

Module Descriptions

Module Descriptions
for the B.Sc. Business Administration
at the University of Münster
from winter semester 2019/20

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| Year | Sem. | Business Administration | Economics | Quantitative Methods, Law, and Business Skills | CP (total) |
|---|------------------------|--|---|--|------------------------------|
| 1 | 1 | BWL1: Foundations of Business Administration (9) | VWL1: Principles of Economics (3) | QRS1: Mathematics and IT (12) | 30 |
| | 2 | BWL2: Foundations of Accounting (9) | Microeconomics I (9) | QRS2: Statistics I (6) Statistics II (6) | |
| 2 | 3 | BWL3: Management Accounting and Control (6) | | VWL2: Macroeconomics I (9) | QRS4: Business Ethics (3) |
| | | BWL4: Operations Management (6) | | | |
| | | BWL5: Foundations of Marketing (6) | | | |
| | 4 | BWL6: Planning, Taxation and Financial Accounting (12) | 1 x 6 LP (1 aus X) Elective in Economics (VWL 6a - VWL 35) | Business Skills I (3) | 30 |
| BWL7: Corporate Finance (6) | Business Skills II (3) | | | | |
| BWL9: Quantitative Marketing (6) | | | | | |
| 3 | 5 | BWL10 (6): Management & Governance | 1 x 6 LP (1 aus X) Elective in Economics (VWL 6a - VWL 35) | | 30 |
| | | BWL-S1: Finance and Accounting-Sem. (6) | | | |
| | | 2 x 6 LP (2 aus X) Electives in Business Administration (BWL11 - BWL32) | | | |
| | 6 | 2 x 6 LP (2 aus X) Electives in Business Administration (BWL 11 - BWL 32) | | | 30 |
| BWL-S2: Integrated Management-Sem. (6) | | | | | |
| Bachelor Thesis (12) | | | | | |

Foundations of Business Administration

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|------------------------------|--|--|---|--------------|--------------------------|----|
| Module Title english: | | Foundations of Business Administration | | | | |
| Course Program: | | Bachelor Business Administration | | | | |
| 1 | Module No: BWL 1 | State: Compulsory | Language of Instruction: German | | | |
| 2 | Turn: each winter semester | Duration: 1 semester | Semester: 1 or 2 | CP: 9 | Workload (h): 270 | |
| 3 | Module Structure: | | | | | |
| | No | Type | Course | State | Workload (h) | |
| | | | | | Presence (h + CH) | |
| | | | | | Self-Study (h) | |
| | 1 | Lecture | Introduction to Business Administration | Compulsory | 30 h (2 CH) | 30 |
| | 2 | Lecture | Finance | Compulsory | 30 h (2 CH) | 45 |
| 3 | Lecture | Investment | Compulsory | 30 h (2 CH) | 45 | |
| 4 | Exercise | Tutorial | Compulsory | 30 h (2 CH) | 30 | |
| 4 | Module Profile: | | | | | |
| | <p>Purpose of the module/integration into curriculum: The course serves as a natural starting point for every student of economic sciences by identifying and analysing the structure of modern enterprises. Therefore, transmission of basic knowledge and methods for analytic decision-making are the course's main objectives. In the following semesters, students will mainly analyze isolated parts of economic enterprises. Therefore, it is vital to provide a broader perspective on economic theory. Knowledge gained in the fields of investment and finance is meant to support everyday decision-making.</p> <p>Course content: The module provides students with an overview of essential economic questions and methods and introduces the diverse functional units a firm is composed of. A profound analysis of investment and finance decisions – including the utilization of associated mathematical tools – serves as a basis for further observations: students are expected to reason by using elementary economic concepts, autonomously develop solution approaches, classify tasks into a broader context and solve these especially in the area of investment and finance. The course is divided into three different parts that pursue the following learning objectives:</p> | | | | | |
| 5 | Learning outcomes: | | | | | |
| | <p>Academic: The students are able to argue using basic business concepts, develop their own solutions, classify tasks into a broader context and solve them independently. In this context, they get basic ethical skills used in the economic sense. In addition, they are able to classify and evaluate financing options in business context. Investment projects can be assessed in terms of their advantageousness depending on their type of financing. In addition to the knowledge of the necessary concepts, students can apply them independently for qualitative as well as quantitative analysis. The knowledge gained from the more in-depth discussed area "Investment and Corporate Finance" can be used in practical decision-making.</p> | | | | | |

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|--------------|---|---|--|--------------------------------|
| 6 | Description of possible electives within the modules: none | | | |
| 7 | Examination: Final Module Exam | | | |
| 8 | Relevant Work: | | | |
| | No | Number and Type; Connection to Course | Duration | Part of final mark in % |
| | 1 | Final written exam | 120 min. | 100 % |
| 9 | Study Work: none | | | |
| 10 | Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed. | | | |
| 11 | CP Assignment: | | | |
| | Presence | No 1 | 1.00 CP | |
| | | No 2 | 1.00 CP | |
| | | No 3 | 1.00 CP | |
| | | No 4 | 1.00 CP | |
| | Relevant Work | No 1 | 5.00 CP | |
| Total | | 9 CP | | |
| 12 | Weight of the module grade for the overall grade: 9/180 (5%) | | | |
| 13 | Module Prerequisites: none | | | |
| 14 | Presence: Presence is strongly recommended to warrant learning success | | | |
| 15 | Mobility/Acknowledgement: | | | |
| | Use of the module for other course programs | Bachelor Economics, Bachelor Information Systems, Bachelor Mathematics, Bachelor Physics, Master Business Chemistry | | |
| 16 | Responsible Lecturer: Prof. Dr. Andreas Pfingsten | | Department: Münster School of Business and Economics | |
| | Misc.: | | | |
| 17 | | | | |

Foundations of Accounting

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|------------------------------|---|---|--|------------------|--|
| Module Title english: | | Foundations of Accounting | | | |
| Course Program: | | Bachelor Business Administration | | | |
| 1 | Module No: BWL 2 | State: Compulsory | Language of Instruction: German | | |
| 2 | Turn: each summer semester | Duration: 1 semester | Semester: 1 or 2 | CP: 9 | Workload (h): 270 |
| 3 | Module Structure: | | | | |
| | No | Type | Course | State | Workload (h) |
| | | | | | Presence (h + CH) Self-Study (h) |
| | 1 | Lecture | Accounting and Annual Financial Statements | Compulsory | 30 h (2 CH) 60 |
| | 2 | Lecture | Foundations of Accounting | Compulsory | 45 h (3 CH) 75 |
| 3 | Exercise | Tutorial on Foundations of Corporate Accounting | Compulsory | 30 h (2 CH) 30 | |
| 4 | Module Profile: | | | | |
| | <p>Purpose of the module/integration into curriculum: Accounting and Annual Financial Statement: As businesses constantly execute financial transactions including sales, purchase, payments etc. students will learn to book those transactions in the course of the account systems. The accumulation of all transactions is recorded in the annual financial statements. Those provide an overview of the financial condition of an enterprise. All information regarding the business is presented in a structured manner. To filter the required internal and external accounting information from the report, managers and investors must be capable of reading and interpreting financial statements. Students will therefore learn to read annual financial statements and understand them in detail. The first part of the course comprises the fundamentals of financial accounting as part of the organisational bookkeeping and annual reporting. The course will continue with the system of accounting transactions and annual statements. Within the scope of double-entry bookkeeping students will learn to execute accounting transactions on their own. In the fourth part students will organise transactions in standard forms of accounting on their own. The course closes with a comprehensive view as a basis for closing accounts. Foundations of Accounting: Managers and investors require internal and external accounting information for business and investment decisions. This course will enable students to learn about the roles, procedures and shortcomings of the mathematical models in use. In the first half of the semester students gain knowledge on costing systems and cost information for managers' decision-making and control. Thus, students learn on how to gain quantitative information, which is in other classes frequently taken for granted. During the second half of the semester, students gain knowledge about financial accounting principles within Germany which forms the basis for other courses focusing on special accounting issues. Furthermore, it enables students to assess differences between German GAAP and international accounting principles in advanced courses.</p> <p>Course content:</p> | | | | |

Accounting and Annual Financial Statement: The aim of this course is that students will gain the ability to understand accounting and financial accounting statements. By the end of the course students will be capable of independently booking transactions in the course of the accounting system. Beyond that they will be able to read and interpret annual financial statements.

Foundations of Accounting: The aim of this course is that students will be able to understand the principles of both management and financial accounting systems. By the end of the course, it is expected that the students understand and are able to apply management accounting systems in different settings. In addition, students will gain an understanding in developing and analysing annual financial statements under German GAAP.

| Themes | Learning objectives |
|--|--|
| Financial accounting as an element of organisational bookkeeping | To learn about the systematisation of organisational bookkeeping |
| Fundamentals of financial accounting | To study the organisation, legal bases and components of financial accounting |
| System of accounting and financial statements | To evaluate the financial and profit situation of a business as well as the system of double-entry bookkeeping and financial statements |
| Booking of complex business transactions | To book capital assets, personnel expenditures, inventory, fuel, raw and auxiliary materials as well as legal titles To learn about the structure of standard forms of accounts and standard forms of accounts in industry enterprises |
| Standard forms of accounts to organise the booking system | To execute a closing account |
| Purpose of accounting systems | To learn about the objectives of accounting systems and differences between essential terms. |
| Management accounting systems | To comprehend the scope of internal accounting systems depending on allocated costs and time |
| Cost-type accounting | To read and have a basic understanding of cost types focusing on mathematical methods and calculatory costs. |
| Cost-centre accounting | To assess the appropriateness in allocating costs to different costcentres applying the cost distribution sheet. |
| Cost-object accounting | To learn about a variety of methods to conduct cost-object accounting. To explain techniques which provide information concerning the company's success. |
| Selected cost accounting systems | To use additional cost accounting systems with a special focus on providing information for decision making. |
| Basic principles in financial accounting | To appreciate the intention and legal fundamentals of the financial statement considering addressees and legal principles emerging from the literature. |
| Balance sheet | To evaluate the elements of the balance sheet including both fixed and current assets and equity and debt. |

| | Profit and loss statement | To study the types of profit and loss statements in use. To gain knowledge about the disposition of the net income. | | | | | | | | | | | | | | |
|----|---|---|-------------------------|--|----|---------------------------------------|----------|-------------------------|---|--|---------|---------|---|---|----------|---------|
| | Financial statement analysis | To perform financial statement analysis in order to assess the financial situation (profitability and financial risk) of a company applying the understanding gained before | | | | | | | | | | | | | | |
| 5 | <p>Learning outcomes:</p> <p>Academic:</p> <p>Accounting and Annual Financial Statement: During the 90 minutes written examination students have to accomplish various bookings in standard forms of accounts. Finally all of those are merged in the closing account. In the written examination, students are supposed to demonstrate their abilities</p> <ul style="list-style-type: none"> • Understand the fundamentals of financial accounting • Book specific transactions in standard forms of accounts • Read and interpret annual financial statements • Select and identify relevant information from the statement <p>Foundations of Corporate Accounting: The aim of this course is that students will be able to understand the principles of both management and financial accounting systems. By the end of the course, it is expected that the students understand and are able to apply management accounting systems in different settings. In addition, students will gain an understanding in developing and analysing annual financial statements under German GAAP. In the written examination, students are supposed to demonstrate their abilities</p> <ul style="list-style-type: none"> • to solve problems effectively within a limited period of time, • to transfer and integrate knowledge, methods and theory from lectures and workshops, • to present their solutions in a coherent and sophisticated manner, • to select and identify the most relevant aspects first. | | | | | | | | | | | | | | | |
| 6 | Description of possible electives within the modules: none | | | | | | | | | | | | | | | |
| 7 | Examination: Examinations for every part of the module | | | | | | | | | | | | | | | |
| 8 | <p>Relevant Work:</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 Accounting and Annual Statements (No. 1)</td> <td>90 min.</td> <td>33.33 %</td> </tr> <tr> <td>2</td> <td>Written exam on Foundations of Accounting (No. 2)</td> <td>120 min.</td> <td>67.67 %</td> </tr> </tbody> </table> | | | | No | Number and Type; Connection to Course | Duration | Part of final mark in % | 1 | Written exam on Accounting and Annual Statements (No. 1) | 90 min. | 33.33 % | 2 | Written exam on Foundations of Accounting (No. 2) | 120 min. | 67.67 % |
| No | Number and Type; Connection to Course | Duration | Part of final mark in % | | | | | | | | | | | | | |
| 1 | Written exam on Accounting and Annual Statements (No. 1) | 90 min. | 33.33 % | | | | | | | | | | | | | |
| 2 | Written exam on Foundations of Accounting (No. 2) | 120 min. | 67.67 % | | | | | | | | | | | | | |
| 9 | Study Work: none | | | | | | | | | | | | | | | |
| 10 | Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed. | | | | | | | | | | | | | | | |
| 11 | CP Assignment: | | | | | | | | | | | | | | | |
| | Presence | No 1 | 1.00 CP | | | | | | | | | | | | | |
| | | No 2 | 1.50 CP | | | | | | | | | | | | | |

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|-----------|--|---|--|
| | | No 3 | 1.00 CP |
| | Relevant Work | No 1 | 2.00 CP |
| | | No 2 | 3.50 CP |
| | Total | | 9 CP |
| 12 | Weight of the module grade for the overall grade: 9/180 (5%) | | |
| 13 | Module Prerequisites: none | | |
| 14 | Presence: Presence is strongly recommended to warrant learning success | | |
| 15 | Mobility/Acknowledgement: | | |
| | Use of the module for other course programs | Bachelor Economics, Bachelor Information Systems, Bachelor Mathematics, Bachelor Physics, Master Business Chemistry | |
| 16 | Responsible Lecturer: Professor Dr. Peter Kajüter | | Department: School of Business and Economics |
| 17 | Misc.: | | |

Management Accounting and Control

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|------------------------------|--|--|--|-------------------|--|
| Module Title english: | | Management Accounting and Control | | | |
| Course Program: | | Bachelor Business Administration | | | |
| 1 | Module No: BWL 3 | State: Compulsory | Language of Instruction: German | | |
| 2 | Turn: each winter semester | Duration: 1 semester | Semester: 3 or 4 | CP: 6 | Workload (h): 180 |
| 3 | Module Structure: | | | | |
| | No | Type | Course | State | Workload (h) |
| | | | | | Presence (h + CH) Self-Study (h) |
| | 1 | Lecture | Management Accounting | Compulsory | 30 h (2 CH) 60 |
| 2 | Exercise | Tutorial on Management Accounting | Compulsory | 30 h (2 CH) 60 | |
| 4 | Module Profile: | | | | |
| | <p>Purpose of the module/integration into curriculum: The content of this module is based on the module "Fundamentals of Business Accounting (BWL2)" 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 the main activities of operative controlling departments in business practice (e.g. corporate planning and budgeting).</p> <p>Course content: 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 addition, fundamental aspects of business optimization such as cost management and company restructuring are dealt with. In the area of behavioral control, the vertical and horizontal coordination of departments and actors in companies are involved in order to align the entire organization with common goals. 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.</p> | | | | |
| | Themes | Learning objectives | | | |
| | Process Costing and Process Management | The students learn about the problems associated with traditional overhead calculation and are able to make an allocation of the overhead costs on the basis of process costing. They will also learn about the principles, advantages, limits and fields of application of process costing. | | | |

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|---|---|--------------------------------------|---|---|---|---------------------|--|-------------------|---|-----------------------------------|---|-------------------------------------|---|----------------------|--|---|---|
| | <table border="1"> <tr> <td>Approaches to Planning and Budgeting</td> <td>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).</td> </tr> <tr> <td>Operational Planning and Decision within the Scope of Budgeting</td> <td>The students learn to determine product prices and quantities on the basis of information from cost accounting and are able to make production decisions.</td> </tr> <tr> <td>Operative Budgeting</td> <td>The students are able to carry out the operative budgeting in a company on the basis of a so-called “master budget”.</td> </tr> <tr> <td>Variance Analysis</td> <td>The students understand how the budgeting process can be controlled for and how it is connected to behavioral control. They are able to mathematically identify and interpret the causes of deviations from the plan.</td> </tr> <tr> <td>Cost management and restructuring</td> <td>The students get to know concepts which aim at influencing the overhead costs of companies. In addition, they will learn other ways of exerting influence on the cost structure of a company and will be able to justify decisions in this regard economically.</td> </tr> <tr> <td>Coordination and management control</td> <td>The students understand the concept of agency theory and are able to point out problematic areas and possible solutions of budget-related incentive models. Furthermore, students will understand central instruments of vertical and horizontal coordination (performance management, transfer pricing).</td> </tr> <tr> <td>Management Reporting</td> <td>The students understand how information can be clearly and precisely prepared for a decision maker and learn the theoretical basics of information processing for decision makers.</td> </tr> <tr> <td>Organizational Design of the Controlling Department</td> <td>The students gain insights into the future design of controlling in companies and are able to align it to current developments.</td> </tr> </table> | 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 on the basis of information from cost accounting and are able to make production decisions. | Operative Budgeting | The students are able to carry out the operative budgeting in a company on the basis of a so-called “master budget”. | Variance Analysis | The students understand how the budgeting process can be controlled for and how it is connected to behavioral control. They are able to mathematically identify and interpret the causes of deviations from the plan. | Cost management and restructuring | The students get to know concepts which aim at influencing the overhead costs of companies. In addition, they will learn other ways of exerting influence on the cost structure of a company and will be able to justify decisions in this regard economically. | Coordination and management control | The students understand the concept of agency theory and are able to point out problematic areas and possible solutions of budget-related incentive models. Furthermore, students will understand central instruments of vertical and horizontal coordination (performance management, transfer pricing). | Management Reporting | The students understand how information can be clearly and precisely prepared for a decision maker and learn the theoretical basics of information processing for decision makers. | Organizational Design of the Controlling Department | The students gain insights into the future design of controlling in companies and are able to align it to current developments. |
| 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 on the basis of information from cost accounting and are able to make production decisions. | | | | | | | | | | | | | | | | |
| Operative Budgeting | The students are able to carry out the operative budgeting in a company on the basis of a so-called “master budget”. | | | | | | | | | | | | | | | | |
| Variance Analysis | The students understand how the budgeting process can be controlled for and how it is connected to behavioral control. They are able to mathematically identify and interpret the causes of deviations from the plan. | | | | | | | | | | | | | | | | |
| Cost management and restructuring | The students get to know concepts which aim at influencing the overhead costs of companies. In addition, they will learn other ways of exerting influence on the cost structure of a company and will be able to justify decisions in this regard economically. | | | | | | | | | | | | | | | | |
| Coordination and management control | The students understand the concept of agency theory and are able to point out problematic areas and possible solutions of budget-related incentive models. Furthermore, students will understand central instruments of vertical and horizontal coordination (performance management, transfer pricing). | | | | | | | | | | | | | | | | |
| Management Reporting | The students understand how information can be clearly and precisely prepared for a decision maker and learn the theoretical basics of information processing for decision makers. | | | | | | | | | | | | | | | | |
| Organizational Design of the Controlling Department | The students gain insights into the future design of controlling in companies and are able to align it to current developments. | | | | | | | | | | | | | | | | |
| 5 | <p>Learning outcomes:</p> <p>Academic: On successful completion of this module, students are able to - extract relevant information from cost accounting and make decisions from a management perspective.</p> <ul style="list-style-type: none"> • 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. • understand the importance of information asymmetries in coordination processes and are able to identify possible solutions. • reflect on insights into the future set-up of controlling departments in practice. <p>Soft skills: On successful completion of this module, students are able to</p> <ul style="list-style-type: none"> • 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. | | | | | | | | | | | | | | | | |
| 6 | <p>Description of possible electives within the modules: none</p> | | | | | | | | | | | | | | | | |
| 7 | <p>Examination: Final Module Exam</p> | | | | | | | | | | | | | | | | |

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|----|---|---|--|--------------------------------|
| 8 | Relevant Work: | | | |
| | No | Number and Type; Connection to Course | Duration | Part of final mark in % |
| | 1 | Final written exam | 120 min. | 100 % |
| 9 | Study Work: none | | | |
| 10 | Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed. | | | |
| 11 | CP Assignment: | | | |
| | Presence | No 1 | 1.00 CP | |
| | | No 2 | 1.00 CP | |
| | Relevant Work | No 1 | 4.00 CP | |
| | Total | | 6 CP | |
| 12 | Weight of the module grade for the overall grade: 6/180 (3,33%) | | | |
| 13 | Module Prerequisites: none | | | |
| 14 | Presence: Presence is strongly recommended to warrant learning success. | | | |
| 15 | Mobility/Acknowledgement: | | | |
| | Use of the module for other course programs | Bachelor Economics, Bachelor Information Systems, Bachelor Mathematics, Master Physics, Master Business Chemistry | | |
| 16 | Responsible Lecturer: Professor Dr. Martin Artz | | Department: School of Business and Economics | |
| | 17 Misc.: | | | |

Operations Management

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|------------------------------|--|---|--|-------------------|--|
| Module Title english: | | Operations Management | | | |
| Course Program: | | Bachelor Business Administration | | | |
| 1 | Module No: BWL 4 | State: Compulsory | Language of Instruction: German | | |
| 2 | Turn: each winter semester | Duration: 1 semester | Semester: 3 or 4 | CP: 6 | Workload (h): 180 |
| 3 | Module Structure: | | | | |
| | No | Type | Course | State | Workload (h) |
| | | | | | Presence (h + CH) Self-Study (h) |
| | 1 | Lecture | Operations Management | Compulsory | 30 h (2 CH) 60 |
| 2 | Exercise | Tutorial Operations Management | Compulsory | 30 h (2 CH) 60 | |
| 4 | Module Profile: | | | | |
| | <p>Purpose of the module/integration into curriculum: This module gives an introduction into the field of operations management. Selected business cases motivate the themes by demonstrating the potential that can be realized with good operations management. Furthermore, the basic methods of operations management and their practical application are taught. The exercise supports the practice and deepening of the lecture content by applying it to concrete problems. Operations management deals with the management of processes in the production and service sector, and is located in the functional unit operations. For managing the assigned processes it is necessary to continually coordinate with other functional areas. For instance, it is important for inventory management to know the upcoming sales promotions planned by marketing. Regarding other courses, students should have successfully passed the first and the second semester, especially the lectures “Mathematics for Economists” and “Statistics I”. Furthermore, this module is a foundation for the module “Logistics Management”.</p> <p>Course content: The core objective of this module is to teach the most important qualitative and quantitative methods under the below themes.</p> | | | | |
| | Themes | Learning objectives | | | |
| | Forecasting and Demand Planning | To Describe and compare various types of quantitative and qualitative models. To Determine which forecasting model produces the best forecast for given data. Controlling charts to monitor a forecast. | | | |
| | Location Planning | To Learn different approaches for location decisions. | | | |
| | Process Design | To design, model and improve processes by using different approaches. | | | |
| | Quality Management | To understand the importance of quality management and get to know different approaches for it. To be able to apply control charts in the context | | | |

| | | of quality management and to check whether a process fulfills desired tolerance limits. | | | | | | | | | | | | | |
|----------------------|--|---|-------------------------|--|-----------------|---------------------------------------|----------|-------------------------|---------|----------------------|---------|---------|--------------|--|------|
| | Inventory Management | To learn different functions of inventories, objectives of inventory control, and techniques for determining how much to order and when to order. | | | | | | | | | | | | | |
| | Production Planning | To learn the different approaches for production planning like manufacturing resources planning, aggregate planning, master production schedule, materials requirements planning and concepts and criterions for just in time production. | | | | | | | | | | | | | |
| | Scheduling Operations | To comprehend the objectives and methods of scheduling operations e.g. to allocate workloads to specific work centers and to determine the sequence in which operations have to be performed. | | | | | | | | | | | | | |
| 5 | <p>Learning outcomes:</p> <p>Academic: 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>Soft skills: 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. Also, students learn how to use software tools that support mathematical calculations.</p> | | | | | | | | | | | | | | |
| 6 | Description of possible electives within the modules: none | | | | | | | | | | | | | | |
| 7 | Examination: Final Module Exam | | | | | | | | | | | | | | |
| 8 | <p>Relevant Work:</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 | Study Work: none | | | | | | | | | | | | | | |
| 10 | Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed. | | | | | | | | | | | | | | |
| 11 | <p>CP Assignment:</p> <table border="1"> <tbody> <tr> <td rowspan="2">Presence</td> <td>No 1</td> <td>1.00 CP</td> </tr> <tr> <td>No 2</td> <td>1.00 CP</td> </tr> <tr> <td>Relevant Work</td> <td>No 1</td> <td>4.00 CP</td> </tr> <tr> <td>Total</td> <td></td> <td>6 CP</td> </tr> </tbody> </table> | | | | Presence | No 1 | 1.00 CP | No 2 | 1.00 CP | Relevant Work | No 1 | 4.00 CP | Total | | 6 CP |
| Presence | No 1 | 1.00 CP | | | | | | | | | | | | | |
| | No 2 | 1.00 CP | | | | | | | | | | | | | |
| Relevant Work | No 1 | 4.00 CP | | | | | | | | | | | | | |
| Total | | 6 CP | | | | | | | | | | | | | |

| | | | | |
|--|--|--|--|--|
| 12 | Weight of the module grade for the overall grade: 6/180 (3,33%) | | | |
| 13 | Module Prerequisites: Students should have successfully passed the first and the second semester, especially the lectures “Mathematics for Economists” and “Statistics I”. | | | |
| 14 | Presence: Presence is strongly recommended to warrant learning success | | | |
| 15 | Mobility/Acknowledgement: <hr/> <table border="1" data-bbox="217 602 1444 696"> <tr> <td data-bbox="217 602 826 696">Use of the module for other course programs</td> <td data-bbox="826 602 1444 696">Bachelor Economics, Bachelor Information Systems</td> </tr> </table> <hr/> | | Use of the module for other course programs | Bachelor Economics, Bachelor Information Systems |
| Use of the module for other course programs | Bachelor Economics, Bachelor Information Systems | | | |
| 16 | Responsible Lecturer: Prof. Dr.-Ing. Bernd Hellingrath | Department: School of Business and Economics | | |
| 17 | Misc.: | | | |

Foundations of Marketing

| | | | | | |
|------------------------------|--|---|---|--------------|--|
| Module Title english: | | Foundations of Marketing | | | |
| Course Program: | | Bachelor Business Administration | | | |
| 1 | Module No: BWL 5 | State: Compulsory | Language of Instruction: German | | |
| 2 | Turn: each winter semester | Duration: 1 semester | Semester: 3 or 4 | CP: 6 | Workload (h): 180 |
| 3 | Module Structure: | | | | |
| | No | Type | Course | State | Workload (h) |
| | | | | | Presence (h + CH) Self-Study (h) |
| | 1 | Lecture | Foundations of Marketing | Compulsory | 30 h (2 CH) 60 |
| | 2 | Exercise | Tutorial on Foundations of Marketing | Compulsory | 30 h (2 CH) 60 |
| 4 | Module Profile: | | | | |
| | Purpose of the module/integration into curriculum: | | | | |
| | This course is an introductory lecture into marketing. It thus forms the basis for further marketing courses. | | | | |
| | Course content: | | | | |
| | This course provides a basic introduction to aspects of strategic and operational marketing as well as the specific objectives and instruments of marketing. | | | | |
| | Themes | | Learning objectives | | |
| | 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>Learning outcomes:</p> <p>Academic: 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>Soft skills: 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>Description of possible electives within the modules: none</p> | | | | | | | | | | | |
| 7 | <p>Examination: Final Module Exam</p> | | | | | | | | | | | |
| 8 | <p>Relevant Work:</p> <table border="1" data-bbox="217 913 1436 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>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 | <p>Study Work: none</p> | | | | | | | | | | | |
| 10 | <p>Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed.</p> | | | | | | | | | | | |
| 11 | <p>CP Assignment:</p> <table border="1" data-bbox="217 1346 1436 1574"> <tbody> <tr> <td rowspan="2">Presence</td> <td>No 1</td> <td>1.00 CP</td> </tr> <tr> <td>No 2</td> <td>1.00 CP</td> </tr> <tr> <td>Relevant Work</td> <td>No 1</td> <td>4.00 CP</td> </tr> <tr> <td>Total</td> <td></td> <td>6 CP</td> </tr> </tbody> </table> | Presence | No 1 | 1.00 CP | No 2 | 1.00 CP | Relevant Work | No 1 | 4.00 CP | Total | | 6 CP |
| Presence | No 1 | | 1.00 CP | | | | | | | | | |
| | No 2 | 1.00 CP | | | | | | | | | | |
| Relevant Work | No 1 | 4.00 CP | | | | | | | | | | |
| Total | | 6 CP | | | | | | | | | | |
| 12 | <p>Weight of the module grade for the overall grade: 6/180 (3,33%)</p> | | | | | | | | | | | |
| 13 | <p>Module Prerequisites: none</p> | | | | | | | | | | | |
| 14 | <p>Presence: Attendance is strongly recommended to warrant learning success</p> | | | | | | | | | | | |
| 15 | <p>Mobility/Acknowledgement:</p> | | | | | | | | | | | |

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

Planning, Taxation and Financial Accounting

| | | | | | | |
|------------------------------|---|---|--|---------------|--------------------------|----|
| Module Title english: | | Planning, Taxation and Financial Accounting | | | | |
| Course Program: | | Bachelor Business Administration | | | | |
| 1 | Module No: BWL 6 | State: Compulsory | Language of Instruction: German | | | |
| 2 | Turn: each summer semester | Duration: 1 semester | Semester: 3 or 4 | CP: 12 | Workload (h): 360 | |
| 3 | Module Structure: | | | | | |
| | No | Type | Course | State | Workload (h) | |
| | | | | | Presence (h + CH) | |
| | | | | | Self-Study (h) | |
| | 1 | Lecture | Planning and Decision | Compulsory | 30 h (2 CH) | 60 |
| | 2 | Lecture | Principles of Corporate Taxation | Compulsory | 30 h (2 CH) | 60 |
| 3 | Lecture | Financial Accounting I | Compulsory | 30 h (2 CH) | 60 | |
| 4 | Exercise | Tutorial on Financial Accounting and Taxation | Compulsory | 30 h (2 CH) | 60 | |
| 4 | Module Profile: | | | | | |
| | <p>Purpose of the module/integration into curriculum: The module deepens students' knowledge in strategic planning, corporate taxation and financial accounting.</p> <p>Course content: Planning and Decision: This course provides students with the methodical and quantitative skills necessary to deal with strategic planning tasks in firm-specific contexts. It combines theory, empirical evidence, and practical application of modern strategic planning instruments. Areas of thematic priority are game-theory and strategic choice, empirical testing of learning curve effects, a modern capital market-oriented approach to the balanced scorecard, and the long-tail as a strategic challenge of technological innovation within the framework of internet economy. Principles of Corporate Taxation: In the field of corporate taxation the basic principles of the taxes on earnings law, i. e. income taxes, corporation and trade taxes as well as potentially the basics of further different taxation types (e. g. sales tax) or the tax code are presented. In addition, the procedural tax law can be examined within the course. The economic effects of the tax standards in question are analyzed. The theoretical lecture's contents of the course are illustrated with the help of several exercise elements respectively practice cases. The exercises are presented during the lecture or special exercise lessons might be established or students are previously supposed to develop solutions on their own. Financial Accounting I: he 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</p> | | | | | |

| | and auditing are provided. A balanced interplay between a theoretical basis and the application of the contents taught in the course are consistently pursued. | | | | | | | | | | | | | | | | |
|----|--|----------|---------------------------------------|----------|-------------------------|---|---|---------|------|---|---|---------|--------|---|--|---------|--------|
| 5 | <p>Learning outcomes:</p> <p>Academic: After completing the module, the students have in-depth knowledge of strategic planning, important tax types and individual commercial and tax-related financial statements. In addition, students acquire basic knowledge of tax planning. By completing the course "Planning and Decision, the students have in-depth knowledge of the concepts of strategic planning. An extensive range of tools in this field enables them to structure decision problems, to generate relevant information for planning and decision-making, to analyze and to derive strategic implications. Furthermore, they are familiar with industry-specific features and the latest developments in planning and decision-making accounting. In addition, students can differentiate between different forms and starting points of company planning processes and their implementation. In doing so, they can apply their acquired knowledge to concrete strategic problems, as well as critically reflect the corresponding possibilities and limitations. They should be able to identify appropriate methods and techniques for handling specific problems of a quantitative nature. A knowledge base should be created that enables students to quickly acquire further knowledge in this field if needed. Finally, students should also be able to point out the limits of quantitative problem solving in business administration and identify them for concrete problems. In doing so, they can apply their acquired knowledge to concrete strategic problems, as well as critically reflect the corresponding possibilities and limitations. After having successfully completed the module, students have a profound knowledge of the preparation of individual financial statements based on the German Commercial Code or the tax law and 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>Soft skills: Having passed the module students are able to analyze theoretical questions in a profound way and to identify and solve practical problems in a differentiated way. Students get their knowledge through a combination of lectures preparation of the material given there and exercises in the tutorials. They are taught to search for information through different media (library, relevant journals, internet) on their own. The solution of exercises in the tutorials will be discussed.</p> | | | | | | | | | | | | | | | | |
| 6 | <p>Description of possible electives within the modules: none</p> | | | | | | | | | | | | | | | | |
| 7 | <p>Examination: Examinations for every part of the module</p> | | | | | | | | | | | | | | | | |
| 8 | <p>Relevant Work:</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 "Planning and Decision" (N° 1)</td> <td>60 min.</td> <td>25 %</td> </tr> <tr> <td>2</td> <td>Written exam "Principles of Taxation (N° 2)</td> <td>60 min.</td> <td>37.5 %</td> </tr> <tr> <td>3</td> <td>Written exam "Financial Accounting I" (N° 3)</td> <td>60 min.</td> <td>37.5 %</td> </tr> </tbody> </table> | No | Number and Type; Connection to Course | Duration | Part of final mark in % | 1 | Written exam "Planning and Decision" (N° 1) | 60 min. | 25 % | 2 | Written exam "Principles of Taxation (N° 2) | 60 min. | 37.5 % | 3 | Written exam "Financial Accounting I" (N° 3) | 60 min. | 37.5 % |
| No | Number and Type; Connection to Course | Duration | Part of final mark in % | | | | | | | | | | | | | | |
| 1 | Written exam "Planning and Decision" (N° 1) | 60 min. | 25 % | | | | | | | | | | | | | | |
| 2 | Written exam "Principles of Taxation (N° 2) | 60 min. | 37.5 % | | | | | | | | | | | | | | |
| 3 | Written exam "Financial Accounting I" (N° 3) | 60 min. | 37.5 % | | | | | | | | | | | | | | |
| 9 | <p>Study Work: none</p> | | | | | | | | | | | | | | | | |
| 10 | <p>Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed.</p> | | | | | | | | | | | | | | | | |

| | | |
|--------------|---|--|
| 11 | CP Assignment: | |
| | Presence | No 1 1.00 CP |
| | | No 2 1.00 CP |
| | | No 3 1.00 CP |
| | | No 4 1.00 CP |
| | Relevant Work | No 1 2.00 CP |
| | | No 2 3.00 CP |
| No 3 3.00 CP | | |
| Total | 12 CP | |
| 12 | Weight of the module grade for the overall grade: 12/180 (6,67%) | |
| 13 | Module Prerequisites: none | |
| 14 | Presence: Presence is warranted to warrant learning success. | |
| 15 | Mobility/Acknowledgement: | |
| | Use of the module for other course programs | none |
| 16 | Responsible Lecturer: Prof. Dr. Thomas Ehrmann, Prof. Dr. Hans-Jürgen Kirsch, Professor Dr. Christoph Watrin | Department: University of Münster, School of Business and Economics |
| | 17 Misc.: | |

Corporate Finance

| | | | | | |
|--|--|---|---|-------------------|--|
| Module Title english: | | Corporate Finance | | | |
| Course Program: | | Bachelor Business Administration | | | |
| 1 | Module No: BWL 7 | State: Compulsory | Language of Instruction: English | | |
| 2 | Turn: each summer semester | Duration: 1 semester | Semester: 3 or 4 | CP: 6 | Workload (h): 180 |
| 3 | Module Structure: | | | | |
| | No | Type | Course | State | Workload (h) |
| | | | | | Presence (h + CH) Self-Study (h) |
| | 1 | Lecture | Corporate Finance | Compulsory | 30 h (2 CH) 90 |
| 2 | Exercise | Tutorial on Corporate Finance | Compulsory | 30 h (2 CH) 30 | |
| 4 | Module Profile: | | | | |
| | Purpose of the module/integration into curriculum: | | | | |
| | 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. | | | | |
| | Course content: | | | | |
| 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. | | | | | |
| Themes | | Learning objectives | | | |
| 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>Learning outcomes:</p> <p>Academic: 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>Soft skills: 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 | Description of possible electives within the modules: none | | | | | | | | | | | | | | |
| 7 | Examination: Final Module Exam | | | | | | | | | | | | | | |
| 8 | <p>Relevant Work:</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 % | | | |
| No | Number and Type; Connection to Course | Duration | Part of final mark in % | | | | | | | | | | | | |
| 1 | Final written exam | 120 min. | 100 % | | | | | | | | | | | | |
| 9 | Study Work: none | | | | | | | | | | | | | | |
| 10 | Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed. | | | | | | | | | | | | | | |
| 11 | <p>CP Assignment:</p> <table border="1"> <tbody> <tr> <td rowspan="2">Presence</td> <td>No 1</td> <td>1.00 CP</td> </tr> <tr> <td>No 2</td> <td>1.00 CP</td> </tr> <tr> <td>Relevant Work</td> <td>No 1</td> <td>4.00 CP</td> </tr> <tr> <td>Total</td> <td></td> <td>6 CP</td> </tr> </tbody> </table> | | | | Presence | No 1 | 1.00 CP | No 2 | 1.00 CP | Relevant Work | No 1 | 4.00 CP | Total | | 6 CP |
| Presence | No 1 | 1.00 CP | | | | | | | | | | | | | |
| | No 2 | 1.00 CP | | | | | | | | | | | | | |
| Relevant Work | No 1 | 4.00 CP | | | | | | | | | | | | | |
| Total | | 6 CP | | | | | | | | | | | | | |
| 12 | Weight of the module grade for the overall grade: 6/180 (3,33%) | | | | | | | | | | | | | | |

| | | |
|----|---|--|
| 13 | Module Prerequisites: 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 | Presence: Presence is recommended to warrant learning success | |
| 15 | Mobility/Acknowledgement: <hr/> Use of the module for other course programs | <hr/> Bachelor Economics, Bachelor Information Systems, Bachelor Mathematics, Master Physics |
| 16 | Responsible Lecturer: Professor Dr. Thomas Langer | Department: School of Business and Economics |
| 17 | Misc.: | |

Quantitative Marketing

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|------------------------------|--|----------------------------------|---|--------------|--------------------------|----|
| Module Title english: | | Quantitative Marketing | | | | |
| Course Program: | | Bachelor Business Administration | | | | |
| 1 | Module No: BWL 9 | State: Compulsory | Language of Instruction: English | | | |
| 2 | Turn: each summer semester | Duration: 1 semester | Semester: 3 or 4 | CP: 6 | Workload (h): 180 | |
| 3 | Module Structure: | | | | | |
| | No | Type | Course | State | Workload (h) | |
| | | | | | Presence (h + CH) | |
| | | | | | Self-Study (h) | |
| | 1 | Lecture | Market Research | Compulsory | 30 h (2 CH) | 30 |
| | 2 | Exercise | Tutorial on Market Research | Compulsory | 15 h (1 CH) | 15 |
| 3 | Lecture | Marketing Operations | Compulsory | 30 h (2 CH) | 30 | |
| 4 | Exercise | Tutorial on Marketing Operations | Compulsory | 15 h (1 CH) | 15 | |
| 4 | Module Profile: | | | | | |
| | <p>Purpose of the module/integration into curriculum: The course requires basic knowledge of descriptive and inductive statistics.</p> <p>Course content: Market Research: Precise information is an essential prerequisite in order to make reasonable marketing decisions. Thus, correct information is a crucial resource for marketing managers and other business managers. The increasing demand of information makes the acquisition and analysis of information a core challenge in business practice. The European Society for Opinion and Marketing Research (ESOMAR) and the International Chamber of Commerce (ICC) jointly describe market research as the “systematic gathering and interpretation of information about individuals or organizations using the statistical and analytical methods and techniques of the applied social sciences to gain insight or support decision making.” Thus, market research can be regarded as fundamental for the provision of the required information. The focus of the course lies on the process of solving market research problems by applying different methods of analysis. Besides an in-class tutorial, online tools will provide additional in-depth information. After attending this course, participants should be able to conduct market research themselves. An exemplary in-class project will show the planning, execution, analysis, and interpretation of market research surveys. Accordingly, the participation in such surveys is part of the course. Marketing Operations: In Marketing Operations, the quantitative foundation of operational marketing decisions will be treated. Special focus in these sessions is on the modeling of decisions, calibration of market response functions, optimization of the marketing mix and budget allocation, as well as the marketing controlling. Besides an in-class tutorial, online tools will provide additional in-depth information and exercises. Practice cases and experiments will be part both of the lecture and tutorials, too.</p> | | | | | |
| 5 | <p>Learning outcomes:</p> <p>Academic: Market Research: The course gives insights in the theoretical basics of market research. By</p> | | | | | |

| | <p>pointing out the different nature of market research problems and explaining the steps of a market research process, the course aims to enable attendants to conduct market research by themselves. Marketing Operations: After that lecture, the students are aware of the main procedures of market operations, as well as are able to quantitatively consolidate marketing decisions. They get used to critically look at the various methods and tools of budget allocation and demonstrate their capabilities and limitations.</p> <p>Soft skills: The module is taught in English. Thus, the business English skills of the students are increased.</p> | | | | | | | | | | | | | | | | | |
|----------------------|---|-----------------|---------------------------------------|----------|-------------------------|---------|---|---------|------|---------|--|---------|---------|------|---------|--------------|--|------|
| 6 | <p>Description of possible electives within the modules: none</p> | | | | | | | | | | | | | | | | | |
| 7 | <p>Examination: Examinations for every part of the module</p> | | | | | | | | | | | | | | | | | |
| 8 | <p>Relevant Work:</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 Market Research (No. 1)</td> <td>60 min.</td> <td>50 %</td> </tr> <tr> <td>2</td> <td>Written exam on Marketing Operations (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 Market Research (No. 1) | 60 min. | 50 % | 2 | Written exam on Marketing Operations (No. 3) | 60 min. | 50 % | | | | | |
| No | Number and Type; Connection to Course | Duration | Part of final mark in % | | | | | | | | | | | | | | | |
| 1 | Written exam on Market Research (No. 1) | 60 min. | 50 % | | | | | | | | | | | | | | | |
| 2 | Written exam on Marketing Operations (No. 3) | 60 min. | 50 % | | | | | | | | | | | | | | | |
| 9 | <p>Study Work: none</p> | | | | | | | | | | | | | | | | | |
| 10 | <p>Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed.</p> | | | | | | | | | | | | | | | | | |
| 11 | <p>CP Assignment:</p> <table border="1"> <tbody> <tr> <td rowspan="4">Presence</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>1.00 CP</td> </tr> <tr> <td>No 4</td> <td>0.50 CP</td> </tr> <tr> <td rowspan="2">Relevant Work</td> <td>No 1</td> <td>1.50 CP</td> </tr> <tr> <td>No 2</td> <td>1.50 CP</td> </tr> <tr> <td>Total</td> <td></td> <td>6 CP</td> </tr> </tbody> </table> | Presence | No 1 | 1.00 CP | No 2 | 0.50 CP | No 3 | 1.00 CP | No 4 | 0.50 CP | Relevant Work | No 1 | 1.50 CP | No 2 | 1.50 CP | Total | | 6 CP |
| Presence | No 1 | | 1.00 CP | | | | | | | | | | | | | | | |
| | No 2 | | 0.50 CP | | | | | | | | | | | | | | | |
| | No 3 | | 1.00 CP | | | | | | | | | | | | | | | |
| | No 4 | 0.50 CP | | | | | | | | | | | | | | | | |
| Relevant Work | No 1 | 1.50 CP | | | | | | | | | | | | | | | | |
| | No 2 | 1.50 CP | | | | | | | | | | | | | | | | |
| Total | | 6 CP | | | | | | | | | | | | | | | | |
| 12 | <p>Weight of the module grade for the overall grade: 6/180 (3,33%)</p> | | | | | | | | | | | | | | | | | |
| 13 | <p>Module Prerequisites: The module requires basic knowledge of descriptive and inductive statistics.</p> | | | | | | | | | | | | | | | | | |
| 14 | <p>Presence: Presence is strongly recommended to warrant learning success</p> | | | | | | | | | | | | | | | | | |
| 15 | <p>Mobility/Acknowledgement:</p> | | | | | | | | | | | | | | | | | |

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|----|--|--|
| | Use of the module for other course programs | Bachelor Economics, Bachelor Information Systems |
| 16 | Responsible Lecturer: Professor Dr. Manfred Krafft | Department: School of Business and Economics |
| 17 | Misc.: | |

Management & Governance

| | | | | | |
|------------------------------|---|----------------------------------|--|--------------|--|
| Module Title english: | | Management & Governance | | | |
| Course Program: | | Bachelor Business Administration | | | |
| 1 | Module No: BWL 10 | State: Compulsory | Language of Instruction: German | | |
| 2 | Turn: each winter semester | Duration: 1 semester | Semester: 5 or 6 | CP: 6 | Workload (h): 180 |
| 3 | Module Structure: | | | | |
| | No | Type | Course | State | Workload (h) |
| | | | | | Presence (h + CH) Self-Study (h) |
| | 1 | Lecture | Organization and Management | Compulsory | 30 h (2 CH) 30 |
| | 2 | Lecture | Corporate Governance | Compulsory | 30 h (2 CH) 30 |
| | 3 | Exercise | Tutorial on Management & Governance | Compulsory | 30 h (2 CH) 30 |
| 4 | Module Profile: | | | | |
| | Purpose of the module/integration into curriculum: The module conveys fundamental aspects of Management and Governance | | | | |
| | Course content: 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. | | | | |
| | Themes | | Learning objectives | | |
| | Organisational Design; Strategic Management; Human Ressource Management | | Understanding of the basics of Organization Management | | |
| | Corporate Governance; Two Tier System; Working Council | | Understanding of the basics of Corporate Governance | | |
| 5 | Learning outcomes: | | | | |
| | Academic: 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. Soft skills: none | | | | |
| 6 | Description of possible electives within the modules: none | | | | |

| | | | | |
|--------------|---|--|--|--------------------------------|
| 7 | Examination: Final Module Exam | | | |
| 8 | Relevant Work: | | | |
| | No | Number and Type; Connection to Course | Duration | Part of final mark in % |
| | 1 | Final written exam | 120 min. | 100 % |
| 9 | Study Work: none | | | |
| 10 | Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed. | | | |
| 11 | CP Assignment: | | | |
| | Presence | No 1 | 1.00 CP | |
| | | No 2 | 1.00 CP | |
| | | No 3 | 1.00 CP | |
| | Relevant Work | No 1 | 3.00 CP | |
| Total | | 6 CP | | |
| 12 | Weight of the module grade for the overall grade: 6/180 (3,33%) | | | |
| 13 | Module Prerequisites: none | | | |
| 14 | Presence: Presence is strongly recommended to warrant learning success | | | |
| 15 | Mobility/Acknowledgement: | | | |
| | Use of the module for other course programs | Bachelor Economics, Bachelor Information Systems, Bachelor Mathematics, Master Physics | | |
| 16 | Responsible Lecturer: Professor Dr. Gerhard Schewe | | Department: School of Business and Economics | |
| | 17 Misc.: | | | |

Finance & Accounting Seminar

| | | | | | |
|------------------------------|--|----------------------------------|---|--------------|--|
| Module Title english: | | Finance & Accounting Seminar | | | |
| Course Program: | | Bachelor Business Administration | | | |
| 1 | Module No: BWL S-1 | State: Compulsory | Language of Instruction: German or English | | |
| 2 | Turn: each winter semester | Duration: 1 semester | Semester: 5 or 6 | CP: 6 | Workload (h): 180 |
| 3 | Module Structure: | | | | |
| | No | Type | Course | State | Workload (h) |
| | | | | | Presence (h + CH) Self-Study (h) |
| | 1 | Seminar | Finance & Accounting Case Studies Seminar | Elective | 30 h (2 CH) 150 |
| | 2 | Seminar | INTOP Business Simulation (English) | Elective | 60 h (4 CH) 120 |
| 4 | Module Profile: | | | | |
| | <p>Purpose of the module/integration into curriculum: 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>Course content: Finance and Accounting Case Studies Seminar: The seminar covers several intergative 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. INTOP: 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 simualtion: 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</p> | | | | |

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.

| Themes | Learning objectives |
|------------------------------|---|
| 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. |

Learning outcomes:

Academic:

Finance and Accounting Case Study Seminar: During the 60 minute written examination the students have to apply quantitative and qualitative concepts learned in class and via the case studies to present solutions to different problems based on the whole course content. In the written examination, the student should demonstrate the ability to develop a coherent argument within a limited period of time, to integrate and apply several concepts, to solve practical problems.

INTOP: 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.

- The students are encouraged to reduce the time for making decisions which helps to focus on the most relevant decision criteria.
- Based on experience made throughout the course of the simulation, the students learn to judge the importance of relevant economic instruments.
- 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.
- Inside the group assignment, the students should demonstrate the ability to productively work in groups and their ability to coordinate with peers.

Soft skills:

In addition, students can solve complex problems in a team. They have advanced communication, presentation and conflict resolution skills.

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Description of possible electives within the modules:

One of the courses has to be absolved.

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| | | | | |
|--------------|--|---|---------------------|--------------------------------|
| 7 | Examination: Examinations for every part of the module | | | |
| 8 | Relevant Work: | | | |
| | No | Number and Type; Connection to Course | Duration | Part of final mark in % |
| | | Finance & Accounting Case Study (No. 1): | | |
| | 1 | Written exam on Finance & Accounting Case Study Seminar | 60 min. | 60 % |
| | 2 | Case studies on Finance & Accounting Case Study Seminar | 2 x ca. 7 pages | 40 % |
| | | or INTOP (No. 2): | | |
| | 3 | seminar paper on INTOP (subject will be given at the beginning of the semester) | 8 - 10 pages | 40 % |
| | 4 | INTOP Business Simulation Game: written paper on the management decisions | maximum of 15 pages | 40 % |
| 5 | Presention & defence (INTOP) | 45 min. per group | 20 % | |
| 9 | Study Work: none | | | |
| 10 | Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed. | | | |
| 11 | CP Assignment: | | | |
| | Presence | No 1 (on choice) | 1.00 CP | |
| | | No 2 (on choice) | 2.00 CP | |
| | Relevant Work | No 1 (depending on choice) and | 3.00 CP | |
| | | No 2 | 2.00 CP | |
| | | No 3 (depending on choice) and | 1.50 CP | |
| | | No 4 and | 1.50 CP | |
| | | No 5 | 1.00 CP | |
| Total | | 6 CP | | |
| 12 | Weight of the module grade for the overall grade: 6/180 (3,33%) | | | |
| 13 | Module Prerequisites: The knowledge of the second year of study, especially in accounting, taxations, and corporate finance is expected. For the INTOP seminar and the Seminar on Accounting and Finance, the number of participants allowed can be limited. | | | |

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|--|--|--|--|--------------------|
| 14 | Presence: Presence is strongly recommended to warrant learning success | | | |
| 15 | Mobility/Acknowledgement: <hr/> <table border="1" data-bbox="209 360 1445 423"> <tr> <td data-bbox="209 360 831 423">Use of the module for other course programs</td> <td data-bbox="831 360 1445 423">Bachelor Economics</td> </tr> </table> | | Use of the module for other course programs | Bachelor Economics |
| Use of the module for other course programs | Bachelor Economics | | | |
| 16 | Responsible Lecturer: Professor Dr. Thomas Langer | Department: School of Business and Economics | | |
| 17 | Misc.: | | | |

Integrated Management Seminar

| | | | | | |
|------------------------------|---|-------------------------------------|---|----------------------|--|
| Module Title english: | | Integrated Management Seminar | | | |
| Course Program: | | Bachelor Business Administration | | | |
| 1 | Module No: BWL S-2 | State: Compulsory | Language of Instruction: German or English | | |
| 2 | Turn: each summer semester | Duration: 1 semester | Semester: 5 or 6 | CP: 6 | Workload (h): 180 |
| 3 | Module Structure: | | | | |
| | No | Type | Course | State | Workload (h) |
| | | | | | Presence (h + CH) Self-Study (h) |
| | 1 | Seminar | Innovation Management | Elective | 45 h (3 CH) 135 |
| 2 | Seminar | INTOP Business Simulation (English) | Elective | 60 h (4 CH) 120 | |
| 4 | Module Profile: | | | | |
| | <p>Purpose of the module/integration into curriculum: 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>Course content: 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. 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</p> | | | | |

“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.

| Themes | Learning objectives |
|-----------------------------|---|
| 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. |

Learning outcomes:

Academic:

Innovation Management:

Upon completion of the course the student is able to...

- apply fundamental innovation management concepts; know the main objectives and different facets of innovation management and assess their relevance.
- understand the elemental action framework of innovation management and differentiate between micro-, macroenvironmental and situational factors.
- understand the strategic nature of innovation management; know and apply different product development, branding, timing, and cooperation strategies.
- understand the holistic innovation management process - from market situation analysis to market entry.
- develop an understanding for organizational structures and processes; recognize the substantial influence of individual roles and the culture within an organization on its innovativeness.

INTOP

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.

- The students are encouraged to reduce the time for making decisions which helps to focus on the most relevant decision criteria.
- Based on experience made throughout the course of the simulation, the students learn to judge the importance of relevant economic instruments.
- 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.

5

| | <ul style="list-style-type: none"> Inside the group assignment, the students should demonstrate the ability to productively work in groups and their ability to coordinate with peers. <p>Soft skills: Innovation Management: Upon completion of the course the student is able to...</p> <ul style="list-style-type: none"> evaluate empirical research based on own experiences. engage in discipline-specific discussions. <p>INTOP: Students can solve complex problems in a team. They have advanced communication, presentation and conflict resolution skills.</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|----------------------|--|---------------------|---------------------------------------|----------|-------------------------|---------|--------------------------------|--------------------------------|---------|------|---------------------------------------|--------------------------------|---------|----------|--|----------|---------|--|-------------------|--|--|---|--|--------------|------|---|---|---------------------|------|---|--------------------------------|-------------------|------|
| 6 | <p>Description of possible electives within the modules: Students must absolve either (a) the seminar innovation management or (b) the case study seminar Strategic Management or (c) INTOP.</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7 | <p>Examination: Examinations for every part of the module</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8 | <p>Relevant Work:</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></td> <td>Innovation Management (No. 1):</td> <td></td> <td></td> </tr> <tr> <td>1</td> <td>Written exam on Innovation Management</td> <td>60 min.</td> <td>95 %</td> </tr> <tr> <td>2</td> <td>Practical exercises on Innovation Management</td> <td>240 min.</td> <td>5 %</td> </tr> <tr> <td></td> <td>or INTOP (No. 2):</td> <td></td> <td></td> </tr> <tr> <td>3</td> <td>Seminar paper (INTOP) (subject will be given at the beginning of the semester)</td> <td>8 - 10 pages</td> <td>40 %</td> </tr> <tr> <td>4</td> <td>INTOP Business Simulation Game. written paper on management decisions</td> <td>maximum of 15 pages</td> <td>40 %</td> </tr> <tr> <td>5</td> <td>Presentation & defence (INTOP)</td> <td>45 min. per group</td> <td>20 %</td> </tr> </tbody> </table> | No | Number and Type; Connection to Course | Duration | Part of final mark in % | | Innovation Management (No. 1): | | | 1 | Written exam on Innovation Management | 60 min. | 95 % | 2 | Practical exercises on Innovation Management | 240 min. | 5 % | | or INTOP (No. 2): | | | 3 | Seminar paper (INTOP) (subject will be given at the beginning of the semester) | 8 - 10 pages | 40 % | 4 | INTOP Business Simulation Game. written paper on management decisions | maximum of 15 pages | 40 % | 5 | Presentation & defence (INTOP) | 45 min. per group | 20 % |
| No | Number and Type; Connection to Course | Duration | Part of final mark in % | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | Innovation Management (No. 1): | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1 | Written exam on Innovation Management | 60 min. | 95 % | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2 | Practical exercises on Innovation Management | 240 min. | 5 % | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | or INTOP (No. 2): | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3 | Seminar paper (INTOP) (subject will be given at the beginning of the semester) | 8 - 10 pages | 40 % | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4 | INTOP Business Simulation Game. written paper on management decisions | maximum of 15 pages | 40 % | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 5 | Presentation & defence (INTOP) | 45 min. per group | 20 % | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9 | <p>Study Work: none</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 10 | <p>Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed.</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11 | <p>CP Assignment:</p> <table border="1"> <tbody> <tr> <td rowspan="2">Presence</td> <td>No 1 (on choice)</td> <td>1.50 CP</td> </tr> <tr> <td>No 2 (on choice)</td> <td>2.00 CP</td> </tr> <tr> <td rowspan="5">Relevant Work</td> <td>No 1 (depending on choice) and</td> <td>3.50 CP</td> </tr> <tr> <td>No 2</td> <td>1.00 CP</td> </tr> <tr> <td>No 3 (depending on choice) and</td> <td>1.50 CP</td> </tr> <tr> <td>No 4 and</td> <td>1.50 CP</td> </tr> <tr> <td>No 5</td> <td>1.00 CP</td> </tr> </tbody> </table> | Presence | No 1 (on choice) | 1.50 CP | No 2 (on choice) | 2.00 CP | Relevant Work | No 1 (depending on choice) and | 3.50 CP | No 2 | 1.00 CP | No 3 (depending on choice) and | 1.50 CP | No 4 and | 1.50 CP | No 5 | 1.00 CP | | | | | | | | | | | | | | | | |
| Presence | No 1 (on choice) | | 1.50 CP | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | No 2 (on choice) | 2.00 CP | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Relevant Work | No 1 (depending on choice) and | 3.50 CP | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | No 2 | 1.00 CP | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | No 3 (depending on choice) and | 1.50 CP | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | No 4 and | 1.50 CP | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | No 5 | 1.00 CP | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

| | | |
|-----------|---|--|
| | Total | 6 CP |
| 12 | Weight of the module grade for the overall grade: 6/180 (3,33%) | |
| 13 | Module Prerequisites: None. The number of participants allowed for INTOP can be restricted. | |
| 14 | Presence: Attendance is strongly recommended to warrant learning success | |
| 15 | Mobility/Acknowledgement: | |
| | Use of the module for other course programs | Bachelor Economics |
| 16 | Responsible Lecturer: Univ.-Prof. Dr. Thorsten Hennig-Thurau | Department: School of Business and Economics |
| 17 | Misc.: | |

Advanced Accounting

| | | | | | |
|------------------------------|---|----------------------------------|--|--------------|--|
| Module Title english: | | Advanced Accounting | | | |
| Course Program: | | Bachelor Business Administration | | | |
| 1 | Module No: BWL 11 | State: Elective | Language of Instruction: German, partly English | | |
| 2 | Turn: each winter semester | Duration: 1 semester | Semester: 5 or 6 | CP: 6 | Workload (h): 180 |
| 3 | Module Structure: | | | | |
| | No | Type | Course | State | Workload (h) |
| | | | | | Presence (h + CH) Self-Study (h) |
| | 1 | Lecture/ Exercise | Advanced Financial Accounting | Compulsory | 30 h (2 CH) 60 |
| | 2 | Lecture/ Exercise | Business Analysis | Compulsory | 30 h (2 CH) 60 |
| 4 | Module Profile: | | | | |
| | <p>Purpose of the module/integration into curriculum: Advanced Financial Accounting: Companies are often subject to complex organizational structures. Therefore the individual financial statements of the companies involved are not informative for potential investors who conclusively request a consolidated financial statement to obtain a true and fair view on the group as a whole. Students in this course will learn how to prepare these requested consolidated financial statements in accordance with HGB (German-GAAP) as well as with the International Financial Reporting Standards (IFRS). Furthermore they will gain basic knowledge on IFRS. Knowledge in financial accounting is a prerequisite for this course. Business Analysis: This class incorporates two elements: Financial Statement Analysis on the one hand and Managerial Accounting on the other hand. Financial Statement Analysis is one of the most important valuation methods for companies performed not only by investors but also by internal managers to gain a deep understanding of the current economic situation the considered company faces. Therefore it is important to provide students with a profound understanding of the related techniques and interpretation guidelines. Beyond financial accounting, the students shall deepen their knowledge in managerial accounting and recognize connections between financial and managerial accounting. For this course basic knowledge in accounting is required.</p> <p>Course content: Advanced Financial Accounting: This lecture focuses mainly on consolidated financial statements prepared under HGB (German-GAAP) and IFRS. Therefore 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 together with 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, students will get a first overview about the International Financial Reporting Standards and about auditing. By the end of the class students should have gained a deeper knowledge on consolidation, be able to consolidate on their own and understand related problems corporations and audit firms</p> | | | | |

| | <p>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 class. The instructor’s role will be to support the learning experience by providing a course structure, course materials, and lectures. Business Analysis: Referring to Financial Statement Analysis this course will enable students to understand how economic situations and management decisions can influence the company’s performance correlated with the impact on key ratios and the related interpretations. By the end of this course, it is expected that students are able to analyse companies on their own resulting in reasoned and founded investment decisions. Referring to Managerial Accounting this course is to develop a deepened understanding of financial and managerial accounting as well as their interrelations. Unlike in Anglophone countries, financial and managerial accounting are distinctive in Germany. 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 financial statement analysis and managerial accounting in order to be able to adopt this knowledge to concrete “real” life situations as they apply to corporations. 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 class. The instructor’s role will be to support the learning experience by providing a course structure, course materials, and lectures.</p> | | | | | | | | | | | | |
|----|--|----------|---------------------------------------|----------|-------------------------|---|--|---------|------|---|--|---------|------|
| 5 | <p>Learning outcomes: Academic: After the successful completion of the module, students have developed a comprehensive knowledge of accounting principles for consolidated financial statements under German GAAP. Furthermore, they have demonstrate the ability</p> <ul style="list-style-type: none"> • to analyse and interpret the economic situation of a company, • to compare and rank companies depending on their financial performance, • to condense different ratios and information to an overall investment decision, • to apply the technical ratios to individual cases. <p>Referring to Managerial Accounting students have developed comprehensive knowledge in accounting and controlling. Moreover, they are able to explain relationships between external and internal accounting.</p> <p>Soft skills: After the successful completion of the module, students are able to analyze sound theoretical issues as well as to identify practical problem areas and solve them adequately.</p> | | | | | | | | | | | | |
| 6 | <p>Description of possible electives within the modules: none</p> | | | | | | | | | | | | |
| 7 | <p>Examination: Examinations for every part of the module</p> | | | | | | | | | | | | |
| 8 | <table border="1"> <thead> <tr> <th data-bbox="217 1803 280 1839">No</th> <th data-bbox="280 1803 879 1839">Number and Type; Connection to Course</th> <th data-bbox="879 1803 1114 1839">Duration</th> <th data-bbox="1114 1803 1437 1839">Part of final mark in %</th> </tr> </thead> <tbody> <tr> <td data-bbox="217 1839 280 1984">1</td> <td data-bbox="280 1839 879 1984">Written Exam Advanced Financial Accounting (No. 1)</td> <td data-bbox="879 1839 1114 1984">60 min.</td> <td data-bbox="1114 1839 1437 1984">50 %</td> </tr> <tr> <td data-bbox="217 1984 280 2033">2</td> <td data-bbox="280 1984 879 2033">Written Exam Business Analysis (No. 2)</td> <td data-bbox="879 1984 1114 2033">60 min.</td> <td data-bbox="1114 1984 1437 2033">50 %</td> </tr> </tbody> </table> | No | Number and Type; Connection to Course | Duration | Part of final mark in % | 1 | Written Exam Advanced Financial Accounting (No. 1) | 60 min. | 50 % | 2 | Written Exam Business Analysis (No. 2) | 60 min. | 50 % |
| No | Number and Type; Connection to Course | Duration | Part of final mark in % | | | | | | | | | | |
| 1 | Written Exam Advanced Financial Accounting (No. 1) | 60 min. | 50 % | | | | | | | | | | |
| 2 | Written Exam Business Analysis (No. 2) | 60 min. | 50 % | | | | | | | | | | |

| | | | |
|--------------|---|--|---------|
| 9 | Study Work: none | | |
| 10 | Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed. | | |
| 11 | CP Assignment: | | |
| | Presence | No 1 | 1.00 CP |
| | | No 2 | 1.00 CP |
| | Relevant Work | No 1 | 2.00 CP |
| | | No 2 | 2.00 CP |
| Total | | 6 CP | |
| 12 | Weight of the module grade for the overall grade: 6/180 (3,33%) | | |
| 13 | Module Prerequisites: Recommended: Knowledge based on the modules Financial Accounting/Taxation and Controlling | | |
| 14 | Presence: Presence is strongly recommended to warrant learning success. | | |
| 15 | Mobility/Acknowledgement: | | |
| | Use of the module for other course programs | Bachelor Economics, Bachelor Information Systems | |
| 16 | Responsible Lecturer: Professor Dr. Peter Kajüter, Prof. Dr. Hans-Jürgen Kirsch | Department: School of Business and Economics | |
| | 17 Misc.: | | |

Advanced Taxation

| | | | | | | |
|------------------------------|--|----------------------------------|--|--------------|--------------------------|----|
| Module Title english: | | Advanced Taxation | | | | |
| Course Program: | | Bachelor Business Administration | | | | |
| 1 | Module No: BWL 12 | State: Elective | Language of Instruction: German | | | |
| 2 | Turn: each semester | Duration: 1 semester | Semester: 5 or 6 | CP: 6 | Workload (h): 180 | |
| 3 | Module Structure: | | | | | |
| | No | Type | Course | State | Workload (h) | |
| | | | | | Presence (h + CH) | |
| | | | | | Self-Study (h) | |
| | 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 | |
| 4 | Module Profile: | | | | | |
| | <p>Purpose of the module/integration into curriculum: 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>Course content: 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> | | | | | |
| 5 | Learning outcomes: | | | | | |
| | <p>Academic: 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"> • to develop a coherent argument within a limited period of time, | | | | | |

| | <ul style="list-style-type: none"> to integrate and apply several concepts and tax rules, to apply the tax concepts and tax rules to individual cases. <p>Soft skills: 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 | Description of possible electives within the modules: none | | | | | | | | | | | | | | | | | |
| 7 | Examination: Examinations for every part of the module | | | | | | | | | | | | | | | | | |
| 8 | <p>Relevant Work:</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 | Study Work: none | | | | | | | | | | | | | | | | | |
| 10 | Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed. | | | | | | | | | | | | | | | | | |
| 11 | <p>CP Assignment:</p> <table border="1"> <tbody> <tr> <td rowspan="4">Presence</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">Relevant Work</td> <td>No 1</td> <td>2.00 CP</td> </tr> <tr> <td>No 2</td> <td>2.00 CP</td> </tr> <tr> <td>Total</td> <td></td> <td>6 CP</td> </tr> </tbody> </table> | Presence | No 1 | 0.50 CP | No 2 | 0.50 CP | No 3 | 0.50 CP | No 4 | 0.50 CP | Relevant Work | No 1 | 2.00 CP | No 2 | 2.00 CP | Total | | 6 CP |
| Presence | No 1 | | 0.50 CP | | | | | | | | | | | | | | | |
| | No 2 | | 0.50 CP | | | | | | | | | | | | | | | |
| | No 3 | | 0.50 CP | | | | | | | | | | | | | | | |
| | No 4 | 0.50 CP | | | | | | | | | | | | | | | | |
| Relevant Work | No 1 | 2.00 CP | | | | | | | | | | | | | | | | |
| | No 2 | 2.00 CP | | | | | | | | | | | | | | | | |
| Total | | 6 CP | | | | | | | | | | | | | | | | |
| 12 | Weight of the module grade for the overall grade: 6/180 (3,33%) | | | | | | | | | | | | | | | | | |
| 13 | Module Prerequisites: Skills from the module "Principles of Corporate Taxation" are recommended. | | | | | | | | | | | | | | | | | |
| 14 | Presence: Presence is strongly recommended to warrant learning success | | | | | | | | | | | | | | | | | |
| 15 | <p>Mobility/Acknowledgement:</p> <table border="1"> <tbody> <tr> <td>Use of the module for other course programs</td> <td>Bachelor Economics, Bachelor Information Systems</td> </tr> </tbody> </table> | Use of the module for other course programs | Bachelor Economics, Bachelor Information Systems | | | | | | | | | | | | | | | |
| Use of the module for other course programs | Bachelor Economics, Bachelor Information Systems | | | | | | | | | | | | | | | | | |

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| 16 | Responsible Lecturer: Professor Dr. Christoph Watrin | Department: School of Business and Economics |
| 17 | Misc.: | |

Specialization in Finance

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|------------------------------|--|--|---|--------------|--|
| Module Title english: | | Specialization in Finance | | | |
| Course Program: | | Bachelor Business Administration | | | |
| 1 | Module No: BWL 13 | State: Elective | Language of Instruction: English | | |
| 2 | Turn: each summer semester | Duration: 1 semester | Semester: 5 or 6 | CP: 6 | Workload (h): 180 |
| 3 | Module Structure: | | | | |
| | No | Type | Course | State | Workload (h) |
| | | | | | Presence (h + CH) Self-Study (h) |
| | 1 | Lecture | Specialization in Finance | Compulsory | 30 h (2 CH) 90 |
| | 2 | Exercise | Tutorial Specialization in Finance | Compulsory | 15 h (1 CH) 45 |
| 4 | Module Profile: | | | | |
| | <p>Purpose of the module/integration into curriculum: 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.</p> <p>Course content: 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.</p> | | | | |
| | Themes | Learning objectives | | | |
| | 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>Learning outcomes:</p> <p>Academic: 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>Soft skills: 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 | Description of possible electives within the modules: none | | | | | | | | | | | | | | |
| 7 | Examination: Final Module Exam | | | | | | | | | | | | | | |
| 8 | <p>Relevant Work:</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 | Study Work: none | | | | | | | | | | | | | | |
| 10 | Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed. | | | | | | | | | | | | | | |
| 11 | <p>CP Assignment:</p> <table border="1"> <tbody> <tr> <td rowspan="2">Presence</td> <td>No 1</td> <td>1.00 CP</td> </tr> <tr> <td>No 2</td> <td>0.50 CP</td> </tr> <tr> <td>Relevant Work</td> <td>No 1</td> <td>4.50 CP</td> </tr> <tr> <td>Total</td> <td></td> <td>6 CP</td> </tr> </tbody> </table> | | | | Presence | No 1 | 1.00 CP | No 2 | 0.50 CP | Relevant Work | No 1 | 4.50 CP | Total | | 6 CP |
| Presence | No 1 | 1.00 CP | | | | | | | | | | | | | |
| | No 2 | 0.50 CP | | | | | | | | | | | | | |
| Relevant Work | No 1 | 4.50 CP | | | | | | | | | | | | | |
| Total | | 6 CP | | | | | | | | | | | | | |
| 12 | Weight of the module grade for the overall grade: 6/180 (3,33%) | | | | | | | | | | | | | | |
| 13 | Module Prerequisites: none | | | | | | | | | | | | | | |

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|--|--|--|--|--|
| 14 | Presence: Presence is strongly recommended to warrant learning success | | | |
| 15 | Mobility/Acknowledgement: <hr/> <table border="1" data-bbox="217 360 1437 454"> <tr> <td data-bbox="217 360 823 454">Use of the module for other course programs</td> <td data-bbox="823 360 1437 454">Bachelor Economics, Bachelor Information Systems</td> </tr> </table> | | Use of the module for other course programs | Bachelor Economics, Bachelor Information Systems |
| Use of the module for other course programs | Bachelor Economics, Bachelor Information Systems | | | |
| 16 | Responsible Lecturer: Professor Dr. Thomas Langer | Department: School of Business and Economics | | |
| 17 | Misc.: | | | |

Insurance Economics

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|------------------------------|---|---|--|--------------|---|
| Module Title english: | | Insurance Economics | | | |
| Course Program: | | Bachelor Business Administration | | | |
| 1 | Module No: BWL 14 | State: Elective | Language of Instruction: German | | |
| 2 | Turn: each summer semester | Duration: 1 semester | Semester: 5 or 6 | CP: 6 | Workload (h): 180 |
| 3 | Module Structure: | | | | |
| | No | Type | Course | State | Workload (h) |
| | | | | | Presence (h + CH) Self-Study (h) |
| | 1 | Lecture | Insurance Economics | Compulsory | 60 h (4 CH) 120 |
| 4 | Module Profile: | | | | |
| | Course content: | | | | |
| | The aim of this course is to enable students to understand the principles and the causal mechanisms of the insurance business. By the end of the course, it is expected that the students are capable in applying management accounting systems in different insurance sectors. In addition, students will gain an understanding in developing and interpreting internal models and risk management systems caused by the regulatory requirements of solvency II. The broad range of topics encourages analytical thinking and conveys a methodical basis in understanding and analysing the complex interactions of the insurance economy. Insurance Economics consists of both lectures and exercises. Lecturers explain and discuss the main concepts and techniques. During lecture each week, exercises are integrated and the students find out the practical use of scientific theory. The incorporation of a variety of different top-class speakers in the insurance field facilitates the transfer between theory and practice. The speaker's role is to encourage the students to take a greater interest in insurance economic issues and to support discussions between students. As part of a symposium, students participate in a workshop in the house of a leading German insurance company. | | | | |
| | Themes | Learning objectives | | | |
| | Basics of insurance economics | To learn about the objectives and the specific particularities of the insurance economy. | | | |
| | Property and casualty insurance | To comprehend the calculation of non-life insurance products. | | | |
| | Life insurance | To comprehend the calculation of life insurance products and the process of profit bonus. | | | |
| Reinsurance | To learn about the main features of reinsurance and the (dis-)advantages for direct insurers to cooperate with a reinsurance company. | | | | |
| Controlling | To learn about a variety of methods to provide information on the companies` success | | | | |

| | Capital investment | To study the regulatory particularities in managing the investments of insurance companies. | | | | | | | | | | |
|----|---|--|-------------------------|--|----|---------------------------------------|----------|-------------------------|---|--------------------|---------|-------|
| | Basic principles in accounting | To appreciate the intention and legal fundamentals of the accounts of insurance undertakings. | | | | | | | | | | |
| | Solvency and risk management | To evaluate the elements of Solvency II and the relevant requirements to risk management. | | | | | | | | | | |
| | Value based management | To study the requirements for insurance companies to develop branch-specific internal models for gathering data on all relevant and quantifiable risks basing itself on economic criteria. | | | | | | | | | | |
| | Business strategy | To value the strategic operation options for insurance companies at the German insurance market. | | | | | | | | | | |
| 5 | <p>Learning outcomes:</p> <p>Academic: During the 90 minute written examination students have to deal with about 10 issues concerning both the use of management tools within certain lines of insurance business and value based management of insurance companies. Theory and practical applications from lectures and symposium build the ground of the assessment. In the written examination, students are supposed to demonstrate their abilities</p> <ul style="list-style-type: none"> • to solve problems effectively within a limited period of time, • to transfer and integrate knowledge, methods and theory from lectures and exercises, • to select and identify the most relevant aspects first. <p>Soft skills: The module promotes interdisciplinary understanding of enterprise-wide management tasks. This is mediated especially through the practice-oriented presentations of executives from the German insurance industry. Second, the lectures fosters discussion skills of students through direct communication with experts and senior executives. Students additionally will be made aware of the importance of communication skills and conflict management in workplace decision-making processes.</p> | | | | | | | | | | | |
| 6 | Description of possible electives within the modules: none | | | | | | | | | | | |
| 7 | Examination: Final Module Exam | | | | | | | | | | | |
| 8 | <p>Relevant Work:</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 | Study Work: none | | | | | | | | | | | |
| 10 | Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed. | | | | | | | | | | | |
| 11 | CP Assignment: | | | | | | | | | | | |
| | Presence | No 1 | 2.00 CP | | | | | | | | | |

| | | | |
|-----------|--|--|---------|
| | Relevant Work | No 1 | 4.00 CP |
| | Total | | 6 CP |
| 12 | Weight of the module grade for the overall grade: 6/180 (3,33%) | | |
| 13 | Module Prerequisites: none | | |
| 14 | Presence: Presence is strongly recommended to warrant learning success | | |
| 15 | Mobility/Acknowledgement: | | |
| | Use of the module for other course programs | Bachelor Economics, Bachelor Information Systems | |
| 16 | Responsible Lecturer: Prof. Dr. Wolfgang Berens | Department: School of Business and Economics | |
| 17 | Misc.: | | |

Advanced Marketing

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|------------------------------|--|----------------------------------|---|--------------|--|
| Module Title english: | | Advanced Marketing | | | |
| Course Program: | | Bachelor Business Administration | | | |
| 1 | Module No: BWL 15 | State: Elective | Language of Instruction: English | | |
| 2 | Turn: each summer semester | Duration: 1 semester | Semester: 5 or 6 | CP: 6 | Workload (h): 180 |
| 3 | Module Structure: | | | | |
| | No | Type | Course | State | Workload (h) |
| | | | | | Presence (h + CH) Self-Study (h) |
| | 1 | Lecture | Customer Management | Elective | 30 h (2 CH) 60 |
| | 2 | Lecture | Introduction to Services Marketing | Elective | 30 h (2 CH) 60 |
| | 3 | Lecture | Retail Management | Elective | 30 h (2 CH) 60 |
| 4 | Module Profile: | | | | |
| | <p>Purpose of the module/integration into curriculum: Services Marketing: Services Marketing is part of the module “Advanced Marketing” which also comprises Customer Management and a third lecture to be announced.. The course gives an overview of the theories, models, strategies, methods, and instruments of the field. The course will both transfer general marketing approaches into the service context and introduce several facets which are unique to the marketing management of service firms. There are no formal prerequisites for this course above and beyond the mandatory principles of marketing courses. Customer Management: Understanding customers as one of a firm’s central assets and, thus, managing a company’s customer base in a way that fosters customer satisfaction, customer retention and in the end customer equity has become one of the major challenges of market-oriented management today. Companies have to be able to evaluate potential, current and lost customers’ attractiveness and manage them accordingly on an individual basis. Since capabilities of data processing have immensely increased in the last decades, possibilities and complexity of database-driven customer management both grew. Thus, the competency of knowing and managing its customers has become a competitive advantage itself for many companies today. This course builds upon the basic marketing modules “Strategic Marketing”, “Marketing Operations” and “Market Research”.</p> <p>Course content: Customer Management: The main objectives of this course are threefold. First, the concept of customer relationship management with a holistic view on managing a customer base builds the foundation. The major fields of managing customer acquisition, customer retention and customer reactivation are explained. Second, the customer lifecycle as a universal view on each individual customer is introduced. Each phase is thereby related to one of the core management activities. Finally, concepts and methods of a value-oriented customer management are introduced, explained and discussed. Services Marketing: see Topics Retail Management: The goal of the teaching unit Retail Management is to provide students with theoretical and methodical knowledge in relation to the management of commercial enterprises. Here an insight into the key strategies, theories, methods and instruments is given, which are used for marketing and sales of products and services in commercial enterprises.</p> | | | | |

| Themes | Learning objectives |
|--|---|
| Customer Management: | |
| Introduction to customer management | To understand the concept of customer management as a holistic management orientation and describe the underlying paradigm shift in marketing |
| Basic constructs | To describe and differentiate the central psychological constructs |
| Customer lifecycle | To understand the concept of the customer lifecycle and distinguish its different phases and the corresponding customer management instruments |
| Implementation | To evaluate companies' structures, organization and system in its suitability for enhancing customer orientation and responsiveness |
| Value orientation | To assess and apply methods of value-oriented management of individual customers and customer segments (in particular, the concepts of customer lifetime value and customer equity) |
| Service Marketing: | |
| What are Services and Why Do they Matter? | To familiarize with the basic terminology and key definitions; to increase awareness of today's role of services. |
| A Service Marketing Success Framework | To understand and systematize the components of service marketing success and to link them to the overall framework Customer Satisfaction and Service |
| Customer Satisfaction and Service Quality | To work out meaning, importance and relationship of the key outcome constructs customer satisfaction and service quality; to learn about different customer expectations and customer perceptions. |
| Managing Customer Satisfaction and Service Quality | To get an overview of different services marketing instruments; to analyze and assess these with regard to specific characteristics of marketing mix variables (product, price, place, promotion) in the services context; to learn about the role of service failure and service recovery. |
| Managing Relationships with Service Customers | To understand relevant approaches and theories of customer relationship marketing in a service context, including customer loyalty, lifetime value and equity as well as the commitment-trust theory |
| Branding Services | To define brands in the services context; to understand and evaluate basic service branding strategies, to learn about service brand extensions. |
| 5 | <p>Learning outcomes:</p> <p>Academic:</p> <p>To various extents, the three different courses adhere to the following learning goals. Upon completion of this course, students are able to...</p> <ul style="list-style-type: none"> - understand and explain essential terms, concepts, models, instruments, and methods from the area of services marketing / retail management / customer management. - recognize and analyze specific challenges of service provision / retailing / customer management successfully. |

| | <p>Soft skills: To various extents, the three different courses adhere to the following learning goals. Upon completion of this course the student is able to.</p> <ul style="list-style-type: none"> -.. 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. | | | | | | | | | | | | | | | | | |
|----------------------|--|-----------------|---------------------------------------|----------|-------------------------|---------|--|---------|----------------------|--|--|--|---------|--|---|--------------|------|------|
| 6 | <p>Description of possible electives within the modules: 2 out of 3 lectures have to be absolved</p> | | | | | | | | | | | | | | | | | |
| 7 | <p>Examination: Examinations for every part of the module</p> | | | | | | | | | | | | | | | | | |
| 8 | <p>Relevant Work:</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 Customer Management (No. 1) (depending on chosen lectures)</td> <td>60 min.</td> <td>50 %</td> </tr> <tr> <td>2</td> <td>and/or Written exam Services Marketing (No. 2) (depending on chosen lectures)</td> <td>60 min.</td> <td>50 %</td> </tr> <tr> <td>3</td> <td>and/or Written exam Retail Management (No. 3) (depending on chosen lectures)</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 Customer Management (No. 1) (depending on chosen lectures) | 60 min. | 50 % | 2 | and/or Written exam Services Marketing (No. 2) (depending on chosen lectures) | 60 min. | 50 % | 3 | and/or Written exam Retail Management (No. 3) (depending on chosen lectures) | 60 min. | 50 % | |
| No | Number and Type; Connection to Course | Duration | Part of final mark in % | | | | | | | | | | | | | | | |
| 1 | Written exam Customer Management (No. 1) (depending on chosen lectures) | 60 min. | 50 % | | | | | | | | | | | | | | | |
| 2 | and/or Written exam Services Marketing (No. 2) (depending on chosen lectures) | 60 min. | 50 % | | | | | | | | | | | | | | | |
| 3 | and/or Written exam Retail Management (No. 3) (depending on chosen lectures) | 60 min. | 50 % | | | | | | | | | | | | | | | |
| 9 | <p>Study Work: none</p> | | | | | | | | | | | | | | | | | |
| 10 | <p>Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed.</p> | | | | | | | | | | | | | | | | | |
| 11 | <p>CP Assignment:</p> <table border="1"> <tbody> <tr> <td rowspan="3">Presence</td> <td>No 1 (and/or, choose 2)</td> <td>1.00 CP</td> </tr> <tr> <td>No 2 (and/or, choose 2)</td> <td>1.00 CP</td> </tr> <tr> <td>No 3 (choose 2)</td> <td>1.00 CP</td> </tr> <tr> <td rowspan="3">Relevant Work</td> <td>No 1 (depending on the chosen lecture)</td> <td>2.00 CP</td> </tr> <tr> <td>No 2 (depending on the chosen lecture)</td> <td>2.00 CP</td> </tr> <tr> <td>No 3 (depending on the chosen lecture)</td> <td>2.00 CP</td> </tr> <tr> <td>Total</td> <td></td> <td>6 CP</td> </tr> </tbody> </table> | Presence | No 1 (and/or, choose 2) | 1.00 CP | No 2 (and/or, choose 2) | 1.00 CP | No 3 (choose 2) | 1.00 CP | Relevant Work | No 1 (depending on the chosen lecture) | 2.00 CP | No 2 (depending on the chosen lecture) | 2.00 CP | No 3 (depending on the chosen lecture) | 2.00 CP | Total | | 6 CP |
| Presence | No 1 (and/or, choose 2) | | 1.00 CP | | | | | | | | | | | | | | | |
| | No 2 (and/or, choose 2) | | 1.00 CP | | | | | | | | | | | | | | | |
| | No 3 (choose 2) | 1.00 CP | | | | | | | | | | | | | | | | |
| Relevant Work | No 1 (depending on the chosen lecture) | 2.00 CP | | | | | | | | | | | | | | | | |
| | No 2 (depending on the chosen lecture) | 2.00 CP | | | | | | | | | | | | | | | | |
| | No 3 (depending on the chosen lecture) | 2.00 CP | | | | | | | | | | | | | | | | |
| Total | | 6 CP | | | | | | | | | | | | | | | | |
| 12 | <p>Weight of the module grade for the overall grade: 6/180 (3,33%)</p> | | | | | | | | | | | | | | | | | |
| 13 | <p>Module Prerequisites: Recommended: Modules Foundations of Marketing and Quantitative Marketing</p> | | | | | | | | | | | | | | | | | |

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| 14 | Presence: Presence is strongly recommended to warrant learning success | |
| 15 | Mobility/Acknowledgement: | |
| | Use of the module for other course programs | Bachelor Economics, Bachelor Information Systems |
| 16 | Responsible Lecturer: Univ.-Prof. Dr. Thorsten Hennig-Thurau | Department: School of Business and Economics |
| 17 | Misc.: | |

Advanced Management

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|------------------------------|--|--|---|--------------------------------|--|
| Module Title english: | | Advanced Management | | | |
| Course Program: | | Bachelor Business Administration | | | |
| 1 | Module No: BWL 16 | State: Elective | Language of Instruction: English | | |
| 2 | Turn: each summer semester | Duration: 1 semester | Semester: 5 or 6 | CP: 6 | Workload (h): 180 |
| 3 | Module Structure: | | | | |
| | No | Type | Course | State | Workload (h) |
| | | | | | Presence (h + CH) Self-Study (h) |
| | 1 | Lecture | Advanced Management | Compulsory | 30 h (2 CH) 60 |
| | 2 | Seminar | Advanced Management | Compulsory | 30 h (2 CH) 60 |
| 4 | Module Profile: Course content: 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. | | | | |
| 5 | Learning outcomes: Academic: Students learn to analyze and assess the essential questions in strategic management. The students learn how leadership influences the implementation of strategic actions. Soft skills: 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. | | | | |
| 6 | Description of possible electives within the modules: none | | | | |
| 7 | Examination: Examinations for every part of the module | | | | |
| 8 | Relevant Work: | | | | |
| | No | Number and Type; Connection to Course | Duration | Part of final mark in % | |
| | 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 | Study Work: none | | | |
| 10 | Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed. | | | |
| 11 | CP Assignment: | | | |
| | Presence | No 1 | 1.00 CP | |
| | | No 2 | 1.00 CP | |
| | Relevant Work | No 1 | 2.50 CP | |
| | | No 2 | 1.50 CP | |
| Total | | | 6 CP | |
| 12 | Weight of the module grade for the overall grade: 6/180 (3,33%) | | | |
| 13 | Module Prerequisites: none | | | |
| 14 | Presence: Presence is strongly recommended to warrant learning success | | | |
| 15 | Mobility/Acknowledgement: | | | |
| | Use of the module for other course programs | Bachelor Economics, Bachelor Information Systems | | |
| 16 | Responsible Lecturer: Prof. Dr. Stephan Nüesch | | Department: School of Business and Economics | |
| 17 | Misc.: | | | |

International Financial Management

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|------------------------------|--|------------------------------------|--|--------------|--|
| Module Title english: | | International Financial Management | | | |
| Course Program: | | Bachelor Business Administration | | | |
| 1 | Module No: BWL 17 | State: Elective | Language of Instruction: English | | |
| 2 | Turn: each winter semester | Duration: 1 semester | Semester: 5 or 6 | CP: 6 | Workload (h): 180 |
| 3 | Module Structure: | | | | |
| | No | Type | Course | State | Workload (h) |
| | | | | | Presence (h + CH) Self-Study (h) |
| | 1 | Lecture | International Financial Management | Compulsory | 30 h (2 CH) 90 |
| | 2 | Exercise | Tutorial on International Financial Management | Compulsory | 15 h (1 CH) 45 |
| 4 | Module Profile: | | | | |
| | <p>Purpose of the module/integration into curriculum: The module “International Financial Management” adds an international, multi-country perspective to the modules “Finance” and “Governance and Management”. While these module largely deal with a single-country setting, the module “International Financial Management” focuses on complexities that specifically arise in cross-border financial and managerial decision making.</p> <p>Course content: The module “International Financial Management“ discusses relevant topics for the management of international and multinational enterprises. It covers classical topics in International Finance such as exchange rates and currency markets, derivatives and hedging, valuation of multinational firms, and international portfolio management and asset pricing. Further, this module provides first insights as to how differences in institutional arrangements and cultural norms affect financial decision making and shareholder value across countries.</p> | | | | |
| 5 | Learning outcomes: | | | | |
| | <p>Academic: In this module, students obtain the basic knowledge needed to act successfully as managers and investors in a global economy. To this end, they obtain three core competencies. First, after successfully completing this module, students have a profound understanding of the functioning of international financial markets. Second, they understand how and why countries differ in their institutional settings. Third, students can apply this knowledge in cross-border operating, financing, and investment decisions.</p> | | | | |
| 6 | Description of possible electives within the modules: none | | | | |
| 7 | Examination: Final Module Exam | | | | |

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|----|---|--|--|--------------------------------|
| 8 | Relevant Work: | | | |
| | No | Number and Type; Connection to Course | Duration | Part of final mark in % |
| | 1 | Final written exam | 120 min. | 100 % |
| 9 | Study Work: none | | | |
| 10 | Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed. | | | |
| 11 | CP Assignment: | | | |
| | Presence | No 1 | 1.00 CP | |
| | | No 2 | 0.50 CP | |
| | Relevant Work | No 1 | 4.50 CP | |
| | Total | | 6 CP | |
| 12 | Weight of the module grade for the overall grade: 6/180 (3,33%) | | | |
| 13 | Module Prerequisites: Recommended: Module Corporate Finance | | | |
| 14 | Presence: Presence is strongly recommended to warrant learning success | | | |
| 15 | Mobility/Acknowledgement: | | | |
| | Use of the module for other course programs | Bachelor Economics | | |
| 16 | Responsible Lecturer: Professor Nadja Guenster | | Department: School of Business and Economics | |
| | 17 Misc.: | | | |

Public Firms

| | | | | | |
|------------------------------|---|--|--|-----------------|--|
| Module Title english: | | Public Firms | | | |
| Course Program: | | Bachelor Business Administration | | | |
| 1 | Module No: BWL 19 | State: Elective | Language of Instruction: German | | |
| 2 | Turn: each winter semester | Duration: 1 semester | Semester: 5 or 6 | CP: 6 | Workload (h): 180 |
| 3 | Module Structure: | | | | |
| | No | Type | Course | State | Workload (h) |
| | | | | | Presence (h + CH) Self-Study (h) |
| | 1 | Lecture | Public Firms | Compulsory | 30 h (2 CH) 60 |
| | 2 | Exercise | Exercise Public Firms | Compulsory | 30 h (2 CH) 60 |
| 4 | Module Profile: Purpose of the module/integration into curriculum: The module can be understood by itself, however, see 12. Course content: Subject of this module are the peculiarities of public firms. | | | | |
| 5 | Learning outcomes: Academic: The students recognise the peculiarities of public firms and can apply their general management knowledge on them. Soft skills: The students learn to understand and actively apply arguments. The exercise includes teamwork and the application of presentation skills. | | | | |
| 6 | Description of possible electives within the modules: none | | | | |
| 7 | Examination: Examinations for every part of the module | | | | |
| 8 | Relevant Work: | | | | |
| | No | Number and Type; Connection to Course | | Duration | Part of final mark in % |
| | 1 | Written exam on Public Firms (No. 1) | | 90 min. | 50 % |
| | 2 | Work in Exercises (No. 2): | | | 50 % |
| | | Assignments | | 2 x 2 p. | |
| | Short Präsentation | | 10 min. | | |
| | Test exam | | 90 min. | | |

| | | |
|--------------|---|--|
| 9 | Study Work: none | |
| 10 | Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed. | |
| 11 | CP Assignment: | |
| | Presence | No 1 1.00 CP |
| | | No 2 1.00 CP |
| | Relevant Work | No 1 2.00 CP |
| | | No 2 2.00 CP |
| Total | 6 CP | |
| 12 | Weight of the module grade for the overall grade: 6/180 (3,33%) | |
| 13 | Module Prerequisites: Knowledge of foundations of management and Microeconomics I. | |
| 14 | Presence: Presence is strongly recommended to warrant learning success | |
| 15 | Mobility/Acknowledgement: | |
| | Use of the module for other course programs | Bachelor Economics, Bachelor Politics and Economics, Bachelor Economics and Law, Dual Bachelor Economics |
| 16 | Responsible Lecturer: Prof. Dr. Alexander Dilger | Department: School of Business and Economics |
| | 17 Misc.: | |

Information Systems for Business Administration and Economics

| | | | | | |
|------------------------------|---|--|---|--------------|--|
| Module Title english: | | Information Systems for Business Administration and Economics | | | |
| Course Program: | | Bachelor Business Administration | | | |
| 1 | Module No: BWL 27 | State: Elective | Language of Instruction: English | | |
| 2 | Turn: each winter semester | Duration: 1 semester | Semester: 5 or 6 | CP: 6 | Workload (h): 180 |
| 3 | Module Structure: | | | | |
| | No | Type | Course | State | Workload (h) |
| | | | | | Presence (h + CH) Self-Study (h) |
| | 1 | Lecture/ Exercise | Information Systems für Business and Economics | Compulsory | 60 h (4 CH) 120 |
| 4 | Module Profile: | | | | |
| | Purpose of the module/integration into curriculum: | | | | |
| | Based on Knowledge about principles of Business Administrations, the students will learn how methods of Information Systems and Information Technology can be realized. | | | | |
| | Course content: | | | | |
| | The Students will get an overview of the field of Information Systems. | | | | |
| | Themes | | Learning objectives | | |
| | Introduction to Information Systems | | Terms and concepts will be understood. | | |
| | Ethical, social and political Questions of Information Systems | | A principal understanding of the fact that information systems use and store personal data. | | |
| | Data modelling | | The relation of Data in Businesses can be visualised via Entity-Relationship-Models. Furthermore the conceptional models can be translated into databases and simple queries on databases with SQL are possible. | | |
| | Process modelling | | Business Processes can be modelled with Event-driven Process Chains (EPC). Additionally, the difference between generic Process Modeling Languages such as EPC and semantic Process Modeling Languages such as PICTURE are known. | | |
| Application Systems, | | The fields of application for information technology in Businesses are understood. | | | |
| Software Engineering | | Methods and Phases of Software Engineering are known and understood. | | | |
| Project Management | | Special aspects of IT-Project Management are known. | | | |

| | E-Business | New opportunities für Business Modells based on IT-technologies are understood. | | | | | | | | | | | | | | | | |
|----------------------|--|---|-------------------------|--|-----------------|---------------------------------------|----------|-------------------------|--|--------------------|-------------------|---|------------|------|---------|--------------|--|------|
| | Knowledge Management | Technologies and Principles for Knowledge Managementa are understood. | | | | | | | | | | | | | | | | |
| | IT-Security | The main issues of IT-Security are known. | | | | | | | | | | | | | | | | |
| 5 | <p>Learning outcomes:</p> <p>Academic: The participants will get a comprehensive overview of the profile and methods of Information Systems. They are able to describe requirements for Application Systems and Information Technology in words and with conceptual models. They are able to support the design and sourcing of such technologies.</p> <p>Soft skills: The lecture is combined with practical studies, which are integrated into the lecture time and where students work in teams.</p> | | | | | | | | | | | | | | | | | |
| 6 | Description of possible electives within the modules: none | | | | | | | | | | | | | | | | | |
| 7 | Examination: Final Module Exam | | | | | | | | | | | | | | | | | |
| 8 | <p>Relevant Work:</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 | <p>Study Work:</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>Presentation assignment: presentation roughly 20 min. + 10 min. discussion</td> <td>ca. 30 min.</td> </tr> <tr> <td>2</td> <td>Written assignment: roughly 4000 words (in a group of about 4 students)</td> <td>4000 words</td> </tr> </tbody> </table> | | | | No | Number and Type; Connection to Course | Duration | 1 | Presentation assignment: presentation roughly 20 min. + 10 min. discussion | ca. 30 min. | 2 | Written assignment: roughly 4000 words (in a group of about 4 students) | 4000 words | | | | | |
| No | Number and Type; Connection to Course | Duration | | | | | | | | | | | | | | | | |
| 1 | Presentation assignment: presentation roughly 20 min. + 10 min. discussion | ca. 30 min. | | | | | | | | | | | | | | | | |
| 2 | Written assignment: roughly 4000 words (in a group of about 4 students) | 4000 words | | | | | | | | | | | | | | | | |
| 10 | Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed. | | | | | | | | | | | | | | | | | |
| 11 | <p>CP Assignment:</p> <table border="1"> <tbody> <tr> <td>Presence</td> <td>No 1</td> <td>2.00 CP</td> </tr> <tr> <td>Relevant Work</td> <td>No 1</td> <td>3.00 CP</td> </tr> <tr> <td rowspan="2">Study Work</td> <td>No 1</td> <td>0.50 CP</td> </tr> <tr> <td>No 2</td> <td>0.50 CP</td> </tr> <tr> <td>Total</td> <td></td> <td>6 CP</td> </tr> </tbody> </table> | | | | Presence | No 1 | 2.00 CP | Relevant Work | No 1 | 3.00 CP | Study Work | No 1 | 0.50 CP | No 2 | 0.50 CP | Total | | 6 CP |
| Presence | No 1 | 2.00 CP | | | | | | | | | | | | | | | | |
| Relevant Work | No 1 | 3.00 CP | | | | | | | | | | | | | | | | |
| Study Work | No 1 | 0.50 CP | | | | | | | | | | | | | | | | |
| | No 2 | 0.50 CP | | | | | | | | | | | | | | | | |
| Total | | 6 CP | | | | | | | | | | | | | | | | |

| | | | | |
|--|--|--|--|--------------------|
| 12 | Weight of the module grade for the overall grade: 6/180 (3,33%) | | | |
| 13 | Module Prerequisites: none | | | |
| 14 | Presence: Presence is strongly recommended to warrant learning success | | | |
| 15 | Mobility/Acknowledgement: <hr/> <table border="1" data-bbox="215 571 1444 627"> <tr> <td data-bbox="215 571 813 627">Use of the module for other course programs</td> <td data-bbox="813 571 1444 627">Bachelor Economics</td> </tr> </table> | | Use of the module for other course programs | Bachelor Economics |
| Use of the module for other course programs | Bachelor Economics | | | |
| 16 | Responsible Lecturer: Prof. Dr. Dr. h.c. Dr. h.c. Jörg Becker, Dr. Michael Räckers | Department: School of Business and Economics | | |
| 17 | Misc.: | | | |

Selected Topics in Business Administration

| | | | | | |
|------------------------------|---|---|---|--------------------------------|---|
| Module Title english: | | Selected Topics in Business Administration | | | |
| Course Program: | | Bachelor Business Administration | | | |
| 1 | Module No: BWL 31 | State: Elective | Language of Instruction: German or English | | |
| 2 | Turn: irregularly | Duration: 1 semester | Semester: 5 or 6 | CP: 6 | Workload (h): 180 |
| 3 | Module Structure: | | | | |
| | No | Type | Course | State | Workload (h) |
| | | | | | Presence (h + CH) Self-Study (h) |
| | 1 | Lecture/ Exercise | Selected Topics in Business Administration | Elective | 60 h (4 CH) 120 |
| | 2 | Seminar | Selected Topics in Business Administration | Elective | 30 h (2 CH) 150 |
| 4 | <p>Module Profile: Purpose of the module/integration into curriculum: In this module different subjects will be deepened, eventually also through guest lecturers. The course is given irregularly. Course content: This module gives the possibility to deal with topics and problems, which are not part of the regular program or to deepen topics and problems of the regular program.</p> | | | | |
| 5 | <p>Learning outcomes: Academic: The module either enhances the horizon of the students by dealing with topics and problems that are not part of the regular program or it deepens their knowledge in certain business topics and problems. Soft skills: If its a seminar. Knowledge of how to work scientifically.</p> | | | | |
| 6 | Description of possible electives within the modules: none | | | | |
| 7 | Examination: Final Module Exam | | | | |
| 8 | Relevant Work: | | | | |
| | No | Number and Type; Connection to Course | Duration | Part of final mark in % | |
| | 1 | If a course/exercise is absolved (No. 1): Final written exam or | 90 min. | 100 % | |

| | | | | |
|--------------|---|---|--|-------|
| | 2 | If a seminar is absolvedm (No. 2): paper and presentation | 12 pages + 30 min. | 100 % |
| 9 | Study Work: none | | | |
| 10 | Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed. | | | |
| 11 | CP Assignment: | | | |
| | Presence | No 1 (on choice) | 2.00 CP | |
| | | No 2 (on choice) | 1.00 CP | |
| | Relevant Work | No 1 (depending on choice) | 4.00 CP | |
| | | No 2 (depending on choice) | 5.00 CP | |
| Total | | 6 CP | | |
| 12 | Weight of the module grade for the overall grade: 6/180 (3,33%) | | | |
| 13 | Module Prerequisites: none | | | |
| 14 | Presence: Presence is strongly recommended to warrant learning success | | | |
| 15 | Mobility/Acknowledgement: | | | |
| | Use of the module for other course programs | Bachelor Economics | | |
| 16 | Responsible Lecturer: Professor Dr. Peter Kajüter | | Department: School of Business and Economics | |
| | Misc.: | | | |

Seminar in Business Administration

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|------------------------------|---|--|---|--------------------------------|--|
| Module Title english: | | Seminar in Business Administration | | | |
| Course Program: | | Bachelor Business Administration | | | |
| 1 | Module No: BWL 33 | State: Elective | Language of Instruction: German or English | | |
| 2 | Turn: each semester | Duration: 1 semester | Semester: 5 or 6 | CP: 6 | Workload (h): 180 |
| 3 | Module Structure: | | | | |
| | No | Type | Course | State | Workload (h) |
| | | | | | Presence (h + CH) Self-Study (h) |
| | 1 | Seminar | Seminar in Business Administration | Compulsory | 30 h (2 CH) 150 |
| 4 | Module Profile: | | | | |
| | <p>Purpose of the module/integration into curriculum: 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>Course content: 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> | | | | |
| 5 | Learning outcomes: | | | | |
| | <p>Academic: 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>Soft skills: To write a scientific text (term paper), time and self-management, presentation techniques, team work.</p> | | | | |
| 6 | Description of possible electives within the modules: none | | | | |
| 7 | Examination: Final Module Exam | | | | |
| 8 | Relevant Work: | | | | |
| | No | Number and Type; Connection to Course | Duration | Part of final mark in % | |

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|----|---|---|---|-------|
| | 1 | Term paper and presentation with discussion | Maximum of 15 pages and maximum of 90 min. | 100 % |
| 9 | Study Work: none | | | |
| 10 | Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed. | | | |
| 11 | CP Assignment: | | | |
| | Presence | No 1 | 1.00 CP | |
| | Relevant Work | No 1 | 5.00 CP | |
| | Total | | 6 CP | |
| 12 | Weight of the module grade for the overall grade: 6/180 (3,33%) | | | |
| 13 | Module Prerequisites: The number of participants in the seminar can be limited. | | | |
| 14 | Presence: Presence is recommended to warrant learning success. | | | |
| 15 | Mobility/Acknowledgement: | | | |
| | Use of the module for other course programs | Bachelor Economics | | |
| 16 | Responsible Lecturer: Professor Dr. Peter Kajüter | | Department: University of Münster, School of Business and Economics | |
| | 17 Misc.: | | | |

Business Cooperation: Governance

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|------------------------------|--|--|---|-------------------|--|
| Module Title english: | | Business Cooperation: Governance | | | |
| Course Program: | | Bachelor Business Administration | | | |
| 1 | Module No: BWL 21 | State: Elective | Language of Instruction: German or English | | |
| 2 | Turn: each winter semester | Duration: 1 semester | Semester: 5 or 6 | CP: 6 | Workload (h): 180 |
| 3 | Module Structure: | | | | |
| | No | Type | Course | State | Workload (h) |
| | | | | | Presence (h + CH) Self-Study (h) |
| | 1 | Lecture | Business Cooperation: Governance | Elective | 45 h (3 CH) 75 |
| | 2 | Exercise | Tutorial on Business Cooperation: Governance | Elective | 15 h (1 CH) 45 |
| | 3 | Lecture | Business Cooperation: Governance (english) | Elective | 45 h (3 CH) 75 |
| 4 | Exercise | Tutorial on Business Cooperation: Governance (english) | Elective | 15 h (1 CH) 45 | |
| 4 | Module Profile: | | | | |
| | <p>Purpose of the module/integration into curriculum: Modern information and communication technologies enable enterprises to create an increasing part of their output in co-operation with other enterprises. They are developing strategic alliances, joint ventures, long-term contractual arrangements, co-operatives or mutuals and a lot of other co-operative forms of business. Although business co-operation has a long tradition, it has not been in the focus of economics until recently. The module Business Cooperation: Governance deals with theories, which are also presented in other modules, as the theory in institutional economics (Mikroökonomie III). Furthermore business cooperation's are connected with some parts of marketing, innovation management, competition policy and game theory. In the modul Business Cooperation: Current Cases students apply their knowledge in a thesis analyzing a current case. The module Business Cooperation: Management can complement the module Business Cooperation: Governance. Furthermore there are guest lectures presented by different companies with the objective of giving students an insight into practical work.</p> <p>Course content: The lecture and its including exercises aim to introduce students to the new world of business co-operation. They provide students with the unique opportunity to learn why co-operation gains relevance in business, which economic factors determine business co-operation and which types of co-operation can be distinguished. They will provide criteria, when and how to form an alliance and what peculiarities have to be taken into account. Furthermore there are guest lectures presented by different companies with the objective of giving students an insight into practical work.</p> | | | | |

| | Themes | Learning objectives | | | | | | | | | |
|-----------|--|---|-------------------------|----|---------------------------------------|----------|-------------------------|---|---|----------|-------|
| | Empirics of co-operation | To learn the empirical findings on co-operation. To understand how current economic conditions promote and shape co-operative arrangements. To understand why enterprises co-operate and to assess success factors of co-operation. | | | | | | | | | |
| | Theory of co-operation | Introduction into the theories of industrial economics, institutional economics, game theory and strategic management research, serving as theoretical tools for the decision for or against co-operation. | | | | | | | | | |
| | Analyzing co-operation | To identify and assess the characteristics of co-operative arrangements. To understand the combination of flexibility and stability that shape co-operation. | | | | | | | | | |
| | Types of co-operation | To learn about the different types of co-operation. To learn criteria for selecting a special type of co-operation. To assess the circumstances under which a special type of co-operation is advantageous. | | | | | | | | | |
| 5 | <p>Learning outcomes:</p> <p>Academic: The students will achieve content-related competences of different types of co-operation and their advantages and disadvantages, of theoretical concepts for analyzing co-operative arrangements, of factors that shape co-operation and should demonstrate the ability, to apply this knowledge to examples, to give reasons for the selection of a special type of co-operation, to assess an economic situation and recommend a type of co-operation.</p> <p>Soft skills: In this module, students learn particularly the analysis of complex economic circumstances with multiple factors as well as abstract and lateral 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 of the reasons and goals of recent cooperations, as well as their good governance. The module is available both in English and German language, which facilitates the students' improvement in a foreign language.</p> | | | | | | | | | | |
| 6 | <p>Description of possible electives within the modules: Either the german course/exercise (No. 1 + No. 2) or the english course/exercise (No. 1 + No. 2) have to be absolved.</p> | | | | | | | | | | |
| 7 | <p>Examination: Final Module Exam</p> | | | | | | | | | | |
| 8 | <p>Relevant Work:</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 (German or English, depending on chosen lecture)</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 (German or English, depending on chosen lecture) | 120 min. | 100 % |
| No | Number and Type; Connection to Course | Duration | Part of final mark in % | | | | | | | | |
| 1 | Final written exam (German or English, depending on chosen lecture) | 120 min. | 100 % | | | | | | | | |
| 9 | <p>Study Work: none</p> | | | | | | | | | | |
| 10 | <p>Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed.</p> | | | | | | | | | | |

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| 11 | CP Assignment: | | |
| | Presence | No 1 (on choice) and | 1.50 CP |
| | | No 2 | 0.50 CP |
| | | No 3 (on choice) and | 1.50 CP |
| | | No 4 | 0.50 CP |
| | Relevant Work | No 1 | 4.00 CP |
| Total | | 6 CP | |
| 12 | Weight of the module grade for the overall grade: 6/180 (3,33%) | | |
| 13 | Module Prerequisites: none | | |
| 14 | Presence: Presence is strongly recommended to warrant learning success. | | |
| 15 | Mobility/Acknowledgement: | | |
| | Use of the module for other course programs | Bachelor Economics, Bachelor Politics and Economics, Bachelor Economics and Law, Dual Bachelor Economics, Bachelor Mathematics, Bachelor Geography | |
| 16 | Responsible Lecturer: Prof. Dr. Theresia Theurl | Department: School of Business and Economics | |
| | 17 Misc.: | | |

Business Cooperation: Management

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|------------------------------|--|--|---|------------------|--|
| Module Title english: | | Business Cooperation: Management | | | |
| Course Program: | | Bachelor Business Administration | | | |
| 1 | Module No: BWL 22 | State: Elective | Language of Instruction: German or English | | |
| 2 | Turn: each summer semester | Duration: 1 semester | Semester: 5 or 6 | CP: 6 | Workload (h): 180 |
| 3 | Module Structure: | | | | |
| | No | Type | Course | State | Workload (h) |
| | | | | | Presence (h + CH) Self-Study (h) |
| | 1 | Lecture | Business Cooperation: Management | Elective | 45 h (3 CH) 75 |
| | 2 | Exercise | Tutorial on Business Cooperation: Management | Elective | 15 h (1 CH) 45 |
| | 3 | Lecture | Business Cooperation: Management (english) | Elective | 45 h (3 CH) 75 |
| 4 | Exercise | Tutorial on Business Cooperation: Management (english) | Elective | 15 h (1 CH) 45 | |
| 4 | Module Profile: | | | | |
| | <p>Purpose of the module/integration into curriculum: Modern information and communication technologies enable enterprises to create an increasing part of their output in co-operation with other enterprises. They are developing strategic alliances, joint ventures, long-term contractual arrangements, co-operatives and a lot of other co-operative forms of business. Although business co-operations have a long tradition, they have not been in the focus of economics until recently. New economic insights from institutional economics (the theory of the firm, organization theory) and strategic management allow a closer analysis of co-operative arrangements. The knowledge aquired in the module can be applied in the module Business Cooperation: Current Cases, where participating students write an essay about a current co-operation. In addition, the module will be supplemented by the module Business Cooperation: Governance.</p> <p>Course content: Through the lecture and exercises students are introduced to the new world of business co-operations. They learn about the competition policy and management aspects of cooperations. Co-operative arrangements may be subject to competitive law scrutiny. The Course will introduce the students to economic analysis of competitive impacts of co-operations and how European and national law deal with co-operative arrangements. Moreover, the management of business co-operations will be adressed. A 5-step-mangement approach towards managing co-operations is brought forward and is presented step by step. Requirements for an efficient management, different ways of implementation, selected instruments and problems are analyzed.</p> | | | | |

| Themes | Learning objectives |
|--|---|
| Competition and co-operation - examples | To learn that co-operations are subject of legal constraints of competition law. |
| The economic impact of co-operations and mergers | To understand the rationale for co-operations and identify possible interferences with competition law. |
| Regulation: Goals and implementation | To understand the economic purpose of governmental regulations and to assess their impacts. |
| Co-operation and competition law | To understand the still rather diffuse positioning of co-operation in competition law. To learn the different European and national provisions of competition law that may apply to co-operative arrangements. To enable to assess the legal relevance of given co-operation cases. |
| Introduction to managing co-operation | To learn the relevance of managing co-operation. To understand shortcomings of usual instruments. To comprehend frequently made mistakes in co-operating. |
| Co-operation Management - requirements, contents, implementation | To understand new requirements for managing co-operation. To understand the constraints of management due to limited leeway for intervening in partner enterprises. To derive the contents of co-operation management. To learn different option for implementing co-operation management in a company. |
| The 5 step management model | To understand the dynamic process of managing a co-operation. To learn the 5-step-management approach and to derive and understand the contents of each step. |
| Selected instruments of co-operation management | To understand some selected instruments in managing co-operations. |
| Cases | To evaluate management requirements in selected cases and suggest suitable instruments for managing the co-operation. |
| 5 | <p>Learning outcomes:</p> <p>Academic: Students achieve content-related competences by examining the macroeconomic consequences of business co-operations, the resulting need for regulation and the current regulatory regime. In addition, students master essential theoretical foundations for the management of business co-operations and are able to apply concepts and tools in practice. The main theoretical insights and empirical studies are known to the students.</p> <p>Soft skills: In this module, students learn particularly the analysis of complex economic circumstances with multiple influencing factors as well as abstract and lateral 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 of an ineffective cooperation management and are able to derive concrete recommendations for action. The module is available both in English and German language, which facilitates the students' improvement in a foreign language.</p> |

| 6 | Description of possible electives within the modules: Either the german course/exercises (No. 1 + No. 2) or the english course/exercises (No. 3 + No. 4) have to be absolved. | | | | | | | | | |
|--------------|--|--|---------------------------------------|----------|-------------------------|---|---|----------|-------|--|
| 7 | Examination: Final Module Exam | | | | | | | | | |
| 8 | Relevant Work: | | | | | | | | | |
| | <table border="1"> <thead> <tr> <th data-bbox="209 434 280 524">No</th> <th data-bbox="280 434 919 524">Number and Type; Connection to Course</th> <th data-bbox="919 434 1142 524">Duration</th> <th data-bbox="1142 434 1452 524">Part of final mark in %</th> </tr> </thead> <tbody> <tr> <td data-bbox="209 524 280 624">1</td> <td data-bbox="280 524 919 624">Final written exam (German or English, depending on chosen lecture)</td> <td data-bbox="919 524 1142 624">120 min.</td> <td data-bbox="1142 524 1452 624">100 %</td> </tr> </tbody> </table> | No | Number and Type; Connection to Course | Duration | Part of final mark in % | 1 | Final written exam (German or English, depending on chosen lecture) | 120 min. | 100 % | |
| No | Number and Type; Connection to Course | Duration | Part of final mark in % | | | | | | | |
| 1 | Final written exam (German or English, depending on chosen lecture) | 120 min. | 100 % | | | | | | | |
| 9 | Study Work: none | | | | | | | | | |
| 10 | Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed. | | | | | | | | | |
| 11 | CP Assignment: | | | | | | | | | |
| | Presence | No 1 (on choice) and | 1,50 CP | | | | | | | |
| | | No 2 | 0,50 CP | | | | | | | |
| | | No 3 (on choice) and | 1,50 CP | | | | | | | |
| | | No 4 | 0,50 CP | | | | | | | |
| | Relevant Work | No 1 | 4,00 CP | | | | | | | |
| Total | | 6 CP | | | | | | | | |
| 12 | Weight of the module grade for the overall grade: 6/180 (3,33%) | | | | | | | | | |
| 13 | Module Prerequisites: none | | | | | | | | | |
| 14 | Presence: Presence is strongly recommended to warrant learning success. | | | | | | | | | |
| 15 | Mobility/Acknowledgement: | | | | | | | | | |
| | Use of the module for other course programs | Bachelor Economics, Bachelor Politics and Economics, Bachelor Economics and Law, Dual Bachelor Economics, Bachelor Mathematics, Bachelor Geography | | | | | | | | |
| 16 | Responsible Lecturer: Prof. Dr. Theresia Theurl | Department: School of Business and Economics | | | | | | | | |
| 17 | Misc.: | | | | | | | | | |

Advanced Statistics

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|------------------------------|--|----------------------------------|---|--------------|--------------------------|
| Module Title english: | | Advanced Statistics | | | |
| Course Program: | | Bachelor Business Administration | | | |
| 1 | Module No: BWL 28 | State: Elective | Language of Instruction: German or English | | |
| 2 | Turn: each winter semester | Duration: 1 semester | Semester: 5 or 6 | CP: 6 | Workload (h): 180 |
| 3 | Module Structure: | | | | |
| | No | Type | Course | State | Workload (h) |
| | | | | | Presence (h + CH) |
| | | | | | Self-Study (h) |
| | 1 | Lecture | Advanced Statistics | Compulsory | 30 h (2 CH) 60 |
| | 2 | Exercise | Advanced Statistics | Compulsory | 30 h (2 CH) 60 |
| 4 | Module Profile: | | | | |
| | <p>Purpose of the module/integration into curriculum: This module deepens and enhances the material introduced in the module Statistics. It introduces the basic tools required for all more advanced modules in statistics and econometrics, in particular the module Econometrics.</p> <p>Course content: 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> | | | | |
| 5 | Learning outcomes: | | | | |
| | <p>Academic: 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>Soft skills: 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 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. Communication: 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> | | | | |

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| | 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 | Description of possible electives within the modules: none | | | |
| 7 | Examination: Final Module Exam | | | |
| 8 | Relevant Work: | | | |
| | No | Number and Type; Connection to Course | Duration | Part of final mark in % |
| | 1 | Final written exam | 90 min. | 100 % |
| 9 | Study Work: none | | | |
| 10 | Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed. | | | |
| 11 | CP Assignment: | | | |
| | Presence | No 1 | 1.00 CP | |
| | | No 2 | 1.00 CP | |
| | Relevant Work | No 1 | 4.00 CP | |
| | Total | | 6 CP | |
| 12 | Weight of the module grade for the overall grade: 6/180 (3,33%) | | | |
| 13 | Module Prerequisites: Recommended: Module Statistics. | | | |
| 14 | Presence: Presence is strongly recommended to warrant learning success | | | |
| 15 | Mobility/Acknowledgement: | | | |
| | Use of the module for other course programs | Bachelor Economics, Bachelor Politics and Economics, Bachelor Economics and Law, Dual Bachelor Economics, Bachelor Mathematics, Bachelor Geography | | |
| 16 | Responsible Lecturer: Prof. Dr. Mark Trede, Professor Dr. Bernd Wilfling | | Department: School of Business and Economics | |
| | 17 | | | |
| | Misc.: 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. | | | |

Econometrics

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|------------------------------|--|----------------------------------|---|--------------|--------------------------|
| Module Title english: | | Econometrics | | | |
| Course Program: | | Bachelor Business Administration | | | |
| 1 | Module No: BWL 29 | State: Elective | Language of Instruction: German or English | | |
| 2 | Turn: each winter semester | Duration: 1 semester | Semester: 5 or 6 | CP: 6 | Workload (h): 180 |
| 3 | Module Structure: | | | | |
| | No | Type | Course | State | Workload (h) |
| | | | | | Presence (h + CH) |
| | | | | | Self-Study (h) |
| | 1 | Lecture | Econometrics | Compulsory | 30 h (2 CH) 60 |
| | 2 | Exercise | Econometrics | Compulsory | 30 h (2 CH) 60 |
| 4 | Module Profile: | | | | |
| | <p>Purpose of the module/integration into curriculum: 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>Course content: 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> | | | | |
| 5 | Learning outcomes: | | | | |
| | <p>Academic: 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>Soft skills: 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 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. Problem solving: 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 | <p>Description of possible electives within the modules: none</p> | | | | | | | | | | | | | |
| 7 | <p>Examination: Final Module Exam</p> | | | | | | | | | | | | | |
| 8 | <p>Relevant Work:</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 | <p>Study Work: none</p> | | | | | | | | | | | | | |
| 10 | <p>Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed.</p> | | | | | | | | | | | | | |
| 11 | <p>CP Assignment:</p> <table border="1"> <tbody> <tr> <td rowspan="2">Presence</td> <td>No 1</td> <td>1.00 CP</td> </tr> <tr> <td>No 2</td> <td>1.00 CP</td> </tr> <tr> <td>Relevant Work</td> <td>No 1</td> <td>4.00 CP</td> </tr> <tr> <td>Total</td> <td></td> <td>6 CP</td> </tr> </tbody> </table> | | | Presence | No 1 | 1.00 CP | No 2 | 1.00 CP | Relevant Work | No 1 | 4.00 CP | Total | | 6 CP |
| Presence | No 1 | 1.00 CP | | | | | | | | | | | | |
| | No 2 | 1.00 CP | | | | | | | | | | | | |
| Relevant Work | No 1 | 4.00 CP | | | | | | | | | | | | |
| Total | | 6 CP | | | | | | | | | | | | |
| 12 | <p>Weight of the module grade for the overall grade: 6/180 (3,33%)</p> | | | | | | | | | | | | | |
| 13 | <p>Module Prerequisites: Recommended: Modules Statistics, Advanced Statistics.</p> | | | | | | | | | | | | | |
| 14 | <p>Presence: Presence is strongly recommended to warrant learning success</p> | | | | | | | | | | | | | |
| 15 | <p>Mobility/Acknowledgement:</p> <table border="1"> <tbody> <tr> <td>Use of the module for other course programs</td> <td>Bachelor Economics, Bachelor Politics and Economics, Bachelor Economics and Law, Dual</td> </tr> </tbody> </table> | | | Use of the module for other course programs | Bachelor Economics, Bachelor Politics and Economics, Bachelor Economics and Law, Dual | | | | | | | | | |
| Use of the module for other course programs | Bachelor Economics, Bachelor Politics and Economics, Bachelor Economics and Law, Dual | | | | | | | | | | | | | |

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|-----------|--|--|
| | Bachelor Economics, Bachelor Mathematics, Bachelor Geography | |
| 16 | Responsible Lecturer: Prof. Dr. Mark Trede, Professor Dr. Bernd Wilfling | Department: School of Business and Economics |
| 17 | Misc.: 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. | |

Microeconomics I

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|--|---|---|--|------------------|--|
| Module Title english: | | Microeconomics I | | | |
| Course Program: | | Bachelor Business Administration | | | |
| 1 | Module No: VWL 1 | State: Compulsory | Language of Instruction: German | | |
| 2 | Turn: each semester | Duration: 2 semesters | Semester: 1 or 2 | CP: 12 | Workload (h): 360 |
| 3 | Module Structure: | | | | |
| | No | Type | Course | State | Workload (h) |
| | | | | | Presence (h + CH) Self-Study (h) |
| | 1 | Lecture | Principles of Economics (German and English) | Compulsory | 30 h (2 CH) 15 |
| | 2 | Exercise | Tutorial on Principles of Economics | Compulsory | 30 h (2 CH) 15 |
| | 3 | Lecture | Microeconomics | Compulsory | 60 h (4 CH) 120 |
| 4 | Exercise | Exercises in Microeconomics | Compulsory | 30 h (2 CH) 60 | |
| 4 | Module Profile: | | | | |
| | Purpose of the module/integration into curriculum: | | | | |
| | The modul 'Microeconomic I' is the foundation for most of the other economics moduls. This is especially true for the complementary modul 'Macroeconomics I', but also for the advanced microeconomically focussed moduls such as 'Microeconomic II'. | | | | |
| Course content: | | | | | |
| The course "Principles of Economics" addresses basic principles of economics. These include basics of the national account system, fundamental concepts of macroeconomics, financial and capital markets as well as the principles of markets (especially the coherence of market supply and demand). The aim is to understand fundamental economic relationships and basic market mechanisms. 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. | | | | | |
| Themes | | Learning objectives | | | |
| Households' Decision | | <ul style="list-style-type: none"> -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. | | | | | | | | | | | | |
| | Fundamental Macroeconomics | -Economic cycle -Basics of the national accounts | | | | | | | | | | | | |
| | Money and Capital | -Basics of the money and capital market -Understanding the role of money | | | | | | | | | | | | |
| 5 | <p>Learning outcomes:</p> <p>Academic: 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>Soft skills: Working on Problem sets in small scale class settings enables a self-structured working and enhances students' problem solving ability.</p> | | | | | | | | | | | | | |
| 6 | Description of possible electives within the modules: none | | | | | | | | | | | | | |
| 7 | Examination: Examinations for every part of the module | | | | | | | | | | | | | |
| 8 | <p>Relevant Work:</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 Principles of Economics</td> <td>60 min.</td> <td>25 %</td> </tr> <tr> <td>2</td> <td>Written exam on Microeconomics</td> <td>120 min.</td> <td>75 %</td> </tr> </tbody> </table> | | No | Number and Type; Connection to Course | Duration | Part of final mark in % | 1 | Written exam on Principles of Economics | 60 min. | 25 % | 2 | Written exam on Microeconomics | 120 min. | 75 % |
| No | Number and Type; Connection to Course | Duration | Part of final mark in % | | | | | | | | | | | |
| 1 | Written exam on Principles of Economics | 60 min. | 25 % | | | | | | | | | | | |
| 2 | Written exam on Microeconomics | 120 min. | 75 % | | | | | | | | | | | |
| 9 | Study Work: none | | | | | | | | | | | | | |
| 10 | Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed. | | | | | | | | | | | | | |
| 11 | <p>CP Assignment:</p> <table border="1"> <tbody> <tr> <td rowspan="5">Presence</td> <td>No 1</td> <td>1.00 CP</td> </tr> <tr> <td>No 2</td> <td>1.00 CP</td> </tr> <tr> <td>No 3</td> <td>2.00 CP</td> </tr> <tr> <td>No 4</td> <td>1.00 CP</td> </tr> <tr> <td>No 1</td> <td>2.00 CP</td> </tr> </tbody> </table> | | Presence | No 1 | 1.00 CP | No 2 | 1.00 CP | No 3 | 2.00 CP | No 4 | 1.00 CP | No 1 | 2.00 CP | |
| Presence | No 1 | 1.00 CP | | | | | | | | | | | | |
| | No 2 | 1.00 CP | | | | | | | | | | | | |
| | No 3 | 2.00 CP | | | | | | | | | | | | |
| | No 4 | 1.00 CP | | | | | | | | | | | | |
| | No 1 | 2.00 CP | | | | | | | | | | | | |

| | | | |
|-----------|--|---|---------|
| | Relevant Work | No 2 | 5.00 CP |
| | Total | | 12 CP |
| 12 | Weight of the module grade for the overall grade: 12/180 (6,67%) | | |
| 13 | Module Prerequisites: none | | |
| 14 | Presence: Presence is strongly recommended to warrant learning success | | |
| 15 | Mobility/Acknowledgement: | | |
| | Use of the module for other course programs | Bachelor Economics, Bachelor Mathematics, Bachelor Physics, Bachelor Geography | |
| 16 | Responsible Lecturer: Professor Dr. Martin Bohl, Professor Dr. Andreas Löschel | Department: School of Business and Economics | |
| 17 | Misc.: The course “Principles in Economics” and the “Tutorial on Principles of Economics” are offered in each winter and summer term. The courses “Microeconomics” and “Exercises in Microeconomics” each summer term. | | |

Macroeconomics I

| | | | | | |
|---|---|----------------------------------|---|--|--|
| Module Title english: | | Macroeconomics I | | | |
| Course Program: | | Bachelor Business Administration | | | |
| 1 | Module No: VWL 2 | State: Compulsory | Language of Instruction: German | | |
| 2 | Turn: each winter semester | Duration: 1 semester | Semester: 3 or 4 | CP: 9 | Workload (h): 270 |
| 3 | Module Structure: | | | | |
| | No | Type | Course | State | Workload (h) |
| | | | | | Presence (h + CH) Self-Study (h) |
| | 1 | Lecture | Macroeconomics I | Compulsory | 60 h (4 CH) 120 |
| 2 | Exercise | Tutorial on Macroeconomics I | Compulsory | 30 h (2 CH) 60 | |
| 4 | Module Profile: | | | | |
| | Purpose of the module/integration into curriculum: | | | | |
| | The course “Macroeconomics” describes and explains basic macroeconomic interrelations. A fundamental understanding of such principles is essential for the further courses in (macro)economics. | | | | |
| | Course content: | | | | |
| | 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. | | | | |
| | Themes | | | Learning objectives | |
| | 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>Learning outcomes:</p> <p>Academic: 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>Soft skills: 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 | Description of possible electives within the modules: none | | | | | | | | | | | | | | |
| 7 | Examination: Final Module Exam | | | | | | | | | | | | | | |
| 8 | <p>Relevant Work:</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 % | | | |
| No | Number and Type; Connection to Course | Duration | Part of final mark in % | | | | | | | | | | | | |
| 1 | Final written exam | 120 min. | 100 % | | | | | | | | | | | | |
| 9 | Study Work: none | | | | | | | | | | | | | | |
| 10 | Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed. | | | | | | | | | | | | | | |
| 11 | <p>CP Assignment:</p> <table border="1"> <tbody> <tr> <td rowspan="2">Presence</td> <td>No 1</td> <td>2.00 CP</td> </tr> <tr> <td>No 2</td> <td>1.00 CP</td> </tr> <tr> <td>Relevant Work</td> <td>No 1</td> <td>6.00 CP</td> </tr> <tr> <td>Total</td> <td></td> <td>9 CP</td> </tr> </tbody> </table> | | | | Presence | No 1 | 2.00 CP | No 2 | 1.00 CP | Relevant Work | No 1 | 6.00 CP | Total | | 9 CP |
| Presence | No 1 | 2.00 CP | | | | | | | | | | | | | |
| | No 2 | 1.00 CP | | | | | | | | | | | | | |
| Relevant Work | No 1 | 6.00 CP | | | | | | | | | | | | | |
| Total | | 9 CP | | | | | | | | | | | | | |
| 12 | Weight of the module grade for the overall grade: 9/180 (5%) | | | | | | | | | | | | | | |

| | | |
|----|--|--|
| 13 | Module Prerequisites: Basic knowledge in quantitative methods in economics (mathematics, statistics) necessary. Microeconomics I strongly recommended. | |
| 14 | Presence: Presence is strongly recommended to warrant learning success | |
| 15 | Mobility/Acknowledgement: | |
| | Use of the module for other course programs | Bachelor Economics, Bachelor Mathematics, Bachelor Physics, Bachelor Geography |
| 16 | Responsible Lecturer: Professor Dr. Bernd Kempa, Professor Dr. Nadine Riedel | Department: School of Business and Economics |
| 17 | Misc.: | |

Foundations of Regulation

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|------------------------------|--|----------------------------------|--|--------------|--|
| Module Title english: | | Foundations of Regulation | | | |
| Course Program: | | Bachelor Business Administration | | | |
| 1 | Module No: VWL 6a | State: Elective | Language of Instruction: German | | |
| 2 | Turn: each summer semester | Duration: 1 semester | Semester: 5 or 6 | CP: 6 | Workload (h): 180 |
| 3 | Module Structure: | | | | |
| | No | Type | Course | State | Workload (h) |
| | | | | | Presence (h + CH) Self-Study (h) |
| | 1 | Lecture / Seminar | Foundations of Regulation | Compulsory | 30 h (2 CH) 90 |
| | 2 | Exercise | Tutorial on Foundations of Regulation | Compulsory | 30 h (2 CH) 30 |
| 4 | Module Profile: | | | | |
| | <p>Purpose of the module/integration into curriculum: 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>Course content: 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> | | | | |
| | Themes | Learning objectives | | | |

| | 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>Learning outcomes:</p> <p>Academic: 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>Soft skills: 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 | Description of possible electives within the modules: none | | | | | | | | | | | |
| 7 | Examination: Final Module Exam | | | | | | | | | | | |
| 8 | <p>Relevant Work:</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 | Study Work: none | | | | | | | | | | | |

| | | | |
|----|---|--|---------|
| 10 | Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed. | | |
| 11 | CP Assignment: | | |
| | Presence | No 1 | 1.00 CP |
| | | No 2 | 1.00 CP |
| | Relevant Work | No 1 | 4.00 CP |
| 12 | Weight of the module grade for the overall grade: 6/180 (3,33%) | | |
| 13 | Module Prerequisites: none | | |
| 14 | Presence: Preence is recommended to warrant learning success | | |
| 15 | Mobility/Acknowledgement: | | |
| | Use of the module for other course programs | none | |
| 16 | Responsible Lecturer: Professor Dr. Gernot Sieg | Department: School of Business and Economics | |
| | Misc.: | | |

Foundations of Economic Policy (for Business)

| | | | | | |
|---|--|--|--|--------------|--|
| Module Title english: | | Foundations of Economic Policy (for Business) | | | |
| Course Program: | | Bachelor Business Administration | | | |
| 1 | Module No: VWL 6b | State: Elective | Language of Instruction: German | | |
| 2 | Turn: each summer semester | Duration: 1 semester | Semester: 5 or 6 | CP: 6 | Workload (h): 180 |
| 3 | Module Structure: | | | | |
| | No | Type | Course | State | Workload (h) |
| | | | | | Presence (h + CH) Self-Study (h) |
| | 1 | Lecture / Seminar | Foundations of Economic Policy | Compulsory | 30 h (2 CH) 90 |
| | 2 | Exercise | Tutorial on Foundations of Economic Policy | Compulsory | 30 h (2 CH) 30 |
| 4 | Module Profile: | | | | |
| | Purpose of the module/integration into curriculum: | | | | |
| | Financial markets regulation, deregulation of utilities in the European Union, reducing carbon dioxide emissions or consumer protection regulation: 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 when these are supposed to be merely to the benefit of politicians. | | | | |
| | Course content: | | | | |
| The lecture and its exercises aim to explain economic policy that we observe in everyday life. The way how decisions are made and implemented by the actors of economic policy is the focus of this course. Furthermore the lecture and its exercises introduce economic policy instruments like pollution taxes or environmental regulations. Objectives, actors and instruments of economic policy are considered intensively. Students are to comprehend the economic reasoning for policy actions, they should be able to assess, when such policy actions are to be applied and what drawbacks might be expected. Confronted with real-life examples they are supposed to evaluate the economic situation and suggest economic policy actions. | | | | | |
| Themes | | Learning objectives | | | |
| The need for economic policy | | To learn about the basic questions of economic policy illustrated by an example from the news | | | |
| Paradigms of economic policy | | To learn the difference between the concept of "Ordnungspolitik", which confines economic policy to rule setting tasks, and interventionist economic policy. | | | |

| | Economic system, economic policy, governmental regulation | To learn about the economic policy goals, its actors and addressees. To understand the working principles of economic policy instruments and to learn the policy decision making process. | | | | | | | | | | |
|----|--|--|-------------------------|--|----|---------------------------------------|----------|-------------------------|---|--------------------|---------|-------|
| | Justification of economic policy in market economies | Starting from the situation of perfect markets students are to understand the reasons for market failure like externalities, subadditivity or information asymmetries. They are also to learn the limits of this allocative reasoning and how distributive arguments are used in economic policy debates. They should learn how to discern allocative from distributive reasoning. | | | | | | | | | | |
| | Economic policy players | To learn that policy intervention may cause economically detrimental policy failures. To understand the economic incentives of politicians, voters, bureaucrats and lobbyists and how this influences the policy decision making process. To comprehend that economics is a suitable instrument for analysing this process. | | | | | | | | | | |
| 5 | <p>Learning outcomes:</p> <p>Academic: 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>Soft skills: 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 | Description of possible electives within the modules: none | | | | | | | | | | | |
| 7 | Examination: Final Module Exam | | | | | | | | | | | |
| 8 | <p>Relevant Work:</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 | Study Work: none | | | | | | | | | | | |
| 10 | Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed. | | | | | | | | | | | |
| 11 | <p>CP Assignment:</p> <table border="1"> <tr> <td></td> <td>No 1</td> <td>1.00 CP</td> </tr> </table> | | | | | No 1 | 1.00 CP | | | | | |
| | No 1 | 1.00 CP | | | | | | | | | | |

| | | | |
|-----------|---|--|---------|
| | Presence | No 2 | 1.00 CP |
| | Relevant Work | No 1 | 4.00 CP |
| | Total | | 6 CP |
| 12 | Weight of the module grade for the overall grade: 6/180 (3,33%) | | |
| 13 | Module Prerequisites: none | | |
| 14 | Presence: Presence is strongly recommended to warrant learning success. | | |
| 15 | Mobility/Acknowledgement: | | |
| | Use of the module for other course programs | none | |
| 16 | Responsible Lecturer: Prof. Dr. Theresia Theurl | Department: School of Business and Economics | |
| 17 | Misc.: | | |

International Economics (for Business students)

| | | | | | |
|------------------------------|--|---|--|---|--|
| Module Title english: | | International Economics (for Business students) | | | |
| Course Program: | | Bachelor Business Administration | | | |
| 1 | Module No: VWL 7a | State: Elective | Language of Instruction: German | | |
| 2 | Turn: each summer semester | Duration: 1 semester | Semester: 5 or 6 | CP: 6 | Workload (h): 180 |
| 3 | Module Structure: | | | | |
| | No | Type | Course | State | Workload (h) |
| | | | | | Presence (h + CH) Self-Study (h) |
| | 1 | Lecture / Seminar | International Economics | Compulsory | 45 h (3 CH) 135 |
| 4 | Module Profile: | | | | |
| | <p>Purpose of the module/integration into curriculum: 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>Course content:</p> | | | | |
| 4 | 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 | |
| 5 | Learning outcomes: | | | | |
| | <p>Academic: 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>Soft skills: 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> | | | | |
| 6 | Description of possible electives within the modules: none | | | | |
| 7 | Examination: Final Module Exam | | | | |

| | | | | |
|----|---|--|--|--------------------------------|
| 8 | Relevant Work: | | | |
| | No | Number and Type; Connection to Course | Duration | Part of final mark in % |
| | 1 | Final written exam | 60 min. | 100 % |
| 9 | Study Work: none | | | |
| 10 | Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed. | | | |
| 11 | CP Assignment: | | | |
| | Presence | No 1 | 1.50 CP | |
| | Relevant Work | No 1 | 4.50 CP | |
| | Total | | 6 CP | |
| 12 | Weight of the module grade for the overall grade: 6/180 (3,33%) | | | |
| 13 | Module Prerequisites: none | | | |
| 14 | Presence: Presence is strongly recommended to warrant learning success | | | |
| 15 | Mobility/Acknowledgement: | | | |
| | Use of the module for other course programs | none | | |
| 16 | Responsible Lecturer: Professor Dr. Bernd Kempa | | Department: School of Business and Economics | |
| | 17 Misc.: | | | |

New Institutional Economics for Business Students

| | | | | | |
|--|--|--|--|-------------------|--|
| Module Title english: | | New Institutional Economics for Business Students | | | |
| Course Program: | | Bachelor Business Administration | | | |
| 1 | Module No: VWL 8a | State: Elective | Language of Instruction: German | | |
| 2 | Turn: each summer semester | Duration: 1 semester | Semester: 5 or 6 | CP: 6 | Workload (h): 180 |
| 3 | Module Structure: | | | | |
| | No | Type | Course | State | Workload (h) |
| | | | | | Presence (h + CH) Self-Study (h) |
| | 1 | Lecture | New Institutional Economics | Compulsory | 30 h (2 CH) 90 |
| 2 | Exercise | Tutorial/Exam Preparation | Compulsory | 30 h (2 CH) 30 | |
| 4 | Module Profile: | | | | |
| | Purpose of the module/integration into curriculum: | | | | |
| | Economic theory frequently abstracts from the institutional environment in which economic actions take place although these institutions significantly influence their economic outcomes. But institutions not only influence the individual actions (microeconomic perspective), they also show effects on macroeconomic variables like economic growth. Therefore, knowledge how institutions work and how improved institutions lead to better economic outcomes is a basic prerequisite for economists to formulate economic advice. It is a valuable input for elective courses on business co-operation. | | | | |
| | Course content: | | | | |
| Lecture and exercises aim to explain how institutions affect economic actions. They drop the assumptions of neoclassical economics and introduces imperfections especially to the distribution of information, which has significant effects on how economic actions are carried out. Students will learn how institutions help to solve these problems and how institutions work i.e. how they manage to influence our behaviour. The lecture and its including exercises will introduce to fundamental insights on how enterprises should be organized and how enterprises should organize transactions. | | | | | |
| | Themes | Learning objectives | | | |
| | Introduction to examples of institutions | To become familiar to some empirics of institutions and their economic impacts. | | | |
| | Institutional Economics | To understand the assumptions and shortcomings of the homo economicus approach. To learn some definitions and taxonomies of institutions. To understand how institutions affect economic growth. | | | |
| | New Institutional Economics | To comprehend how economic actions can be mapped into contractual relations and how to classify these contracts. To understand how | | | |

| | | information asymmetry impact on economic actions, how to categorize them and how to deal with them. | | | | | | | | |
|----|---|--|-------------------------|---------------------------------------|----------|-------------------------|---|--------------------|---------|-------|
| | Principal-agent theory | To understand how the division of labour and asymmetric information lead to principal-agent problems and how to solve these problems. To learn to distinguish different forms of asymmetric information and how to cope with them. To apply the solution methods to real world problems. | | | | | | | | |
| | Transaction Cost Economics | To learn how to identify and assess transaction costs and to understand the determinants of transactions. To comprehend how specificity and other determinants of transactions lead to different governance structures for carrying out transactions. To realize the relevance for organizational decision making and for competition policy | | | | | | | | |
| | Theory of property-rights | To identify different forms of property rights. To understand how the distribution of property rights affects economic transactions. | | | | | | | | |
| | Applications and perspectives | To apply the methods of institutional economics to real world problems. To understand how to assess competition policy problems in the light of institutional economics. | | | | | | | | |
| 5 | <p>Learning outcomes:</p> <p>Academic: The aim of the lecture "New Institutional Economics" is the analysis of institutions with economic methods and the extension of the economic knowledge of the basic studies. After completing the lecture, the students have content-related competences of the principal-agent theory, the transaction-cost theory and the theory of property rights. In addition, students are able to analyze institutional economic problems and to develop institutional alternatives.</p> <p>Soft skills: In this module, students learn particularly the analysis of complex economic circumstances with multiple influencing factors as well as abstract and lateral 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 of institutions.</p> | | | | | | | | | |
| 6 | Description of possible electives within the modules: none | | | | | | | | | |
| 7 | Examination: Final Module Exam | | | | | | | | | |
| 8 | <p>Relevant Work:</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 | Study Work: none | | | | | | | | | |
| 10 | Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed. | | | | | | | | | |
| 11 | CP Assignment: | | | | | | | | | |

| | | | |
|-----------|---|--|---------|
| | Presence | No 1 | 1.00 CP |
| | | No 2 | 1.00 CP |
| | Relevant Work | No 1 | 4.00 CP |
| | Total | | 6 CP |
| 12 | Weight of the module grade for the overall grade: 6/180 (3,33%) | | |
| 13 | Module Prerequisites: none | | |
| 14 | Presence: Presence is strongly recommended to warrant learning success. | | |
| 15 | Mobility/Acknowledgement: | | |
| | Use of the module for other course programs | none | |
| 16 | Responsible Lecturer: Prof. Dr. Theresia Theurl | Department: School of Business and Economics | |
| 17 | Misc.: | | |

Resource Economics

| | | | | | |
|------------------------------|---|----------------------------------|--|--------------|--|
| Module Title english: | | Resource Economics | | | |
| Course Program: | | Bachelor Business Administration | | | |
| 1 | Module No: VWL 9 | State: Elective | Language of Instruction: German | | |
| 2 | Turn: each winter semester | Duration: 1 semester | Semester: 5 or 6 | CP: 6 | Workload (h): 180 |
| 3 | Module Structure: | | | | |
| | No | Type | Course | State | Workload (h) |
| | | | | | Presence (h + CH) Self-Study (h) |
| | 1 | Lecture | Resource Economics | Compulsory | 30 h (2 CH) 90 |
| | 2 | Exercise | Exercises on Resource Economics | Compulsory | 15 h (1 CH) 45 |
| 4 | Module Profile: | | | | |
| | <p>Purpose of the module/integration into curriculum: The module “Resource Economics” is based on the fundamentals of microeconomics and economic policy and regulation. It complements the modules “Energy Economics” and “Environmental and Climate Change Economics” in the bachelor degree program. 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>Course content: 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> | | | | |
| 5 | Learning outcomes: | | | | |
| | <p>Academic: 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>Soft skills: Analytical Skills, judge and cope with different positions and stake holders.</p> | | | | |
| 6 | Description of possible electives within the modules: none | | | | |
| 7 | Examination: Final Module Exam | | | | |

| | | | | |
|----|---|---|---|--------------------------------|
| 8 | Relevant Work: | | | |
| | No | Number and Type; Connection to Course | Duration | Part of final mark in % |
| | 1 | Final Written Exam | 60 min. | 100 % |
| 9 | Study Work: none | | | |
| 10 | Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed. | | | |
| 11 | CP Assignment: | | | |
| | Presence | No 1 | 1.00 CP | |
| | | No 2 | 0.50 CP | |
| | Relevant Work | No 1 | 4.50 CP | |
| | Total | | 6 CP | |
| 12 | Weight of the module grade for the overall grade: 6/180 (3,33%) | | | |
| 13 | Module Prerequisites: none | | | |
| 14 | Presence: Presence is strongly recommended to warrant learning success | | | |
| 15 | Mobility/Acknowledgement: | | | |
| | Use of the module for other course programs | Bachelor Economics, Bachelor Politics and Economics, Bachelor Economics and Law, Bachelor Mathematics, Bachelor Geography | | |
| 16 | Responsible Lecturer: Professor Dr. Andreas Löschel | | Department: University of Münster, School of Business and Economics | |
| | 17 Misc.: | | | |

Energy Economics

| | | | | | |
|------------------------------|---|--|--|--------------------------------|--|
| Module Title english: | | Energy Economics | | | |
| Course Program: | | Bachelor Business Administration | | | |
| 1 | Module No: VWL 10 | State: Elective | Language of Instruction: German | | |
| 2 | Turn: each summer semester | Duration: 1 semester | Semester: 5 or 6 | CP: 6 | Workload (h): 180 |
| 3 | Module Structure: | | | | |
| | No | Type | Course | State | Workload (h) |
| | | | | | Presence (h + CH) Self-Study (h) |
| | 1 | Lecture | Energy Economics | Compulsory | 30 h (2 CH) 90 |
| | 2 | Exercise | Exercises on Energy Economics | Compulsory | 15 h (1 CH) 45 |
| 4 | <p>Module Profile: Purpose of the module/integration into curriculum: The module “Energy Economics” is based on the fundamentals of microeconomics and economic policy and regulation. It complements the modules “Resource Economics” and “Environmental and Climate Change Economics” in the bachelor degree program. 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>Course content: 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> | | | | |
| 5 | <p>Learning outcomes: Academic: 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>Soft skills: General analytical skills; analysis of contrary interests (political trade-offs).</p> | | | | |
| 6 | Description of possible electives within the modules: none | | | | |
| 7 | Examination: Final Module Exam | | | | |
| 8 | Relevant Work: | | | | |
| | No | Number and Type; Connection to Course | Duration | Part of final mark in % | |

| | | | | |
|--------------|---|--|---|-------|
| | 1 | Final written exam | 60 min. | 100 % |
| 9 | Study Work: none | | | |
| 10 | Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed. | | | |
| 11 | CP Assignment: | | | |
| | Presence | No 1 | 1.00 CP | |
| | | No 2 | 0.50 CP | |
| | Relevant Work | No 1 | 4.50 CP | |
| Total | | 6 CP | | |
| 12 | Weight of the module grade for the overall grade: 6/180 (3,33%) | | | |
| 13 | Module Prerequisites: none | | | |
| 14 | Presence: Presence is strongly recommended to warrant learning success | | | |
| 15 | Mobility/Acknowledgement: | | | |
| | Use of the module for other course programs | Bachelor Economics, Bachelor Politics and Economics, Bachelor Economics and Law, Dual Bachelor Economics, Bachelor Mathematics, Bachelor Geography | | |
| 16 | Responsible Lecturer: Professor Dr. Andreas Löschel | | Department: University of Münster, School of Business and Economics | |
| | 17 Misc.: | | | |

Trade Theory and Policy

| | | | | | |
|------------------------------|---|---|---|--------------|--|
| Module Title english: | | Trade Theory and Policy | | | |
| Course Program: | | Bachelor Business Administration | | | |
| 1 | Module No: VWL 11 | State: Elective | Language of Instruction: English | | |
| 2 | Turn: each winter semester | Duration: 1 semester | Semester: 5 or 6 | CP: 6 | Workload (h): 180 |
| 3 | Module Structure: | | | | |
| | No | Type | Course | State | Workload (h) |
| | | | | | Presence (h + CH) Self-Study (h) |
| | 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 |
| 4 | Module Profile: | | | | |
| | Purpose of the module/integration into curriculum: | | | | |
| | 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. | | | | |
| | Course content: | | | | |
| | 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. | | | | |
| | Themes | | Learning objectives | | |
| 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>Learning outcomes:</p> <p>Academic: 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>Soft skills: 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 | Description of possible electives within the modules: none | | | | | | | | | | | | | | |
| 7 | Examination: Final Module Exam | | | | | | | | | | | | | | |
| 8 | <p>Relevant Work:</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 % | | | |
| No | Number and Type; Connection to Course | Duration | Part of final mark in % | | | | | | | | | | | | |
| 1 | Written exam | 90 min. | 100 % | | | | | | | | | | | | |
| 9 | Study Work: none | | | | | | | | | | | | | | |
| 10 | Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed. | | | | | | | | | | | | | | |
| 11 | <p>CP Assignment:</p> <table border="1"> <tbody> <tr> <td rowspan="2">Presence</td> <td>No 1</td> <td>1.00 CP</td> </tr> <tr> <td>No 2</td> <td>1.00 CP</td> </tr> <tr> <td>Relevant Work</td> <td>No 1</td> <td>4.00 CP</td> </tr> <tr> <td>Total</td> <td></td> <td>6 CP</td> </tr> </tbody> </table> | | | | Presence | No 1 | 1.00 CP | No 2 | 1.00 CP | Relevant Work | No 1 | 4.00 CP | Total | | 6 CP |
| Presence | No 1 | 1.00 CP | | | | | | | | | | | | | |
| | No 2 | 1.00 CP | | | | | | | | | | | | | |
| Relevant Work | No 1 | 4.00 CP | | | | | | | | | | | | | |
| Total | | 6 CP | | | | | | | | | | | | | |
| 12 | Weight of the module grade for the overall grade: 6/180 (3,33%) | | | | | | | | | | | | | | |

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

Monetary Economics I

| | | | | | |
|------------------------------|--|----------------------------------|--|--------------|--|
| Module Title english: | | Monetary Economics I | | | |
| Course Program: | | Bachelor Business Administration | | | |
| 1 | Module No: VWL 12 | State: Elective | Language of Instruction: German | | |
| 2 | Turn: each winter semester | Duration: 1 semester | Semester: 5 or 6 | CP: 6 | Workload (h): 180 |
| 3 | Module Structure: | | | | |
| | No | Type | Course | State | Workload (h) |
| | | | | | Presence (h + CH) Self-Study (h) |
| | 1 | Lecture | Monetary Policy | Compulsory | 30 h (2 CH) 75 |
| | 2 | Exercise | Tutorial on Monetary Policy | Compulsory | 15 h (1 CH) 60 |
| 4 | <p>Module Profile: Course content: 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> | | | | |
| 5 | <p>Learning outcomes: Academic: 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. Soft skills: 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> | | | | |
| 6 | Description of possible electives within the modules: none | | | | |
| 7 | Examination: Final Module Exam | | | | |
| 8 | Relevant Work: | | | | |

| | No | Number and Type; Connection to Course | Duration | Part of final mark in % |
|--------------|--|--|--|--------------------------------|
| | 1 | Final written exam | 60 min. | 100 % |
| 9 | Study Work: none | | | |
| 10 | Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed. | | | |
| 11 | CP Assignment: | | | |
| | Presence | No 1 | 1.00 CP | |
| | | No 2 | 0.50 CP | |
| | Relevant Work | No 1 | 4.50 CP | |
| Total | | 6 CP | | |
| 12 | Weight of the module grade for the overall grade: 6/180 (3,33%) | | | |
| 13 | Module Prerequisites: For understanding the events of this module, the control of the substance of the modules Micro- and Macroeconomics I is needed. All modules of the first and second semester must be passed. | | | |
| 14 | Presence: Presence is strongly recommended to warrant learning success | | | |
| 15 | Mobility/Acknowledgement: | | | |
| | Use of the module for other course programs | Bachelor Economics, Bachelor Politics and Economics, Bachelor Economics and Law, Dual Bachelor Economics, Bachelor Mathematics, Bachelor Geography | | |
| 16 | Responsible Lecturer: Professor Dr. Martin Bohl | | Department: School of Business and Economics | |
| | Misc.: | | | |
| 17 | | | | |

Monetary Economics II

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|------------------------------|---|--|--|--------------------------------|--|
| Module Title english: | | Monetary Economics II | | | |
| Course Program: | | Bachelor Business Administration | | | |
| 1 | Module No: VWL 13 | State: Elective | Language of Instruction: German | | |
| 2 | Turn: each winter semester | Duration: 1 semester | Semester: 5 or 6 | CP: 6 | Workload (h): 180 |
| 3 | Module Structure: | | | | |
| | No | Type | Course | State | Workload (h) |
| | | | | | Presence (h + CH) Self-Study (h) |
| | 1 | Seminar | Monetary Economics | Compulsory | 30 h (2 CH) 150 |
| 4 | Module Profile: Course content: The seminar focuses on current monetary economics and central questions and problems of monetary theory and monetary policy by central banks. The participants illuminate current research fields in the context of an autonomous term paper on the basis of recent scientific journal articles. | | | | |
| 5 | Learning outcomes: Academic: The seminar Monetary Economics imparts the skills to create a term paper based on recent journal articles and is therefore a useful step towards an independent research of the participants. Students get a deeper knowledge in monetary economics. Soft skills: Through the presentation and defense of the term paper in the circle of participants, presentation techniques will be practiced. In the ensuing question-answer session participants learn to debate on a scientific level with each other. | | | | |
| 6 | Description of possible electives within the modules: none | | | | |
| 7 | Examination: Final Module Exam | | | | |
| 8 | Relevant Work: | | | | |
| | No | Number and Type; Connection to Course | Duration | Part of final mark in % | |
| | 1 | Paper & Presentation on seminar monetary economics | 10 pages + 20 min. | 100 % | |
| 9 | Study Work: none | | | | |

| | | | | | | | | | | | |
|--|--|--|--|--|---------|----------------------|------|---------|--------------|--|------|
| 10 | Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed. | | | | | | | | | | |
| 11 | CP Assignment: <table border="1" data-bbox="217 394 1436 573"> <tr> <td data-bbox="217 394 636 450">Presence</td> <td data-bbox="636 394 1034 450">No 1</td> <td data-bbox="1034 394 1436 450">1.00 CP</td> </tr> <tr> <td data-bbox="217 450 636 506">Relevant Work</td> <td data-bbox="636 450 1034 506">No 1</td> <td data-bbox="1034 450 1436 506">5.00 CP</td> </tr> <tr> <td data-bbox="217 506 636 573">Total</td> <td data-bbox="636 506 1034 573"></td> <td data-bbox="1034 506 1436 573">6 CP</td> </tr> </table> | | Presence | No 1 | 1.00 CP | Relevant Work | No 1 | 5.00 CP | Total | | 6 CP |
| Presence | No 1 | 1.00 CP | | | | | | | | | |
| Relevant Work | No 1 | 5.00 CP | | | | | | | | | |
| Total | | 6 CP | | | | | | | | | |
| 12 | Weight of the module grade for the overall grade: 6/180 (3,33%) | | | | | | | | | | |
| 13 | Module Prerequisites: For understanding the events of this module, the control of the substance of the modules Micro- and Macroeconomics I is needed. All modules of the first and second semester must be passed. | | | | | | | | | | |
| 14 | Presence: Presence is strongly recommended to warrant learning success | | | | | | | | | | |
| 15 | Mobility/Acknowledgement: <table border="1" data-bbox="217 1025 1436 1182"> <tr> <td data-bbox="217 1025 826 1182">Use of the module for other course programs</td> <td data-bbox="826 1025 1436 1182">Bachelor Economics, Bachelor Politics and Economics, Bachelor Economics and Law, Dual Bachelor Economics, Bachelor Mathematics, Bachelor Geography</td> </tr> </table> | | Use of the module for other course programs | Bachelor Economics, Bachelor Politics and Economics, Bachelor Economics and Law, Dual Bachelor Economics, Bachelor Mathematics, Bachelor Geography | | | | | | | |
| Use of the module for other course programs | Bachelor Economics, Bachelor Politics and Economics, Bachelor Economics and Law, Dual Bachelor Economics, Bachelor Mathematics, Bachelor Geography | | | | | | | | | | |
| 16 | Responsible Lecturer: Professor Dr. Martin Bohl | Department: School of Business and Economics | | | | | | | | | |
| 17 | Misc.: | | | | | | | | | | |

Quantitative Economic History

| | | | | | |
|------------------------------|---|----------------------------------|--|--------------|---|
| Module Title english: | | Quantitative Economic History | | | |
| Course Program: | | Bachelor Business Administration | | | |
| 1 | Module No: VWL 26 | State: Elective | Language of Instruction: German | | |
| 2 | Turn: each summer semester | Duration: 1 semester | Semester: 5 or 6 | CP: 6 | Workload (h): 180 |
| 3 | Module Structure: | | | | |
| | No | Type | Course | State | Workload (h) |
| | | | | | Presence (h + CH) Self-Study (h) |
| | 1 | Seminar | Quantitative Economic History | Compulsory | 30 h (2 CH) 150 |
| 4 | <p>Module Profile: Purpose of the module/integration into curriculum: Quantitative economic history takes economic models to historical data from antiquity to contemporary history. Therefore, it contributes to the explanation of events and developments in economic history as well as to the theory formation in economics. Depending on the thematic focus, the content of teaching is closely linked to the modules of micro-, macroeconomics and empirical methods.</p> <p>Course content: The course introduces the students to selected topics of quantitative economic history. They acquire knowledge about economic theories and empirical methods that are essential to carry out their own research in quantitative economic history. For example, they receive a basic training in the theory of economic growth and learn how to test the theory using historical data and empirical methods.</p> | | | | |
| 5 | <p>Learning outcomes: Academic: Students understand selected articles in the field of quantitative economic history written in English and can present and explain their arguments and results to an audience. The students can expand their knowledge about selected topics in quantitative economic history and can apply empirical methods by using the programming language R independently.</p> <p>Soft skills: The students can work independently and well-organized. They understand complex English texts. They can present complex issues and arguments by using modern communication media. They can participate in group discussions. They can work in compliance with the scientific standards. They can use their time budget appropriately and can comply with deadlines.</p> | | | | |
| 6 | Description of possible electives within the modules: none | | | | |
| 7 | Examination: Final Module Exam | | | | |
| 8 | Relevant Work: | | | | |

| No | Number and Type; Connection to Course | Duration | Part of final mark in % |
|----|---|--------------------|--|
| 1 | Academic paper and presentation | 15 pages + 30 Min. | 100 % |
| 9 | Study Work: none | | |
| 10 | Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed. | | |
| 11 | CP Assignment: | | |
| | Presence | No 1 | 1.00 CP |
| | Relevant Work | No 1 | 5.00 CP |
| | Total | | 6 CP |
| 12 | Weight of the module grade for the overall grade: 6/180 (3,33%) | | |
| 13 | Module Prerequisites: none | | |
| 14 | Presence: Attendance is strongly recommended to warrant learning success | | |
| 15 | Mobility/Acknowledgement: | | |
| | Use of the module for other course programs | Bachelor Economics | |
| 16 | Responsible Lecturer: Professor Dr. Ulrich Pfister | | Department: School of Business and Economics |
| | 17 Misc.: | | |

Principles of Transport Economics

| | | | | | |
|---|--|--|---|-------------------|--|
| Module Title english: | | Principles of Transport Economics | | | |
| Course Program: | | Bachelor Business Administration | | | |
| 1 | Module No: VWL 28 | State: Elective | Language of Instruction: German | | |
| 2 | Turn: each winter semester | Duration: 1 semester | Semester: 5 or 6 | CP: 6 | Workload (h): 180 |
| 3 | Module Structure: | | | | |
| | No | Type | Course | State | Workload (h) |
| | | | | | Presence (h + CH) Self-Study (h) |
| | 1 | Lecture | Transport Economics | Compulsory | 45 h (3 CH) 75 |
| 2 | Exercise | Tutorial Transport Economics | Compulsory | 15 h (1 CH) 45 | |
| 4 | Module Profile: | | | | |
| | Purpose of the module/integration into curriculum: | | | | |
| | The module deals with transport markets and deepens the knowledge gained from the modules Microeconomics and Applied Research in Economics: Economic Policy and Regulation. | | | | |
| | Course content: | | | | |
| | 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. | | | | |
| | Themes | | Learning objectives | | |
| | 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>Learning outcomes:</p> <p>Academic: 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>Soft skills: 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 | Description of possible electives within the modules: none | | | | | | | | | | | | |
| 7 | Examination: Final Module Exam | | | | | | | | | | | | |
| 8 | <p>Relevant Work:</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 % | | | |
| No | Number and Type; Connection to Course | Duration | Part of final mark in % | | | | | | | | | | |
| 1 | Final written exam | 120 min. | 100 % | | | | | | | | | | |
| 9 | Study Work: none | | | | | | | | | | | | |
| 10 | Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed. | | | | | | | | | | | | |
| 11 | <p>CP Assignment:</p> <table border="1"> <tbody> <tr> <td rowspan="2">Presence</td> <td>No 1</td> <td>1.50 CP</td> </tr> <tr> <td>No 2</td> <td>0.50 CP</td> </tr> <tr> <td>Relevant Work</td> <td>No 1</td> <td>4.00 CP</td> </tr> <tr> <td>Total</td> <td></td> <td>6 CP</td> </tr> </tbody> </table> | | Presence | No 1 | 1.50 CP | No 2 | 0.50 CP | Relevant Work | No 1 | 4.00 CP | Total | | 6 CP |
| Presence | No 1 | 1.50 CP | | | | | | | | | | | |
| | No 2 | 0.50 CP | | | | | | | | | | | |
| Relevant Work | No 1 | 4.00 CP | | | | | | | | | | | |
| Total | | 6 CP | | | | | | | | | | | |

| | | |
|----|---|--|
| 12 | Weight of the module grade for the overall grade: 6/180 (3,33%) | |
| 13 | Module Prerequisites: The mastery of the content of the modules Microeconomics I, Macroeconomics I and Applied Research in Economics: Economic Policy and Regulation is required. | |
| 14 | Presence: Presence is strongly recommended to warrant learning success | |
| 15 | Mobility/Acknowledgement: | |
| | Use of the module for other course programs | Bachelor Economics, Bachelor Politics and Economics, Bachelor Economics and Law, Dual Bachelor Economics, Bachelor Mathematics, Bachelor Geography |
| 16 | Responsible Lecturer: Professor Dr. Gernot Sieg | Department: School of Business and Economics |
| 17 | Misc.: The module Principles of Transport Economics serves as foundation for the master-module Advanced Transport Economics. | |

Topics in Economics

| | | | | | |
|------------------------------|---|--|--|--------------------------------|--|
| Module Title english: | | Topics in Economics | | | |
| Course Program: | | Bachelor Business Administration | | | |
| 1 | Module No: VWL 31 | State: Elective | Language of Instruction: German | | |
| 2 | Turn: each semester | Duration: 1 semester | Semester: 5 or 6 | CP: 6 | Workload (h): 180 |
| 3 | Module Structure: | | | | |
| | No | Type | Course | State | Workload (h) |
| | | | | | Presence (h + CH) Self-Study (h) |
| | 1 | Seminar | Topics in Economics | Compulsory | 30 h (2 CH) 150 |
| 4 | Module Profile: | | | | |
| | <p>Purpose of the module/integration into curriculum: 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>Course content: 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> | | | | |
| 5 | Learning outcomes: | | | | |
| | <p>Academic: 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>Soft skills: 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> | | | | |
| 6 | Description of possible electives within the modules: none | | | | |
| 7 | Examination: Final Module Exam | | | | |
| 8 | Relevant Work: | | | | |
| | No | Number and Type; Connection to Course | Duration | Part of final mark in % | |

| | | | | |
|----|---|-----------------------------------|--|-------|
| | 1 | Written term paper & presentation | 10-20 pages & 45 - 60 min. | 100 % |
| 9 | Study Work: none | | | |
| 10 | Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed. | | | |
| 11 | CP Assignment: | | | |
| | Presence | No 1 | 1.00 CP | |
| | Relevant Work | No 1 | 5.00 CP | |
| | Total | | 6 CP | |
| 12 | Weight of the module grade for the overall grade: 6/180 (3,33%) | | | |
| 13 | Module Prerequisites: Basic Economic knowledge (from the first 3 Semester, i.e. Econ 101, Micro, Macro, Statistics) | | | |
| 14 | Presence: Presence is strongly recommended to warrant learning success. | | | |
| 15 | Mobility/Acknowledgement: | | | |
| | Use of the module for other course programs | Bachelor Economics | | |
| 16 | Responsible Lecturer: Dr. Jörg Peter Lingens | | Department: School of Business and Economics | |
| | 17 Misc.: | | | |

Cases in Economic Policy

| | | | | | |
|---|---|---|--|--------------|---|
| Module Title english: | | Cases in Economic Policy | | | |
| Course Program: | | Bachelor Business Administration | | | |
| 1 | Module No: VWL 34 | State: Elective | Language of Instruction: German | | |
| 2 | Turn: each semester | Duration: 1 semester | Semester: 5 or 6 | CP: 6 | Workload (h): 180 |
| 3 | Module Structure: | | | | |
| | No | Type | Course | State | Workload (h) |
| | | | | | Presence (h + CH) Self-Study (h) |
| | 1 | Seminar | Cases in Economic Policy | Compulsory | 30 h (2 CH) 150 |
| 4 | Module Profile: | | | | |
| | Purpose of the module/integration into curriculum: | | | | |
| | In the seminar “Current Cases in Economic Policy” students can apply the knowledge they acquired in the module “Applied Research in Economics and Regulation”. By analyzing e.g. the regulation of network sectors and financial markets there is a close relation to modules in energy economics, transport economics or from finance modules. | | | | |
| | Course content: | | | | |
| In this module students apply their knowledge from the lectures to economic policy problems by preparing reports, working in projects, doing case studies and intensively discussing their results. This seminar is about both the fundamental problems of the economic policy and the current political issues. In addition students learn how to prepare a scientific report and present and discuss their ideas in a group. Research assistants support students in the preparation of their report. | | | | | |
| | Themes | Learning objectives | | | |
| | 1. Preparing a report on an economic policy case study | To learn how to research and evaluate relevant bibliography. To development scientific hypotheses based on the researched bibliography. To reasonably suggest solutions for the economic policy problem of the case study at hand | | | |
| | 2. Presenting a case study | To present and discuss the economic problem and the developed solutions | | | |
| | 3. Discussion of case studies | Results of other presentations will be discussed economically. The discussion will be moderated accordingly. | | | |
| 5 | Learning outcomes: | | | | |
| | Academic: | | | | |
| | The students have to write an individualized seminar thesis. Through the content-related competences acquired during their self-studies they will be able to suggest solutions for economic policy issues. They are able to apply their knowledge to national and international | | | | |

| | <p>economic policy problems, which will improve their methodical skills. By writing their thesis, students will get in touch with the elements of scientific work. This in turn includes determined research, focused evaluation of literature, literature based transformation of contents, the ability of consistent argumentation and their verification towards conclusiveness as well as the acquirement of scientific terms and the study of essential components of scientific work.</p> <p>Soft skills: Through the formation of small groups during the seminar students will furthermore learn fundamental key qualifications. Besides the ability of organizing and structural working, the module will also promote the aspect of time management, because there are strict deadlines regarding to the submission of thesis and presentation. In this way students will also practice their debating and presentation skills as they have to jointly present their thesis in front of a critical and constructive audience. Afterwards every student gets a detailed feedback during the conversation with the respective supervisor regarding his/her overall performance. Thereby the students will get a comprehensive impression concerning their problem-solving abilities and their communication skills.</p> | | | | | | | | | | | |
|----------------------|--|-------------------|-------------------------|-----------------|---------------------------------------|----------|-------------------------|------|--|-------------------|-------|------|
| 6 | Description of possible electives within the modules: none | | | | | | | | | | | |
| 7 | Examination: Final Module Exam | | | | | | | | | | | |
| 8 | <p>Relevant Work:</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>Academic paper and presentation of paper/results</td> <td>15 pages, 90 min.</td> <td>100 %</td> </tr> </tbody> </table> | | | No | Number and Type; Connection to Course | Duration | Part of final mark in % | 1 | Academic paper and presentation of paper/results | 15 pages, 90 min. | 100 % | |
| No | Number and Type; Connection to Course | Duration | Part of final mark in % | | | | | | | | | |
| 1 | Academic paper and presentation of paper/results | 15 pages, 90 min. | 100 % | | | | | | | | | |
| 9 | Study Work: none | | | | | | | | | | | |
| 10 | Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed. | | | | | | | | | | | |
| 11 | <p>CP Assignment:</p> <table border="1"> <tbody> <tr> <td>Presence</td> <td>No 1</td> <td>1.00 CP</td> </tr> <tr> <td>Relevant Work</td> <td>No 1</td> <td>5.00 CP</td> </tr> <tr> <td>Total</td> <td></td> <td>6 CP</td> </tr> </tbody> </table> | | | Presence | No 1 | 1.00 CP | Relevant Work | No 1 | 5.00 CP | Total | | 6 CP |
| Presence | No 1 | 1.00 CP | | | | | | | | | | |
| Relevant Work | No 1 | 5.00 CP | | | | | | | | | | |
| Total | | 6 CP | | | | | | | | | | |
| 12 | Weight of the module grade for the overall grade: 6/180 (3,33%) | | | | | | | | | | | |
| 13 | Module Prerequisites: Knowledge of the contents of the module „Applied Research in Economics: Economic Policy and Regulation“ is a prerequisite, but the module has not to be passed. | | | | | | | | | | | |
| 14 | Presence: Presence is strongly recommended to warrant learning success. | | | | | | | | | | | |
| 15 | Mobility/Acknowledgement: | | | | | | | | | | | |

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| | Use of the module for other course programs | Bachelor Economics, Bachelor Politics and Economics, Bachelor Economics and Law, Dual Bachelor Economics, Bachelor Mathematics, Bachelor Geography |
| 16 | Responsible Lecturer: Prof. Dr. Theresia Theurl | Department: School of Business and Economics |
| 17 | Misc.: | |

Public Choice Theory

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|------------------------------|---|----------------------------------|--|--------------|--|
| Module Title english: | | Public Choice Theory | | | |
| Course Program: | | Bachelor Business Administration | | | |
| 1 | Module No: VWL 35 | State: Elective | Language of Instruction: German | | |
| 2 | Turn: each winter semester | Duration: 1 semester | Semester: 5 or 6 | CP: 6 | Workload (h): 180 |
| 3 | Module Structure: | | | | |
| | No | Type | Course | State | Workload (h) |
| | | | | | Presence (h + CH) Self-Study (h) |
| | 1 | Lecture | Lecture Public Choice Theory | Compulsory | 30 h (2 CH) 60 |
| | 2 | Exercise | Exercises | Compulsory | 30 h (2 CH) 60 |
| 4 | Module Profile: | | | | |
| | <p>Purpose of the module/integration into curriculum: 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>Course content: 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> | | | | |
| 5 | Learning outcomes: | | | | |
| | <p>Academic: 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>Soft skills: 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> | | | | |
| 6 | Description of possible electives within the modules: none | | | | |

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|----|---|--|--|--------------------------------|
| 7 | Examination: Final Module Exam | | | |
| 8 | Relevant Work: | | | |
| | No | Number and Type; Connection to Course | Duration | Part of final mark in % |
| | 1 | Final written exam | 90 min. | 100 % |
| 9 | Study Work: none | | | |
| 10 | Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed. | | | |
| 11 | CP Assignment: | | | |
| | Presence | No 1 | 1.00 CP | |
| | | No 2 | 1.00 CP | |
| | Relevant Work | No 1 | 4.00 CP | |
| | Total | | 6 CP | |
| 12 | Weight of the module grade for the overall grade: 6/180 (3,33%) | | | |
| 13 | Module Prerequisites: recommended: mathematics, statistics, microeconomics I, macroeconomics I | | | |
| 14 | Presence: Presence is strongly recommended to warrant learning success | | | |
| 15 | Mobility/Acknowledgement: | | | |
| | Use of the module for other course programs | Bachelor Economics | | |
| 16 | Responsible Lecturer: Professor Dr. Thomas Apolte | | Department: School of Business and Economics | |
| | 17 Misc.: | | | |

Environmental and Climate Change Economics

| | | | | | |
|--|---|--|---|--------------------|--|
| Module Title english: | | Environmental and Climate Change Economics | | | |
| Course Program: | | Bachelor Business Administration | | | |
| 1 | Module No: VWL 37 | State: Elective | Language of Instruction: German or English | | |
| 2 | Turn: each semester | Duration: 1 semester | Semester: 5 or 6 | CP: 6 | Workload (h): 180 |
| 3 | Module Structure: | | | | |
| | No | Type | Course | State | Workload (h) |
| | | | | | Presence (h + CH) Self-Study (h) |
| | 1 | Seminar | Seminar on Environmental Economics | Elective | 30 h (2 CH) 150 |
| 2 | Seminar | Seminar on Climate Change Economics | Elective | 30 h (2 CH) 150 | |
| 4 | Module Profile: | | | | |
| | Purpose of the module/integration into curriculum: | | | | |
| | <p>The module “Environmental and Climate Change Economics” is based on the fundamentals of microeconomics and economic policy and regulation. It complements the modules “Resource Economics” and “Energy Economics” in the bachelor degree program. The module serves as a basics course for the master program modules “Environmental Economics”, “Climate Change Economics” and “Advanced Energy and Resource Economics”. In case they have not completed a fundamentals course in the area of Environmental and Climate Change Economics, students in the master program can transfer credit points from this module when completing at least one of the chair’s master modules subsequently.</p> | | | | |
| Course content: | | | | | |
| <p>The module “Environmental and Climate Change Economics” transfers the contents from the courses “Resource Economics” and “Energy Economics” to the area of “Environmental and Climate Change Economics” by discussing current problems in politics and the economy. The students are required to write a seminar paper and hold a presentation in the seminar, defending their key findings in a subsequent discussion.</p> | | | | | |
| | Themes | Learning objectives | | | |
| | Environmental Economics | Understanding essential problems of Environmental Economics and current issues in politics and the economy (e.g. the regulation of air pollution). | | | |
| | Climate Change Economics | Understanding essential problems of Climate Change Economics and current issues in politics and the economy (e.g. international ambitions to decrease greenhouse gas emissions). | | | |
| 5 | Learning outcomes: | | | | |
| | Academic: | | | | |
| | The seminar teaches students to analyse an economic problem in an independent and scientific | | | | |

| | <p>manner. Students develop subject matter expertise (e.g. understanding of political instruments for greenhouse gas emissions abatement) concerning a well-defined economic problem in an independent but supervised environment. In this way, students extend and deepen their knowledge gained in the bachelor modules “Resource Economics” and “Energy Economics”.</p> <p>Soft skills: Gaining first experiences in writing an academic paper. After completion of the course, students are equipped to search for scientific literature and to integrate different contents. Thus, the module is an important exercise for writing the bachelor thesis. In addition, students will be trained in their scientific communication skills, that is, to effectively communicate their point of view, to defend their positions (also taking into account ethical concerns) and to give constructive criticism.</p> | | | | | | | | | | | | | |
|--|--|--------------------|-------------------------|--|---|----------|-------------------------|---------|--|--------------------|---------|--------------|--|------|
| 6 | <p>Description of possible electives within the modules: Both courses are optional. Students can chose one of the seminars offered.</p> | | | | | | | | | | | | | |
| 7 | <p>Examination: Final Module Exam</p> | | | | | | | | | | | | | |
| 8 | <p>Relevant Work:</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>Writing an academic paper & presentation</td> <td>15 pages & 45 min.</td> <td>100 %</td> </tr> </tbody> </table> | | | No | Number and Type; Connection to Course | Duration | Part of final mark in % | 1 | Writing an academic paper & presentation | 15 pages & 45 min. | 100 % | | | |
| No | Number and Type; Connection to Course | Duration | Part of final mark in % | | | | | | | | | | | |
| 1 | Writing an academic paper & presentation | 15 pages & 45 min. | 100 % | | | | | | | | | | | |
| 9 | <p>Study Work: none</p> | | | | | | | | | | | | | |
| 10 | <p>Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed.</p> | | | | | | | | | | | | | |
| 11 | <p>CP Assignment:</p> <table border="1"> <tbody> <tr> <td rowspan="2">Presence</td> <td>No 1 (on choice)</td> <td>1.00 CP</td> </tr> <tr> <td>No 2 (on choice)</td> <td>1.00 CP</td> </tr> <tr> <td>Relevant Work</td> <td>No 1</td> <td>5.00 CP</td> </tr> <tr> <td>Total</td> <td></td> <td>6 CP</td> </tr> </tbody> </table> | | | Presence | No 1 (on choice) | 1.00 CP | No 2 (on choice) | 1.00 CP | Relevant Work | No 1 | 5.00 CP | Total | | 6 CP |
| Presence | No 1 (on choice) | 1.00 CP | | | | | | | | | | | | |
| | No 2 (on choice) | 1.00 CP | | | | | | | | | | | | |
| Relevant Work | No 1 | 5.00 CP | | | | | | | | | | | | |
| Total | | 6 CP | | | | | | | | | | | | |
| 12 | <p>Weight of the module grade for the overall grade: 6/180 (3,33%)</p> | | | | | | | | | | | | | |
| 13 | <p>Module Prerequisites: none</p> | | | | | | | | | | | | | |
| 14 | <p>Presence: Presence is strongly recommended to warrant learning success.</p> | | | | | | | | | | | | | |
| 15 | <p>Mobility/Acknowledgement:</p> <table border="1"> <tbody> <tr> <td>Use of the module for other course programs</td> <td>Bachelor Economics, Bachelor Politics and Economics, Bachelor Economics and Law, Dual</td> </tr> </tbody> </table> | | | Use of the module for other course programs | Bachelor Economics, Bachelor Politics and Economics, Bachelor Economics and Law, Dual | | | | | | | | | |
| Use of the module for other course programs | Bachelor Economics, Bachelor Politics and Economics, Bachelor Economics and Law, Dual | | | | | | | | | | | | | |

| | | |
|----|---|---|
| | | Bachelor Economics, Bachelor Mathematics, Bachelor Geography |
| 16 | Responsible Lecturer: Professor Dr. Andreas Löschel | Department: University of Münster School of Business and Economics |
| 17 | Misc.: | |

Selected Topics in International Economics

| | | | | | |
|------------------------------|--|--|--|--|---|
| Module Title english: | | Selected Topics in International Economics | | | |
| Course Program: | | Bachelor Business Administration | | | |
| 1 | Module No: VWL 38 | State: Elective | Language of Instruction: German | | |
| 2 | Turn: each summer semester | Duration: 1 semester | Semester: 5 or 6 | CP: 6 | Workload (h): 180 |
| 3 | Module Structure: | | | | |
| | No | Type | Course | State | Workload (h) |
| | | | | | Presence (h + CH) Self-Study (h) |
| | 1 | Seminar | Selected Topics in International Economics | Compulsory | 30 h (2 CH) 150 |
| 4 | Module Profile: | | | | |
| | Purpose of the module/integration into curriculum: This seminar comprises specific topics of international trade and finance. The students conduct empirical and theoretical analyses and thereby improve their knowledge on the subject as well as on methodological aspects. The seminar gives a deeper and extended understanding on the concepts covered in the modules Macroeconomics III (International Economics) and Trade Theory and Policy. | | | | |
| 5 | Course content: | | | | |
| | Themes | | | Learning objectives | |
| | Structure and dynamics of factor, goods and financial markets, allocation and welfare effects of international trade, effects of trade policy measures, FX-market analysis and macroeconomic interdependencies between economies, exchange rate determination and international monetary policy, and emergence and consequences of financial and currency crises | | | The students are enabled to work with theoretical models as well as data sets to analyze the concepts, interdependencies and dynamics of goods and factor markets as well as money and FX markets. | |
| 5 | Learning outcomes: | | | | |
| | Academic: The module provides basic knowledge and skills in international economics and enables the students to conduct independent economic policy analysis based on theoretical, model-based foundations and empirical research results. This knowledge can be incorporated in numerous economic and business fields of economic activity, particularly in international organizations, foreign trade policy departments of ministries, research institutes and multinational organizations. | | | | |
| | Soft skills: Analysis of interdependent causal relationships provides the ability to solve problems | | | | |

| | | | | |
|----|---|--|--|--------------------------------|
| | individually. The students learn to formulate arguments on their own and structure a long text when writing the seminar paper, which serves as a good preparation for final thesis. | | | |
| 6 | Description of possible electives within the modules: none | | | |
| 7 | Examination: Final Module Exam | | | |
| 8 | Relevant Work: | | | |
| | No | Number and Type; Connection to Course | Duration | Part of final mark in % |
| | 1 | Seminar paper & Presentation | 15 pages & 40 min. | 100 % |
| 9 | Study Work: none | | | |
| 10 | Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed. | | | |
| 11 | CP Assignment: | | | |
| | Presence | No 1 | 1.00 CP | |
| | Relevant Work | No 1 | 5.00 CP | |
| | Total | | 6 CP | |
| 12 | Weight of the module grade for the overall grade: 6/180 (3,33%) | | | |
| 13 | Module Prerequisites: None, but the attendance of the lectures Macroeconomics III (International Economics) and Trade Theory and Policy is recommended. | | | |
| 14 | Presence: Presence is strongly recommended to warrant learning success | | | |
| 15 | Mobility/Acknowledgement: | | | |
| | Use of the module for other course programs | Bachelor Economics | | |
| 16 | Responsible Lecturer: Professor Dr. Bernd Kempa, Dr. Jana Riedel | | Department: University of Münster School of Business and Economics | |
| | 17 Misc.: | | | |

Methods of Dynamic Macroeconomics

| | | | | | |
|------------------------------|---|--|--|--------------------------------|---|
| Module Title english: | | Methods of Dynamic Macroeconomics | | | |
| Course Program: | | Bachelor Business Administration | | | |
| 1 | Module No: VWL 39 | State: Elective | Language of Instruction: German | | |
| 2 | Turn: each winter semester | Duration: 1 semester | Semester: 5 or 6 | CP: 6 | Workload (h): 180 |
| 3 | Module Structure: | | | | |
| | No | Type | Course | State | Workload (h) |
| | | | | | Presence (h + CH) Self-Study (h) |
| | 1 | Seminar | Methods of Dynamic Macroeconomics | Compulsory | 30 h (2 CH) 150 |
| 4 | Module Profile: | | | | |
| | <p>Purpose of the module/integration into curriculum: The module offers students that are interested in mathematical methods and macroeconomics, a first access to the methods and models of dynamic macroeconomics. These methods are widely applied in economics; hence, this module helps students to follow courses in macroeconomics, energy/environmental economics, quantitative economic history and operations research.</p> <p>Course content: Selected methods of dynamic macroeconomics will be covered. Methods taught include control theory, dynamic programming and time series analysis.</p> | | | | |
| 5 | Learning outcomes: | | | | |
| | <p>Academic: The students understand essential methods of dynamic macroeconomics and can apply these methods to topics in macroeconomics. In particular, they can apply the maximum principle and dynamic programming techniques to solve ordinary dynamic optimization problems in continuous and discrete time with the help of the programming language R and the technical computing system Mathematica.</p> <p>Soft skills: The students can work independently and well-organized. They understand technical English texts. They can present complex mathematical problems and solutions by using modern communication media. They can participate in group discussions. They can work in compliance with the scientific standards. They can use their time budget appropriately and can comply with deadlines.</p> | | | | |
| 6 | Description of possible electives within the modules: none | | | | |
| 7 | Examination: Final Module Exam | | | | |
| 8 | Relevant Work: | | | | |
| | No | Number and Type; Connection to Course | Duration | Part of final mark in % | |

| | | | | |
|----|---|------------------------------|--|-------|
| | 1 | Seminar paper & presentation | 15 pages + 30 min. | 100 % |
| 9 | Study Work: none | | | |
| 10 | Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed. | | | |
| 11 | CP Assignment: | | | |
| | Presence | No 1 | 1.00 CP | |
| | Relevant Work | No 1 | 5.00 CP | |
| | Total | | 6 CP | |
| 12 | Weight of the module grade for the overall grade: 6/180 (3,33%) | | | |
| 13 | Module Prerequisites: All modules of the first two years have to be passed. | | | |
| 14 | Presence: Presence is strongly recommended to warrant learning success | | | |
| 15 | Mobility/Acknowledgement: | | | |
| | Use of the module for other course programs | Bachelor Economics | | |
| 16 | Responsible Lecturer: Professor Dr. Ulrich Pfister | | Department: University of Münster School of Business and Economics | |
| | 17 Misc.: | | | |

Selected Issues in Economics

| | | | | | |
|------------------------------|---|--|---|--------------------------------|---|
| Module Title english: | | Selected Issues in Economics | | | |
| Course Program: | | Bachelor Business Administration | | | |
| 1 | Module No: VWL 40 | State: Elective | Language of Instruction: German or English | | |
| 2 | Turn: irregularly | Duration: 1 semester | Semester: 5 or 6 | CP: 6 | Workload (h): 180 |
| 3 | Module Structure: | | | | |
| | No | Type | Course | State | Workload (h) |
| | | | | | Presence (h + CH) Self-Study (h) |
| | 1 | Lecture/ Exercise | Selected Issues in Economics | Compulsory | 60 h (4 CH) 120 |
| 4 | <p>Module Profile: Purpose of the module/integration into curriculum: The module gives the chance to offer courses that will not be offered regularly and to broaden the students' horizon.</p> <p>Course content: 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.</p> | | | | |
| 5 | <p>Learning outcomes: Academic: 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.</p> | | | | |
| 6 | Description of possible electives within the modules: none | | | | |
| 7 | Examination: Final Module Exam | | | | |
| 8 | Relevant Work: | | | | |
| | No | Number and Type; Connection to Course | Duration | Part of final mark in % | |
| | 1 | Final written exam | maximum of 120 min. | 100 % | |
| 9 | Study Work: none | | | | |

| | | | |
|--------------|---|---|---------|
| 10 | Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed. | | |
| 11 | CP Assignment: | | |
| | Presence | No 1 | 2.00 CP |
| | Relevant Work | No 1 | 4.00 CP |
| Total | | | 6 CP |
| 12 | Weight of the module grade for the overall grade: 6/180 (3,33%) | | |
| 13 | Module Prerequisites: none | | |
| 14 | Presence: Presence is strongly recommended to warrant learning success. | | |
| 15 | Mobility/Acknowledgement: | | |
| | Use of the module for other course programs | Bachelor Economics, Bachelor Mathematics, Bachelor Geography | |
| 16 | Responsible Lecturer: Professor Dr. Gernot Sieg | Department: School of Business and Economics | |
| | Misc.: The module can be held either in German or in English. | | |

Mathematics and IT

| | | | | | |
|------------------------------|---|----------------------------------|--|---------------|--|
| Module Title english: | | Mathematics and IT | | | |
| Course Program: | | Bachelor Business Administration | | | |
| 1 | Module No: QRS 1 | State: Compulsory | Language of Instruction: German | | |
| 2 | Turn: each semester | Duration: 1 semester | Semester: 1 | CP: 12 | Workload (h): 360 |
| 3 | Module Structure: | | | | |
| | No | Type | Course | State | Workload (h) |
| | | | | | Presence (h + CH) Self-Study (h) |
| | 1 | Lecture/ Exercise | Mathematics for Economics | Compulsory | 75 h (5 CH) 105 |
| | 2 | Exercise | Mathematics Refreshment Course | Compulsory | 30 h (2 CH) 0 |
| | 3 | Lecture | Financial Mathematics | Compulsory | 15 h (1 CH) 45 |
| | 4 | Lecture | Techniques in IT | Compulsory | 30 h (2 CH) 60 |
| 4 | Module Profile: | | | | |
| | <p>Course content:</p> <ol style="list-style-type: none"> 1. Mathematics are fundamental in every kind of quantitative study of business and economics. Mathematical skills are essentially needed, e.g., in Statistics, Operations Management and Finance. There are no prerequisites except a thorough knowledge of school mathematics, in particular differential and integral calculus for functions of one variable. 2. Financial mathematics is one of the most fundamental and traditional instruments of business administration. It is essentially deployed in professional as well as private life. Managers and investors require internal and external financial information taken as a basis for business and investment decisions. That information can be drawn from mathematical finance, which comprises the branches of applied mathematics concerned with financial markets and business accounting. 3. Information systems are used nearly everywhere in the academic study and later on in the job. The typical IT-tool of the manager for his job in planning and making decisions is the spreadsheet software. Therefore the professional use of Excel will be introduced, including the use of the features of Excel that base on the mathematical theories of the module like the solver. Most of the data needed can be found in databases. The students have to learn how to access these databases and to extract data using Access, SQL and ODBC. In addition, techniques of error-free working and the creation of business graphics are taught in the context of using spreadsheets. Upon completion of the course the student is able ... | | | | |
| | Themes | Learning objectives | | | |

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|---|--|
| Systems of linear equations | To understand how to translate linear dependencies between economical variables into systems of linear equations and how to solve them. To find optimal solutions. |
| Linear Programming | To transfer real world linear optimization problems into a mathematical form and to solve them using the Simplex-Algorithm and the Two-Phase-Method |
| Vectors and operations with vectors | To learn how to mathematize economic profiles by means of vectors and how to do and interpret elementary operations with vectors, such as linear combinations. |
| Matrices and operations with matrices | To use matrices as mathematical models of linear economical mappings between groups of economical variables. To do basic operations such as products of matrices, matrix inverses, determinants and eigenvalues of matrices and to understand how these operations are used in quantitative economics. |
| Series | To characterize economical series by means of implicit and explicit formulas. To sum up finite and infinite series. To understand the interrelation between power series and functions of one variable. |
| Diferential calculus | To understand how functions of several variables are used in quantitative economics. To learn the role of partial/directed/total derivatives as tools describing variational properties of those functions. To use implicit derivatives. To understand the interrelation between curvature of functions and their second-order-derivatives |
| Nonlinear Optimization | To use derivatives of functions in optimization of economically motivated differentiable functions. To understand the treatment of differentiable restrictions in optimization (Lagrange-method). Finally, to investigate the influence of exogenous variables on the optimal |
| Introduction to financial mathematics | to gain an overview over financial mathematics issues |
| Fundamentals of financial mathematics | to learn about the objective of financial mathematics, calculation of sequences and orders as basic tools as well as the calculation of logarithms |
| Interest calculation | to accomplish yearly, in the course of the year and constant interest calculation |
| Annuity computation | to accomplish yearly, eternal and progressive calculation of annuity |
| Repayment calculation | to accomplish the calculation of amortization by instalments and annuity repayment |
| Determination of rates, especialle effective interest rates | to understand the nexus of rate and return and the systematisation of capital debt. To accomplish the calculation of rate and return |
| Spreadsheet: Excel | To use a spreadsheet program for your own work in study and job. To structure the spreadsheets using the input-process-output way. To know the functions of decision making and finance. To make diagrams as business graphs in many different ways. To Use Scenarios, Goal Seek and Pivot-tables. Techniques of error-free working. |

| | Database: Access, SQL and ODBC | To get use of the data in databases. To connect foreign databases with my personal database system. To select and to aggregate data of these databases using the techniques of SQL and QBE. | | | | | | | | | | | | | | | | | |
|----------------------|---|---|-------------------------|-----------------|---------------------------------------|----------|-------------------------|---------|---------------------------------------|---------|------|---------|--|---------|---------|------|---|---------|------|
| 5 | <p>Learning outcomes:</p> <p>Academic: The student should demonstrate the ability</p> <ul style="list-style-type: none"> to do mathematical calculations such as optimizations and solutions of economical equations which are necessary in further economical analyses. to mathematize economical problems, that is find mathematical structure in those problems to implement complex mathematical models in professional software like Excel to use professional software to solve their problems but know the difference between academic and professional use of items <p>Soft skills: Reading and understanding formal texts (like mathematical formulas in economics), Working in small groups (self study) in order to solve mathematical problems, Presentation Skills (when visiting the tutorial), structuring given problems in a formal way, e.g. rows and columns.</p> | | | | | | | | | | | | | | | | | | |
| 6 | Description of possible electives within the modules: none | | | | | | | | | | | | | | | | | | |
| 7 | Examination: Examinations for every part of the module | | | | | | | | | | | | | | | | | | |
| 8 | <p>Relevant Work:</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>Electronic Exam "Mathematics" (No. 1)</td> <td>90 min.</td> <td>58 %</td> </tr> <tr> <td>2</td> <td>Written exam Financial Mathematics (No. 3)</td> <td>30 min.</td> <td>17 %</td> </tr> <tr> <td>3</td> <td>Computerized exam "Techniques in IT" using Excel and Access (No. 4)</td> <td>60 min.</td> <td>25 %</td> </tr> </tbody> </table> | | | No | Number and Type; Connection to Course | Duration | Part of final mark in % | 1 | Electronic Exam "Mathematics" (No. 1) | 90 min. | 58 % | 2 | Written exam Financial Mathematics (No. 3) | 30 min. | 17 % | 3 | Computerized exam "Techniques in IT" using Excel and Access (No. 4) | 60 min. | 25 % |
| No | Number and Type; Connection to Course | Duration | Part of final mark in % | | | | | | | | | | | | | | | | |
| 1 | Electronic Exam "Mathematics" (No. 1) | 90 min. | 58 % | | | | | | | | | | | | | | | | |
| 2 | Written exam Financial Mathematics (No. 3) | 30 min. | 17 % | | | | | | | | | | | | | | | | |
| 3 | Computerized exam "Techniques in IT" using Excel and Access (No. 4) | 60 min. | 25 % | | | | | | | | | | | | | | | | |
| 9 | Study Work: none | | | | | | | | | | | | | | | | | | |
| 10 | Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed. | | | | | | | | | | | | | | | | | | |
| 11 | <p>CP Assignment:</p> <table border="1"> <tbody> <tr> <td rowspan="4">Presence</td> <td>No 1</td> <td>2.50 CP</td> </tr> <tr> <td>No 2</td> <td>1.00 CP</td> </tr> <tr> <td>No 3</td> <td>0.50 CP</td> </tr> <tr> <td>No 4</td> <td>1.00 CP</td> </tr> <tr> <td rowspan="2">Relevant Work</td> <td>No 1</td> <td>3.50 CP</td> </tr> <tr> <td>No 2</td> <td>1.50 CP</td> </tr> </tbody> </table> | | | Presence | No 1 | 2.50 CP | No 2 | 1.00 CP | No 3 | 0.50 CP | No 4 | 1.00 CP | Relevant Work | No 1 | 3.50 CP | No 2 | 1.50 CP | | |
| Presence | No 1 | 2.50 CP | | | | | | | | | | | | | | | | | |
| | No 2 | 1.00 CP | | | | | | | | | | | | | | | | | |
| | No 3 | 0.50 CP | | | | | | | | | | | | | | | | | |
| | No 4 | 1.00 CP | | | | | | | | | | | | | | | | | |
| Relevant Work | No 1 | 3.50 CP | | | | | | | | | | | | | | | | | |
| | No 2 | 1.50 CP | | | | | | | | | | | | | | | | | |

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|-----------|---|--|---------|
| | | No 3 | 2.00 CP |
| | Total | | 12 CP |
| 12 | Weight of the module grade for the overall grade: 12/180 (6,67%) | | |
| 13 | Module Prerequisites: none | | |
| 14 | Presence: Presence is strongly recommended to warrant learning success | | |
| 15 | Mobility/Acknowledgement: | | |
| | Use of the module for other course programs | Bachelor Economics | |
| 16 | Responsible Lecturer: Dr. Alfred Brink, Dr. Walter Schmitting, Dr. Ingolf Terveer | Department: School of Business and Economics | |
| 17 | Misc.: | | |

Statistics

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|------------------------------|---|--|--|-------------------|--|
| Module Title english: | | Statistics | | | |
| Course Program: | | Bachelor Business Administration | | | |
| 1 | Module No: QRS 2 | State: Compulsory | Language of Instruction: German | | |
| 2 | Turn: each semester | Duration: 2 semesters | Semester: 1 or 2 | CP: 12 | Workload (h): 360 |
| 3 | Module Structure: | | | | |
| | No | Type | Course | State | Workload (h) |
| | | | | | Presence (h + CH) Self-Study (h) |
| | 1 | Lecture | Statistics I | Compulsory | 30 h (2 CH) 60 |
| | 2 | Exercise | Tutorial on Statistics I | Compulsory | 30 h (2 CH) 60 |
| | 3 | Lecture | Statistics II | Compulsory | 30 h (2 CH) 60 |
| 4 | Exercise | Tutorial on Statistics II | Compulsory | 30 h (2 CH) 60 | |
| 4 | Module Profile: | | | | |
| | <p>Purpose of the module/integration into curriculum: The module gives a general introduction to economic statistics, probability theory and statistical inference. It is a prerequisite for all future courses in empirical methods, econometrics and statistics.</p> <p>Course content: The course Statistics I introduces the concepts and tools used in descriptive economic statistics, whereas the course Statistics II introduces the basics of probability theory and statistical inference. The learning objective is to obtain a solid active and passive knowledge of the basic statistical methods.</p> | | | | |
| | Themes | Learning objectives | | | |
| | Topics in Statistics I: Basic notation and terminology of descriptive economic statistics, data sources, scale levels, statistics software, absolute and relative frequencies, frequency tables, graphics and their manipulation, empirical distribution function, empirical quantiles and quantile function, measures of location and dispersion, skewness, aggregation of means and variances, histograms, boxplots, measures of inequality and concentration, harmonic and geometric mean, growth rates and factors, index numbers, subindexes, Simpsons paradox, high dimensional data: absolute and relative | Students shall - provide a description of the method 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 statistical analysis. - know how to use a statistical computing software for data analysis. | | | |

| | | |
|----------|--|--|
| | <p>frequencies, conditional distributions, conditional measures of location and dispersion, descriptive independence, coefficient of correlation, rank correlation, contingency coefficient, descriptive regression, elementary time series analysis, component model, detrending, seasonal adjustment, exponential smoothing.</p> | |
| | <p>Topics in Statistics II: Basic notation and terminology of elementary probability theory and statistical inference, combinatorics, 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 and proportions, chi square tests of goodness of fit and independence.</p> | <p>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.</p> |
| <p>5</p> | <p>Learning outcomes: Academic: 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>Soft skills: 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 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 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</p> | |

| | 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. | | | | | | | | | | | | | | | | | |
|----------------------|--|-----------------|---------------------------------------|----------|-------------------------|---------|------------------------------|----------|------|---------|-------------------------------|----------|---------|------|---------|--------------|--|-------|
| 6 | Description of possible electives within the modules: none | | | | | | | | | | | | | | | | | |
| 7 | Examination: Examinations for every part of the module | | | | | | | | | | | | | | | | | |
| 8 | <p>Relevant Work:</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 Statistics I</td> <td>120 min.</td> <td>50 %</td> </tr> <tr> <td>2</td> <td>Written exam on Statistics II</td> <td>120 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 Statistics I | 120 min. | 50 % | 2 | Written exam on Statistics II | 120 min. | 50 % | | | | | |
| No | Number and Type; Connection to Course | Duration | Part of final mark in % | | | | | | | | | | | | | | | |
| 1 | Written exam on Statistics I | 120 min. | 50 % | | | | | | | | | | | | | | | |
| 2 | Written exam on Statistics II | 120 min. | 50 % | | | | | | | | | | | | | | | |
| 9 | Study Work: none | | | | | | | | | | | | | | | | | |
| 10 | Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed. | | | | | | | | | | | | | | | | | |
| 11 | <p>CP Assignment:</p> <table border="1"> <tbody> <tr> <td rowspan="4">Presence</td> <td>No 1</td> <td>1.00 CP</td> </tr> <tr> <td>No 2</td> <td>1.00 CP</td> </tr> <tr> <td>No 3</td> <td>1.00 CP</td> </tr> <tr> <td>No 4</td> <td>1.00 CP</td> </tr> <tr> <td rowspan="2">Relevant Work</td> <td>No 1</td> <td>4.00 CP</td> </tr> <tr> <td>No 2</td> <td>4.00 CP</td> </tr> <tr> <td>Total</td> <td></td> <td>12 CP</td> </tr> </tbody> </table> | Presence | No 1 | 1.00 CP | No 2 | 1.00 CP | No 3 | 1.00 CP | No 4 | 1.00 CP | Relevant Work | No 1 | 4.00 CP | No 2 | 4.00 CP | Total | | 12 CP |
| Presence | No 1 | | 1.00 CP | | | | | | | | | | | | | | | |
| | No 2 | | 1.00 CP | | | | | | | | | | | | | | | |
| | No 3 | | 1.00 CP | | | | | | | | | | | | | | | |
| | No 4 | 1.00 CP | | | | | | | | | | | | | | | | |
| Relevant Work | No 1 | 4.00 CP | | | | | | | | | | | | | | | | |
| | No 2 | 4.00 CP | | | | | | | | | | | | | | | | |
| Total | | 12 CP | | | | | | | | | | | | | | | | |
| 12 | Weight of the module grade for the overall grade: 12/180 (6,67%) | | | | | | | | | | | | | | | | | |
| 13 | Module Prerequisites: none | | | | | | | | | | | | | | | | | |
| 14 | Presence: Presence is strongly recommended to warrant learning success | | | | | | | | | | | | | | | | | |
| 15 | Mobility/Acknowledgement: | | | | | | | | | | | | | | | | | |

| | | |
|----|--|--|
| | Use of the module for other course programs | Bachelor Economics, Bachelor Politics and Economics, Bachelor Economics and Law, Dual Bachelor Economics |
| 16 | Responsible Lecturer: Prof. Dr. Mark Trede, Professor Dr. Bernd Wilfling | Department: School of Business and Economics |
| 17 | Misc.: | |

Law

| | | | | | |
|------------------------------|---|--|--|--------------------------------|---|
| Module Title english: | | Law | | | |
| Course Program: | | Bachelor Business Administration | | | |
| 1 | Module No: QRS 3 | State: Compulsory | Language of Instruction: German | | |
| 2 | Turn: each summer semester | Duration: 1 semester | Semester: 1 or 2 | CP: 6 | Workload (h): 180 |
| 3 | Module Structure: | | | | |
| | No | Type | Course | State | Workload (h) |
| | | | | | Presence (h + CH) Self-Study (h) |
| | 1 | Lecture | Civil Law | Compulsory | 60 h (4 CH) 120 |
| 4 | <p>Module Profile: Course content: 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.</p> | | | | |
| 5 | <p>Learning outcomes: Academic: 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. Soft skills: The students will be able to present their results in a coherent way</p> | | | | |
| 6 | Description of possible electives within the modules: none | | | | |
| 7 | Examination: Final Module Exam | | | | |
| 8 | Relevant Work: | | | | |
| | No | Number and Type; Connection to Course | Duration | Part of final mark in % | |
| | 1 | Final written exam | 90 min. | 100 % | |
| 9 | Study Work: none | | | | |

| | | | | | | | | | | | | |
|---|---|--|--|---|--------------------|---------|---------------|------|---------|-------|--|------|
| 10 | Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed. | | | | | | | | | | | |
| 11 | CP Assignment: <table border="1" data-bbox="217 394 1436 573"> <tr> <td data-bbox="217 394 636 450">Presence</td> <td data-bbox="636 394 1034 450">No 1</td> <td data-bbox="1034 394 1436 450">2.00 CP</td> </tr> <tr> <td data-bbox="217 450 636 506">Relevant Work</td> <td data-bbox="636 450 1034 506">No 1</td> <td data-bbox="1034 450 1436 506">4.00 CP</td> </tr> <tr> <td data-bbox="217 506 636 573">Total</td> <td data-bbox="636 506 1034 573"></td> <td data-bbox="1034 506 1436 573">6 CP</td> </tr> </table> | | | Presence | No 1 | 2.00 CP | Relevant Work | No 1 | 4.00 CP | Total | | 6 CP |
| Presence | No 1 | 2.00 CP | | | | | | | | | | |
| Relevant Work | No 1 | 4.00 CP | | | | | | | | | | |
| Total | | 6 CP | | | | | | | | | | |
| 12 | Weight of the module grade for the overall grade: 6/180 (3,33%) | | | | | | | | | | | |
| 13 | Module Prerequisites: none | | | | | | | | | | | |
| 14 | Presence: Presence is strongly recommended to warrant learning success | | | | | | | | | | | |
| 15 | Mobility/Acknowledgement: <table border="1" data-bbox="217 987 1436 1048"> <tr> <td data-bbox="217 987 831 1048">Use of the module for other course programs</td> <td colspan="2" data-bbox="831 987 1436 1048">Bachelor Economics</td> </tr> </table> | | | Use of the module for other course programs | Bachelor Economics | | | | | | | |
| Use of the module for other course programs | Bachelor Economics | | | | | | | | | | | |
| 16 | Responsible Lecturer: Professor Dr. Peter Kajüter | Department: School of Business and Economics | | | | | | | | | | |
| 17 | Misc.: | | | | | | | | | | | |

Business Skills

| | | | | | |
|------------------------------|--|----------------------------------|---|--------------|--------------------------|
| Module Title english: | | Business Skills | | | |
| Course Program: | | Bachelor Business Administration | | | |
| 1 | Module No: QRS 4 | State: Compulsory | Language of Instruction: German or English | | |
| 2 | Turn: each semester | Duration: 2 semesters | Semester: 3 or 4 | CP: 9 | Workload (h): 270 |
| 3 | Module Structure: | | | | |
| | No | Type | Course | State | Workload (h) |
| | | | | | Presence (h + CH) |
| | | | | | Self-Study (h) |
| | 1 | Lecture | Economic and Business Ethics I | Compulsory | 30 h (2 CH) |
| 2 | Seminar | Business Skills I | Compulsory | 30 h (2 CH) | 60 |
| 3 | Seminar | Business Skills II | Compulsory | 30 h (2 CH) | 60 |
| 4 | Module Profile: | | | | |
| | Purpose of the module/integration into curriculum: 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). | | | | |
| 4 | Course content: | | | | |
| | In the module Economic and Business Ethics I the students are introduced in basic ethncal 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. | | | | |
| 5 | Learning outcomes: | | | | |
| | Academic: Students learn the recognition of moral conflict situations and their description in the course of busniess 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 busniess 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. | | | | |
| | Soft skills: Students improve their self-, social- and technical-competence by understanding and applying 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 | Description of possible electives within the modules: The course Business Ethics I has to be absolved. Business Skills I and II can be chosen from a broad offer. | | | | | | | | | | | |
|---|---|---------------------------------------|---------------------------------------|----------|-------------------------|------------------------------|--|---------|-------------------------------|-------------------|--|--|
| 7 | Examination: Final Module Exam | | | | | | | | | | | |
| 8 | Relevant Work: | | | | | | | | | | | |
| | <table border="1"> <thead> <tr> <th data-bbox="209 434 280 490">No</th> <th data-bbox="280 434 879 490">Number and Type; Connection to Course</th> <th data-bbox="879 434 1110 490">Duration</th> <th data-bbox="1110 434 1450 490">Part of final mark in %</th> </tr> </thead> <tbody> <tr> <td data-bbox="209 490 280 591">1</td> <td data-bbox="280 490 879 591">Written exam in Economic and Business Ethics</td> <td data-bbox="879 490 1110 591">60 min.</td> <td data-bbox="1110 490 1450 591">100 %</td> </tr> </tbody> </table> | No | Number and Type; Connection to Course | Duration | Part of final mark in % | 1 | Written exam in Economic and Business Ethics | 60 min. | 100 % | | | |
| No | Number and Type; Connection to Course | Duration | Part of final mark in % | | | | | | | | | |
| 1 | Written exam in Economic and Business Ethics | 60 min. | 100 % | | | | | | | | | |
| 9 | Study Work: | | | | | | | | | | | |
| | <table border="1"> <thead> <tr> <th data-bbox="209 658 280 714">No</th> <th data-bbox="280 658 1094 714">Number and Type; Connection to Course</th> <th data-bbox="1094 658 1450 714">Duration</th> </tr> </thead> <tbody> <tr> <td data-bbox="209 714 280 770">1</td> <td data-bbox="280 714 1094 770">Final exam Business Skills I</td> <td data-bbox="1094 714 1450 770">depends on course</td> </tr> <tr> <td data-bbox="209 770 280 826">2</td> <td data-bbox="280 770 1094 826">Final exam Business Skills II</td> <td data-bbox="1094 770 1450 826">depends on course</td> </tr> </tbody> </table> | No | Number and Type; Connection to Course | Duration | 1 | Final exam Business Skills I | depends on course | 2 | Final exam Business Skills II | depends on course | | |
| | No | Number and Type; Connection to Course | Duration | | | | | | | | | |
| 1 | Final exam Business Skills I | depends on course | | | | | | | | | | |
| 2 | Final exam Business Skills II | depends on course | | | | | | | | | | |
| <table border="1"> <tbody> <tr> <td colspan="3" data-bbox="209 826 1450 972"> Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed. </td> </tr> </tbody> </table> | Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed. | | | | | | | | | | | |
| Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed. | | | | | | | | | | | | |
| 11 | CP Assignment: | | | | | | | | | | | |
| | | No 1 | 1.00 CP | | | | | | | | | |
| | Presence | No 2 | 1.00 CP | | | | | | | | | |
| | | No 3 | 1.00 CP | | | | | | | | | |
| | Relevant Work | No 1 | 2.00 CP | | | | | | | | | |
| | Study Work | No 1 | 2.00 CP | | | | | | | | | |
| | | No 2 | 2.00 CP | | | | | | | | | |
| Total | | 9 CP | | | | | | | | | | |
| 12 | Weight of the module grade for the overall grade: 9/180 (5%) | | | | | | | | | | | |
| 13 | Module Prerequisites: For business languages English, Spanish, French basic knowledge (from school) in the respective language. | | | | | | | | | | | |
| 14 | Presence: Depending on course. For business languages, presence is mandatory. | | | | | | | | | | | |
| 15 | Mobility/Acknowledgement: | | | | | | | | | | | |
| | Use of the module for other course programs | none | | | | | | | | | | |

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| 16 | Responsible Lecturer: Professor Dr. Peter Kajüter | Department: School of Business and Economics |
| 17 | Misc.: | |

Bachelor Thesis

| | | | | | |
|------------------------------|--|--|---|--------------------------------|--|
| Module Title english: | | Bachelor Thesis | | | |
| Course Program: | | Bachelor Business Administration | | | |
| 1 | Module No: BA | State: Compulsory | Language of Instruction: German or English | | |
| 2 | Turn: each semester | Duration: 1 semester | Semester: 5 or 6 | CP: 12 | Workload (h): 360 |
| 3 | Module Structure: | | | | |
| | No | Type | Course | State | Workload (h) |
| | | | | | Presence (h + CH) Self-Study (h) |
| | 1 | | Bachelor Thesis | Compulsory | 0 h (0 CH) 360 |
| 4 | Module Profile: | | | | |
| | <p>Purpose of the module/integration into curriculum: The contents of the previous modules will be used in the bachelor thesis.</p> <p>Course content: The bachelor thesis shall demonstrate that the student is able to solve a given, complex problem independently in a given time frame using scientific methods and that he/she is able to describe the solution in a scientific text. The thesis shall not exceed a size of approximately 7000 words in the main text.</p> | | | | |
| 5 | Learning outcomes: | | | | |
| | <p>Academic: The students gain experience with the application of the learned material to a complex problem. Moreover, they learn to read the relevant literature and to formulate scientific texts.</p> <p>Soft skills: (Among others) writing scientific texts, time management, self-competence</p> | | | | |
| 6 | Description of possible electives within the modules: none | | | | |
| 7 | Examination: Final Module Exam | | | | |
| 8 | Relevant Work: | | | | |
| | No | Number and Type; Connection to Course | Duration | Part of final mark in % | |
| | 1 | Bachelor thesis | 7000 words | 100 % | |
| 9 | Study Work: none | | | | |
| 10 | Prerequisites for Credit Points: | | | | |
| | The credit points will be granted after all relevant work and study work have been successfully completed. | | | | |

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| 11 | CP Assignment: | |
| | Presence | No 1 |
| | Relevant Work | No 1 |
| | Total | 12 CP |
| 12 | Weight of the module grade for the overall grade: 12/180 (6,67%) | |
| 13 | Module Prerequisites: none | |
| 14 | Presence: none | |
| 15 | Mobility/Acknowledgement: | |
| | Use of the module for other course programs | none |
| 16 | Responsible Lecturer: Professor Dr. Peter Kajüter | Department: School of Business and Economics |
| | 17 Misc.: | |