practical exercises in HTML, CSS, process mining and BPMN support a deeper understanding and application of the knowledge learnt.

Outline of syllabus:
1. overview and technological basics of WI
2. hardware, computer networks and the internet
3. databases and blockchain
4. business models, company structure and organisation
5. connection between business administration and information systems
6. business software and process mining
7. software development
8. future technologies and current research

Reading:
Thome: Grundzüge der Wirtschaftsinformatik.

Intended learning outcomes

The "Business Informatics" module aims to achieve the following learning outcomes:
1. Apply fundamentals: after completing the module, students will have an understanding of the basic concepts and terms of information systems and will be able to explain lecture elements addressed, such as hardware components, various database types or blockchain technology. Thanks to the practical exercises, they are able to implement simple applications and apply what they have learnt in practice. The students were also able to gain an overview of the various fields of business informatics.
2. Analysing business processes and system landscapes: After completing the module, students will be able to analyse business models and process modelling and demonstrate their skills by creating BPMN diagrams in practical exercises. They know the basics of software development and are familiar with ERP systems.
3. Conception of business solutions: Students are able to use learned knowledge about business software, structural and process organisation and new technologies to develop realistic solution strategies and business models for operational challenges. They have knowledge of the integration of information systems into operational processes.
4. Evaluating technology trends: Participants will be able to critically evaluate current and future trends in business informatics, including artificial intelligence and Industry 4.0, and contribute their assessments to discussions.

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

Allocation of places
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Additional information
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Workload
150 h
Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title	Abbreviation
Business Informatics	12-EWiinf-G-242-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Business Information Systems	Faculty of 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 a comprehensive overview of the theoretical and practical aspects of information systems. The content ranges from the history of information systems and business software to business models, technical requirements and process modelling. In addition to the lectures, tutorials with practical exercises in HTML, CSS, process mining and BPMN support a deeper understanding and application of the knowledge learnt.

Outline of syllabus:
1. overview and technological basics of WI
2. hardware, computer networks and the internet
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4. business models, company structure and organisation
5. connection between business administration and information systems
6. business software and process mining
7. software development
8. future technologies and current research

Reading:
Thome: Grundzüge der Wirtschaftsinformatik.

Intended learning outcomes

The "Business Informatics" module aims to achieve the following learning outcomes:
1. Apply fundamentals: after completing the module, students will have an understanding of the basic concepts and terms of information systems and will be able to explain lecture elements addressed, such as hardware components, various database types or blockchain technology. Thanks to the practical exercises, they are able to implement simple applications and apply what they have learnt in practice. The students were also able to gain an overview of the various fields of business informatics.
2. Analysing business processes and system landscapes: After completing the module, students will be able to analyse business models and process modelling and demonstrate their skills by creating BPMN diagrams in practical exercises. They know the basics of software development and are familiar with ERP systems.
3. Conception of business solutions: Students are able to use learned knowledge about business software, structural and process organisation and new technologies to develop realistic solution strategies and business models for operational challenges. They have knowledge of the integration of information systems into operational processes.
4. Evaluating technology trends: Participants will be able to critically evaluate current and future trends in business informatics, including artificial intelligence and Industry 4.0, and contribute their assessments to discussions.

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

V (2) + T (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)

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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Workload
150 h
Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title			Abbreviation
Financial Accounting			12-ExtUR-G-152-m01
Module coordinator		**Module offered by**	
holder of the Chair of Business Management and Business Taxation		Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	undergraduate	--	

Contents

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

Intended learning outcomes

Students acquire a basic unterstanding 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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Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

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Module title			Abbreviation
Accounting			12-ExtUR-G-212-m01
Module coordinator			**Module offered by**
holder of the Chair of Business Management and Business Taxation			Faculty of Management and Economics
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	undergraduate	--	

Contents

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

Intended learning outcomes

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

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

V (2) + T (2)

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

150 h

Teaching cycle

Teaching cycle: winter semester

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

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Module title			Abbreviation
Accounting			12-ExtUR-G-242-m01
Module coordinator			**Module offered by**
holder of the Chair of Business Management and Business Taxation			Faculty of Management and Economics
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	undergraduate	--	

Contents

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

Intended learning outcomes

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

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

V (2) + T (2)

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

150 h

Teaching cycle

Teaching cycle: winter semester

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

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Module title			Abbreviation
Globalization			12-GLOB-191-m01
Module coordinator		**Module offered by**	
Dean of the Faculty of Business Management and Economics		Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	undergraduate	--	

Contents

This module is designed for advanced undergraduate and graduate students interested in international economics and international management. It provides a unique combination of lectures in business and economics focusing on opportunities, threats and challenges facing future managers and politicians throughout the world.

There will be 14 two-hour classes which present the different topics indicated above. Most of the classes will be typical lectures presented by faculty staff. Some material is also worked out as a case study using business simulation tools or developed as an in-class group assignment. In order to prepare for the exam students have to attend the classes and study extended course material. In case they wish to receive the 5 ECTS credits they are required to prepare a written essay on a specific field covered during the week.

Intended learning outcomes

The economic lectures will cover Europeans macro, climate, trade as well as competition policy. The business lectures will deal with international financial reporting and taxation, global supply chains and human resource management in the wake of the demographic transition.

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

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

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

a) Written examination (approx. 60 to 120 minutes) or
b) Term paper (15 to 20 pages) or
c) Presentation (20 to 30 minutes)
Language of assessment: German and/or English

Allocation of places

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

Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: after announcement

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

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Module title	Abbreviation
Integrated Business Processes	12-GP-G-152-m01

Module coordinator	Module offered by
holder of the Chair of Business Management and Business Information Systems	Faculty of 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 is aimed at students of Wirtschaftsinformatik (Business Information Systems) and Wirtschaftswissenschaft (Business Management and Economics) interested in the topic. The course is divided up into two parts. In the theoretical part, students will acquire the necessary theoretical knowledge that will serve as a basis for the practical part. The practical exercise will present students with an opportunity to apply their newly acquired knowledge by working with an SAP S4/HANA on case studies on the model company Almika. In this context, the human resources, purchasing, sales, service, project management and finance departments will be dealt with.
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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Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

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Module title			Abbreviation
Integrated Business Processes			12-GP-G-242-m01
Module coordinator		**Module offered by**	
holder of the Chair of Business Management and Business Information Systems		Faculty of 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 is aimed at students of Wirtschaftsinformatik (Business Information Systems) and Wirtschaftswissenschaft (Business Management and Economics) interested in the topic. The course is divided up into two parts. In the theoretical part, students will acquire the necessary theoretical knowledge that will serve as a basis for the practical part. The practical exercise will present students with an opportunity to apply their newly acquired knowledge by working with an SAP S4/HANA on case studies on the model company Almika. In this context, the human resources, purchasing, sales, service, project management and finance departments will be dealt with.
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)
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 (10 to 15 pages) and presentation (approx. 10 minutes); (weighted 2:1)
Language of assessment: German and/or English
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

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Module title			Abbreviation
International Economics			12-IntÖk-152-m01
Module coordinator		**Module offered by**	
holder of the Chair of International Economics		Faculty of 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

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 nternational Economics – Trends and current developments
II Internationale Trade
1 Ricardian Theory: Labor productivity and comparative advantage
2 Heckscher-Ohlin-factor proportion theory and the general neoclassical model
3 New Trade Theory: Product differentiation, scale economies, firm heterogeneity
III International Factor Movements [time permitting]

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

The course develops case studies that use additional references.

Intended learning outcomes

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

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

V (2) + Ü (2)

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

150 h

Teaching cycle
Teaching cycle: summer semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title			Abbreviation
International Economics			12-IntÖk-242-m01
Module coordinator		**Module offered by**	
holder of the Chair of International Economics		Faculty of 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

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 nternational 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.

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

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

V (2) + Ü (2)
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)

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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Workload

150 h

Teaching cycle
Teaching cycle: summer semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title	Abbreviation
Managerial Accounting	12-IntUR-G-212-m01

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

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:
Coenenberg/Fischer/Günther: Kostenrechnung und Kostenanalyse, Stuttgart.
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)
Language of assessment: German and/or English

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle
Teaching cycle: summer semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title			Abbreviation
Managerial Accounting			12-IntUR-G-242-m01
Module coordinator		**Module offered by**	
holder of the Chair of Business Management, Controlling and Accounting		Faculty of 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

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:
Coenenberg/Fischer/Günther: Kostenrechnung und Kostenanalyse, Stuttgart.
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)
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle
Teaching cycle: summer semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title			Abbreviation
Macroeconomics 1			12-Mak1-G-212-m01
Module coordinator		**Module offered by**	
holder of the Chair of International Economics		Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	undergraduate	--	

Contents

Description:
This module covers basic macroeconomic relationships, the declaration of employment, production, interest, current and capital account, nominal and real exchange rate, prices and inflation - in the long run (with flexible wages and prices) and in the short term (with fixed wages and prices). The course will familiarise students with concepts which are of central importance in a globalised environment (e. g. interest rate arbitrage, foreign exchange risk, purchasing power parity). The explanations will be applied to current issues (e. g. current account balances in the global economy; questions related to the European monetary union and the global financial crisis).

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

Reading:
The latest editions of the following textbooks:
N. Gregory Mankiw: Macroeconomics [students are recommended to read the original English edition; they may also read the German translation]
Olivier Blanchard and David H. Johnson, Macroeconomics Prentice Hall; [a German-language edition of the book by Oliver Blanchard and Gerhard Illing is available from Pearson Studium].
Michael Burda and Charles Wyplosz: Macroeconomics. A European text.
To illustrate the lecture, case studies in particular will be developed in which more current sources are used.

Intended learning outcomes

This expertise enables the students to penetrate economically-intuitively and analytically macroeconomic interactions and problems in the course of advancing globalization and to deal with these arguments. Students learn to interpret on a scientific basis the impact of macroeconomic developments in individual economic actors (businesses, households, the state).

Courses (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)

Language of assessment: German and/or English
Allocation of places
--
Additional information
--
Workload
150 h
Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title			Abbreviation
Macroeconomics: Supply and Demand			12-Mak1-G-242-m01
Module coordinator		**Module offered by**	
holder of the Chair of International Economics		Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	undergraduate	--	

Contents

Description:
This module covers basic macroeconomic relationships, the declaration of employment, production, interest, current and capital account, nominal and real exchange rate, prices and inflation - in the long run (with flexible wages and prices) and in the short term (with fixed wages and prices). The course will familiarise students with concepts which are of central importance in a globalised environment (e. g. interest rate arbitrage, foreign exchange risk, purchasing power parity). The explanations will be applied to current issues (e. g. current account balances in the global economy; questions related to the European monetary union and the global financial crisis).

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

Reading:
The latest editions of the following textbooks:
N. Gregory Mankiw: Macroeconomics [students are recommended to read the original English edition; they may also read the German translation]
Olivier Blanchard and David H. Johnson, Macroeconomics Prentice Hall; [a German-language edition of the book by Oliver Blanchard and Gerhard Illing is available from Pearson Studium].
Michael Burda and Charles Wyplosz: Macroeconomics. A European text.
To illustrate the lecture, case studies in particular will be developed in which more current sources are used.

Intended learning outcomes

This expertise enables the students to penetrate economically-intuitively and analytically macroeconomic interactions and problems in the course of advancing globalization and to deal with these arguments. Students learn to interpret on a scientific basis the impact of macroeconomic developments in individual economic actors (businesses, households, the state).

Courses (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)

creditable for bonus
Allocation of places
--
Additional information
--
Workload
150 h
Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title			Abbreviation
Marketing			12-Mark-G-212-m01
Module coordinator		**Module offered by**	
holder of the Chair of Business Administration and Marketing		Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	undergraduate	--	

Contents

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

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

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

Reading:
Foscht, T. / Swoboda, B.: Käuferverhalten: Grundlagen -- Perspektiven -- Anwendungen, 4th revised and exp. ed., Wiesbaden 2011.
Homburg, Ch.: Grundlagen des Marketingmanagements: Einführung in Strategie, Instrumente, Umsetzung und Unternehmensführung, 4th revised and exp. ed., Wiesbaden 2012.
Homburg, Ch.: Grundlagen des Marketingmanagements: Einführung in Strategie, Instrumente, Umsetzung und Unternehmensführung, 3rd ed., Wiesbaden, 2012a.
Kroeber-Riel, W. /Weinberg, P.: Konsumentenverhalten, 9th ed., Munich 2009.
Meffert, H. / Burman, Ch / Kirchgeorg, M.: Marketing -- Grundlagen marktorientierter Unternehmensführung: Konzepte -- Instrumente -- Praxisbeispiele, 11th revised and exp. ed., Wiesbaden 2012.
Meffert, H. / Burman, Ch / Becker, Ch.: Internationales Marketing-Management -- Ein markenorientierter Ansatz, 4th ed., Stuttgart 2010.
Meyer, M.: Ökonomische Organisation der Industrie: Netzwerkarrangements zwischen Markt und Unternehmung, Wiesbaden 1995.
Porter, M. E.: Wettbewerbsvorteile -- Spitzenleistungen erreichen und behaupten, 8th ed., Campus Frankfurt / New York 2014. (Original: Porter, M.: Competitive Advantage, New York 1985.)
Simon, H. / Fassnacht, M.: Preismanagement, Strategie -- Analyse -- Entscheidung -- Umsetzung, 3rd ed., Wiesbaden 2009.

Intended learning outcomes

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

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

V (2) + T (2)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module can be chosen to earn a bonus)
written examination (approx. 60 minutes) Language of assessment: German and/or English
Allocation of places
--
Additional information
--
Workload
150 h
Teaching cycle
Teaching cycle: summer semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title			Abbreviation
Marketing			12-Mark-G-242-m01
Module coordinator		**Module offered by**	
holder of the Chair of Business Administration and Marketing		Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	undergraduate	--	

Contents

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

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

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

Reading:
Foscht, T. / Swoboda, B.: Käuferverhalten: Grundlagen -- Perspektiven -- Anwendungen, 4th revised and exp. ed., Wiesbaden 2011.
Homburg, Ch.: Grundlagen des Marketingmanagements: Einführung in Strategie, Instrumente, Umsetzung und Unternehmensführung, 4th revised and exp. ed., Wiesbaden 2012.
Homburg, Ch.: Grundlagen des Marketingmanagements: Einführung in Strategie, Instrumente, Umsetzung und Unternehmensführung, 3rd ed., Wiesbaden, 2012a.
Kroeber-Riel, W. /Weinberg, P.: Konsumentenverhalten, 9th ed., Munich 2009.
Meffert, H. / Burman, Ch / Kirchgeorg, M.: Marketing -- Grundlagen marktorientierter Unternehmensführung: Konzepte -- Instrumente -- Praxisbeispiele, 11th revised and exp. ed., Wiesbaden 2012.
Meffert, H. / Burman, Ch / Becker, Ch.: Internationales Marketing-Management -- Ein markenorientierter Ansatz, 4th ed., Stuttgart 2010.
Meyer, M.: Ökonomische Organisation der Industrie: Netzwerkarrangements zwischen Markt und Unternehmung, Wiesbaden 1995.
Porter, M. E.: Wettbewerbsvorteile -- Spitzenleistungen erreichen und behaupten, 8th ed., Campus Frankfurt / New York 2014. (Original: Porter, M.: Competitive Advantage, New York 1985.)
Simon, H. / Fassnacht, M.: Preismanagement, Strategie -- Analyse -- Entscheidung -- Umsetzung, 3rd ed., Wiesbaden 2009.

Intended learning outcomes

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

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

V (2) + T (2)
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)
written examination (approx. 60 minutes) Language of assessment: German and/or English creditable for bonus
Allocation of places
--
Additional information
--
Workload
150 h
Teaching cycle
Teaching cycle: summer semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title			Abbreviation
Management & Digital Transformation			12-MDT-242-m01
Module coordinator		**Module offered by**	
holder of the Junior Professorship of Applied Microeconomics, esp. Human-Machine Interaction		Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	undergraduate	--	

Contents

The lecture Management and Digital Transformation offers a comprehensive introduction to the role of management in the context of the digital transformation of companies. Basic management concepts are taught from a (micro-)economic perspective and linked to the challenges, opportunities, and strategies of digital transformation. The lecture focuses on the organizational architecture and the distribution of decision-making competencies, on the use of machine learning for management decisions and the associated risks, as well as on strategic aspects, in particular the right decisions in the context of changing market conditions.

Intended learning outcomes

Students learn how the digital transformation affects organizations and their architecture. Problem-oriented thinking in strategic decision-making is encouraged to evaluate when and to what extent the application of new technologies can deliver value. They will become familiar with how incentives shape economic outcomes for individuals and firms. Furthermore, they will be able to apply basic concepts of game theory to strategic management decisions.

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

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: every year, winter semester

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

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Module title			Abbreviation
Microeconomics 1			12-Mik1-G-212-m01
Module coordinator		**Module offered by**	
holder of the Chair for Economics, Contract Theory and Information Economics		Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	undergraduate	--	

Contents

The lecture covers the following topics

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

Theory of the firm:
6. Production functions (technology)
7. Profit maximisation
8. Long run versus short run cost minimisation
9. Supply of goods

Intended learning outcomes

Students are systematically trained in microeconomic methods relevant in household and firm theory. Accordingly, they will know how to solve optimization problems under constraints. These scientific methods will serve as useful in many fields of specialization in economics and business administration. In particular, studends know analytically how to analyze the impact of changes in the economic environment, e.g., wages, interest rates, income on individual decision making.

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

V (2) + T (2)

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

150 h

Teaching cycle

Teaching cycle: summer semester

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

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Module title	Abbreviation
Microeconomics: Preferences and Decisions	12-Mik1-G-242-m01

Module coordinator	Module offered by
holder of the Chair for Economics, Contract Theory and Information Economics	Faculty of Management and Economics

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

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

The lecture covers the following topics

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

Theory of the firm:
6. Production functions (technology)
7. Profit maximisation
8. Long run versus short run cost minimisation
9. Supply of goods

Intended learning outcomes

Students are systematically trained in microeconomic methods relevant in household and firm theory. Accordingly, they will know how to solve optimization problems under constraints. These scientific methods will serve as useful in many fields of specialization in economics and business administration. In particular, studends know analytically how to analyze the impact of changes in the economic environment, e.g., wages, interest rates, income on individual decision making.

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

V (2) + T (2)

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

150 h

Teaching cycle

Teaching cycle: summer semester

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

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Module title	Abbreviation
Introduction to Economics - Minor	12-NF-EVWL-152-m01

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

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

Duration	Module level	Other prerequisites
1 semester	undergraduate	--

Contents

The 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
10How do aggregate supply and demand come into equilibrium?
11.The role of fiscal policy
12How 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). (2) The remaining places will be allocated to students of other subjects. (3) When places are allocated in accordance with (2) and the number of applications exceeds the number of available places, places will be allocated according to the following quotas: a) Quota 1 (50 % of places): total number of ECTS credits already achieved in the respective degree subject; among applicants with the same number of ECTS credits achieved, places will be allocated by lot. b) Quota 2 (25 % of places): number of subject semesters of the respective applicant; among applicants with the same number of subject semesters, places will be allocated by lot. c) Quota 3 (25 % of places): lottery.

Additional information

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Workload

150 h

Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title			Abbreviation
Human Resource Management			12-P&O-F-212-m01
Module coordinator		**Module offered by**	
holder of the Chair for Human Resource Management and Organisation		Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	undergraduate	--	

Contents

The lecture Personnel Management covers basic methodological, empirical, and institutional concepts of the subject. More specifically, on the basis of the principal-agent model answers are given on how the basic dilemma of the relationship between employer and employee can be solved. Mainly financial incentives on the individual and team level are presented and discussed. In addition, possibilities to reduce information asymmetries are presented.

Intended learning outcomes

Students should be able to understand, discuss and apply basic theories, econometric techniques as well as empirical findings in personnel management.

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

V (2) + Ü (2)

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

150 h

Teaching cycle

Teaching cycle: summer semester

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

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Module title			Abbreviation
Human Resource Management			12-P&O-F-242-m01
Module coordinator		**Module offered by**	
holder of the Chair for Human Resource Management and Organisation		Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	undergraduate	--	

Contents

The lecture Personnel Management covers basic methodological, empirical, and institutional concepts of the subject. More specifically, on the basis of the principal-agent model answers are given on how the basic dilemma of the relationship between employer and employee can be solved. Mainly financial incentives on the individual and team level are presented and discussed. In addition, possibilities to reduce information asymmetries are presented.

Intended learning outcomes

Students should be able to understand, discuss and apply basic theories, econometric techniques as well as empirical findings in personnel management.

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)

written examination (approx. 60 minutes)
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

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Module title			Abbreviation
Planning and Decision Making in Business Information Systems			12-PEBI-232-m01
Module coordinator		**Module offered by**	
holder of the Chair of Business Analytics		Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	undergraduate	--	

Contents

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

Intended learning outcomes

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

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

V (2) + Ü (2)

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

a) written examination (approx. 60 minutes) or
b) oral examination (approx. 20 minutes)
c) portfolio (approx. 20 hours)
Language of assessment: German and/or English
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

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Module title			Abbreviation
Planning and Decision Making in Business Information Systems			12-PEBI-242-m01
Module coordinator		**Module offered by**	
holder of the Chair of Business Analytics		Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	undergraduate	--	

Contents

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

Intended learning outcomes

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

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

V (2) + Ü (2)

Method of assessment (type, scope, language — if other than German, examination offered — if not every semester, information on whether module 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. 15 minutes per candidate) or
c) portfolio (approx. 20 hours)
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

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Module title			Abbreviation
Econometrics			12-QWF-G-212-m01
Module coordinator		**Module offered by**	
holder of the Chair of Econometrics		Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	undergraduate	--	

Contents

Description:
This module deals with random variables and their statistical distributions as well as with the basic terms and methods of inferential statistics. Some of the most famous distributions such as the normal, binomial, poisson or the exponential distribution are introduced in the first half of the course. The second half deals with the fundamental concepts and techniques used in inferential statistics, including interval estimation and the construction, application and interpretation of hypothesis tests. Additionally, an introduction to multiple regression analysis is given towards the end of the course.
The knowledge and skills acquired in this course serve as a prerequisite for the course "Computerpraktikum" ("Computer Lab in Regression Analysis") and the subsequent Master's course "Ökonometrie I" ("Econometrics I").

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

Intended learning outcomes

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

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

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

V (2) + T (2)

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

written examination (approx. 60 to 120 minutes)

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title			Abbreviation
Econometrics			12-QWF-G-242-m01
Module coordinator		**Module offered by**	
holder of the Chair of Econometrics		Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	undergraduate	--	

Contents

Description:
This module deals with random variables and their statistical distributions as well as with the basic terms and methods of inferential statistics. Some of the most famous distributions such as the normal, binomial, poisson or the exponential distribution are introduced in the first half of the course. The second half deals with the fundamental concepts and techniques used in inferential statistics, including interval estimation and the construction, application and interpretation of hypothesis tests. Additionally, an introduction to multiple regression analysis is given towards the end of the course.
The knowledge and skills acquired in this course serve as a prerequisite for the course "Computerpraktikum" ("Computer Lab in Regression Analysis") and the subsequent Master's course "Ökonometrie I" ("Econometrics I").

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

Intended learning outcomes

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

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

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

V (2) + T (2)

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

written examination (approx. 60 to 120 minutes)
creditable for bonus

Allocation of places

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Additional information

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Workload
150 h
Teaching cycle
Teaching cycle: winter semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title			Abbreviation
Simulation for Decision Making			12-SDM-232-m01
Module coordinator		**Module offered by**	
holder of the Chair of Business Informatics and AI for Enterprise		Faculty of 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

Many entrepreneurial and organizational questions ("When will a bank's liquidity be exhausted?", "How many employees are needed at minimum to keep customer waiting times tolerable?", "How many charging stations for electric vehicles are needed in a city?") involve complex interactions that managers cannot easily understand. Simulations replicate underlying systems and processes digitally, allowing modifications to be made to perform "What if..." analyses. This leads to a better understanding and ultimately more informed decisions.

Intended learning outcomes

The course teaches how to conduct simulation studies: from programming the simulation model, to aligning it with the real system, to conducting experiments and making decisions. Learning is "hands-on," with simulation models being programmed and studies conducted based on real-world examples. Prior knowledge in programming is helpful but not required.

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) term paper (10 to 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) or
d) oral examination in groups of up to 3 candidates (approx. 15 minutes per candidate)
e) portfolio (50 to 75 hours)
Language of assessment: German and/or English
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

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Module title			Abbreviation
Simulation for Decision Making			12-SDM-242-m01
Module coordinator		**Module offered by**	
holder of the Chair of Business Informatics and AI for Enterprise		Faculty of 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

Many entrepreneurial and organizational questions ("When will a bank's liquidity be exhausted?", "How many employees are needed at minimum to keep customer waiting times tolerable?", "How many charging stations for electric vehicles are needed in a city?") involve complex interactions that managers cannot easily understand. Simulations replicate underlying systems and processes digitally, allowing modifications to be made to perform "What if..." analyses. This leads to a better understanding and ultimately more informed decisions.

Intended learning outcomes

The course teaches how to conduct simulation studies: from programming the simulation model, to aligning it with the real system, to conducting experiments and making decisions. Learning is "hands-on," with simulation models being programmed and studies conducted based on real-world examples. Prior knowledge in programming is helpful but not required.

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) term paper (10 to 15 pages) and presentation (approx. 20 minutes); (weighted 2:1) or
d) oral examination in groups of up to 3 candidates (approx. 15 minutes per candidate) or
e) exercises (approx. 6 pages) or
f) portfolio (approx. 20 hours)
Language of assessment: German and/or English
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

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Module title			Abbreviation
Statistics			12-Stat-G-212-m01
Module coordinator		**Module offered by**	
holder of the Chair of Econometrics		Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	undergraduate	--	

Contents

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

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

Reading:
Assenmacher, W.: Deskriptive Statistik, Springer.
Bamberg, G., Baur, F.: Statistik, Oldenbourg.
Bohley, P.: Statistik, Oldenbourg.
Hartung, J., Elpelt, B., Klösner, K.-H.: Statistik, Oldenbourg.
Hippmann, H.-D.: Statistik, Schäffer-Poeschel.
Leiner, B.: Einführung in die Statistik.
Litz, H.-P.: Statistische Methoden in den Wirtschafts- und Sozialwissenschaften, Oldenbourg.
Mosler, K., Schmid, F.: Beschreibende Statistik und Wirtschaftsstatistik, Springer.
Schaich, E., Köhle, B., Hartung, J.: Statistik I für Volkswirte, Betriebswirte und Soziologen, Verlag Franz Vahlen.
Schira, J.: Statistische Methoden der VWL und BWL, Pearson Studium.

Intended learning outcomes

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

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

V (2) + T (2)

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

written examination (approx. 60 to 120 minutes)

Allocation of places
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Additional information
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Workload
150 h
Teaching cycle
Teaching cycle: summer semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title			Abbreviation
Statistics			12-Stat-G-242-m01
Module coordinator		**Module offered by**	
holder of the Chair of Econometrics		Faculty of Management and Economics	
ECTS	**Method of grading**	**Only after succ. compl. of module(s)**	
5	numerical grade	--	
Duration	**Module level**	**Other prerequisites**	
1 semester	undergraduate	--	

Contents

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

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

Reading:
Assenmacher, W.: Deskriptive Statistik, Springer.
Bamberg, G., Baur, F.: Statistik, Oldenbourg.
Bohley, P.: Statistik, Oldenbourg.
Hartung, J., Elpelt, B., Klösner, K.-H.: Statistik, Oldenbourg.
Hippmann, H.-D.: Statistik, Schäffer-Poeschel.
Leiner, B.: Einführung in die Statistik.
Litz, H.-P.: Statistische Methoden in den Wirtschafts- und Sozialwissenschaften, Oldenbourg.
Mosler, K., Schmid, F.: Beschreibende Statistik und Wirtschaftsstatistik, Springer.
Schaich, E., Köhle, B., Hartung, J.: Statistik I für Volkswirte, Betriebswirte und Soziologen, Verlag Franz Vahlen.
Schira, J.: Statistische Methoden der VWL und BWL, Pearson Studium.

Intended learning outcomes

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

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

V (2) + T (2)

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

written examination (approx. 60 to 120 minutes)
creditable for bonus

Allocation of places
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Additional information
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Workload
150 h
Teaching cycle
Teaching cycle: summer semester
Referred to in LPO I (examination regulations for teaching-degree programmes)
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Module title			Abbreviation
Public Policy			12-WiPo-G-242-m01
Module coordinator			**Module offered by**
holder of the Chair of Labour Economics			Faculty of 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 policy. Public policy 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) + T (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) portfolio (approx. 20 hours)
Language of assessment: German and/or English
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: winter semester

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

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Module title			Abbreviation
Financial Accounting			12-Wipr1-F-242-m01
Module coordinator		**Module offered by**	
holder of the Chair of Business Management and Accounting		Faculty of 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

Financial reporting should generate information that is made accessible to various stakeholders. Companies based in Germany are generally required to prepare annual financial statements according to the accounting principles of the German Commercial Code (HGB). This module offers a systematic analysis and interpretation of the applicable accounting principles. In addition to the purpose and principles of accounting, more extensive recognition and valuation principles in the annual financial statement, as well as group accounting practices are covered.

Outline
- Introduction to the basic functions of accounting
- Overview of the German system of Generally Accepted Accounting Principles (GAAP)
- Recognition principles
- Initial and subsequent measurement principles
- Necessity of consolidated financial statements
- Scope of consolidation
- Basics of consolidation

Intended learning outcomes

Upon completion of this module, students will be able to:
- Classify and evaluate various accounting issues from a theoretical perspective;
- Evaluate alternative actions and develop appropriate accounting strategies;
- Understand the necessity of consolidated financial statements and perform basic consolidation measures.

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)

a) written examination (approx. 60 minutes) or
b) term paper (approx. 10 pages)
creditable for bonus

Allocation of places

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Additional information

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Workload

150 h

Teaching cycle

Teaching cycle: summer semester

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

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