



WESTFÄLISCHE  
WILHELMS-UNIVERSITÄT  
MÜNSTER

# Module Descriptions

## Bachelor of Science

### Business Administration

Module descriptions of the Bachelor of Science in Business Administration of the University of Münster

Last Update: October 02nd, 2023  
Changes/Updates may occur!

Note: The courses listed in this booklet are the regular courses offered at the School of Business and Economics, University of Münster. The information included in the course descriptions are of informative nature only and are subject to change. The School reserves the right to revise and update the course curriculum to reflect the latest developments in various disciplines and the requirements of the industry.

One contact hour lasts 45 minutes and one semester usually comprises 14 weeks.

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## Plan of Study for regular students (start winter semester)

Year	Sem.	Business Administration	Economics & Law	Methods	Skills	Specialization	Total of CP			
1	1	BWL 1 Welcome to Business Administration! (12)	VWL 1 Principles of Economics (3) + Microeconomics	QM 1 Calculus for Business/Economics (6)	SK Economic and Business Ethics (3)		30			
	2	BWL 2 Foundations of Accounting (6) BWL 3 Marketing Management (6)	Law (6)	QM 2 Data Science 1 (6)	Hard & Soft Skills I (6)		30			
2	3	BWL 4 Fundamentals of Finance (6)	VWL 2 Foundations of Macroeconomics (6)	QM 2 Data Science 2 (6)	Hard & Soft Skills II (6)			30		
		BWL 5 Management Accounting and Control (6)								
		BWL 6 Management & Governance (6)								
	4	BWL 7 Strategy Science (6)								30
		BWL 8 Financial Accounting and Taxation (6)								
		BWL 9 Corporate Finance (6)								
5							Track 1 Module 1 (6)			30
			Track 2 Module 1 (6)							
6	Bachelor thesis (12)		Track 1 Module 2 (6)							
			Free elective 1 (6)					Track 1 Module 3 (6)		
			Track 2 Module 3 (6)					Free elective 2 (6)		

# Welcome to Business Administration! Fundamental Theories & their Practical Applications

<b>Module Title english:</b>		Welcome to Business Administration! Fundamental Theories & their Practical Applications				
<b>Course Program:</b>		Bachelor Business Administration				
<b>1</b>	<b>Module No:</b> BWL 1	<b>State:</b> Compulsory	<b>Language of Instruction:</b> German, partly English			
<b>2</b>	<b>Turn:</b> each winter semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 1 or 2	<b>CP:</b> 12	<b>Workload (h):</b> 360	
<b>3</b>	<b>Module Structure:</b>					
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>	
					<b>Presence (h + CH)</b>	
					<b>Self-Study (h)</b>	
	1	Lecture	The Theories of Business: The Pillars of Business Administration	Compulsory	30 h (2 CH)	60
	2	Lecture	The Practices of Business: Learning from Leaders	Compulsory	15 h (1 CH)	30
3	Exercise	You're the CEO NOW: How to Manage Your First Company	Compulsory	60 h (4 CH)	120	
4	Exercise	Applied Empirical Research	Compulsory	5 h (0 CH)	40	
<b>4</b>	<b>Module Profile:</b>					
	<b>Purpose of the module/integration into curriculum</b>					
	Introduction to the theoretical foundations of the study of business administration and business research; clarification of the relevance and possible applications of central business management action areas; practical and empirical applications of business administration content and concepts.					
<b>Course content:</b>						
The module provides the first theoretical foundations in relation to the business management action areas of marketing, management (personnel & organization), financing and controlling as well as other action areas of business management in digital times.						
<b>Themes</b>		<b>Learning objectives</b>				
The Theories of Business: The Pillars of Business Administration		Basic knowledge in relation to the central business management action areas as well as further action areas as entrepreneurial management concepts in digital times; basic knowledge in relation to business research.				

	The Practices of Business: Learning from Leaders	Knowledge in relation to the practical design of the business management action areas as entrepreneurial management concepts.														
	You're the CEO Now: How to Manage Your First Company	Practical applications of business management content and concepts														
	Applied Empirical Research	Gaining initial experience in dealing with empirical research.														
5	<p><b>Learning outcomes:</b></p> <p><b>Academic:</b> Students will learn ...</p> <ul style="list-style-type: none"> <li>• the central action areas of business administration.</li> <li>• how the generation of knowledge in business administration works</li> <li>• about the practical design of the central fields of action of business economics</li> </ul> <p><b>Soft skills:</b> The students learn ...</p> <ul style="list-style-type: none"> <li>• to solve business management problems independently</li> <li>• to make decisions under uncertainty</li> <li>• to work together in groups with other students on a task</li> <li>• analyze, discuss and write a paper in English</li> <li>• to deal with empirical research.</li> </ul>															
6	<b>Description of possible electives within the modules:</b> none															
7	<b>Examination:</b> Examinations for every part of the module															
8	<p><b>Relevant Work:</b></p> <table border="1"> <thead> <tr> <th>No</th> <th>Number and Type; Connection to Course</th> <th>Duration</th> <th>Part of final mark in %</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Written exam</td> <td>90 min.</td> <td>75 %</td> </tr> <tr> <td>2</td> <td>Paper</td> <td>maximum of 10 pages</td> <td>25 %</td> </tr> </tbody> </table>				No	Number and Type; Connection to Course	Duration	Part of final mark in %	1	Written exam	90 min.	75 %	2	Paper	maximum of 10 pages	25 %
No	Number and Type; Connection to Course	Duration	Part of final mark in %													
1	Written exam	90 min.	75 %													
2	Paper	maximum of 10 pages	25 %													
9	<p><b>Study Work:</b></p> <table border="1"> <thead> <tr> <th>No</th> <th>Number and Type; Connection to Course</th> <th>Duration</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Group work in tutorial (active participation in empirical studies)</td> <td>maximum of 240 min.</td> </tr> </tbody> </table>				No	Number and Type; Connection to Course	Duration	1	Group work in tutorial (active participation in empirical studies)	maximum of 240 min.						
No	Number and Type; Connection to Course	Duration														
1	Group work in tutorial (active participation in empirical studies)	maximum of 240 min.														
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.															
11	<p><b>CP Assignment:</b></p> <table border="1"> <tbody> <tr> <td rowspan="3"><b>Presence</b></td> <td>No 1</td> <td>1.00 CP</td> </tr> <tr> <td>No 2</td> <td>0.50 CP</td> </tr> <tr> <td>No 3</td> <td>2.00 CP</td> </tr> </tbody> </table>				<b>Presence</b>	No 1	1.00 CP	No 2	0.50 CP	No 3	2.00 CP					
<b>Presence</b>	No 1	1.00 CP														
	No 2	0.50 CP														
	No 3	2.00 CP														

		No 4	0.50 CP
	<b>Relevant Work</b>	No 1	4.00 CP
		No 2	2.00 CP
		No 3	2.00 CP
	<b>Total</b>		12 CP
<b>12</b>	<b>Weight of the module grade for the overall grade:</b> 6.67%		
<b>13</b>	<b>Module Prerequisites:</b> none		
<b>14</b>	<b>Presence:</b> Attendance at lectures (No. 1 and No. 2) is voluntary but strongly recommended to warrant learning success. Attendance at the exercises (No. 3 and No. 4) is mandatory.		
<b>15</b>	<b>Mobility/Acknowledgement:</b>		
	<b>Use of the module for other course programs</b>	none	
<b>16</b>	<b>Responsible Lecturer:</b> Univ.-Prof. Dr. Thorsten Hennig-Thurau	<b>Department:</b> University of Münster, School of Business and Economics	
<b>17</b>	<b>Misc.:</b>		



# Foundations of Accounting

<b>Module Title english:</b>		Foundations of Accounting			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> BWL 2	<b>State:</b> Compulsory	<b>Language of Instruction:</b> German		
<b>2</b>	<b>Turn:</b> each summer semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 1 or 2	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b>
					<b>Self-Study (h)</b>
	1	Lecture	Accounting	Compulsory	45 h (3 CH) 75
	2	Exercise	Tutorial on Accounting	Compulsory	15 h (1 CH) 45
<b>4</b>	<b>Module Profile:</b>				
	<p><b>Purpose of the module/integration into curriculum</b>            The module "Foundations of Accounting" conveys basic knowledge of financial and managerial accounting and shows the links and interrelationships between both sub-areas. It illustrates how the business activities of companies are recorded in accounting systems, how companies use accounting information to manage their business and how they report on their business activities with the help of the financial statements. This imparts knowledge that is not only fundamental to the modules "Management Accounting" as well as "Financial Accounting and Taxation", but is also applied in many other modules. The lecture "Accounting" is supplemented by a tutorial. This comprises two elements: a tutorial in small groups and a plenary tutorial. Both serve to apply and deepen the acquired knowledge by means of practical problems. Digital learning tests and online courses complement the course.</p> <p><b>Course content:</b>            The part on financial accounting deals with annual financial statements according to the German Commercial Code (HGB). It includes the basic principles of bookkeeping. Students learn how business activities are recorded using double-entry bookkeeping and how they are reflected in the balance sheet, income statement and cash flow statement. In addition, recognition and measurement rules for financial statements are discussed. Finally, students gain insights into the analysis of financial statements based on ratios, e.g. from the perspective of lenders. The part on management accounting focuses on cost accounting as a controlling instrument. Among other things, the operating income statement, the costing of products and services, and the variance analysis in cost centers are covered. Students learn how business decisions are made and how employee behaviour is influenced by the use of cost information. Insights into cost management complete the course. The aim of the module is to teach students "the language of business" and to promote their business thinking and action.</p>				
<b>5</b>	<p><b>Learning outcomes:</b>  <b>Academic:</b>            Students will be familiar with the basic principles of financial and management accounting. They are able to record business activities in the balance sheet and income statement and to prepare financial statements. Students will also be able to analyse financial statements using ratios. This</p>				

	<p>enables them to assess the financial position and financial performance of a company. In the area of management accounting, students have a basic knowledge of cost accounting (cost type, cost center and cost unit accounting), can apply this to practical problems and interpret the results. Overall, students are able to critically question and discuss individual aspects of accounting.</p> <p><b>Soft skills:</b> The module enables students to expand their interdisciplinary skills in relation to the sub-areas of accounting. The accompanying tutorials also contribute to this. In addition, the tutorials promote the students' discussion skills and their ability to work in a team during discussions. Finally, the module promotes the systemic competencies of the students through self-study. These include, in particular, time and self-management.</p>													
6	<b>Description of possible electives within the modules:</b> none													
7	<b>Examination:</b> Final Module Exam													
8	<p><b>Relevant Work:</b></p> <table border="1"> <thead> <tr> <th>No</th> <th>Number and Type; Connection to Course</th> <th>Duration</th> <th>Part of final mark in %</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Written exam</td> <td>max. 120 min.</td> <td>100 %</td> </tr> </tbody> </table>			No	Number and Type; Connection to Course	Duration	Part of final mark in %	1	Written exam	max. 120 min.	100 %			
No	Number and Type; Connection to Course	Duration	Part of final mark in %											
1	Written exam	max. 120 min.	100 %											
9	<b>Study Work:</b> none													
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.													
11	<p><b>CP Assignment:</b></p> <table border="1"> <tbody> <tr> <td rowspan="2"><b>Presence</b></td> <td>No 1</td> <td>1.50 CP</td> </tr> <tr> <td>No 2</td> <td>0.50 CP</td> </tr> <tr> <td><b>Relevant Work</b></td> <td>No 1</td> <td>4.00 CP</td> </tr> <tr> <td><b>Total</b></td> <td></td> <td>6 CP</td> </tr> </tbody> </table>			<b>Presence</b>	No 1	1.50 CP	No 2	0.50 CP	<b>Relevant Work</b>	No 1	4.00 CP	<b>Total</b>		6 CP
<b>Presence</b>	No 1	1.50 CP												
	No 2	0.50 CP												
<b>Relevant Work</b>	No 1	4.00 CP												
<b>Total</b>		6 CP												
12	<b>Weight of the module grade for the overall grade:</b> 3,3%													
13	<b>Module Prerequisites:</b> none													
14	<b>Presence:</b> Presence is strongly recommended to warrant learning success.													
15	<p><b>Mobility/Acknowledgement:</b></p> <table border="1"> <tbody> <tr> <td><b>Use of the module for other course programs</b></td> <td>Bachelor Economics, Bachelor Information Systems, Bachelor Mathematics, Bachelor Physics, Master Business Chemistry</td> </tr> </tbody> </table>			<b>Use of the module for other course programs</b>	Bachelor Economics, Bachelor Information Systems, Bachelor Mathematics, Bachelor Physics, Master Business Chemistry									
<b>Use of the module for other course programs</b>	Bachelor Economics, Bachelor Information Systems, Bachelor Mathematics, Bachelor Physics, Master Business Chemistry													

	<b>Module Title english</b>	Foundations of Accounting
	<b>English translation of module components from section 3</b>	No 1: Accounting
		No 2: Tutorial on Accounting
<b>16</b>	<b>Responsible Lecturer:</b> Professor Dr. Peter Kajüter	<b>Department:</b> School of Business and Economics
<b>17</b>	<b>Misc.:</b>	

# Marketing Management

<b>Module Title english:</b>		Marketing Management			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> BWL 3	<b>State:</b> Compulsory	<b>Language of Instruction:</b> English		
<b>2</b>	<b>Turn:</b> each summer semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 1 or 2	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b> <b>Self-Study (h)</b>
	1	Lecture	Marketing Management	Compulsory	30 h (2 CH)    60
2	Exercise	Tutorial on Marketing Management	Compulsory	30 h (2 CH)    60	
<b>4</b>	<b>Module Profile:</b>				
	<b>Purpose of the module/integration into curriculum</b>				
	This course is an introductory lecture into marketing. It thus forms the basis for further marketing courses.				
	<b>Course content:</b>				
	This course provides a basic introduction to aspects of strategic and operational marketing as well as the specific objectives and instruments of marketing.				
	<b>Themes</b>		<b>Learning objectives</b>		
	Marketing and Decision-Making		To comprehend the complex relationship of marketing and strategic, institutional decision making.		
	Marketing Strategies		To learn to understand marketing as a complex process of strategic decision making steps in a competitive economic system.		
	Strategic Decision Problems		To understand, differentiate, and analyze distinctive components of decision making in marketing practice.		
	Brand Management		To understand basic branding strategies. To describe basic options of branding architecture options (focus is on brand transfer).		
Product Development		To describe basic steps when developing new products based on customers' needs.			
Pricing		To know factors and methods that influence pricing. To compute optimal prices for specific market conditions.			
Distribution		To describe basic steps when implementing new distribution strategies.			
Communication		To describe basic elements when creating communication strategies. To understand factors that influence the effectiveness of advertising campaigns.			

5	<p><b>Learning outcomes:</b></p> <p><b>Academic:</b> After completing the course, students have a sound basic knowledge of marketing. Based on the knowledge students acquired throughout the course, the students are able to classify and structure marketing challenges and make recommendations for management decisions. The students know various methods and instruments to solve marketing-relevant problems. Furthermore, the students have knowledge of latest developments in strategic and operative marketing.</p> <p><b>Soft skills:</b> The students have an overview of relevant problem areas in marketing (extending knowledge). In addition, students can apply the knowledge they have acquired in developing marketing strategies and develop situation-specific problem solutions (instrumental competence). In addition, students learn to exchange information and problems and develop joint approaches to solutions (communicative skills).</p>											
6	<p><b>Description of possible electives within the modules:</b> none</p>											
7	<p><b>Examination:</b> Final Module Exam</p>											
8	<p><b>Relevant Work:</b></p> <table border="1" data-bbox="215 913 1437 1025"> <thead> <tr> <th data-bbox="215 913 279 969">No</th> <th data-bbox="279 913 879 969">Number and Type; Connection to Course</th> <th data-bbox="879 913 1110 969">Duration</th> <th data-bbox="1110 913 1437 969">Part of final mark in %</th> </tr> </thead> <tbody> <tr> <td data-bbox="215 969 279 1025">1</td> <td data-bbox="279 969 879 1025">Final written exam</td> <td data-bbox="879 969 1110 1025">90 min.</td> <td data-bbox="1110 969 1437 1025">100 %</td> </tr> </tbody> </table>	No	Number and Type; Connection to Course	Duration	Part of final mark in %	1	Final written exam	90 min.	100 %			
No	Number and Type; Connection to Course	Duration	Part of final mark in %									
1	Final written exam	90 min.	100 %									
9	<p><b>Study Work:</b> none</p>											
10	<p><b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.</p>											
11	<p><b>CP Assignment:</b></p> <table border="1" data-bbox="215 1346 1437 1574"> <tbody> <tr> <td data-bbox="215 1346 635 1402" rowspan="2"><b>Presence</b></td> <td data-bbox="635 1346 1034 1402">No 1</td> <td data-bbox="1034 1346 1437 1402">1.00 CP</td> </tr> <tr> <td data-bbox="635 1402 1034 1458">No 2</td> <td data-bbox="1034 1402 1437 1458">1.00 CP</td> </tr> <tr> <td data-bbox="215 1458 635 1514"><b>Relevant Work</b></td> <td data-bbox="635 1458 1034 1514">No 1</td> <td data-bbox="1034 1458 1437 1514">4.00 CP</td> </tr> <tr> <td data-bbox="215 1514 635 1574"><b>Total</b></td> <td data-bbox="635 1514 1034 1574"></td> <td data-bbox="1034 1514 1437 1574">6 CP</td> </tr> </tbody> </table>	<b>Presence</b>	No 1	1.00 CP	No 2	1.00 CP	<b>Relevant Work</b>	No 1	4.00 CP	<b>Total</b>		6 CP
<b>Presence</b>	No 1		1.00 CP									
	No 2	1.00 CP										
<b>Relevant Work</b>	No 1	4.00 CP										
<b>Total</b>		6 CP										
12	<p><b>Weight of the module grade for the overall grade:</b> 3,3%</p>											
13	<p><b>Module Prerequisites:</b> none</p>											
14	<p><b>Presence:</b> Attendance is strongly recommended to warrant learning success</p>											
15	<p><b>Mobility/Acknowledgement:</b></p>											

	<b>Use of the module for other course programs</b>	Bachelor Economics, Bachelor Information Systems, Bachelor Mathematics, Master Physics
16	<b>Responsible Lecturer:</b> Professor Dr. Thorsten Wiesel	<b>Department:</b> School of Business and Economics
17	<b>Misc.:</b>	

# Fundamentals of Finance

<b>Module Title english:</b>		Fundamentals of Finance			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> BWL 4	<b>State:</b> Compulsory	<b>Language of Instruction:</b> German or English		
<b>2</b>	<b>Turn:</b> each winter semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 2 or 3	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b>
					<b>Self-Study (h)</b>
	1	Lecture	Fundamentals of Investments	Compulsory	15 h (1 CH)
2	Lecture	Fundamentals of Corporate Finance	Compulsory	15 h (1 CH)	30
3	Exercise	Tutorial Fundamentals of Finance	Compulsory	30 h (2 CH)	60
<b>4</b>	<b>Module Profile:</b>				
	<p><b>Purpose of the module/integration into curriculum</b>          The module is the first of two introductory finance courses. The students know the basics of business administration and now learn how to deal with investment and financing decisions. They are introduced to the main concepts in finance; the module lays the foundation for more detailed analyses of the financial decisions of investors and companies in subsequent courses.</p> <p><b>Course content:</b>          The module covers the fundamentals of finance. Its focus is on investment and financing decisions. It provides the microeconomic foundations of rational investment decision making. Students learn the most important valuation methods to evaluate investment decisions and apply them to practical problems. A particular emphasis is given to the net present value method. In addition, the module discusses the pricing of stocks and bonds. It also discusses the financing of companies with equity and debt and discusses the basic principles of capital structure.</p>				
<b>5</b>	<b>Learning outcomes:</b>				
	<p><b>Academic:</b>          The students know the basic concepts and methods in finance. They are able to make decisions on investment projects. They are able to identify, discuss and judge the main ways to raise capital. They know the basics of pricing stocks and bonds. They are able to apply the concepts to qualitative and quantitative problems. They are also able to discuss ethical problems related to finance.</p> <p><b>Soft skills:</b>          The students can solve basic problems in finance and justify their solutions. They can apply theoretical concepts to solve practical problems. Furthermore, they are able to participate in the public and political discussions on finance related topics.</p>				
<b>6</b>	<b>Description of possible electives within the modules:</b> none				

7	<b>Examination:</b> Final Module Exam			
8	<b>Relevant Work:</b>			
	<b>No</b>	<b>Number and Type; Connection to Course</b>	<b>Duration</b>	<b>Part of final mark in %</b>
	1	Final written exam	90 min.	100 %
9	<b>Study Work:</b> none			
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.			
11	<b>CP Assignment:</b>			
	<b>Presence</b>	No 1	0.50 CP	
		No 2	0.50 CP	
		No 3	1.00 CP	
	<b>Relevant Work</b>	No 1	4.00 CP	
<b>Total</b>		6 CP		
12	<b>Weight of the module grade for the overall grade:</b> 3,3%			
13	<b>Module Prerequisites:</b> Introduction to business administration is recommended.			
14	<b>Presence:</b> Presence is strongly recommended to warrant learning success.			
15	<b>Mobility/Acknowledgement:</b>			
	<b>Use of the module for other course programs</b>	Bachelor Economics, Bachelor Information Systems, Bachelor Mathematics, Bachelor Physics, Master Business Chemistry		
16	<b>Responsible Lecturer:</b> Prof. Dr. Nicole Branger, Prof. Dr. Christoph Schneider		<b>Department:</b> Münster School of Business and Economics	
	17 <b>Misc.:</b>			



# Management Accounting and Control

<b>Module Title english:</b>		Management Accounting and Control			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> BWL 5	<b>State:</b> Compulsory	<b>Language of Instruction:</b> German		
<b>2</b>	<b>Turn:</b> each winter semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 3 or 4	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b>
					<b>Self-Study (h)</b>
	1	Lecture	Management Accounting	Compulsory	30 h (2 CH) 60
	2	Exercise	Tutorial on Management Accounting	Compulsory	30 h (2 CH) 60
<b>4</b>	<b>Module Profile:</b>				
	<b>Purpose of the module/integration into curriculum</b>				
	The content of this module is based on the introductory modules taught in the first year of the bachelor program and focuses on the use of cost and revenue accounting for business decisions and control aspects in line with corporate objectives. The module thus forms a cross-sectional function to lectures that illustrate aspects within the value chain of a company (e.g., marketing, sales, or production) and also deals with activities of management consultancies and operative controlling departments in business practice (e.g., corporate planning and budgeting).				
	<b>Course content:</b>				
This module deals with the use of information (especially from cost and revenue accounting) for decision support and behavior control in companies. In the area of decision support, the use of information for price, production, or marketing and sales decisions, which are typically made within the framework of the annual corporate planning and budgeting, is in the foreground. In the area of behavioral control, the vertical and horizontal coordination of departments and actors in companies are involved to align the entire organization with common goals. The focus here is on integrated management systems such as the Balanced Scorecard and their link to incentive systems. With the help of guest lectures, exercises, and supplementary tutorials, relevant topics are deepened and a profound understanding on the part of the students is made possible.					
<b>Themes</b>		<b>Learning objectives</b>			
Introduction to Controlling		The students understand the importance of controlling as part of the management process and can differentiate between controlling as a function and controllership. Further, they distinguish between decision support and behavior control as central tasks of controlling.			
Fundamentals of Cost Accounting		The students understand the importance of cost types, cost centers, and internal cost allocation as prerequisites for cost accounting.			

	Allocation of Overhead Costs	The students develop an understanding of the concept of overhead calculations and can apply it in a differentiated manner. Further, the students are able to contextualize the importance of the allocation of overhead costs under the causation principle.
	Process Costing and Process Management	The students learn about the problems associated with traditional overhead calculation and can allocate overhead costs based on process costing. They will also learn about the principles, advantages, limits, and fields of application of process costing.
	Income Statement	The students learn to determine the profit for the period based on the nature and function of the expense method. Further, attention is paid to the different method's impact on the profit for the period. In addition, the students know methods to determine unit costs.
	Approaches to Planning and Budgeting	The students develop an understanding of the contents and the process of planning and budgeting in the company and learn about alternative forms of budgeting (e.g., Beyond and Better Budgeting).
	Operational Planning and Decision within the Scope of Budgeting	The students learn to determine product prices and quantities based on information from cost accounting and are able to make production decisions. In addition, the students know essential aspects of market-related planning (e.g., ABC analysis, portfolio analysis, and customer profitability analysis).
	Break-even Analysis and Operating Leverage	The students know how to extract information from cost accounting to determine break-even points and can assess the operative risk of a company (Operating Leverage).
	Budget consolidation	The students are able to carry out the operative budgeting in a company based on a so-called "master budget".
	Variance Analysis	The students understand how the budgeting process can be controlled and how it is connected to behavioral control. They are able to mathematically identify and interpret the causes of deviations from the plan.
	Management Control 1: Budget-related Incentive Models	The students understand the concept of agency theory and can point out problem areas and possible solutions of budget-related incentive models.
	Management Control 2: Performance Measures and Performance Measurement Systems	The students learn about the characteristics and usefulness of performance measures and performance measurement systems. In addition to financial performance measures, particular attention is paid to non-financial performance measures.
	Controlling-Analytics	The students understand the importance of data-driven corporate management. The focus here is on uncovering critical success drivers, recognizing causal relationships between them, and making management decisions based on them. In addition, the visualization of data for decision-making is addressed.
5	<p><b>Learning outcomes:</b>  <b>Academic:</b>  On successful completion of this module, students are able to - extract relevant information from cost accounting and make decisions from a management perspective. - understand the importance and implementation of a planning and budgeting process. - discuss suitable actions to influence the cost structure of a company and justify decisions in this regard economically. -</p>	

	<p>understand the importance of information asymmetries in coordination processes and are able to identify possible solutions. - apply learned concepts into practical applications of controlling departments.</p> <p><b>Soft skills:</b>  On successful completion of this module, students are able to - solve unfamiliar problems based on theoretical frameworks and structured approaches. - understand, critically reflect on, and apply findings from academic literature. - justify their decisions with a clear and logical argumentation. - connect the dots between academic insights and practical applications.</p>													
6	<b>Description of possible electives within the modules:</b> none													
7	<b>Examination:</b> Final Module Exam													
8	<p><b>Relevant Work:</b></p> <table border="1"> <thead> <tr> <th>No</th> <th>Number and Type; Connection to Course</th> <th>Duration</th> <th>Part of final mark in %</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Final written exam</td> <td>90 min.</td> <td>100 %</td> </tr> </tbody> </table>			No	Number and Type; Connection to Course	Duration	Part of final mark in %	1	Final written exam	90 min.	100 %			
No	Number and Type; Connection to Course	Duration	Part of final mark in %											
1	Final written exam	90 min.	100 %											
9	<b>Study Work:</b> none													
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.													
11	<p><b>CP Assignment:</b></p> <table border="1"> <tbody> <tr> <td rowspan="2"><b>Presence</b></td> <td>No 1</td> <td>1.00 CP</td> </tr> <tr> <td>No 2</td> <td>1.00 CP</td> </tr> <tr> <td><b>Relevant Work</b></td> <td>No 1</td> <td>4.00 CP</td> </tr> <tr> <td><b>Total</b></td> <td></td> <td>6 CP</td> </tr> </tbody> </table>			<b>Presence</b>	No 1	1.00 CP	No 2	1.00 CP	<b>Relevant Work</b>	No 1	4.00 CP	<b>Total</b>		6 CP
<b>Presence</b>	No 1	1.00 CP												
	No 2	1.00 CP												
<b>Relevant Work</b>	No 1	4.00 CP												
<b>Total</b>		6 CP												
12	<b>Weight of the module grade for the overall grade:</b> 3,3%													
13	<b>Module Prerequisites:</b> Recommended: basic knowledge in accounting.													
14	<b>Presence:</b> Presence is strongly recommended to warrant learning success.													
15	<p><b>Mobility/Acknowledgement:</b></p> <table border="1"> <tbody> <tr> <td><b>Use of the module for other course programs</b></td> <td>Bachelor Economics, Bachelor Information Systems, Bachelor Mathematics, Master Physics, Master Business Chemistry</td> </tr> </tbody> </table>			<b>Use of the module for other course programs</b>	Bachelor Economics, Bachelor Information Systems, Bachelor Mathematics, Master Physics, Master Business Chemistry									
<b>Use of the module for other course programs</b>	Bachelor Economics, Bachelor Information Systems, Bachelor Mathematics, Master Physics, Master Business Chemistry													
16	<b>Responsible Lecturer:</b> Professor Dr. Martin Artz	<b>Department:</b> School of Business and Economics												

17	Misc.:
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# Management & Governance

<b>Module Title english:</b>		Management & Governance			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> BWL 6	<b>State:</b> Compulsory	<b>Language of Instruction:</b> German		
<b>2</b>	<b>Turn:</b> each winter semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 3 or 4	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b>
					<b>Self-Study (h)</b>
	1	Lecture	Organization and Management	Compulsory	37.5 h (2 CH)
2	Lecture	Corporate Governance	Compulsory	37.5 h (2 CH)	45
3	Exercise	Tutorial on Management & Governance	Compulsory	15 h (1 CH)	30
<b>4</b>	<b>Module Profile:</b>				
	<b>Purpose of the module/integration into curriculum</b> The module conveys fundamental aspects of Management and Governance				
	<b>Course content:</b> The substantive focus is on the areas of organization, business strategy, human resources management (staffing) and corporate governance. Here, the various concepts will be presented and their strengths and weaknesses will be analysed. These concepts will be illustrated on the basis of selected case studies.				
	<b>Themes</b>		<b>Learning objectives</b>		
	Organisational Design; Strategic Management; Human Resource Management		Understanding of the basics of Organization Management		
	Corporate Governance; Two Tier System; Working Council		Understanding of the basics of Corporate Governance		
<b>5</b>	<b>Learning outcomes:</b>				
	<b>Academic:</b> The students know different forms of organization, different types of strategies, concepts of human resource management (staffing) and systems of corporate governance. They are in the position to evaluate different management- and process-structures in terms of their efficiency. <b>Soft skills:</b> none				

6	<b>Description of possible electives within the modules:</b> none		
7	<b>Examination:</b> Final Module Exam		
8	<b>Relevant Work:</b>		
	<b>No</b>	<b>Number and Type; Connection to Course</b>	<b>Duration</b>
	1	Final written exam	120 min.
			<b>Part of final mark in %</b> 100 %
9	<b>Study Work:</b> none		
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.		
11	<b>CP Assignment:</b>		
	<b>Presence</b>	No 1	0.75 CP
		No 2	0.75 CP
		No 3	0.50 CP
	<b>Relevant Work</b>	No 1	4.00 CP
<b>Total</b>		6 CP	
12	<b>Weight of the module grade for the overall grade:</b> 3,3%		
13	<b>Module Prerequisites:</b> none		
14	<b>Presence:</b> Presence is strongly recommended to warrant learning success		
15	<b>Mobility/Acknowledgement:</b>		
	<b>Use of the module for other course programs</b>	Bachelor Economics, Bachelor Information Systems, Bachelor Mathematics, Master Physics	
16	<b>Responsible Lecturer:</b> Professor Dr. Gerhard Schewe		<b>Department:</b> School of Business and Economics
	17 <b>Misc.:</b>		

# Corporate Strategy and Sustainability

(previously Strategy Science)

<b>Module Title english:</b>		Corporate Strategy and Sustainability (previously Strategy Science)			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> BWL 7	<b>State:</b> Compulsory	<b>Language of Instruction:</b> English		
<b>2</b>	<b>Turn:</b> each summer semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 3 or 4	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b> <b>Self-Study (h)</b>
	1	Lecture	Corporate Strategy and Sustainability (previously Strategy Science)	Compulsory	30 h (2 CH)    60
	2	Exercise	Tutorial Corporate Strategy and Sustainability (previously Strategy Science)	Compulsory	30 h (2 CH)    60
<b>4</b>	<b>Module Profile:</b>				
	<b>Purpose of the module/integration into curriculum</b> This module provides an introduction to strategic management, with a particular focus on corporate strategy and related empirical-quantitative research. It requires prior knowledge of basic statistics.				
<b>4</b>	<b>Course content:</b>				
	This module provides fundamental knowledge in the strategic management of companies. It covers fundamental topics such as portfolio management, growth strategies, alliances as well as mergers and acquisitions and provides an overview of the current state of strategic management research. At the same time, students acquire the fundamentals of scientific working based on key milestones of the strategic management literature. In the context of evaluating strategic options, students also learn the basics of quantitative modeling. The practical relevance of the content covered is illustrated by guest lectures and case studies.				
<b>5</b>	<b>Learning outcomes:</b>				
	<b>Academic:</b> Students will - develop a comprehensive understanding of basic theories, concepts and instruments of corporate strategy - critically question the content covered and place it in the context of current empirical research - learn and practice the essential principles of scientific working - acquire the necessary theoretical and methodological knowledge for quantitative modeling of strategic options - deepen the acquired knowledge by means of selected case studies				
<b>6</b>	<b>Description of possible electives within the modules:</b> none				

7	<b>Examination:</b> Final Module Exam			
8	<b>Relevant Work:</b>			
	<b>No</b>	<b>Number and Type; Connection to Course</b>	<b>Duration</b>	<b>Part of final mark in %</b>
	1	Written exam	120 min.	75 %
2	written assignment	maximum of 10 pages	25 %	
9	<b>Study Work:</b> none			
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.			
11	<b>CP Assignment:</b>			
	<b>Presence</b>	No 1	1.00 CP	
		No 2	1.00 CP	
	<b>Relevant Work</b>	No 1	3.00 CP	
		No 2	1.00 CP	
<b>Total</b>		6 CP		
12	<b>Weight of the module grade for the overall grade:</b> 3,3%			
13	<b>Module Prerequisites:</b> none			
14	<b>Presence:</b> Presence is recommended to warrant learning success.			
15	<b>Mobility/Acknowledgement:</b>			
	<b>Use of the module for other course programs</b>	Bachelor Economics, Bachelor Information Systems		
16	<b>Responsible Lecturer:</b> Prof. Dr. David Bendig		<b>Department:</b> University of Münster, School of Business and Economics	
	17 <b>Misc.:</b>			



# Financial Accounting and Taxation

<b>Module Title english:</b>		Financial Accounting and Taxation				
<b>Course Program:</b>		Bachelor Business Administration				
<b>1</b>	<b>Module No:</b> BWL 8	<b>State:</b> Compulsory	<b>Language of Instruction:</b> German			
<b>2</b>	<b>Turn:</b> each summer semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 3 or 4	<b>CP:</b> 6	<b>Workload (h):</b> 180	
<b>3</b>	<b>Module Structure:</b>					
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>	
					<b>Presence (h + CH)</b>	
					<b>Self-Study (h)</b>	
	1	Lecture	Financial Accounting	Compulsory	22.5 h (1 CH)	45
	2	Lecture	Principles of Corporate Taxation	Compulsory	22.5 h (1 CH)	45
3	Exercise	Tutorial on Financial Accounting	Compulsory	7.5 h (0 CH)	15	
4	Exercise	Tutorial on Principles of Corporate Taxation	Compulsory	7.5 h (0 CH)	15	
<b>4</b>	<b>Module Profile:</b>					
	<p><b>Purpose of the module/integration into curriculum</b>  The course Financial Accounting extends and deepens the contents that have been taught in the field of financial accounting within the compulsory course Foundations of Corporate Accounting. The course "Principles of Corporate Taxation" provides first insights into the field of taxes. In this regard it shows the tax-related consequences of business decisions and, on the other hand, how tax law influences business reality.</p> <p><b>Course content:</b>  The module deepens the knowledge of financial accounting in the field of national as well as international individual financial statements and corporate taxation. The focus of the preparation of annual financial statements is on the recognition and measurement regulations with regard to German accounting principles. These regulations are theoretically dealt with, but the objective is also to get a deeper understanding of the topics in question by means of numerous examples. The corresponding principles and rules of the International Financial Reporting Standards (IFRS) are also presented. Moreover, insights into the main features of consolidated financial statements are provided. A balanced interplay between a theoretical basis and the application of the contents taught in the course are consistently pursued. In the field of corporate taxation the basic principles of taxes on income, i.e. income tax, corporation and trade tax as well as potentially the basics of further different types of taxation (e.g. value-added tax) or the General Fiscal Code are covered. The economic effects of the tax standards in question are analysed. The theoretical lecture's contents of the course are illustrated with the help of several exercise elements or practice cases, respectively. The exercises are presented during the lecture and in special tutorial lessons. It is expected that students develop solutions on the respective assignments in advance of the tutorials.</p>					

5	<p><b>Learning outcomes:</b></p> <p><b>Academic:</b> After having successfully completed the module, students have a profound knowledge of the preparation of individual financial statements based on the German Commercial Code and the tax law. They are aware of the tax implications of different legal forms. They know crucial differences between the systems of accounting rules under German GAAP and IFRS as well as the differences between individual and consolidated financial statements and the tax accounts. Furthermore, students are able to apply the knowledge acquired to practical accounting problems and to assess the effect of taxes on business decisions.</p> <p><b>Soft skills:</b> Having passed the module students are able to analyze theoretical questions in a profound way and identify and solve practical problems in a differentiated way. The students acquire the knowledge through a combination of lecture, pre- and post-preparation on the lecture material and exercises. Students are guided to search for information on their own, e.g. in the library, journals, internet etc. The solutions to the exercises are actively discussed and moderated in practice sessions.</p>																	
6	<p><b>Description of possible electives within the modules:</b> none</p>																	
7	<p><b>Examination:</b> Examinations for every part of the module</p>																	
8	<p><b>Relevant Work:</b></p> <table border="1" data-bbox="215 981 1437 1182"> <thead> <tr> <th>No</th> <th>Number and Type; Connection to Course</th> <th>Duration</th> <th>Part of final mark in %</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Written exam on Financial Accounting</td> <td>60 min.</td> <td>50 %</td> </tr> <tr> <td>2</td> <td>Written exam on Principles of Corporate Taxation</td> <td>60 min.</td> <td>50 %</td> </tr> </tbody> </table>	No	Number and Type; Connection to Course	Duration	Part of final mark in %	1	Written exam on Financial Accounting	60 min.	50 %	2	Written exam on Principles of Corporate Taxation	60 min.	50 %					
No	Number and Type; Connection to Course	Duration	Part of final mark in %															
1	Written exam on Financial Accounting	60 min.	50 %															
2	Written exam on Principles of Corporate Taxation	60 min.	50 %															
9	<p><b>Study Work:</b> none</p>																	
10	<p><b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.</p>																	
11	<p><b>CP Assignment:</b></p> <table border="1" data-bbox="215 1503 1437 1890"> <tbody> <tr> <td rowspan="4"><b>Presence</b></td> <td>No 1</td> <td>0.75 CP</td> </tr> <tr> <td>No 2</td> <td>0.75 CP</td> </tr> <tr> <td>No 3</td> <td>0.25 CP</td> </tr> <tr> <td>No 4</td> <td>0.25 CP</td> </tr> <tr> <td rowspan="2"><b>Relevant Work</b></td> <td>No 1</td> <td>2.00 CP</td> </tr> <tr> <td>No 2</td> <td>2.00 CP</td> </tr> <tr> <td><b>Total</b></td> <td></td> <td>6 CP</td> </tr> </tbody> </table>	<b>Presence</b>	No 1	0.75 CP	No 2	0.75 CP	No 3	0.25 CP	No 4	0.25 CP	<b>Relevant Work</b>	No 1	2.00 CP	No 2	2.00 CP	<b>Total</b>		6 CP
<b>Presence</b>	No 1		0.75 CP															
	No 2		0.75 CP															
	No 3		0.25 CP															
	No 4	0.25 CP																
<b>Relevant Work</b>	No 1	2.00 CP																
	No 2	2.00 CP																
<b>Total</b>		6 CP																
12	<p><b>Weight of the module grade for the overall grade:</b> 3,3%</p>																	

13	<b>Module Prerequisites:</b> Recommended: Knowledge from the module Foundations of Accounting			
14	<b>Presence:</b> Presence is recommended to warrant learning success			
15	<b>Mobility/Acknowledgement:</b> <hr/> <table border="1" data-bbox="215 465 1441 555"> <tr> <td data-bbox="215 465 826 555"><b>Use of the module for other course programs</b></td> <td data-bbox="826 465 1441 555">Bachelor Economics, Bachelor Information Systems</td> </tr> </table> <hr/>		<b>Use of the module for other course programs</b>	Bachelor Economics, Bachelor Information Systems
<b>Use of the module for other course programs</b>	Bachelor Economics, Bachelor Information Systems			
16	<b>Responsible Lecturer:</b> Prof. Dr. Hans-Jürgen Kirsch, Professor Dr. Christoph Watrin	<b>Department:</b> School of Business and Economics		
17	<b>Misc.:</b>			

# Corporate Finance

<b>Module Title english:</b>		Corporate Finance			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> BWL 9	<b>State:</b> Compulsory	<b>Language of Instruction:</b> English		
<b>2</b>	<b>Turn:</b> each summer semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 3 or 4	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b>
					<b>Self-Study (h)</b>
	1	Lecture	Corporate Finance	Compulsory	30 h (2 CH) 90
	2	Exercise	Tutorial on Corporate Finance	Compulsory	30 h (2 CH) 30
<b>4</b>	<b>Module Profile:</b>				
	<p><b>Purpose of the module/integration into curriculum</b>            The module “Corporate Finance” analyses financial decision-making in companies with a special focus on the uncertainty of the consequences. This includes capital investment decisions and the question to what extent equity or debt should be used to finance the firm’s investment projects. The discussion builds on a thorough understanding of the functioning of financial markets and the valuation of securities and corporations. Learning about asset pricing models will concurrently improve the student’s ability to make smart financial decisions. The course lays the groundwork for the elective finance module in the 6th semester which will address the topic “investments” in greater detail. Prerequisite for the course is the comprehension of valuation under certainty.</p> <p><b>Course content:</b>            The course introduces students to portfolio theory and develops an understanding of basic principles of asset pricing in financial markets (CAPM). Furthermore, capital structure issues are discussed and the Modigliani-Miller irrelevance theorem is put into perspective. Students will learn how companies should optimally satisfy their financial needs and how investment projects and securities can be valued. Additionally, the students will learn to use and select between different concepts of multi-period business valuation. The tutorial will be partly in class, partly as a online-tutorial that gives students the opportunity to discuss exercises with the tutor as exam preparation.</p>				
	<b>Themes</b>	<b>Learning objectives</b>			
	Valuation under uncertainty	To learn about different methods for evaluating alternatives with uncertain consequences and their appropriateness for financial decision-making.			
	Portfolio Theory	To understand the risk and return characteristics of combinations of financial securities and the effects of diversification.			

	Capital Asset Pricing	To learn about the valuation of securities in capital markets and the standard model of market equilibrium.		
	Model Cost of capital and capital structure	To identify the pivotal factors in determining the optimal capital structure. To assess a company's cost of capital.		
	Business Valuation	To use discounted cash flow methods in business valuation.		
	Advanced Business Valuation	To understand multiple period valuation models which allow for changing capital structures and the influence of taxation.		
5	<p><b>Learning outcomes:</b></p> <p><b>Academic:</b> After completing this module the students have fundamental knowledge about asset pricing concepts in capital markets. They are able to explain relationships between risk, return and cost of capital. They can analyze the effects of a change in the capital structure of a company on the value and the risk of this company. The students can choose and employ suitable valuation approaches for the respective task.</p> <p><b>Soft skills:</b> The self-preparation of the students for the lecture facilitates the ability of the students to manage themselves and their time in a more effective and efficient way. The analysis of complex financial problems helps them to solve problems in a structured way. The interactive character of the lectures and tutorials strengthens the student's discussion-skills in the academic context. As lecture and tutorial are taught in English, the students' 'Business English' proficiency is improved.</p>			
6	<b>Description of possible electives within the modules:</b> none			
7	<b>Examination:</b> Final Module Exam			
8	<b>Relevant Work:</b>			
	<b>No</b>	<b>Number and Type; Connection to Course</b>	<b>Duration</b>	<b>Part of final mark in %</b>
	1	Final written exam	120 min.	100 %
9	<b>Study Work:</b> none			
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.			
11	<b>CP Assignment:</b>			
	<b>Presence</b>	No 1	1.00 CP	
		No 2	1.00 CP	
	<b>Relevant Work</b>	No 1	4.00 CP	
	<b>Total</b>		6 CP	
12	<b>Weight of the module grade for the overall grade:</b> 3,3%			

13	<b>Module Prerequisites:</b> Basic knowledge in business administration and economics. Recommended modules: Principles of Business, Foundations of Accounting, Financial Accounting and Taxation, Microeconomics I, Macroeconomics I, Statistics	
14	<b>Presence:</b> Presence is recommended to warrant learning success	
15	<b>Mobility/Acknowledgement:</b>  <hr/> <b>Use of the module for other course programs</b>	<hr/> Bachelor Economics, Bachelor Information Systems, Bachelor Mathematics, Master Physics
16	<b>Responsible Lecturer:</b> Prof. Dr. Thomas Langer	<b>Department:</b> School of Business and Economics
17	<b>Misc.:</b>	

# Marketing Analytics

<b>Module Title english:</b>		Marketing Analytics			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> BWL 10	<b>State:</b> Compulsory	<b>Language of Instruction:</b> English		
<b>2</b>	<b>Turn:</b> each summer semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 3 or 4	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b>
					<b>Self-Study (h)</b>
	1	Lecture	Market Research	Compulsory	22.5 h (1 CH)
2	Lecture	Marketing Operations	Compulsory	22.5 h (1 CH)	45
3	Exercise	Tutorial on Marketing Analytics	Compulsory	15 h (1 CH)	30
<b>4</b>	<b>Module Profile:</b> <b>Purpose of the module/integration into curriculum</b> The module builds on the contents of the modules Marketing Management, Analysis for B&E, Data Science 1 and Data Science 2.				
<b>5</b>	<b>Learning outcomes:</b> <b>Academic:</b> M				
<b>6</b>	<b>Description of possible electives within the modules:</b> none				
<b>7</b>	<b>Examination:</b> Examinations for every part of the module				
<b>8</b>	<b>Relevant Work:</b>				
	<b>No</b>	<b>Number and Type; Connection to Course</b>	<b>Duration</b>	<b>Part of final mark in %</b>	
	1	Written exam on Market Research (No. 1)	60 min.	50 %	
2	Written exam on Marketing Operations (No. 3)	60 min.	50 %		
<b>9</b>	<b>Study Work:</b> none				
<b>10</b>	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.				

11	<b>CP Assignment:</b>	
	<b>Presence</b>	No 1 0.75 CP
		No 2 0.75 CP
		No 3 0.50 CP
	<b>Relevant Work</b>	No 1 2.00 CP
		No 2 2.00 CP
<b>Total</b>	6 CP	
12	<b>Weight of the module grade for the overall grade:</b> 3,3%	
13	<b>Module Prerequisites:</b> Recommendation: Modules Marketing Management, Calculus for Business and Economics, Data Science 1, Data Science 2	
14	<b>Presence:</b> Presence is strongly recommended to warrant learning success	
15	<b>Mobility/Acknowledgement:</b>	
	<b>Use of the module for other course programs</b>	Bachelor Economics, Bachelor Information Systems
16	<b>Responsible Lecturer:</b> Professor Dr. Manfred Krafft	<b>Department:</b> School of Business and Economics
	17 <b>Misc.:</b>	



# Principles of Economics & Microeconomics

<b>Module Title english:</b>		Principles of Economics & Microeconomics				
<b>Course Program:</b>		Bachelor Business Administration				
<b>1</b>	<b>Module No:</b> VWL 1	<b>State:</b> Compulsory	<b>Language of Instruction:</b> German, partly English			
<b>2</b>	<b>Turn:</b> each semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 1 or 2	<b>CP:</b> 9	<b>Workload (h):</b> 270	
<b>3</b>	<b>Module Structure:</b>					
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>	
					<b>Presence (h + CH)</b>	
					<b>Self-Study (h)</b>	
	1	Lecture	Principles of Economics (English)	Compulsory	15 h (1 CH)	30
	2	Lecture	Foundations of Microeconomics	Compulsory	30 h (2 CH)	60
3	Exercise	Tutorial Principles of Economics	Compulsory	15 h (1 CH)	30	
4	Exercise	Tutorial Foundations of Microeconomics	Compulsory	30 h (2 CH)	60	
<b>4</b>	<b>Module Profile:</b>					
	<p><b>Purpose of the module/integration into curriculum</b>            The modul 'Principles of Economics &amp; Microeconomics' is the foundation for most of the other economics moduls. This is especially true for the complementary modul 'Foundations of Macroeconomics', but also for the advanced microeconomically focused moduls such as 'Industrial Economics'.</p> <p><b>Course content:</b>            The course "Principles of Economics" gives an overview about the core areas in micro- and macroeconomics. The microeconomic part first presents the positive and normative properties of competitive markets. We then introduce the main reasons for market failure (externalities, market power and information asymmetries) and how to improve the market outcome through (e.g. regulatory) interventions. The first part concludes with a brief introduction to game theory. Macroeconomics studies the economy as a whole and is divided into a short and long run analysis. Long run macroeconomics studies the determinants for economic growth and thus worldwide inequality across countries. The short run analysis first introduces reasons for business cycle fluctuations and then how monetary and fiscal policy can be used to stabilize these fluctuations. The insights from the micro- and macroeconomic part of the lecture are brought together in a final chapter on financial crises. The course "Microeconomics" deals with the theory of the household on the one hand (optimal household behavior, demand for goods, factor supply, insurance and uncertainty) and with the theory of the firm on the other (theory of production, least cost combination, supply of goods, factor demand). Moreover, theorems of welfare economics and incomplete markets are discussed. The aim of the exercises is to deepen the theoretical understanding acquired in the courses by providing problem sets that are solved by the students.</p>					
	<b>Themes</b>	<b>Learning objectives</b>				

	Principles of Economics - Microeconomics	- Familiarity with graphical market analysis - Familiarity with basic welfare concepts - Ability to perform simple policy analysis - Ability to identify and analyse situations involving strategic interaction.		
	Principles of Economics - Macroeconomics	- Become familiar with the determinants for economic growth and their quantitative importance. - Learn about basic business cycle theories and the economic effects of prominent stabilisation policies.		
	Households' Decision	-Preferences and constraints -Structuring of decisionproblems - solving and interpreting decision problems -understanding the relation between households' decision and demand function.		
	Producers' Decision	-Production Function -Deriving the cost function and explaining it - understanding the relation between cost function and supply function.		
5	<p><b>Learning outcomes:</b></p> <p><b>Academic:</b> Students acquire an overview over the basic concepts of economics, especially of macroeconomics and microeconomics. They are able to understand the fundamentals of markets and the coherence between supply and demand with respect to pricing. They are also able to understand and apply central theories and models. The courses of this module form a basis for more advanced courses. The structured presentation and analysis of the different decision problems is helpful in rationally solving similar/related problems</p> <p><b>Soft skills:</b> Working on Problem sets in small scale class settings enables a self-structured working and enhances students' problem solving ability.</p>			
6	<b>Description of possible electives within the modules:</b> none			
7	<b>Examination:</b> Examinations for every part of the module			
8	<b>Relevant Work:</b>			
	<b>No</b>	<b>Number and Type; Connection to Course</b>	<b>Duration</b>	<b>Part of final mark in %</b>
	1	Written exam on Principles of Economics	60 min.	33.3 %
	2	Written exam on Microeconomics	120 min.	66.7 %
9	<b>Study Work:</b> none			
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.			
11	<b>CP Assignment:</b>			
	<b>Presence</b>	No 1	0.50 CP	
		No 2	1.00 CP	
		No 3	0.50 CP	
		No 4	1.00 CP	

	<b>Relevant Work</b>	No 1	2.00 CP
		No 2	4.00 CP
	<b>Total</b>		9 CP
<b>12</b>	<b>Weight of the module grade for the overall grade:</b> 5%		
<b>13</b>	<b>Module Prerequisites:</b> none		
<b>14</b>	<b>Presence:</b> Presence is strongly recommended to warrant learning success		
<b>15</b>	<b>Mobility/Acknowledgement:</b>		
	<b>Use of the module for other course programs</b>	Bachelor Economics, Bachelor Mathematics, Bachelor Physics, Bachelor Geography	
<b>16</b>	<b>Responsible Lecturer:</b> Professor Dr. Martin Bohl, Professor Dr. Andreas Löschel	<b>Department:</b> School of Business and Economics	
<b>17</b>	<b>Misc.:</b> The course “Principles in Economics” are offered in each winter and summer semester. The course “Microeconomics” each winter semester.		

# Foundations of Macroeconomics

<b>Module Title english:</b>		Foundations of Macroeconomics			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> VWL 2	<b>State:</b> Compulsory	<b>Language of Instruction:</b> German		
<b>2</b>	<b>Turn:</b> each winter semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 3 or 4	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b> <b>Self-Study (h)</b>
	1	Lecture	Foundations of Macroeconomics	Compulsory	30 h (2 CH) 60
	2	Exercise	Tutorial on Foundations of Macroeconomics	Compulsory	30 h (2 CH) 60
<b>4</b>	<b>Module Profile:</b>				
	<b>Purpose of the module/integration into curriculum</b>				
	The course “Macroeconomics” describes and explains basic macroeconomic interrelations. A fundamental understanding of such principles is essential for the further courses in (macro)economics.				
	<b>Course content:</b>				
	The primary purpose of the course is to develop an understanding of macroeconomic analysis. The students should be qualified to analyse and evaluate economic development and economic policy intervention.				
	<b>Themes</b>			<b>Learning objectives</b>	
National Accounting			Students should learn how the different factors of the national accounts are composed.		
Classical / Neoclassical Economics Keynesian Economics Neoclassical Synthesis			Students should learn and understand the difference between the theories.		
Money Creation			Students should learn how money can be created by the financial sector and what money creation implies for the real sector.		
Economic Policy Implication			Students should learn what are the pros and cons of economic policy implication within the different theories.		
Business Cycle and Growth			Students should learn the difference between a short run business cycle and long run economic growth.		

	Monetarism	Students should learn and understand the difference between Monetarism and the theories discussed in the earlier part of the lecture.											
	Philips Curve	Students should learn how inflation and unemployment are linked to each other and what are the policy effects											
	Unemployment	Students should learn how unemployment emerges and what might be effective measures to reduce unemployment											
5	<p><b>Learning outcomes:</b></p> <p><b>Academic:</b> Upon completion of the course students are able understand and apply fundamental concepts of macroeconomic theory. The students know important macroeconomic terms and are able to use them correctly. Furthermore, students are familiar with the instruments of macroeconomic analysis, abstraction and macroeconomic modelling and capable to assess states, developments and economic policy measures. This model forms a basis for more advanced courses.</p> <p><b>Soft skills:</b> After completing the module, students are familiar with complex economic topics. The tools learned in class increase both, problem-solving competence of the students and the ability of abstract thinking. Furthermore, students will learn how to work selforganized, exchange Information, as well as the ability to develop solutions in teams within the preparation before and finalising of notes after the attendance of the lecture.</p>												
6	<b>Description of possible electives within the modules:</b> none												
7	<b>Examination:</b> Final Module Exam												
8	<p><b>Relevant Work:</b></p> <table border="1"> <thead> <tr> <th>No</th> <th>Number and Type; Connection to Course</th> <th>Duration</th> <th>Part of final mark in %</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Final written exam</td> <td>120 min.</td> <td>100 %</td> </tr> </tbody> </table>		No	Number and Type; Connection to Course	Duration	Part of final mark in %	1	Final written exam	120 min.	100 %			
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1	Final written exam	120 min.	100 %										
9	<b>Study Work:</b> none												
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.												
11	<p><b>CP Assignment:</b></p> <table border="1"> <tbody> <tr> <td rowspan="2"><b>Presence</b></td> <td>No 1</td> <td>1.00 CP</td> </tr> <tr> <td>No 2</td> <td>1.00 CP</td> </tr> <tr> <td><b>Relevant Work</b></td> <td>No 1</td> <td>4.00 CP</td> </tr> <tr> <td><b>Total</b></td> <td></td> <td>6 CP</td> </tr> </tbody> </table>		<b>Presence</b>	No 1	1.00 CP	No 2	1.00 CP	<b>Relevant Work</b>	No 1	4.00 CP	<b>Total</b>		6 CP
<b>Presence</b>	No 1	1.00 CP											
	No 2	1.00 CP											
<b>Relevant Work</b>	No 1	4.00 CP											
<b>Total</b>		6 CP											
12	<b>Weight of the module grade for the overall grade:</b> 3,3%												

13	<b>Module Prerequisites:</b> none			
14	<b>Presence:</b> Presence is strongly recommended to warrant learning success			
15	<b>Mobility/Acknowledgement:</b> <hr/> <table border="1" data-bbox="215 465 1441 555"> <tr> <td data-bbox="215 465 817 555"> <b>Use of the module for other course programs</b> </td> <td data-bbox="817 465 1441 555">           Bachelor Economics, Bachelor Mathematics,            Bachelor Physics, Bachelor Geography         </td> </tr> </table> <hr/>		<b>Use of the module for other course programs</b>	Bachelor Economics, Bachelor Mathematics, Bachelor Physics, Bachelor Geography
<b>Use of the module for other course programs</b>	Bachelor Economics, Bachelor Mathematics, Bachelor Physics, Bachelor Geography			
16	<b>Responsible Lecturer:</b> Professor Dr. Bernd Kempa, Professor Dr. Nadine Riedel	<b>Department:</b> School of Business and Economics		
17	<b>Misc.:</b>			

# Law

<b>Module Title english:</b>		Law			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> R 1	<b>State:</b> Compulsory	<b>Language of Instruction:</b> German		
<b>2</b>	<b>Turn:</b> each summer semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 1 or 2	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b> <b>Self-Study (h)</b>
	1	Lecture	Civil Law	Compulsory	60 h (4 CH)   120
<b>4</b>	<b>Module Profile:</b> <b>Course content:</b> Introduction to Civil Law, specifically the general part of the German Civil Code, the law of obligations, and sales law. The lecture will essentially deal with the formation of contracts and their potential refutation. In addition, the lecture will provide the students with broad knowledge when it comes to minor's law and legal representation issues. Furthermore, the law of obligations part of the lecture focusses on warranty rights. Eventually, the students will be introduced to sales law which is substantial in business contexts.				
<b>5</b>	<b>Learning outcomes:</b> <b>Academic:</b> Basics of legal methodology will be taught. These include the close and intensive work with the facts of a certain case and the identification of the relevant and corresponding legal norms which are required in order to solve the problems of that certain case. The students will be able to transfer their theoretical knowledge onto practice-oriented cases. <b>Soft skills:</b> The students will be able to present their results in a coherent way				
<b>6</b>	<b>Description of possible electives within the modules:</b> none				
<b>7</b>	<b>Examination:</b> Final Module Exam				
<b>8</b>	<b>Relevant Work:</b>				
	<b>No</b>	<b>Number and Type; Connection to Course</b>	<b>Duration</b>	<b>Part of final mark in %</b>	
	1	Final written exam	90 min.	100 %	
<b>9</b>	<b>Study Work:</b> none				

10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.		
11	<b>CP Assignment:</b>		
	<b>Presence</b>	No 1	2.00 CP
	<b>Relevant Work</b>	No 1	4.00 CP
	<b>Total</b>		6 CP
12	<b>Weight of the module grade for the overall grade:</b> 3,3%		
13	<b>Module Prerequisites:</b> none		
14	<b>Presence:</b> Presence is strongly recommended to warrant learning success		
15	<b>Mobility/Acknowledgement:</b>		
	<b>Use of the module for other course programs</b>	Bachelor Economics	
16	<b>Responsible Lecturer:</b> Professor Dr. Johann Winfried Kindl		
	<b>Department:</b> School of Business and Economics		
17	<b>Misc.:</b>		



# Calculus for Business/Economics

<b>Module Title english:</b>		Calculus for Business/Economics			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> QM 1	<b>State:</b> Compulsory	<b>Language of Instruction:</b> German		
<b>2</b>	<b>Turn:</b> each semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 1	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b>
					<b>Self-Study (h)</b>
	1	Lecture	Calculus for B&E	Compulsory	30 h (2 CH) 60
	2	Exercise	Tutorial on Calculus for B&E	Compulsory	30 h (2 CH) 60
<b>4</b>	<b>Module Profile:</b>				
	<b>Purpose of the module/integration into curriculum</b>				
	Knowledge of basics in Calculus is relevant in several fields of business and economics.				
	<b>Course content:</b>				
	The course covers the topic of calculus in one and two (resp. several) variables the application of which is fundamental in every kind of quantitative study of business and economics. It is essentially needed, e.g., in Statistics, Operations Management and Finance. There are no prerequisites except a solid knowledge of school mathematics. Having mastered this module the students ...				
	<b>Themes</b>	<b>Learning objectives</b>			
	Sequences and series	can represent economic sequences in an explicit and implicit way and can calculate their limits. They handle finite and infinity series, in particular power series representing functions of one variable. They get expertise in modelling financial sequences by geometric series.			
	Differential- and Integral calculus in one variable	know and apply the concepts of continuity, differentiability and integrability to most common classes of functions (rational, power, exponential, logarithmic and trigonometric functions)			
	Differential- and Integral calculus in two (and more) variables	can represent interrelations between economic variables by means of functions of several variables. They can apply the concepts of partial and directed derivatives in order to investigate level sets, monotonicity and curvature of those functions. Finally they have basics knowledge in integration of functions of several variables.			
	Nonlinear Optimizations	are trained in setting up and solving optimization problems with differentiable functions in one and several variables, as well by (partial) derivatives as by Lagrangean method. They can explore the impact of exogeneous variables on the optimal value of parametrized problems.			

5	<p><b>Learning outcomes:</b></p> <p><b>Academic:</b> Having mastered the module, the students have a thorough overview and technical capacities in using mathematical instruments of calculus which is basic to further courses in B&amp;E</p> <p><b>Soft skills:</b> Students gain general insight in application of mathematical models solving B&amp;E-problems. Furthermore they adopt perseverance in solving quantitative problems and improve their presentation skills and teamwork capability when performing exercises in small learning groups during self study time.</p>													
6	<p><b>Description of possible electives within the modules:</b> none</p>													
7	<p><b>Examination:</b> Final Module Exam</p>													
8	<p><b>Relevant Work:</b></p> <table border="1" data-bbox="215 741 1437 853"> <thead> <tr> <th data-bbox="215 741 279 801">No</th> <th data-bbox="279 741 879 801">Number and Type; Connection to Course</th> <th data-bbox="879 741 1110 801">Duration</th> <th data-bbox="1110 741 1437 801">Part of final mark in %</th> </tr> </thead> <tbody> <tr> <td data-bbox="215 801 279 853">1</td> <td data-bbox="279 801 879 853">Exam</td> <td data-bbox="879 801 1110 853">60 Min.</td> <td data-bbox="1110 801 1437 853">100 %</td> </tr> </tbody> </table>			No	Number and Type; Connection to Course	Duration	Part of final mark in %	1	Exam	60 Min.	100 %			
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1	Exam	60 Min.	100 %											
9	<p><b>Study Work:</b> none</p>													
10	<p><b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.</p>													
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<b>Presence</b>	No 1	1.00 CP												
	No 2	1.00 CP												
<b>Relevant Work</b>	No 1	4.00 CP												
<b>Total</b>		6 CP												
12	<p><b>Weight of the module grade for the overall grade:</b> 3,3%</p>													
13	<p><b>Module Prerequisites:</b> none</p>													
14	<p><b>Presence:</b> none</p>													
15	<p><b>Mobility/Acknowledgement:</b></p> <table border="1" data-bbox="215 1823 1437 1883"> <tbody> <tr> <td data-bbox="215 1823 810 1883"><b>Use of the module for other course programs</b></td> <td data-bbox="810 1823 1437 1883">Bachelor Economics</td> </tr> </tbody> </table>			<b>Use of the module for other course programs</b>	Bachelor Economics									
<b>Use of the module for other course programs</b>	Bachelor Economics													
16	<p><b>Responsible Lecturer:</b> Dr. Ingolf Terveer</p>	<p><b>Department:</b> University of Münster, School of Business and Economics</p>												

17	Misc.:
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# Data Science 1

<b>Module Title english:</b>		Data Science 1			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> QM 2	<b>State:</b> Compulsory	<b>Language of Instruction:</b> German		
<b>2</b>	<b>Turn:</b> each summer semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 1 or 2	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b> <b>Self-Study (h)</b>
	1	Lecture	Data Science 1	Compulsory	30 h (2 CH)    60
	2	Exercise	Tutorial on Data Science 1	Compulsory	30 h (2 CH)    60
<b>4</b>	<b>Module Profile:</b>				
	<p><b>Purpose of the module/integration into curriculum</b>            The module gives a general introduction to data science focussing on data transformations and data description. It is a prerequisite for all courses in empirical methods, econometrics and statistics.</p> <p><b>Course content:</b>            Topics of Data Science 1 are: Using R in combination with the IDE RStudio, data import, elementary data transformations, simple ways to visualize data and description of univariate and multivariate data. The learning objective is to obtain a solid active and passive knowledge of the basic data science methods.</p>				
	<b>Themes</b>	<b>Learning objectives</b>			
	Topics in Data Science 1: Introduction to R and RStudio; using the tidyverse package; importing data; elementary notation and terminology for data; scales; visualizing data; frequencies; empirical distribution function and quantiles; measures of location and dispersion; aggregation of means and variances; Simpson's paradox; multidimensional data; contingency tables; conditional distributions; coefficient of correlation; rank correlation; contingency coefficient; descriptive linear regression; communicating empirical studies using R notebooks.	Students shall - provide a description of the data science methods used for analysis, including a discussion of advantages, disadvantages, and necessary assumptions. - know how to organize, manage, and present data numerically and graphically for appropriate data analysis. - know how to use the statistical computing software R in combination with the IDE RStudio for data analysis.			
<b>5</b>	<p><b>Learning outcomes:</b></p> <p><b>Academic:</b>            After completing the module, the students have basic knowledge of the data science methods</p>				

	<p>used in economics. The students are enabled to work with data and are statistically and numerically literate. They recognize the importance and value of statistical thinking, training, and approach to problem solving. They understand the overall process and particular steps in collecting and analyzing data, interpreting and presenting results. They are familiar with a variety of examples where statistics helps to accurately explain abstract phenomena. They can recognize and appreciate the connections between theory and applications. Students learn to independently read empirical literature of various types, including survey articles, scholarly books, and online sources.</p> <p><b>Soft skills:</b>  <b>Logic and Critical Thinking:</b> Students have a facility with abstract reasoning, including the ability to abstract from concrete situations and make ideas precise by formulating them statistically. They can analyze, test, and interpret technical arguments, and form independent judgements. This includes their own arguments and those of others, in both academic and non-academic contexts. <b>Problem solving:</b> The students use their training in data science to help guide possible lines of inquiry. They solve complex problems by identifying feasible divisions into simpler sub-problems. They gather and organize relevant information such as related problems, examples and counterexamples. They sharpen statistical questions as a problem solving strategy. They identify suitable existing methods of analysis and assess their strengths and weaknesses in the context of the problem being considered. They construct abstract models using appropriate economic and statistical tools. They use computers and software as exploratory, visualization, modelling and computational tools. The students undermine nonsensical regulations subversively. The students can engage their creativity in the quest for novel or elegant solutions. <b>Communication:</b> The students accept comments and feedback, and learn from them. They can explain fundamental concepts from data science to non-experts. They can justify choices made during problem solving and interpretation of results. The students present the results and assessment of a problem solving strategy. They communicate logical arguments both orally and in writing to a range of audiences.</p>											
6	<p><b>Description of possible electives within the modules:</b> none</p>											
7	<p><b>Examination:</b> Final Module Exam</p>											
8	<p><b>Relevant Work:</b></p> <table border="1" data-bbox="217 1346 1437 1458"> <thead> <tr> <th>No</th> <th>Number and Type; Connection to Course</th> <th>Duration</th> <th>Part of final mark in %</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Written exam</td> <td>120 min.</td> <td>100 %</td> </tr> </tbody> </table>	No	Number and Type; Connection to Course	Duration	Part of final mark in %	1	Written exam	120 min.	100 %			
No	Number and Type; Connection to Course	Duration	Part of final mark in %									
1	Written exam	120 min.	100 %									
9	<p><b>Study Work:</b> none</p>											
10	<p><b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.</p>											
11	<p><b>CP Assignment:</b></p> <table border="1" data-bbox="217 1783 1437 2007"> <tbody> <tr> <td rowspan="2"><b>Presence</b></td> <td>No 1</td> <td>1.00 CP</td> </tr> <tr> <td>No 2</td> <td>1.00 CP</td> </tr> <tr> <td><b>Relevant Work</b></td> <td>No 1</td> <td>4.00 CP</td> </tr> <tr> <td><b>Total</b></td> <td></td> <td>6 CP</td> </tr> </tbody> </table>	<b>Presence</b>	No 1	1.00 CP	No 2	1.00 CP	<b>Relevant Work</b>	No 1	4.00 CP	<b>Total</b>		6 CP
<b>Presence</b>	No 1		1.00 CP									
	No 2	1.00 CP										
<b>Relevant Work</b>	No 1	4.00 CP										
<b>Total</b>		6 CP										

12	<b>Weight of the module grade for the overall grade:</b> 3,3%	
13	<b>Module Prerequisites:</b> none	
14	<b>Presence:</b> Presence is strongly recommended to warrant learning success	
15	<b>Mobility/Acknowledgement:</b>  <hr/> <b>Use of the module for other course programs</b>	<hr/> Bachelor Economics, Bachelor Politics and Economics, Bachelor Economics and Law, Dual Bachelor Economics
16	<b>Responsible Lecturer:</b> Prof. Dr. Mark Trede, Professor Dr. Bernd Wilfling	<b>Department:</b> School of Business and Economics
17	<b>Misc.:</b>	

# Data Science 2

<b>Module Title english:</b>		Data Science 2			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> QM 3	<b>State:</b> Compulsory	<b>Language of Instruction:</b> German		
<b>2</b>	<b>Turn:</b> each winter semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 3 or 4	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b>
					<b>Self-Study (h)</b>
	1	Lecture	Statistics II	Compulsory	30 h (2 CH) 60
	2	Exercise	Tutorial on Statistics II	Compulsory	30 h (2 CH) 60
<b>4</b>	<b>Module Profile:</b>				
	<p><b>Purpose of the module/integration into curriculum</b>            The module gives a general introduction to data science, in particular to probability theory and statistical inference. It is a prerequisite for all future courses in empirical methods, econometrics and statistics.</p> <p><b>Course content:</b>            The course Data Science 2 introduces the basics of probability theory and statistical inference. The learning objective is to obtain a solid active and passive knowledge of the basic methods.</p>				
	<b>Themes</b>	<b>Learning objectives</b>			
	Topics in Data Science 2: Basic notation and terminology of elementary probability theory and statistical inference; conditional probability; law of total probability; independence; probability trees; Bayes theorem; discrete and continuous random variables; distribution function; quantile function; density function; linear transformations of random variables; expectation; variance; Bernoulli distribution; binomial distribution; Poisson distribution; geometric distribution; normal and standard normal distribution; exponential distribution; uniform distribution; joint and conditional distribution (bivariate); independence; covariance; correlation; law of large numbers; limit theorems; sampling; sampling function; statistics; point estimation; interval estimation; hypothesis tests for expectations	Students shall - understand the mathematical basis and foundations of probability theory and statistical inference. - demonstrate understanding of the properties of probability and probability distributions and their role as the foundation for statistical inference. - demonstrate ability to use formal statistical argument in the context of economics and statistics. - provide a description of the method used for analysis, including a discussion of advantages, disadvantages, and necessary assumptions. - provide a discussion of the results and of a statistical analysis. - provide a conclusion to the study including a discussion of limitations of the analysis. - provide a concise and clear description of a statistical problem in economics.			

	and proportions; chi-square tests of goodness of fit and independence.									
5	<p><b>Learning outcomes:</b></p> <p><b>Academic:</b> After completing the module, the students have a basic knowledge of the statistical and probabilistic methods used in economics. The students are statistically and numerically literate. They recognize the importance and value of statistical thinking, training, and approach to problem solving. They understand the overall process and particular steps in collecting and analyzing data, interpreting and presenting results. They are familiar with a variety of examples where statistics helps to accurately explain abstract phenomena. They can recognize and appreciate the connections between theory and applications. Students learn to independently read statistical literature of various types, including survey articles, scholarly books, and online sources.</p> <p><b>Soft skills:</b> Logic and Critical Thinking: Students have a facility with abstract reasoning, including the ability to abstract from concrete situations and make ideas precise by formulating them statistically. They can analyze, test, and interpret technical arguments, and form independent judgements. This includes their own arguments and those of others, in both academic and non-academic contexts. Problem solving: The students use their training in data science to help guide possible lines of inquiry. They solve complex problems by identifying feasible divisions into simpler sub-problems. They gather and organize relevant information such as related problems, examples and counterexamples. They sharpen statistical questions as a problem solving strategy. They identify suitable existing methods of analysis and assess their strengths and weaknesses in the context of the problem being considered. They construct abstract models using appropriate economic and statistical tools. They use computers and software as exploratory, visualization, modelling and computational tools. The students undermine nonsensical regulations subversively. The students can engage their creativity in the quest for novel or elegant solutions. Communication: The students accept comments and feedback, and learn from them. They can explain fundamental concepts from statistics to non-experts. They can justify choices made during problem solving and interpretation of results. The students present the results and assessment of a problem solving strategy. They communicate logical arguments both orally and in writing to a range of audiences.</p>									
6	<b>Description of possible electives within the modules:</b> none									
7	<b>Examination:</b> Final Module Exam									
8	<p><b>Relevant Work:</b></p> <table border="1"> <thead> <tr> <th>No</th> <th>Number and Type; Connection to Course</th> <th>Duration</th> <th>Part of final mark in %</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Written exam</td> <td>120 min.</td> <td>100 %</td> </tr> </tbody> </table>	No	Number and Type; Connection to Course	Duration	Part of final mark in %	1	Written exam	120 min.	100 %	
No	Number and Type; Connection to Course	Duration	Part of final mark in %							
1	Written exam	120 min.	100 %							
9	<b>Study Work:</b> none									
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.									
11	<b>CP Assignment:</b>									



	<b>Presence</b>	No 1	1.00 CP
		No 2	1.00 CP
	<b>Relevant Work</b>	No 1	4.00 CP
	<b>Total</b>		6 CP
<b>12</b>	<b>Weight of the module grade for the overall grade:</b> 3,3%		
<b>13</b>	<b>Module Prerequisites:</b> none		
<b>14</b>	<b>Presence:</b> Presence is strongly recommended to warrant learning success		
<b>15</b>	<b>Mobility/Acknowledgement:</b>		
	<b>Use of the module for other course programs</b>	Bachelor Economics, Bachelor Politics and Economics, Bachelor Economics and Law, Dual Bachelor Economics	
<b>16</b>	<b>Responsible Lecturer:</b> Prof. Dr. Mark Trede, Professor Dr. Bernd Wilfling		<b>Department:</b> School of Business and Economics
<b>17</b>	<b>Misc.:</b>		

# Business Skills

<b>Module Title english:</b>		Business Skills			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> SKA	<b>State:</b> Elective	<b>Language of Instruction:</b> German or chosen language		
<b>2</b>	<b>Turn:</b> each semester	<b>Duration:</b> 2 semesters	<b>Semester:</b> 1 or 2 or 3 or 4	<b>CP:</b> 15	<b>Workload (h):</b> 450
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b> <b>Self-Study (h)</b>
	1	Lecture	Economic and Business Ethics	Compulsory	30 h (2 CH)   60
	2	Lecture/ Exercise	Business Skills I	Elective	60 h (4 CH)   120
	3	Lecture/ Exercise	Business Skills II	Elective	60 h (4 CH)   120
4	Exercise	Business Experience	Elective	0 h (0 CH)   180	
<b>4</b>	<b>Module Profile:</b>				
	<p><b>Purpose of the module/integration into curriculum</b> The module Business Skills conveys knowledge in business ethics and for business practice significant language skills and personal and social qualities (e.g. presentation skills, teamwork, conflict resolution).</p> <p><b>Course content:</b> In the module Economic and Business Ethics I the students are introduced in basic ethical concepts and apply those for economic relevant issues. In Business Skills I and II the students can improve valuable personal skills for business practiques, like in courses in business languages English or French, Chinese (basics), presentation techniques, working in team, and problem-solving. The offer is always changing, therefore only course examples can be given, like Business Simulation Game TOPSIM, Personality and Social Competence, Case Study Analysis or scientific working.</p>				
<b>5</b>	<b>Learning outcomes:</b>				
	<p><b>Academic:</b> Students learn the recognition of moral conflict situations and their description in the course of business ethics. The strong practical relevance helps to apply the content learned in business and everyday life. The literature conveys in the introduction and deepening of economic relevant discourses of business ethics. After completion of the language courses students have sound knowledge in the relevant business language and the necessary vocabulary. Alternatively students gain basic knowledge in Chinese.</p> <p><b>Soft skills:</b> Students improve their self-, social- and technical-competence by understanding and applying</p>				

	the themes communication, presentation techniques, elocution, leadership, work-and self-organization and creative techniques. Further they will learn to structure problems, develop solutions and reflect the consequences of economic decisions.		
6	<b>Description of possible electives within the modules:</b> The other courses can be chosen from a changing offer, where either two courses with 6 CP have to be completed or 1 course with 6 CP and the internship.		
7	<b>Examination:</b> Final Module Exam		
8	<b>Relevant Work:</b>		
	<b>No</b>	<b>Number and Type; Connection to Course</b>	<b>Duration</b>
	1	Written exam in Economic and Business Ethics	60 min.
			100 %
9	<b>Study Work:</b>		
	<b>No</b>	<b>Number and Type; Connection to Course</b>	<b>Duration</b>
	1	Assessment Business Skills I	depends on course
	2	Assessment Business Skills II	depends on course
3	Business Experience	1 month internship minimum	
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.		
11	<b>CP Assignment:</b>		
	<b>Presence</b>	No 1	1.00 CP
		No 2	2.00 CP
		No 3 (on choice)	2.00 CP
		No 4 (on choice)	0.00 CP
	<b>Relevant Work</b>	No 1	2.00 CP
	<b>Study Work</b>	No 1	4.00 CP
		No 2 (depending on choice under presence)	4.00 CP
No 3 (depending on choice under presence)		6.00 CP	
<b>Total</b>		15 CP	
12	<b>Weight of the module grade for the overall grade:</b> 3,3%		

13	<b>Module Prerequisites:</b> For business languages English, French basic knowledge (from school) in the respective language.			
14	<b>Presence:</b> Depending on course. For business languages, courses in communication, presentation, rhetorics, business simulations, presence is mandatory.			
15	<b>Mobility/Acknowledgement:</b> <hr/> <table border="1" data-bbox="213 533 1442 595"> <tr> <td data-bbox="213 533 831 595"><b>Use of the module for other course programs</b></td> <td data-bbox="831 533 1442 595">none</td> </tr> </table>		<b>Use of the module for other course programs</b>	none
<b>Use of the module for other course programs</b>	none			
16	<b>Responsible Lecturer:</b> Professor Dr. Peter Kajüter	<b>Department:</b> School of Business and Economics		
17	<b>Misc.:</b>			

## AI-assisted Programming in R

### 1. General Information

Course in the B.Sc. Business Administration Program, Module “Schlüsselqualifikation“ (PO 2018 & PO 2022).

- Course language: English
- 2nd Term: 28.11.23 – 30.01.24 (note that there will be an identical course in the 1st Term)
- Course Assessment: Group presentation and learning journal/report

### 2. Course Description

- This course provides students with a theoretical introduction to contemporary AI applications and large language models like ChatGPT. They will learn and practice strategies of prompt engineering for AI tools. The course will include hands-on exercises focused on coding in R for data science applications. Finally, students will also work on larger coding projects in small groups to apply their AI-assisted coding strategies. The main goal of the course is to enable a reflective and independent utilization of AI tools in their coding work within data science contexts.

### 3. Recommendations

- Basic knowledge and first hands-on experience in R (or another programming language) is highly recommended.
- Basic knowledge in Data Science is advantageous (e.g., successful completion of the modules Data Science 1/Statistics 1, Data Science 2/Statistics 2 or equivalent modules).

### 4. Application

- For didactic reasons, the number of participants is limited to 20 per group.
- You can apply with an email to [Rene.Michel@wiwi.uni-muenster.de](mailto:Rene.Michel@wiwi.uni-muenster.de). Please read the instructions for a valid application below carefully.
- The application period closes on September 19, 2023.
- **Accepted participants still need to register at the examination office!**

### 5. Application Instructions

- Please make sure to send your application from an email address that you check regularly.
- **Please** use the following pattern as subject for the application mail:  
“Application\_AIIPR\_[TermNumber]\_[Surname]\_[FirstName]\_[MatriculationNumber]\_[StudyProgram]”.  
Please note that mails without the requested pattern cannot be considered as valid application.
- For [FirstName], [Surname] and [MatriculationNumber], please insert the respective information.
- For [TermNumber], use “Term1” or “Term2” for the respective term you want to apply for. **If you want to apply for both terms, please send two separate mails. Please note that preferences for a specific term cannot be considered.**
- **For [StudyProgram], please insert “BA” for B.Sc. Business Administration, “ER” for exchange/erasmus students, and “IS” for B.Sc. Information Systems.**
- For example, if you study B.Sc. Business Administration, your Matriculation Number is 999999 and you want to apply for the first term only, you should only send a single mail with the subject:  
“Application\_AIIPR\_Term1\_Mustermann\_Max\_999999\_BA”.

# Business Analysis

<b>Module Title english:</b>		Business Analysis			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> TRB 1	<b>State:</b> Elective	<b>Language of Instruction:</b> English		
<b>2</b>	<b>Turn:</b> each winter semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b> <b>Self-Study (h)</b>
	1	Lecture	Business Analysis	Compulsory	30 h (2 CH)      60
	2	Exercise	Tutorial on Business Analysis	Compulsory	30 h (2 CH)      60
<b>4</b>	<b>Module Profile:</b>				
	<p><b>Purpose of the module/integration into curriculum</b>            The module "Business Analysis" conveys knowledge in analyzing a firm's financial and nonfinancial performance from both an internal and external perspective. It extends and deepens topics introduced in financial and management accounting. The lecture is supplemented by a tutorial, which serves to apply the knowledge to practical problems. Digital learning tests complement the course.</p> <p><b>Course content:</b>            The course deals with both internal and external analysis of corporate performance by the means of ratios. It covers not only financial but also nonfinancial (sustainability) performance based on a stakeholder perspective. As a starting point, corporate goals and a firm's business model are discussed. Internal business analysis then takes a management and controlling view. This includes, among others, the valuation of firms, the selection and use of key performance indicator (KPI), value based metrics, and working capital ratios. In terms of sustainability accounting, the triple bottom line concept and challenges in measuring nonfinancial performance are elaborated. External business analysis deals with analyzing financial statements from a shareholder's and creditor's point of view. For this purpose, ratio analysis and, in particular, portfolio analysis and credit ratings are covered. Moreover, the analysis of sustainability reports provides insights into the firm's nonfinancial performance. The overall aim of this module is to make students familiar with various approaches of performance measurement and to enhance their understanding of interrelationships between financial and nonfinancial (sustainability) performance.</p>				
<b>5</b>	<b>Learning outcomes:</b>				
	<p><b>Academic:</b>            Students will be familiar with the principles of analyzing performance from both an internal and external perspective. They are able to select, calculate and interpret performance measures for management control. In addition, they are able to assess the financial performance and financial position of a firm based on its financial statements. They are also able to understand and interpret sustainability reports. Overall, students are able to critically question and discuss individual aspects of accounting.</p> <p><b>Soft skills:</b></p>				

	The module enables students to expand their interdisciplinary skills in relation to the sub-areas of accounting. The accompanying tutorials also contribute to this. In addition, the tutorials promote the students' discussion skills and their ability to work in a team during discussions. Finally, the module promotes the systemic competencies of the students through self-study. These include, in particular, time and self-management.			
6	<b>Description of possible electives within the modules:</b> none			
7	<b>Examination:</b> Final Module Exam			
8	<b>Relevant Work:</b>			
	<b>No</b>	<b>Number and Type; Connection to Course</b>	<b>Duration</b>	<b>Part of final mark in %</b>
	1	Written Exam	90 min.	100 %
9	<b>Study Work:</b> none			
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.			
11	<b>CP Assignment:</b>			
	<b>Presence</b>	No 1	1.00 CP	
		No 2	1.00 CP	
	<b>Relevant Work</b>	No 1	4.00 CP	
	<b>Total</b>		6 CP	
12	<b>Weight of the module grade for the overall grade:</b> 3,3%			
13	<b>Module Prerequisites:</b> Recommended: Knowledge from Foundations of Accounting, Management Accounting and Financial Accounting and Taxation			
14	<b>Presence:</b> Presence is strongly recommended to warrant learning success.			
15	<b>Mobility/Acknowledgement:</b>			
	<b>Use of the module for other course programs</b>	Bachelor Economics, Bachelor Information Systems		
16	<b>Responsible Lecturer:</b> Professor Dr. Peter Kajüter		<b>Department:</b> School of Business and Economics	
	17 <b>Misc.:</b> Track Accounting (Core subject)			

# Corporate Restructuring & Transformation

<b>Module Title english:</b>		Corporate Restructuring & Transformation			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> TRB 2	<b>State:</b> Elective	<b>Language of Instruction:</b> English		
<b>2</b>	<b>Turn:</b> each summer semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b> <b>Self-Study (h)</b>
	1	Exercise	Corporate Restructuring & Transformation	Compulsory	30 h (2 CH)   60
	2	Exercise	Tutorial Corporate Restructuring & Transformation	Compulsory	30 h (2 CH)   60
<b>4</b>	<b>Module Profile:</b>				
	<p><b>Purpose of the module/integration into curriculum</b>  This elective module builds on the theoretical foundations of the introductory and compulsory courses of the first two years, particularly the successful completion of the course “Management Accounting and Control” is recommended. The module focuses on the restructuring of companies against the background of changing business models. Here, the focus is on cost reduction in less promising business areas on the one hand and investments and capacity building in more promising business areas on the other hand. Hence, the module focuses on applying theoretical content taught in the first two years of study to concrete business decisions and their financial implications during a corporate transformation.</p> <p><b>Course content:</b>  The module „Corporate Restructuring &amp; Transformation” deals with the restructuring of companies against the background of changing business models. Based on investment decisions, the creation of shareholder value and the question of financing growth, the importance of internal financing and thus cost reduction to free up financial resources for growth areas of a company are dealt with. In the area of cost reduction, the focus is on understanding cost functions, (a-)symmetric cost behavior, and cost structures. In addition, the degradability and design of different types of costs such as material costs or personnel costs are dealt with. In the area of growth, the management and investment in promising business areas such as digitalization, e-commerce, or decarbonization are discussed. The third part of the lecture deals with selected instruments for implementing a transformation with a focus on control and incentive systems, the organization, and corporate culture. With the help of guest lectures, case studies, digital content (self-study tasks and learning videos), and supplementary exercises, relevant topics are explored in-depth and a profound understanding on the part of the students is made possible.</p>				
<b>5</b>	<p><b>Learning outcomes:</b>  <b>Academic:</b>  On successful completion of this module,</p>				



	<ul style="list-style-type: none"> <li>- students are able to extract relevant information from cost accounting and make decisions from a management perspective.</li> <li>- students possess a holistic understanding of the transformation of companies and have comprehensive methodological and problem-solving competence in this regard.</li> <li>- students are able to discuss suitable actions to influence the cost structure of a company and justify decisions in this regard economically.</li> <li>- students are able to transfer current research findings into practical recommendations.</li> </ul> <p><b>Soft skills:</b> On successful completion of this module, students are able to</p> <ul style="list-style-type: none"> <li>- solve unfamiliar problems based on theoretical frameworks and structured approaches.</li> <li>- understand, critically reflect on, and apply findings from academic literature.</li> <li>- justify their decisions with a clear and logical argumentation.</li> <li>- connect the dots between academic insights and practical applications.</li> </ul>													
6	<b>Description of possible electives within the modules:</b> none													
7	<b>Examination:</b> Examinations for every part of the module													
8	<p><b>Relevant Work:</b></p> <table border="1"> <thead> <tr> <th>No</th> <th>Number and Type; Connection to Course</th> <th>Duration</th> <th>Part of final mark in %</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Written exam</td> <td>90 min.</td> <td>75 %</td> </tr> <tr> <td>2</td> <td>Case Studies (might be in groups)</td> <td>maximum of 20 pages</td> <td>25 %</td> </tr> </tbody> </table>	No	Number and Type; Connection to Course	Duration	Part of final mark in %	1	Written exam	90 min.	75 %	2	Case Studies (might be in groups)	maximum of 20 pages	25 %	
No	Number and Type; Connection to Course	Duration	Part of final mark in %											
1	Written exam	90 min.	75 %											
2	Case Studies (might be in groups)	maximum of 20 pages	25 %											
9	<b>Study Work:</b> none													
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.													
11	<p><b>CP Assignment:</b></p> <table border="1"> <tbody> <tr> <td rowspan="2"><b>Presence</b></td> <td>No 1</td> <td>1.00 CP</td> </tr> <tr> <td>No 2</td> <td>1.00 CP</td> </tr> <tr> <td rowspan="2"><b>Relevant Work</b></td> <td>No 1</td> <td>3.00 CP</td> </tr> <tr> <td>No 2</td> <td>1.00 CP</td> </tr> <tr> <td><b>Total</b></td> <td></td> <td>6 CP</td> </tr> </tbody> </table>	<b>Presence</b>	No 1	1.00 CP	No 2	1.00 CP	<b>Relevant Work</b>	No 1	3.00 CP	No 2	1.00 CP	<b>Total</b>		6 CP
<b>Presence</b>	No 1		1.00 CP											
	No 2	1.00 CP												
<b>Relevant Work</b>	No 1	3.00 CP												
	No 2	1.00 CP												
<b>Total</b>		6 CP												
12	<b>Weight of the module grade for the overall grade:</b> 3,3%													
13	<b>Module Prerequisites:</b> Recommended: Successful completion of the module "Management Accounting and Control". The number of participants allowed can be limited.													
14	<b>Presence:</b> Presence is strongly recommended to warrant learning success.													

15	<b>Mobility/Acknowledgement:</b>	
	<b>Use of the module for other course programs</b>	Bachelor Economics
16	<b>Responsible Lecturer:</b> Professor Dr. Martin Artz	<b>Department:</b> University of Münster, School of Business and Economics
17	<b>Misc.:</b> The module is assigned to the corporate transformation track as well as the accounting track as a core module and to the finance track as additional module.	

# Entrepreneurial Marketing

<b>Module Title english:</b>		Entrepreneurial Marketing			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> TRB 3	<b>State:</b> Elective	<b>Language of Instruction:</b> English		
<b>2</b>	<b>Turn:</b> each summer semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b>   <b>Self-Study (h)</b>
	1	Lecture	Entrepreneurial Marketing	Compulsory	30 h (2 CH)   60
	2	Exercise	Tutorial Entrepreneurial Marketing	Compulsory	30 h (2 CH)   60
<b>4</b>	<p><b>Module Profile:</b>  <b>Purpose of the module/integration into curriculum</b>            The module builds on the courses "Marketing Management" and "Marketing Analytics" and deepens context-specific knowledge in the respective domains  <b>Course content:</b>            The aim of the Entrepreneurial Marketing course is to provide students with theoretical and methodological knowledge about the topic Entrepreneurial Marketing. The students gain insights into the challenges of Entrepreneurial Marketing that contribute to the success of new companies.</p>				
<b>5</b>	<p><b>Learning outcomes:</b>  <b>Academic:</b>            Upon completion of this course, students are able to...            - understand and explain essential terms, concepts, models, instruments, and methods from the area of services marketing/ entrepreneurial marketing.            - recognize and analyze specific challenges of service provision/ entrepreneurial marketing successfully.  <b>Soft skills:</b>            Upon completion of this course the student is able to...            - solve problems efficiently and in a socially desirable manner in an (international) team; prepare and communicate results of this team work.            - solve topic-specific cases effectively.            - participate and lead topic-specific discussions in English.</p>				
<b>6</b>	<b>Description of possible electives within the modules:</b> none				
<b>7</b>	<b>Examination:</b> Final Module Exam				
<b>8</b>	<b>Relevant Work:</b>				
	<b>No</b>	<b>Number and Type; Connection to Course</b>	<b>Duration</b>	<b>Part of final mark in %</b>	

	1	Written exam	90 min.	100 %
9	<b>Study Work:</b> none			
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.			
11	<b>CP Assignment:</b>			
	<b>Presence</b>	No 1	1.00 CP	
		No 2	1.00 CP	
	<b>Relevant Work</b>	No 1	4.00 CP	
<b>Total</b>		6 CP		
12	<b>Weight of the module grade for the overall grade:</b> 3,3%			
13	<b>Module Prerequisites:</b> Recommended: Modules "Marketing Management" and "Marketing Analytics".			
14	<b>Presence:</b> Presence is strongly recommended to warrant learning success.			
15	<b>Mobility/Acknowledgement:</b>			
	<b>Use of the module for other course programs</b>	Bachelor Economics, Bachelor Information Systems		
16	<b>Responsible Lecturer:</b> Professor Dr. Thorsten Wiesel		<b>Department:</b> School of Business and Economics	
	17 <b>Misc.:</b> Track: Entrepreneurship & Innovation (core module), Marketing (additional module).			

# Finance & Accounting Case Studies Seminar

<b>Module Title english:</b>		Finance & Accounting Case Studies Seminar			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> TRB 4	<b>State:</b> Elective	<b>Language of Instruction:</b> German or English		
<b>2</b>	<b>Turn:</b> each winter semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b> <b>Self-Study (h)</b>
	1	Seminar	Finance & Accounting Case Studies Seminar	Elective	30 h (2 CH)   150
<b>4</b>	<b>Module Profile:</b>				
	<p><b>Purpose of the module/integration into curriculum</b> Students have to apply the theoretical knowledge that they have gained in the previous semesters to solve practical problems. The goal of the seminar is to understand the interaction between finance and accounting.</p> <p><b>Course content:</b> The seminar covers several intergrative topics in finance and accounting and taxes. The aim of the course is to make students aware of connections between the different areas. Thereby, it connects different modules from the bachelor studies. Students' knowledge from previous courses is enhanced in certain aspects and will be practised by working on case studies. The case studies have to be solved in groups.</p>				
<b>5</b>	<b>Learning outcomes:</b>				
	<p><b>Academic:</b> Students are familiar with the various forms of corporate finance and the different systems of corporate accounting. They are able to think in business contexts and assess interdependencies of management decisions.</p> <p><b>Soft skills:</b> In addition, students can solve complex problems in a team. They have advanced communication, presentation and conflict resolution skills.</p>				
<b>6</b>	<b>Description of possible electives within the modules:</b> none				
<b>7</b>	<b>Examination:</b> Examinations for every part of the module				
<b>8</b>	<b>Relevant Work:</b>				
	<b>No</b>	<b>Number and Type; Connection to Course</b>	<b>Duration</b>	<b>Part of final mark in %</b>	
	1	Written exam	45 min.	60 %	
2	Case study	approx. 7 pages	40 %		

9	<b>Study Work:</b> none	
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.	
11	<b>CP Assignment:</b>	
	<b>Presence</b>	No 1 1.00 CP
	<b>Relevant Work</b>	No 1 3.00 CP
		No 2 2.00 CP
<b>Total</b>	6 CP	
12	<b>Weight of the module grade for the overall grade:</b> 3,3%	
13	<b>Module Prerequisites:</b> The knowledge of the second year of study, especially in accounting, taxations, and corporate finance is expected.	
14	<b>Presence:</b> Presence is strongly recommended to warrant learning success	
15	<b>Mobility/Acknowledgement:</b>	
	<b>Use of the module for other course programs</b>	Bachelor Economics
16	<b>Responsible Lecturer:</b> Prof. Dr. Thomas Langer, Professor Dr. Christoph Watrin	<b>Department:</b> School of Business and Economics
	17 <b>Misc.:</b> Track: Accounting (additional module).	

# Financial Restructuring

<b>Module Title english:</b>		Financial Restructuring			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> TRB 5	<b>State:</b> Elective	<b>Language of Instruction:</b> English		
<b>2</b>	<b>Turn:</b> each summer semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b>
					<b>Self-Study (h)</b>
	1	Lecture	Financial Restructuring	Compulsory	30 h (2 CH) 60
	2	Exercise	Tutorial Financial Restructuring	Compulsory	30 h (2 CH) 60
<b>4</b>	<b>Module Profile:</b>				
	<p><b>Purpose of the module/integration into curriculum</b>  This elective module builds on the theoretical foundations of the introductory and compulsory courses of the first two years of study. Successful completion of the "Fundamentals of Finance" course is recommended. The content of this module focuses on the financial restructuring of distressed companies. In particular, the questions "How can the risk of insolvency be measured?", "What economic and social costs arise in the event of insolvency" and "How can the liabilities be restructured?" We will also look at how liquidity can be created by selling parts of the company and how investors can invest in distressed or highly levered companies. Hence, the module focuses on applying theoretical and ethical concepts taught during the first two years of study to actual business decisions and their financial implications during corporate restructurings. There are various links to the compulsory and elective modules of the FCM and ACM.</p> <p><b>Course content:</b>  The module "Financial Restructuring" deals with the restructuring of financially distressed companies. The course is divided into four parts. In the first part, the reasons for financial difficulties of companies are examined and methods for measuring financial distress and their economic and social costs are discussed. The second part tackles the question of how companies can negotiate a financial restructuring with their investors in order to enable the company's recovery. Students get to know the various interests and property rights of all stakeholders involved and analyze how out-of-court and bankruptcy-court negotiations differ. The third part focuses on the asset side of the balance sheet by analyzing the question of how portfolio restructuring can help the company to recover. Divestitures of company parts and the sale of the entire company are analysed. Students learn how strategic and financial considerations influence such transactions. The last part deals with investments into in distressed assets and what specific opportunities and risks there are. In particular, students learn how markets for high yield bonds and leveraged loans work and how such investments can be valued. With the help of guest lectures, case studies, digital content (self-study tasks and learning videos), and supplementary exercises, relevant topics are explored in-depth and a profound understanding on the part of the students is facilitated.</p>				

5	<p><b>Learning outcomes:</b></p> <p><b>Academic:</b>  After successfully completing the module the students</p> <ul style="list-style-type: none"> <li>- have in-depth knowledge of the financial restructuring of companies.</li> <li>- have a holistic understanding of financial problems in companies and have comprehensive methodological and problem-solving skills in this regard.</li> <li>- understand measures to restructure the financing of a company and can economically justify decisions in this regard.</li> <li>- are able to transfer current research results into practical recommendations.</li> </ul> <p><b>Soft skills:</b>  After successfully completing the module, students are able to</p> <ul style="list-style-type: none"> <li>- solve unfamiliar problems using theoretical frameworks and structured approaches.</li> <li>- understand, critically assess and apply scientific knowledge. - justify their decisions with the help of a clear and logical argumentation. - relate scientific knowledge and practical applications.</li> <li>- understand the interests of different players in complex negotiations and use these insights for successful negotiations.</li> </ul>													
6	<p><b>Description of possible electives within the modules:</b>  none</p>													
7	<p><b>Examination:</b> Final Module Exam</p>													
8	<p><b>Relevant Work:</b></p> <table border="1" data-bbox="217 981 1437 1182"> <thead> <tr> <th>No</th> <th>Number and Type; Connection to Course</th> <th>Duration</th> <th>Part of final mark in %</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Written exam</td> <td>maximum of 120 min.</td> <td>70 %</td> </tr> <tr> <td>2</td> <td>Case Studies (might be in groups)</td> <td>max. 12 pages</td> <td>30 %</td> </tr> </tbody> </table>	No	Number and Type; Connection to Course	Duration	Part of final mark in %	1	Written exam	maximum of 120 min.	70 %	2	Case Studies (might be in groups)	max. 12 pages	30 %	
No	Number and Type; Connection to Course	Duration	Part of final mark in %											
1	Written exam	maximum of 120 min.	70 %											
2	Case Studies (might be in groups)	max. 12 pages	30 %											
9	<p><b>Study Work:</b> none</p>													
10	<p><b>Prerequisites for Credit Points:</b>  The credit points will be granted after all relevant work and study work have been successfully completed.</p>													
11	<p><b>CP Assignment:</b></p> <table border="1" data-bbox="217 1503 1437 1778"> <tbody> <tr> <td rowspan="2"><b>Presence</b></td> <td>No 1</td> <td>1.00 CP</td> </tr> <tr> <td>No 2</td> <td>1.00 CP</td> </tr> <tr> <td rowspan="2"><b>Relevant Work</b></td> <td>No 1</td> <td>3.00 CP</td> </tr> <tr> <td>No 2</td> <td>1.00 CP</td> </tr> <tr> <td><b>Total</b></td> <td></td> <td>6 CP</td> </tr> </tbody> </table>	<b>Presence</b>	No 1	1.00 CP	No 2	1.00 CP	<b>Relevant Work</b>	No 1	3.00 CP	No 2	1.00 CP	<b>Total</b>		6 CP
<b>Presence</b>	No 1		1.00 CP											
	No 2	1.00 CP												
<b>Relevant Work</b>	No 1	3.00 CP												
	No 2	1.00 CP												
<b>Total</b>		6 CP												
12	<p><b>Weight of the module grade for the overall grade:</b>  3,3%</p>													
13	<p><b>Module Prerequisites:</b>  Recommended: Successful completion of the module "Investment and Finance".</p>													



14	<b>Presence:</b> Presence is strongly recommended to warrant learning success.			
15	<b>Mobility/Acknowledgement:</b> <hr/> <table border="1" data-bbox="199 353 1457 421"> <tr> <td data-bbox="199 353 826 421"><b>Use of the module for other course programs</b></td> <td data-bbox="826 353 1457 421">none</td> </tr> </table>		<b>Use of the module for other course programs</b>	none
<b>Use of the module for other course programs</b>	none			
16	<b>Responsible Lecturer:</b> Prof. Dr. Christoph Schneider	<b>Department:</b> University of Münster, School of Business and Economics		
17	<b>Misc.:</b> The module is assigned to the corporate transformation track as a core module.			

# Foundations of Sustainable Finance

<b>Module Title english:</b>		Foundations of Sustainable Finance			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> TRB 6	<b>State:</b> Elective	<b>Language of Instruction:</b> English		
<b>2</b>	<b>Turn:</b> each winter semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b> <b>Self-Study (h)</b>
	1	Lecture	Foundations of Sustainable Finance	Compulsory	30 h (2 CH) 60
	2	Exercise	Tutorial on Foundations of Sustainable Finance	Compulsory	30 h (2 CH) 60
<b>4</b>	<p><b>Module Profile:</b></p> <p><b>Purpose of the module/integration into curriculum</b> This module is part of the Finance Track. It builds on the classical Finance theories that you studied in the module “Corporate Finance”. In this module, we extend these theories by discussing the latest empirical and theoretical research in Sustainable Finance.</p> <p><b>Course content:</b> We start by defining the concept of sustainability and study how to measure and evaluate the sustainability of firms and investment portfolios. We then discuss how more responsible and green policies affect the financial performance and valuation of firms. In the third part of the class, we focus on the risk-return implications of socially responsible investing (SRI). The key learning objectives are:</p> <ul style="list-style-type: none"> <li>- Understanding and measuring sustainability.</li> <li>- The impact of more responsible and green policies on firm value.</li> <li>- Performance of SRI portfolios.</li> </ul> <p>While most of the class focuses on academic papers, we also look at how practitioners define and evaluate sustainability, the practical implications of managing investment portfolios responsibly, and how managers can create financially successful and more sustainable companies.</p>				
<b>5</b>	<p><b>Learning outcomes:</b></p> <p><b>Academic:</b> In this module, students obtain first insights into Sustainable Finance. After completing this module, they should have three core competencies:</p> <ol style="list-style-type: none"> <li>(1) Measuring and evaluating the sustainability of firms and investment portfolios.</li> <li>(2) Understanding the impact of different sustainability standards on firm valuation.</li> <li>(3) Understanding the performance implications of SRI.</li> </ol> <p><b>Soft skills:</b> Within the tutorial, students work together in teams to prepare and present case studies. Thereby, they can practice their presenting, writing, and teamwork skills. As we expect a strongly</p>				

	international group of students in this class, the team work on the case studies also allows students to practice their intercultural teamwork skills.		
6	<b>Description of possible electives within the modules:</b> none		
7	<b>Examination:</b> Examinations for every part of the module		
8	<b>Relevant Work:</b>		
	<b>No</b>	<b>Number and Type; Connection to Course</b>	<b>Duration</b>
		<b>Part of final mark in %</b>	
1	Written exam	90 min.	85 %
2	Case study with presentation (in groups)	maximum of 20 pages & maximum of 30 min.	15 %
9	<b>Study Work:</b> none		
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.		
11	<b>CP Assignment:</b>		
	<b>Presence</b>	No 1	1.00 CP
		No 2	1.00 CP
	<b>Relevant Work</b>	No 1	3.00 CP
		No 2	1.00 CP
	<b>Total</b>		6 CP
12	<b>Weight of the module grade for the overall grade:</b> 3,3%		
13	<b>Module Prerequisites:</b> Required knowledge is the course "Corporate Finance". The number of participants can be restricted.		
14	<b>Presence:</b> Presence is strongly recommended to warrant learning success.		
15	<b>Mobility/Acknowledgement:</b>		
	<b>Use of the module for other course programs</b>	Bachelor Economics	
16	<b>Responsible Lecturer:</b> Prof. Nadja Guenster		<b>Department:</b> University of Münster, School of Business and Economics

17	<b>Misc.:</b> Track: finance (core module).
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# Foundations of Innovation Management

<b>Module Title english:</b>		Foundations of Innovation Management			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> TRB 7	<b>State:</b> Elective	<b>Language of Instruction:</b> German or English		
<b>2</b>	<b>Turn:</b> each summer semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b> <b>Self-Study (h)</b>
	1	Lecture	Foundations of Innovation Management	Elective	30 h (2 CH)   60
	2	Exercise	Tutorial Foundations of Innovation Management	Compulsory	30 h (2 CH)   60
<b>4</b>	<b>Module Profile:</b>				
	<p><b>Purpose of the module/integration into curriculum</b>  The module combines and integrates relevant management concepts that have been taught among others in the modules Foundations of Business Administration, Foundations of Marketing, Management Account and Control and Management and Governance and broadens the acquired knowledge by innovationspecific and strategic aspects.</p> <p><b>Course content:</b>  In Innovation Management factors, goals, strategies, process elements, and organizational structures of a systematic management of new products, processes related to their development as well as the underlying interplay between different domains and departments in a company are taught and discussed. This is accompanied by case studies of successful and failed innovations elaborated by the students to deepen the knowledge of relevant concepts and theories.</p>				
<b>5</b>	<b>Learning outcomes:</b>				
	<p><b>Academic:</b>  Upon completion of the course the student is able to...</p> <ul style="list-style-type: none"> <li>- apply fundamental innovation management concepts; know the main objectives and different facets of innovation management and assess their relevance.</li> <li>- understand the elemental action framework of innovation management and differentiate between micro-, macroenvironmental and situational factors.</li> <li>- understand the strategic nature of innovation management; know and apply different product development, branding, timing, and cooperation strategies.</li> <li>- understand the holistic innovation management process - from market situation analysis to market entry.</li> <li>- develop an understanding for organizational structures and processes; recognize the substantial influence of individual roles and the culture within an organization on its innovativeness.</li> </ul> <p><b>Soft skills:</b>  Upon completion of the course the student is able to...</p>				

	<ul style="list-style-type: none"> <li>- evaluate empirical research based on own experiences.</li> <li>- engage in discipline-specific discussions.</li> </ul>			
6	<b>Description of possible electives within the modules:</b> none			
7	<b>Examination:</b> Examinations for every part of the module			
8	<b>Relevant Work:</b>			
	<b>No</b>	<b>Number and Type; Connection to Course</b>	<b>Duration</b>	<b>Part of final mark in %</b>
	1	Written exam on Innovation Management	60 min.	100 %
9	<b>Study Work:</b>			
	<b>No</b>	<b>Number and Type; Connection to Course</b>	<b>Duration</b>	
	1	Practical exercises on Innovation Management in groups	240 min.	
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.			
11	<b>CP Assignment:</b>			
	<b>Presence</b>	No 1	1.00 CP	
		No 2	1.00 CP	
	<b>Relevant Work</b>	No 1	3.00 CP	
	<b>Study Work</b>	No 1	1.00 CP	
	<b>Total</b>		6 CP	
12	<b>Weight of the module grade for the overall grade:</b> 3,3%			
13	<b>Module Prerequisites:</b> None.			
14	<b>Presence:</b> Attendance is strongly recommended to warrant learning success			
15	<b>Mobility/Acknowledgement:</b>			
	<b>Use of the module for other course programs</b>	Bachelor Economics		
16	<b>Responsible Lecturer:</b> Univ.-Prof. Dr. Thorsten Hennig-Thurau		<b>Department:</b> School of Business and Economics	
17	<b>Misc.:</b> Track: Marketing (core module).			

# Trade and Company Law

<b>Module Title english:</b>		Trade and Company Law			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> TRB 8	<b>State:</b> Elective	<b>Language of Instruction:</b> German		
<b>2</b>	<b>Turn:</b> each semester	<b>Duration:</b> 2 semesters	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b>
					<b>Self-Study (h)</b>
	1	Lecture	Trade law and Company Law I	Compulsory	30 h (2 CH) 60
	2	Lecture	Company Law II	Compulsory	30 h (2 CH) 60
<b>4</b>	<b>Module Profile:</b> <b>Course content:</b> Introduction to Trade and Company Law. The lecture in Trade Law is based on skills obtained earlier within the scope of the lecture in Civil Law. In detail, the lecture will deal with the term of the trader, the commercial register, the company law, types of representation, and other particularities of the trade law. In the field of Company Law I the lecture presents the German types of partnerships (GbR, OHG and KG). The lecture in Company Law II introduces the German types of incorporations (GmbH and AG) to the students. In Company Law I as well as in Company Law II, the Course content are types of representation and different kinds of liabilities.				
<b>5</b>	<b>Learning outcomes:</b> <b>Academic:</b> The lectures in Trade and Company Law provide an overview on all fields of law relevant to companies. The learning outcomes are expected to be beneficial for future managers to come to strategic and useful business decisions. The students will encounter all relevant legal norms within the Trade Law and will know which type of company is best to apply. Eventually, the students are able to evaluate and assess powers of representation and risks of liability that are inherent to certain types of companies.				
<b>6</b>	<b>Description of possible electives within the modules:</b> none				
<b>7</b>	<b>Examination:</b> Examinations for every part of the module				
<b>8</b>	<b>Relevant Work:</b>				
	<b>No</b>	<b>Number and Type; Connection to Course</b>	<b>Duration</b>	<b>Part of final mark in %</b>	
	1	Final Exam in Trade law and Company Law I	60 min.	50 %	
2	Final Exam in Company Law II	60 min.	50 %		

9	<b>Study Work:</b> none	
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.	
11	<b>CP Assignment:</b>	
	<b>Presence</b>	No 1 1.00 CP
		No 2 1.00 CP
	<b>Relevant Work</b>	No 1 2.00 CP
		No 2 2.00 CP
<b>Total</b>	6 CP	
12	<b>Weight of the module grade for the overall grade:</b> 3,3%	
13	<b>Module Prerequisites:</b> none	
14	<b>Presence:</b> Presence is strongly recommended to warrant learning success	
15	<b>Mobility/Acknowledgement:</b>	
	<b>Use of the module for other course programs</b>	Master Business Administration, Master Economics
	<b>Module Title english</b>	Trade and Company Law
	<b>English translation of module components from section 3</b>	No 1: Trade law and Company Law I
No 2: Company Law II		
16	<b>Responsible Lecturer:</b> Professor Dr. Johann Winfried Kindl	<b>Department:</b> School of Business and Economics
	<b>Misc.:</b> Trade law and Company Law I will be offered in the winter term, Company law II in the summer term. Bachelor Business Administration: Track Accounting (additional module).	



# Hello World - Introduction to Data Science

<b>Module Title english:</b>		Hello World - Introduction to Data Science			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> TRB 9	<b>State:</b> Elective	<b>Language of Instruction:</b> English		
<b>2</b>	<b>Turn:</b> each winter semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b> <b>Self-Study (h)</b>
	1	Lecture	Introduction to Data Science	Compulsory	30 h (2 CH)      60
	2	Exercise	Tutorial Introduction to Data Science	Compulsory	30 h (2 CH)      60
<b>4</b>	<b>Module Profile:</b>				
<b>5</b>	<b>Learning outcomes:</b>				
<b>6</b>	<b>Description of possible electives within the modules:</b> none				
<b>7</b>	<b>Examination:</b> Final Module Exam				
<b>8</b>	<b>Relevant Work:</b>				
	<b>No</b>	<b>Number and Type; Connection to Course</b>	<b>Duration</b>	<b>Part of final mark in %</b>	
	1	Project work (in groups)	maximum of 60 pages	100 %	
<b>9</b>	<b>Study Work:</b> none				
<b>10</b>	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.				
<b>11</b>	<b>CP Assignment:</b>				
	<b>Presence</b>	No 1		1.00 CP	
		No 2		1.00 CP	
	<b>Relevant Work</b>	No 1		4.00 CP	
<b>Total</b>			6 CP		

12	<b>Weight of the module grade for the overall grade:</b> 3,3%	
13	<b>Module Prerequisites:</b> none	
14	<b>Presence:</b> Presence is strongly recommended to warrant learning success.	
15	<b>Mobility/Acknowledgement:</b>	
	<b>Use of the module for other course programs</b>	Bachelor Economics
	<b>Module Title english</b>	Hello World - Introduction to Data Science
	<b>English translation of module components from section 3</b>	No 1: Introduction to Data Science No 2: Tutorial Introduction to Data Science
16	<b>Responsible Lecturer:</b> Prof. Dr. Raoul Kübler	<b>Department:</b> University of Münster, School of Business and Economics
17	<b>Misc.:</b> Track Data Analytics (core subject).	

# Human Resource Management & Entrepreneurship

<b>Module Title english:</b>		Human Resource Management & Entrepreneurship			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> TRB 10	<b>State:</b> Elective	<b>Language of Instruction:</b> German		
<b>2</b>	<b>Turn:</b> each semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b> <b>Self-Study (h)</b>
	1	Lecture	Human Resource Management & Entrepreneurship	Compulsory	30 h (2 CH)   60
	2	Exercise	Tutorial Human Resource Management & Entrepreneurship	Compulsory	30 h (2 CH)   60
<b>4</b>	<b>Module Profile:</b>				
	<b>Course content:</b>				
	In this module the basic knowledge for a successful Human Resource Management is imparted. A special focus is put on start-ups and newly founded companies. These companies face special challenges in HRM.				
	<b>Themes</b>	<b>Learning objectives</b>			
	Recruiting:	<ul style="list-style-type: none"> <li>• Introduction to employer branding</li> <li>• "War for talents": how can a start-up outperform larger organizations?</li> <li>• Personnel marketing in the start-up phase</li> <li>• Digitalization in recruiting</li> </ul>			
Assessment:	<ul style="list-style-type: none"> <li>• Personnel selection according to DIN 33430 for start-ups, including <ul style="list-style-type: none"> <li>o Job analysis</li> <li>o Psychometric Properties of test procedures</li> <li>o Psychological assessment in personnel selection</li> </ul> </li> </ul>				
HR development:	<ul style="list-style-type: none"> <li>• Importance of first employees</li> <li>• Methods of HR development</li> <li>• Strategic personnel development in start-ups</li> <li>• Leadership &amp; Teamwork</li> <li>• Increasing innovation</li> </ul>				
The entrepreneur	<ul style="list-style-type: none"> <li>• Entrepreneurs as the centrum of an organization?</li> <li>• Requirements for entrepreneurs in HR (e.g. HR laws &amp; regulations)</li> </ul>				

	<ul style="list-style-type: none"> <li>• What makes an entrepreneur? Impetus for self-analysis</li> <li>• Psychological constructs related to entrepreneurship: Psychological key competencies in building a company</li> </ul>								
5	<p><b>Learning outcomes:</b></p> <p><b>Academic:</b> The following competencies from the field of business psychology and HRM will be taught:</p> <ul style="list-style-type: none"> <li>• Conception of a successful recruiting strategy for a start-up, as well as the theoretical models background from the field of an employer branding.</li> <li>• Knowledge for the The process and function of personnel marketing in start-ups selection of the right personnel marketing instruments</li> <li>• Carrying out a How to conduct a job analysis requirements analysis</li> <li>• Acquisition of knowledge about psychometric test instruments for performance and personality measurement</li> <li>• Personnel selection according to DIN 33430 for start-ups. Using examples, the participants are students will be introduced to the application and evaluation of an the test procedures assessment center</li> <li>• Acquisition of Knowledge knowledge of about classical and innovative methods of personnel development, especially for the promotion field of leadership, teamwork, innovation and entrepreneurship</li> </ul> <p>Further professional competencies:</p> <ul style="list-style-type: none"> <li>• Statistical basics of classical test theory (test theory)</li> <li>• Statistical models to calculate benefits of recruitment and selection Benefit models of HR selection (e.g., BCG model)</li> <li>• Basics of Machine Learning and NLP in the context of HR selection</li> <li>• Conception of HR strategies</li> </ul> <p><b>Soft skills:</b></p> <ul style="list-style-type: none"> <li>• Acquisition of knowledge about tatical training on the basics of psychometric Properties psychometric quality criteria.</li> <li>• Assessment and Ccritical classification evaluation of empirical studies in the field of psychology, and business ,and economics administration</li> <li>• Acquisition of knowledge of theabout the basic principles of successful HR management in start-ups</li> <li>• Potential analysis with regard to own start-up projects</li> </ul>								
6	<p><b>Description of possible electives within the modules:</b> none</p>								
7	<p><b>Examination:</b> Final Module Exam</p>								
8	<p><b>Relevant Work:</b></p> <table border="1"> <thead> <tr> <th>No</th> <th>Number and Type; Connection to Course</th> <th>Duration</th> <th>Part of final mark in %</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Written exam</td> <td>90 min.</td> <td>100 %</td> </tr> </tbody> </table>	No	Number and Type; Connection to Course	Duration	Part of final mark in %	1	Written exam	90 min.	100 %
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1	Written exam	90 min.	100 %						
9	<p><b>Study Work:</b> none</p>								
10	<p><b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.</p>								
11	<p><b>CP Assignment:</b></p>								

	<b>Presence</b>	No 1	1.00 CP
		No 2	1.00 CP
	<b>Relevant Work</b>	No 1	4.00 CP
	<b>Total</b>		6 CP
<b>12</b>	<b>Weight of the module grade for the overall grade:</b> 3,3%		
<b>13</b>	<b>Module Prerequisites:</b> none		
<b>14</b>	<b>Presence:</b> Presence is strongly recommended to warrant learning success.		
<b>15</b>	<b>Mobility/Acknowledgement:</b>		
	<b>Use of the module for other course programs</b>	Bachelor Economics	
<b>16</b>	<b>Responsible Lecturer:</b> Prof. Dr. David Bendig	<b>Department:</b> University of Münster, School of Business and Economics	
<b>17</b>	<b>Misc.:</b>		

# Consolidated Financial Statements

<b>Module Title english:</b>		Consolidated Financial Statements			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> TRB 11	<b>State:</b> Elective	<b>Language of Instruction:</b> German		
<b>2</b>	<b>Turn:</b> each winter semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b> <b>Self-Study (h)</b>
	1	Lecture	Consolidated Financial Statements	Compulsory	45 h (3 CH)   90
	2	Exercise	Tutorial on Consolidated Financial Statements	Compulsory	15 h (1 CH)   30
<b>4</b>	<b>Module Profile:</b>				
	<p><b>Purpose of the module/integration into curriculum</b>  Enterprises can be organized in different ways. For example, companies might legally be standalone entities, but, at the same time, they might be economically dependent on each other. These economically interconnected companies, so-called groups, are a challenge to financial reporting, as the individual statements of these companies lack information about the economic situation of the group as a whole. Subject of this module is the consolidation of individual financial statements into group financial statements. Thus, this module deepens students' knowledge on financial reporting.</p> <p><b>Course content:</b>  This module focuses mainly on consolidated financial statements prepared under HGB (German-GAAP) and International Financial Reporting Standards (IFRS). Students will learn the basics and fundamentals of consolidated financial statements accompanied by several consolidation techniques like the purchase method, the proportional consolidation and the equity method. These techniques are trained on the basis of practical examples. Moreover, legal requirements and the preparation of consolidated financial statements will be covered, as well as the scope of consolidated financial statements. Furthermore, specific questions with regard to consolidated financial statement like deferred taxes will be emphasized. Additionally, the fundamentals and basic principles of auditing will be covered. After successfully completing this module, students will have a deeper knowledge on consolidation, will be able to consolidate on their own, and will be able to understand related problems corporations and audit firms face in their daily work. This course is intended to be a lecture and, as such, the primary responsibility for learning will rest with the students. There will be examples to explain how to apply theory in "real" life. The objective is to develop a working knowledge of the basic principles of IFRS and consolidated financial statements (IFRS and HGB) in order to be able to adopt this knowledge to concrete accounting situations as they apply to corporations and audit firms. Background information in form of additional reading material will be provided. The quality of students learning experience will depend on the extent of their motivation, initiative, preparation for class, and attention during</p>				

	class. The instructor's role will be to support the learning experience by providing a course structure, course materials, and lectures.													
5	<p><b>Learning outcomes:</b></p> <p><b>Academic:</b> After successfully completing this module, students will have comprehensive knowledge on consolidated financial statements under both German GAAP and IFRS. Students will be able to consolidate on their own and thus be able to interpret group financial statements. Students will also be able to analyze issues related to consolidation from a theoretical-conceptual perspective. They will be equipped to assess consolidation regulations and techniques within a conceptual framework. Students will have a profound understanding of the topics covered and will be trained in maintaining a critical approach when assessing financial reporting principles.</p> <p><b>Soft skills:</b> After the successful completion of this module, students are able to analyze sound theoretical issues as well as to identify practical problem areas and solve them adequately. To adequately do so, they will be trained to gather information from (academic) literature on their own and assess their quality.</p>													
6	<b>Description of possible electives within the modules:</b> none													
7	<b>Examination:</b> Final Module Exam													
8	<p><b>Relevant Work:</b></p> <table border="1"> <thead> <tr> <th>No</th> <th>Number and Type; Connection to Course</th> <th>Duration</th> <th>Part of final mark in %</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Written Exam</td> <td>90 min.</td> <td>100 %</td> </tr> </tbody> </table>			No	Number and Type; Connection to Course	Duration	Part of final mark in %	1	Written Exam	90 min.	100 %			
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1	Written Exam	90 min.	100 %											
9	<b>Study Work:</b> none													
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.													
11	<p><b>CP Assignment:</b></p> <table border="1"> <tbody> <tr> <td rowspan="2"><b>Presence</b></td> <td>No 1</td> <td>1.50 CP</td> </tr> <tr> <td>No 2</td> <td>0.50 CP</td> </tr> <tr> <td><b>Relevant Work</b></td> <td>No 1</td> <td>4.00 CP</td> </tr> <tr> <td><b>Total</b></td> <td></td> <td>6 CP</td> </tr> </tbody> </table>			<b>Presence</b>	No 1	1.50 CP	No 2	0.50 CP	<b>Relevant Work</b>	No 1	4.00 CP	<b>Total</b>		6 CP
<b>Presence</b>	No 1	1.50 CP												
	No 2	0.50 CP												
<b>Relevant Work</b>	No 1	4.00 CP												
<b>Total</b>		6 CP												
12	<b>Weight of the module grade for the overall grade:</b> 3,3%													
13	<b>Module Prerequisites:</b> Recommended: Knowledge based on the modules Foundations of Accounting, and Financial Accounting and Taxation													
14	<b>Presence:</b> Presence is strongly recommended to warrant learning success.													

15	<b>Mobility/Acknowledgement:</b>	
	<b>Use of the module for other course programs</b>	Bachelor Economics, Bachelor Information Systems
16	<b>Responsible Lecturer:</b> Prof. Dr. Hans-Jürgen Kirsch	<b>Department:</b> School of Business and Economics
17	<b>Misc.:</b> The module is a core module in the accounting track.	



# Marketing Strategy in Action

<b>Module Title english:</b>		Marketing Strategy in Action			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> TRB 12	<b>State:</b> Elective	<b>Language of Instruction:</b> English		
<b>2</b>	<b>Turn:</b> each summer semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b> <b>Self-Study (h)</b>
	1	Seminar	Marketing Strategy in Action	Elective	30 h (2 CH)    150
<b>4</b>	<b>Module Profile:</b>				
<b>5</b>	<b>Learning outcomes:</b>				
	<b>Academic:</b>				
	- Ability to solve a given problem in a realistic situation using learned methods.				
	- Analyze, evaluate and synthesize the influence of environmental and organizational forces.				
- Anticipate and forecast changes in competitor and customer behavior.					
<b>6</b>	<b>Description of possible electives within the modules:</b> none				
<b>7</b>	<b>Examination:</b> Final Module Exam				
<b>8</b>	<b>Relevant Work:</b>				
	<b>No</b>	<b>Number and Type; Connection to Course</b>	<b>Duration</b>	<b>Part of final mark in %</b>	
	1	Group work: presentation, simulation game	approx. 30 min.	100 %	
<b>9</b>	<b>Study Work:</b>				
	<b>No</b>	<b>Number and Type; Connection to Course</b>	<b>Duration</b>		
	1	Written exam	45 min.		
	2	presentation (in group)	approx. 30 min.		
<b>10</b>	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.				
<b>11</b>	<b>CP Assignment:</b>				
	<b>Presence</b>	No 1		1.00 CP	

	<b>Relevant Work</b>	No 1	4.00 CP
	<b>Study Work</b>	No 1	0.50 CP
		No 2	0.50 CP
	<b>Total</b>		6 CP
<b>12</b>	<b>Weight of the module grade for the overall grade:</b> 3,3%		
<b>13</b>	<b>Module Prerequisites:</b> noneW		
<b>14</b>	<b>Presence:</b> Presence is strongly recommended to warrant learning success.		
<b>15</b>	<b>Mobility/Acknowledgement:</b>		
	<b>Use of the module for other course programs</b>	Bachelor Economics, Bachelor Information Systems	
<b>16</b>	<b>Responsible Lecturer:</b> Professor Dr. Manfred Krafft	<b>Department:</b> University of Münster, School of Business and Economics	
<b>17</b>	<b>Misc.:</b> The module is a core module in the marketing track.		

# Public Firms

<b>Module Title english:</b>		Public Firms			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> TRB 13	<b>State:</b> Elective	<b>Language of Instruction:</b> German		
<b>2</b>	<b>Turn:</b> each winter semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b>
					<b>Self-Study (h)</b>
	1	Lecture	Public Firms	Compulsory	30 h (2 CH) 60
	2	Exercise	Exercise Public Firms	Compulsory	30 h (2 CH) 60
<b>4</b>	<b>Module Profile:</b> <b>Purpose of the module/integration into curriculum</b> The module can be understood by itself, however, see 12. <b>Course content:</b> Subject of this module are the peculiarities of public firms.				
<b>5</b>	<b>Learning outcomes:</b> <b>Academic:</b> The students recognise the peculiarities of public firms and can apply their general management knowledge on them. <b>Soft skills:</b> The students learn to understand and actively apply arguments. The exercise includes teamwork and the application of presentation skills.				
<b>6</b>	<b>Description of possible electives within the modules:</b> none				
<b>7</b>	<b>Examination:</b> Examinations for every part of the module				
<b>8</b>	<b>Relevant Work:</b>				
	<b>No</b>	<b>Number and Type; Connection to Course</b>		<b>Duration</b>	<b>Part of final mark in %</b>
	1	Written exam on Public Firms (No. 1)		90 min.	50 %
		Work in Exercises (No. 2):			
	1	Assignment 1		2 p.	5,6 %
	2	Assignment 2		2 p.	5,6 %
3	Assignment 3		2 p.	5,6 %	

	4	Short Präsentation	10 min.	16.6 %
	5	Test exam	90 min.	16.6 %
<b>9</b>	<b>Study Work:</b> none			
<b>10</b>	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.			
<b>11</b>	<b>CP Assignment:</b>			
	<b>Presence</b>	No 1		1.00 CP
		No 2		1.00 CP
	<b>Relevant Work</b>	No 1		2.00 CP
		No 2		0,33 CP
		No 3		0,33 CP
		No 4		0,33 CP
		No 5		0,50 CP
		No 6		0,50 CP
<b>Total</b>			6 CP	
<b>12</b>	<b>Weight of the module grade for the overall grade:</b> 3,3%			
<b>13</b>	<b>Module Prerequisites:</b> Knowledge of foundations of management and Microeconomics I.			
<b>14</b>	<b>Presence:</b> Presence is strongly recommended to warrant learning success			
<b>15</b>	<b>Mobility/Acknowledgement:</b>			
	<b>Use of the module for other course programs</b>	Bachelor Economics, Bachelor Politics and Economics, Bachelor Economics and Law, Dual Bachelor Economics		
<b>16</b>	<b>Responsible Lecturer:</b> Prof. Dr. Alexander Dilger		<b>Department:</b> School of Business and Economics	
<b>17</b>	<b>Misc.:</b> Track Management (additional subject)			

# Operations Management

<b>Module Title english:</b>		Operations Management			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> TRB 14	<b>State:</b> Elective	<b>Language of Instruction:</b> German or English		
<b>2</b>	<b>Turn:</b> each winter semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b>
					<b>Self-Study (h)</b>
	1	Lecture	Operations Management	Compulsory	30 h (2 CH) 60
	2	Exercise	Tutorial Operations Management	Compulsory	30 h (2 CH) 60
<b>4</b>	<b>Module Profile:</b>				
	<p><b>Purpose of the module/integration into curriculum</b>            Operations Management covers the management of production and service processes in companies and is rooted in the functional area of operations. The processes considered in this functional area are closely related to processes of marketing, controlling and financial management, which are considered in other modules. For example, it is important for the inventory management of products to know the sales campaigns planned in Marketing. This module provides an introduction to operations management. Using selected practical case studies, it shows the areas of application of Operations Management, imparts its basic qualitative and quantitative methods and describes the successful use of these methods within a company. In the tutorial, tasks are used to apply the lectures' contents to concrete problems and deepen the students' knowledge. Students should have successfully completed the first and second semester. With regard to other courses, knowledge from the lecture "Analysis for Economists" as well as "Statistics I" is recommended.</p> <p><b>Course content:</b>            The core objective of this module is to teach the most important qualitative and quantitative methods under the below themes.</p>				
	<b>Themes</b>	<b>Learning objectives</b>			
	Forecasting and Demand Planning	Be able to distinguish between the different types of quantitative and qualitative models. Be able to determine and apply a forecast model suitable for the data at hand. Be able to assess the quality of forecasts.			
	Location Planning	Learn and be able to apply various approaches to making different decisions in location planning.			
	Process Design	Learn to model, evaluate, and improve processes using various approaches. Be able to apply basic elements of queuing theory in process design.			

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Scheduling Operations	Know the objectives of scheduling and be able to apply the respective methods, e.g., distributing tasks to different processing stations and determining the order in which they are processed. Know and be able to apply different approaches to route planning.								
5	<p><b>Learning outcomes:</b></p> <p><b>Academic:</b> The student should demonstrate the ability to reproduce his knowledge about the concepts and methods of Operations Management, to apply that knowledge to a new context, and to integrate and apply the taught themes.</p> <p><b>Soft skills:</b> By preparing and reviewing the lecture contents and tasks given in the exercise in workgroups during their self-study, students improve their team work skill. This is supported by a Learnweb discussion forum that is guided by the chair. Furthermore, this course increases their ability to understand formal texts (like mathematical formulas) and to solve quantitative tasks.</p>								
6	<p><b>Description of possible electives within the modules:</b> none</p>								
7	<p><b>Examination:</b> Final Module Exam</p>								
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9	<p><b>Study Work:</b> none</p>								
10	<p><b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.</p>								
11	<p><b>CP Assignment:</b></p> <table border="1"> <tr> <td rowspan="2"><b>Presence</b></td> <td>No 1</td> <td>1.00 CP</td> </tr> <tr> <td>No 2</td> <td>1.00 CP</td> </tr> <tr> <td><b>Relevant Work</b></td> <td>No 1</td> <td>4.00 CP</td> </tr> </table>	<b>Presence</b>	No 1	1.00 CP	No 2	1.00 CP	<b>Relevant Work</b>	No 1	4.00 CP
<b>Presence</b>	No 1		1.00 CP						
	No 2	1.00 CP							
<b>Relevant Work</b>	No 1	4.00 CP							

	<b>Total</b>	6 CP
<b>12</b>	<b>Weight of the module grade for the overall grade:</b> 3,3%	
<b>13</b>	<b>Module Prerequisites:</b> Students should have successfully passed the first and the second semester, especially the lectures “Analysis for Business/Economics” and “Data Science I”.	
<b>14</b>	<b>Presence:</b> Presence is strongly recommended to warrant learning success	
<b>15</b>	<b>Mobility/Acknowledgement:</b>	
	<b>Use of the module for other course programs</b>	Bachelor Economics, Bachelor Information Systems
<b>16</b>	<b>Responsible Lecturer:</b> Prof. Dr.-Ing. Bernd Hellingrath	<b>Department:</b> School of Business and Economics
<b>17</b>	<b>Misc.:</b> For the Bachelor Business Administration: Track Operations & Supply Chain Management (core subject).	

# Price Management

<b>Module Title english:</b>		Price Management			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> TRB 15	<b>State:</b> Elective	<b>Language of Instruction:</b> English		
<b>2</b>	<b>Turn:</b> each winter semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b> <b>Self-Study (h)</b>
	1	Lecture	Price Management	Compulsory	30 h (2 CH)    60
	2	Exercise	Tutorial on Price Management	Compulsory	30 h (2 CH)    60
<b>4</b>	<b>Module Profile:</b>				
	<b>Purpose of the module/integration into curriculum</b>				
	This teaching unit is an in-depth lecture in the field of price management. The module builds on the basic modules Marketing Management and Marketing Analytics and on contents of Microeconomics.				
	<b>Course content:</b>				
	This teaching unit deals with the business perspective of price management, addresses specific objectives and tools of price management, and highlights both strategic and operational aspects of the pricing process.				
	<b>Themes</b>		<b>Learning objectives</b>		
	Price Strategy		Students will be able to explain the objectives of price management and the basic strategies of price positioning.		
Price Analysis		Students will understand the relevant variables influencing price determination, will be able to analyze price-demand functions, and will learn methods for measuring consumers' willingness to pay.			
Price Setting		Students will be able to perform price optimization and explain both single and multi-dimensional approaches to pricing.			
Price Communication and Implementation		Students will understand the fundamentals of behavioral pricing and learn what business decisions need to be made when implementing prices.			
Price Monitoring and Adjustment		Students understand the functions of price monitoring and can explain selected tools of price controlling.			



5	<p><b>Learning outcomes:</b>  <b>Academic:</b>  Students will be able to ...</p> <ul style="list-style-type: none"> <li>- provide a comprehensive overview of price management from a business perspective;</li> <li>- separate strategic and operational aspects of price management and assign them to the different stages of the price management process;</li> <li>- perform basic mathematical considerations for price management such as the analysis of a price-demand function or price optimization;</li> <li>- apply behavioral and psychological aspects to support pricing decisions.</li> </ul> <p><b>Soft skills:</b>  Since the module is conducted in English, the students' "Business English" skills are sustainably promoted.</p>													
6	<p><b>Description of possible electives within the modules:</b>  none</p>													
7	<p><b>Examination:</b> Final Module Exam</p>													
8	<p><b>Relevant Work:</b></p> <table border="1" data-bbox="217 846 1437 958"> <thead> <tr> <th data-bbox="217 846 280 902">No</th> <th data-bbox="280 846 879 902">Number and Type; Connection to Course</th> <th data-bbox="879 846 1110 902">Duration</th> <th data-bbox="1110 846 1437 902">Part of final mark in %</th> </tr> </thead> <tbody> <tr> <td data-bbox="217 902 280 958">1</td> <td data-bbox="280 902 879 958">Written exam</td> <td data-bbox="879 902 1110 958">90 min.</td> <td data-bbox="1110 902 1437 958">100 %</td> </tr> </tbody> </table>			No	Number and Type; Connection to Course	Duration	Part of final mark in %	1	Written exam	90 min.	100 %			
No	Number and Type; Connection to Course	Duration	Part of final mark in %											
1	Written exam	90 min.	100 %											
9	<p><b>Study Work:</b> none</p>													
10	<p><b>Prerequisites for Credit Points:</b>  The credit points will be granted after all relevant work and study work have been successfully completed.</p>													
11	<p><b>CP Assignment:</b></p> <table border="1" data-bbox="217 1272 1437 1507"> <tbody> <tr> <td data-bbox="217 1272 635 1344" rowspan="2"><b>Presence</b></td> <td data-bbox="635 1272 1038 1328">No 1</td> <td data-bbox="1038 1272 1437 1328">1.00 CP</td> </tr> <tr> <td data-bbox="635 1328 1038 1384">No 2</td> <td data-bbox="1038 1328 1437 1384">1.00 CP</td> </tr> <tr> <td data-bbox="217 1384 635 1440"><b>Relevant Work</b></td> <td data-bbox="635 1384 1038 1440">No 1</td> <td data-bbox="1038 1384 1437 1440">4.00 CP</td> </tr> <tr> <td data-bbox="217 1440 635 1507"><b>Total</b></td> <td data-bbox="635 1440 1038 1507"></td> <td data-bbox="1038 1440 1437 1507">6 CP</td> </tr> </tbody> </table>			<b>Presence</b>	No 1	1.00 CP	No 2	1.00 CP	<b>Relevant Work</b>	No 1	4.00 CP	<b>Total</b>		6 CP
<b>Presence</b>	No 1	1.00 CP												
	No 2	1.00 CP												
<b>Relevant Work</b>	No 1	4.00 CP												
<b>Total</b>		6 CP												
12	<p><b>Weight of the module grade for the overall grade:</b>  3,3%</p>													
13	<p><b>Module Prerequisites:</b>  none</p>													
14	<p><b>Presence:</b>  Attendance is strongly recommended to enhance learning.</p>													
15	<p><b>Mobility/Acknowledgement:</b></p> <table border="1" data-bbox="217 1921 1437 2016"> <tbody> <tr> <td data-bbox="217 1921 826 2016"><b>Use of the module for other course programs</b></td> <td data-bbox="826 1921 1437 2016">Bachelor Economics, Bachelor Information Systems</td> </tr> </tbody> </table>			<b>Use of the module for other course programs</b>	Bachelor Economics, Bachelor Information Systems									
<b>Use of the module for other course programs</b>	Bachelor Economics, Bachelor Information Systems													

16	<b>Responsible Lecturer:</b> Professor Dr. Manfred Krafft	<b>Department:</b> University of Münster, School of Business and Economics
17	<b>Misc.:</b> Tracks: Marketing (core module).	

# Principles of Entrepreneurship

<b>Module Title english:</b>		Principles of Entrepreneurship			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> TRB 16	<b>State:</b> Elective	<b>Language of Instruction:</b> English		
<b>2</b>	<b>Turn:</b> each summer semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b>   <b>Self-Study (h)</b>
	1	Lecture	Principles of Entrepreneurship	Compulsory	30 h (2 CH)   60
	2	Exercise	Tutorial Principles of Entrepreneurship	Compulsory	30 h (2 CH)   60
<b>4</b>	<b>Module Profile:</b>				
	<p><b>Purpose of the module/integration into curriculum</b> This module gives an introduction to the topic of entrepreneurship. Hence, no previous knowledge from other modules is required.</p> <p><b>Course content:</b> This module gives an introduction to the topic of entrepreneurship. The learning content includes fundamentals of entrepreneurship with regard to entrepreneurial decision-making, the creation of business models and the recognition of opportunities and risks. Participants will learn how to think and act entrepreneurial, allowing for the successful implementation of ideas and innovation processes.</p>				
<b>5</b>	<b>Learning outcomes:</b>				
	<p><b>Academic:</b> The students</p> <ul style="list-style-type: none"> <li>- develop a profound understanding of the entrepreneurial mindset</li> <li>- understand how to manage opportunities and challenges concerning entrepreneurial activities</li> <li>- develop an understanding of the innovation process</li> <li>- comprehend the relevance of customer needs for new product development</li> <li>- understand how to finance the foundation and growth of a new venture</li> </ul> <p><b>Soft skills:</b> The students learn how to convince important stakeholders of their idea within a pitch situation (optional)</p>				
<b>6</b>	<b>Description of possible electives within the modules:</b> none				
<b>7</b>	<b>Examination:</b> Final Module Exam				
<b>8</b>	<b>Relevant Work:</b>				
	<b>No</b>	<b>Number and Type; Connection to Course</b>	<b>Duration</b>	<b>Part of final mark in %</b>	

	1	Written exam	120 min.	100 %
9	<b>Study Work:</b> none			
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.			
11	<b>CP Assignment:</b>			
	<b>Presence</b>	No 1	1.00 CP	
		No 2	1.00 CP	
	<b>Relevant Work</b>	No 1	4.00 CP	
<b>Total</b>		6 CP		
12	<b>Weight of the module grade for the overall grade:</b> 3,3%			
13	<b>Module Prerequisites:</b> none			
14	<b>Presence:</b> none			
15	<b>Mobility/Acknowledgement:</b>			
	<b>Use of the module for other course programs</b>	Bachelor Economics, Bachelor Information Systems		
16	<b>Responsible Lecturer:</b> Prof. Dr. David Bendig		<b>Department:</b> University of Münster, School of Business and Economics	
	17 <b>Misc.:</b> Track: Entrepreneurship and Innovation – core course			

# Quantitative Methods in Logistics

<b>Module Title english:</b>		Quantitative Methods in Logistics			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> TRB 17	<b>State:</b> Elective	<b>Language of Instruction:</b> German		
<b>2</b>	<b>Turn:</b> each winter semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b>
					<b>Self-Study (h)</b>
	1	Lecture	Quantitative Methods in Logistics	Compulsory	30 h (2 CH) 60
	2	Exercise	Practice Quantitative Methods in Logistics	Compulsory	30 h (2 CH) 60
<b>4</b>	<b>Module Profile:</b>				
	<b>Purpose of the module/integration into curriculum</b>				
	<p>Many logistics driven companies aim at achieving a significant competitive advantage by using – on top of best practices and standard processes - advanced methods for operational decision making. In order to be able to assess given methods and to deliberately develop better methods, it is necessary to model the operational logistics decision problems of a company mathematically, and to understand the relationship between model characteristics and solution methods. This module provides both an introduction to mathematical modeling of operational logistics decision problems and an understanding of the relationship between model characteristics and solution methods. For each of the basic operational logistics problem classes, typical operational decision problems are identified, modeled mathematically, and analyzed with respect to possible solution methods. In the exercise part of the module, modeling techniques are applied, and the understanding of solution methods for the discusses types of decision problems is consolidated. The module provides the basics required for independent method development. This module and the module Operations Management complement each other.</p>				
	<b>Course content:</b>				
The module provides an introduction to both modeling operational decision problems in logistics and the corresponding solution methods.					
	<b>Themes</b>	<b>Learning objectives</b>			
	Modeling basics	Get to know the basic approach of mathematical modeling of operational decision problems in logistics.			
	Network Flow Problems	Be able to identify network flow problems and to model network flow problems mathematically. Get to know and be able to apply the principal solution methods for network flow problems. Understand the relationship between model and solution method for network flow problems.			
	Vehicle Routing Problems	Be able to identify vehicle routing problems and to model network flow problems mathematically. Get to know and be able to apply the principal			

		solution methods for vehicle routing problems. Understand the relationship between model and solution method for vehicle routing problems.															
	Inventory Management Problems	Be able to identify inventory management problems and to model inventory management problems mathematically. Get to know and be able to apply the principal solution methods for inventory management problems. Understand the relationship between model and solution method for inventory management problems.															
5	<p><b>Learning outcomes:</b></p> <p><b>Academic:</b> The attendees of the module are eventually able to identify in a real-world context the different types of logistics decision problems in the areas network flows, vehicle routing, and inventory management. Moreover the attendees are able to model the identified decision problem formally, and to create model variants such that different types of solution methods can be applied. The gathered knowledge about the relationship between mathematical model and solution methods provides the attendees with a starting point for method development from scratch.</p> <p><b>Soft skills:</b> The module trains analytical thinking. The attendees work on related exercise tasks and are thereby encouraged to interact and discuss with each other. The discussion is supported by members of the teaching unit. By presenting the results of the exercises in the style of a scientific conference, the attendees acquire presentation skills and science communication skills.</p>																
6	<b>Description of possible electives within the modules:</b> none																
7	<b>Examination:</b> Examinations for every part of the module																
8	<p><b>Relevant Work:</b></p> <table border="1"> <thead> <tr> <th>No</th> <th>Number and Type; Connection to Course</th> <th>Duration</th> <th>Part of final mark in %</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Written exam</td> <td>maximum of 120 min.</td> <td>50 %</td> </tr> <tr> <td>2</td> <td>Case studies with written assignment and presentation (can be in group)</td> <td>maximum of 20 pages, maximum of 30 min.</td> <td>50 %</td> </tr> </tbody> </table>				No	Number and Type; Connection to Course	Duration	Part of final mark in %	1	Written exam	maximum of 120 min.	50 %	2	Case studies with written assignment and presentation (can be in group)	maximum of 20 pages, maximum of 30 min.	50 %	
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1	Written exam	maximum of 120 min.	50 %														
2	Case studies with written assignment and presentation (can be in group)	maximum of 20 pages, maximum of 30 min.	50 %														
9	<b>Study Work:</b> none																
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.																
11	<p><b>CP Assignment:</b></p> <table border="1"> <tbody> <tr> <td rowspan="2"><b>Presence</b></td> <td>No 1</td> <td>1.00 CP</td> </tr> <tr> <td>No 2</td> <td>1.00 CP</td> </tr> <tr> <td rowspan="2"><b>Relevant Work</b></td> <td>No 1</td> <td>2.00 CP</td> </tr> <tr> <td>No 2</td> <td>2.00 CP</td> </tr> <tr> <td><b>Total</b></td> <td></td> <td>6 CP</td> </tr> </tbody> </table>				<b>Presence</b>	No 1	1.00 CP	No 2	1.00 CP	<b>Relevant Work</b>	No 1	2.00 CP	No 2	2.00 CP	<b>Total</b>		6 CP
<b>Presence</b>	No 1	1.00 CP															
	No 2	1.00 CP															
<b>Relevant Work</b>	No 1	2.00 CP															
	No 2	2.00 CP															
<b>Total</b>		6 CP															

12	<b>Weight of the module grade for the overall grade:</b> 3,3%			
13	<b>Module Prerequisites:</b> The number of participants can be restricted.			
14	<b>Presence:</b> Presence is strongly recommended to warrant learning success.			
15	<b>Mobility/Acknowledgement:</b> <hr/> <table border="1" data-bbox="217 566 1437 622"> <tr> <td data-bbox="217 566 826 622"><b>Use of the module for other course programs</b></td> <td data-bbox="826 566 1437 622">Bachelor Information Systems</td> </tr> </table>		<b>Use of the module for other course programs</b>	Bachelor Information Systems
<b>Use of the module for other course programs</b>	Bachelor Information Systems			
16	<b>Responsible Lecturer:</b> Dr. Stephan Meisel	<b>Department:</b> University of Münster, School of Business and Economics		
17	<b>Misc.:</b>			

# Seminar in Business

<b>Module Title english:</b>		Seminar in Business			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> TRB 18	<b>State:</b> Elective	<b>Language of Instruction:</b> German or English		
<b>2</b>	<b>Turn:</b> each semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b> <b>Self-Study (h)</b>
	1	Seminar	Seminar in Business Administration	Compulsory	30 h (2 CH) 150
<b>4</b>	<b>Module Profile:</b>				
	<p><b>Purpose of the module/integration into curriculum</b> Students learn how to work scientifically by writing and presenting a term paper and get in-depth knowledge on a specific business subject.</p> <p><b>Course content:</b> Within the seminar, students write a term paper to a specific subject in one of the fields of Business Administration. The subjects vary in time and can be interdisciplinary. The paper will be presented (alone or in group, depending on seminar) and discussed. The Seminar in Business Administration has the goal that students learn how to individually work on a business problem with scientific methods within a prescribed time-span, to present the results in the paper in an adequate way and to present the results in the seminar. Students are thus prepared to write the Bachelor's thesis.</p>				
<b>5</b>	<b>Learning outcomes:</b>				
	<p><b>Academic:</b> Students broaden and deepen their knowledge in specific fields of Business Administration. They learn how to integrate different contents of Business Administration. They are trained to work with the scientific literature, to reflect on studies critically, to structure a problem and to formulate their own thoughts clearly.</p> <p><b>Soft skills:</b> To write a scientific text (term paper), time and self-management, presentation techniques, team work.</p>				
<b>6</b>	<b>Description of possible electives within the modules:</b> none				
<b>7</b>	<b>Examination:</b> Final Module Exam				
<b>8</b>	<b>Relevant Work:</b>				
	<b>No</b>	<b>Number and Type; Connection to Course</b>	<b>Duration</b>	<b>Part of final mark in %</b>	



	1	Term paper and presentation with discussion	Maximum of 15 pages and maximum of 90 min.	100 %
9	<b>Study Work:</b> none			
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.			
11	<b>CP Assignment:</b>			
	<b>Presence</b>	No 1	1.00 CP	
	<b>Relevant Work</b>	No 1	5.00 CP	
	<b>Total</b>		6 CP	
12	<b>Weight of the module grade for the overall grade:</b> 3,3%			
13	<b>Module Prerequisites:</b> The number of participants in the seminar can be limited.			
14	<b>Presence:</b> Presence is recommended to warrant learning success.			
15	<b>Mobility/Acknowledgement:</b>			
	<b>Use of the module for other course programs</b>	Bachelor Business Administration		
16	<b>Responsible Lecturer:</b> Professor Dr. Peter Kajüter		<b>Department:</b> University of Münster, School of Business and Economics	
	17			
<b>Misc.:</b> Depending on subject of the seminar: Track Accounting (additional subject) or Track Finance (additional subject) or other tracks				

# Special Topics in Accounting

<b>Module Title english:</b>		Special Topics in Accounting			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> TRB 20	<b>State:</b> Elective	<b>Language of Instruction:</b> German or English		
<b>2</b>	<b>Turn:</b> irregularly	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b> <b>Self-Study (h)</b>
	1	Lecture	Special Topics in Accounting	Elective	30 h (2 CH)    60
2	Exercise	Tutorial Special Topics in Accounting	Elective	30 h (2 CH)    60	
<b>4</b>	<b>Module Profile:</b>				
	<p><b>Purpose of the module/integration into curriculum</b> The module extends and deepens knowledge in the field of Accounting, especially concerning current issues.</p> <p><b>Course content:</b> In this module, current issues in the field of accounting are presented. The courses have varying contents, depending on the current developments and are carried out by different teachers. In the individual courses, tutorial content and case studies are integrated. In so doing particular attention is paid to the fact that the courses fit into the current research areas of accounting. Courses may vary each semester.</p>				
<b>5</b>	<b>Learning outcomes:</b>				
	<p><b>Academic:</b> The students get to know changing current issues and thereby also specialize depending on their specific area of interest. They learn techniques and methods, building on theoretical foundations, that qualify for starting a career in this particular field. Due to the close link between research and teaching in this module, students recognize the direct relation between economic research and timely professional requirements.</p> <p><b>Soft skills:</b> Students learn to critically reflect and discuss current issues in Business.</p>				
<b>6</b>	<b>Description of possible electives within the modules:</b> none				
<b>7</b>	<b>Examination:</b> Final Module Exam				
<b>8</b>	<b>Relevant Work:</b>				
	<b>No</b>	<b>Number and Type; Connection to Course</b>	<b>Duration</b>	<b>Part of final mark in %</b>	
	1	Final written exam	maximum of 120 min.	100 %	

9	<b>Study Work:</b>	
	<b>No</b>	<b>Number and Type; Connection to Course</b>
	1	According to the teacher one of the following: Presentation (approx. 30 min.) or written assignment (up to 600 words) or other equivalent seminar typical tasks.
		<b>Duration</b> approx. 30 min. or up to 600 words
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.	
11	<b>CP Assignment:</b>	
	<b>Presence</b>	No 1 1.00 CP
		No 2 1.00 CP
	<b>Relevant Work</b>	No 1 3.00 CP
	<b>Study Work</b>	No 1 1.00 CP
	<b>Total</b>	6 CP
12	<b>Weight of the module grade for the overall grade:</b> 3,3%	
13	<b>Module Prerequisites:</b> none	
14	<b>Presence:</b> Attendance is recommended to warrant learning success.	
15	<b>Mobility/Acknowledgement:</b>	
	<b>Use of the module for other course programs</b>	Bachelor Economics
16	<b>Responsible Lecturer:</b> Professor Dr. Peter Kajüter	<b>Department:</b> School of Business and Economics
17	<b>Misc.:</b> Track Accounting (additional subject)	

# Special Topics in Business Administration

<b>Module Title english:</b>		Special Topics in Business Administration A/ B			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> TRB 22	<b>State:</b> Elective	<b>Language of Instruction:</b> German or English		
<b>2</b>	<b>Turn:</b> irregularly	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b> <b>Self-Study (h)</b>
	1	Lecture	Special Topics in Business Administration	Compulsory	30 h (2 CH)   60
	2	Exercise	Tutorial Special Topics in Business Administration	Compulsory	30 h (2 CH)   60
<b>4</b>	<b>Module Profile:</b>				
	<p><b>Purpose of the module/integration into curriculum</b> The module extends and deepens knowledge in the field of business administration, especially concerning current issues.</p> <p><b>Course content:</b> In this module, current issues in the field of business administration are presented. The courses have varying contents, depending on the current developments and are carried out by different teachers. In the individual courses, tutorial content and case studies are integrated. In so doing particular attention is paid to the fact that the courses fit into the current research areas of business administration. Courses may vary each semester.</p>				
<b>5</b>	<b>Learning outcomes:</b>				
	<p><b>Academic:</b> The students get to know changing current or specific issues and thereby also specialize depending on their specific area of interest. They learn techniques and methods, building on theoretical foundations that qualify for starting a career in this particular field. Due to the close link between research and teaching in this module, students recognize the direct relation between economic research and timely professional requirements.</p> <p><b>Soft skills:</b> Students learn to critically reflect and discuss current issues in business.</p>				
<b>6</b>	<b>Description of possible electives within the modules:</b> Courses with a total of 6 CP have to be chosen				
<b>7</b>	<b>Examination:</b> Final Module Exam				
<b>8</b>	<b>Relevant Work:</b>				
	<b>No</b>	<b>Number and Type; Connection to Course</b>	<b>Duration</b>	<b>Part of final mark in %</b>	

	1	Final written exam	maximum of 120 min.	100 %
9	<b>Study Work:</b>			
	<b>No</b>	<b>Number and Type; Connection to Course</b>	<b>Duration</b>	
	1	According to the teacher one of the following: Presentation (approx. 30 min.) or written assignment (up to 600 words) or other equivalent seminar typical tasks.	approx. 30 min. or up to 600 words	
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.			
11	<b>CP Assignment:</b>			
	<b>Presence</b>	No 1	1.00 CP	
		No 2	1.00 CP	
	<b>Relevant Work</b>	No 1	3.00 CP	
	<b>Study Work</b>	No 1	1.00 CP	
	<b>Total</b>		6 CP	
12	<b>Weight of the module grade for the overall grade:</b> 3,3%			
13	<b>Module Prerequisites:</b> none			
14	<b>Presence:</b> Attendance is recommended to warrant learning success.			
15	<b>Mobility/Acknowledgement:</b>			
	<b>Use of the module for other course programs</b>	Bachelor Economics		
16	<b>Responsible Lecturer:</b> Professor Dr. Peter Kajüter		<b>Department:</b> School of Business and Economics	
	17 <b>Misc.:</b>			

# Special Topics in Finance

<b>Module Title english:</b>		Special Topics in Finance			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> TRB 24	<b>State:</b> Elective	<b>Language of Instruction:</b> German or English		
<b>2</b>	<b>Turn:</b> irregularly	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b> <b>Self-Study (h)</b>
	1	Lecture	Special Topics in Finance	Compulsory	30 h (2 CH) 60
	2	Exercise	Tutorial Special Topics in Finance	Compulsory	30 h (2 CH) 60
<b>4</b>	<b>Module Profile:</b>				
	<p><b>Purpose of the module/integration into curriculum</b> The module extends and deepens knowledge in the field of Business Administration, especially concerning current issues.</p> <p><b>Course content:</b> In this module, current issues in the field of finance are presented. The courses have varying contents, depending on the current developments and are carried out by different teachers. In the individual courses, tutorial content and case studies are integrated. In so doing particular attention is paid to the fact that the courses fit into the current research areas of finance. Courses may vary each semester.</p>				
<b>5</b>	<b>Learning outcomes:</b>				
	<p><b>Academic:</b> The students get to know changing current issues and thereby also specialize depending on their specific area of interest. They learn techniques and methods, building on theoretical foundations, that qualify for starting a career in this particular field. Due to the close link between research and teaching in this module, students recognize the direct relation between economic research and timely professional requirements.</p> <p><b>Soft skills:</b> Students learn important key skills. In addition to the ability to organize and work in a structured manner, time management is promoted through binding deadlines for submission have to be met if students work on an assignment. Writing an assignment trains students in scientific work. Working in groups strengthens teamwork skills.</p>				
<b>6</b>	<b>Description of possible electives within the modules:</b> none				
<b>7</b>	<b>Examination:</b> Final Module Exam				
<b>8</b>	<b>Relevant Work:</b>				

	No	Number and Type; Connection to Course	Duration	Part of final mark in %
	1	Written exam	maximum of 120 min.	100 %
	<b>Study Work:</b>			
	No	Number and Type; Connection to Course	Duration	
9	1	According to the teacher one of the following: Presentation (approx. 30 min.) or written assignment (up to 600 words) or other equivalent seminar typical tasks.	maximum of 30 min. or maximum of 600 words	
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.			
	<b>CP Assignment:</b>			
11	<b>Presence</b>	No 1	1.00 CP	
		No 2	1.00 CP	
	<b>Relevant Work</b>	No 1	3.00 CP	
	<b>Study Work</b>	No 1	1.00 CP	
	<b>Total</b>		6 CP	
12	<b>Weight of the module grade for the overall grade:</b> 3,3%			
13	<b>Module Prerequisites:</b> Recommend: Fundamentals of Finance			
14	<b>Presence:</b> Attendance is recommended to warrant learning success.			
15	<b>Mobility/Acknowledgement:</b>			
	<b>Use of the module for other course programs</b>	Bachelor Economics		
16	<b>Responsible Lecturer:</b> Professor Dr. Peter Kajüter		<b>Department:</b> School of Business and Economics	
17	<b>Misc.:</b> Track Finance (additional subject)			

# Special Topics in Management

<b>Module Title english:</b>		Special Topics in Management			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> TRB 26	<b>State:</b> Elective	<b>Language of Instruction:</b> German or English		
<b>2</b>	<b>Turn:</b> irregularly	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b>
					<b>Self-Study (h)</b>
	1	Lecture	Special Topics in Management	Compulsory	30 h (2 CH) 60
	2	Exercise	Tutorial Special Topics in Management	Compulsory	30 h (2 CH) 60
<b>4</b>	<b>Module Profile:</b>				
	<p><b>Purpose of the module/integration into curriculum</b> The module extends and deepens knowledge in the field of management, especially concerning current issues.</p> <p><b>Course content:</b> In this module, current issues in the field of management are presented. The courses have varying contents, depending on the current developments and are carried out by different teachers. In the individual courses, tutorial content and case studies are integrated. In so doing particular attention is paid to the fact that the courses fit into the current research area of management. Courses may vary each semester.</p>				
<b>5</b>	<b>Learning outcomes:</b>				
	<p><b>Academic:</b> The students get to know changing current issues and thereby also specialize depending on their specific area of interest. They learn techniques and methods, building on theoretical foundations, that qualify for starting a career in this particular field. Due to the close link between research and teaching in this module, students recognize the direct relation between economic research and timely professional requirements.</p> <p><b>Soft skills:</b> Depending on the design of the module, students learn important key skills. In addition to the ability to organize and work in a structured manner, time management is promoted through binding deadlines for submission have to be met if students work on case studies or an assignment/essay has to be written. Writing an assignment/essay trains students in scientific work and giving a presentation trains students in presentation skills and their communication skills. Working in groups strengthens teamwork skills.</p>				
<b>6</b>	<b>Description of possible electives within the modules:</b> none				
<b>7</b>	<b>Examination:</b> Examinations for every part of the module				



8	<b>Relevant Work:</b>			
	<b>No</b>	<b>Number and Type; Connection to Course</b>	<b>Duration</b>	<b>Part of final mark in %</b>
	1	Written exam	maximum of 120 min.	100 %
9	<b>Study Work:</b>			
	<b>No</b>	<b>Number and Type; Connection to Course</b>	<b>Duration</b>	
	1	According to the teacher one of the following: Presentation (approx. 30 min.) or written assignment (up to 600 words) or other equivalent seminar typical tasks.	maximum of 600 words or maximum of 30 min.	
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.			
11	<b>CP Assignment:</b>			
	<b>Presence</b>	No 1	1.00 CP	
		No 2	1.00 CP	
	<b>Relevant Work</b>	No 1	3.00 CP	
	<b>Study Work</b>	No 1	1.00 CP	
	<b>Total</b>		6 CP	
12	<b>Weight of the module grade for the overall grade:</b> 3,3%			
13	<b>Module Prerequisites:</b> none			
14	<b>Presence:</b> Attendance is recommended to warrant learning success.			
15	<b>Mobility/Acknowledgement:</b>			
	<b>Use of the module for other course programs</b>	Bachelor Economics		
16	<b>Responsible Lecturer:</b> Professor Dr. Peter Kajüter		<b>Department:</b> School of Business and Economics	
	17			
	<b>Misc.:</b> Track Management (additional subject)			

## Special Topics in Marketing

<b>Module Title english:</b>		Special Topics in Marketing			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> TRB 28	<b>State:</b> Elective	<b>Language of Instruction:</b> German or English		
<b>2</b>	<b>Turn:</b> irregularly	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b> <b>Self-Study (h)</b>
	1	Lecture	Special Topics in Marketing	Elective	30 h (2 CH)    60
	2	Exercise	Tutorial Special Topics in Marketing	Elective	30 h (2 CH)    60
<b>4</b>	<b>Module Profile:</b>				
	<p><b>Purpose of the module/integration into curriculum</b> The module extends and deepens knowledge in the field of Marketing, especially concerning current issues.</p> <p><b>Course content:</b> In this module, current issues in the field of marketing are presented. The courses have varying contents, depending on the current developments and are carried out by different teachers. In the individual courses, tutorial content and case studies are integrated. In so doing particular attention is paid to the fact that the courses fit into the current research areas of marketing. Courses may vary each semester.</p>				
<b>5</b>	<b>Learning outcomes:</b>				
	<p><b>Academic:</b> The students get to know changing current or specific issues and thereby also specialize depending on their specific area of interest. They learn techniques and methods, building on theoretical foundations, that qualify for starting a career in this particular field. Due to the close link between research and teaching in this module, students recognize the direct relation between economic research and timely professional requirements.</p> <p><b>Soft skills:</b> Depending on the design of the module, students learn important key skills. In addition to the ability to organize and work in a structured manner, time management is promoted through binding deadlines for submission have to be met if students work on case studies or an assignment has to be written. Writing an assignment trains students in scientific work and giving a presentation trains students in presentation skills and their communication skills. Working in groups strengthens teamwork skills.</p>				
<b>6</b>	<b>Description of possible electives within the modules:</b> none				
<b>7</b>	<b>Examination:</b> Examinations for every part of the module				

8	<b>Relevant Work:</b>			
	<b>No</b>	<b>Number and Type; Connection to Course</b>	<b>Duration</b>	<b>Part of final mark in %</b>
	1	Written exam	maximum of 120 min.	100 %
9	<b>Study Work:</b>			
	<b>No</b>	<b>Number and Type; Connection to Course</b>	<b>Duration</b>	
	1	According to the teacher one of the following: Presentation (approx. 30 min.) or written assignment (up to 600 words) or other equivalent seminar typical tasks.	maximum of 30 min. or maximum of 600 words	
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.			
11	<b>CP Assignment:</b>			
	<b>Presence</b>	No 1	1.00 CP	
		No 2	1.00 CP	
	<b>Relevant Work</b>	No 1	3.00 CP	
	<b>Study Work</b>	No 1	1.00 CP	
<b>Total</b>		6 CP		
12	<b>Weight of the module grade for the overall grade:</b> 3,3%			
13	<b>Module Prerequisites:</b> none			
14	<b>Presence:</b> Attendance is recommended to warrant learning success.			
15	<b>Mobility/Acknowledgement:</b>			
	<b>Use of the module for other course programs</b>	Bachelor Economics		
16	<b>Responsible Lecturer:</b> Professor Dr. Peter Kajüter		<b>Department:</b> School of Business and Economics	
17	<b>Misc.:</b> Track Marketing (additional subject)			

# Managing Radical Change and Innovation

<b>Module Title english:</b>		Special Topics in Radical Change + Transformation			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> TRB 39	<b>State:</b> Elective	<b>Language of Instruction:</b> German or English		
<b>2</b>	<b>Turn:</b> irregularly	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b> <b>Self-Study (h)</b>
	1	Lecture	Managing Radical Change and Innovation	Compulsory	30 h (2 CH)    60
	2	Exercise	Tutorial Managing Radical Change and Innovation	Compulsory	30 h (2 CH)    60
<b>4</b>	<b>Module Profile:</b>				
	<p><b>Purpose of the module/integration into curriculum</b>            The module extends and deepens knowledge in the field of Business Administration, with regard to current economic changes, especially with regard to labor and digitalization.</p> <p><b>Course content:</b>            Organizations need to cope with and manage the radical societal and technological changes they are facing to successfully transform their business. To achieve a successful transformation, people (i.e., leaders, employees, etc.) play a key role as they are an organization's most critical resources. Their experience, knowledge, and skills, along with their creativity, effort, and engagement, form the basis for an organization's ability to adapt and achieve sustainable success. People need to propose new ideas or improvements to current products and processes, and they are actively involved in driving or hindering change. Therefore, the focus of this module is on the human side of change and innovation. This module offers in-depth insights into change management, innovation management, and organizational behavior by examining the nature of individual and team behaviors in work environments facing times of radical change and by discussing how behaviors, emotions, and cognition affect the drive for change, creativity, and innovation. The course will discuss and explore different topics at the individual, team, and organizational levels in class. For instance, it focuses on topics related to assessing and fostering change, managing digital transformations, and innovator's resilience after failure experiences. Participants are encouraged to explore the interconnected nature of the various topics to be covered and to develop a holistic and critical understanding of the subject. A variety of different teaching and learning methods will be applied (e.g., presentations, case studies, simulations, reflective exercises) and participants are encouraged to be actively involved in classes.</p>				
<b>5</b>	<p><b>Learning outcomes:</b>            The objective of this course is to increase your understanding and abilities of how to effectively</p>				

	<p>manage radical change and innovation in today's work environments and develop organizations to remain competitive and innovative in today's fast changing world. On completion of this course you should be able to:</p> <ol style="list-style-type: none"> <li>1. Demonstrate an ability to critically discuss contents of the course and demonstrate how it is applicable to modern organizations.</li> <li>2. Diagnose the need for change and innovation within organizations and be able to apply appropriate diagnostic techniques.</li> <li>3. Explain how to foster creativity and innovation in teams and organizations.</li> <li>4. Understand the key challenges faced while driving change and innovation in organization and of how to deal with them.</li> <li>5. Appreciate the role of leadership, culture, and conflict within interventions and be able to identify appropriate frameworks for overcoming resistance to change and innovate.</li> </ol>																
6	<b>Description of possible electives within the modules:</b> none																
7	<b>Examination:</b> Final Module Exam																
8	<p><b>Relevant Work:</b></p> <table border="1"> <thead> <tr> <th>No</th> <th>Number and Type; Connection to Course</th> <th>Duration</th> <th>Part of final mark in %</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Final written exam</td> <td>maximum of 120 min.</td> <td>100 %</td> </tr> </tbody> </table>			No	Number and Type; Connection to Course	Duration	Part of final mark in %	1	Final written exam	maximum of 120 min.	100 %						
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<b>Presence</b>	No 1	1.00 CP															
	No 2	1.00 CP															
<b>Relevant Work</b>	No 1	3.00 CP															
<b>Study Work</b>	No 1	1.00 CP															
<b>Total</b>		6 CP															
12	<b>Weight of the module grade for the overall grade:</b> 3,3%																
13	<b>Module Prerequisites:</b> none																

14	<b>Presence:</b> Attendance is recommended to warrant learning success.	
15	<b>Mobility/Acknowledgement:</b> <hr/> <b>Use of the module for other course programs</b>   Bachelor Economics	
16	<b>Responsible Lecturer:</b> Professor Dr. Peter Kajüter	<b>Department:</b> School of Business and Economics
17	<b>Misc.:</b>	

## Supply Chain Logistics Management

<b>Module Title english:</b>		Supply Chain Logistics Management			
<b>Course Program:</b>		Bachelor Business Administration			
1	<b>Module No:</b> TRB 32	<b>State:</b> Elective	<b>Language of Instruction:</b> English		
2	<b>Turn:</b> each winter semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
3	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b>   <b>Self-Study (h)</b>
	1	Lecture	Supply Chain Logistics Management	Compulsory	30 h (2 CH)   60
	2	Exercise	Tutorial Supply Chain Logistics Management	Compulsory	30 h (2 CH)   60
4	<b>Module Profile:</b> <b>Purpose of the module/integration into curriculum</b> Logistics often is defined as having the right item in the right quantity at the right time at the right place for the right price in the right condition to the right customer. Logistics incorporates all industry sectors and is of high importance for every company producing and selling goods. While logistics is having a focus onto the operative processes, supply chain managements deals with the design, planning, execution, control, and monitoring of supply chains across several organizations, thus having a broader view than logistics. The lecture complements and extends the knowledge on logistics and supply chain management gained in the courses "Operations Management" and "Quantitative Methods in Logistics".				

	<p><b>Course content:</b> The course examines traditional logistics in the context of the supply chain. Topics covered in the course are:</p>														
	<b>Themes</b>	<b>Learning objectives</b>													
	Introduction	To understand the role of logistics in organizations. To learn the primary activities in logistics.													
	History of Logistics	To understand the evolution of logistics from a functional-specific towards a cross-functional and holistic entity.													
	Performance Measurement Systems	To learn different indicators for measuring the logistics performance. To understand the role of performance measurement systems in logistics.													
	Logistics and Supply Chain Management (SCM)	To understand the differences and connections between logistics and SCM.													
	Current Challenges and Trends in Logistics	To learn current developments and trends in logistics in academia and practice.													
5	<p><b>Learning outcomes:</b> <b>Academic:</b> After completing the module, students will know the essential activities in logistics and will be able to assess the special role of logistics for companies. The knowledge acquired helps in understanding and solving complex relationships and problems in logistics both within the company and along the supply chain. <b>Soft skills:</b> The preparation and follow-up of the contents of the lecture as well as the work on tasks in the exercises is carried out by the students in working groups, which strengthens their ability to work in a team. This is supported by personal supervision and a Learnweb discussion forum managed by the chair. Furthermore, the students gain valuable skills in public speaking by presenting the results of their exercises.</p>														
6	<p><b>Description of possible electives within the modules:</b> none</p>														
7	<p><b>Examination:</b> Examinations for every part of the module</p>														
8	<p><b>Relevant Work:</b></p> <table border="1"> <thead> <tr> <th>No</th> <th>Number and Type; Connection to Course</th> <th>Duration</th> <th>Part of final mark in %</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>written exam</td> <td>max. 120 Min.</td> <td>70 %</td> </tr> <tr> <td>2</td> <td>Case studies (can be in group)</td> <td>maximum of 10 pages</td> <td>30 %</td> </tr> </tbody> </table>			No	Number and Type; Connection to Course	Duration	Part of final mark in %	1	written exam	max. 120 Min.	70 %	2	Case studies (can be in group)	maximum of 10 pages	30 %
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1	written exam	max. 120 Min.	70 %												
2	Case studies (can be in group)	maximum of 10 pages	30 %												
9	<p><b>Study Work:</b> none</p>														
10	<p><b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.</p>														

11	<b>CP Assignment:</b>		
	<b>Presence</b>	No 1	1.00 CP
		No 2	1.00 CP
	<b>Relevant Work</b>	No 1	3.00 CP
		No 2	1.00 CP
<b>Total</b>		6 CP	
12	<b>Weight of the module grade for the overall grade:</b> 3,3%		
13	<b>Module Prerequisites:</b> The number of participants can be restricted.		
14	<b>Presence:</b> Presence is strongly recommended to warrant learning success.		
15	<b>Mobility/Acknowledgement:</b>		
	<b>Use of the module for other course programs</b>	Bachelor Economics	
16	<b>Responsible Lecturer:</b> Prof. Dr.-Ing. Bernd Hellingrath	<b>Department:</b> University of Münster, School of Business and Economics	
	17 <b>Misc.:</b> Track Operations & Supply Chain Management (additional subject).		



# Taxation

<b>Module Title english:</b>		Taxation				
<b>Course Program:</b>		Bachelor Business Administration				
<b>1</b>	<b>Module No:</b> TRB 33	<b>State:</b> Elective	<b>Language of Instruction:</b> German			
<b>2</b>	<b>Turn:</b> each semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180	
<b>3</b>	<b>Module Structure:</b>					
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>	
					<b>Presence (h + CH)</b>	
					<b>Self-Study (h)</b>	
	1	Lecture	Transaction Taxes	Compulsory	15 h (1 CH)	30
	2	Exercise	Tutorial on Transaction Taxes	Compulsory	15 h (1 CH)	30
3	Lecture	Income Taxes	Compulsory	15 h (1 CH)	30	
4	Exercise	Tutorial on Income Taxes	Compulsory	15 h (1 CH)	30	
<b>4</b>	<b>Module Profile:</b>					
	<p><b>Purpose of the module/integration into curriculum</b>            Integrated knowledge of tax law, taxing processes and tax effects on businesses is of great importance for efficient economic and business decisions. This does not only refer to the basic principles necessary to taxation, the different types of taxes, and taxpayers but requires profound skills in determining taxing consequences of alternative complex businesses. With respect to German tax law being one of the most complex and fastest changing ones in the world it is of great importance to consider tax consequences not only in advance but also as precisely as possible. The course Advanced Taxation builds on the module "Principles of Corporate Taxation" and extends the acquired knowledge in terms of transaction taxes and income taxes.</p> <p><b>Course content:</b>            The part Transaction Taxes provides a deeper understanding of value-added tax (VAT). In this respect, it elaborates on both national and international (EU and non-EU countries) aspects. The course may be extended by an excursus into real estate transfer tax. The part Income Taxes covers the taxation of partnerships, corporations and hybrid legal forms in an advanced way. After an intensive introduction into the relevant tax rules, the course focuses on making optimal business decisions from a tax perspective. The most important issue is the choice of the legal form. Both parts are accompanied by a tutorial, which helps to process the lecture's theoretical contents in practical cases.</p>					
<b>5</b>	<b>Learning outcomes:</b>					
	<p><b>Academic:</b>            After completing the course, students know about tax-relevant circumstances, are able to evaluate them and can structure them in an optimal economic way. Furthermore, they gain advanced knowledge about the consequences of taxes on business decisions. They are able to apply their knowledge on actual tax-related problems.            In the written examination, the student should demonstrate the ability</p> <ul style="list-style-type: none"> <li>• to develop a coherent argument within a limited period of time,</li> </ul>					

	<ul style="list-style-type: none"> <li>to integrate and apply several concepts and tax rules,</li> <li>to apply the tax concepts and tax rules to individual cases.</li> </ul> <p><b>Soft skills:</b> Students acquire knowledge through a combination of lecture, pre-processing and following up on lecture material, exercises. They are responsible for their own instructed search for information, including library, journals, internet etc. The solution of the exercises will be actively discussed in exercise sessions and moderated.</p>																	
6	<b>Description of possible electives within the modules:</b> none																	
7	<b>Examination:</b> Examinations for every part of the module																	
8	<p><b>Relevant Work:</b></p> <table border="1"> <thead> <tr> <th>No</th> <th>Number and Type; Connection to Course</th> <th>Duration</th> <th>Part of final mark in %</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Written exam on Transaction Tax (No. 1)</td> <td>60 min.</td> <td>50 %</td> </tr> <tr> <td>2</td> <td>Written exam on Income Tax (No. 3)</td> <td>60 min.</td> <td>50 %</td> </tr> </tbody> </table>	No	Number and Type; Connection to Course	Duration	Part of final mark in %	1	Written exam on Transaction Tax (No. 1)	60 min.	50 %	2	Written exam on Income Tax (No. 3)	60 min.	50 %					
No	Number and Type; Connection to Course	Duration	Part of final mark in %															
1	Written exam on Transaction Tax (No. 1)	60 min.	50 %															
2	Written exam on Income Tax (No. 3)	60 min.	50 %															
9	<b>Study Work:</b> none																	
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.																	
11	<p><b>CP Assignment:</b></p> <table border="1"> <tbody> <tr> <td rowspan="4"><b>Presence</b></td> <td>No 1</td> <td>0.50 CP</td> </tr> <tr> <td>No 2</td> <td>0.50 CP</td> </tr> <tr> <td>No 3</td> <td>0.50 CP</td> </tr> <tr> <td>No 4</td> <td>0.50 CP</td> </tr> <tr> <td rowspan="2"><b>Relevant Work</b></td> <td>No 1</td> <td>2.00 CP</td> </tr> <tr> <td>No 2</td> <td>2.00 CP</td> </tr> <tr> <td><b>Total</b></td> <td></td> <td>6 CP</td> </tr> </tbody> </table>	<b>Presence</b>	No 1	0.50 CP	No 2	0.50 CP	No 3	0.50 CP	No 4	0.50 CP	<b>Relevant Work</b>	No 1	2.00 CP	No 2	2.00 CP	<b>Total</b>		6 CP
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<b>Relevant Work</b>	No 1	2.00 CP																
	No 2	2.00 CP																
<b>Total</b>		6 CP																
12	<b>Weight of the module grade for the overall grade:</b> 3,3%																	
13	<b>Module Prerequisites:</b> Skills from the module "Principles of Corporate Taxation" are recommended.																	
14	<b>Presence:</b> Presence is strongly recommended to warrant learning success																	
15	<p><b>Mobility/Acknowledgement:</b></p> <table border="1"> <tbody> <tr> <td><b>Use of the module for other course programs</b></td> <td>Bachelor Economics, Bachelor Information Systems</td> </tr> </tbody> </table>	<b>Use of the module for other course programs</b>	Bachelor Economics, Bachelor Information Systems															
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	<b>Module Title english</b>	Taxation
<b>16</b>	<b>Responsible Lecturer:</b> Professor Dr. Christoph Watrin	<b>Department:</b> School of Business and Economics
<b>17</b>	<b>Misc.:</b> Track: Accounting (core module).	

# INTOP Business Simulation

<b>Module Title english:</b>		INTOP Business Simulation			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> TRB 34	<b>State:</b> Elective	<b>Language of Instruction:</b> English		
<b>2</b>	<b>Turn:</b> each winter semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b> <b>Self-Study (h)</b>
	1	Seminar	INTOP Business Simulation	Elective	60 h (4 CH)      120
<b>4</b>	<b>Module Profile:</b>				
	<p><b>Purpose of the module/integration into curriculum</b>            Students have to apply the theoretical knowledge that they have gained in the previous semesters to solve practical problems. The goal of the seminar is to understand the interaction between finance and accounting.</p> <p><b>Course content:</b>            INTOP (International Operations Simulation) is the first major business simulation to deal with the specific problems of multinational companies and worldwide business operations. INTOP derives its special significance from the fact, that the international market became an increasingly vital element of the business environment. INTOP simulates a supply oligopoly with a polypolistic demand structure. Because the participants, functioning as the executive boards of different publicly listed INTOP IV-companies, have the shareholders' capital at their disposal, they have to consider the interests of their investors when establishing a set of objectives. Therefore, the participants have the task to maximize their companies' cumulative profit under the constraint of a minimum equity ratio through the adjustment of decisions in the different company divisions. To take part in INTOP, interested students have to overcome an election process. Based on the written applications' evaluations 20-30 students will be elected. Selection criteria are high marks in former exams and an adequate knowledge achieved during previous education. The particular advantage of INTOP is the interdisciplinary aspect of the simulation: The decision-making process requires a number of truly entrepreneurial, strategic decisions relating to business objectives and operating principles. By providing the participants with a comprehensive set of given data, the business simulation emphasizes strategy, tactics and operational problems. With INTOP, the students have to determine the business size, target markets, marketing and production programs as well as the investment and finance policies and the company's organization. The major objective of INTOP is to enhance the understanding of problems of international business operations in general and of multinational enterprises in particular. The simulation is structured to provide training and education in both the fields of "general business administration" and "international management". In order to solve international entrepreneurial problems, the high level of realism of the simulation requires an advanced degree of analytical thinking, conceptual abilities and imagination.</p>				
	<b>Themes</b>	<b>Learning objectives</b>			

	<table border="1"> <tr> <td>INTOP: Finance:</td> <td>All participants learn to operate with short-term bank loans, treasury notes, credits from suppliers and non-interest-bearing receivables and liabilities.</td> </tr> <tr> <td>INTOP: Company Organization:</td> <td>Each team of students (company) has to appoint individual business responsibilities to each student. They must conduct the following activities: marketing/ market research, investment/ raw material purchasing/ production/ warehousing, research &amp; development/ patents, financing/ taxes/ logistics policy, information systems/ annual financial statements.</td> </tr> <tr> <td>INTOP: Marketing:</td> <td>The students achieve skills in the following areas: pricing policy, advertising policy, product design and assortment of goods policy, distribution policy and market research.</td> </tr> <tr> <td>INTOP: Production:</td> <td>The students learn to choose the right production program and to calculate the costs of production</td> </tr> <tr> <td>INTOP: Taxes:</td> <td>The educational objective is to learn how to best reduce tax expenses by applying the following options: inter-company pricing policy and interest policy for the invested capital.</td> </tr> </table>	INTOP: Finance:	All participants learn to operate with short-term bank loans, treasury notes, credits from suppliers and non-interest-bearing receivables and liabilities.	INTOP: Company Organization:	Each team of students (company) has to appoint individual business responsibilities to each student. They must conduct the following activities: marketing/ market research, investment/ raw material purchasing/ production/ warehousing, research & development/ patents, financing/ taxes/ logistics policy, information systems/ annual financial statements.	INTOP: Marketing:	The students achieve skills in the following areas: pricing policy, advertising policy, product design and assortment of goods policy, distribution policy and market research.	INTOP: Production:	The students learn to choose the right production program and to calculate the costs of production	INTOP: Taxes:	The educational objective is to learn how to best reduce tax expenses by applying the following options: inter-company pricing policy and interest policy for the invested capital.		
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5	<p><b>Learning outcomes:</b></p> <p><b>Academic:</b> The INTOP business simulation has various objectives: The participants must determine financial objectives, formulate accompanying strategies and make decisions each quarter according to their long-term strategy. The participants learn to establish the relationship between the decisions and their consequences and new decisions. The learning-by-doing-effect enables the participants to apply their prior knowledge.</p> <ul style="list-style-type: none"> <li>• The students are encouraged to reduce the time for making decisions which helps to focus on the most relevant decision criteria.</li> <li>• Based on experience made throughout the course of the simulation, the students learn to judge the importance of relevant economic instruments.</li> <li>• In order to solve international entrepreneurial problems, the high level of realism of the simulation requires an advanced degree of analytical thinking, conceptual abilities and imagination.</li> <li>• Inside the group assignment, the students should demonstrate the ability to productively work in groups and their ability to coordinate with peers.</li> </ul> <p><b>Soft skills:</b> In addition, students can solve complex problems in a team. They have advanced communication, presentation and conflict resolution skills.</p>												
6	<b>Description of possible electives within the modules:</b> none												
7	<b>Examination:</b> Examinations for every part of the module												
8	<p><b>Relevant Work:</b></p> <table border="1"> <thead> <tr> <th>No</th> <th>Number and Type; Connection to Course</th> <th>Duration</th> <th>Part of final mark in %</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>seminar paper on INTOP (subject will be given at the beginning of the semester)</td> <td>8 - 10 pages</td> <td>40 %</td> </tr> <tr> <td>2</td> <td>INTOP Business Simulation Game: written paper on the management decisions</td> <td>maximum of 15 pages</td> <td>40 %</td> </tr> </tbody> </table>	No	Number and Type; Connection to Course	Duration	Part of final mark in %	1	seminar paper on INTOP (subject will be given at the beginning of the semester)	8 - 10 pages	40 %	2	INTOP Business Simulation Game: written paper on the management decisions	maximum of 15 pages	40 %
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1	seminar paper on INTOP (subject will be given at the beginning of the semester)	8 - 10 pages	40 %										
2	INTOP Business Simulation Game: written paper on the management decisions	maximum of 15 pages	40 %										

	3	Presentation & defence (INTOP)	45 min. per group	20 %
9	<b>Study Work:</b> none			
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.			
11	<b>CP Assignment:</b>			
	<b>Presence</b>	No 1	2.00 CP	
	<b>Relevant Work</b>	No 1	1.50 CP	
		No 2	1.50 CP	
		No 3	1.00 CP	
<b>Total</b>		6 CP		
12	<b>Weight of the module grade for the overall grade:</b> 3,3%			
13	<b>Module Prerequisites:</b> The knowledge of the second year of study, especially in accounting, taxations, and corporate finance is expected. For the INTOP seminar the number of participants allowed can be limited.			
14	<b>Presence:</b> Presence is strongly recommended to warrant learning success			
15	<b>Mobility/Acknowledgement:</b>			
	<b>Use of the module for other course programs</b>	Bachelor Economics		
16	<b>Responsible Lecturer:</b> Professor Dr. Christoph Watrin		<b>Department:</b> School of Business and Economics	
	17 <b>Misc.:</b> Track: Accounting (additional module).			

# Insurance Management

<b>Module Title english:</b>		Insurance Management			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> TRB 35	<b>State:</b> Elective	<b>Language of Instruction:</b> German		
<b>2</b>	<b>Turn:</b> each summer semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b>
					<b>Self-Study (h)</b>
	1	Lecture	Insurance Management	Compulsory	45 h (3 CH) 90
	2	Exercise	Tutorial on Insurance Management	Compulsory	15 h (1 CH) 30
<b>4</b>	<b>Module Profile:</b>				
	<p><b>Purpose of the module/integration into curriculum</b>          The module provides students with a unique and interdisciplinary insight into the various topics relevant to the insurance industry. In doing so, experienced practitioners provide a comprehensive overview of the various insurance products and lines of business as well as the peculiarities of the insurance business in the context of classic corporate functions (e.g. human resources, controlling, accounting). Accordingly, the module exhibits various links to other core Bachelor-courses from the fields of Accounting, Finance and Management.</p> <p><b>Course content:</b>          The module Insurance Management kicks-off with an introduction to the domestic insurance industry and a breakdown of the insurance market into individual and social insurers, primary insurers and reinsurers, and the various insurance lines. In the course of the semester, students gain an in-depth understanding of selected topics, such as product costing in composite and life insurance, the importance of reinsurance and capital investment for the insurance market, value-based management, and the strategic orientation of insurance companies in the course of digitalization. In addition, the main regulatory requirements for an insurer in the context of Solvency II are addressed. One lecture is held regularly as part of the "study day" on site at the premises of a practice partner. The course concludes with a tutorial at the end of the semester.</p>				
<b>5</b>	<b>Learning outcomes:</b>				
	<p><b>Academic:</b>          After successful completion of the module, students will have a sound knowledge of the management of nationally operating insurance companies. They know the relevant players in the German insurance market and are familiar with industry-specific features in the context of classic corporate functions, such as human resources, controlling or accounting. In addition, they are able to assess and critically evaluate the impact of macroeconomic phenomena, such as digitalization, new types of risks, low interest rates or changing regulatory conditions, on the insurance practice.</p> <p><b>Soft skills:</b>          Students learn how to apply important statistical methods and mathematical models in risk management and for the calculation of insurance products. In addition to sharpening their</p>				

	analytical mindset, numerous intersections between the various lectures promote the students' ability of knowledge transfer. On the one hand, students are able to identify and explain complex interdependencies in the insurance industry. On the other hand, the module promotes the structured use of theoretical models in order to contribute to the solution of problems relevant to practice. The understanding of company-wide management tasks is fostered and the lecture format opens up the possibility for students to train their communication skills in face-to-face discussions with managers from the insurance practice.			
6	<b>Description of possible electives within the modules:</b> none			
7	<b>Examination:</b> Final Module Exam			
8	<b>Relevant Work:</b>			
	<b>No</b>	<b>Number and Type; Connection to Course</b>	<b>Duration</b>	<b>Part of final mark in %</b>
	1	Final written exam	90 min.	100 %
9	<b>Study Work:</b> none			
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.			
11	<b>CP Assignment:</b>			
	<b>Presence</b>	No 1	1.00 CP	
		No 2	1.00 CP	
	<b>Relevant Work</b>	No 1	4.00 CP	
	<b>Total</b>		6 CP	
12	<b>Weight of the module grade for the overall grade:</b> 3,3%			
13	<b>Module Prerequisites:</b> none			
14	<b>Presence:</b> Presence is strongly recommended to warrant learning success			
15	<b>Mobility/Acknowledgement:</b>			
	<b>Use of the module for other course programs</b>	Bachelor Economics, Bachelor Information Systems, Bachelor Mathematics, Master Business Administration, Master Mathematics		
16	<b>Responsible Lecturer:</b> Professor Dr. Martin Artz		<b>Department:</b> School of Business and Economics	



17

**Misc.:**

The module is an additional module for the tracks accounting, finance, management.

# Specialization in Finance

<b>Module Title english:</b>		Specialization in Finance			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> TRB 36	<b>State:</b> Elective	<b>Language of Instruction:</b> English		
<b>2</b>	<b>Turn:</b> each summer semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b> <b>Self-Study (h)</b>
	1	Lecture	Lecture Specialization in Finance	Compulsory	30 h (2 CH)    60
	2	Exercise	Tutorial Specialization in Finance	Compulsory	30 h (2 CH)    60
<b>4</b>	<b>Module Profile:</b>				
	<b>Purpose of the module/integration into curriculum</b>				
	To evaluate investment strategies, for instance in the field of retirement savings, it is important to disclose and assess the risks associated with these strategies and to understand how to (partially) immunize portfolios against these risks. The comprehension of the pricing of (government) bonds and of options and futures enables an investor to evaluate financial transactions and to discuss the stability and susceptibility of financial markets. As most topics of this course deal with pricing concepts, it builds on the course "Corporate Finance". Furthermore it builds on the statistics courses taught at the early stage of the program.				
	<b>Course content:</b>				
The primary purpose of this course is to strengthen students' knowledge about individual investment decisions. Building on earlier courses, the intersection of this knowledge with pricing concepts for capital markets is emphasized. This includes an in depth discussion of interest rates, bond pricing, and portfolio immunization. Furthermore, basic concepts of the pricing of derivatives like futures, forwards, and options are taught. Several practically relevant investment strategies and their replication are discussed. Finally, performance measurement methods are discussed and applied to previously taught topics. In the end, successful students are able to select and apply appropriate techniques to solve complex investment problems. Furthermore students learn to justify their conclusions with appropriate rigor.					
<b>Themes</b>		<b>Learning objectives</b>			
Interest rates and bonds		Thorough understanding of bond pricing concept under certainty and assessment of the influence of default risk. Being able to understand interest rate risks and to pursue portfolio immunization.			
Derivatives		Knowing several classes of derivatives and being able to clearly assess influence factors on derivative prices			

	Structured Products and Investment strategies	Assessment of the use of different investment strategies and complex structured products. Being able to apply concepts of derivative pricing to yield prices for structured products.													
	Performance measurement	Estimate the risk-return trade-off from different points of view.													
5	<p><b>Learning outcomes:</b></p> <p><b>Academic:</b> The students are able to value bonds under certainty and assess interest rate risks. They know different classes of derivatives and their use in portfolio management. They are able to quantify the influence of relevant factors on the price of options and structured products. They are able to choose and employ different performance and risk-measures in order to evaluate different investment strategies. They are familiar with current developments in portfolio management and can evaluate different investment strategies in the lights of the efficient market hypothesis.</p> <p><b>Soft skills:</b> The self-preparation of the students for the lecture facilitates the ability of the students to manage themselves and their time in a more effective and efficient way. The analysis of complex financial problems helps them to solve problems in a structured way. The interactive character of the lectures and tutorials strengthens the student's discussion-skills in the academic context. As lecture and tutorial are taught in English, the students' 'Business English' proficiency is improved.</p>														
6	<b>Description of possible electives within the modules:</b> none														
7	<b>Examination:</b> Final Module Exam														
8	<p><b>Relevant Work:</b></p> <table border="1"> <thead> <tr> <th>No</th> <th>Number and Type; Connection to Course</th> <th>Duration</th> <th>Part of final mark in %</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Final written exam</td> <td>90 min.</td> <td>100 %</td> </tr> </tbody> </table>				No	Number and Type; Connection to Course	Duration	Part of final mark in %	1	Final written exam	90 min.	100 %			
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1	Final written exam	90 min.	100 %												
9	<b>Study Work:</b> none														
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.														
11	<p><b>CP Assignment:</b></p> <table border="1"> <tbody> <tr> <td rowspan="2"><b>Presence</b></td> <td>No 1</td> <td>1.00 CP</td> </tr> <tr> <td>No 2</td> <td>1.00 CP</td> </tr> <tr> <td><b>Relevant Work</b></td> <td>No 1</td> <td>4.00 CP</td> </tr> <tr> <td><b>Total</b></td> <td></td> <td>6 CP</td> </tr> </tbody> </table>				<b>Presence</b>	No 1	1.00 CP	No 2	1.00 CP	<b>Relevant Work</b>	No 1	4.00 CP	<b>Total</b>		6 CP
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	No 2	1.00 CP													
<b>Relevant Work</b>	No 1	4.00 CP													
<b>Total</b>		6 CP													
12	<b>Weight of the module grade for the overall grade:</b> 3,3%														
13	<b>Module Prerequisites:</b> Recommended: Module Corporate Finance														

14	<b>Presence:</b> Presence is strongly recommended to warrant learning success			
15	<b>Mobility/Acknowledgement:</b> <hr/> <table border="1" data-bbox="215 353 1441 448"> <tr> <td data-bbox="215 353 821 448"><b>Use of the module for other course programs</b></td> <td data-bbox="821 353 1441 448">Bachelor Economics, Bachelor Information Systems</td> </tr> </table> <hr/>		<b>Use of the module for other course programs</b>	Bachelor Economics, Bachelor Information Systems
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16	<b>Responsible Lecturer:</b> Prof. Dr. Thomas Langer	<b>Department:</b> School of Business and Economics		
17	<b>Misc.:</b> Track Finance (core subject).			

# Advanced Management

<b>Module Title english:</b>		Advanced Management			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> TRB 37	<b>State:</b> Elective	<b>Language of Instruction:</b> English		
<b>2</b>	<b>Turn:</b> each summer semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b> <b>Self-Study (h)</b>
	1	Lecture	Advanced Management	Compulsory	30 h (2 CH)    60
	2	Seminar	Advanced Management	Compulsory	30 h (2 CH)    60
<b>4</b>	<b>Module Profile:</b> <b>Course content:</b> Strategic Management is characterized by a multitude of models and frameworks. The theoretical foundation and the interdependencies between the different models often get lost. This course provides a coherent theoretical framework that combines the most important theories of strategic management and answers how firms can achieve a sustainable competitive advantage. Through case studies and exercises students learn how firms select a suitable industry, how firms position within this industry, how firms develop and use core competencies, and how firms create efficient governance structures. The students also learn about the importance of leadership in implementing suitable actions in practice.				
<b>5</b>	<b>Learning outcomes:</b> <b>Academic:</b> Students learn to analyze and assess the essential questions in strategic management. The students learn how leadership influences the implementation of strategic actions. <b>Soft skills:</b> By conducting a case study as a team, students develop and strengthen various soft skills. Students learn how to efficiently and effectively work as a team, how individual attitudes, preferences and behaviors influence the quality of team decisions, what kind of communication facilitates or hinders team collaboration.				
<b>6</b>	<b>Description of possible electives within the modules:</b> none				
<b>7</b>	<b>Examination:</b> Examinations for every part of the module				
<b>8</b>	<b>Relevant Work:</b>				
	<b>No</b>	<b>Number and Type; Connection to Course</b>	<b>Duration</b>	<b>Part of final mark in %</b>	
	1	Written exam (Nr. 1)	90 min.	60 %	

	2	Analysis and presentation of team case study (Nr. 2)	50 Powerpoint slides (max.) & 45 min. (max.)	40 %
9	<b>Study Work:</b> none			
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.			
11	<b>CP Assignment:</b>			
	<b>Presence</b>	No 1	1.00 CP	
		No 2	1.00 CP	
	<b>Relevant Work</b>	No 1	2.50 CP	
		No 2	1.50 CP	
<b>Total</b>	6 CP			
12	<b>Weight of the module grade for the overall grade:</b> 3,3%			
13	<b>Module Prerequisites:</b> none			
14	<b>Presence:</b> Presence is strongly recommended to warrant learning success			
15	<b>Mobility/Acknowledgement:</b>			
	<b>Use of the module for other course programs</b>	Bachelor Economics, Bachelor Information Systems		
16	<b>Responsible Lecturer:</b> Prof. Dr. Stephan Nüesch		<b>Department:</b> School of Business and Economics	
17	<b>Misc.:</b> Tracks: Management (core subject), Restructuring (additional subject)			

## Selected Issues in Microeconomics

<b>Module Title english:</b>		Selected Issues in Microeconomics 1			
<b>Course Program:</b>		Bachelor Business Administration PO 2022			
<b>1</b>	<b>Module No:</b> TRV 1	<b>State:</b> Elective	<b>Language of Instruction:</b> German or English		
<b>2</b>	<b>Turn:</b> irregularly	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b>
					<b>Self-Study (h)</b>
	1	Lecture	Selected Issues in Microeconomics	Compulsory	30 h (2 CH)
	2	Exercise	Tutorial Selected Issues in Microeconomics	Compulsory	30 h (2 CH)
<b>4</b>	<b>Module Profile:</b>				
	<b>Purpose of the module/integration into curriculum:</b> The module gives the chance to offer microeconomic courses that will not be offered regularly and to broaden the students' horizon.				
<b>5</b>	<b>Course content:</b> In this module, courses from the area of microeconomics that are not part of the electives, are offered on an irregular base, especially also from guest lecturers. These can be on current debates in microeconomics or on microeconomic subjects not offered within the electives.				
	<b>Learning outcomes:</b>				
<b>6</b>	<b>Academic:</b> Students learn about new subjects within microeconomics and can broaden their horizon. They broaden their economic knowledge, and depending on the subject they learn to question what was learned up to now in microeconomics or they can apply their knowledge on specific subjects.				
	<b>Soft skills:</b> Students learn to critically review current issues and discussions in microeconomics.				
<b>7</b>	<b>Description of possible electives within the modules:</b> none				
<b>8</b>	<b>Examination:</b> Final Module Exam				
<b>9</b>	<b>Relevant Work:</b>				
	<b>No</b>	<b>Number and Type; Connection to Course</b>	<b>Duration</b>	<b>Part of final mark in %</b>	
	1	Final written exam	maximum of 120 min.	100 %	
<b>9</b>	<b>Study Work:</b> none				

10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.					
11	<b>CP Assignment:</b>					
	<b>Presence</b>	<table border="1"> <tr> <td data-bbox="635 387 1034 448">No 1</td> <td data-bbox="1034 387 1453 448">1.00 CP</td> </tr> <tr> <td data-bbox="635 448 1034 508">No 2</td> <td data-bbox="1034 448 1453 508">1.00 CP</td> </tr> </table>	No 1	1.00 CP	No 2	1.00 CP
	No 1	1.00 CP				
	No 2	1.00 CP				
<b>Relevant Work</b>	<table border="1"> <tr> <td data-bbox="635 508 1034 568">No 1</td> <td data-bbox="1034 508 1453 568">4.00 CP</td> </tr> </table>	No 1	4.00 CP			
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<b>Total</b>	<table border="1"> <tr> <td data-bbox="635 568 1034 633"></td> <td data-bbox="1034 568 1453 633">6 CP</td> </tr> </table>		6 CP			
	6 CP					
12	<b>Weight of the module grade for the overall grade:</b> 3,3%					
13	<b>Module Prerequisites:</b> none					
14	<b>Presence:</b> Presence is strongly recommended to warrant learning success.					
15	<b>Mobility/Acknowledgement:</b>					
	<b>Use of the module for other course programs</b>	Bachelor Economics, Bachelor Mathematics, Bachelor Geography				
16	<b>Responsible Lecturer:</b> Professor Dr. Gernot Sieg	<b>Department:</b> School of Business and Economics				
	<b>Misc.:</b> The module can be held either in German or in English.					



## Selected Issues in Macroeconomics

<b>Module Title english:</b>		Selected Issues in Macroeconomics			
<b>Course Program:</b>		Bachelor Business Administration PO 2022			
<b>1</b>	<b>Module No:</b> TRV 3	<b>State:</b> Elective	<b>Language of Instruction:</b> German or English		
<b>2</b>	<b>Turn:</b> irregularly	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b> <b>Self-Study (h)</b>
	1	Lecture	Selected Issues in Macroeconomics	Compulsory	30 h (2 CH) 60
	2	Exercise	Tutorial Selected Issues in Macroeconomics	Compulsory	30 h (2 CH) 60
<b>4</b>	<b>Module Profile:</b>				
	<b>Purpose of the module/integration into curriculum:</b> The module gives the chance to offer macroeconomic courses that will not be offered regularly and to broaden the students' horizon.				
	<b>Course content:</b> In this module, courses that are not part of the electives, are offered on an irregular base, especially also from guest lecturers. These can be on current debates or on subjects not offered within the electives.				
<b>5</b>	<b>Learning outcomes:</b>				
	<b>Academic:</b> Students learn about new subjects within macroeconomics and can broaden their horizon. They broaden their economic knowledge, and depending on the subject they learn to question what was learned up to now in macroeconomics or they can apply their knowledge on specific subjects in macroeconomics.				
	<b>Soft skills:</b> Students learn to critically review current issues and discussions in macroeconomics.				
<b>6</b>	<b>Description of possible electives within the modules:</b> none				
<b>7</b>	<b>Examination:</b> Final Module Exam				
<b>8</b>	<b>Relevant Work:</b>				
	<b>No</b>	<b>Number and Type; Connection to Course</b>	<b>Duration</b>	<b>Part of final mark in %</b>	
	1	Final written exam	maximum of 120 min.	100 %	

9	<b>Study Work:</b> none	
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.	
11	<b>CP Assignment:</b>	
	<b>Presence</b>	No 1 1.00 CP
		No 2 1.00 CP
	<b>Relevant Work</b>	No 1 4.00 CP
	<b>Total</b>	6 CP
12	<b>Weight of the module grade for the overall grade:</b> 3,3%	
13	<b>Module Prerequisites:</b> none	
14	<b>Presence:</b> Presence is strongly recommended to warrant learning success.	
15	<b>Mobility/Acknowledgement:</b>	
	<b>Use of the module for other course programs</b>	Bachelor Economics, Bachelor Mathematics, Bachelor Geography
16	<b>Responsible Lecturer:</b> Professor Dr. Gernot Sieg	<b>Department:</b> School of Business and Economics
	17 <b>Misc.:</b> The module can be held either in German or in English.	

## Selected Issues in Economic Policy

<b>Module Title english:</b>		Selected Issues in Economic Policy			
<b>Course Program:</b>		Bachelor Business Administration PO 2022			
<b>1</b>	<b>Module No:</b> TRV 5	<b>State:</b> Elective	<b>Language of Instruction:</b> German or English		
<b>2</b>	<b>Turn:</b> irregularly	<b>Duration:</b> 1 semester	<b>Semester:</b> 4 or 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b> <b>Self-Study (h)</b>
	1	Lecture	Selected Issues in Economic Policy	Compulsory	30 h (2 CH) 60
	2	Exercise	Tutorial Selected Issues in Economic Policy	Compulsory	30 h (2 CH) 60
<b>4</b>	<b>Module Profile:</b>				
	<b>Purpose of the module/integration into curriculum:</b> The module gives the chance to offer courses that will not be offered regularly and to broaden the students' horizon.				
	<b>Course content:</b> In this module, courses in economic policy that are not part of the electives, are offered on an irregular base, especially also from guest lecturers. These can be on current debates in economic policy or on economic policy subjects not offered within the electives.				
<b>5</b>	<b>Learning outcomes:</b>				
	<b>Academic:</b> Students learn about new subjects within economic policy and can broaden their horizon. They broaden their economic knowledge, and depending on the subject they learn to question what was learned up to now or they can apply their knowledge on specific subjects in economic policy. <b>Soft skills:</b> Students learn to critically review current issues and discussions.				
<b>6</b>	<b>Description of possible electives within the modules:</b> none				
<b>7</b>	<b>Examination:</b> Final Module Exam				
<b>8</b>	<b>Relevant Work:</b>				
	<b>No</b>	<b>Number and Type; Connection to Course</b>	<b>Duration</b>	<b>Part of final mark in %</b>	
	1	Final written exam	maximum of 120 min.	100 %	
<b>9</b>	<b>Study Work:</b> none				

10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.					
11	<b>CP Assignment:</b>					
	<b>Presence</b>	<table border="1"> <tr> <td data-bbox="635 387 1034 448">No 1</td> <td data-bbox="1034 387 1453 448">1.00 CP</td> </tr> <tr> <td data-bbox="635 448 1034 508">No 2</td> <td data-bbox="1034 448 1453 508">1.00 CP</td> </tr> </table>	No 1	1.00 CP	No 2	1.00 CP
	No 1	1.00 CP				
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<b>Relevant Work</b>	<table border="1"> <tr> <td data-bbox="635 508 1034 568">No 1</td> <td data-bbox="1034 508 1453 568">4.00 CP</td> </tr> </table>	No 1	4.00 CP			
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<b>Total</b>	<table border="1"> <tr> <td data-bbox="635 568 1453 633"></td> <td data-bbox="1034 568 1453 633">6 CP</td> </tr> </table>		6 CP			
	6 CP					
12	<b>Weight of the module grade for the overall grade:</b> 3,3%					
13	<b>Module Prerequisites:</b> none					
14	<b>Presence:</b> Presence is strongly recommended to warrant learning success.					
15	<b>Mobility/Acknowledgement:</b>					
	<b>Use of the module for other course programs</b>	Bachelor Economics, Bachelor Mathematics, Bachelor Geography				
16	<b>Responsible Lecturer:</b> Professor Dr. Gernot Sieg	<b>Department:</b> School of Business and Economics				
	<b>Misc.:</b> The module can be held either in German or in English.					

## Selected Issues in Econometrics

<b>Module Title english:</b>		Selected Issues in Econometrics			
<b>Course Program:</b>		Bachelor Business Administration PO 2022			
<b>1</b>	<b>Module No:</b> TRV 7	<b>State:</b> Elective	<b>Language of Instruction:</b> German or English		
<b>2</b>	<b>Turn:</b> irregularly	<b>Duration:</b> 1 semester	<b>Semester:</b> 4 or 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b>
					<b>Self-Study (h)</b>
	1	Lecture	Selected Issues in Econometrics	Compulsory	30 h (2 CH) 60
	2	Exercise	Tutorial Selected Issues in Econometrics	Compulsory	30 h (2 CH) 60
<b>4</b>	<b>Module Profile:</b>				
	<p><b>Purpose of the module/integration into curriculum:</b> The module gives the chance to offer courses in the area of econometrics that will not be offered regularly and to broaden the students' horizon.</p> <p><b>Course content:</b> In this module, courses in economic policy that are not part of the electives, are offered on an irregular base, especially also from guest lecturers. These can be on current debates in econometrics or on econometric subjects not offered within the electives.</p>				
<b>5</b>	<b>Learning outcomes:</b>				
	<p><b>Academic:</b> Students learn about new subjects within econometrics and can broaden their horizon. They broaden their economic knowledge, and depending on the subject they learn to question what was learned up to now or they can apply their knowledge on specific subjects.</p> <p><b>Soft skills:</b> Students learn to critically review current issues and discussions.</p>				
<b>6</b>	<b>Description of possible electives within the modules:</b> none				
<b>7</b>	<b>Examination:</b> Final Module Exam				
<b>8</b>	<b>Relevant Work:</b>				
	<b>No</b>	<b>Number and Type; Connection to Course</b>	<b>Duration</b>	<b>Part of final mark in %</b>	
	1	Final written exam	maximum of 120 min.	100 %	
<b>9</b>	<b>Study Work:</b> none				

10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.					
11	<b>CP Assignment:</b>					
	<b>Presence</b>	<table border="1"> <tr> <td data-bbox="635 387 1034 448">No 1</td> <td data-bbox="1034 387 1453 448">1.00 CP</td> </tr> <tr> <td data-bbox="635 448 1034 508">No 2</td> <td data-bbox="1034 448 1453 508">1.00 CP</td> </tr> </table>	No 1	1.00 CP	No 2	1.00 CP
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<b>Relevant Work</b>	<table border="1"> <tr> <td data-bbox="635 508 1034 568">No 1</td> <td data-bbox="1034 508 1453 568">4.00 CP</td> </tr> </table>	No 1	4.00 CP			
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<b>Total</b>	<table border="1"> <tr> <td data-bbox="635 568 1034 633"></td> <td data-bbox="1034 568 1453 633">6 CP</td> </tr> </table>		6 CP			
	6 CP					
12	<b>Weight of the module grade for the overall grade:</b> 3,3%					
13	<b>Module Prerequisites:</b> none					
14	<b>Presence:</b> Presence is strongly recommended to warrant learning success.					
15	<b>Mobility/Acknowledgement:</b>					
	<b>Use of the module for other course programs</b>	Bachelor Economics, Bachelor Mathematics, Bachelor Geography				
16	<b>Responsible Lecturer:</b> Professor Dr. Gernot Sieg	<b>Department:</b> School of Business and Economics				
	<b>Misc.:</b> The module can be held either in German or in English.					

# Current Themes in Economics

<b>Module Title english:</b>		Current Themes in Economics 1			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> TRV 5	<b>State:</b> Compulsory	<b>Language of Instruction:</b> German or English		
<b>2</b>	<b>Turn:</b> irregularly	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b>
					<b>Self-Study (h)</b>
	1	Lecture	Current Themes in Economics	Compulsory	30 h (2 CH) 60
	2	Exercise	Tutorial Current Themes in Economics	Compulsory	30 h (2 CH) 60
<b>4</b>	<b>Module Profile:</b>				
	<b>Purpose of the module/integration into curriculum</b> The module gives the chance to offer courses that will not be offered regularly and to broaden the students' horizon.				
	<b>Course content:</b> In this module, courses that are not part of the electives, are offered on an irregular base, especially also from guest lecturers. These can be on current debates or on subjects not offered within the electives.				
<b>5</b>	<b>Learning outcomes:</b>				
	<b>Academic:</b> Students learn about new subjects within economics and can broaden their horizon. They broaden their economic knowledge, and depending on the subject they learn to question what was learned up to now or they can apply their knowledge on specific subjects.				
	<b>Soft skills:</b> Students learn important key skills. In addition to the ability to organize and work in a structured manner, time management is promoted through binding deadlines for submission have to be met if students work on an assignment. Writing an assignment trains students in scientific work. Working in groups strengthens teamwork skills.				
<b>6</b>	<b>Description of possible electives within the modules:</b> none				
<b>7</b>	<b>Examination:</b> Examinations for every part of the module				
<b>8</b>	<b>Relevant Work:</b>				
	<b>No</b>	<b>Number and Type; Connection to Course</b>	<b>Duration</b>	<b>Part of final mark in %</b>	
	1	Final written exam	maximum of 120 min.	50 %	

	2	Written assignment (can be in group)	maximum of 10 pages	50 %
9	<b>Study Work:</b> none			
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.			
11	<b>CP Assignment:</b>			
	<b>Presence</b>	No 1	1.00 CP	
		No 2	1.00 CP	
	<b>Relevant Work</b>	No 1	2.00 CP	
		No 2	2.00 CP	
<b>Total</b>			6 CP	
12	<b>Weight of the module grade for the overall grade:</b> 3,3%			
13	<b>Module Prerequisites:</b> none			
14	<b>Presence:</b> Presence is strongly recommended to warrant learning success.			
15	<b>Mobility/Acknowledgement:</b>			
	<b>Use of the module for other course programs</b>	Bachelor Economics, Bachelor Mathematics, Bachelor Geography		
16	<b>Responsible Lecturer:</b> Professor Dr. Gernot Sieg		<b>Department:</b> School of Business and Economics	
17	<b>Misc.:</b> The module can be held either in German or in English.			



# International Economics

<b>Module Title english:</b>		International Economics						
<b>Course Program:</b>		Bachelor Business Administration						
<b>1</b>	<b>Module No:</b> TRV 7	<b>State:</b> Elective	<b>Language of Instruction:</b> German					
<b>2</b>	<b>Turn:</b> each summer semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180			
<b>3</b>	<b>Module Structure:</b>							
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>			
					<b>Presence (h + CH)</b>			
					<b>Self-Study (h)</b>			
	1	Lecture	International Economics	Compulsory	30 h (2 CH) 60			
	2	Exercise	Tutorial on International Economics	Compulsory	30 h (2 CH) 60			
<b>4</b>	<b>Module Profile:</b>							
	<p><b>Purpose of the module/integration into curriculum</b> The module offers an introduction to important topics and methods of international finance and builds upon the knowledge of the module Macroeconomics I.</p> <p><b>Course content:</b></p> <table border="1"> <thead> <tr> <th>Themes</th> <th>Learning objectives</th> </tr> </thead> <tbody> <tr> <td>Composition and interdependencies in international money and financial markets; interdependencies among open economies; foreign exchange rate determination and policy; international monetary system and global consequences of currency and financial crises</td> <td>Ability to understand the dynamics in capital and financial markets; ability to solve problems self-contained</td> </tr> </tbody> </table>					Themes	Learning objectives	Composition and interdependencies in international money and financial markets; interdependencies among open economies; foreign exchange rate determination and policy; international monetary system and global consequences of currency and financial crises
Themes	Learning objectives							
Composition and interdependencies in international money and financial markets; interdependencies among open economies; foreign exchange rate determination and policy; international monetary system and global consequences of currency and financial crises	Ability to understand the dynamics in capital and financial markets; ability to solve problems self-contained							
<b>5</b>	<b>Learning outcomes:</b>							
	<p><b>Academic:</b> The module conveys baseline knowledge in the field of international economics. The aim of the course is to offer a deeper understanding of the functioning of capital and foreign exchange rate markets. Students learn how to assess economic policy issues of the open economy, both from a model perspective as well as on an empirical basis.</p> <p><b>Soft skills:</b> Upon completion of the course students are able to analyse complex economic issues of the open economy. This knowledge facilitates the ability of the students to identify and solve multi-faceted problems and conveys the ability of abstract thinking.</p>							
<b>6</b>	<b>Description of possible electives within the modules:</b> none							
<b>7</b>	<b>Examination:</b> Final Module Exam							

8	<b>Relevant Work:</b>			
	<b>No</b>	<b>Number and Type; Connection to Course</b>	<b>Duration</b>	<b>Part of final mark in %</b>
	1	Final written exam	90 min.	100 %
9	<b>Study Work:</b> none			
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.			
11	<b>CP Assignment:</b>			
	<b>Presence</b>	No 1	1.00 CP	
		No 2	1.00 CP	
	<b>Relevant Work</b>	No 1	4.00 CP	
	<b>Total</b>		6 CP	
12	<b>Weight of the module grade for the overall grade:</b> 3,3%			
13	<b>Module Prerequisites:</b> none			
14	<b>Presence:</b> Presence is strongly recommended to warrant learning success			
15	<b>Mobility/Acknowledgement:</b>			
	<b>Use of the module for other course programs</b>	Bachelor Economics		
16	<b>Responsible Lecturer:</b> Professor Dr. Bernd Kempa		<b>Department:</b> School of Business and Economics	
	17 <b>Misc.:</b>			

# Empirical Economics

<b>Module Title english:</b>		Empirical Economics			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> TRV 8	<b>State:</b> Elective	<b>Language of Instruction:</b> English		
<b>2</b>	<b>Turn:</b> each summer semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b>
					<b>Self-Study (h)</b>
	1	Lecture	Empirical Economics	Compulsory	30 h (2 CH) 60
	2	Exercise	Tutorial Empirical Economics	Compulsory	30 h (2 CH) 60
<b>4</b>	<b>Module Profile:</b>				
	<p><b>Purpose of the module/integration into curriculum</b>            This module lays the foundation for all courses with empirical research components, in particular for the modules Advanced Statistics and Econometrics. Prerequisite for this lecture course are the modules Data Science 1 and 2.</p> <p><b>Course content:</b>            Topics: Empirical economic questions and data, linear regression with one regressor, linear regression with multiple regressors, nonlinear regressions, assessing the validity of empirical studies, instrumental variables regression, introduction to panel-data regression. The learning objective is to obtain a passive and active knowledge of these topics. The course skips most of the formal mathematical treatment and focuses on the intuitive understanding of the concepts. In the class, statistical software is used to apply the methods to real-world data.</p>				
<b>5</b>	<b>Learning outcomes:</b>				
	<p><b>Academic:</b>            Students learn to understand foreign empirical work and to question it critically. Students learn to conduct own empirical projects using today's standard econometric methods and to implement them using appropriate econometric software packages.</p> <p><b>Soft skills:</b>  <b>Logic and Critical Thinking:</b> Students have a facility with abstract reasoning, including the ability to abstract from concrete situations and make ideas precise by formulating them through the regression model. They can analyze, test, and interpret technical arguments, and form independent judgements. This includes their own arguments and those of others, in both academic and non-academic contexts. <b>Problem solving:</b> The students use their training in regression analysis to help guide possible lines of inquiry. They solve complex problems by identifying feasible divisions into simpler sub-problems. They gather and organize relevant information such as related problems, examples and counterexamples. They sharpen econometric questions as a problem solving strategy. They identify suitable existing methods of analysis and assess their strengths and weaknesses in the context of the problem being considered. They construct abstract models using appropriate econometric and economic tools. They use computers and software as exploratory, visualization, modelling and computational</p>				

	tools. The students undermine nonsensical regulations subversively. The students can engage their creativity in the quest for novel and elegant solutions. Communication: The students accept comments and feedback, and learn from them. They can explain fundamental concepts arising in regression analyses to non-experts. They can justify choices made during problem solving and interpretation of results. The students present the results and assessment of a problem solving strategy. They communicate logical arguments, both orally and in writing, to a range of audiences.			
6	<b>Description of possible electives within the modules:</b> none			
7	<b>Examination:</b> Final Module Exam			
8	<b>Relevant Work:</b>			
	<b>No</b>	<b>Number and Type; Connection to Course</b>	<b>Duration</b>	<b>Part of final mark in %</b>
	1	Final written exam	120 Min.	100 %
9	<b>Study Work:</b> none			
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.			
11	<b>CP Assignment:</b>			
	<b>Presence</b>	No 1	1.00 CP	
		No 2	1.00 CP	
	<b>Relevant Work</b>	No 1	4.00 CP	
	<b>Total</b>		6 CP	
12	<b>Weight of the module grade for the overall grade:</b> 3,3%			
13	<b>Module Prerequisites:</b> Prerequisite: Modules Data Science 1 and Data Science 2			
14	<b>Presence:</b> Presence is strongly recommended to warrant learning success			
15	<b>Mobility/Acknowledgement:</b>			
	<b>Use of the module for other course programs</b>	Bachelor Economics, Bachelor Politics and Economics, Bachelor Economics and Law		
16	<b>Responsible Lecturer:</b> Prof. Dr. Mark Trede, Professor Dr. Bernd Wilfling		<b>Department:</b> School of Business and Economics	
	17 <b>Misc.:</b>			

# Energy Economics

<b>Module Title english:</b>		Energy Economics			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> TRV 9	<b>State:</b> Elective	<b>Language of Instruction:</b> German		
<b>2</b>	<b>Turn:</b> each summer semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b>   <b>Self-Study (h)</b>
	1	Lecture	Energy Economics	Compulsory	30 h (2 CH)   60
	2	Exercise	Exercises on Energy Economics	Compulsory	30 h (2 CH)   60
<b>4</b>	<b>Module Profile:</b>				
	<p><b>Purpose of the module/integration into curriculum</b>            The module “Energy Economics” is based on the fundamentals of microeconomics and economic policy and regulation. It complements the modules “Resource Economics”. The module serves as a basics course for the master program modules “Environmental Economics”, “Climate Change Economics” and “Advanced Energy and Resource Economics”.</p> <p><b>Course content:</b>            The module “Energy Economics” deals with the supply and demand for energy, especially with the special characteristics of electricity markets. The modules imparts a fundamental overview of energy economics: - Characteristics of electricity markets - Market design for grid-bound energy sources (electricity and gas) - Justification for energy policy and its implementation, energy-economic modeling - Recent issues in energy economics</p>				
<b>5</b>	<b>Learning outcomes:</b>				
	<p><b>Academic:</b>            Students gain an insight into the most relevant economic issues in energy economics and learn to independently assess and evaluate these issues. As a partial area of applied economics with a strong theoretical, empirical and economical fundament, energy economics is useful for an academic career (research, consulting, etc.) and as a solid basis for a job in the energy industry.</p> <p><b>Soft skills:</b>            General analytical skills; analysis of contrary interests (political trade-offs).</p>				
<b>6</b>	<b>Description of possible electives within the modules:</b> none				
<b>7</b>	<b>Examination:</b> Final Module Exam				
<b>8</b>	<b>Relevant Work:</b>				
	<b>No</b>	<b>Number and Type; Connection to Course</b>	<b>Duration</b>	<b>Part of final mark in %</b>	
	1	Final written exam	60 min.	100 %	

9	<b>Study Work:</b> none	
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.	
11	<b>CP Assignment:</b>	
	<b>Presence</b>	No 1 1.00 CP
		No 2 1.00 CP
	<b>Relevant Work</b>	No 1 4.00 CP
	<b>Total</b>	6 CP
12	<b>Weight of the module grade for the overall grade:</b> 3,3%	
13	<b>Module Prerequisites:</b> none	
14	<b>Presence:</b> Presence is strongly recommended to warrant learning success	
15	<b>Mobility/Acknowledgement:</b>	
	<b>Use of the module for other course programs</b>	Bachelor Economics, Bachelor Politics and Economics, Bachelor Economics and Law, Dual Bachelor Economics, Bachelor Mathematics, Bachelor Geography
16	<b>Responsible Lecturer:</b> Professor Dr. Andreas Löschel	<b>Department:</b> University of Münster, School of Business and Economics
	17 <b>Misc.:</b>	

# Advanced Statistics

<b>Module Title english:</b>		Advanced Statistics			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> TRV 10	<b>State:</b> Elective	<b>Language of Instruction:</b> English		
<b>2</b>	<b>Turn:</b> each winter semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b>
					<b>Self-Study (h)</b>
	1	Lecture	Advanced Statistics	Compulsory	30 h (2 CH) 60
	2	Exercise	Tutorial Advanced Statistics	Compulsory	30 h (2 CH) 60
<b>4</b>	<b>Module Profile:</b>				
	<p><b>Purpose of the module/integration into curriculum</b>            This module deepens and enhances the material introduced in the modules Data Science 1 and 2. It introduces the basic tools required for all more advanced modules in statistics and econometrics, in particular the module Econometrics.</p> <p><b>Course content:</b>            Probability theory, probability spaces, random vectors, distributions of functions of random variables, estimation methods (method of moments, maximum likelihood), stochastic convergence, hypothesis testing, Wald, LM, and LR-tests. Educational objectives: To understand and be able to apply probability theory, estimation methods, and hypothesis testing.</p>				
<b>5</b>	<b>Learning outcomes:</b>				
	<p><b>Academic:</b>            This module provides a deeper knowledge of probability theory and the statistical foundation of econometrics. Thus, it is indispensable for the understanding of and formal scientific engagement with economic theory. Students are being prepared for empirical economic research. They learn to assess the suitability of empirical studies.</p> <p><b>Soft skills:</b>  <b>Logic and Critical Thinking:</b> Students have a facility with abstract reasoning, including the ability to abstract from concrete situations and make ideas precise by formulating them statistically. They can analyze, test, and interpret technical arguments, and form independent judgements. This includes their own arguments and those of others, in both academic and non-academic contexts. <b>Problem solving:</b> The students use their training in advanced statistics to help guide possible lines of inquiry. They solve complex problems by identifying feasible divisions into simpler sub-problems. They gather and organize relevant information such as related problems, examples and counterexamples. They sharpen questions as a problem solving strategy. They identify suitable existing methods of analysis and assess their strengths and weaknesses in the context of the problem being considered. They construct abstract models using appropriate formal tools. The students can engage their creativity in the quest for novel and elegant solutions. <b>Communication:</b> The students accept comments and feedback, and learn from them. They can explain fundamental concepts arising in advanced statistics to non-experts. They can justify</p>				

	choices made during problem solving and interpretation of results. The students present the results and assessment of a problem solving strategy. They communicate logical arguments, both orally and in writing, to a range of audiences.			
6	<b>Description of possible electives within the modules:</b> none			
7	<b>Examination:</b> Final Module Exam			
8	<b>Relevant Work:</b>			
	<b>No</b>	<b>Number and Type; Connection to Course</b>	<b>Duration</b>	<b>Part of final mark in %</b>
	1	Final written exam	120 min.	100 %
9	<b>Study Work:</b> none			
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.			
11	<b>CP Assignment:</b>			
	<b>Presence</b>	No 1	1.00 CP	
		No 2	1.00 CP	
	<b>Relevant Work</b>	No 1	4.00 CP	
<b>Total</b>		6 CP		
12	<b>Weight of the module grade for the overall grade:</b> 3,3%			
13	<b>Module Prerequisites:</b> Recommended: Modules Data Science 1 and Data Science 2			
14	<b>Presence:</b> Presence is strongly recommended to warrant learning success			
15	<b>Mobility/Acknowledgement:</b>			
	<b>Use of the module for other course programs</b>	Bachelor Economics, Bachelor Politics and Economics, Bachelor Economics and Law, Dual Bachelor Economics, Bachelor Mathematics, Bachelor Geography		
16	<b>Responsible Lecturer:</b> Prof. Dr. Mark Trede, Professor Dr. Bernd Wilfling		<b>Department:</b> School of Business and Economics	
	17 <b>Misc.:</b> This module is taught in the first half of the winter semester. It is advisable to attend the module Econometrics in the second half of the semester.			



# Monetary Theory

<b>Module Title english:</b>		Monetary Theory			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> TRV 11	<b>State:</b> Elective	<b>Language of Instruction:</b> German		
<b>2</b>	<b>Turn:</b> each winter semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b> <b>Self-Study (h)</b>
	1	Lecture	Monetary Theory	Compulsory	30 h (2 CH)    60
2	Exercise	Tutorial on Monetary Theory	Compulsory	30 h (2 CH)    60	
<b>4</b>	<b>Module Profile:</b>				
	<b>Purpose of the module/integration into curriculum</b> Deeper understanding of the fundamentals of Macroeconomics I in the field of monetary economics				
<b>4</b>	<b>Course content:</b>				
	<b>Themes</b>	<b>Learning objectives</b>			
	The lectures of this module cover the fundamentals of monetary theory (money demand and supply, inflation theory, transmission mechanisms) as well as selected problems of monetary economics. In theoretical and empirical analyses, the institutional conditions on the money markets are shown, processes and developments are examined and the potentials and limits of economic policy interventions in these markets are illustrated.	This module is supposed to enable students to independently develop solutions for monetary problems on the macroeconomic level. The aim is to give students a deeper understanding of the functions of the money market and to enable them to assess conditions, developments and economic policy interventions on these markets and to independently develop solutions to problems. In the exercises accompanying the lectures, the knowledge imparted is extended and applied to practical examples.			
<b>5</b>	<b>Learning outcomes:</b>				
	<b>Academic:</b> Students gain a deeper insight into how the money market operates. After completing the module, they are able to assess the conditions, developments and economic policy interventions on the money market. The module material is taught in a lecture and an accompanying exercise, each of which is supplemented by case studies on macroeconomic phenomena and economic policy practice. Lecture: Learning Goal 1: Integrative Thinker: 80% Learning Goal 2: Problem Solver: 0% Learning Goal 3: Good Communicator: 20% Tutorial: Learning Goal 1: Integrative Thinker: 40% Learning Goal 2: Problem Solver: 40% Learning Goal 3: Good Communicator:				

	20% Exam: Learning Goal 1: Integrative Thinker: 50% Learning Goal 2: Problem Solver: 30% Learning Goal 3: Good Communicator: 20%													
	<b>Soft skills:</b> The analysis of complex cause-effect relationships conveys the ability to solve problems, also in teamwork. Presentation techniques are practiced by presenting case studies in the circle of the lecture participants. In regularly integrated discussions on current developments in monetary theory, the participants learn to discuss with each other on a scientific level.													
6	<b>Description of possible electives within the modules:</b> none													
7	<b>Examination:</b> Final Module Exam													
8	<b>Relevant Work:</b> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 5%;">No</th> <th style="width: 50%;">Number and Type; Connection to Course</th> <th style="width: 20%;">Duration</th> <th style="width: 25%;">Part of final mark in %</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Final written exam</td> <td>120 min.</td> <td>100 %</td> </tr> </tbody> </table>			No	Number and Type; Connection to Course	Duration	Part of final mark in %	1	Final written exam	120 min.	100 %			
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<b>Relevant Work</b>	No 1	4.00 CP												
<b>Total</b>		6 CP												
12	<b>Weight of the module grade for the overall grade:</b> 3,3%													
13	<b>Module Prerequisites:</b> The successful completion of Macroeconomics is recommended.													
14	<b>Presence:</b> Presence is strongly recommended to warrant learning success													
15	<b>Mobility/Acknowledgement:</b> <table border="1" style="width: 100%; border-collapse: collapse;"> <tbody> <tr> <td style="width: 50%;"><b>Use of the module for other course programs</b></td> <td>Bachelor Economics</td> </tr> </tbody> </table>			<b>Use of the module for other course programs</b>	Bachelor Economics									
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16	<b>Responsible Lecturer:</b> Professor Dr. Martin Bohl	<b>Department:</b> School of Business and Economics												
17	<b>Misc.:</b>													

# Foundations of Industrial Economics

<b>Module Title english:</b>		Foundations of Industrial Economics			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> TRV 12	<b>State:</b> Elective	<b>Language of Instruction:</b> German		
<b>2</b>	<b>Turn:</b> each winter semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b> <b>Self-Study (h)</b>
	1	Lecture	Industrial Economics	Compulsory	30 h (2 CH)    60
2	Exercise	Tutorial Industrial Economics	Compulsory	30 h (2 CH)    60	
<b>4</b>	<b>Module Profile:</b>				
	<b>Course content:</b>				
	The course “Industrial Economics” deals with the theory of incomplete markets, price differentiation, oligopoly theory (homogenous market: Nash-Cournot and Nash-Bertrand equilibria; heterogenous market, market entry, cooperations in an oligopoly), innovations, auctions and empirical industrial economics. The course “Game theory” deals with basics of game theory, solution concepts for non-cooperative games, games with incomplete information, repeated games, cooperation and evolutionary game theory.				
	<b>Themes</b>		<b>Learning objectives</b>		
	Supply behavior in a monopoly		Understand how a firm can use its market power to maximize its profit and the consequences on total welfare.		
	Supply behavior in an oligopoly and collusion		Understand the effects of strategic behavior of firms in the cases of competition in prices or quantities. Learn about the rationale of collusive behavior.		
	Empirical industrial economics		Students learn to apply and to interpret simple indices for market concentration and market power.		
	Innovations		Understand the implications of competition and patent protection on R&D behavior of firms.		
Auctions		Learn about differences between auction forms and about the effects of these differences on market results.			
Basics and solution concepts of game theory		Analyse strategic aspects of economic and social interactions.			
<b>5</b>	<b>Learning outcomes:</b>				
	<b>Academic:</b>				

	<p>Students are familiar with the methods of advanced microeconomics, especially in the field of game theory and industrial economics. They developed an understanding about how to practically apply the concepts.</p> <p><b>Soft skills:</b> Students are able to analyse strategic conflicts in a structured way.</p>																
6	<b>Description of possible electives within the modules:</b> none																
7	<b>Examination:</b> Final Module Exam																
8	<p><b>Relevant Work:</b></p> <table border="1"> <thead> <tr> <th>No</th> <th>Number and Type; Connection to Course</th> <th>Duration</th> <th>Part of final mark in %</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Written exam for "Industrial Economics"</td> <td>60 min.</td> <td>100 %</td> </tr> </tbody> </table>			No	Number and Type; Connection to Course	Duration	Part of final mark in %	1	Written exam for "Industrial Economics"	60 min.	100 %						
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<b>Presence</b>	No 1	1.00 CP															
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16	<b>Responsible Lecturer:</b> Professor Dr. Andreas Löschel		<b>Department:</b> School of Business and Economics														

17	Misc.:
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# Principles of Transport Economics

<b>Module Title english:</b>		Principles of Transport Economics			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> TRV 13	<b>State:</b> Elective	<b>Language of Instruction:</b> German		
<b>2</b>	<b>Turn:</b> each winter semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b>
					<b>Self-Study (h)</b>
	1	Lecture	Transport Economics	Compulsory	30 h (2 CH) 90
	2	Exercise	Tutorial Transport Economics	Compulsory	30 h (2 CH) 30
<b>4</b>	<b>Module Profile:</b>				
	<b>Purpose of the module/integration into curriculum</b>				
	The module deals with transport markets and deepens the knowledge gained from the modules Microeconomics and Applied Research in Economics: Economic Policy and Regulation.				
	<b>Course content:</b>				
	In this module, a basic understanding of transport economics is provided. Based on that, specific features of each transport carrier and the transport infrastructure are discussed. In the lecture, a theoretical and carrier-specific analysis of relevant problems is made. Here, an insight into current research projects of the Institute of Transport Economics will also be given.				
	<b>Themes</b>	<b>Learning objectives</b>			
	1. Definitions and stylized facts of the transport sector	Students learn key indicators measuring mobility and understand the economic characteristics of transport infrastructure.			
2. Economic costs and benefits of transport	Students are able to evaluate investments into transport infrastructure regarding their impacts on private and social welfare and the environment.				
3. Regulation of the transport sector	Students are able to evaluate the regulation of different transport sectors regarding their necessity and efficiency.				
4. Transport and environment	Students are able to evaluate different instruments regarding their ability to internalize external costs. They are able to choose among different instruments, selecting the one imposing the lowest costs on market players.				
5. Traffic jams	Students know the economic problems of traffic jams. They know the impacts of treating traffic jams with static or dynamic congestion charges and they get to know the effects of capacity expansions.				

	6. Discussion of further legitimations to intervene in the transport market.	Students learn about the reasons of persistent market imbalances in specific transport sectors and they can evaluate in which cases market interventions by the government can improve the market outcome. Moreover, they know in which context subsidies for specific transport sectors can be appropriate.											
	7. Traffic safety	Students learn about the reason for an undersupply traffic safety and can evaluate measures aiming at increasing traffic safety.											
	8. Further perspectives on the transport sector	Students learn about further perspectives on the transport sector and can evaluate different influences on the political decision making process in the transport sector.											
5	<p><b>Learning outcomes:</b></p> <p><b>Academic:</b> Upon completion of the course the student is able to comprehend and articulate economic problems that occur when transporting freight and people. Upon completion of the course the student have knowledge of scientific foundations, key theories and principles in the fields of rail transport, air transport and road traffic. Upon completion of the course the student is able to improve market outcomes by adequate policies like regulation, taxes, emissions limits, subsidies or speed limits. Upon completion of the course the student understands the impacts of transport on the environment, on health and on social involvement of heterogeneous people.</p> <p><b>Soft skills:</b> Upon completion of the course the student is able to assess the impacts of transport on the environment, on health and on social involvement of heterogeneous people and to evaluate policy options from different ethical viewpoints.</p>												
6	<b>Description of possible electives within the modules:</b> none												
7	<b>Examination:</b> Final Module Exam												
8	<p><b>Relevant Work:</b></p> <table border="1"> <thead> <tr> <th>No</th> <th>Number and Type; Connection to Course</th> <th>Duration</th> <th>Part of final mark in %</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Final written exam</td> <td>120 min.</td> <td>100 %</td> </tr> </tbody> </table>		No	Number and Type; Connection to Course	Duration	Part of final mark in %	1	Final written exam	120 min.	100 %			
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9	<b>Study Work:</b> none												
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.												
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<b>Relevant Work</b>	No 1	4.00 CP											
<b>Total</b>		6 CP											

12	<b>Weight of the module grade for the overall grade:</b> 3,3%			
13	<b>Module Prerequisites:</b> The mastery of the content of the modules Foundations of Microeconomics, Foundations of Macroeconomics and Competition and Regulation is required.			
14	<b>Presence:</b> Presence is strongly recommended to warrant learning success			
15	<b>Mobility/Acknowledgement:</b> <hr/> <table border="1" data-bbox="215 600 1437 757"> <tr> <td data-bbox="215 600 826 757"> <b>Use of the module for other course programs</b> </td> <td data-bbox="826 600 1437 757"> Bachelor Economics, Bachelor Politics and Economics, Bachelor Economics and Law, Dual Bachelor Economics, Bachelor Mathematics, Bachelor Geography </td> </tr> </table> <hr/>		<b>Use of the module for other course programs</b>	Bachelor Economics, Bachelor Politics and Economics, Bachelor Economics and Law, Dual Bachelor Economics, Bachelor Mathematics, Bachelor Geography
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16	<b>Responsible Lecturer:</b> Professor Dr. Gernot Sieg	<b>Department:</b> School of Business and Economics		
17	<b>Misc.:</b> The module Principles of Transport Economics serves as foundation for the master-module Advanced Transport Economics.			



# Foundations of Economic Policy

<b>Module Title english:</b>		Foundations of Economic Policy			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> TRV 14	<b>State:</b> Elective	<b>Language of Instruction:</b> German		
<b>2</b>	<b>Turn:</b> each summer semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b>
					<b>Self-Study (h)</b>
	1	Lecture	Foundations of Economic Policy	Compulsory	30 h (2 CH)
	2	Exercise	Tutorial on Foundations of Economic Policy	Compulsory	30 h (2 CH)
<b>4</b>	<b>Module Profile:</b>				
	<b>Purpose of the module/integration into curriculum</b>				
	We are surrounded by economic policy actions. But when are these policy measures really indicated and when do they lack an economic rationale? The course will introduce economic policy instruments and will develop criteria when policy actions are indicated and what their advantages and disadvantages are.				
	<b>Course content:</b>				
	The lecture and its exercises aim to explain economic policy that we observe in everyday life. The lecture and its exercises introduce economic policy instruments like pollution taxes or environmental regulations. Students will be able to understand the economic reasoning for economic policy, they will be able to assess, when such policy actions are to be applied and what drawbacks might be expected. Confronted with real-life examples they will be able to evaluate the economic situation and suggest economic policy actions.				
	<b>Themes</b>	<b>Learning objectives</b>			
	1. Introduction	To learn about basic issues of economic policy and the role of government in a developed economy			
	2. Welfare theory	To learn how the market aggregates information from consumers and firms to guide production and consumption toward a Pareto-efficient allocation.			
	3. Inequality	To learn what alternative objectives there are to Pareto-efficiency and under which assumptions distributional concerns should be an economic policy objective.			
	4. Market power	To learn what the consequences are if firms have market power and what economic policy instruments can reduce market power.			

	5. Externalities	Using the example of climate change, learn what the consequences are when the actions of one economic agent have negative effects on the benefits of others. Also learn about economic policy instruments to reduce externalities.													
	6. Public Goods	To learn what public goods are and how to ensure the financing of public goods.													
	7. Innovation policy and Entrepreneurship	To learn what role innovation and entrepreneurship play in the market economy, why the market provides too little innovation and entrepreneurship and which economic policy instruments can change this.													
5	<p><b>Learning outcomes:</b></p> <p><b>Academic:</b> In this module the students acquire content-related competences for the basic economic policy paradigms, criteria when economic policy measures should be applied, the working principles of economic policy instruments and when economic policy actions may be detrimental. Additionally, the students are taught the theoretical knowledge of market failures and practical tools related to the solution of such problems.</p> <p><b>Soft skills:</b> In this module, students learn particularly the analysis of complex economic policy issues with multiple factors as well as abstract and lateral thinking. Further, problem-solving skills will be practiced with examples. The self-responsible preparation of the exercises supports students in their development of an autonomous approach to problem solving. Additionally, the content of the course is applied in a real life context. For this purpose and throughout the course, specific case studies are referred to, so that students are able to construct suitable economic policy measures and to elaborate the pros and cons of these suggested policy actions.</p>														
6	<b>Description of possible electives within the modules:</b> none														
7	<b>Examination:</b> Final Module Exam														
8	<p><b>Relevant Work:</b></p> <table border="1"> <thead> <tr> <th>No</th> <th>Number and Type; Connection to Course</th> <th>Duration</th> <th>Part of final mark in %</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Final written exam</td> <td>90 min.</td> <td>100 %</td> </tr> </tbody> </table>				No	Number and Type; Connection to Course	Duration	Part of final mark in %	1	Final written exam	90 min.	100 %			
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1	Final written exam	90 min.	100 %												
9	<b>Study Work:</b> none														
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.														
11	<p><b>CP Assignment:</b></p> <table border="1"> <tbody> <tr> <td rowspan="2"><b>Presence</b></td> <td>No 1</td> <td>1.00 CP</td> </tr> <tr> <td>No 2</td> <td>1.00 CP</td> </tr> <tr> <td><b>Relevant Work</b></td> <td>No 1</td> <td>4.00 CP</td> </tr> <tr> <td><b>Total</b></td> <td></td> <td>6 CP</td> </tr> </tbody> </table>				<b>Presence</b>	No 1	1.00 CP	No 2	1.00 CP	<b>Relevant Work</b>	No 1	4.00 CP	<b>Total</b>		6 CP
<b>Presence</b>	No 1	1.00 CP													
	No 2	1.00 CP													
<b>Relevant Work</b>	No 1	4.00 CP													
<b>Total</b>		6 CP													

12	<b>Weight of the module grade for the overall grade:</b> 3,3%			
13	<b>Module Prerequisites:</b> none			
14	<b>Presence:</b> Presence is strongly recommended to warrant learning success.			
15	<b>Mobility/Acknowledgement:</b> <hr/> <table border="1" data-bbox="215 566 1441 633"> <tr> <td data-bbox="215 566 826 633"> <b>Use of the module for other course programs</b> </td> <td data-bbox="826 566 1441 633"> Bachelor Economics </td> </tr> </table>		<b>Use of the module for other course programs</b>	Bachelor Economics
<b>Use of the module for other course programs</b>	Bachelor Economics			
16	<b>Responsible Lecturer:</b> Prof. Dr. Martin Watzinger	<b>Department:</b> School of Business and Economics		
17	<b>Misc.:</b>			

# Trade Theory and Policy

<b>Module Title english:</b>		Trade Theory and Policy			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> TRV 15	<b>State:</b> Elective	<b>Language of Instruction:</b> English		
<b>2</b>	<b>Turn:</b> each winter semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b> <b>Self-Study (h)</b>
	1	Lecture	Trade Theory and Policy	Compulsory	30 h (2 CH)    60
	2	Exercise	Tutorial on Trade Theory and Policy	Compulsory	30 h (2 CH)    60
<b>4</b>	<b>Module Profile:</b>				
	<b>Purpose of the module/integration into curriculum</b>				
	Over the last 60 years, most countries around the world have pursued a policy of incrementally removing barriers to international trade, reflecting the view that free trade is a force for prosperity. At the same time, worries about the effects of free trade on the international competitiveness of domestic industries have led many countries to engage in protectionist policies which limit or distort the free flow of goods and factors. Studying the causes and consequences of international trade integration therefore becomes an indispensable tool of assessing and evaluating the relative pros and cons of globalization.				
	<b>Course content:</b>				
	This course provides an overview of the economics of international trade. The first part introduces the student to the subject of trade theory, which deals with questions of whether or not trade is better than autarky. To this end, the major models of international trade are developed and used to explain the structure of international trade as well as its consequences for factor markets and economic welfare. The second part of the lecture deals with trade policy issues which asks the question of whether restricted trade is better than free trade. To this end, the functioning of various trade policy instruments is analyzed and their impact on trade, factor allocation and welfare are evaluated.				
	<b>Themes</b>		<b>Learning objectives</b>		
	The Ricardo model		To learn about the concept of comparative advantage and its implications for trade patterns and welfare.		
	The Heckscher-Ohlin model		To investigate the effects of international trade on factor markets, factor prices and the distribution of income.		
	The new trade theory		To assess the trade and welfare effects of intra-industry trade.		
	Instruments of trade policy		To study the effects of trade barriers such as tariffs, quotas or subsidies on trade patterns, trade volumes, and economic welfare.		

	Strategic trade policy	To analyze the strategic interaction of firms and the role of rent-seeking trade policy.		
	International factor mobility	To contemplate the incentives and consequences for the international movement of capital and labor.		
5	<p><b>Learning outcomes:</b></p> <p><b>Academic:</b> Upon completion of the course, students gain basic knowledge and skills in international economics and enables students to conduct independent economic policy arguments based on theoretical, model-based foundations and empirical research results. Students are able to explain trading patterns and driving forces and barriers to international trade. They are able to reflect current issues and to discuss the topics critically and controversially. This knowledge facilitates the ability of the students to participate in current debates and formulate solutions based on their theoretical background. This knowledge can be incorporate in numerous economic and business fields of economic activity, particularly in international organizations, foreign trade policy departments of ministries, research institutes and internationally operating companies.</p> <p><b>Soft skills:</b> The analysis of interdependencies facilitates the ability of the students to identify and solve problems in a differentiated way and conveys the ability of abstract and cross-linked thinking. Upon completion of the course, the student is able to analyse theoretical issues in a rigor and relevant way and to identify problem areas. The students are able to reflect issues critically, classify tasks into a broader context and gain the ability to provide differentiated solutions. The obtained knowledge can be used in professional discussions and debates in political and expert circles, and thus, enhances the communication skills of the students.</p>			
6	<b>Description of possible electives within the modules:</b> none			
7	<b>Examination:</b> Final Module Exam			
8	<b>Relevant Work:</b>			
	<b>No</b>	<b>Number and Type; Connection to Course</b>	<b>Duration</b>	<b>Part of final mark in %</b>
	1	Written exam	90 min.	100 %
9	<b>Study Work:</b> none			
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.			
11	<b>CP Assignment:</b>			
	<b>Presence</b>	No 1	1.00 CP	
		No 2	1.00 CP	
	<b>Relevant Work</b>	No 1	4.00 CP	
	<b>Total</b>		6 CP	
12	<b>Weight of the module grade for the overall grade:</b> 3,3%			

13	<b>Module Prerequisites:</b> none	
14	<b>Presence:</b> Presence is strongly recommended to warrant learning success	
15	<b>Mobility/Acknowledgement:</b>  <hr/> <b>Use of the module for other course programs</b>	<hr/> Bachelor Economics, Bachelor Politics and Economics, Bachelor Economics and Law, Dual Bachelor Economics, Bachelor Mathematics, Bachelor Geography
16	<b>Responsible Lecturer:</b> Professor Dr. Bernd Kempa	<b>Department:</b> School of Business and Economics
17	<b>Misc.:</b>	

# Economics of Innovation

<b>Module Title english:</b>		Economics of Innovation			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> TRV 16	<b>State:</b> Elective	<b>Language of Instruction:</b> English		
<b>2</b>	<b>Turn:</b> each winter semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b>
					<b>Self-Study (h)</b>
	1	Lecture	Economics of Innovation	Compulsory	30 h (2 CH) 60
	2	Exercise	Tutorial on Economics of Innovation	Compulsory	30 h (2 CH) 60
<b>4</b>	<b>Module Profile:</b>				
	<p><b>Purpose of the module/integration into curriculum</b> The module requires knowledge of basic microeconomics and basic statistics.</p> <p><b>Course content:</b> The lecture provides an introduction to economic issues of innovation and new ideas. The course first sets out general problems in the economics of innovation such as the public goods nature of ideas and the importance of innovation for economic prosperity. In the second part, the course analyses we can increase incentives for innovation in companies and the economy at large. . In the last part, the course discusses issues in innovation policy, for example the impact of immigration on innovation and which impact artificial intelligence will have on the labor market. In the tutorials, we will read current papers at the frontier of research.</p>				
<b>5</b>	<b>Learning outcomes:</b>				
	<p><b>Academic:</b> Students acquire content-related competencies by examining the macroeconomic consequences of innovation as well as current innovation policy. Furthermore, the students master essential theoretical basics for the management of innovation and can apply concepts and instruments used in practice. The students are familiar with the essential theoretical findings and empirical studies.</p> <p><b>Soft skills:</b> In this module, students learn particularly the analysis of complex economic policy issues with multiple factors as well as abstract and lateral thinking. Further, problem-solving skills will be practiced with examples. The self-responsible preparation of the exercises supports students in their development of an autonomous approach to problem solving. Additionally, the content of the course is applied in a real life context. For this purpose and throughout the course, specific case studies are referred to, so that students are able to construct suitable policy measures to promote innovation and entrepreneurship and to elaborate the pros and cons of these suggested policy actions for manager and policy maker.</p>				
<b>6</b>	<b>Description of possible electives within the modules:</b> none				

7	<b>Examination:</b> Final Module Exam			
8	<b>Relevant Work:</b>			
	<b>No</b>	<b>Number and Type; Connection to Course</b>	<b>Duration</b>	<b>Part of final mark in %</b>
	1	Final written exam	90 min.	100 %
9	<b>Study Work:</b> none			
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.			
11	<b>CP Assignment:</b>			
	<b>Presence</b>	No 1	1.00 CP	
		No 2	1.00 CP	
	<b>Relevant Work</b>	No 1	4.00 CP	
	<b>Total</b>		6 CP	
12	<b>Weight of the module grade for the overall grade:</b> 3,3%			
13	<b>Module Prerequisites:</b> none			
14	<b>Presence:</b> Presence is strongly recommended to warrant learning success.			
15	<b>Mobility/Acknowledgement:</b>			
	<b>Use of the module for other course programs</b>	Bachelor Economics		
16	<b>Responsible Lecturer:</b> Prof. Dr. Martin Watzinger		<b>Department:</b> University of Münster, School of Business and Economics	
	17 <b>Misc.:</b>			



# Monetary Economics

<b>Module Title english:</b>		Monetary Economics			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> TRV 17	<b>State:</b> Elective	<b>Language of Instruction:</b> German		
<b>2</b>	<b>Turn:</b> each winter semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b>
					<b>Self-Study (h)</b>
	1	Lecture	Monetary Policy	Compulsory	30 h (2 CH) 60
	2	Exercise	Tutorial on Monetary Policy	Compulsory	30 h (2 CH) 60
<b>4</b>	<p><b>Module Profile:</b>  <b>Course content:</b>            The module includes the lecture Monetary Policy. The lecture deals comprehensively with the practical and to a lesser extent with the theoretical aspects of monetary policy of central banks. In particular, the (i) institutional aspects of the European Monetary Union, (ii) monetary policy strategies and their implementation, (iii) monetary policy instruments and money market and (iv) monetary transmission channels of monetary policy are considered. The corresponding concepts are mainly used due to the practical monetary policy of the European Central Bank (ECB). The lecture will be complemented by case studies, prepared by students and then be presented and discussed in the lecture.</p>				
<b>5</b>	<p><b>Learning outcomes:</b>  <b>Academic:</b>            The participants should be familiarize with the theoretical and practical dimensions of modern monetary policy. This will enable them to identify current problems and to discuss monetary policy. Due to the importance of monetary policy in the international economic policies and their impact on financial markets and the real economy, these issues are important for economic qualification.  <b>Soft skills:</b>            Through the presentation of case studies within the circle of course participants, presentation techniques will be practiced. In the ensuing question- answer session participants learn to debate on a scientific level with each other. The same applies to embedded regular discussions about current monetary policy developments.</p>				
<b>6</b>	<p><b>Description of possible electives within the modules:</b>            none</p>				
<b>7</b>	<b>Examination:</b> Final Module Exam				
<b>8</b>	<b>Relevant Work:</b>				

	<b>No</b>	<b>Number and Type; Connection to Course</b>	<b>Duration</b>	<b>Part of final mark in %</b>
	1	Final written exam	120 min.	100 %
<b>9</b>	<b>Study Work:</b> none			
<b>10</b>	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.			
<b>11</b>	<b>CP Assignment:</b>			
	<b>Presence</b>	No 1	1.00 CP	
		No 2	1.00 CP	
	<b>Relevant Work</b>	No 1	4.00 CP	
<b>Total</b>		6 CP		
<b>12</b>	<b>Weight of the module grade for the overall grade:</b> 3,3%			
<b>13</b>	<b>Module Prerequisites:</b> For understanding the events of this module, the control of the substance of the modules Micro- and Macroeconomics is needed.			
<b>14</b>	<b>Presence:</b> Presence is strongly recommended to warrant learning success			
<b>15</b>	<b>Mobility/Acknowledgement:</b>			
	<b>Use of the module for other course programs</b>	Bachelor Economics, Bachelor Politics and Economics, Bachelor Economics and Law, Dual Bachelor Economics, Bachelor Mathematics, Bachelor Geography		
<b>16</b>	<b>Responsible Lecturer:</b> Professor Dr. Martin Bohl		<b>Department:</b> School of Business and Economics	
<b>17</b>	<b>Misc.:</b>			

# Econometrics

<b>Module Title english:</b>		Econometrics			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> TRV 18	<b>State:</b> Elective	<b>Language of Instruction:</b> English		
<b>2</b>	<b>Turn:</b> each winter semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b>
					<b>Self-Study (h)</b>
	1	Lecture	Econometrics	Compulsory	30 h (2 CH) 60
	2	Exercise	Econometrics	Compulsory	30 h (2 CH) 60
<b>4</b>	<b>Module Profile:</b>				
	<p><b>Purpose of the module/integration into curriculum</b>            This module deepens and enhances the material introduced in the module "Empirical Economics". It is recommended to attend the module "Advanced Statistics" before attending the module "Econometrics". A sound knowledge of econometrics is necessary for all empirical studies.</p> <p><b>Course content:</b>            Topics: linear regression; t-test; F-test; omitted variable bias; nonlinearities; dummy variables; interactions; generalized least squares method (heteroskedasticity, autocorrelation); stochastic convergence and limit theorems; stochastic exogenous variables; instrumental variables; interdependent equations systems. Learning objectives: This module provides the elementary econometrics methods required for empirical economics. Students are being prepared for empirical economic research. They learn to assess the suitability of empirical methods. Students learn to use and assess scientific methods in empirical studies. Students are able to critically reflect on the methods used in empirical studies as well as on the results. Students learn to think about empirical aspects of economic phenomena in a structured way.</p>				
<b>5</b>	<b>Learning outcomes:</b>				
	<p><b>Academic:</b>            The students are statistically and numerically literate. They recognize the importance and value of econometric thinking, training, and approach to problem solving. They are familiar with a variety of examples where econometrics helps to accurately explain abstract phenomena. They can recognize and appreciate the connections between theory and applications. Students learn to independently read econometric literature of various types, including survey articles, scholarly books, and online sources.</p> <p><b>Soft skills:</b>  <b>Logic and Critical Thinking:</b> Students have a facility with abstract reasoning, including the ability to abstract from concrete situations and make ideas precise by formulating them econometrically. They can analyze, test, and interpret technical arguments, and form independent judgements. This includes their own arguments and those of others, in both academic and non-academic contexts. <b>Problem solving:</b> The students use their training in econometrics to help guide possible</p>				

	<p>lines of inquiry. They solve complex problems by identifying feasible divisions into simpler sub-problems. They gather and organize relevant information such as related problems, examples and counterexamples. They sharpen econometric questions as a problem solving strategy. They identify suitable existing methods of analysis and assess their strengths and weaknesses in the context of the problem being considered. They construct abstract models using appropriate economic and statistical tools. They use computers and software as exploratory, visualization, modelling and computational tools. The students undermine nonsensical regulations subversively. The students can engage their creativity in the quest for novel or elegant solutions. Communication: The students accept comments and feedback, and learn from them. They can explain fundamental concepts from econometrics to non-experts. They can justify choices made during problem solving and interpretation of results. The students present the results and assessment of a problem solving strategy. They communicate logical arguments both orally and in writing to a range of audiences.</p>													
6	<b>Description of possible electives within the modules:</b> none													
7	<b>Examination:</b> Final Module Exam													
8	<p><b>Relevant Work:</b></p> <table border="1"> <thead> <tr> <th>No</th> <th>Number and Type; Connection to Course</th> <th>Duration</th> <th>Part of final mark in %</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Final written exam</td> <td>90 min.</td> <td>100 %</td> </tr> </tbody> </table>			No	Number and Type; Connection to Course	Duration	Part of final mark in %	1	Final written exam	90 min.	100 %			
No	Number and Type; Connection to Course	Duration	Part of final mark in %											
1	Final written exam	90 min.	100 %											
9	<b>Study Work:</b> none													
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.													
11	<p><b>CP Assignment:</b></p> <table border="1"> <tbody> <tr> <td rowspan="2"><b>Presence</b></td> <td>No 1</td> <td>1.00 CP</td> </tr> <tr> <td>No 2</td> <td>1.00 CP</td> </tr> <tr> <td><b>Relevant Work</b></td> <td>No 1</td> <td>4.00 CP</td> </tr> <tr> <td><b>Total</b></td> <td></td> <td>6 CP</td> </tr> </tbody> </table>			<b>Presence</b>	No 1	1.00 CP	No 2	1.00 CP	<b>Relevant Work</b>	No 1	4.00 CP	<b>Total</b>		6 CP
<b>Presence</b>	No 1	1.00 CP												
	No 2	1.00 CP												
<b>Relevant Work</b>	No 1	4.00 CP												
<b>Total</b>		6 CP												
12	<b>Weight of the module grade for the overall grade:</b> 3,3%													
13	<b>Module Prerequisites:</b> Recommended: Modules Data Science 1, Data Science 2, Advanced Statistics.													
14	<b>Presence:</b> Presence is strongly recommended to warrant learning success													
15	<p><b>Mobility/Acknowledgement:</b></p> <table border="1"> <tbody> <tr> <td><b>Use of the module for other course programs</b></td> <td>Bachelor Economics, Bachelor Politics and Economics, Bachelor Economics and Law, Dual</td> </tr> </tbody> </table>			<b>Use of the module for other course programs</b>	Bachelor Economics, Bachelor Politics and Economics, Bachelor Economics and Law, Dual									
<b>Use of the module for other course programs</b>	Bachelor Economics, Bachelor Politics and Economics, Bachelor Economics and Law, Dual													

		Bachelor Economics, Bachelor Mathematics, Bachelor Geography
16	<b>Responsible Lecturer:</b> Prof. Dr. Mark Trede, Professor Dr. Bernd Wilfling	<b>Department:</b> School of Business and Economics
17	<b>Misc.:</b> This module is taught in the second half of the winter term. It is advisable to attend the module Advanced Statistics in the first half of the term.	

# Public Choice Theory

<b>Module Title english:</b>		Public Choice Theory			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> TRV 19	<b>State:</b> Elective	<b>Language of Instruction:</b> German		
<b>2</b>	<b>Turn:</b> each winter semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b>
					<b>Self-Study (h)</b>
	1	Lecture	Lecture Public Choice Theory	Compulsory	30 h (2 CH) 60
	2	Exercise	Exercises	Compulsory	30 h (2 CH) 60
<b>4</b>	<b>Module Profile:</b>				
	<p><b>Purpose of the module/integration into curriculum</b>  This module builds upon the modules Principles of Microeconomic Theory and Principles of Macroeconomic Theory and deepens the understanding acquired so far. The module gives first insights into how recommendations concerning economics policy can be derived using criteria of welfare economics. It also gives insights into the restrictions under which political decision makers act; and which political behavior may hence be expected. The methodology of economics is applied within a broad field of political phenomena. The module further helps applying micro- and macroeconomics instruments to a broad range of both theory and policy issues.</p> <p><b>Course content:</b>  The focal point of analysis in this module are public decision makers, bureaucrats, interest groups as well as actors and their respective decision-making behavior. Participants will gain insights into the restrictions under which political decision makers typically act. The insights this module provides are derived from the application of the economics methodology. Furthermore, the module aims at systematically exercising the application of micro- and macroeconomic techniques.</p>				
<b>5</b>	<b>Learning outcomes:</b>				
	<p><b>Academic:</b>  The module teaches fundamental analytical skills with regard to the positive analysis of political behavior. Moreover, students will learn to apply the instruments available for a professional evaluation of political processes.</p> <p><b>Soft skills:</b>  In this module, the students will learn to analyze complex public policy issues concerned with multiple influencing factors. They will also exercise abstract and interlaced thinking. Especially in the accompanying tutorial sessions, problem-solving abilities regarding policy issues will be advanced relying on exemplary cases.</p>				
<b>6</b>	<b>Description of possible electives within the modules:</b> none				

7	<b>Examination:</b> Final Module Exam			
8	<b>Relevant Work:</b>			
	<b>No</b>	<b>Number and Type; Connection to Course</b>	<b>Duration</b>	<b>Part of final mark in %</b>
	1	Final written exam	90 min.	100 %
9	<b>Study Work:</b> none			
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.			
11	<b>CP Assignment:</b>			
	<b>Presence</b>	No 1	1.00 CP	
		No 2	1.00 CP	
	<b>Relevant Work</b>	No 1	4.00 CP	
	<b>Total</b>		6 CP	
12	<b>Weight of the module grade for the overall grade:</b> 3,3%			
13	<b>Module Prerequisites:</b> recommended: mathematics, statistics, microeconomics I, macroeconomics I			
14	<b>Presence:</b> Presence is strongly recommended to warrant learning success			
15	<b>Mobility/Acknowledgement:</b>			
	<b>Use of the module for other course programs</b>	Bachelor Economics		
16	<b>Responsible Lecturer:</b> Professor Dr. Thomas Apolte		<b>Department:</b> School of Business and Economics	
	17 <b>Misc.:</b>			

# Resource Economics

<b>Module Title english:</b>		Resource Economics			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> TRV 20	<b>State:</b> Elective	<b>Language of Instruction:</b> German		
<b>2</b>	<b>Turn:</b> each winter semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b>
					<b>Self-Study (h)</b>
	1	Lecture	Resource Economics	Compulsory	30 h (2 CH) 60
	2	Exercise	Exercises on Resource Economics	Compulsory	30 h (2 CH) 60
<b>4</b>	<b>Module Profile:</b>				
	<p><b>Purpose of the module/integration into curriculum</b>          The module “Resource Economics” is based on the fundamentals of microeconomics and economic policy and regulation. It complements the modules “Energy Economics”. The module serves as a basics course for the master program modules “Environmental Economics”, “Climate Change Economics” and “Advanced Energy and Resource Economics”.</p> <p><b>Course content:</b>          The module ‘Resource Economics’ deals primarily with Energy as the one of the most important factors of production in modern Economies and the Resources which are needed to produce this factor. Hence, the student learn about the mining of natural resources and their transformation and uses in the economy. The topics include - Energy and Energy Accounting - Exhaustible Resources and their use in Energy Production - Resource usage and environmental issues. - Markets for Resources (lignite, hard coal, oil, gas, uranium and renewable resources)</p>				
<b>5</b>	<b>Learning outcomes:</b>				
	<p><b>Academic:</b>          The student acquires a solid background knowledge concerning the functioning of markets for resources. Moreover, the interaction between the resource sector and the rest of the economy is analyzed. A main goal is that students are enabled to answer resource related questions on their own. Theoretical and empirical methods are heavily used and trained in order to answer these questions. Students that successfully pass the module are in a position to profit from the knowledge either in academia but also in the Energy and Resource Industry.</p> <p><b>Soft skills:</b>          Analytical Skills, judge and cope with different positions and stake holders.</p>				
<b>6</b>	<b>Description of possible electives within the modules:</b> none				
<b>7</b>	<b>Examination:</b> Final Module Exam				
<b>8</b>	<b>Relevant Work:</b>				



	No	Number and Type; Connection to Course	Duration	Part of final mark in %
	1	Final Written Exam	60 min.	100 %
9	<b>Study Work:</b> none			
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.			
11	<b>CP Assignment:</b>			
	<b>Presence</b>	No 1	1.00 CP	
		No 2	1.00 CP	
	<b>Relevant Work</b>	No 1	4.00 CP	
<b>Total</b>		6 CP		
12	<b>Weight of the module grade for the overall grade:</b> 3,3%			
13	<b>Module Prerequisites:</b> none			
14	<b>Presence:</b> Presence is strongly recommended to warrant learning success			
15	<b>Mobility/Acknowledgement:</b>			
	<b>Use of the module for other course programs</b>	Bachelor Economics, Bachelor Politics and Economics, Bachelor Economics and Law, Bachelor Mathematics, Bachelor Geography		
16	<b>Responsible Lecturer:</b> Professor Dr. Andreas Löschel		<b>Department:</b> University of Münster, School of Business and Economics	
17	<b>Misc.:</b>			

## Topics in Economics

<b>Module Title english:</b>		Topics in Economics			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> TRV 21	<b>State:</b> Elective	<b>Language of Instruction:</b> German or English		
<b>2</b>	<b>Turn:</b> each semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b> <b>Self-Study (h)</b>
	1	Seminar	Topics in Economics	Compulsory	30 h (2 CH) 150
<b>4</b>	<b>Module Profile:</b>				
	<p><b>Purpose of the module/integration into curriculum</b> The seminar 'Topics in Economics' focusses on applications of (mainly) basic economic theory to different, mainly microeconomic topics. It can be seen as a complement to modul 'Microeconomics II'.</p> <p><b>Course content:</b> The Seminar "Topics in Economics" focusses every Semester on a "cross-sectional" Topic in Economics (such as industrial organization or applications of game theory) where Students learn to apply their theoretical knowledge from their basic economics lectures in order to consistently think through a specific economic question. This will form the basis for their Bachelor thesis and in general to learn the value of a consistent argument, but also the limitations of economic theory.</p>				
<b>5</b>	<b>Learning outcomes:</b>				
	<p><b>Academic:</b> Learn to understand state-of-the-art research literature and acquire the ability to use their tools to understand and analyse an economic question. By analyzing a defined question from the literature and by (guided) writing of a term paper, students learn to efficiently communicate (orally and written) and train the ability to structure and analyze problems.</p> <p><b>Soft skills:</b> Focus of this modul is writing and presenting a term paper on a specific microeconomic topic. By the means of a very close communication between adviser and student, problem solver and self-structured working are enforced. A feedback after the presentation is helpful to sharpen presentation skills.</p>				
<b>6</b>	<b>Description of possible electives within the modules:</b> none				
<b>7</b>	<b>Examination:</b> Final Module Exam				
<b>8</b>	<b>Relevant Work:</b>				

	<b>No</b>	<b>Number and Type; Connection to Course</b>	<b>Duration</b>	<b>Part of final mark in %</b>
	1	Written term paper & presentation	max. 20 pages & max. 90 min.	100 %
<b>9</b>	<b>Study Work:</b> none			
<b>10</b>	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.			
<b>11</b>	<b>CP Assignment:</b>			
	<b>Presence</b>	No 1	1.00 CP	
	<b>Relevant Work</b>	No 1	5.00 CP	
	<b>Total</b>		6 CP	
<b>12</b>	<b>Weight of the module grade for the overall grade:</b> 3,3%			
<b>13</b>	<b>Module Prerequisites:</b> Basic Economic knowledge (from the first 3 Semester, i.e. Econ 101, Micro, Macro, Statistics)			
<b>14</b>	<b>Presence:</b> Presence is strongly recommended to warrant learning success.			
<b>15</b>	<b>Mobility/Acknowledgement:</b>			
	<b>Use of the module for other course programs</b>	Bachelor Economics		
<b>16</b>	<b>Responsible Lecturer:</b> Professor Dr. Gernot Sieg		<b>Department:</b> School of Business and Economics	
	<b>Misc.:</b>			
<b>17</b>				

# Social Policy

<b>Module Title english:</b>		Social Policy			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> TRV 23	<b>State:</b> Elective	<b>Language of Instruction:</b> German		
<b>2</b>	<b>Turn:</b> each winter semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b>
					<b>Self-Study (h)</b>
	1	Lecture	Social Policy	Compulsory	30 h (2 CH) 60
	2	Exercise	Tutorial Social Policy	Compulsory	30 h (2 CH) 60
<b>4</b>	<b>Module Profile:</b>				
	<b>Purpose of the module/integration into curriculum</b>				
	The module Social Policy builds on the foundational economic curriculum, in particular, Microeconomics and Economic Policy and Regulation. It prepares students for modules at the Master level as e.g. Economic Policy.				
	<b>Course content:</b>				
	Social policies create incentives and thus impact on market outcomes. The module provides a theoretical framework to analyse the efficiency and distributive consequences of social policy interventions, in particular in the labour market. Theoretical predictions are regularly confronted with empirical results.				
	<b>Themes</b>		<b>Learning objectives</b>		
	Justification for social insurance		Understand why under adverse selection private, voluntary insurance markets might be inferior to government mandated insurance.		
	Labour Market Policies for the Unemployed		Understand how passive (unemployment insurance) and active (training programs) labour market polices affect labour supply and unemployment.		
	Labour Market Policies for the Employed (minimum wages, wage subsidies, anti-discrimination measures)		Understand both the efficiency and distributive consequences of all three policies.		
	Economics of Education		Understand how well designed education policy can mitigate the need for ex post redistribution.		
<b>5</b>	<b>Learning outcomes:</b>				
	<b>Academic:</b>				
	Students become familiar with a toolbox that allows for a model based analysis and empirical				

	<p>quantification of prominent social policies. Upon completion of the module, student can gauge the pros and cons of various welfare and labour market policies.</p> <p><b>Soft skills:</b> The model based approach trains students to translate concrete problems into an abstract framework to develop generalisable solution strategies. In discussions on recent policy issues students have to formulate arguments with scientific precision and critically reflect those arguments based on theoretic insights and empirical results.</p>													
6	<b>Description of possible electives within the modules:</b> none													
7	<b>Examination:</b> Final Module Exam													
8	<p><b>Relevant Work:</b></p> <table border="1"> <thead> <tr> <th>No</th> <th>Number and Type; Connection to Course</th> <th>Duration</th> <th>Part of final mark in %</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Final written exam</td> <td>90 min.</td> <td>100 %</td> </tr> </tbody> </table>			No	Number and Type; Connection to Course	Duration	Part of final mark in %	1	Final written exam	90 min.	100 %			
No	Number and Type; Connection to Course	Duration	Part of final mark in %											
1	Final written exam	90 min.	100 %											
9	<b>Study Work:</b> none													
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.													
11	<p><b>CP Assignment:</b></p> <table border="1"> <tbody> <tr> <td rowspan="2"><b>Presence</b></td> <td>No 1</td> <td>1.00 CP</td> </tr> <tr> <td>No 2</td> <td>1.00 CP</td> </tr> <tr> <td><b>Relevant Work</b></td> <td>No 1</td> <td>4.50 CP</td> </tr> <tr> <td><b>Total</b></td> <td></td> <td>6.5 CP</td> </tr> </tbody> </table>			<b>Presence</b>	No 1	1.00 CP	No 2	1.00 CP	<b>Relevant Work</b>	No 1	4.50 CP	<b>Total</b>		6.5 CP
<b>Presence</b>	No 1	1.00 CP												
	No 2	1.00 CP												
<b>Relevant Work</b>	No 1	4.50 CP												
<b>Total</b>		6.5 CP												
12	<b>Weight of the module grade for the overall grade:</b> 3,3%													
13	<b>Module Prerequisites:</b> none													
14	<b>Presence:</b> Presence is highly recommended to warrant learning success.													
15	<p><b>Mobility/Acknowledgement:</b></p> <table border="1"> <tbody> <tr> <td><b>Use of the module for other course programs</b></td> <td>Bachelor Economics</td> </tr> </tbody> </table>			<b>Use of the module for other course programs</b>	Bachelor Economics									
<b>Use of the module for other course programs</b>	Bachelor Economics													
16	<b>Responsible Lecturer:</b> Professor Dr. Nadine Riedel	<b>Department:</b> University of Münster, School of Business and Economics												
17	<b>Misc.:</b>													



# Game Theory

<b>Module Title english:</b>		Game Theory			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> TRV 24	<b>State:</b> Elective	<b>Language of Instruction:</b> German		
<b>2</b>	<b>Turn:</b> each summer semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b>
					<b>Self-Study (h)</b>
	1	Lecture	Game Theory	Compulsory	30 h (2 CH) 60
	2	Exercise	Tutorial Game Theory	Compulsory	30 h (2 CH) 60
<b>4</b>	<b>Module Profile:</b>				
	<b>Purpose of the module/integration into curriculum</b>				
	The course Game Theory is a basic course introducing the tools to analyze strategic interaction in the economy.				
	<b>Course content:</b>				
	Game Theory analyses the strategic interaction in the economy, e.g. in markets, in organisations, or in negotiations. It is a central method in economics and has applications in industrial organisation, international trade, macroeconomics, political economy, etc. The lectures will introduce the fundamental solution concepts in game theory and will feature numerous concrete examples and applications from all areas of economics				
	<b>Themes</b>		<b>Learning objectives</b>		
	Introduction		Understand why we need game theory to make better decision in strategic situations		
	Static games with complete information		Understand how we can predict the behavior of players if the utility of one player depend on the action of others, all players move simultaneously and there is no information asymmetry		
Dynamic games with complete information		Understand how the time dimension changes the predictions of game theory relative to static games			
Repeated games		Understand how repeated interactions changes the behavior of players			
Static games with incomplete information		Understand how incomplete information changes the prediction in static games			
Dynamic games with incomplete information		Understand how incomplete information changes the prediction in dynamic games			

5	<p><b>Learning outcomes:</b></p> <p><b>Academic:</b> After finishing the module the student should demonstrate the knowledge of game theory. The students should demonstrate the ability to apply this knowledge to real-world examples, to predict the behavior in strategic interactions and to understand the limits of game theoretic reasoning</p> <p><b>Soft skills:</b> In this module, students learn particularly the analysis of complex economic circumstances with multiple influencing factors as well as abstract thinking. In the exercises, the practical solution competence for applied problems is encouraged. The self-responsible preparation of the exercises supports students in their development of an autonomous approach to problem solving. Additionally, the content of the course is applied in a real life context. For this purpose and throughout the course, specific case studies are referred to, so that students gain an understanding for the scope of application of game theory.</p>											
6	<p><b>Description of possible electives within the modules:</b> none</p>											
7	<p><b>Examination:</b> Final Module Exam</p>											
8	<p><b>Relevant Work:</b></p> <table border="1" data-bbox="215 913 1437 1025"> <thead> <tr> <th>No</th> <th>Number and Type; Connection to Course</th> <th>Duration</th> <th>Part of final mark in %</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Written exam for "Game theory"</td> <td>60 min.</td> <td>100 %</td> </tr> </tbody> </table>	No	Number and Type; Connection to Course	Duration	Part of final mark in %	1	Written exam for "Game theory"	60 min.	100 %			
No	Number and Type; Connection to Course	Duration	Part of final mark in %									
1	Written exam for "Game theory"	60 min.	100 %									
9	<p><b>Study Work:</b> none</p>											
10	<p><b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.</p>											
11	<p><b>CP Assignment:</b></p> <table border="1" data-bbox="215 1346 1437 1574"> <tbody> <tr> <td rowspan="2"><b>Presence</b></td> <td>No 1</td> <td>1.00 CP</td> </tr> <tr> <td>No 2</td> <td>1.00 CP</td> </tr> <tr> <td><b>Relevant Work</b></td> <td>No 1</td> <td>4.00 CP</td> </tr> <tr> <td><b>Total</b></td> <td></td> <td>6 CP</td> </tr> </tbody> </table>	<b>Presence</b>	No 1	1.00 CP	No 2	1.00 CP	<b>Relevant Work</b>	No 1	4.00 CP	<b>Total</b>		6 CP
<b>Presence</b>	No 1		1.00 CP									
	No 2	1.00 CP										
<b>Relevant Work</b>	No 1	4.00 CP										
<b>Total</b>		6 CP										
12	<p><b>Weight of the module grade for the overall grade:</b> 3,3%</p>											
13	<p><b>Module Prerequisites:</b> none</p>											
14	<p><b>Presence:</b> Presence is strongly recommended to warrant learning success</p>											
15	<p><b>Mobility/Acknowledgement:</b></p> <table border="1" data-bbox="215 1995 1437 2051"> <tbody> <tr> <td><b>Use of the module for other course programs</b></td> <td>Bachelor Economics</td> </tr> </tbody> </table>	<b>Use of the module for other course programs</b>	Bachelor Economics									
<b>Use of the module for other course programs</b>	Bachelor Economics											



16	<b>Responsible Lecturer:</b> Prof. Dr. Martin Watzinger	<b>Department:</b> School of Business and Economics
17	<b>Misc.:</b>	

# Sports Economics

<b>Module Title english:</b>		Sports Economics			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> TRV 25	<b>State:</b> Elective	<b>Language of Instruction:</b> German		
<b>2</b>	<b>Turn:</b> each summer semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b> <b>Self-Study (h)</b>
	1	Lecture	Sports Economics	Compulsory	30 h (2 CH)    60
2	Exercise	Tutorial Sports Economics	Compulsory	30 h (2 CH)    60	
<b>4</b>	<b>Module Profile:</b>				
	<b>Purpose of the module/integration into curriculum</b>				
	Sport, especially in form of major events like the Olympic Games, the NFL Superbowl or the UEFA Champions League, gains more and more economic importance. Commercialized sports are a crucial part of the entertainment industry. Therefore, it is meaningful to study these industries and their ways of functioning.				
	<b>Course content:</b>				
	Meanwhile, sports economics is an established academic subject in teaching and research at many universities, especially in the USA. In sports economics, sports leagues are analyzed regarding competition rules; moreover, the labor market for players, as well as public interventions like subsidies for sports facilities, are also studied thoroughly.				
	<b>Themes</b>		<b>Learning objectives</b>		
	Supply and demand on sport markets		Understand and analyze how supply and demand are formed on different sport markets.		
Talent and the labor market in sport economics		Understand how talent is judged on sport markets and how different competition models affect the distribution of welfare.			
Corruption		Understand why corruption occurs and how it can be combated.			
Doping		Understand and analyze why doping occurs.			
Subsidies in professional sports		Understand and analyze the economic effects of promotion and subsidies in sports.			
<b>5</b>	<b>Learning outcomes:</b>				
	<b>Academic:</b> Learn to analyze sports markets and to understand their mechanisms.				

	<b>Soft skills:</b> Preparing solutions of homework assignments. Presenting and discussing solutions of exercises.			
6	<b>Description of possible electives within the modules:</b> none			
7	<b>Examination:</b> Final Module Exam			
8	<b>Relevant Work:</b>			
	<b>No</b>	<b>Number and Type; Connection to Course</b>	<b>Duration</b>	<b>Part of final mark in %</b>
	1	Final written exam	90 min.	100 %
9	<b>Study Work:</b> none			
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.			
11	<b>CP Assignment:</b>			
	<b>Presence</b>	No 1	1.00 CP	
		No 2	1.00 CP	
	<b>Relevant Work</b>	No 1	4.00 CP	
	<b>Total</b>		6 CP	
12	<b>Weight of the module grade for the overall grade:</b> 3,3%			
13	<b>Module Prerequisites:</b> All modules of semesters 1 and 2 have to be passed.			
14	<b>Presence:</b> Presence is strongly recommended to warrant learning success			
15	<b>Mobility/Acknowledgement:</b>			
	<b>Use of the module for other course programs</b>	Bachelor Economics		
16	<b>Responsible Lecturer:</b> Prof. Dr. Aloys Prinz		<b>Department:</b> School of Business and Economics	
	17 <b>Misc.:</b>			

# Tax Policy

<b>Module Title english:</b>		Tax Policy			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> TRV 26	<b>State:</b> Elective	<b>Language of Instruction:</b> German		
<b>2</b>	<b>Turn:</b> each winter semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b>   <b>Self-Study (h)</b>
	1	Lecture	Tax Policy	Compulsory	30 h (2 CH)   60
	2	Exercise	Tutorial Tax Policy	Compulsory	30 h (2 CH)   60
<b>4</b>	<p><b>Module Profile:</b>  <b>Purpose of the module/integration into curriculum</b>            Taxes are the most important source of government finance. A well-functioning, efficient and fair system of taxation is crucial for the economy and for society in general. Tax policy plays an important role in other subfields of economics, such as environmental and energy economics. Good knowledge of microeconomics is helpful.</p> <p><b>Course content:</b>            The module offers an overview of the German tax system and presents the theoretical foundations for describing and analyzing taxes.</p>				
<b>5</b>	<p><b>Learning outcomes:</b>  <b>Academic:</b>            After completing the module, students have (1) gained knowledge about the structure of the German tax system and its fundamental rules, (2) learned the relevant methodological concepts of taxation analysis.</p>				
<b>6</b>	<b>Description of possible electives within the modules:</b> none				
<b>7</b>	<b>Examination:</b> Final Module Exam				
<b>8</b>	<b>Relevant Work:</b>				
	<b>No</b>	<b>Number and Type; Connection to Course</b>	<b>Duration</b>	<b>Part of final mark in %</b>	
	1	Written exam	90 min.	100 %	
<b>9</b>	<b>Study Work:</b> none				
<b>10</b>	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.				

11	<b>CP Assignment:</b>	
	<b>Presence</b>	No 1 1.00 CP
		No 2 1.00 CP
	<b>Relevant Work</b>	No 1 4.00 CP
	<b>Total</b>	6 CP
12	<b>Weight of the module grade for the overall grade:</b> 3,3%	
13	<b>Module Prerequisites:</b> none	
14	<b>Presence:</b> Presence is strongly recommended to warrant learning success	
15	<b>Mobility/Acknowledgement:</b>	
	<b>Use of the module for other course programs</b>	Bachelor Economics, Bachelor Politics and Economics, Bachelor Economics and Law, Dual Bachelor Economics
16	<b>Responsible Lecturer:</b> Professor Dr. Johannes Becker	<b>Department:</b> School of Business and Economics
	17 <b>Misc.:</b>	

# Firms, Competition and, Cooperation

<b>Module Title english:</b>		Firms, Competition and, Cooperation			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> TRV 27	<b>State:</b> Elective	<b>Language of Instruction:</b> German		
<b>2</b>	<b>Turn:</b> each winter semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b> <b>Self-Study (h)</b>
	1	Lecture	Firms, Competition, and Cooperation	Compulsory	30 h (2 CH)   60
	2	Exercise	Tutorial on Firms, Competition, and Cooperation	Compulsory	30 h (2 CH)   60
<b>4</b>	<b>Module Profile:</b>				
	<b>Purpose of the module/integration into curriculum</b>				
	In the module Firms, Competition and Cooperation, the question why firms exist, as posed by R. Coase, is addressed and answered. Subsequently, the behavior of firms on markets is analyzed and in particular the tension between enterprise competition and enterprise cooperation is examined: Under which circumstances do business and economic interests coincide? Under which circumstances is a higher intensity of competition desirable from an economic point of view, and under which circumstances is corporate cooperation desirable? The basis for this lecture is knowledge of game theory and industrial organization.				
	<b>Course content:</b>				
	The module Firms, Competition and Cooperation deals with the "theory of the firm" as well as with theoretical models of enterprise competition and enterprise cooperation.				
	<b>Themes</b>	<b>Learning objectives</b>			
	1. Theory of the firm	Students will learn the advantages and disadvantages of intra-company production.			
	2. Limits of the company	Students understand to what extent horizontal and vertical firm mergers are desirable from a business/economic perspective.			
	3. Principal-Agent Theory	Students learn about models and solutions for internal incentive problems.			
	4. Competition and Collusion	Students learn about theoretical approaches to modeling firm competition and firm collusion, and in particular how price and quantity collusion are not economically desirable.			

	5. Corporate Collusion	Students learn theoretical concepts on the extent to which corporate cooperation - for example in research and development - can be desirable from an economic point of view.													
	6. Discussion of current cases	By discussing current cases of competition policy, students learn to apply the concepts they have learned.													
5	<p><b>Learning outcomes:</b></p> <p><b>Academic:</b> Upon completion of the module, students will have mastered methodological principles and important theories of entrepreneurship, business competition and business cooperation. Students are thus able to understand and weigh the advantages and disadvantages of entrepreneurship, and to evaluate government regulation of business strategies.</p> <p><b>Soft skills:</b> Upon completion of the module, students are able to apply theoretical economic models to business and economic issues related to entrepreneurship. Thus, the students are able to assess political discussions of corresponding topics in a well-founded manner.</p>														
6	<b>Description of possible electives within the modules:</b> none														
7	<b>Examination:</b> Final Module Exam														
8	<p><b>Relevant Work:</b></p> <table border="1"> <thead> <tr> <th>No</th> <th>Number and Type; Connection to Course</th> <th>Duration</th> <th>Part of final mark in %</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Final Written exam</td> <td>90 min.</td> <td>100 %</td> </tr> </tbody> </table>				No	Number and Type; Connection to Course	Duration	Part of final mark in %	1	Final Written exam	90 min.	100 %			
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1	Final Written exam	90 min.	100 %												
9	<b>Study Work:</b> none														
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.														
11	<p><b>CP Assignment:</b></p> <table border="1"> <tbody> <tr> <td rowspan="2"><b>Presence</b></td> <td>No 1</td> <td>1.00 CP</td> </tr> <tr> <td>No 2</td> <td>1.00 CP</td> </tr> <tr> <td><b>Relevant Work</b></td> <td>No 1</td> <td>4.00 CP</td> </tr> <tr> <td><b>Total</b></td> <td></td> <td>6 CP</td> </tr> </tbody> </table>				<b>Presence</b>	No 1	1.00 CP	No 2	1.00 CP	<b>Relevant Work</b>	No 1	4.00 CP	<b>Total</b>		6 CP
<b>Presence</b>	No 1	1.00 CP													
	No 2	1.00 CP													
<b>Relevant Work</b>	No 1	4.00 CP													
<b>Total</b>		6 CP													
12	<b>Weight of the module grade for the overall grade:</b> 3,3%														
13	<b>Module Prerequisites:</b> Recommended: Foundations of Microeconomics, Industrial Organization, Game Theory														
14	<b>Presence:</b> Presence is strongly recommended, to warrant learning process.														

15	<b>Mobility/Acknowledgement:</b>	
	<b>Use of the module for other course programs</b>	Bachelor Economics
16	<b>Responsible Lecturer:</b> Dr. Eric Meyer	<b>Department:</b> University of Münster, School of Business and Economics
17	<b>Misc.:</b>	



# Behavioral Economics

<b>Module Title english:</b>		Behavioral Economics			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> TRV 28	<b>State:</b> Elective	<b>Language of Instruction:</b> English		
<b>2</b>	<b>Turn:</b> each summer semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b>
					<b>Self-Study (h)</b>
	1	Lecture	Behavioral Economics	Compulsory	30 h (2 CH) 60
	2	Exercise	Tutorial on Behavioral Economics	Compulsory	30 h (2 CH) 60
<b>4</b>	<b>Module Profile:</b>				
	<b>Purpose of the module/integration into curriculum</b>				
	In this course, students learn about the economic consequences of making psychologically more realistic assumptions on individual behavior. We will discuss experimental evidence from the lab and the field that is inconsistent with the predictions of the standard economic approach of homo economicus. To make sense of the data, we will enrich the classical model by incorporating non-standard time-, risk- and social preferences as well as robust belief and choice biases. We will further study the implications of psychologically more realistic models for market outcomes.				
	<b>Course content:</b>				
	In this module students get to know (i) the main evidence for the relevance of non-standard preferences and biases in belief formation and economic decision making, (ii) the main economic models that incorporate these insights and (iii) policies that allows to incorporate these findings, and (iii) policy conclusions that can be drawn from behavioral economic insights.				
		<b>Themes</b>	<b>Learning objectives</b>		
	1. Overview	Students get an overview over the wealth of economically relevant psychological findings.			
	2. Asymmetric Information and Credence Goods	Students learn about the implications of dropping the standard assumption of symmetric information among sellers and buyers for market outcomes. We apply the insights obtained in the previous chapter to markets for credence goods.			
	3. Social Preferences	Students learn about the implications of social preferences such as altruism and inequity aversion for outcomes in games and on markets.			
	4. Choice under Risk	At the hand of famous paradoxes (such as the Allais paradox), students learn about the implications of non-standard risk preferences for economic theory as well as for daily decision making.			

	5. Intertemporal Choice	At the hand of famous paradoxes (such as the Allais paradox), students learn about the implications of non-standard risk preferences for economic theory as well as for daily decision making.													
	6. Belief Biases	In this section we discuss the consequences of belief biases such as correlation neglect and stereotyping.													
	7. Limited Attention	Attention is limited, and this explains, among others, biases in the risk, time and social domain. We will explore the consequences of limited attention in this chapter.													
5	<p><b>Learning outcomes:</b></p> <p><b>Academic:</b> Upon completion of the module, students have learned about the main economically relevant psychological insights, how to integrate them into economic models, and how to derive implications for market outcomes and regulations from these insights.</p> <p><b>Soft skills:</b> Upon completion of the module, students are able to derive economic implications from experimental findings and behavioral phenomena.</p>														
6	<b>Description of possible electives within the modules:</b> none														
7	<b>Examination:</b> Final Module Exam														
8	<p><b>Relevant Work:</b></p> <table border="1"> <thead> <tr> <th>No</th> <th>Number and Type; Connection to Course</th> <th>Duration</th> <th>Part of final mark in %</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Final written exam</td> <td>90 min.</td> <td>100 %</td> </tr> </tbody> </table>				No	Number and Type; Connection to Course	Duration	Part of final mark in %	1	Final written exam	90 min.	100 %			
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9	<b>Study Work:</b> none														
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.														
11	<p><b>CP Assignment:</b></p> <table border="1"> <tbody> <tr> <td rowspan="2"><b>Presence</b></td> <td>No 1</td> <td>1.00 CP</td> </tr> <tr> <td>No 2</td> <td>1.00 CP</td> </tr> <tr> <td><b>Relevant Work</b></td> <td>No 1</td> <td>4.00 CP</td> </tr> <tr> <td><b>Total</b></td> <td></td> <td>6 CP</td> </tr> </tbody> </table>				<b>Presence</b>	No 1	1.00 CP	No 2	1.00 CP	<b>Relevant Work</b>	No 1	4.00 CP	<b>Total</b>		6 CP
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	No 2	1.00 CP													
<b>Relevant Work</b>	No 1	4.00 CP													
<b>Total</b>		6 CP													
12	<b>Weight of the module grade for the overall grade:</b> 3,3%														
13	<b>Module Prerequisites:</b> Recommended: Microeconomics, Industrial Organization, Game Theory														
14	<b>Presence:</b> Presence is strongly recommended to warrant learning success.														

15	<b>Mobility/Acknowledgement:</b>	
	<b>Use of the module for other course programs</b>	Bachelor Business Administration
16	<b>Responsible Lecturer:</b> Dr. Eric Meyer	<b>Department:</b> University of Münster, School of Business and Economics
17	<b>Misc.:</b>	

# Competition and Regulation

<b>Module Title english:</b>		Competition and Regulation			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> TRV 29	<b>State:</b> Elective	<b>Language of Instruction:</b> German		
<b>2</b>	<b>Turn:</b> each summer semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b>
					<b>Self-Study (h)</b>
	1	Lecture	Competition and Regulation	Compulsory	30 h (2 CH) 90
	2	Exercise	Tutorial on Competition and Regulation	Compulsory	30 h (2 CH) 30
<b>4</b>	<b>Module Profile:</b>				
	<p><b>Purpose of the module/integration into curriculum</b>            The lecture „Foundations of Regulation” is based on “Microeconomics I”. “Foundations of Regulation” builds on problems stemming from restraints of competition and shows how these problems can be solved by a reasoned regulation policy. Moreover, the lecture deals with theoretical questions and contemporary problems of competition policy.</p> <p><b>Course content:</b>            In the lecture students become acquainted with basic theories of regulation. The course begins with the analysis of instruments that are able to solve market failure and their respective field of application. In order to facilitate understanding of the instruments functionality, practical examples are presented, analysed and discussed in detail. Students are also provided with basic knowledge in competition theory and policy. Thus, it is discussed why competition in markets is preferable from a social perspective and why companies try to avoid or reduce it. To enhance understanding, students are getting acquainted with several industrial economics models with different market structures and outcomes. The influence of market behaviour of economic entities is also analysed in detail. Finally, means of competition policy are analysed that are capable of overriding the respective restraints.</p>				
	<b>Themes</b>	<b>Learning objectives</b>			

	1. Introduction	To understand competition policy from a historical perspective. To know its objectives and its relationship to regulation.										
	2. Market Power and Welfare	To understand that market power can lead to varying degrees of inefficiencies and thus welfare losses.										
	3. The Role of Competition Policy	To understand the different functions of competition policy.										
	4. Principles of Regulation	To comprehend why natural monopolies arise, how they arise and why they may not produce pareto-optimal outcomes. To know different theories of regulation.										
	5. Price Regulation	To comprehend how prices and price structures of natural monopolists can be regulated and which problems can result.										
	6. Asymmetric Information	To comprehend which instruments regulatory policy can use in case of asymmetric information.										
	7. Cost-based Regulation	To comprehend that different cost-based regulatory instruments are available.										
	8. Incentive Regulation	To comprehend the different forms of incentive regulation.										
	9. Deregulating Network Sectors	To comprehend how network sectors can be deregulated.										
5	<p><b>Learning outcomes:</b></p> <p><b>Academic:</b> In this module the students acquire content-related competences for the basic economic policy paradigms, criteria when economic policy measures should be applied, the working principles of economic policy instruments and when economic policy actions may be detrimental. Additionally, the students are taught the theoretical knowledge of regulatory and competition theory and practical tools related to the solution of such problems.</p> <p><b>Soft skills:</b> In this module, students learn particularly the analysis of complex economic policy issues with multiple factors as well as abstract and lateral thinking. Further, problem-solving skills will be practiced with examples. The self-responsible preparation of the exercises supports students in their development of an autonomous approach to problem solving. Additionally, the content of the course is applied in a real life context. For this purpose and throughout the course, specific case studies are referred to, so that students are able to construct suitable economic policy measures and to elaborate the pros and cons of these suggested policy actions.</p>											
6	<b>Description of possible electives within the modules:</b> none											
7	<b>Examination:</b> Final Module Exam											
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9	<b>Study Work:</b> none											

10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.		
11	<b>CP Assignment:</b>		
	Presence	No 1	1.00 CP
		No 2	1.00 CP
	Relevant Work	No 1	4.00 CP
	Total		6 CP
12	<b>Weight of the module grade for the overall grade:</b> 3,3%		
13	<b>Module Prerequisites:</b> none		
14	<b>Presence:</b> Preence is recommended to warrant learning success		
15	<b>Mobility/Acknowledgement:</b>		
	<b>Use of the module for other course programs</b>	Bachelor Economics	
16	<b>Responsible Lecturer:</b> Professor Dr. Gernot Sieg	<b>Department:</b> School of Business and Economics	
	<b>Misc.:</b>		

# Data Management

<b>Module Title english:</b>		Data Management			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> TRW 1	<b>State:</b> Elective	<b>Language of Instruction:</b> German or English		
<b>2</b>	<b>Turn:</b> each summer semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b>
					<b>Self-Study (h)</b>
	1	Lecture	Data Management	Compulsory	30 h (2 CH) 60
	2	Exercise	Tutorial Data Management	Compulsory	30 h (2 CH) 60
<b>4</b>	<b>Module Profile:</b>				
	<p><b>Purpose of the module/integration into curriculum</b>  A suitable conceptual design, data-processing design, and implementation of databases are critical success factors for the implementation of application systems. On the one hand, the module Datenmanagement builds on preliminary conceptual aspects of the module Einführung in die Wirtschaftsinformatik, where the data view of the architecture of integrated information systems becomes the focus of consideration. On the other hand, the module Datenmanagement forms the necessary basis for many other modules, in particular with regard to data modeling. The students will learn comprehensive methodological knowledge about conceptual design, data-processing design, and implementation of the data view.</p> <p><b>Course content:</b>  The students learn to methodologically design and implement the data view of information systems. In doing so, the three levels of conceptual design, data-processing design, and implementation are investigated successively. The conceptual design is based on the modeling of data using the language constructs of the entity-relationship model (entity types, relationship types, reinterpreted relationship types, cardinalities in the min-max notation, specializations/generalizations, hierarchies/heterarchies, modeling of Data Warehouse systems). At the data-processing design level, the relational data model is investigated (mathematical relations, first to fifth normal forms). At the implementation level, the focus is on the use of Structured Query Language (SQL) (Data Description Language, Data Manipulation Language, Data Control Language, and Query Language); NoSQL aspects are outlined. The relationships between the three levels are worked out. Transaction concepts (ACID) and locking mechanisms (two-phase locking protocol) to ensure data consistency in multi-user environments are covered. Some in-depth aspects in the field of database management systems (e.g., Data Warehousing) are taught (possibly through scientific or practical guest lectures). Applied teaching methods are lectures, exercises, and case studies using the database management system MySQL or a similar relational database system. As part of the exercises, the students will give short presentations of their results.</p>				
<b>Themes</b>			<b>Learning objectives</b>		

	<table border="1"> <tr> <td>Conceptual design</td> <td>To model business requirements regarding the data of information systems using entity relationship models.</td> </tr> <tr> <td>Data-processing design</td> <td>To transform the conceptual design into relational data models; to apply normal forms of database design.</td> </tr> <tr> <td>Implementation</td> <td>To implement the conceptual and the data-processing design using a relational database; to use the Structured Query Language for addressing business requirements</td> </tr> <tr> <td>Transactional aspects and locking mechanisms</td> <td>To use common functionalities of relational database management systems (RDBMS), especially transactional aspects and locking mechanisms</td> </tr> </table>	Conceptual design	To model business requirements regarding the data of information systems using entity relationship models.	Data-processing design	To transform the conceptual design into relational data models; to apply normal forms of database design.	Implementation	To implement the conceptual and the data-processing design using a relational database; to use the Structured Query Language for addressing business requirements	Transactional aspects and locking mechanisms	To use common functionalities of relational database management systems (RDBMS), especially transactional aspects and locking mechanisms						
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5	<p><b>Learning outcomes:</b></p> <p><b>Academic:</b> The students are able to structure, model, and implement the data processing components of information systems on the basis of a traditional methodological approach of common database management systems. Furthermore, the students develop a basic understanding of the functions of multi-user database management systems.</p> <p><b>Soft skills:</b> The students learn and deepen problem solving in small groups as well as presentation techniques regarding their exercise results.</p>														
6	<p><b>Description of possible electives within the modules:</b> none</p>														
7	<p><b>Examination:</b> Final Module Exam</p>														
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<b>Total</b>		6 CP													



12	<b>Weight of the module grade for the overall grade:</b> 3,3%			
13	<b>Module Prerequisites:</b> none			
14	<b>Presence:</b> Presence during the lectures and active participation in the accompanying group work is highly recommended to warrant learning success			
15	<b>Mobility/Acknowledgement:</b> <hr/> <table border="1" data-bbox="215 600 1441 663"> <tr> <td data-bbox="215 600 826 663"><b>Use of the module for other course programs</b></td> <td data-bbox="826 600 1441 663">Bachelor Information Systems</td> </tr> </table> <hr/>		<b>Use of the module for other course programs</b>	Bachelor Information Systems
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16	<b>Responsible Lecturer:</b> Prof. Dr. Dr. h.c. Dr. h.c. Jörg Becker	<b>Department:</b> School of Business and Economics		
17	<b>Misc.:</b>			

# Digital Business

<b>Module Title english:</b>		Digital Business			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> TRW 2	<b>State:</b> Elective	<b>Language of Instruction:</b> German or English		
<b>2</b>	<b>Turn:</b> each winter semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b> <b>Self-Study (h)</b>
	1	Lecture	Digital Business	Compulsory	30 h (2 CH)   45
	2	Exercise	Digital Business: Course Assignments, Presentations & Discussion	Compulsory	30 h (2 CH)   75
<b>4</b>	<b>Module Profile:</b>				
	<b>Course content:</b>				
	Digital Business is thriving and is making significant inroads in business and everyday life. In fact, doing business digitally has become an integral part of everyday life for public and private organisations, both large and small, across the globe. The course introduces business modelling and business model innovation. It reflects business transformation, including disruptive innovation, illustrated by current examples. As such the course combines an entrepreneurial (firm) perspective and a market perspective, by examining constellations of actors in a market environment. Given the increasing exposure of businesses to security threats, the course will provide a brief introduction into theoretical and practical security, security strategy and privacy.				
	<b>Themes</b>	<b>Learning objectives</b>			
	Digital Business and the Information Society	To learn about current debates on the social, economic and political role of digital innovation. To be able to critically assess the impact of digital innovations and underlying mechanisms.			
Business modelling and business model patterns	To understand the building blocks of business models, to be able to reconstruct existing business models and to develop a business model.				
Business transformation	To comprehend the customer buying cycle and the notion of CRM. To assess the role of Prosuming and service configuration.				
Security and privacy	To comprehend basic mechanisms of encryption and privacy protection and how they can be used for electronic communication.				
<b>5</b>	<b>Learning outcomes:</b>				
	<b>Academic:</b>				

	<p>Upon completion of the course, students will be able to a) characterize the building blocks and pattern of business models, b) identify and critically examine mechanisms of disruptive innovation, c) assess the impact of digital innovation from the perspective of different stakeholders, d) understand and contribute to current debates about privacy, personalization, net and search neutrality, social cost and benefits of digital innovation.</p> <p><b>Soft skills:</b> The student should demonstrate the ability</p> <ul style="list-style-type: none"> <li>• to productively work in groups and</li> <li>• to coordinate with peers.</li> </ul>																
6	<p><b>Description of possible electives within the modules:</b> none</p>																
7	<p><b>Examination:</b> Examinations for every part of the module</p>																
8	<table border="1"> <thead> <tr> <th colspan="4"><b>Relevant Work:</b></th> </tr> <tr> <th>No</th> <th>Number and Type; Connection to Course</th> <th>Duration</th> <th>Part of final mark in %</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Written exam</td> <td>60 min.</td> <td>50 %</td> </tr> <tr> <td>2</td> <td>in groups: Case study (written script with (video-)presentation)</td> <td>max. 20 pages / max. 20 minutes</td> <td>50 %</td> </tr> </tbody> </table>	<b>Relevant Work:</b>				No	Number and Type; Connection to Course	Duration	Part of final mark in %	1	Written exam	60 min.	50 %	2	in groups: Case study (written script with (video-)presentation)	max. 20 pages / max. 20 minutes	50 %
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<b>Total</b>		6 CP															
12	<p><b>Weight of the module grade for the overall grade:</b> 3,3%</p>																
13	<p><b>Module Prerequisites:</b> Working Knowledge of English</p>																
14	<p><b>Presence:</b> Presence is strongly recommended to warrant learning success</p>																
15	<p><b>Mobility/Acknowledgement:</b></p>																

	<b>Use of the module for other course programs</b>	Bachelor Information Systems
16	<b>Responsible Lecturer:</b> Prof. Dr. Stefan Klein	<b>Department:</b> School of Business and Economics
17	<p><b>Misc.:</b> This course is intended to be a seminar rather than a lecture course and, as such, the primary responsibility for learning will rest with the students. The philosophy behind the course is that the combination of reading, thinking, writing, presenting, discussing, and listening is highly effective for learning. Participation in well-prepared and thoughtful discussions is a powerful way of gaining an appreciation for the critical issues relating to the development and impact of electronic business and more generally an Internet Economy and Society. Consequently, the main class activity will be discussion. Students are expected to come to class having read the assigned reading materials, be prepared to discuss the major issues presented in the readings and to debate their (management) implications. The quality of students learning experience will depend on the extent of their motivation, initiative, preparation for class, and participation during class. The instructor's role will be to support the learning experience by providing a course structure, course materials, mini-lectures, facilitating the discussions, and providing feedback on the student's work.</p>	

# Digital Work & Project Management

<b>Module Title english:</b>		Digital Work & Project Management			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> TRW 3	<b>State:</b> Elective	<b>Language of Instruction:</b> German or English		
<b>2</b>	<b>Turn:</b> each summer semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b> <b>Self-Study (h)</b>
	1	Lecture	Digital Collaboration: Tools and Concepts	Compulsory	15 h (1 CH)   30
	2	Lecture	The public and academic discourse on digital work	Compulsory	15 h (1 CH)   30
	3	Lecture	Project Management	Compulsory	15 h (1 CH)   30
4	Exercise	Exercises in Project Management	Compulsory	15 h (1 CH)   30	
<b>4</b>	<b>Module Profile:</b>				
	<p><b>Purpose of the module/integration into curriculum</b>          Digitalization has had and continues to have a profound impact on work: from the individual practices of work, collaborative and distributed work and division of labor, novel human-machine constellations, ways of organizing work, up to macro level effects on labor productivity and employment. Yet our understanding of the changing nature of work and the implications for the individual, organizations, societies and the economy remains poorly developed. Therefore, the course combines a reflection on the transformation of work as it is mirrored in the public and academic discourse with an introduction into project work and project management, which has become the prevailing form of work in IT related professions. Fundamental knowledge of project management is an essential part of conducting (IT) projects. Project management will provide students with an understanding of the toolset for the work environment of IT professions, and will be helpful during the planning and work on their Bachelor and Master theses. The teaching methods include lectures, software tutorials and student assignments. Within the assignments, students need to form groups and apply the gained knowledge to solve tasks that have references to real-world project management scenarios.</p> <p><b>Course content:</b>          The first part of the course emphasizes alternative scenarios of technology supported work: intended change, possible side-effects, related structural changes. A key rationale of this course is to provide students with a mature and actionable understanding of the emerging landscape of work in light of stakeholder interests. The second part of the course focuses on the dissemination of fundamental knowledge of management of (IT) projects. It provides an overview of the entire project life cycle, including such stages as initiating, planning, executing, monitoring and controlling, as well as closing a project. Project management methods and tools are introduced in</p>				

the lectures and are applied in the software tutorials and student assignments. Guest lectures by industry representatives will provide insights into practice projects.

<b>Themes</b>	<b>Learning objectives</b>
Digital transformation of work	To develop an in-depth conceptual and practical understanding of the domains of digital work and project management.
Organization and governance of work	To critically examine the relationship between technology development and other forces shaping the understanding, organization and management of work.
Introduction to (IT) Project Management	To understand the main concepts in (IT) project management and the differences between projects and routines.
Project Life Cycle Management	To understand the project life cycle and internal and external factors influencing projects.
Management of the Project “Magic Triangle”: Scope, Schedule, and Cost	To understand how to manage each of the dimensions of the project “Magic Triangle”, namely scope, schedule, and cost, as well as to know the main underlying processes and to be able to apply the relevant methods and tools.
Project Quality Management	To understand how to manage quality in projects, as well as to know the main underlying processes and to be able to apply the relevant methods and tools.
Project Resource Management	To understand how to manage a project team and all project resources, as well as to know the main underlying processes and to be able to apply the relevant methods and tools.
Project Communications Management	To understand how to manage communication(s) in projects, as well as to know the main underlying processes and to be able to apply the relevant methods and tools.
Project Risk Management	To understand how to manage risks in projects, as well as to know the main underlying processes and to be able to apply the relevant methods and tools.
Specialized Topics in (IT) Project Management	To deepen knowledge of particular topics in (IT) project management, such as knowledge management and document management in projects, agile methods for (IT) project management, multi-project management, project closing and self-management.
Tutorials on Project Management Software	To gain hands-on experience with project management software (such as Microsoft Project and Jira).

**Learning outcomes:**

**Academic:**

5

Participants understand key disciplinary approaches and concepts related to the technology-induced transformation of work, in particular collaborative and distributed work. Draw on wider public and academic debates to explore contentious issues related to (the future of) digital work. Students are able to apply stakeholder and discourse analysis and engage in a classroom debate. Students understand the main concepts in (IT) project management, as well as gain knowledge of some specialized topics in this field. They understand how to manage (IT) projects and know the main processes in project management. They are able to apply methods and tools to solve tasks

	that have references to real-world project management scenarios, as well as are able to use project management software. <b>Soft skills:</b> Gain experience in group work, problem-solving, academic writing, presenting, discussing and debating. Improve passive and active English language skills in both written and oral form. Gain basic experience with project management software. Foster independent work and self studies. Connect with IT professionals in the industry.																							
6	<b>Description of possible electives within the modules:</b> none																							
7	<b>Examination:</b> Examinations for every part of the module																							
8	<table border="1"> <thead> <tr> <th colspan="4"><b>Relevant Work:</b></th> </tr> <tr> <th>No</th> <th>Number and Type; Connection to Course</th> <th>Duration</th> <th>Part of final mark in %</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>Written Exam</td> <td>max 120 min</td> <td>75 %</td> </tr> <tr> <td>2</td> <td>Exercise (groups of 4 - 5 students): written script</td> <td>4000 words</td> <td>25 %</td> </tr> </tbody> </table>	<b>Relevant Work:</b>				No	Number and Type; Connection to Course	Duration	Part of final mark in %	1	Written Exam	max 120 min	75 %	2	Exercise (groups of 4 - 5 students): written script	4000 words	25 %							
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<b>Study Work</b>	No 1	0.50 CP																						
<b>Total</b>		6 CP																						
12	<b>Weight of the module grade for the overall grade:</b> 3,3%																							
13	<b>Module Prerequisites:</b> none																							

14	<b>Presence:</b> Presence is strongly recommended to warrant learning success			
15	<b>Mobility/Acknowledgement:</b> <hr/> <table border="1" data-bbox="199 353 1455 421"> <tr> <td data-bbox="199 353 821 421"><b>Use of the module for other course programs</b></td> <td data-bbox="821 353 1455 421">Bachelor Information Systems</td> </tr> </table>		<b>Use of the module for other course programs</b>	Bachelor Information Systems
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16	<b>Responsible Lecturer:</b> Prof. Dr. Stefan Klein, Dr. rer. nat. Raimund Vogl	<b>Department:</b> University of Münster, School of Business and Economics		
17	<b>Misc.:</b>			



# IT-Driven Innovation

<b>Module Title english:</b>		IT-Driven Innovation			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> TRW 4	<b>State:</b> Elective	<b>Language of Instruction:</b> German or English		
<b>2</b>	<b>Turn:</b> each winter semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b>
					<b>Self-Study (h)</b>
	1	Lecture	IT-Driven Innovation	Compulsory	30 h (2 CH) 60
	2	Exercise	Exercises in IT-Driven Innovation	Compulsory	30 h (2 CH) 60
<b>4</b>	<b>Module Profile:</b>				
<b>5</b>	<b>Learning outcomes:</b>				
<b>6</b>	<b>Description of possible electives within the modules:</b> none				
<b>7</b>	<b>Examination:</b> Examinations for every part of the module				
<b>8</b>	<b>Relevant Work:</b>				
	<b>No</b>	<b>Number and Type; Connection to Course</b>		<b>Duration</b>	<b>Part of final mark in %</b>
	1	Written Exam		120 min	70 %
	2	Case study (written script with (video-)presentation) in groups of ca 5 persons		max. 20 pages / max. 20 minutes	30 %
<b>9</b>	<b>Study Work:</b> none				
<b>10</b>	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.				
<b>11</b>	<b>CP Assignment:</b>				
	<b>Presence</b>	No 1		1.00 CP	
		No 2		1.00 CP	
		No 1		3.00 CP	

	<b>Relevant Work</b>	No 2	1.00 CP
	<b>Total</b>		6 CP
<b>12</b>	<b>Weight of the module grade for the overall grade:</b> 3,3%		
<b>13</b>	<b>Module Prerequisites:</b> none		
<b>14</b>	<b>Presence:</b> none		
<b>15</b>	<b>Mobility/Acknowledgement:</b>		
	<b>Use of the module for other course programs</b>	Bachelor Information Systems	
	<b>Module Title english</b>	IT-Driven Innovation	
	<b>English translation of module components from section 3</b>	No 1: IT-Driven Innovation No 2: Exercises in IT-Driven Innovation	
<b>16</b>	<b>Responsible Lecturer:</b> Prof. Dr. Dr. h.c. Dr. h.c. Jörg Becker	<b>Department:</b> University of Münster, School of Business and Economics	
<b>17</b>	<b>Misc.:</b>		

# Business Process Management

<b>Module Title english:</b>		Business Process Management			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> TRW 5	<b>State:</b> Elective	<b>Language of Instruction:</b> German or English		
<b>2</b>	<b>Turn:</b> each winter semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b> <b>Self-Study (h)</b>
	1	Lecture	Business Process Management	Compulsory	30 h (2 CH)    60
	2	Exercise	Exercises in Business Process Management	Compulsory	30 h (2 CH)    60
<b>4</b>	<b>Module Profile:</b>				
<b>5</b>	<b>Learning outcomes:</b>				
<b>6</b>	<b>Description of possible electives within the modules:</b> none				
<b>7</b>	<b>Examination:</b> Final Module Exam				
<b>8</b>	<b>Relevant Work:</b>				
	<b>No</b>	<b>Number and Type; Connection to Course</b>	<b>Duration</b>	<b>Part of final mark in %</b>	
	1	Written Exam	120 Min	100 %	
<b>9</b>	<b>Study Work:</b>				
	<b>No</b>	<b>Number and Type; Connection to Course</b>	<b>Duration</b>		
	1	Solving case studies	maximum 15 pages		
<b>10</b>	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.				
<b>11</b>	<b>CP Assignment:</b>				
	<b>Presence</b>	No 1	1.00 CP		
		No 2	1.00 CP		

	<b>Relevant Work</b>	No 1	3.00 CP
	<b>Study Work</b>	No 1	1.00 CP
	<b>Total</b>		6 CP
<b>12</b>	<b>Weight of the module grade for the overall grade:</b> 3,3%		
<b>13</b>	<b>Module Prerequisites:</b> none		
<b>14</b>	<b>Presence:</b> Presence is urgently recommended		
<b>15</b>	<b>Mobility/Acknowledgement:</b>		
	<b>Use of the module for other course programs</b>	Bachelor Economics	
<b>16</b>	<b>Responsible Lecturer:</b> Prof. Dr. Dr. h.c. Dr. h.c. Jörg Becker	<b>Department:</b> University of Münster, School of Business and Economics	
<b>17</b>	<b>Misc.:</b>		

# General Studies

<b>Module Title english:</b>		General Studies			
<b>Course Program:</b>		Bachelor Business Administration			
<b>1</b>	<b>Module No:</b> FWM 1	<b>State:</b> Elective	<b>Language of Instruction:</b> German or English		
<b>2</b>	<b>Turn:</b> each semester	<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6	<b>CP:</b> 6	<b>Workload (h):</b> 180
<b>3</b>	<b>Module Structure:</b>				
	<b>No</b>	<b>Type</b>	<b>Course</b>	<b>State</b>	<b>Workload (h)</b>
					<b>Presence (h + CH)</b> <b>Self-Study (h)</b>
	1	Lecture/ Exercise	General Studies course	Compulsory	30 h (2 CH)   60
	2	Lecture / Seminar	General Studies course	Compulsory	30 h (2 CH)   60
<b>4</b>	<b>Module Profile:</b> <b>Course content:</b> In this module, the students take courses out of the area "General studies" of the University of Münster. Depending on the chosen course students get acknowledged in the area of (foreign) languages, scientific theory, rhetoric, presentation and mediation, professional and/or intercultural and/or creative skills.				
<b>5</b>	<b>Learning outcomes:</b> <b>Academic:</b> No specific business knowledge will be obtained. <b>Soft skills:</b> Depending on choice, students learn important skills in the areas of foreign languages, communication and presentation, scientific writing, multicultural and creative skills and professional skills.				
<b>6</b>	<b>Description of possible electives within the modules:</b> Students choose courses out of the area "General studies" of the University of Münster to obtain exactly 6 CP or exactly 12 CP. Students can choose between the following combinations for 6 CP: 3 courses with 2 CP or 2 courses with 3 CP or 1 course with 2 CP and 1 course with 4 CP. For 12 CP, any combination of 2, 3, 4 or 5 CP is possible that gives exactly 12 CP.				
<b>7</b>	<b>Examination:</b> Examinations for every part of the module				
<b>8</b>	<b>Relevant Work:</b>				
	<b>No</b>	<b>Number and Type; Connection to Course</b>	<b>Duration</b>	<b>Part of final mark in %</b>	
	1	Depending on choice of student		100 %	
<b>9</b>	<b>Study Work:</b> none				

10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.																
11	<b>CP Assignment:</b> <table border="1" data-bbox="215 392 1437 674"> <tr> <td data-bbox="215 392 635 450"><b>Presence</b></td> <td data-bbox="635 392 1034 450">No 1</td> <td data-bbox="1034 392 1437 450">1.00 CP</td> </tr> <tr> <td data-bbox="215 450 635 508"></td> <td data-bbox="635 450 1034 508">No 2</td> <td data-bbox="1034 450 1437 508">1.00 CP</td> </tr> <tr> <td data-bbox="215 508 635 566"><b>Relevant Work</b></td> <td data-bbox="635 508 1034 566">No 1</td> <td data-bbox="1034 508 1437 566">2.00 CP</td> </tr> <tr> <td data-bbox="215 566 635 624"></td> <td data-bbox="635 566 1034 624">No 2</td> <td data-bbox="1034 566 1437 624">2.00 CP</td> </tr> <tr> <td data-bbox="215 624 635 674"><b>Total</b></td> <td data-bbox="635 624 1034 674"></td> <td data-bbox="1034 624 1437 674">6 CP</td> </tr> </table>		<b>Presence</b>	No 1	1.00 CP		No 2	1.00 CP	<b>Relevant Work</b>	No 1	2.00 CP		No 2	2.00 CP	<b>Total</b>		6 CP
<b>Presence</b>	No 1	1.00 CP															
	No 2	1.00 CP															
<b>Relevant Work</b>	No 1	2.00 CP															
	No 2	2.00 CP															
<b>Total</b>		6 CP															
12	<b>Weight of the module grade for the overall grade:</b> 3,3%																
13	<b>Module Prerequisites:</b> none																
14	<b>Presence:</b> Presence is regulated in the exam regulations for "General studies" of the University of Münster																
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16	<b>Responsible Lecturer:</b> Professor Dr. Peter Kajüter	<b>Department:</b> University of Münster, School of Business and Economics															
17	<b>Misc.:</b>																

