



Module Descriptions

Module Descriptions for the B.Sc. Business Administration at the University of Münster from winter semester 2018/19

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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) QRS2: Statistics I (6)	30
	2	BWL2: Foundations of Accounting (9)	Microeconomics I (9)	Statistics II (6) QRS3: Law (6)	30
	3	BWL3: Management Accounting and Control (6) BWL4: Operations Management (6) BWL5: Foundations of Marketing (6)	VWL2: Macroeconomics I (9)	QRS4: Business Language (3)	30
2	4	BWL6: Planning, Taxation and Financial Accounting (12) BWL7: Corporate Finance (6) BWL9: Quantitative Marketing (6)		Business Skills I (3) Business Skills II (3)	30
3	5	BWL10 (6): Management & Goverance BWL-S1: Finance and Accounting-Sem. (6) 2 x 6 LP (2 aus X) Electives in Business Administration (BWL11 - BWL32)	1 x 6 LP (1 aus X) Elective in Economics (VWL 6a - VWL 35)		30
	6	2 x 6 LP (2 aus X) Electives in Business Administration (BWL 11 - BWL 32) BWL-S2: Integrated Management-Sem. (6) Bachelor Thesis (12)			30

Module Title english:				Foundations of Business Administration					
Cou	Course Program: Bachelor Business Administration								
1 Module No: BWL 1				State: Compulsory	Language of	Instru	ction: (German	
2	Turn: seme	each winte ester	r	Duration: 1 semester	Semester: 1	or 2	CP: 9	Workload	d (h): 270
	Modu	ule Structure	e:						
	No	Туре	Cou	rse		State	2	Workload (h	ı)
3								Presence (h + CH)	Self- Study (h)
	1	Lecture	Intro	oduction to Business Ad	ministration	Com	oulsory	30 h (2 CH)	30
	2	Lecture	Fina	nce		Com	oulsory	30 h (2 CH)	45
	3	Lecture	Inve	stment		Com	oulsory	30 h (2 CH)	45
	4	Exercise	Tuto	rial		Com	oulsory	30 h (2 CH)	30
4	 Module Profile: 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. 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 interprine objectives. 								
5	into three different parts that pursue the following learning objectives: Learning outcomes: 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.								

Foundations of Business Administration

6	Description of possible electives within the modules: none								
7	Exam	Examination: Final Module Exam							
8	Relevant Work:NoNumber and Type; Connection to CourseDurationPart of final mark in %								
	1	Final written exam		1	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. 								
	CP As	ssignment:							
			No 1			1.00	CP		
	Proc	sence	No 2		1.00	CP			
11	Presence		No 3		1.00	СР			
			No 4		1.00	CP			
	Rele	evant Work	No 1		5.00 CP				
	Tota	ıl			9 CP				
12		ht of the module grade for th o (5%)	ne overall grade	e:					
13	Modu none	ule Prerequisites:							
14		ence: ence is strongly recommende	d to warrant lea	arning	suo	ccess			
	Mobi	ility/Acknowledgement:							
15	Use of the module for other course programs Sy			Syste	Bachelor Economics, Bachelor Information Systems, Bachelor Mathematics, Bachelor Physics, Master Business Chemistry				
16		onsible Lecturer: Dr. Andreas Pfingsten			Department: Münster School of Business and Economics				
17	Misc	.:			<u> </u>				

Foundations of Accounting

Module Title english:				Foundations of Accounting						
Cou	rse Pr	ogram:		Bachelor Business Administration						
1 Module No: BWL 2				State: Compulsory	Language of Inst	ruction: Germ	nan			
2 Turn: each summer semester			ier	Duration: 1 semester	Semester: 1 or 2 CP: 9 Workload (h			1): 270		
	Mod	ule Structure	: :							
	No	Туре	Cour	se		State	Workload	(h)		
							Presence (h + CH)	Self- Study (h)		
3	1	Lecture	Acco	unting and Annual Finar	ncial Statements	Compulsory	30 h (2 CH)	60		
	2	Lecture	Foun	dations of Accounting		Compulsory	45 h (3 CH)	75		
	3	Exercise			orporate	Compulsory	30 h (2 CH)	30		

4 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.

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 doubleentry-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.

knowledge about the disposition of the net incomeFinancial statementTo perform financial statement analysis in order to a	use Te gain					
	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 statementTo perform financial statement analysis in order to assess the financial situation (profitability and financial risk) of a company applying the understanding gained before						
Learning outcomes:Academic: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•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 statementFoundations 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•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.						
 to transfer and integrate knowledge, methods and theory from lectures ar to present their solutions in a coherent and sophisticated manner, 	nd workshops,					
 to transfer and integrate knowledge, methods and theory from lectures ar to present their solutions in a coherent and sophisticated manner, 	nd workshops,					
 to transfer and integrate knowledge, methods and theory from lectures ar to present their solutions in a coherent and sophisticated manner, to select and identify the most relevant aspects first. Description of possible electives within the modules: 	nd workshops,					
 to transfer and integrate knowledge, methods and theory from lectures ar to present their solutions in a coherent and sophisticated manner, to select and identify the most relevant aspects first. Description of possible electives within the modules: none T Examination: Examinations for every part of the module Relevant Work: 						
 to transfer and integrate knowledge, methods and theory from lectures ar 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 Relevant Work: No Number and Type; Connection to Course Duration Part of the selection of the selec	final mark in %					
 to transfer and integrate knowledge, methods and theory from lectures ar to present their solutions in a coherent and sophisticated manner, to select and identify the most relevant aspects first. Description of possible electives within the modules: none T Examination: Examinations for every part of the module Relevant Work: 	final mark in %					
 to transfer and integrate knowledge, methods and theory from lectures ar to present their solutions in a coherent and sophisticated manner, to select and identify the most relevant aspects first. Description of possible electives within the modules: none Examination: Examinations for every part of the module Relevant Work: No Number and Type; Connection to Course Duration Part of for 1 Written exam on Accounting and Annual 90 min. 33.33 % 	final mark in %					
 to transfer and integrate knowledge, methods and theory from lectures ar to present their solutions in a coherent and sophisticated manner, to select and identify the most relevant aspects first. Description of possible electives within the modules: none Examination: Examinations for every part of the module Relevant Work: No Number and Type; Connection to Course Duration Part of for 1 Written exam on Accounting and Annual Statements (No. 1) Written exam on Foundations of Accounting 120 min. 67.67 % 	final mark in %					
 to transfer and integrate knowledge, methods and theory from lectures are to present their solutions in a coherent and sophisticated manner, to select and identify the most relevant aspects first. Description of possible electives within the modules: none Examination: Examinations for every part of the module Relevant Work: No Number and Type; Connection to Course Duration Part of the statements (No. 1) Written exam on Accounting and Annual Statements (No. 1) Written exam on Foundations of Accounting 120 min. 	final mark in %					
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 to transfer and integrate knowledge, methods and theory from lectures are to present their solutions in a coherent and sophisticated manner, to select and identify the most relevant aspects first. Description of possible electives within the modules: none Examination: Examinations for every part of the module Relevant Work: No Number and Type; Connection to Course Duration Part of for 1 Written exam on Accounting and Annual Statements (No. 1) Written exam on Foundations of Accounting 120 min. Study Work: none Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been completed. 	final mark in %					

		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					
	Mobility/Acknowledgement:					
15	Use of the module for other course programs Sys		Systems	Bachelor Economics, Bachelor Information Systems, Bachelor Mathematics, Bachelor Physics, Master Business Chemistry		
16	6 Responsible Lecturer: Professor Dr. Peter Kajüter			Department: School of Business and Economics		
17	Misc.:					

Mo	dule Ti	tle english:		Management Accounting and Control					
Course Program: Bachelor Business Administration									
1 Module No: BWL 3 State				State: Compulsory	Language of Instr	uction: Germ	ian		
2	Turn seme	: each winte ester	r	Duration: 1 semester	Semester: 3 or 4	CP: 6	Workload (I	1): 180	
	Mod	ule Structur	e:						
	No	Туре	Cours	se		State	Workload	(h)	
3				Presence (h + CH)					
	1	Lecture	Cost	Accounting and Cost M	anagement	Compulsory	45 h (3 CH)	75	
	2	Exercise		ial on Cost Accounting agement	and Cost	Compulsory	7 15 h (1 CH)	45	
4	and control. It builds upon the topics taught in BWL 2. Besides it is recommended to have an in- depth understanding of all topics taught in the first year of the bachelor program. Course content: The module management accounting and control focusses on cost accounting and cost management. One the one hand, insights into management accounting and control as well as cost accounting will be extended and deepened. This involves, among others, cost accounting for decision-making, or particularities of cost accounting in different industries. On the other hand, instruments that can be applied for cost management purposes will be discussed. This involves, among others, target costing and cost estimation tools. In the tutorials, practical problems and case studies that provide advanced insights into the topics of the lecture will be solved.								
	The	mes		Learning object	ives				
		anagement Control	Accoun	iting to be able to exp role as a busine	olain management a ss partner.	accounting a	nd control i	n its	
	 2. Cost Accounting to be able to distinguish different cost accounting systems as well as their areas of applicability, to be able to make management decisions based on cost information. 								
	3. Cost Management • to be able to identify different starting points and instruments for cost management, • to be able to apply cost management instruments to practical problems.								

Management Accounting and Control

5	Learning outcomes:Academic:Students who pass this module will have profound knowledge in the field of cost accounting and cost management. They are able to interpret cost information and to make adequate decisions based on cost information. Besides, they are aware of industry specifics with respect to cost accounting and know current developments in these fields. Students will also have a profound understanding of methods and instruments to manage costs and their respective benefits and drawbacks. Furthermore, students will be able to apply the cost management methods and instruments to practical problems.Soft skills:After having passed the module, students are able to analyze theoretical questions and to identify and solve practical problems in a differentiated way.					
6	Desc none	ription of possible electives	within the modu	les:		
7	Exam	iination: Final Module Exam				
	Relev	vant Work:		1		1
8	No	Number and Type; Connecti	on to Course	Duration		Part of final mark in %
	1	Final written exam		120 min.		100 %
9	Stud	y Work: none				
10	The o	equisites for Credit Points: redit points will be granted a pleted.	ifter all relevant	work and study	work h	ave been successfully
	CP A	ssignment:				
			No 1		1.50 (CP
11	Pres	sence	No 2		0.50 CP	
	Rele	evant Work	No 1	4.00		СР
	Tota	ıl			6 CP	
12	Weight of the module grade for the overall grade: 6/180 (3,33%)					
13	Bodule Prerequisites: Recommended: Knowledge of the content of the module "Foundations of Accounting"					
14	Pres Prese	ence: ence is strongly recommende	d to warrant lea	ming success		
	Mobi	lity/Acknowledgement:				
15	Use	of the module for other cour	se programs			ministration, Bachelor Information Systems,

		Bachelor Mathematics, Master Physics, Master Business Chemistry			
	English translation of module components	No 1: C	ost Accounting and Cost Management		
	English translation of module components from section 3		No 2: Tutorial on Cost Accounting and Cost Management		
16	Responsible Lecturer: Professor Dr. Peter Kajüter		Department: School of Business and Economics		
17	Misc.:				

Operations Management

Module Title english: Operations Management										
Cou	rse Pro	ogram:		Bachelor Business Administration						
1	1 Module No: BWL 4			State: Compulsory	Language of	Instru	iction: (German		
2	Turn: seme	each winte ester	r	Duration: 1 semester	Semester: 3	or 4	CP: 6	Workload	d (h): 180	
	Modu	ule Structur	e:							
	No	Туре	Cou	rse		State	9	Workload (h)	
3								Presence (h + CH)	Self- Study (h)	
	1	Lecture	Ope	erations Management		Com	pulsory	30 h (2 CH)	60	
	2	Exercise	Tuto	orial Operations Manage	ment	Com	pulsory	30 h (2 CH)	60	
4	conte of pro For m funct sales succe Econo "Logi Cours The c	ent by apply ocesses in the ional areas. promotions essfully pase omists" and stics Manag	ing it t he pro e assig For in s plann sed th I "Stat gemen re of th	is module is to teach th	perations man for, and is loca essary to contin or inventory ma ding other cou emester, espec is module is a	ageme ated in nually anager rses, s cially t found	ent deal the fun coordin ment to students he lectu lation fo	s with the ma ctional unit o late with othe know the upo s should have res "Mathem or the module	nagement perations. oming atics for	
	Ther	mes	L	earning objectives						
		casting and Iand Plannir	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.							
	Loca	ation Plannin	Location Planning To Learn different approaches for location decisions.							
	· · · · · · · · · · · · · · · · · · ·			o Learn different approa	g charts to mor		cisions.			
Process Design To design, model and improve processes by using diffe Quality To understand the importance of quality management a					charts to mor ches for location	on deo		ferent approa		

			of quality ma tolerance lin	-	check wheth	er a pro	ocess fulfills desired	
InventoryTo learn different functions of inventories, objectiManagementand techniques for determining how much to order								
	Production PlanningTo learn the different approaches for production planning like manufacturing resources planning, aggregate planning, master product schedule, materials requirements planning and concepts and criterions 						ning, master production	
		eduling rations	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	Learning outcomes: 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. 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.							
6	Desc none		ble electives	within the modules	: 			
7	Exam	ination: Final N	Module Exam					
		vant Work:						
8	No	Number and Ty Final written ex		on to Course	Duration 90 min.		Part of final mark in %	_
					<u> </u>			
9	Study	y Work: none						
10	Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed.							
	CP Assignment:							
	CP As	ssignment:						
		-		No 1		1.00	CP	
11		ssignment: sence		No 1 No 2		1.00		
11	Pres	-					СР	

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				
	Mobility/Acknowledgement:				
15	Use of the module for other course programs	Bachelo System	or Economics, Bachelor Information s		
16	Responsible Lecturer: Prof. DrIng. Bernd Hellingrath		Department: School of Business and Economics		
17	Misc.:				

Foundations of Marketing

Module Title english: Foundations of Marketing									
ζοι	urse Program: Bachelor Business Administration								
Module No: BWL 5			5	State: Compulsory	State: Compulsory Language of Instruction: German				
2		Turn: each winter semesterDuration: 1 semesterSe		Semester: 3	or 4	CP: 6	Workload	i (h): 180	
	Mod	ule Structure	e:						
	No	Туре	Cou	rse		State	9	Workload (h	ı)
3								Presence (h + CH)	Self- Study (h)
	1	Lecture	Four	ndations of Marketing		Com	oulsory	30 h (2 CH)	60
	2	Exercise	Tuto	rial on Foundations of N	Narketing	Com	oulsory	30 h (2 CH)	60
	This cours Cour This	course is an ses. 'se content: course provi	introd des a l	(integration into curricu uctory lecture into mark pasic introduction to as ectives and instruments	eting. It thus pects of strate	egic an			_
	This cours Cour This well	course is an ses. 'se content: course provi	introd des a l	uctory lecture into mark basic introduction to as	eting. It thus pects of strate	egic an			_
	This cour: Cour This well The Mar	course is an ses. 'se content: course provi as the speci ⁻	introd des a l fic obje	uctory lecture into mark pasic introduction to as ectives and instruments	eting. It thus pects of strate of marketing omplex relatio	egic an	d opera	tional market	ing as
ň	This cours Cour This well The Mar Dec	course is an ses. se content: course provi as the speci mes keting and	introd des a l fic obje	uctory lecture into mark pasic introduction to as ectives and instruments Learning objectives To comprehend the co	eting. It thus pects of strate of marketing omplex relatio making. d marketing a	egic and	d operat	tional market eting and stra	ing as
4	This cour This well The Mar Dec Mar	course is an ses. se content: course provi as the speci mes keting and ision-Making	introd des a l fic obje g egies	uctory lecture into mark pasic introduction to as ectives and instruments Learning objectives To comprehend the co institutional decision To learn to understand	eting. It thus pects of strate of marketing omplex relatio making. d marketing a s in a competi entiate, and an	egic and onship of s a con itive ec	d operat of marke oplex pro onomic	tional market eting and stra ocess of strat system.	ing as itegic, tegic
4	This cour This well The Mar Dec Mar Stra Prob	course is an ses. Se content: course provi as the speci mes keting and ision-Making keting Strate	introd des a l fic obje g egies on	uctory lecture into mark pasic introduction to as ectives and instruments Learning objectives To comprehend the co institutional decision To learn to understand decision making steps To understand, differe	eting. It thus pects of strate of marketing omplex relatio making. d marketing a s in a competi entiate, and an arketing pract oranding strat	egic and onship of s a con itive ec nalyze ice.	d operation of market onomic distincti	tional market eting and stra ocess of strat system. ve componen ibe basic opt	ing as Itegic, Itegic
4	This cours Cours This well Mar Dec Mar Stra Proh Bran	course is an ses. Se content: course provi as the speci mes keting and ision-Making keting Strate tegic Decisio olems	introd des a l fic obje egies on nent	uctory lecture into mark pasic introduction to as ectives and instruments To comprehend the co institutional decision To learn to understand decision making steps To understand, different decision making in marking To understand basic	eting. It thus pects of strate of marketing omplex relatio making. d marketing a s in a competi entiate, and an arketing pract oranding strate options (focu	egic and onship of s a con itive ec nalyze ice. egies.	d operat of marke oplex pro onomic distincti fo descr brand t	tional market eting and stra ocess of strat system. ve componen ibe basic opt ransfer).	ing as itegic, itegic its of ions of
4	This cours Cours This well Mar Dec Mar Stra Proh Bran	course is an ses. se content: course provi as the speci mes keting and ision-Making keting Strate tegic Decisio olems nd Managem	introd des a l fic obje egies on nent	uctory lecture into mark pasic introduction to as ectives and instruments To comprehend the co institutional decision To learn to understand decision making steps To understand, different decision making in mark To understand basic b branding architecture To describe basic step	eting. It thus pects of strate of marketing omplex relatio making. d marketing a s in a competi entiate, and an arketing pract oranding strate options (focu os when devel	egic and onship of s a con itive ec nalyze ice. egies.	d operation of market oplex pro distinction fo describrand t new pro ce pricir	tional market eting and stra ocess of strat system. ve componen ribe basic opt ransfer). ducts based	ing as itegic, itegic its of ions of on
4	This cours Cour This well Mar Dec Mar Dec Mar Bran Prot Bran Prot	course is an ses. se content: course provi as the speci mes keting and ision-Making keting Strate tegic Decisio olems nd Managem	introd des a l fic obje egies on nent	uctory lecture into mark pasic introduction to as ectives and instruments To comprehend the co institutional decision To learn to understand decision making steps To understand, differe decision making in ma To understand basic to branding architecture To describe basic step customers' needs.	eting. It thus pects of strate of marketing omplex relatio making. d marketing a s in a competi entiate, and an arketing pract oranding strate options (focu os when devel nethods that i cific market c	egic and onship of s a con itive ec nalyze ice. egies.	d operation of market oplex pro onomic distinction brand t new pro ce pricin ns.	tional market eting and stra ocess of strat system. ve componen ibe basic opt ransfer). ducts based og. To comput	ing as itegic, itegic ites of ions of on ite

5	 Learning outcomes: 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. 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). 						
6	Description of possible electiv none	es within the modules	:				
7	Examination: Final Module Ex	am					
8	Relevant Work: No Number and Type; Conn	ection 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 grante completed.		rk and study work	have been successfully			
	CP Assignment:						
	Presence	No 1	1.0	o CP			
11		No 2	1.0	1.00 CP			
	Relevant Work	No 1	4.0	4.00 CP			
	Total		6 C	P			
12	Weight of the module grade for 6/180 (3,33%)	r the overall grade:					
13	Module Prerequisites: none						
14	Presence: Attendance is strongly recomm	nended to warrant lear	ning success				
15	Mobility/Acknowledgement:						

			or Economics, Bachelor Information s, Bachelor Mathematics, Master
16	Responsible Lecturer: Professor Dr. Thorsten Wiesel		Department: School of Business and Economics
17	Misc.:		

Мос	lule Ti	tle english:		Planning, Taxation and Financial Accounting						
Cou	rse Pro	ogram:		Bachelor Business Ad	ministration					
1	Modu	Ile No: BWL	6	State: Compulsory	Language of Inst	t ruction: Gerr	nan			
2	Turn: seme	each summ ester	er	Duration: 1 semester	Semester: 3 or 4	CP: 12	Workload ((h): 360		
	Modu	ıle Structure	:							
	No	Туре	Cour	se		State	Workload	(h)		
						Presence (h + CH)	Self- Study (h)			
3	1	Lecture	Plan	ning and Decision		Compulsory	30 h (2 CH)	60		
	2	Lecture	Princ	iples of Corporate Taxa	ples of Corporate Taxation			60		
	3	Lecture	Finar	ncial Accounting I	Compulsory	30 h (2 CH)	60			
	4	Exercise	Tuto	rial on Financial Accoun	Compulsory	30 h (2 CH)	60			
4	Purpe The n accours Planr neces empi them a mo strate Princ on ea of fur proce in qu help the le to de finan accours	nodule deep unting. Se content: ning and Dec ssary to deal rical evidence atic priority a dern capital egic challeng iples of Corp rnings law, i ther differen edural tax law estion are ar of several ex ecture or spe velop solutio cial stateme unting princi deeper unde sponding pri	ens str ision: with s ce, and are gar marke ge of te orate i. e. inc t taxat w can b nalyzed cercise cial ex ons on nts is o ples. T erstand inciple	integration into curricu udents' knowledge in st This course provides st strategic planning tasks practical application of ne-theory and strategic t-oriented approach to t ch nological innovation faxation: In the field of come taxes, corporation ion types (e. g. sales tax be examined within the d. The theoretical lecture elements respectively p ercise lessons might be their own. Financial Ac on the recognition and r hese regulations are the ding of the topics in que s and rules of the Interri er, insights into the mai	rategic planning, of udents with the m in firm-specific co f modern strategic choice, empirical he balanced score within the framew corporate taxation and trade taxes a x) or the tax code a course. The econo e's contents of the practice cases. The established or str counting I: he focu neasurement regu eoretically dealt w estion by means of national Financial	ethodical and ntexts. It com planning insi testing of lea ecard, and the vork of interne the basic pri s well as pote are presented mic effects of course are il exercises are udents are pre lations with r ith, but the of numerous ex Reporting Sta	d quantitative bines theore truments. A rning curve e long-tail a et economy nciples of the entially the levent f the tax sta lustrated wite e presented eviously sup aration of a egard to Ge ojective is a camples. The andards (IFR	ve skills ry, reas of effects, s a ne taxes basics n, the ndards ith the l during pposed nnual rman lso to e 2S) are		

Planning, Taxation and Financial Accounting

and auditing are provided. A balanced interplay between a theoretical basis and the application of the contents taught in the course are consistently pursued.

Learning outcomes:

Academic:

5

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. 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 geiven 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.

6	Description of possible electives within the modules: none								
7	Examination: Examinations for every part of the module								
	Relev	vant Work:	i						
	No	Number and Type; Connection to Course	Duration	Part of final mark in %					
8	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	Stud	y Work: none							
10	The c	equisites for Credit Points: credit points will be granted after all relevant wo pleted.	rk and study work	have been successfully					

	CP Assignment:					
		No 1		1.00 CP		
	Presence	No 2		1.00 CP		
	riesence	No 3		1.00 CP		
11		No 4		1.00 CP		
		No 1		2.00 CP		
	Relevant Work	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 succes	s.			
15	Mobility/Acknowledgement:					
-5	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				Corporate Finance				
Cou	rse Pro	ogram:		Bachelor Business Ad	r Business Administration							
1	Module No: BWL 7			State: Compulsory	Language of	Instru	iction: E	English				
2	Turn: seme	each summ ester	er	Duration: 1 semester	Semester: 3	or 4	CP: 6	Workload	l (h): 180			
	Modu	ule Structure):)									
	No	Туре	Cour	se		State		Workload (h)			
3								Presence (h + CH)	Self- Study (h)			
	1	Lecture	Corp	orate Finance		Comp	oulsory	30 h (2 CH)	90			
	2	Exercise	Tutor	ial on Corporate Financ	e	Comp	oulsory	30 h (2 CH)	30			
4	ques The c the v conce groun "inve unde Cour s The c princ discu learn and s differ a onl	tion to what liscussion b aluation of s urrently imp ndwork for th estments" in er certainty. se content: course introd iples of asse ussed and th how compa securities ca rent concept ine-tutorial t aration.	extend uilds of ecurition rove the rove the greate greate luces st et pricin e Modi nies sh n be va s of mu	r of the consequences. The equity or debt should be in a thorough understances and corporations. Least estudent's ability to mative finance module in the detail. Prerequisite for tudents to portfolio theory in financial markets (gliani-Miller irrelevance) fould optimally satisfy the lued. Additionally, the solution optimal the opport of the students the opport of the solution of the solution optimal the opport of the solution of the solution optimal satisfy the solution optimal solution optimal the opport of the solution optimal solution optimal the solution optimal solution optimal solutions with the opport of the solution optimal solution optimal solutions with the opport of the solution optimal solution optimal solutions with the opport optimal solution optimal solutions with the solution optimal solution optimal solutions with the solution optimal solutions with the solution optimal solutions with the solution optimal solution optimal solutions with the solution optimal solutions with the solution optimal solution optimal solutions with the	be used to fina ding of the fur arning about a ake smart fina he 6th semest the course is ory and develo (CAPM). Furthe theorem is pu heir financial students will bu	ance the nctioni asset p ncial d ter whi the co ops an ermore ut into needs earn to orial w	ng of fir ricing n ecision ch will mprehe unders , capita perspe and ho o use ar vill be p	s investment nancial marke nodels will s. The course address the te ension of valu tanding of ba l structure iss ctive. Studen w investment nd select betw artly in class,	projects. ets and lays the opic ation sic sues are ts will projects veen partly as			

	Capital Asset Pricing	To learn about the valua standard model of marke		es in capital markets and the	
	Model Cost of capital and capital structure	To identify the pivotal fa structure. To assess a co		ining the optimal capital of capital.	
	Business Valuation	To use discounted cash	flow methods i	n business valuation.	
	Advanced BusinessTo understand multiple period valuation models which allow for changing capital structures and the influence of taxation.				
5	Learning outcomes: 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. 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 students' discussion-skills in the academic context. As lecture and tutorial are taught in English, the students' 'Business English' proficiency is improved.				
6	Description of possible el none	ectives within the modul	es:		
7	Examination: Final Modu	le Exam			
8	Relevant Work: No Number and Type; C	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.				
	CP Assignment:				
	Presence	No 1		1.00 CP	
11		No 2		1.00 CP	
	Relevant Work	No 1		4.00 CP	
	Total			6 CP	
12	Weight of the module gra 6/180 (3,33%)	de for the overall grade:			

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 su	iccess		
	Mobility/Acknowledgement:			
15	Use of the module for other course programs		or Economics, Bachelor Information s, Bachelor Mathematics, Master	
16	Responsible Lecturer: Professor Dr. Thomas Langer		Department: School of Business and Economics	
17	Misc.:			

Quantitative Marketing

Mod	Module Title english:			Quantitative Marketing						
Cou	rse Pro	ogram:	Bachelor Business Administration							
1				State: Compulsory Language of Instruction: Englis			English			
2	Turn: each summer semester			Duration: 1 semester	Semester: 3	or 4	CP: 6	Workload (h): 180		
	Module Structure:									
	No	Туре	Cour	se		State		Workload (h)	
3								Presence (h + CH)	Self- Study (h)	
	1	Lecture	Mark	et Research		Comp	oulsory	30 h (2 CH)	30	
	2	Exercise	Tuto	rial on Market Research		Comp	oulsory	15 h (1 CH)	15	
	3	Lecture		eting Operations			oulsory		30	
	4	Exercise	Tuto	rial on Marketing Operat	ions	Comp	oulsory	15 h (1 CH)	15	
4	The c Cours Mark mark other analy and M descr indiv appli regar lies o analy After An ex mark Mark Mark decis budg will p	ourse requir se content: et Research: eting decision business m vsis of inform Marketing Re- ribe market r iduals or org ed social sci ded as funda- on the process stending the semplary in-co- et research se eting Operate eting decision ions, calibra- et allocation rovide addit	es bas Precis ons. Th anage nation search esearch ences amenta s of so an in- is cour class p surveys ions: I ons wil ation of a, as we ional i	integration into curricul ic knowledge of descrip e information is an esse us, correct information is rs. The increasing dema a core challenge in busi in (ESOMAR) and the Inte th as the "systematic ga ions using the statistica to gain insight or suppo al for the provision of the olving market research p class tutorial, online too rse, participants should roject will show the plar s. Accordingly, the particular n Marketing Operations I be treated. Special foc market response function and tutorials, too.	tive and indu- ential prereques a crucial rest nd of information ness practice. rnational Chat thering and ir l and analytic rt decision matering roblems by applet on the quartitation the quantitation the quantitation the quantitation ons, optimization trolling. Besid	isite in source tion ma . The Ei mber c aterpre al metl aking.' ormatic polying e addit nduct r on, an ch surv tive fou essions ation of les an i	order t for mar akes th uropean of Comm tation of hods ar 'Thus, on. The g different ional ir market alysis, a reys is p undatio is on t f the ma in-class	o make reaso keting manag e acquisition n Society for (nerce (ICC) jo of information nd techniques market resea focus of the co ent methods co n-depth inform research then and interpreta oart of the cou n of operation he modeling of arketing mix a tutorial, onli	gers and and Dpinion intly about s of the rch can be course of nation. nselves. ation of urse. nal of ind ne tools	
5	Acad			ourse gives insights in th	ne theoretical	basics	ofmar	ket research.	By	

	market research themselves. Mar procedures of ma decisions. They g and demonstrate Soft skills:	The module is taught in English. Thus, the business English skills of the students are increased.									
6	Description of po none	Description of possible electives within the modules: none									
7	Examination: Ex	xamination: Examinations for every part of the module									
	Relevant Work: No Number an	d Type; Connection to Cou	ırse	Duration	Part of final mark in %						
8	1 Written exa	ım on Market Research (No	D. 1)	60 min.	50 %						
	2 Written exa	m on Marketing Operation	ns (No. 3)	60 min.	50 %						
9	Study Work: non	e									
10	Prerequisites for The credit points completed. CP Assignment:	Credit Points: will be granted after all re	levant wo	k and study work	have been successfully						
		No 1			o CP						
	Presence	No 2	No 3								
11					о СР о СР						
		No 1	No 4		о СР						
	Relevant Work	No 2			о СР						
	Total			6 CI							
12	Weight of the m (6/180 (3,33%)	odule grade for the overall	grade:								
13	Module Prerequi The module requ	sites: ires basic knowledge of de	escriptive	and inductive sta	tistics.						
14	Presence: Presence is stror	gly recommended to warra	ant learnir	ig success							
15	Mobility/Acknov	vledgement:									

	Use of the module for other course programs	Bachelo System	elor Economics, Bachelor Information ms				
16	Responsible Lecturer: Professor Dr. Manfred Krafft		Department: School of Business and Economics				
17	Misc.:						

Management & Governance

Module Title english:				Management & Governance							
Cou	rse Pr	ogram:		Bachelor Business Adı	ninistration						
1	Mod	u le No: BWL	10	State: Compulsory Language of Instruction: German							
2	Turn seme	each winter ester		Duration: 1 semester	Semester: 5	emester: 5 or 6 CP: 6		Workload (h): 180			
	Mod	ule Structure	:								
	No Type Cou			rse		State	9	Workload (h)		
3								Presence (h + CH)	Self- Study (h)		
	1	Lecture	Orga	anization and Managem	ent	Com	pulsory	30 h (2 CH)	30		
	2	Lecture	Corp	oorate Governance		Com	pulsory	30 h (2 CH)	30		
	3	Exercise	Tuto	orial on Management & C	overnance	Com	pulsory	30 h (2 CH)	30		
4	and t		ns and	and corporate governan weaknesses will be and studies.							
	The	mes			Learning objectives						
	-	anisational D 1an Ressoure	-	; Strategic Management nagement	Understanding of the basics of Organization Management						
	-	oorate Gover king Counci		; Two Tier System;	Understanding of the basics of Corporate Governance						
5	Acad The s huma posit	an resource i ion to evalua skills:	w diffe manag	erent forms of organizati gement (staffing) and sys ferent management- and	stems of corp	orate g	governar	nce. They are	in the		
6	Desc none	• •	ssible	electives within the mo	dules:						

7	Exam	nination: Final Module Exam						
	Relev No	vant Work: Number and Type; Connecti	ion to Course	Du	ration	Part of final mark in %		
8	1	Final written exam			o min.	100 %		
9	Stud	y Work: none		•		<u>·</u>		
10	The c	equisites for Credit Points: credit points will be granted a pleted.	after all relevant	t work ar	nd study work h	nave been successfully		
	CP As	ssignment:						
			No 1		1.00	СР		
11	Pres	sence	No 2		1.00	СР		
			No 3		1.00	СР		
	Rele	evant Work	No 1		3.00	СР		
	Tota	ıl			6 CP			
12		(ht of the module grade for th o (3,33%)	ne overall grade	9:				
13	Mod none	ule Prerequisites:						
14	Pres e Prese	ence: ence is strongly recommende	ed to warrant lea	arning sı	lccess			
	Mobi	ility/Acknowledgement:						
15	Use	of the module for other cour	se programs		achelor Economics, Bachelor Information ystems, Bachelor Mathematics, Master hysics			
16		onsible Lecturer: essor Dr. Gerhard Schewe			Department: School of Bu:	siness and Economics		
17	Misc	.:						

Finance & Accounting Seminar

Мос	Module Title english:			Finance & Accounting Seminar							
Cou	rse Pro	ogram:		Bachelor Business Ad	ministration						
1	Modu	ule No: BWL S	S-1	State: Compulsory	Language of Instruction: German or English						
2	2 Turn: each winter semester			Duration: 1 semester	Semester: 5 or 6	CP: 6	Workload (h): 180			
	Module Structure:										
	No	Туре	Co	urse		State	Workload (h)				
3							Presence (h + CH)	Self- Study (h)			
	1	Seminar	Fin	ance & Accounting Cas	e Studies Seminar	Elective	30 h (2 CH)	150			
	2	Seminar	IN	TOP Business Simulatio	n (English)	Elective	60 h (4 CH)	120			
4	seme betw Cours Finar finan conn bach will b INTO with INTO incre polyp differ have the p cons comp proce criter educ The c relati comp	esters to solv een finance a se content: nce and Acco ce and accou ections betw elor studies. of practised h P: INTOP (Inte the specific p P derives its asingly vital polistic dema rent publicly to consider h articipants h traint of a mi pany division ess. Based on ia are high m ation. The pa decision-mak ing to busine	e pra and untii untiir veen Stud by w erna brob spec elen ind s elen ind s the i ave s. T n the narks artic ing j ss o	ly the theoretical knowl actical problems. The g accounting. Ing Case Studies Semina or and taxes. The aim of the different areas. The dents' knowledge from orking on case studies. tional Operations Simulers of multinational c cial significance from the nent of the business em- structure. Because the p de INTOP IV-companies, nterests of their investor the task to maximize the um equity ratio through to take part in INTOP, im- e written applications' es in former exams and a ular advantage of INTOP process requires a num bjectives and operating given data, the busines	oal of the seminar i ar: The seminar co f the course is to ma ereby, it connects di previous courses is The case studies h lation) is the first m ompanies and work fact, that the intervironment. INTOP si participants, function have the sharehold ors when establishing the adjustment of terested students h evaluations 20-30 si an adequate knowle P is the interdiscipli- ber of truly entrepre	s to unde vers seve ake stude ifferent m enhance ave to be ajor busi dwide bus rnational imulates a oning as the ders' capit ng a set o nulative p decisions ave to ove tudents we edge achie inary aspe eneurial, sy	rstand the inter- ral intergative odules from the d in certain as solved in grou- ness simulation siness operati market becam a supply oligon the executive be tal at their disp f objectives. The rofit under the in the different ercome an ele will be elected. eved during pre- tategic decis participants version	eraction topics in ne pects and ups. on to deal ons. ne an poly with a oards of posal, they herefore, ent ction Selection revious ialtion: ions vith a			

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:

5

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

6 Description of possible electives within the modules: One of the courses has to be absolved.

	Rele	evant Work:				
8	No	Number and Type; Conn	Durati	on	Part of final mark in %	
		Finance & Accounting Ca	ase Study (No. 1):			
	1	Written exam on Finance Seminar	e & Accounting Case Study	60 mi	n.	60 %
	2	Case studies on Finance Seminar	& Accounting Case Study	2 x ca	. 7 pages	40 %
		or INTOP (No. 2):				
	3	seminar paper on INTOP the beginning of the sen	(subject will be given at nester)	8 - 10	pages	40 %
	4	INTOP Business Simulat the management decision	ion Game: written paper on ons	maxin pages	1um of 15	40 %
	5	Presention & defence (II	NTOP)	45 mii group	n. per	20 %
9	Stud	ly Work: none				
10	The	equisites for Credit Point s credit points will be grant pleted.	s: ed after all relevant work an	d study	work have	been successfully
10	The com	credit points will be grant		d study	work have	been successfully
10	The com	credit points will be grant pleted. Assignment:	ed after all relevant work and	d study	work have	been successfully
10	The com	credit points will be grant pleted.	ed after all relevant work and	d study	1	been successfully
10	The com	credit points will be grant pleted. Assignment:	ed after all relevant work and		1.00 CP	been successfully
10	The com	credit points will be grant pleted. Assignment:	ed after all relevant work and No 1 (on choice) No 2 (on choice) No 1 (depending on cho		1.00 CP 2.00 CP	been successfully
	CP A	credit points will be grant pleted. Assignment:	ed after all relevant work and No 1 (on choice) No 2 (on choice) No 1 (depending on cho and	ice)	1.00 CP 2.00 CP 3.00 CP	been successfully
	CP A	credit points will be grant pleted. Assignment: sence	ed after all relevant work and No 1 (on choice) No 2 (on choice) No 1 (depending on cho and No 2 No 3 (depending on cho	ice)	1.00 CP 2.00 CP 3.00 CP 2.00 CP	been successfully
	CP A	credit points will be grant pleted. Assignment: sence	ed after all relevant work and No 1 (on choice) No 2 (on choice) No 1 (depending on cho and No 2 No 3 (depending on cho and	ice)	1.00 CP 2.00 CP 3.00 CP 2.00 CP 1.50 CP	been successfully
	CP A	credit points will be grant pleted. Assignment: sence evant Work	ed after all relevant work and No 1 (on choice) No 2 (on choice) No 1 (depending on cho and No 2 No 3 (depending on cho and No 4 and	ice)	1.00 CP 2.00 CP 3.00 CP 2.00 CP 1.50 CP 1.50 CP	been successfully
	CP A Pres Rela	credit points will be grant pleted. Assignment: sence evant Work	ed after all relevant work and No 1 (on choice) No 2 (on choice) No 1 (depending on cho and No 2 No 3 (depending on cho and No 4 and No 5	ice)	1.00 CP 2.00 CP 3.00 CP 1.50 CP 1.50 CP 1.50 CP	been successfully

14	Presence: Presence is strongly recommended to warrant lea	arning	success
15	Mobility/Acknowledgement:		
-5	Use of the module for other course programs	Back	nelor 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						
					usiness Administration					
1	Modu	ule No: BWL	S-2	State: Compulsory	nstruction: German or English					
2	Turn: each summer semester			Duration: 1 semester	Semester: 5 or	6	CP: 6		Workload	d (h): 180
	Module Structure:									
	No	Туре	Coι	ırse		Stat	te	Wo	rkload (h)	<u> </u>
3									sence (h H)	Self- Study (h)
	1	Seminar	Inn	ovation Management		Elec	tive	45 ł	h (3 CH)	135
	2	Seminar	INT	OP Business Simulatio	n (English)	Elec	tive	60	h (4 CH)	120
4	Cours In Inr struc as we taugh elabo INTO speci its sp elem dema publi consi partic a mir To ta writte in for adva requi	se content: novation Mar tures of a sys- ell as the unco- tand discuss prated by the P (Internation fic problems becial signific ent of the bu- and structure cly listed INT ider the inter cipants have nimum equity ke part in INT en application mer exams a ntage of INT res a number ating princip	nager stema derlyi ssed. stud nal O s of m cance sines cance sines the t y ratio TOP IV rests the t y ratio TOP, i ns' e and a DP is or of t	ng interplay between d This is accompanied b lents to deepen the kno perations Simulation) in ultinational companies from the fact, that the ss environment. INTOP cause the participants, V-companies, have the of their investors when cask to maximize their of o through the adjustme interested students hav valuations 20-30 stude n adequate knowledge the interdisciplinary as	ategies, process w products, proc ifferent domains y case studies o owledge of releva s the first major s and worldwide international ma simulates a sup functioning as th shareholders' ca establishing a s companies' cum ent of decisions i ve to overcome a ents will be elect achieved during spect of the simu	esse and f suce ant co busi busi busi arket ply ol ne ex- apital et of ulativ n the ed. S g prev altio	es rela depa cessf oncep ness beca ligopo ecutiv l at the objection election election selection r. The	+ CH)Study (h)45 h (3 CH)13560 h (4 CH)120hat have been taughtFoundations of Marketing nd broadens the acquired, and organizational ated to their development ated to their development ate		evelopment ompany are nnovations es. deal with the TOP derives ingly vital polistic ifferent hey have to ore, the constraint of divisions. ed on the high marks he particular king process

"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.
 apply fundam facets of inno understand th between mich understand th development understand th market entry. 	n of the course the student is able to nental innovation management concepts; know the main objectives and differen ovation management and assess their relevance. he elemental action framework of innovation management and differentiate ro-, macroenvironmental and situational factors. he strategic nature of innovation management; know and apply different product t, branding, timing, and ccoperation strategies. he holistic innovation management process - from market situation analysis 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

	Soft Inno • e INTO	Inside the group assignm in groups and their ability to skills: vation Management: Upon c evaluate empirical research b engage in discipline-specific P: Students can solve comp entation and conflict resolut	o coordinate with peers. ompletion of the course t based on own experience discussions. lex problems in a team. T	he stude s.	nt is able	to	
6	Stud	cription of possible electives ents must absolve either (a) inar Strategic Management c	the seminar innovation r	nanager	ient or (b)	the case study	
7	Exan	nination: Examinations for e	very part of the module				
	Rele	vant Work:					
	No	Number and Type; Connect	ion to Course	Duratio	n	Part of final mark in %	
		Innovation Management (N	0. 1):				
	1	Written exam on Innovation	n Management	60 min.		95 %	
•	2	Practical exercises on Inno	vation Management	240 mir	۱.	5 %	
8		or INTOP (No. 2):					
	3	Seminar paper (INTOP) (sul beginning of the semester)	pject will be given at the	8 - 10 pa	ages	40 %	
	4	INTOP Business Simulation on management decisions	Game. written paper	maximu pages	IM of 15	40 %	
	5	Presentation & defence (IN	TOP)	45 min. group	per	20 %	
9	Stud	y Work: none					
10	The o	equisites for Credit Points: credit points will be granted pleted.	after all relevant work and	d study v	vork have	been successfully	
	CP A	ssignment:					
			No 1 (on choice)		1.50 CP		
	Pres	sence	No 2 (on choice)		2.00 CP		
11			No 1 (depending on cho	ice) and	3.50 CP		
			No 2		1.00 CP		
	Rele	evant Work	No 3 (depending on cho	ice) and	1.50 CP		
			No 4 and		1.50 CP		
	<u> </u>		No 5		1.00 CP		

	Total				6 CP
12	Weight of the module grade for t 6/180 (3,33%)	he overall grade	:		
13	Module Prerequisites: None. The number of participants	s allowed for INT	OP ca	n be restrict	ed.
14	Presence: Attendance is strongly recommer	nded to warrant	earni	ng success	
45	Mobility/Acknowledgement:				
15	Use of the module for other cou	rse programs	Bach	elor Econom	nics
16	Responsible Lecturer: UnivProf. Dr. Thorsten Hennig-T	hurau		Departmer School of I	1t: Business and Economics
17	Misc.:				

Advanced Accounting

		tle english:	Advanced Accounti	ng				
				-				
Cou	rse Pro	ogram:	Bachelor Business	Administration				
1	Modu	Ile No: BWL 11	State: Elective	Language of Instru	uction: Gerr	nan, p	artly Englis	sh
2	Turn: seme	each winter ster	Duration: 1 semester	Semester: 5 or 6	CP: 6	Wor	kload (h): 1	80
	Modu	le Structure:						
	No	Туре	Course		State		Workload	(h)
3							Presence (h + CH)	Self- Study (h)
	1	Lecture/ Exercise	Advanced Financia	al Accounting	Compu	lsory	30 h (2 CH)	60
	2	Lecture/ Exercise	Business Analysis		Compu	lsory	30 h (2 CH)	60
4	Adva struct inform obtai prepa GAAF gain Busir hand most intern comp the re- shall finan Cours Adva prepa funda techr These toget scope conso will g By th	nced Financial Ac tures. Therefore t native for potention a true and fair ware these request basic knowledge ness Analysis: This and Managerial Ac important valuat of Managers to g oany faces. Therefore elated techniques deepen their known cial and managers deepen their	e/integration into cur counting: Companie he individual financia fal investors who con view on the group as ed consolidated fina- the International Fina- on IFRS. Knowledge i is class incorporates Accounting on the oth ion methods for com gain a deep understan fore it is important to and interpretation g wledge in manageria- rial accounting. For the counting: This lectur German-GAAP) and IF olidated financial statements aration of consolidat financial statements statement like defer v about the Internatio s students should have	es are often subject f al statements of the clusively request a c a whole. Students in ancial statements in a ancial Reporting Stat in financial accounti two elements: Finar her hand. Financial f panies performed n nding of the current provide students w guidelines. Beyond f al accounting and re his course basic kno re focuses mainly or RS. Therefore stude tements accompani proportional consoli of practical example ed financial stateme s. Furthermore, spec red taxes will be em onal Financial Report	companies consolidate n this cours accordance ndards (IFR ing is a prer ncial Statem Statement A ot only by in economic s ith a profou inancial acc cognize cor wledge in a n consolida nts will lear ed by sever dation and es. Moreove ents will be ific questio phasized. A ting Standa	invol d fina e will with 1 S). Fur equis nent A Analys nest ituation counti	ved are not ncial states learn how t HGB (Germ thermore t ite for this nalysis on or this is one of ors but also on the cons derstandir ng, the stu- ons betwee thing is require hancial stat basics and solidation quity metho l requirement ed as well h regard to onally, stu- on about at	ment to o an- hey will course. the one f the by sidered g of dents en uired. ements od. ents as the lents iditing.

	respo apply of IFR know Back stude for cl expe Refer econ corre it is e found deep Unlik This o rest v objec accol apply provi motiv	n their daily work. This course is intended to be ensibility for learning will rest with the students. If theory in "real" life. The objective is to develop S and consolidated financial statements (IFRS a ledge to concrete accounting situations as they ground information in form of additional reading ents learning experience will depend on the extents ass, and attention during class. The instructor's rience by providing a course structure, course m ring to Financial Statement Analysis this course omic situations and management decisions car lated with the impact on key ratios and the rela- xpected that students are able to analyse comp led investment decisions. Referring to Manage ened understanding of financial and manageria e in Anglophone countries, financial and manageria to corporations. There will be examples to exp tive is to develop a working knowledge of finan- unting in order to be able to adopt this knowled to corporations. Background information in for ded. The quality of students learning experience vation, initiative, preparation for class, and atte- support the learning experience by providing a res.	There will be example a working knowled and HGB) in order to apply to corporation g material will be pre- ent of their motivation role will be to supple aterials, and lectur will enable studen influence the complete influence the	ples to explain how to dge of the basic principles o be able to adopt this ons and audit firms. rovided. The quality of on, initiative, preparation oort the learning res. Business Analysis: ts to understand how pany's performance By the end of this course, resulting in reasoned and course is to develop a ll as their interrelations. re distinctive in Germany. sibility for learning will neory in "real" life. The ysis and managerial l" life situations as they ding material will be e extent of their The instructor's role will
5	Acad After know Furth • • Refer accounter Soft s After	ing outcomes: emic: the successful completion of the module, stude ledge of accounting principles for consolidated ermore, they have demonstrate the ability to analyse and interpret the economic situati to compare and rank companies depending of to condense different ratios and information to apply the technical ratios to individual cas ring to Managerial Accounting students have de unting and controlling. Moreover, they are able hal accounting. skills: the successful completion of the module, stude s as well as to identify practical problem areas	financial statemen on of a company, on their financial pe to an overall invest es. eveloped comprehe to explain relations	ts under German GAAP. erformance, ment decision, nsive knowledge in hips between external and lyze sound theoretical
6	Desc none	ription of possible electives within the modules	:	
7	Exam	ination: Examinations for every part of the mod	lule	
		ant Work:		
	No	Number and Type; Connection to Course	Duration	Part of final mark in %
8	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 Point The credit points will be gran completed.		wo	rk and study work have been successfully
	CP Assignment:			
		No 1		1.00 CP
11	Presence	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 6/180 (3,33%)	for the overall grade	:	
13	Module Prerequisites: Recommended: Knowlege ba	ised on the modules	Fin	ancial Accounting/Taxation and Controlling
14	Presence: Presence is strongly recomm	ended to warrant lea	arniı	ng success.
	Mobility/Acknowledgement:			
15	Use of the module for other	course programs		chelor Economics, Bachelor Information stems
16	Responsible Lecturer: Professor Dr. Peter Kajüter, P Kirsch	rof. Dr. Hans-Jürgen		Department: School of Business and Economics
17	Misc.:			

Advanced Taxation

Mod	dule Ti	tle english:		Advanced Taxation					
Cou	rse Pro	ogram:		Bachelor Business Ad	ministration				
1		ule No: BWL :	12	State: Elective	Language of Ins	struc	tion: Ger	man	
2	Turn: seme	each ester		Duration: 1 semester	Semester: 5 or 0		CP: 6	Workload	(h): 180
	Modu	ule Structure	:						
	No	Туре	Co	ourse		Sta	te	Workload (h	ı)
3								Presence (h + CH)	Self- Study (h)
	1	Lecture	Tra	ansaction Taxes		Con	npulsory	15 h (1 CH)	30
	2	Exercise	Tu	torial on Transaction Ta	axes	Con	npulsory	15 h (1 CH)	30
	3	Lecture	In	come Taxes		Con	npulsory	15 h (1 CH)	30
	4	Exercise	Tu	torial on Income Taxes		Con	npulsory	15 h (1 CH)	30
4	Integ impo princ skills Germ great poss and e Cours The p respector cours the ta inten decis parts	rated knowle rtance for eff iples necess in determin an tax law b importance ible. The cou extends the a se content: part Transact ect, it elabora se may be ex axation of pa sive introduc ions from a	edge ficie ary f ing f eing to c rse acqu ion tates tenc rtne ction	le/integration into curr e of tax law, taxing proc nt economic and busin to taxation, the differen- taxing consequences of gone of the most compl onsider tax consequen- Advanced Taxation buil tired knowledge in term Taxes provides a deepe on both national and in ded by an excursus into erships, corporations ar n into the relevant tax ru- perspective. The most in ed by a tutorial, which h	esses and tax eff ess decisions. Th it types of taxes, f alternative comp lex and fastest ch ces not only in ac lds on the module is of transaction t er understanding nternational (EU a real estate trans ind hybrid legal fo ules, the course f mportant issue is	is do and t plex nangi dvand e "Pr taxes of va and r fer ta rms i ocus the	bes not of taxpayers business ing ones i ce but als inciples of and inco lue-adde non-EU co ax. The pa in an adve es on ma choice of	hly refer to the but requires es. With resp in the world i fo as precisel of Corporate To ome taxes. d tax (VAT). If ountries) aspeart anced way. A king optimal the legal for	e basic profound ect to t is of y as Faxation" n this ects. The xes covers fter an business m. Both
5	Acad After evalu adva apply	ate them an nced knowle / their knowl e written exa	che d d ca dge edge mina	course, students know in structure them in an about the consequenc e on actual tax-related ation, the student shou coherent argument with	optimal economi es of taxes on bu problems. Id demonstrate t	c wa sine he al	y. Further ss decisio bility	more, they g	ain

	Stud on le infor	cture material, exercises.	ots and tax rules to prough a combinat They are responsib journals, internet e	individual cases ion of lecture, pro ble for their own i	e-processing and following up
6	Desc none	ription of possible electiv	es within the mod	ules:	
7	Exam	ination: Examinations fo	r every part of the	module	
	Relev No	vant Work: Number and Type; Conne	ection to Course	Duration	Part of final mark in %
8	1	Written exam on Transac	tion Tax (No. 1)	60 min.	50 %
	2	Written exam on Income	Tax (No. 3)	60 min.	50 %
9	Stud	y Work: none			
10	The c	equisites for Credit Points redit points will be grante pleted.		work and study	work have been successfully
	CP As	ssignment:			
			No 1		0.50 CP
	Droc	ence	No 2		0.50 CP
11	Fles	ence	No 3		0.50 CP
			No 4		0.50 CP
	Rele	vant Work	No 1		2.00 CP
			No 2		2.00 CP
	Tota	l			6 CP
12		ht of the module grade fo	r the overall grade	:	
13		Ile Prerequisites: From the module "Princip	oles of Corporate Ta	axation" are reco	mmended.
14	Prese Prese	ence: ence is strongly recommer	nded to warrant lea	iming success	
	Mobi	lity/Acknowledgement:			
15	Use	of the module for other co	ourse programs	Bachelor Econo Systems	mics, Bachelor Information

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

Specialization in Finance

Мос	dule Ti	tle english:		Specialization in Fin	ance				
Cou	rse Pr	ogram:		Bachelor Business A	dministration				
1	Mod	ule No: BWL	13	State: Elective	Language of	Instru	ction: E	nglish	
2	Turn : seme	: each summ ester	er	Duration: 1 semester	Semester: 5 0	or 6	CP: 6	Workload	i (h): 180
	Mod	ule Structure	:						
	No	Туре	Cours	e		State	9	Workload (h)
3								Presence (h + CH)	Self- Study (h)
	1	Lecture	Speci	alization in Finance		Com	pulsory	30 h (2 CH)	90
	2	Exercise	Tutori	al Specialization in Fi	nance	Com	pulsory	15 h (1 CH)	45
4	(gove trans this o build Cour The p inves conc rates deriv strate discu selec stude	ernment) bor sactions and course deal v ls on the stat se content: orimary purp stment decis epts for capi s, bond pricir ratives like fu egies and thus ussed and apply ents learn to mes rest rates an	nds and to discu- vith prio tistics co- ose of th ions. Bu- tal mark- ng, and itures, f eir repli oplied to approprijustify t	folios against these ri of options and future uss the stability and s sing concepts, it build ourses taught at the e his course is to streng uilding on earlier cours cets is emphasized. Th portfolio immunizatio forwards, and options cation are discussed. o previously taught top riate techniques to sol their conclusions with Learning objectives Thorough understar assessment of the in	s enables an ir usceptibility of s on the course arly stage of th then students' ses, the interse nis includes an n. Furthermore, are taught. Sev Finally, perform pics. In the end lve complex inv appropriate rig	know crisical prog know crisical prog basic veral p nance l, succ vestme gor.	r to eval cial mar porate F gram. ledge al of this k pth disc concep practical measur essful s ent prob	uate financia kets. As most inance". Furth oout individu nowledge wit ussion of inte ots of the pric ly relevant in ement metho tudents are a lems. Further	al th pricing erest ing of vestment ods are ble to more
	Deri	vatives		interest rate risks ar Knowing several cla assess influence fac	sses of derivat	ives a	nd being		rly

	r				
	and	ctured Products Investment tegies	Assessment of the use of o structured products. Being to yield prices for structure	g able to apply con	
		ormance isurement	Estimate the risk-return tra	ade-off from differe	nt points of view.
5	Acad The s differ the in choo inves can e Soft The s mana finan the le	rent classes of deriva nfluence of relevant f se and employ differ stment strategies. The evaluate different inv skills: self-preparation of the age themselves and t icial problems helps ectures and tutorials	value bonds under certainty tives and their use in portfo actors on the price of optio ent performance and risk-m ey are familiar with current estment strategies in the lig e students for the lecture fa their time in a more effectiv them to solve problems in a strengthens the student's o ught in English, the student	blio management. ns and structured p neasures in order to developments in p ghts of the efficient acilitates the ability e and efficient way a structured way. Th discussion-skills in	They are able to quantify products. They are able to pevaluate different ortfolio management and market hypothesis. • of the students to . The analysis of complex ne interactive character of the academic context. As
6	Desc none		ectives within the modules	:	
7	Exan	nination: Final Modu	le Exam		
8	Relev No	vant Work: Number and Type; (Connection to Course	Duration	Part of final mark in %
	1	Final written exam		90 min.	100 %
9	Stud	y Work: none			
10	The c	equisites for Credit P credit points will be g oleted.	oints: ranted after all relevant wo	rk and study work l	nave been successfully
	CP A	ssignment:			
	Drog	sence	No 1	1.00	СР
11			No 2	0.50	СР
	Rele	evant Work	No 1	4.50	СР
	Tota	l		6 CP	
12		(ht of the module gra o (3,33%)	de for the overall grade:		
13	Mod none	ule Prerequisites:			

14	Presence: Presence is strongly recommended to warrant le	arning su	iccess
	Mobility/Acknowledgement:		
15	Use of the module for other course programs	Bachelo System	or Economics, Bachelor Information s
16	Responsible Lecturer: Professor Dr. Thomas Langer		Department: School of Business and Economics
17	Misc.:		

Insurance Economics

Mo	dule Ti	tle english:		Insurance Economic	S				
Cοι	urse Pro	ogram:		Bachelor Business A	dministration				
1	Modu	u le No: BWL 1	4	State: Elective	Language of	Instru	ction: G	erman	
2	Turn: seme	each summe ester	er	Duration: 1 semester	Semester: 5 0	or 6	CP: 6	Workload	l (h): 180
	Modu	ule Structure:	:						
	No	Туре	Cours	5e		State	e	Workload (h	ı)
3								Presence (h + CH)	Self- Study (h)
	1	Lecture	Insur	ance Economics		Com	pulsory	60 h (4 CH)	120
	mech are c addit risk r	nanisms of the apable in app tion, students nanagement	e insu olying i s will g systen	to enable students to rance business. By the management accounti ain an understanding ns caused by the regul	e end of the cound ng systems in o in developing a atory requirem	urse, i differe and in ents c	t is expe ent insur terpretir of solven	cted that the ance sectors ng internal mo ncy II. The bro	students . In odels and ad range
í.	mech are c addit risk r of top analy both Durin scien field stude betw	nanisms of the apable in app tion, students nanagement pics encourage vsing the com lectures and ng lecture eac tific theory. facilitates the ents to take a een students ng German in	e insur olying r swill g system ges and plex ir exerci: h weel The ince trans greate . As pa surand	rance business. By the management accounti ain an understanding ns caused by the regul alytical thinking and con- theractions of the insu- ses. Lecturers explain k, exercises are integra- corporation of a variety fer between theory an er interest in insurance art of a symposium, stu	e end of the cound ng systems in of in developing a atory requirem onveys a methor rance economy and discuss the ated and the st of different to d practice. The e economic issues	urse, in differe and in ents c odical v. Insu e mai udent p-clas speal ues ar	t is expe ent insur terpretir basis in rance Ec n conce s find ou s find ou s speak cer's role id to sup	cted that the ance sectors in internal mo or understandi conomics cor pts and techr ut the practic ers in the ins e is to encour port discuss	students In odels and ad range ing and nsists of niques. al use of urance rage the ions
ł	mech are c addit risk r of top analy both Durin scien field stude betw leadi	nanisms of the apable in app tion, students nanagement pics encourage vsing the com lectures and ng lecture eac tific theory. facilitates the ents to take a een students ng German in	e insur olying i s will g system ges and plex ir exercis h weel The ince trans greate . As pa isurand	rance business. By the management accounti ain an understanding ns caused by the regul alytical thinking and con- neteractions of the insu ses. Lecturers explain k, exercises are integra corporation of a variety fer between theory an er interest in insurance art of a symposium, stu ce company.	e end of the cou ng systems in o in developing a atory requirem onveys a metho rance economy and discuss th ated and the st y of different to d practice. The e economic issu udents particip	urse, in differe and in ents c odical v. Insu e mai udent p-clas speal ues ar ate in	t is expe ent insur terpretir basis in rance Ec n conce s find ou s speak cer's rolo d to sup a works	cted that the ance sectors ing internal mo or II. The bro understandi conomics cor pts and techr ut the practic ers in the ins e is to encour port discuss hop in the ho	students In odels and ad range ing and sists of niques. al use of urance rage the ions ouse of a
ŀ	mech are c addit risk r of top analy both Durin scien field stude betw leadi Thei Basi ecor	nanisms of the apable in app tion, students nanagement pics encourag vsing the com lectures and ng lecture eac tific theory. T facilitates the ents to take a een students ng German in mes	e insur olying r s will g system ges and plex ir exercis h weel The ince e trans greate . As pa isurand ce To in To	rance business. By the management accounti ain an understanding its caused by the regul alytical thinking and co iteractions of the insu ses. Lecturers explain k, exercises are integra fer between theory an er interest in insurance art of a symposium, stu ce company.	e end of the cound ng systems in a atory requirem onveys a methor rance economy and discuss the ated and the st y of different to d practice. The e economic issu udents particip	urse, in differe and in ents c odical v. Insu e mai udent p-clas speal ues ar ate in	t is expe ent insur terpretir of solven basis in rance Ec n conce s find ou s find ou s speak (er's role id to sup a works	cted that the ance sectors in internal mo or understandi conomics cor pts and techr ut the practic ers in the ins e is to encour oport discuss hop in the ho	students In odels and ad range ing and sists of niques. al use of urance rage the ions ouse of a
ł	mech are c addit risk r of top analy both Durin scien field stude betw leadi Thei Basi econ Prop	nanisms of the apable in app tion, students nanagement oics encourag ysing the com lectures and ig lecture eac tific theory. T facilitates the ents to take a een students ng German in mes tics of insuran nomics	e insur olying r s will g system ges and plex ir exercis h weel The ince trans greate . As pa isurand ce To in te te for trans	rance business. By the management accounti ain an understanding its caused by the regul alytical thinking and co iteractions of the insu ses. Lecturers explain k, exercises are integra corporation of a variety fer between theory an er interest in insurance art of a symposium, stu ce company.	e end of the count ng systems in a atory requirem onveys a methor rance economy and discuss the ated and the st of different to d practice. The e economic issu udents particip	urse, in differe and in ents c odical v. Insu e mai udent p-clas speal ues ar ate in specifi life in	t is expe ent insur terpretir basis in rance Ec n conce s find ou s speak cer's role a works c particu surance	cted that the ance sectors in internal mo or understandi conomics cor pts and techr ut the practic ers in the ins e is to encour oport discuss hop in the ho	students In odels and ad range ing and nsists of niques. al use of urance rage the ions ouse of a
ŀ	mech are c addit risk r of top analy both Durin scien field stude betw leadi Thei Basi ecor Prop casu	anisms of the apable in app tion, students nanagement oics encourag ysing the com lectures and ig lecture eac tific theory. T facilitates the ents to take a een students ng German in mes tics of insuran nomics perty and ualty insurance	e insur olying i s will g system ges ana plex ir exerci: h weel The ince trans greate . As pa isurand ce To in te ce To of To	rance business. By the management accounti ain an understanding is caused by the regul alytical thinking and con- theractions of the insu- ses. Lecturers explain k, exercises are integra- corporation of a variety fer between theory and er interest in insurance art of a symposium, stu- ce company.	e end of the count ng systems in of in developing a atory requirem onveys a methor rance economy and discuss th ated and the st y of different to d practice. The e economic issu udents particip	urse, in differe and in ents co odical v. Insu e mai udent p-clas speal ues ar ate in specifi life in nsura	t is expe ent insur terpretir of solven basis in rance Eo n conce s find ou s speak cer's rolo d to sup a works c particu surance nce proc	cted that the ance sectors in internal mo or understandi conomics cor pts and techr ut the practic ers in the ins e is to encour port discuss hop in the ho ularities of th products.	students In odels and ad range ing and nsists of niques. al use of urance rage the ions ouse of a e

	Capi	tal investment	To study the insurance of		larities in ma	inaging	the investments of			
		c principles in ounting		te the intention and Indertakings.	d legal funda	mental	s of the accounts of			
		Solvency and risk managementTo evaluate the elements of Solvency II and the relevant requirements to risk management.								
		e based agement	specific inte	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.						
	Busi	ness strategy		the strategic operat urance market.	ion options f	or insur	ance companies at the			
5	Acad Durin both mana symp In the • • • • • • • • • • • • • • • • • • •	g the 90 minute the use of mana agement of insur osium build the e written examina to solve probl to transfer and to select and i skills: nodule promotes diated especiall ance industry. So	gement tools ance compa ground of th ation, studer ems effective d integrate k dentify the r s interdiscipl y through th econd, the le	s within certain line nies. Theory and pro- ne assessment. Its are supposed to ely within a limited nowledge, methods nost relevant aspect inary understanding e practice-oriented ectures fosters discu- senior executives.	s of insurance actical applie demonstrate period of tim s and theory f sts first. g of enterprise presentation ussion skills Students add	e busin cations e their a from lec se-wide s of exe of stude itionally	abilities ctures and exercises, management tasks. This ecutives from the Germa			
6	Desc none	• •	le electives	within the modules	:					
7	Exam	ination: Final M	odule Exam							
	Kelev	ant Work:								
8	Relev No	vant Work: Number and Ty _l	pe; Connecti	on to Course	Duration		Part of final mark in %			
8			-	on to Course	Duration 90 min.		Part of final mark in % 100 %			
8	No 1	Number and Ty	-	on to Course						
	No 1 Study Prere The c	Number and Ty Final written exa Work: none	am lit Points:		90 min.					
9	No 1 Study Prere The c comp	Number and Typ Final written exa y Work: none quisites for Crea redit points will	am lit Points:		90 min.		100 %			

	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 recommende	d to warrant lea	rning su	Iccess				
	Mobility/Acknowledgement:							
15	Use of the module for other cour	se programs	Bachelor Economics, Bachelor Information Systems					
16	Responsible Lecturer: Prof. Dr. Wolfgang Berens			Department: School of Business and Economics				
17	Misc.:							

Advanced Marketing

~	dule Ti	tle english:		Advanced Marketing	[
Course Program: Bachelor Business Administration 1 Module No: BWL 15 State: Elective Language of Instruction: English										
1	Mod	u le No: BWL	. 15	State: Elective	Language of Instruction: English					
2	Turn: seme	each sumn ester	ner	Duration: 1 semester	Semester: 5 o	or 6	СР	:6	Worklo	oad (h): 180
	Mod	ule Structur	e:							
	No	Туре	Cours	se		State	е	Work	(load (h)	
3								Pres + CH	ence (h)	Self- Study (h)
	1	Lecture	Custo	omer Management		Elect	ive	30 h	(2 CH)	60
	2	Lecture	Introd	luction to Services Ma	arketing	Elect	ive	30 h	(2 CH)	60
	3	Lecture	Retai	l Management		Elect	ive	30 h	(2 CH)	60
	over	lew of the	theories	, models, strategies, r	lecture to be an nethods, and in				course g	

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 marketing			
Basic constructs	To describe and differentiate the central psychological constructs			
Customer lifecycle	To understand the concept of the customer lifecycle and distinguish 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 outcom 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 loyal 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.			
Learning outcomes: Academic: To various extents, the th completion of this course	ree different courses adher to the following learning goals. Upon			

5

- 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.

	 Soft skills: To various extents, the three different courses adher to the following learning goals. Upon completion of this course the student is able to. solve problems efficiently and in a socially desirable manner in an (international) team; prepare and communicate results of this team work. solve topic-specific cases effectively. participate and lead topic-specific discussions in English. 							
6	Description of possible electives within the modules: 2 out of 3 lectures have to be absolved							
7	Exan	nination: Examinations for	every part of the module					
	Rele	vant Work:						
	No	Number and Type; Conne	ction to Course	Durati	on	Part of final mark in %		
8	1	Written exam Customer M (depending on chosen lec	-	60 mi	n .	50 %		
	2	and/or Written exam Serv (depending on chosen lec		60 mi	1.	50 %		
	3	and/or Written exam Reta (depending on chosen lec		60 mi	n.	50 %		
9	Stud	y Work: none						
10	The o	equisites for Credit Points: credit points will be granted pleted.	l after all relevant work and	l study v	vork have	been successfully		
	CP A	ssignment:						
			No 1 (and/or, choose 2)		1.00 CP			
	Pres	sence	No 2 (and/or, choose 2)		1.00 CP			
			No 3 (choose 2)	No 3 (choose 2)				
11			No 1 (depending on the o lecture)	No 1 (depending on the chosen lecture)				
	Rele	evant Work	No 2 (depending on the lecture)	chosen	2.00 CP			
			No 3 (depending on the lecture)	chosen	2.00 CP			
	Tota	al			6 CP			
12	_	(ht of the module grade for 0 (3,33%)	the overall grade:					
13		ule Prerequisites: mmended: Modules Found	ations of Marketing and Ou	uantitati	vo Markot	ting		

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

Advanced Management

Мо	Iodule Title english:										
	dule Ti	tle english:		Advanced Manage	ment						
C οι	Irse Pr	ogram:		Bachelor Business	Admi	inistration					
1	Mod	ule No: BWL	16	State: Elective	La	anguage of I	nstruc	:tion: Er	nglish		
2	Turn seme	: each summ ester	er	Duration: 1 semester	Se	emester: 5 o	or 6	CP: 6	Workload (h): 180		
	Module Structure:										
	No	Туре	Cours	e			State		Workload (h	1)	
3					-				Presence (h + CH)	Self- Study (h)	
	1	Lecture	Advar	nced Management			Comp	oulsory	30 h (2 CH)	60	
	2	Seminar	Advar	nced Management			Comp	oulsory	30 h (2 CH)	60	
	found	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									
4	provi mana case withi gove	dation and th ides a cohere agement and studies and n this indust rnance struc	ne intere ent theo l answe exercis ry, how tures. T	dependencies betw retical framework th rs how firms can ac es students learn he firms develop and	een th nat cor nieve a ow firm use co	he different i ombines the a sustainab ms select a pre compete	model most i le com suitab ncies,	s often importa ipetitive le indus and ho	get lost. This nt theories o e advantage. stry, how firm w firms creat	course f strategic Through is position	
5	provi mana case withi gove imple Learn Acad Stud stude Stud Soft By cc Stud prefe	dation and the ides a cohere agement and studies and n this indust rnance struct ementing suit ning outcome emts learn to ents learn to skills: onducting a const ents learn ho ents learn ho ents learn ho ents learn ho ents learn ho	ne intere ent theo l answe exercis ry, how tures. T itable ad table ad es: analyze ow leade case stu ow to effo pehavio	dependencies betw retical framework th rs how firms can ac es students learn he firms develop and he students also lea	een th nat cor nieve a ow firm use co irm abo sential e imple nts de rely wo	he different in ombines the a sustainab ms select a sore compete bout the imp al questions lementation evelop and so ork as a tea	model most i le com suitab ncies, ortanc in stra of str streng m, hov	s often importa ipetitive le indus and ho e of lea ategic m ategic a then va w indivi	get lost. This nt theories o e advantage. stry, how firm w firms creat dership in nanagement. actions. rious soft ski dual attitude	The The The te efficient	
	provi mana case withi gove imple Learn Acad Stud Stud Stud prefe facili	dation and the ides a cohere agement and studies and n this indust rnance struct ementing suit ning outcome emts learn to ents learn to ents learn to ents learn ho skills: onducting a co ents learn ho erences and he tates or hind	ne intere ent theo l answe exercis ry, how tures. T table ac es: analyze ow leade case stu ow to effo behavio lers teal	dependencies betw retical framework the rs how firms can act es students learn he firms develop and he students also lea ctions in practice.	een th nat cor nieve a ow firm use co orn abo sential e imple nts de rely wo ility of	he different in ombines the a sustainab ms select a sore compete bout the imp al questions lementation evelop and so rork as a tea f team decis	model most i le com suitab ncies, ortanc in stra of str streng m, hov	s often importa ipetitive le indus and ho e of lea ategic m ategic a then va w indivi	get lost. This nt theories o e advantage. stry, how firm w firms creat dership in nanagement. actions. rious soft ski dual attitude	The The The te efficient	
5	provi mana case withi gove imple Learn Acad Stud stude Soft By cc Stud prefe facili	dation and the ides a cohere agement and studies and in this indust rnance struct ementing suit ning outcome emis: ents learn to ents learn to ents learn to ents learn ho skills: onducting a co ents learn ho erences and he tates or hind	ne intere ent theo l answe exercis ry, how tures. T table ac es: analyze ow leade case stu ow to eff behavio lers tean ssible e	dependencies betw retical framework the rs how firms can act es students learn he firms develop and he students also lead ctions in practice. e and assess the est ership influences the dy as a team, stude ficiently and effective rs influence the quar- n collaboration.	een th nat cor nieve a ow firm use co orn abo sential e imple nts de rely wo ility of modul	he different in ombines the a sustainab ms select a sore compete bout the imp al questions lementation evelop and so rork as a tea f team decis	model most i le com suitab ncies, ortanc in stra of str streng m, hov	s often importa ipetitive le indus and ho e of lea ategic m ategic a then va w indivi	get lost. This nt theories o e advantage. stry, how firm w firms creat dership in nanagement. actions. rious soft ski dual attitude	The The The te efficient	
5	provi mana case withi gove imple Learn Acad Stud stude Stud prefe facili Desc none	dation and the ides a cohere agement and studies and in this indust rnance struct ementing suit ning outcome emis: ents learn to ents learn to ents learn to ents learn ho skills: onducting a co ents learn ho erences and he tates or hind	ne intere ent theo l answe exercis ry, how tures. T table ac es: analyze ow leade case stu ow to eff behavio lers tean ssible e	dependencies betw retical framework the rs how firms can acted es students learn he firms develop and the he students also lead ctions in practice.	een th nat cor nieve a ow firm use co orn abo sential e imple nts de rely wo ility of modul	he different in ombines the a sustainab ms select a sore compete bout the imp al questions lementation evelop and so rork as a tea f team decis	model most i le com suitab ncies, ortanc in stra of str streng m, hov	s often importa ipetitive le indus and ho e of lea ategic m ategic a then va w indivi	get lost. This nt theories o e advantage. stry, how firm w firms creat dership in nanagement. actions. rious soft ski dual attitude	The The The te efficient	
5	provi mana case withi gove imple Learn Acad Stud stude Stud prefe facili Desc none	dation and the ides a cohere agement and studies and in this indust rnance struct ementing suit ning outcome emic: ents learn to ents learn to skills: onducting a c ents learn ho skills: onducting a c ents learn ho rences and h tates or hind ription of po	ne intere ent theo l answe exercis ry, how tures. T table ac es: analyze ow leade case stu ow to eff behavio lers tear ssible e	dependencies betw retical framework the rs how firms can acted es students learn ho firms develop and the students also lead ctions in practice.	een th nat cor nieve a ow firm use co orn abo sential e imple nts de rely wo ility of modul	he different in ombines the a sustainab ms select a sore compete bout the imp al questions lementation evelop and so rork as a tea f team decis	model most i le com suitab ncies, ortanc in stra of str streng m, hov	s often importa ipetitive le indus and ho e of lea ategic m ategic a then va w indivi	get lost. This nt theories o e advantage. stry, how firm w firms creat dership in nanagement. actions. rious soft ski dual attitude	The The Ills.	

	2	Analysis and presenation of case study (Nr. 2)	fteam	50 Powerp 45 min. (m	oint slides (max.) & ax.)	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.								
	CP A	ssignment:							
	Dro		No 1		1.00 CP				
11	Ple	sence	No 2		1.00 CP				
	Pol	evant Work	No 1		2.50 CP				
	Net		No 2		1.50 CP				
	Tota	al			6 CP				
12		ght of the module grade for tl 80 (3,33%)	he overall g	grade:					
13	Mod none	u le Prerequisites: e							
14		ence: ence is strongly recommende	ed to warrar	nt learning s	success				
	Mobility/Acknowledgement:								
15	Use	e of the module for other cour	se program	ns Bache Syster	lor Economics, Bachelor Information ns				
16		o onsible Lecturer: . Dr. Stephan Nüesch			Department: School of Business and Economics				
17	Miso								

MA ~				later at the state						
INIO	dule Ti	tle english:		International Financi	al Management					
Cou	irse Pr	ogram:		Bachelor Business A	dministration					
1	Mod	ule No: BWL	17	State: Elective	Language of Instruction: English					
2	Turn seme	each winter ester	r	Duration: 1 semester	Semester: 5 or 6 CP: 6 Workload (h)					
	Mod	ule Structure	9:							
	No	Туре	Cour	se		State	Workload	(h)		
3							Presence (h + CH)	Self- Study (h)		
	1	Lecture	Inter	national Financial Mar	nagement	Compulsory	7 30 h (2 CH)	90		
	2	Exercise		ial on International Fir agement	nancial	Compulsory	7 15 h (1 CH)	45		
		ule Profile: ose of the m	odule/	integration into curric	ulum:					
4	Purp The r pers large focus maki Cour The r of int such firms first i	ose of the m nodule "Inte pective to the ly deal with ses on comp ng. se content: nodule "Inte ternational a as exchange a, and international as	ernatior e modu a single lexities ernatior nd mul e rates ational o how o	integration into curric nal Financial Managem ales "Finance" and "Go e-country setting, the that specifically arise and Financial Managem tinational enterprises and currency markets, portfolio managemen differences in institution ag and shareholder va	nent" adds an interr overnance and Man module "Internation in cross-border fina nent" discusses rele . It covers classical , derivatives and he t and asset pricing. onal arrangements a	agement". Wh Ial Financial M ancial and ma vant topics fo topics in Inter dging, valuati Further, this r Ind cultural no	nile these m Managemen Inagerial de or the managen Inational Fin Ion of multin Nodule prov	t" cision gement ance national		
5	Purp The r pers large focus maki Cour The r of int such firms first i finan Learn Acad In thi inves succ of int	ose of the m nodule "Interpective to the ly deal with ses on comp ing. se content: nodule "Inter ternational a as exchange , and international a insights as to cial decision ning outcom lemic: is module, st stors in a glo essfully com ternational fit tutional setti	ernatior e modu a single lexities ernatior ind mul e rates ational o how o n makin es: tudents bal ecc pleting inancia ngs. Th	nal Financial Managem iles "Finance" and "Go e-country setting, the that specifically arise tinational enterprises and currency markets portfolio managemen lifferences in institutio	ent" adds an interr overnance and Man module "Internation in cross-border fina ent" discusses rele . It covers classical , derivatives and he t and asset pricing. onal arrangements a lue across countries wledge needed to a ey obtain three core s have a profound u	agement". Wh Ial Financial M ancial and ma vant topics fo topics in Inter dging, valuati Further, this r and cultural no competencie nderstanding and why coun	hile these m Management Inagerial de or the managenational Fin on of multin nodule provo orms affect y as manages. First, afte of the funct tries differ i	t" cision gement ance national rides ers and r tioning		
	Purp The r pers large focus maki Cour The r of inf such firms first i finan Lear Acad In thi inves succ of inf instif	ose of the m nodule "Interpective to the ly deal with ses on comp ng. se content: nodule "Inter ternational a as exchange , and international a insights as to cial decision ning outcom lemic: is module, sta stors in a glo essfully com ternational fit tutional setti is compared by com ternational fit tutional setti is und international fit tutional setti	ernatior e modu a single lexities ernatior and mul e rates ational o how o n makir es: tudents bal ecc pleting inancia ngs. Th vestme	al Financial Managem iles "Finance" and "Go e-country setting, the r that specifically arise nal Financial Managem tinational enterprises and currency markets, portfolio managemen lifferences in institution g and shareholder va	ent" adds an interr overnance and Man module "Internation in cross-border fina nent" discusses rele . It covers classical , derivatives and he t and asset pricing. onal arrangements a lue across countries wledge needed to a ey obtain three core s have a profound u ey understand how a ly this knowledge in	agement". Wh Ial Financial M ancial and ma vant topics fo topics in Inter dging, valuati Further, this r and cultural no competencie nderstanding and why coun	hile these m Management Inagerial de or the managenational Fin on of multin nodule provo orms affect y as manages. First, afte of the funct tries differ i	t" cision gement ance national rides ers and r tioning		

International Financial Management

	Rele	vant Work:								
8	No	Number and Type; Connect	ion to Course	Du	ration	Part of final mark in %				
	1	Final written exam		120	o min.	100 %				
9	Stud	y Work: none								
10	Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed.									
	CP A	ssignment:								
	Droe		No 1		1.00	СР				
11	Pres	sence	No 2		0.50	СР				
	Rele	evant Work	No 1		4.50	СР				
	Tota	al			6 CP					
12		sht of the module grade for th o (3,33%)	ne overall grade:							
13		ule Prerequisites: mmended: Module Corporate	e Finance							
14		ence: ence is strongly recommende	ed to warrant lear	rning sı	lccess					
	Mobility/Acknowledgement:									
15	Use	of the module for other cour	se programs	Bachel	or Economics					
16		oonsible Lecturer: essor Nadja Guenster			Department: School of Bus	iness and Economics				
17	Misc	.:								

Public Firms

Mo		tle english:		Public Firms					
Соц	rse Pr	ogram:		Bachelor Business A	dministra	tion			
	1				1		uction. (`ormon	
1	Moa	ule No: BWL 1	19	State: Elective	Langua	ge of Instr		Serman	
2	Turn: seme	each winter ester		Duration: 1 semester	Semest	er: 5 or 6	CP: 6	Workload	(h): 180
	Mod	ule Structure	:						
	No	Туре	Cours	e		Stat	e	Workload (h)
3								Presence (h + CH)	Self- Study (h)
	1	Lecture	Public	: Firms		Corr	pulsory	30 h (2 CH)	60
	2	Exercise	Exerci	se Public Firms		Com	pulsory	30 h (2 CH)	60
5	Subject Learn Acad The second know Soft second The second	ning outcome emic: utudents reco vledge on the skills: utudents learn	e s: gnise ti m. n to und	re the peculiarities of pub he peculiarities of pub derstand and actively esentation skills.	blic firms a	and can ap		-	_
6	Desc none		ssible e	lectives within the mo	odules:				
7	Exam	iination: Exa	minatio	ons for every part of th	ie module				
	Relev No	vant Work: Number and	l Type;	Connection to Course	Du	uration	Pa	art of final ma	ark in %
	1	Written exar	m on Pı	ıblic Firms (No. 1)	90	o min.	50	o %	
8	2	Work in Exe	rcises (No. 2):			50	o %	
		Assignment	S		22	x 2 p.			
		Short Präse	ntation		10	min.			
		Test exam			90	o 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.							
	CP Assignment:							
		No 1		1.00 CP				
11	Presence	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 t 6/180 (3,33%)	he overall grade	:					
13	Module Prerequisites: Knowledge of foundations of mar	nagement and N	licroeco	onomics I.				
14	Presence: Presence is strongly recommende	ed to warrant lea	arning sı	uccess				
	Mobility/Acknowledgement:							
15	Use of the module for other cou	rse 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

Мо	Module Title english: Information Systems for Business Administration and Economics									
Cοι	urse Pr	ogram:		Bachelor Business A	dministration					
1	Mod	ule No: BWL 27		State: Elective	Language of Instr	uction: Englis	sh			
2	Turn seme	: each winter ester		Duration: 1 semester	Semester: 5 or 6	CP: 6	Workload (h): 180		
	Mod	ule Structure:								
	No	Туре	Co	ourse		State	Workload	(h)		
3							Presence (h + CH)	Self- Study (h)		
	1	Lecture/ Exercise		formation Systems fü conomics	ir Business and	Compulsory	/ 60 h (4 CH)	120		
	Base meth Cour	ed on Knowledge nods of Informatio se content:	abo on S	ntegration into curric but principles of Busin Systems and Informat overview of the field o	ness Administratior ion Technology can	be realized.	ts will learn	how		
	Base meth Cour The S	ed on Knowledge nods of Informatio se content:	abo on S	out principles of Busin Systems and Informat	ness Administratior ion Technology can of Information Syste	be realized.	ts will learn	how		
	Base meth Cour The S The Intro	ed on Knowledge nods of Informatio se content: Students will get mes oduction to	abo on S an c	but principles of Busin Systems and Informat overview of the field of Learning objective	ness Administratior ion Technology can of Information Syste	be realized. ms.	ts will learn	how		
	Base meth Cour The S The Intro Info Ethi poli	ed on Knowledge nods of Informatio se content: Students will get mes	abo on S an c	but principles of Busin Systems and Informat overview of the field o Learning objective Terms and concep	ness Administratior ion Technology can of Information Syste es ts will be understoc tanding of the fact t	be realized. ms. od.				
4	Base meth Cour The S Intro Info Ethi Info	ed on Knowledge nods of Information se content: Students will get mes oduction to rmation Systems cal, social and tical Questions o	abo on S an c	but principles of Busin Systems and Informat overview of the field of Learning objective Terms and concep A principal unders and store persona The relation of Dat Relationship-Mode	ness Administratior ion Technology can of Information Syste es ts will be understoc tanding of the fact t	be realized. ms. d. hat informati	on systems d via Entity- l models car	use n be		
4	Base meth Cour The S The Intro Info Ethi poli Info Data	ed on Knowledge nods of Information se content: Students will get mes oduction to rmation Systems cal, social and tical Questions o rmation Systems	abo on S an c	but principles of Busin bystems and Informat byerview of the field of bystems and concep A principal unders and store persona The relation of Dat Relationship-Mode translated into dat are possible. Business Processe Chains (EPC). Addi Modeling Languag	ness Administratior ion Technology can of Information Syste es ts will be understoc tanding of the fact t l data. ca in Businesses car els. Furthermore the	be realized. ems. od. that information that information t	on systems d via Entity- l models car atabases wit iven Process generic Proc	use n be th SQL		
4	Base meth Cour The S Intro Info Ethi poli Info Data	ed on Knowledge nods of Information se content: Students will get mes oduction to rmation Systems cal, social and tical Questions o rmation Systems a modelling	abo on S an c	but principles of Busin bystems and Informat byerview of the field of bystems and concep A principal unders and store persona The relation of Dat Relationship-Mode translated into dat are possible. Business Processe Chains (EPC). Addi Modeling Languag Languages such as	ness Administration ion Technology can of Information Syste es ts will be understoc tanding of the fact to I data. ta in Businesses can els. Furthermore the tabases and simple es can be modelled itionally, the differe ges such as EPC and	be realized. ems. od. that information that information t	on systems d via Entity- l models car atabases wir iven Process generic Proc ocess Model	use n be th SQL sess ing		
4	Base meth Cour The S The Intro Info Data Proc	ed on Knowledge nods of Information se content: Students will get a mes oduction to rmation Systems cal, social and tical Questions o rmation Systems a modelling	abo on S an c	but principles of Busin bystems and Informat byerview of the field of bystems and concep A principal unders and store persona The relation of Dat Relationship-Mode translated into dat are possible. Business Processe Chains (EPC). Addi Modeling Language Languages such as The fields of appliquade	ness Administration ion Technology can of Information Syste es ts will be understoc tanding of the fact to I data. ta in Businesses can els. Furthermore the tabases and simple es can be modelled itionally, the differe ges such as EPC and s PICTURE are know	be realized. ms. od. hat information be visualise conceptiona queries on d with Event-dr nce between semantic Pro n. on technology	on systems d via Entity- l models car atabases wir iven Process generic Proc ocess Model v in Business	use n be th SQL sess ing		

E-Bu	siness	New opportunities für Bu understood.	siness Modells	based on IT-technoligies are				
Knov	wledge Management	Technologies and Princip understood.	oles for Knowled	ge Managementa are				
IT-Se	ecurity	The main issues of IT-See	curity are known					
 Learning outcomes: 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. Soft skills: The lecture is combined with practical studies, which are integrated into the lecture time and where students work in teams. 								
Description of possible electives within the modules: none								
Exam	ination: Final Module	e Exam						
Relevant Work:								
No	Number and Type; Co	onnection to Course	Duration	Part of final mark in %				
1	Final written exam		90 min.	100 %				
Study No		onnection to Course		Duration				
1	Presentation assignn min. discussion	nent: presentation roughl	y 20 min. + 10	ca. 30 min.				
2	Written assignment: students)	roughly 4000 words (in a	group of about 2	4 4000 words				
The c	redit points will be gra		rk and study wo	rk have been successfully				
CP As	ssignment:							
Pres	ence	No 1	2.	.oo CP				
Rele	vant Work	No 1	3.	оо СР				
		No 1	0.	50 CP				
Stud	ly Work	No 2	0.	.50 CP				
Tota	l		6	СР				
	Knov IT-Se Learn Acade The p Syste Techr source Soft s The le where Desc none Exam Relev No 1 1 2 Prere The c comp CP As Relev Pres	Academic: The participants will get a display solution of systems. They are able to display the sourcing of such technology in words and wissourcing of such technology Soft skills: The lecture is combined wiswhere students work in teations Description of possible elegnone Examination: Relevant Work: No Number and Type; Coll 1 Final written exam Study Work: No Number and Type; Coll 1 Presentation assignment: students)	understood.Knowledge ManagementTechnologies and Principunderstood.IT-SecurityThe main issues of IT-SecLearning outcomes: Academic:Academic:The participants will get a comprehensive overview of Systems. They are able to describe requirements for Technology in words and with conceptual models. The sourcing of such technologies.Soft skills: The lecture is combined with practical studies, which where students work in teams.Description of possible electives within the modules noneStudents Work:NoNumber and Type; Connection to Course1Final written examStudy Work:NoNumber and Type; Connection to Course1Presentation assignment: presentation roughly min. discussion2Written assignment: roughly 4000 words (in a students)Prerequisites for Credit Points: The credit points will be granted after all relevant wo completed.CP Assignment:PresenceNo 1Relevant WorkNo 1	understood. Knowledge Management Technologies and Principles for Knowled understood. IT-Security The main issues of IT-Security are known Learning outcomes: Academic: Academic: The main issues of IT-Security are known Learning outcomes: Academic: The participants will get a comprehensive overview of the profile and Systems. They are able to describe requirements for Application Systems. They are able to describe requirements for Application Systems. They are able to describe requirements for Application System sourcing of such technologies. Soft skills: The lecture is combined with practical studies, which are integrated where students work in teams. Description of possible electives within the modules: none Duration I Final Module Exam Relevant Work: Number and Type; Connection to Course Duration 1 Final written exam 90 min. Study Work: Number and Type; Connection to Course Immin. discussion 2 Written assignment: presentation roughly 20 min. + 10 min. discussion Immin. discussion 2 Written assignment: roughly 4000 words (in a group of about 2 students) Immin. discussion 2 Written assignment: roughly 4000 words (in a group of about 2 students) Immin. discussion				

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 le	earning s	uccess		
	Mobility/Acknowledgement:				
15	Use of the module for other course programs	Bachelo	or 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

Mo	dule Ti	tle english:	Se	Selected Topics in Business Administration						
Cou	rse Pro	ogram:	Ba	Bachelor Business Administration						
1	Modu 31	u le No: BWL	Sta	ate: Elective	Language	ofInstru	uction: (German or English		
2	2 Turn: irregularly			ration: 1 mester	Semester:	5 or 6	CP: 6	Wor	kload (h): 1	80
	Module Structure:									
	No	Туре		Course				State	Workload	(h)
3									Presence (h + CH)	Self- Study (h)
	1	Lecture/ Exerc	cise	Selected Topics i	in Business /	Adminis	stration	Elective	60 h (4 CH)	120
	2	Seminar		Selected Topics i	in Business /	Adminis	tration	Elective	30 h (2 CH)	150
4	In thi cours Cour s This	's module differ se is given irreg se content: module gives th	ent ular ne p	integration into cu subjects will be de ly. ossibility to deal v epen topics and p	eepened, ev vith topics ai	nd prob	lems, w	hich are n		
5	Acad The n are n probl Soft	ot part of the re lems. skills:	nha gula	nces the horizon c ar program or it de lge of how to work	epens their	knowled	-	•	•	
6	Desc none	• •	ble	electives within th	he modules:					
7	Exam	iination: Final I	Mod	ule Exam						
8	Relev No	vant Work: Number and Ty	ype;	Connection to Co	ourse	Durati	on	Part	of final mar	'k in %
0	1	If a course/exe writen exam o		e is absolved (No	. 1): Final	90 mii	1.	100 %	%	

	2	If a seminar is absolvedm (presentation	(No. 2): paper and	12 pages + min.	30	100 %			
9	Stud	y Work: none							
10	Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed.								
	CP Assignment:								
	Brog	sence	No 1 (on choice)		2.00	СР			
11	- Fies	Sence	No 2 (on choice)		1.00 (CP			
	Rele	evant Work	No 1 (depending or	n choice)	4.00	СР			
			No 2 (depending or	n choice)	5.00	CP			
	Tota	al			6 CP				
12		ght of the module grade for t o (3,33%)	he overall grade:						
13	Mod none	ule Prerequisites:							
14		ence: ence is strongly recommend	ed to warrant learnir	ng success					
45	Mob	ility/Acknowledgement:							
15	Use of the module for other course programs Bachelor Economics								
16		oonsible Lecturer: essor Dr. Peter Kajüter		Department: School of Bus	siness	and Economics			
17	Misc.:								

Business Ethics

Mo	dule Ti	tle english:		Business Ethics					
Cou	rse Pro	ogram:		Bachelor Business A	dministration				
1	Modu	le No: BWL	32	State: Elective	Language of I	nstru	ction: G	erman	
2	2 Turn: each summer semester			Duration: 1 semester	Semester: 5 c	or 6	CP: 6	Workload	(h): 180
	Modu	ule Structure	e:] [
	No	Туре	Cours	se		State	e	Workload (h)
3								Presence (h + CH)	Self- Study (h)
	1	Lecture	Busin	ess ethics I		Com	pulsory	30 h (2 CH)	60
	2	Lecture	Busin	ess ethics II		Com	pulsory	30 h (2 CH)	60
4	being is giv Cours This of virtue which theor instit indiv impo theor into t	g central to e en for the w se content: course introde e ethics) and n actions can retic modelin utional-ethic idual ethics rtant topics retically soun he overall p	econom hole set duces s l applie n be mo ng and r cal issu in busin such as nd. They icture o	tudents to basic ethics s them to economicall orally evaluated. The a nicroeconomic concep es of the framework, c ness principal-agent ro s "Corporate Governan y will be derived from f the economic and bu	le Business Eth al concepts (co y relevant issue nalysis of ethic ots. There will b juestions of bus elationships. In ce" or "corpora the principles b isiness ethics.	nics in nsequ es. Cri al cor sines: term: te soc earne Quest	uentialis iteria wi oflict situ ystemati s ethics s of corp cial resp d and sy	m, deontolog m, deontolog ll be develop ations follow cal distinctio and issues of oorate practic onsibility" wi vstematically	h) which gy and ed by vs game- n between f e, ll be integrated
5	Acad The s conce abilit pract in bu relev. Soft s The c langu respo	into the overall picture of the economic and business ethics. Questions about the justification and validity issues of business ethics set complete the module. Learning outcomes: Academic: The students learn to recognize moral conflict situations and to describe them in terms of ethical concepts and categories. Applying game theory and formal analytical methodology trains their ability to analyze and understand specific aspects of social and economic relationships. A strict practical orientation of the discussed company-relevant issues helps to apply the gained insights in business and everyday life. The literature gives an introduction resp. deeper insight in the relevant economic discourses of ethics. Soft skills: The course requires the active participation and collaboration of students. In particular, their language skills and ability to argue in ethical issues should be promoted through discussions and responses. Their sensitivity to ethical issues and solutions will be sharpened. They will be able to better identify and resolve problem areas in business reality.							

6		• •	within the module	es:		Description of possible electives within the modules: none						
7	Exam	nination: Final Module Exam										
8	Relev No	vant Work: Number and Type; Connect	ion to Course	Du	iration	Part of final mark in %						
•	1	Final written exam		90	min.	100 %						
9	Stud	y Work: none										
10	Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed.											
	CP A	ssignment:										
	Brog	sence	No 1		1.00	o CP						
11	Fles	sence	No 2		1.00	o CP						
	Rele	evant Work	No 1		4.00	o CP						
	Tota	al			6 CI	5						
12	-	sht of the module grade for t o (3,33%)	he overall grade:									
13	If this	ule Prerequisites: s module is absolved, the co ule "Business Skills".	urse "Business etl	nics l'	" cannot be at	solved as part of the						
14		ence: ence is strongly recommende	ed to warrant learn	ing s	uccess							
	Mobi	ility/Acknowledgement:										
15	Use	of the module for other cour	se programs	Bachelor Business Administration, Bachelor Economics, Bachelor Politics and Economics, Bachelor Economics and Law, Dual Bachelor Economics, Bachelor Mathematics, Bachelor Geography								
	_	lish translation of module co	omponents from	No 1: Business ethics I								
	sect	Section 3 No 2: Business ethics II										
16		oonsible Lecturer: Dr. Christian Müller			Department School of Bu	siness and Economics						
17	Misc	.:			<u></u>							

Seminar in Business Administration

Мос	Module Title english: Seminar in Business Administration							
Cou	rse Pro	ogram:	Bachelor Business A	dministration				
1	Modι 33	ile No: BWL	State: Elective	Language of Instr	uction: Germa	an or English		
2	Turn: seme	each ester	Duration: 1 semester	Semester: 5 or 6	CP: 6	Workload (h): 180	
	Module Structure:							
	No	Туре	Course		State	Workload (h)	
3						Presence (h + CH)	Self- Study (h)	
	1	Seminar	Seminar in Business Ac	Iministration	Compulsory	30 h (2 CH)	150	
4	know Cours Withi Busir prese Admi with s adeq	vledge on a sp se content: n the semina ness Administ ented (alone c nistration has scientific met	v to work scientifically b becific business subject. r, students write a term p tration. The subjects var or in group, depending o s the goal that students hods within a prescribed to present the results ir	paper to a specific s y in time and can be n seminar) and disc learn how to indivic d time-span, to pres	subject in one e interdiscipli cussed. The S dually work or sent the resul	e of the fields nary. The pap Geminar in Bu n a business p ts in the pape	of ber will be isiness problem er in an	
5	Learning outcomes: 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 wirk with the scientific literature, to reflect on studies critically, to structure a problem and to formulate their own thoughts clearly. Soft skills: To write a scientific text (term paper), time and self-management, presentation techniques, team							
	work.		c text (term paper), time	and self-managem	ent, presenta	tion techniqu		
6	work.	ription of pos	c text (term paper), time sible electives within th		ent, presenta	tion techniqu		
6 7	work. Desc none	ription of pos			ent, presenta	tion techniqu		
	work. Descinone	ription of pos	sible electives within th		ent, presenta	tion techniqu		

		T	• • 1		с ,				
	1	Term paper and presentatio	n with		ximum of 15 pages and 100 % ximum of 90 min.				
9	Stuc	ly Work: none							
10	Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed.								
	СР А	ssignment:							
11	Pre	sence	No 1		1.00 CP				
	Rel	Relevant Work No 1			5.00 CP				
	Tota	al			6 CP				
12		ght of the module grade for the so (3,33%)	າe overall ຄຼ	grade:					
13		ule Prerequisites: number of participants in the	seminar ca	an be lin	iited.				
14		ence: ence is recommended to war	rant learnir	ng succe	ss.				
	Mob	ility/Acknowledgement:							
15	Use	e of the module for other cour	se progran	ns Ba	chelor Economics				
16	Responsible Lecturer: Professor Dr. Peter KajüterDepartment: University of Münster, School of Business and Economics								
17	Miso	Misc.:							

Business Cooperation: Governance

Mod	dule Ti	tle english:		Business Cooperati	on: Governance					
Cou	rse Pr	ogram:		Bachelor Business A	Administration					
1	Mod	u le No: BWL	21	State: Elective	Language of Instru	uction	Germ	nan c	or English	
2	Turn: seme	each winte ester	r	Duration: 1 semester	Semester: 5 or 6 CP: 6		6	Wor	kload (h):	180
	Mod	ule Structur	e:							
	No	Туре	Cou	rse			Stat	e	Workload	(h)
									Presence (h + CH)	Self- Study (h)
3	1	Lecture	Bus	iness Cooperation: G	ss Cooperation: Governance				45 h (3 CH)	75
	2	Exercise	Tuto	orial on Business Coo	al on Business Cooperation: Governance					45
	3	Lecture	Bus	iness Cooperation: G	ess Cooperation: Governance (english)					75
	4	Exercise		orial on Business Coo glish)	peration: Governand	ce	Elec	tive	15 h (1 CH)	45
4	(english) CH) Module Profile: 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 Coorporation: 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									

	The	mes	Learning objectives					
		pirics of co- ration	To learn the empirical findings on co- economic conditions promote and sha understand why enterprises co-operat operation.	ape co-operative a	arrangements. To			
		ory of co- ration	Introduction into the theories of indus game theory and strategic manageme for the decision for or against co-oper	nt research, servir				
	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.							
		es of co- ration	To learn about the different types of co a special type of co-operation. To asso special type of co-operation is advant	ess the circumstar				
5	Acad The s their arrar this I asse Soft In thi mult comp supp Addi throu unde The r	advantages agements, of knowledge to ss an econor skills: is module, st iple factors a betence for a borts student tionally, the ughout the co rstanding of nodule is ava	achieve content-related competences of and disadvantages, of theoretical conc factors that shape co-operation and sh o examples, to give reasons for the sele nic situation and recommend a type of sudents learn particularly the analysis of swell as abstract and lateral thinking. pplied problems is encouraged. The sele s in their development of an autonomo content of the course is applied in a rea- purse, specific case studies are referred the reasons and goals of recent coope allable both in English and German lang foreign language.	epts for analyzing ould demonstrate ction of a special co-operation. f complex econom In the exercises, t f-responsible prep us approach to pre- al life context. For I to, so that studer rations, as well as	co-operative the ability, to apply type of co-operation, to nic circumstances with he practical solution paration of the exercises oblem solving. this purpose and nts gain an their good governance.			
6	Eithe		ssible electives within the modules: a course/exercise (No. 1 + No. 2) or the red.	english course/ex	ercise (No. 1 + No. 2)			
7	Exan	nination: Fin	al Module Exam					
	Relev	vant Work:			1			
8	No	Number and	d Type; Connection to Course	Duration	Part of final mark in %			
	1		n exam (German or English, on chosen lecture)	120 min.	100 %			
9	Stud	y Work: none	2					
10	Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed.							

	CP Assignment:						
		No 1 (on choic	e) an	d	1.50 CP		
	Presence	No 2			0.50 CP		
11	Presence	No 3 (on choice) and		d	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 recommen	nded to warrant le	arnin	g success.			
	Mobility/Acknowledgement:						
15	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.:						

Мос	dule Ti	tle english:		Business Cooperati	on: Management							
Cou	rse Pr	ogram:		Bachelor Business	Administration							
1	Mod	ule No: BWL	. 22	State: Elective	Language of Instru	uction:	Germa	an or English				
2	Turn seme	: each sumn ester	ner	Duration: 1 semester	Semester: 5 or 6	CP: 6	v	Vorkload (h):	180			
	Module Structure:											
	No	No Type Course					State	Workload	(h)			
3								Presence (h + CH)	Self- Study (h)			
	1	Lecture	Busi	ness Cooperation: M	anagement		Electiv	ve 45 h (3 CH)	75			
	2	Exercise	Tuto	rial on Business Cooj	peration: Manageme	ent	Electiv	ve 15 h (1 CH)	45			
	3	Lecture	Busi	ness Cooperation: M	anagement (english)	Electiv	ve 45 h (3 CH)	75			
	4	Exercise		rial on Business Coo _l lish)	peration: Manageme	ent	Electiv	ve 15 h (1 CH)	45			
4	Purp Mod part joint form the fi theo oper Busii co-oj Gove Cour Throi oper Co-o the s and i co-oj	ern informat of their outp ventures, lo s of busines ocus of ecor ry of the firn ative arrang ness Coope peration. In ernance. se content: ugh the lect ations. They perative arra tudents to e national law	tion an out in c ong-ter ss. Alth nomics n, orga ement ration: additio ure an econon v deal v ill be a	/integration into curr d communication tec o-operation with other m contractual arrange ough business co-op s until recently. New e nization theory) and s s. The knowledge aqu Current Cases, where on, the module will be d exercieses students about the competitio ents may be subject to nic analysis of compe- with co-operative arra dressed. A 5-step-ma	hnologies enable en er enterprises. They ements, co-operativ perations have a long conomic insights fro strategic manageme uired in the module e participating stude e supplemented by t s are introduced to t n policy and manag to competitive law s etitive impacts of co- ngements. Moreove	are dev es and g tradit om inst ent allo can be ents wri the mo he new ement crutiny operat er, the r	velopin a lot o ion, the itution w a clo apppli ite an e dule Br dule Br v world aspect . The C ions ar nanage	ng strategic al f other co-ope ey have not b hal economics oser analysis o ied in the mod essay about a usiness Cooperat of business of cooperat fourse will intr nd how Europ ement of busi	liances erative een in (the of co- lule curren eration o- ions. roduce ean			

Business Cooperation: Management

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 mad 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.

earning outcome

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.

Soft skills:

5 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.

7	Exan	nination: Final Module	Exam							
-	Rele	vant Work:								
8	No	Number and Type; Co	nnection to Course	ction to Course		Part of final mark in %				
	1	Final written exam (Go depending on chosen			120 min.	100 %				
9	Stud	y Work: none								
10	The o	equisites for Credit Poi credit points will be gra pleted.		t work a	nd study work ha	ve been successfully				
	CP A	ssignment:								
			No 1 (on choic	No 1 (on choice) and		Р				
	Pres	sence	No 2		0.50 C	Р				
1			No 3 (on choic	ce) and	1.50 C	Р				
			No 4		0.50 C	Р				
	Rele	evant Work	No 1		4.00 C	P				
	Tota	al			6 CP					
12		ght of the module grade o (3,33%)	e for the overall grad	e:						
ı3	Mod none	ule Prerequisites:								
14		ence: ence is strongly recom	nended to warrant le	arning s	uccess.					
	Mob	Mobility/Acknowledgement:								
15	Use	of the module for othe	er course programs	Bachelor Economics, Bachelor Politics and Economics, Bachelor Economics and Law, Dual Bachelor Economics, Bachelor Mathematics, Bachelor Geography						
	l				Department: School of Business and Economics					

Advanced Statistics

Mo	dule Ti	tle english:		Advanced Statistics							
Cou	rse Pro	ogram:		Bachelor Business A	Administration						
1	Modu	ule No: BWL	28	State: Elective	Language of Inst	ruction: Gerr	nan or Englisl	1			
2	Turn: seme	each winter ester	r	Duration: 1 semester	Semester: 5 or 6	CP: 6	Workload (h): 180			
	Module Structure:										
	No Type Cou		ſse		State	Workload (h)				
3							Presence (h + CH)	Self- Study (h)			
	1	Lecture	٨d٧	vanced Statistics		Compulsory	30 h (2 CH)	60			
	2	Exercise	٨d٧	anced Statistics		Compulsory	30 h (2 CH)	60			
	Proba varia conv	bles, estima ergence, hyp	tion r oothe	bability spaces, rando nethods (method of n sis testing, Wald, LM, robability theory, esti	noments, maximu and LR-tests. Edu	n likelihood) cational obje	, stochastic ctives: To unc				
5	Acad This econ with asses Soft Logic to ab	ometrics. Th economic th ss the suitab skills: and Critical	rides a us, it eory. bility o Thinl concre	a deeper knowledge o is indispensable for t Students are being p of empirical studies. king: Students have a ete situations and ma	he understanding repared for empiri facility with abstr	of and forma cal economic act reasoning	l scientific en research. The g, including th	egagement ey learn to ne ability			

	resul	ces made during problem soluts ts and assessment of a probly and in writing, to a range of	lem solving stra							
6	Desc none	ription of possible electives	within the mod	ules						
7	Exam	nination: Final Module Exam								
		vant Work:			_					
8	No	Number and Type; Connecti Final written exam	on to Course				Part of final mark in %			
	1	Final written exam			90 min.		100 %			
9	Stud	y Work: none								
10	The c	equisites for Credit Points: credit points will be granted a pleted.	ifter all relevant	t wor	k and study	work ł	nave been successfully			
	CP A	CP Assignment:								
	Pres	Sence	No 1		1.00 CP					
11		evant Work	No 2	No 1		1.00 4.00				
	Tota					4.00 6 CP				
12		(ht of the module grade for th o (3,33%)	ne overall grade	e:						
13		ule Prerequisites: mmended: Module Statistics								
14		ence: ence is strongly recommende	d to warrant lea	arnin	g success					
	Mobi	Mobility/Acknowledgement:								
15	Use	of the module for other cour	se programs	Bachelor Economics, Bachelor Politics and Economics, Bachelor Economics and Law, Dual Bachelor Economics, Bachelor Mathematics, Bachelor Geography						
16		onsible Lecturer: Dr. Mark Trede, Professor Dr.	. Bernd Wilfling		Departmen School of I		ess and Economics			
17		.: module is taught in the first h ometrics in the second half o			nester. It is a	advisa	ble to attend the module			

Econometrics

Мос	lule Tit	tle english:		Econometrics				
Cou	rse Pro	ogram:		Bachelor Business /	Administration			
1	Modu	ule No: BWL	29	State: Elective	Language of Inst	t ruction: Gerr	nan or Englis	h
2		each winter	-	Duration: 1 semester	Semester: 5 or 6		Workload (I	
	Modu	ule Structure	:]		
	No Type Cou		Co ι	rse		State	Workload (h)
3							Presence (h + CH)	Self- Study (h)
	1	Lecture	Eco	nometrics		Compulsory	30 h (2 CH)	60
	2	Exercise	Eco	nometrics		Compulsory	30 h (2 CH)	60
4	studi Cours Topic intera conve intera econve empi learn reflec	es. se content: s: linear reg actions; gen ergence and dependent e ometrics me rical econon to use and a ct on the me	ressic eraliz limit quati thods nic res asses thods	". A sound knowledge on; t-test; F-test; omit ed least squares met theorems; stochastic ons systems. Learnin s required for empirica search. They learn to s scientific methods i used in empirical stu ts of economic pheno	ted variable bias; hod (heteroskedas exogenous variab g objectives: This al economics. Stud assess the suitabi n empirical studie idies as well as on	nonlinearitie sticity, autoco oles; instrume module provi dents are bein lity of empirio s. Students a the results.	s; dummy var prrelation); st ental variable des the elem ng prepared f cal methods. pre able to cri	iables; ochastic s; entary or Students tically
5	Acad The s econe of exa recog indep book Soft s Logic	tudents are ometric thin amples whe gnize and ap	statis king, re ecc precia ad ec e sou Thinl		h to problem solv ccurately explain a etween theory and	ing. They are abstract phen d application: cluding surve	familiar with omena. They s. Students le ey articles, sc	a variety can earn to holarly

	lines of inquiry. They solve co problems. They gather and or counterexamples. They sharp identify suitable existing meth context of the problem being economic and statistical tools modelling and computational subversively. The students ca Communication: The students explain fundamental concepts during problem solving and ir assessment of a problem solv in writing to a range of audien	ganize relevant info en econometric que nods of analysis and considered. They co s. They use compute tools. The students n engage their creat s accept comments s from econometrics nterpretation of resu- ving strategy. They c	rmation such as i estions as a probl d assess their stree onstruct abstract ers and software a undermine nons tivity in the quest and feedback, an s to non-experts. lts. The students	related problems, examples em solving strategy. They engths and weaknesses in a models using appropriate as exploratory, visualization ensical regulations for novel or elegant solution d learn from them. They can They can justify choices ma present the results and	s and the n, ons. an ade
6	Description of possible electi none	ves within the mod	ules:		
7	Examination: Final Module Ex	kam			
8	Relevant Work: No Number and Type; Conr	ection to Course	Duration	Part of final mark in	%
	1 Final written exam		90 min.	100 %	
9	Study Work: none				
10	Prerequisites for Credit Point The credit points will be grant completed.		work and study v	vork have been successfull	у
	CP Assignment:				
	Presence	No 1		1.00 CP	
11		No 2		1.00 CP	
	Relevant Work	No 1		4.00 CP	
	Total			6 CP	
12	Weight of the module grade f 6/180 (3,33%)	or the overall grade	:		
13	Module Prerequisites: Recommended: Modules Stat	istics, Advanced Sta	atistics.		
14	Presence: Presence is strongly recomme	ended to warrant lea	ming success		
	Mobility/Acknowledgement:				
15	Use of the module for other o	course programs		nics, Bachelor Politics and nelor Economics and Law, I	Dual

		nelor Economics, Bachelor M nelor Geography		or Mathematics,
16	Responsible Lecturer: Prof. Dr. Mark Trede, Professor Dr. Bernd Wilfling	Department: School of Business and Eco		d Economics
17	Misc.: This module is taught in the second half of the wint Advanced Statistics in the first half of the term.	term. It is advisable to atten	nter te	ttend the module

Microeconomics I

Мос	dule Ti	tle english:	Microe	conomics I					
Cou	rse Pro	ogram:	Bachel	or Business Adm	inistration				
1	Modu	ule No: VWL 1	State:	Compulsory	Language of Instr	uction: Germ	an		
2	Turn: each semester Dur		Duratio	n: 2 semesters	Semester: 1 or 2	CP: 12	Workload (I	d (h): 360	
	Modu	ule Structure	:						
	No	Туре	Course			State	Workload	(h)	
							Presence (h + CH)	Self- Study (h)	
3	1	Lecture	Principles English)	-			y 30 h (2 CH)	15	
	2	Exercise	Tutorial or	torial on Principles of Economics			y 30 h (2 CH)	15	
	3	Lecture	Microecon	omics	Compulsor	y 60 h (4 CH)	120		
	4	Exercise	Exercises	n Microeconomi	cs	Compulsor	y 30 h (2 CH)	60	
4	Purper The r espe micro Cours The c basic capit and c mech hand and v of go discu	nodul 'Microe cially true for beconomicall se content: course "Princi al markets as demand). The nanisms. The (optimal hou with the theo ods, factor do ussed. The ain	economic I' the comple y focussed iples of Eco onal accoun s well as the e aim is to u course "Mi usehold beh ry of the firm emand). Mo m of the exe	mtary modul 'Ma moduls such as t system, fundar principles of ma nderstand funda croeconomics" o avior, demand f n on the other (th reover, theorem ercises is to deep	ulum: a for most of the othe acroeconomics I', b Microeconomic II'. tes basic principles nental concepts of parkets (especially the mental economic re- deals with the theore- or goods, factor sup- neory of production, s of welfare econom- ten the theoretical u- lved by the student	ut also for th of economic macroeconomic elationships y of the hous oply, insuran , least cost co nics and inco understandin	e advanced s. These incl nics, financia of market su and basic ma sehold on the ce and uncer ombination, mplete mark	ude al and upply arket e one tainty) supply ets are	
	The			Learning object					
	Hou	seholds' Dec	ision		d constraints lecisionproblems erpreting decision p	oroblems			

			-unterstanding the rela demand function.	ation between	households' decision and
	Prod	lucers' Decision	-Production Function -Deriving the cost func -understanding the rel function.		aining it a cost function and supply
		damental roeconomics	-Economic cycle -Basics of the national	accounts	
	Mon	ey and Capital	-Basics of the money a -Understanding the ro		rket
5	Acad Stude macr and t unde more probl Soft s Work	he coherence between s rstand and apply centra advanced courses. The lems is helpful in rationa skills:	conomics. They are able supply and demand with I theories and models. T structured presentation Illy solving similar/relat mall scale class setting	to understan respect to pri he courses of and analysis ed problems	es, especially of d the fundamentals of markets icing. They are also able to this module form a basis for of the different decision elf-structered working and
6	Desc none	ription of possible elect	ives within the modules	:	
7	Exam	iination: Examinations f	or every part of the mod	lule	
	Relev	vant Work:			
	No	Number and Type; Con	nection to Course	Duration	Part of final mark in %
8	1	Written exam on Princip	oles of Economics	60 min.	25 %
	2	Written exam on Microe	economics	120 min.	75 %
9	Study	y Work: none			
10	The c	equisites for Credit Point redit points will be gran pleted.		rk and study w	vork have been successfully
	CP As	ssignment:			
			No 1		1.00 CP
11	Dras		No 2		1.00 CP
	Pres	sence	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 recommende	d to warrant le	arning s	uccess			
	Mobility/Acknowledgement:						
15	Use of the module for other course programs Bachelor Economics, Bachelor Mathematics, Bachelor Physics, Bachelor Geography						
16	Responsible Lecturer: Professor Dr. Martin Bohl, Profess Löschel	or Dr. Andreas		Departn School	nent: of Business and Economics		
17	Misc.: The course "Principles in Econom each winter and summer term. The " each summer term.			•			

Macroeconomics I

1010	dule Ti	odule Title english: ourse Program:		Macroeconomi	cs l					
Coι	ırse Pr	ogram:		Bachelor Busin	ess Adı	ninistration				
1	Mod	ule No: VWL	2	State: Compuls	sory	Language of	Instru	ction: (German	
2	Turn: each winter semesterDuration: 1			Duration: 1 sem	nester	Semester: 3	or 4	CP: 9	Workload	d (h): 270
	Mod	ule Structur	2:							
	No	No Type Course					State	!	Workload (h	ı)
3									Presence (h + CH)	Self- Study (h)
	1	Lecture	Mac	roeconomics I			Comp	oulsory	60 h (4 CH)	120
	2	Exercise	Tuto	orial on Macroecc	onomics	51	Comp	oulsory	30 h (2 CH)	60
	The s polic	students sho y interventio	ould be	e qualified to ana		o an understan	nding o	of macro	economic an	alysis.
	Nati	Themes National Accounting								
4	Classical / Neoclassical Economics Keynesian Economics Neoclassical Synthesis				lyse an Learni Studer		nomic rn how	the dif	pment and e	conomic
4	Key	ssical / Neoc	lassica		lyse an Learni Studer nation Studer	d evaluate ecc ng objectives nts should lear	rn how re com	the dif	pment and e ferent factors	conomic of the
4	Key Syn	ssical / Neoc nesian Econ	lassica		lyse an Learni Studer nation Studer betwee Studer	d evaluate eco ng objectives nts should lear al accounts ar nts should lear en the theories	rn how re com rn and s. rn how	the dif posed. unders	ferent factors tand the diffe	of the erence ed by the
4	Key Syn Mor	ssical / Neoc nesian Econ thesis	lassica	Neoclassical	Learni Studer nation Studer betwee Studer financ real se Studer	d evaluate eco ng objectives nts should lead al accounts ar nts should lead en the theories nts should lead ial sector and ector. nts should lead mic policy imp	rn how re com rn and s. rn how what n rn wha	t are th	pment and e ferent factors tand the diffe can be creat reation impli e pros and co	erence ed by the es for the

	Mon	ietarism	between Mo		d the theo	tand the difference pries discussed in the	
	Phili	ips Curve		ould learn how inflation and unemployment each other and what are the policy effects			
Unemployment Students should learn how unemployment what might be effective measures to unemployment							
5	Learning outcomes: 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, development						
6	Desc none	ription of possible electives	within the modules	:			
7	Exam	ination: Final Module Exam					
8	Relev No	vant Work: Number and Type; Connecti	on to Course	Duration	Pa	art of final mark in %	
	1	Final written exam		120 min.		00 %	
9	Stud	y Work: none					
10	The c	equisites for Credit Points: redit points will be granted a pleted.	fter all relevant wo	rk and study	work hav	e been successfully	
	CP As	ssignment:					
			No 1				
11	Pres	sence	No 2		2.00 CP 1.00 CP		
	Rele	evant Work	No 1		6.00 CP		
	Tota	.l		9 CP			
12		ht of the module grade for th o (5%)	ne overall grade:				

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 le	arning su	iccess		
	Mobility/Acknowledgement:				
15	Use of the module for other course programs		r Economics, Bachelor Mathematics, r Physics, Bachelor Geography		
16	Responsible Lecturer: Professor Dr. Bernd Kempa, Professor Dr. Nadine	Department: School of Business and Economics			
17	Misc.:				

Foundations of Regulation Module Title english: **Bachelor Business Administration Course Program:** Module No: VWL 6a State: Elective Language of Instruction: German 1 Turn: each summer **Duration:** 1 Workload (h): 180 Semester: 5 or 6 **CP:** 6 2 semester semester **Module Structure:** Course State Workload (h) No Туре Self-Presence Study (h + CH)3 (h) Foundations of Regulation Lecture / 30 h (2 Compulsory 90 1 Seminar CH) 2 Exercise Tutorial on Foundations of Regulation Compulsory 30 h (2 30 CH) **Module Profile:** 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. **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 aquainted with severa industrial economics models with different market structures and outcomes. The influence of market behaviour of economic entities 4 is also analysed in detail. Finally, means of competition policy are analysed that are capable of overriding the respective restraints. In this course 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 aquainted 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. Themes Learning objectives

Foundations of Regulation

1. Introduction To understand competition policy from a historical perspective. To know its objectives and its relationship to regulation. 2. Market Power and To understand that market power can lead to varying degrees of welfare 3. The Role of Competition Policy To understand the different functions of competition policy. Competition Policy 4. Principles of Regulation To comprehend why natural monopolies arise, how they arise and why 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 To comprehend how prices and price structures of natural monopolists can be regulated and which problems can result. 7. Cost-based To comprehend that different cost-based regulatory instruments are Regulation 8. Incentive To comprehend how network sectors can be deregulated. 9. Deregulating To comprehend how network sectors can be deregulated. 9. Deregulating To comprehend how network sectors can be deregulated. 9. Incentive To comprehend how network sectors can be deregulated. 9. Deregulating To comprehend how network sectors can be deregulated. 9. Soft skills: 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 eco									
Welfare 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 To comprehend which instruments regulatory policy can use in case of information 7. Cost-based To comprehend that different cost-based regulatory instruments are available. 8. Incentive To comprehend how network sectors can be deregulated. 9. Deregulating Network Sectors To comprehend how network sectors can be deregulated. 10 comprehend how network sectors can be deregulated. Its 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. 5 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-		1. Introduction			cal perspective. To know				
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 how prices and price structures of natural monopolists can be regulated and which problems can result. 7. Cost-based To comprehend that different cost-based regulatory instruments are Regulation 7. Cost-based To comprehend the different forms of incentive regulation. 8. Incentive To comprehend how network sectors can be deregulated. 9. Deregulating To comprehend how network sectors can be deregulated. 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. 5 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 approa					rying degrees of				
Regulation 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 To comprehend which instruments regulatory policy can use in case of asymmetric information. 7. Cost-based To comprehend that different cost-based regulatory instruments are available. 8. Incentive To comprehend the different forms of incentive regulation. 9. Deregulation To comprehend how network sectors can be deregulated. Network Sectors To comprehend how network sectors can be deregulated. Learning outcomes: Academic: In this module the students acquire content-related competences for the basic economic policy paradigms, criteria 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. 5 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 studie		-							
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. Learning outcomes: 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. 5 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. 6 Description of possible electives within the modules: none Part of final mark in %			they may not produce pareto-	they may not produce pareto-optimal outcomes. To know different					
Information asymmetric information. 7. Cost-based To comprehend that different cost-based regulatory instruments are available. 8. Incentive To comprehend the different forms of incentive regulation. 9. Deregulating To comprehend how network sectors can be deregulated. 9. Deregulating To comprehend how network sectors can be deregulated. 9. Deregulating To comprehend how network sectors can be deregulated. 9. Deregulating To comprehend how network sectors can be deregulated. 9. Deregulating To comprehend how network sectors can be deregulated. 9. Deregulating To comprehend how network sectors can be deregulated. 9. Deregulating To comprehend how network sectors can be deregulated. 9. Deregulating To comprehend how network sectors can be deregulated. 9. Deregulating To comprehend how network sectors can be deregulated. 9. Deregulating To comprehend how network sectors can be deregulated. 9. Deregulating To comprehend how network sectors can be deregulated. 9. Deregulating To comprehend how network sectors can be deregulated. 9. Deregulating To comprehend how network sectors can be deregulated. 9. Deregulating To temperhend how network sectors can be deregulated. 9.		5. Price Regulation							
Regulation available. 8. Incentive To comprehend the different forms of incentive regulation. 9. Deregulating To comprehend how network sectors can be deregulated. 9. Deregulating To comprehend how network sectors can be deregulated. 9. Deregulating To comprehend how network sectors can be deregulated. 9. Deregulating To comprehend how network sectors can be deregulated. 9. Deregulating To comprehend how network sectors can be deregulated. 9. Deregulating To comprehend how network sectors can be deregulated. 9. Deregulating To comprehend how network sectors can be deregulated. 9. Deregulating To comprehend how network sectors can be deregulated. 9. Deregulating To comprehend how network sectors can be deregulated. 9. Deregulating To comprehend how network sectors can be deregulated. 9. Deregulating To comprehend how network sectors can be deregulated. 9. Deregulating To comprehend how network sectors can be deregulated. 9. Deregulating To comprehend how network sectors can be deregulated. 9. Description split The solution of such problems. 9. Soft skills: In this module, students learn particularly the analysis of complex economic policy issues with multiple factors as well as abstract and lateral				nents regulatory po	olicy can use in case of				
Regulation Provide 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. 5 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. 6 Description of possible electives within the modules: none 7 Examination: Final Module Exam 8 No Number and Type; Connection to Course Duration Part of final mark in %				cost-based regula	tory instruments are				
Network Sectors Learning outcomes: 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. 5 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. 6 Description of possible electives within the modules: none 7 Examination: Final Module Exam 8 No Number and Type; Connection to Course Duration Part of final mark in %			To comprehend the different						
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.5Soft 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.6Description of possible electives within the modules: none7Examination: Final Module Exam8No8No9Number and Type; Connection to Course9Duration9Part of final mark in %			To comprehend how network	sectors can be der	regulated.				
o none 7 Examination: Final Module Exam 8 Relevant Work: 8 No No Number and Type; Connection to Course Duration Part of final mark in %	5	Academic: In this module the stud paradigms, criteria wh economic policy instru- the students are taugh practical tools related Soft skills: In this module, studen multiple factors as we practiced with example their development of a the course is applied i case studies are referr	en economic policy measures iments and when economic po it the theoretical knowledge of to the solution of such problen its learn particularly the analys il as abstract and lateral thinking es. The self-responsible prepara in autonomous approach to pro n a real life context. For this pu ed to, so that students are able	should be applied, licy actions may be regulatory and cor ns. is of complex econ ng. Further, proble ation of the exercis oblem solving. Add rpose and through e to construct suita	, the working principles of e detrimental. Additionally, mpetition theory and nomic policy issues with m-solving skills will be ses supports students in ditionally, the content of nout the course, specific able economic policy				
Relevant Work: No Number and Type; Connection to Course Duration Part of final mark in %	6		e electives within the modules	:					
8 No Number and Type; Connection to Course Duration Part of final mark in %	7	Examination: Final Mo	odule Exam						
	Q		e; Connection to Course	Duration	Part of final mark in %				
	o								
9 Study Work: none	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.							
	CP Assignment:							
	Dreesnes	No 1		1.0	oo CP			
11	Presence	No 2		1.0	oo CP			
	Relevant Work	No 1		4.0	00 CP			
	Total			6 (СР			
12	Weight of the module grade for the 6/180 (3,33%)	he overall grade	:					
13	Module Prerequisites: none							
14	Presence: Preence is recommended to warra	ant learning suc	cess					
15	Mobility/Acknowledgement:							
-5	Use of the module for other cour	rse programs	none					
16	Responsible Lecturer: Professor Dr. Gernot Sieg			Departmen School of E	nt: Business and Economics			
17	Misc.:							

Foundations of Economic Policy (for Business) Module Title english: **Bachelor Business Administration Course Program:** Module No: VWL 6b State: Elective Language of Instruction: German 1 **Turn:** each summer Duration: 1 Semester: 5 or 6 **CP:** 6 Workload (h): 180 2 semester semester **Module Structure:** Course State Workload (h) No Type Self-Presence Study (h + CH)3 (h) Lecture / Foundations of Economic Policy Compulsory 30 h (2 90 1 Seminar CH) Tutorial on Foundations of Economic 2 Exercise Compulsory 30 h (2 30 Policy CH) **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 4 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. Learning objectives Themes To learn about the basic questions of economic policy illustrated by an The need for economic policy example from the news To learn the difference between the concept of "Ordnungspolitik", which Paradigms of economic policy confines economic policy to rule setting tasks, and interventionist economic policy.

Foundations of Economic Policy (for Business)

	ecor gove	nomic system, nomic policy , ernmental Ilation	To learn about th understand the lo learn the polic	working prin	ciples of eco	nomic p		
	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.							
	Ecor play	nomic policy ers	To learn that pol policy failures. T voters, bureaucr decision making instrument for a	o understan ats and lobb process. To	d the econor yists and ho comprehend	nic ince w this i	ntives of politici nfluences the po	ans, olicy
5	Acad In thi parace econ the s pract Soft In thi multi pract their the c case	ning outcomes: emic: is module the stud digms, criteria whe omic policy instru- tudents are taught cical tools related t skills: is module, student iple factors as well ciced with example development of an ourse is applied in studies are referre sures and to elabo	en economic polic ments and when e the theoretical k o the solution of s s learn particular as abstract and l s. The self-respor n autonomous ap a real life contex ed to, so that stud	y measures a economic po nowledge of such problen by the analys ateral thinking proach to pro t. For this pu ents are able	should be ap licy actions r regulatory a ns. is of comple ng. Further, p ation of the oblem solvin rpose and the to construc	oplied, t may be o nd comp x econo problem exercise ng. Addit prougho t suitab	he working prind detrimental. Add petition theory a -solving skills w es supports stud tionally, the cont ut the course, sp le economic pol	ciples of litionally, ind s with ill be lents in tent of pecific
6	Desc none	ription of possible	electives within	the modules	:			
7	Exam	nination: Final Mo	dule Exam					
	Relev	vant Work:						
8	No	Number and Type	e; Connection to C	ourse	Duration		Part of final mar	rk in %
	1	Final written exar	n		90 min.		100 %	
9	Stud	y Work: none						
10	The c	equisites for Credit credit points will bo pleted.		relevant wo	k and study	work ha	ave been succes	sfully
	CP A	ssignment:						
11			No 1			1.00 C	Р	

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

			OMICS (FOR BUSINESS STUDENTS) International Economics (for Business students)							
Mo	dule Ti	tle english:			udents)					
Cou	irse Pr	ogram:	Bachelor Business A	Bachelor Business Administration						
1	Mod	ule No: VWL 7a	State: Elective	Language of Instru	age of Instruction: German					
2	Turn: each summer semesterDuration: 1 semesterSemester: 5 or 6				CP: 6	Workload (h	i): 180			
	Mod	ule Structure:								
	No	Туре	Course		State	Workload	(h)			
3						Presence (h + CH)	Self- Study (h)			
	1	Lecture / Seminar	International Econom	Compulsory		135				
	Purp The r builc	nodule offers an ii	/ integration into curric htroduction to importan edge of the module Mac	t topics and method	s of internation	CH) onal financ	e and			
4	Purp The r build Cour The Com fina fore mor	ose of the module nodule offers an in Is upon the knowle se content: mes position and inter ncial markets; inter ign exchange rate	ntroduction to importan	t topics and method croeconomics I. national money and open economies; cy; international	s of internation Learning of Ability to ur dynamics ir financial ma solve proble contained	onal financ ojectives nderstand th n capital an arkets; abili	ne d			
4	Purp The r build Cour The Corr fina fore mor fina fore mor fina Learn Acad The r cours mark mode Soft Upor econ	ose of the module nodule offers an in is upon the knowle se content: mes position and inter- ncial markets; inter- ign exchange rate netary system and ncial crises ning outcomes: emic: nodule conveys base is to offer a dee sets. Students lear el perspective as v skills: n completion of the omy. This knowled	ntroduction to importan edge of the module Mac rdependencies in intern erdependencies among determination and poli	It topics and method croeconomics I. national money and open economies; cy; international f currency and e field of internation f currency and mic policy issues of to basis. ble to analyse comp y of the students to i	Learning of Ability to ur dynamics ir financial ma solve proble contained	onal finance ojectives inderstand the capital and arkets; abilitients self- s. The aim construction gn exchange nomy, bother issues of the	ne d ity to of the e rate from a ne open			
	Purp The r build Cour The Com fina fore mor fina fore mor fina Learn Acad The r cours mark mode Soft Upor econ prob	ose of the module nodule offers an in is upon the knowle se content: mes position and inter- ncial markets; inter- ign exchange rate netary system and ncial crises ning outcomes: emic: nodule conveys base is to offer a dee sets. Students lear el perspective as v skills: n completion of the omy. This knowled lems and conveys	ntroduction to importan edge of the module Mac rdependencies in intern erdependencies among determination and poli global consequences o aseline knowledge in th per understanding of th n how to assess econor vell as on an empirical to e course students are al dge facilitates the ability	It topics and method croeconomics I. national money and open economies; cy; international f currency and e field of internation f currency and mic policy issues of to basis. ble to analyse comp y of the students to in hinking.	Learning of Ability to ur dynamics ir financial ma solve proble contained	onal finance ojectives inderstand the capital and arkets; abilitients self- s. The aim construction gn exchange nomy, bother issues of the	ne d ity to of the e rate from a ne open			

International Economics (for Business students)

	Relev	vant Work:						
8	No	Number and Type; Connecti	on to Course	Dura	ition	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.							
	CP As	ssignment:						
11	Pres	sence	No 1		1.50 (CP		
	Rele	evant Work	No 1		4.50 (CP		
	Tota	ıl	6 CP					
12		t ht of the module grade for th o (3,33%)	e overall grade:					
13	Mod none	ule Prerequisites:						
14	Prese Prese	ence: ence is strongly recommende	d to warrant learnir	ng suc	cess			
	Mobility/Acknowledgement:							
15	Use	Use of the module for other course programs none						
16		onsible Lecturer: essor Dr. Bernd Kempa		Department: School of Business and Economics				
17	Misc.:							

Мо	dule Ti	tle english:		New Institutional Economics for Business Students					
Cοι	ırse Pr	ogram:		Bachelor Business Administration					
1 Module No: VWL 8a			Ba	State: Elective	Language of Instruction: German				
2	Turn seme	each summe ester	er	Duration: 1 semester	Semester: 5 c	or 6	CP: 6	Workload	l (h): 180
	Mod	ule Structure	:						
	No	Туре	Cours	se		State	;	Workload (h)
3								Presence (h + CH)	Self- Study (h)
	1	Lecture	New I	nstitutional Economic	CS	Com	pulsory	30 h (2 CH)	90
	2	Exercise	Tutor	ial/Exam Preparation		Com	pulsory	30 h (2 CH)	30
	Purp Econ actio But i shov instit	omic theory f ons take place nstitutions no v effects on m tutions work a	requer e althou ot only nacroed and ho	ntegration into curric atly abstracts from the ugh these institutions influence the individu conomic variables like w improved institution	institutional en significantly in al actions (mic economic grov ns lead to bette	fluenc roeco vth. Th er ecor	e their e nomic p nerefore nomic ou	economic out erspective), t , knowledge utcomes is a	comes. hey also now pasic
4	Purp Econ actio But i show instit prere cour: Cour Lectu assu distr Stud how intro	ose of the mo omic theory f ons take place nstitutions no veffects on m tutions work a equisite for ec ses on busine se content: ure and exerci mptions of no ibution of info ents will learn they manage	requer e althou ot only hacroec and ho conomi ess co- ises ain eoclass ormatio n how i to influ amenta	atly abstracts from the ugh these institutions influence the individu conomic variables like w improved institution sts to formulate econo operation. In to explain how insti sical economics and in on, which has significa institutions help to so uence our behaviour.	institutional en significantly in ial actions (mic economic grow ns lead to bette omic advice. It tutions affect en troduces imper ant effects on h lve these proble The lecture and	fluence roecol vth. The r ecor is a va conon rfectio ow ec ems a l its ind	e their e nomic p nerefore lomic ou luable i nic actic ons espe onomic nd how cluding	economic out erspective), t , knowledge utcomes is a nput for elect ons. They dro ecially to the actions are c institutions v exercises wil	comes. hey also now basic tive o the arried out vork i.e.
4	Purp Econ actio But i show instit prere cours Cours Lectu assu distr Stud how intro shou	ose of the mo omic theory f ons take place nstitutions no v effects on m tutions work a equisite for ec ses on busine se content: ure and exerci mptions of no ibution of info ents will learn they manage duce to funda	requer e althou ot only hacroec and ho conomi ess co- ises ain eoclass ormatio n how i to influ amenta ransact	atly abstracts from the ugh these institutions influence the individu conomic variables like w improved institution sts to formulate econo operation. In to explain how insti sical economics and in on, which has significa institutions help to so uence our behaviour.	institutional en significantly in ial actions (mic economic grow ns lead to bette omic advice. It tutions affect en troduces imper ant effects on h lve these proble The lecture and	fluence roecol vth. The r ecor is a va conon rfectio ow ec ems a l its ind	e their e nomic p nerefore lomic ou luable i nic actic ons espe onomic nd how cluding	economic out erspective), t , knowledge utcomes is a nput for elect ons. They dro ecially to the actions are c institutions v exercises wil	comes. hey also now casic tive o the arried out vork i.e.
4	Purp Econ actio But i show instit prere cour: Cour Lectu assu distr Stud how intro shou	ose of the mo omic theory f ons take place nstitutions no veffects on m tutions work a equisite for ec ses on busine se content: ure and exerci mptions of no ibution of info ents will learn they manage duce to funda	requer e althou bt only hacroec and ho conomi ess co- ises ain eoclass ormation how i to influ amenta ransact	atly abstracts from the ugh these institutions influence the individu conomic variables like w improved institution sts to formulate econo operation. In to explain how insti sical economics and in on, which has significat institutions help to so uence our behaviour. I insights on how enter tions.	institutional en significantly in ial actions (mic economic grow ns lead to bette omic advice. It tutions affect en troduces impe ant effects on h lve these proble The lecture and erprises should	fluenc roecol vth. Th r ecor is a va conon rfectic ow ec ems a l its ind be or	e their e nomic p nerefore luable i nic actic ons espe onomic nd how cluding ganized	economic out erspective), t , knowledge utcomes is a nput for elect ons. They dro ecially to the actions are c institutions v exercises wil and how ent	comes. hey also how basic tive the arried out vork i.e. erprises
4	Purp Econ actio But i show instit prere cour: Cour Lectu assu distr Stud how intro shou The Intro exal inst	ose of the mo omic theory f ons take place nstitutions no veffects on m tutions work a equisite for ec ses on busine se content: ure and exerci mptions of no ibution of info ents will learn they manage duce to funda ild organize to mes	requer e althou ot only hacroec and ho conomi ess co ises ain eoclass ormation n how i to influ amenta ransact Lean To b imp To u app	atly abstracts from the ugh these institutions influence the individu conomic variables like w improved institution sts to formulate econ- operation. In to explain how insti- sical economics and in on, which has significa nstitutions help to so uence our behaviour. In insights on how enter- tions.	institutional er significantly in ial actions (mic economic grow ns lead to bette omic advice. It tutions affect entroduces impe ant effects on h lve these proble The lecture and erprises should	fluenc roecol vth. Th r ecor is a va conon rfectic ow ec ems a its ind be or nstitu	tions anti- tions of t omics of t omic actic ons espective onomic nd how cluding ganized	economic out erspective), t , knowledge utcomes is a nput for elect ons. They dro ecially to the actions are c institutions v exercises wil and how ent d their econo he homo eco	comes. hey also how basic ive o the arried out vork i.e. l erprises

New Institutional Economics for Business Students

<u> </u>								
		information asymmetry impac and how to deal with them.	t on economic actio	ons, how to categorize them				
	Principal-agent theoryTo understand how the division of labour and asymmetric information le to principle-agent problems and how to solve these problems. To learn t distinguish different forms of asymmetric information and how to cope w 							
	Transaction Cost Economics	To learn how to identify and as determinants of transactions. determinants of transactions l carrying out transactions. To r decision making and for comp	To comprehend how ead to different gov ealize the relevance	w specificity and other vernance structures for				
	Theory of property-rights	To identify different forms of p distribution of property rights						
	Applications and perspectives	To apply the methods of instit understand how to assess cor institutional economics.		•				
5	methods and the lecture, the stude transaction-cost t institutional econ Soft skills: In this module, st multiple influenci solution compete exercises support solving. Additiona	ture "New Institutional Economic extension of the economic knowl nts have content-related compet heory and the theory of property omic problems and to develop in udents learn particularly the anal ng factors as well as abstract and nce for applied problems is enco s students in their development ally, the content of the course is a ne course, specific case studies a	edge of the basic st ences of the princip rights. In addition, s stitutional alternativ ysis of complex eco I lateral thinking. In uraged. The self-res of an autonomous a pplied in a real life	tudies. After completing the bal-agent theory, the students are able to analyze ves. pnomic circumstances with the exercises, the practical sponsible preparation of the approach to problem context. For this purpose				
6	Description of position	ssible electives within the modu	es:					
7	Examination: Fina	al Module Exam						
	Relevant Work:	Type Connection to Course	Duration	Part of final mark in %				
8	NoNumber and1Final writter	I Type; Connection to Course	90 min.	100 %				
9	Study Work: none							
10	Prerequisites for The credit points completed.	Credit Points: will be granted after all relevant v	ork and study work	< have been successfully				
11	CP Assignment:							

Presence	No 1		1.00 CP		
Tresence	No 2		1.00 CP		
Relevant Work	No 1		4.00 CP		
Total			6 CP		
Weight of the module grade for the 6/180 (3,33%)	he overall grade	9:			
Module Prerequisites: none					
Presence: Presence is strongly recommende	ed to warrant lea	arning sı	access.		
Mobility/Acknowledgement:					
Use of the module for other cour	se programs	none			
Responsible Lecturer: Prof. Dr. Theresia Theurl			Department: School of Business and Economics		
Misc.:					
	Total Weight of the module grade for the 6/180 (3,33%) Module Prerequisites: none Presence: Presence is strongly recommended Mobility/Acknowledgement: Use of the module for other court Responsible Lecturer: Prof. Dr. Theresia Theurl	Presence No 2 Relevant Work No 1 Total Veight of the module grade for the overall grade 6/180 (3,33%) Module Prerequisites: none none Presence: Presence is strongly recommended to warrant lead Mobility/Acknowledgement: Use of the module for other course programs Responsible Lecturer: Prof. Dr. Theresia Theurl	Presence No 2 Relevant Work No 1 Total Veight of the module grade for the overall grade: 6/180 (3,33%) Module Prerequisites: Mone Presence: Presence is strongly recommended to warrant learning su Mobility/Acknowledgement: use of the module for other course programs No 2 Responsible Lecturer: none		

Resource Economics

	lule Tit	tle english:		Resource Economics						
Cou	rse Pro	ogram:		Bachelor Business A	dministration					
1	Modu	ile No: VWL 9)	State: Elective	Language of I	Language of Instruction: German				
2	Turn: seme	each winter ester		Duration: 1 semester	Semester: 5 0	r 6	CP: 6	Workload	(h): 180	
	Modu	ıle Structure	:							
	No	Туре	Cour	se		Stat	e	Workload (h	ı)	
3								Presence (h + CH)	Self- Study (h)	
	1	Lecture	Reso	urce Economics		Com	pulsory	30 h (2 CH)	90	
	2	Exercise	Exer	cises on Resource Eco	nomics	Com	pulsory	15 h (1 CH)	45	
4	The n econe "Envi serve Chan Cours The n facto facto and u Resol	nodule "Resc omic policy a ronmental a s as a basics ge Economic se content: nodule 'Reso rs of product r. Hence, the uses in the ecurces and the	ource E and reg nd Clir s cours ss" and ource E ion in stude conom eir use	integration into curric Economics" is based o gulation. It complement nate Change Economics of the master prograte ("Advanced Energy ar "conomics' deals primate modern Economies ar nt learn about the mint y. The topics include - in Energy Production lignite, hard coal, oil, s	n the fundamen its the modules cs" in the bache am modules "E nd Resource Ecc arily with Energy of the Resource ling of natural re Energy and Ene - Resource usag	s "Ene elor d nviro onomi y as th s whi esour ergy A ge and	rgy Econ egree pr nmental ics". ne one o ch are no ces and ccountir d enviror	omics" and ogram. The m Economics", f the most im eeded to proo their transfor ng - Exhaustik mental issue	odule "Climate portant duce this mation ole	
5	Learning outcomes: 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. Soft skills: Analytical Skills, judge and cope with different positions and stake holders.									
6	Description of possible electives within the modules: none									
7	Exam	ination: Fina	al Mod	lule Exam						

	Relev	vant Work:					
8	NoNumber and Type; Connect1Final Written Exam		on to Course	Dı	uration	Part of final mark in %	
	1	Final Written Exam		60	o min.	100 %	
9	Stud	y Work: none					
10	The o	equisites for Credit Points: credit points will be granted a pleted.	ave been successfully				
	CP A	ssignment:					
			No 1		1.00	СР	
11	Pres	sence	No 2		0.50	СР	
	Rele	evant Work	No 1		4.50	СР	
	Total				6 CP		
12		ght of the module grade for th o (3,33%)	ne overall grade	: :			
13	Mod none	ule Prerequisites:					
14		ence: ence is strongly recommende	d to warrant lea	arning s	uccess		
	Mobi	ility/Acknowledgement:					
15	Use	of the module for other cour	se programs	Bachelor Economics, Bachelor Politics and Economics, Bachelor Economics and Law, Bachelor Mathematics, Bachelor Geograph			
16		oonsible Lecturer: essor Dr. Andreas Löschel			Department: University of Münster, School of Business and Economics		
17	Misc	.:					

Energy Economics

Module Title english:				Energy Economics	Energy Economics						
Cou	rse Pro	ogram:		Bachelor Business A	dminis	tration					
1	Mod	u le No: VWL	10	State: Elective	Langu	uage of I	erman				
2	Turn: each summer semester			Duration: 1 semester	Seme	e ster: 5 c	or 6	CP: 6	Workload	l (h): 180	
	Mod	ule Structur	e:								
	No	Туре	Cours	5e			State	e	Workload (h	1)	
3									Presence (h + CH)	Self- Study (h)	
	1	Lecture	Energ	gy Economics			Com	pulsory	30 h (2 CH)	90	
	2	Exercise	Exerc	ises on Energy Econor	nics		Com	pulsory	15 h (1 CH)	45	
4	Econ Cours The r the s eners source	omics" and se content: nodule "Ene pecial chara gy economic ces (electrici	"Advan ergy Eco icteristics: - Cha ity and g	ogram modules "Envir ced Energy and Resou nomics" deals with th cs of electricity market racteristics of electrici gas) - Justification for e cent issues in energy e	rce Eco e suppl ts. The ity marl energy	nomics' ly and do modules kets - Ma policy ar	". eman s impa arket (d for ene arts a fui design fo	ergy, especial ndamental ov or grid-bound	verview of l energy	
5	economic modeling - Recent issues in energy economics 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. Soft skills: General analytical skills; analysis of contrary interests (political trade-offs).							s with a r an			
6	Desc none	• •	ossible	electives within the m	odules	:					
7	Exam	nination: Fir	nal Mod	ule Exam							
8	Relev No	vant Work: Number an	d Type;	Connection to Course		Duratio	on	Pa	art of final ma	ark in %	

	1	Final written exam		6	o min.	100 %		
9	Stud	y Work: none						
10	The o	equisites for Credit Points: credit points will be granted a pleted.	after all relevant	t work a	and study wor	k have been successfully		
	CP Assignment:							
	Drog	sonso	No 1		1.0	oo CP		
11	Fles	sence	No 2		0.5	50 CP		
	Rele	evant Work	No 1		4.5	50 CP		
	Tota	al			6 (P		
12		sht of the module grade for t l o (3,33%)	ne overall grade	2:				
13	Mod none	ule Prerequisites:						
14		ence: ence is strongly recommende	ed to warrant lea	arnings	success			
	Mob	ility/Acknowledgement:						
15	Use	of the module for other cour	se programs	Econo Bache	mics, Bachel	s, Bachelor Politics and or Economics and Law, Dua s, Bachelor Mathematics, y	al	
16		oonsible Lecturer: essor 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							
C οι	irse Pro	ogram:		Bachelor Business A	dministration						
1	Mod	ule No: VWL 1	11	State: Elective	Language of	Instru	nglish				
2	Turn: each winter semester			Duration: 1 semester	Semester: 5	or 6	CP: 6	Workload	(h): 180		
	Mod	ule Structure	:		-						
	No	Туре	Cour	se		Stat	е	Workload (h	ı)		
3								Presence (h + CH)	Self- Study (h)		
	1	Lecture	Trad	e Theory and Policy		Com	pulsory	30 h (2 CH)	60		
	2	Exercise	Tuto	rial on Trade Theory ar	nd Policy	Com	pulsory	30 h (2 CH)	60		
	Over remo At the dome disto	the last 60 ye wing barriers e same time, estic industrie rt the free flo	ears, r to into worric es hav w of g	integration into curri most countries around ernational trade, reflect as about the effects of ve led many countries goods and factors. Stu-	the world have ting the view t free trade on t to engage in pu dying the cause	hat fre he inte rotections es and	e trade i ernationa onist pol consequ	s a force for p al competitive icies which li uences of inte	prosperity eness of mit or ernationa		
4	Over remo At the disto trade relati Cour: This the s bette to ex econ ques vario	ose of the mo the last 60 ye ving barriers e same time, estic industri- rt the free flo e integration t ive pros and o se content: course provid tudent to the er than autark plain the stru omic welfare. tion of wheth	ears, r to inte worrie es hav ow of g therefo cons o des an e subje cy. To t ucture . The s ner res cy inst	nost countries around ernational trade, refleces about the effects of ve led many countries	the world have the trade on t free trade on t to engage in pu dying the cause bensable tool o omics of interna ich deals with to odels of interna as well as its c ure deals with than free trade	hat fre he interotection rotections and of assertion ational onseq trade p . To th	e trade i ernationa onist pol consequessing an trade. Tons of whether trade are uences foolicy isses is end, the	s a force for p al competitive icies which li uences of inte d evaluating the first part i hether or not e developed for factor mar sues which as ne functionin	orosperity eness of mit or ernational the ntroduces trade is and used kets and sks the g of		
4	Over remo At the disto trade relati Cour: This the s bette to ex econ ques vario	ose of the mo the last 60 ye oving barriers e same time, estic industrie of the free flo e integration t ive pros and o se content: course provice tudent to the er than autark plain the strue omic welfare tion of wheth us trade police are are evalue	ears, r to inte worrie es hav ow of g therefo cons o des an e subje cy. To t ucture . The s ner res cy inst	most countries around ernational trade, reflect es about the effects of ve led many countries goods and factors. Stud- pre becomes an indisp of globalization. everview of the econo ect of trade theory, whi this end, the major mo of international trade second part of the lect tricted trade is better	the world have the trade on t free trade on t to engage in pu dying the cause bensable tool o omics of interna ich deals with to odels of interna as well as its c ure deals with than free trade	hat fre he interotection rotections and of assertion ational onseq trade p . To th	e trade i ernationa onist pol consequessing an trade. Tons of whether trade are uences foolicy isses is end, the	s a force for p al competitive icies which li uences of inte d evaluating the first part i hether or not e developed for factor mar sues which as ne functionin	orosperity eness of mit or ernationa the ntroduces trade is and used kets and sks the g of		
4	Over remo At the disto trade relati Cour This the s bette to ex econ ques vario welfa	ose of the mo the last 60 ye oving barriers e same time, estic industrie of the free flo e integration t ive pros and o se content: course provice tudent to the er than autark plain the strue omic welfare tion of wheth us trade police are are evalue	ears, r to inte worrie es hav wo of g therefo cons o des an e subje cy. To t acture . The s ner res cy inst ated.	nost countries around ernational trade, reflects about the effects of ve led many countries goods and factors. Stud- ore becomes an indisp of globalization. overview of the econd ect of trade theory, whi this end, the major mo of international trade second part of the lect tricted trade is better truments is analyzed a	the world have the trade on t free trade on t to engage in pr dying the cause bensable tool of omics of interna as well as its c ure deals with than free trade and their impac	hat fre he inte rotection es and of asses ational question trional onseq trade p . To th ct on tr	e trade i ernationa onist pol consequessing an trade. To ons of wh trade are uences fo oolicy iss is end, th ade, fact	s a force for p al competitive icies which li uences of inte d evaluating the first part i hether or not e developed for factor mar sues which as he functionin for allocation	orosperity eness of mit or ernationa the ntroduces trade is and used kets and sks the g of		
4	Over remo At the disto trade relati Cour This the s bette to ex econ ques vario welfa	ose of the mo the last 60 ye ving barriers e same time, estic industri- estic industri- ent the free flo entegration to twe pros and on se content: course provide tudent to the er than autark plain the strue omic welfare. tion of wheth us trade poli- are are evaluation mes Ricardo mode Heckscher-O	ears, r to into worrie es hav ow of g therefo cons o des an e subje (y. To t acture . The s ner res cy inst ated.	most countries around ernational trade, reflect es about the effects of ve led many countries goods and factors. Stu- pre becomes an indisp of globalization. overview of the econo ect of trade theory, whi this end, the major mo of international trade second part of the lect tricted trade is better truments is analyzed a Learning objectives To learn about the co	the world have cting the view t free trade on t to engage in pu dying the cause bensable tool o omics of interna as well as its c ure deals with than free trade and their impact	hat fre he inter rotections ational of asses ational duestion trade p trade p	e trade i ernationa onist pol consequences is sing an trade. T ons of wh trade are uences f oolicy iss is end, th ade, fact	s a force for p al competitive icies which li- uences of inte d evaluating the first part i hether or not e developed a for factor mar sues which as the functionin for allocation	orosperity eness of mit or ernationa the ntroduces trade is and used kets and sks the g of and		
4	Over remo At the disto trade relati Cour: This o the s bette to ex econ ques vario welfa The The mod	ose of the mo the last 60 ye ving barriers e same time, estic industri- estic industri- ent the free flo entegration to twe pros and on se content: course provide tudent to the er than autark plain the strue omic welfare. tion of wheth us trade poli- are are evaluation mes Ricardo mode Heckscher-O	ears, r to into worrie es hav ow of g therefo cons o des an e subje (y. To t ucture . The s ner res cy inst ated. el	most countries around ernational trade, reflects about the effects of ve led many countries goods and factors. Stud- ore becomes an indisp of globalization. overview of the econd ect of trade theory, which this end, the major mo- of international trade second part of the lect tricted trade is better truments is analyzed and Learning objectives To learn about the co implications for trade To investigate the eff	the world have the trade on t free trade on t to engage in pu- dying the cause bensable tool of omics of interna- as well as its c ure deals with than free trade and their impact ects of internation oution of incom	hat fre he inte- rotection es and of asses ational duestion trade p trade p trade p trade p trade p trade p trade p trade p trade p trade p	e trade i ernationa onist pol consequesting an trade. Tons of whether trade are uences foolicy iss s end, the ade, fact	s a force for p al competitive icies which li- uences of inte d evaluating the first part i hether or not e developed a for factor mar sues which as the functionin for allocation	orosperity eness of mit or ernationa the ntroduces trade is and used kets and sks the g of and		

	Strat	tegic trade policy	To analyze the strategic inte trade policy.	eraction of firm	s and the role of rent-seeking	
	Inter mob	mational factor ility	To contemplate the incentiv movement of capital and la		uences for the international	
5	Acad Upon econd theor expla reflect facilit based and b police Soft s The a probl Upon releva class obtai	completion of the omics and enables retical, model-base in trading patterns at current issues ar tates the ability of d on their theoretic business fields of e y departments of n skills: analysis of interdep ems in a differenti completion of the ant way and to ide ify tasks into a bro ned knowledge ca	ed foundations and empirical s and driving forces and barri nd to discuss the topics critic the students to participate in cal background. This knowled conomic activity, particularly ninistries, research institutes bendencies facilitates the ab ated way and conveys the ab course, the student is able to ntify problem areas. The stud ader context and gain the ab	ndent econom research resu ers to internati ally and contro current debat dge can be inco y in internation and internation and internation of the stud oility of the stud oility of abstrac o analyse theo lents are able to ility to provide scussions and	ic policy arguments based on Its. Students are able to ional trade. They are able to oversially. This knowledge es and formulate solutions orporate in numerous econom al organizations, foreign trade onally operating companies. The to identify and solve t and cross-linked thinking. oretical issues in a rigor and to reflect issues critically, differentiated solutions. The debates in political and exper	iic e
6	Desc none	ription of possible	electives within the module	S:		
7	Exam	ination: Final Mod	dule Exam			
	Relev	vant Work:				
8			; Connection to Course	Duration	Part of final mark in %	
8	1	Written exam	,	90 min.	100 %	-
9	Study	y Work: none				
10	The c	equisites for Credit redit points will be pleted.	Points: granted after all relevant wo	ork and study w	vork have been successfully	
	CP As	ssignment:				
			No 1		1.00 CP	-
11	Pres	ence	No 2		1.00 CP	_
	Rele	vant Work	No 1		4.00 CP	—
	Tota	l			6 CP	
12	-	ht of the module g c (3,33%)	rade for the overall grade:			

13	Module Prerequisites: none						
14	Presence: Presence is strongly recommended to warrant learning success						
	Mobility/Acknowledgement:						
15	Use of the module for other course programs	Econo Bache	lor Economics, Bachelor Politics and mics, Bachelor Economics and Law, Dual lor Economics, Bachelor Mathematics, lor 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						
Cou	rse Pro	ogram:		Bachelor Business A	dministration	ration				
1	Mod	ule No: VWL 1	.2	State: Elective Language of Instruction: German						
2	Turn: each winter semester			Duration: 1 semester	Semester: 5 0	r 6	CP: 6	Workload	(h): 180	
	Mod	ule Structure	:							
	No	Туре	Cour	se		Stat	е	Workload (h	ı)	
3								Presence (h + CH)	Self- Study (h)	
	1	Lecture	Mon	etary Policy		Com	pulsory	30 h (2 CH)	75	
	2	Exercise	Tuto	rial on Monetary Policy	/	Com	pulsory	15 h (1 CH)	60	
4	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. Ir 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									
	mone are n lectu	egies and the etary transmi nainly used d	eir imp ssion ue to t nplem	lementation, (iii) mon channels of monetary the practical monetary ented by case studies	uropean Monet etary policy inst policy are cons policy of the Eu	ary U trume idereo urope	nion, (ii) nts and d. The co an Centr	monetary po money marke rresponding al Bank (ECB)	l banks. In Ilicy et and (iv) concepts). The	
5	mone are n lectu discu Learn Acad The p mone polic impa quali Soft Throu techn deba	egies and the etary transmis- nainly used d re will be con- ussed in the le- ning outcome emic: participants s etary policy. T y. Due to the setary policy. T y. Due to the fication. skills: ugh the prese- niques will be te on a scien	eir imp ssion ue to t nplem ecture estation al mar entation e pract tific le	lementation, (iii) mon channels of monetary the practical monetary ented by case studies	e theoretical an tify current prolicy policy of the Eu policy of the Eu prepared by st tify current prol icy in the intern omy, these issu	d practical depractical deprac	nion, (ii) nts and d. The co an Centr ts and th ctical dir and to o al econo e import e particip ion part	monetary po money marke presponding al Bank (ECB nen be presen nensions of r discuss mone mic policies ant for econo pants, presen icipants learr	l banks. In olicy et and (iv) concepts). The nted and modern etary and their omic	
5	mone are n lectu discu Learn Acad The p mone polic impa quali Soft Throu techn deba abou	egies and the etary transmis- nainly used d re will be con- ussed in the le- ning outcome emic: participants s etary policy. T y. Due to the act on financia fication. skills: ugh the prese- niques will be te on a scien at current mor	eir imp ssion ue to t nplem ecture es: hould fhis wi impor al mar entatic e pract tific le netary	lementation, (iii) mon channels of monetary the practical monetary ented by case studies be familiarize with the ill enable them to iden tance of monetary pol kets and the real econ on of case studies with ciced. In the ensuing q vel with each other. Th	e theoretical an tify current prolicy in the circle of unstruction of the Eu policy of the	d practical depractical deprac	nion, (ii) nts and d. The co an Centr ts and th ctical dir and to o al econo e import e particip ion part	monetary po money marke presponding al Bank (ECB nen be presen nensions of r discuss mone mic policies ant for econo pants, presen icipants learr	l banks. In olicy et and (iv) concepts). The nted and modern etary and their omic	
	mone are n lectu discu Learn Acad The p mone polic impa quali Soft Throu techr deba abou	egies and the etary transmis- nainly used d re will be con- ussed in the le- ning outcome emic: participants s etary policy. T y. Due to the act on financia fication. skills: ugh the prese- niques will be te on a scien at current mor	eir imp ssion ue to t nplem ecture es: hould fhis wi impor al mar entatic e pract tific le netary ssible	lementation, (iii) mon channels of monetary the practical monetary ented by case studies be familiarize with the ill enable them to iden tance of monetary pol kets and the real econ on of case studies with ciced. In the ensuing q vel with each other. Th policy developments.	e theoretical an tify current prolicy in the circle of unstruction of the Eu policy of the	d practical depractical deprac	nion, (ii) nts and d. The co an Centr ts and th ctical dir and to o al econo e import e particip ion part	monetary po money marke presponding al Bank (ECB nen be presen nensions of r discuss mone mic policies ant for econo pants, presen icipants learr	l banks. In olicy et and (iv) concepts). The nted and modern etary and their omic	

	No Number and Type; Connection		ion to Course	D	uration	Part of final mark in %
	1	Final written exam		6	o min.	100 %
9	Stud	y Work: none				
10	The o	equisites for Credit Points: credit points will be granted a pleted.	after all relevant v	vork a	and study work I	nave been successfully
	CP A	ssignment:				
	Brog	sence	No 1		1.00	СР
11		sence	No 2		0.50	СР
	Rele	evant Work	No 1		4.50	СР
	Tota	al			6 CP	
12		ght of the module grade for the o (3,33%)	he overall grade:			
13	Foru	ule Prerequisites: Inderstanding the events of t Macroeconomics I is needed.				
14		ence: ence is strongly recommende	ed to warrant lear	nings	Success	
	Mob	ility/Acknowledgement:				
15	Use	of the module for other cour	se programs	Econo Bache	mics, Bachelor	Bachelor Politics and Economics and Law, Dual Bachelor Mathematics,
16		oonsible Lecturer: essor Dr. Martin Bohl			Department: School of Bus	iness and Economics
17	Misc					

Monetary Economics II

Module Title english:				Monetary Economics	Monetary Economics II							
Cou	Course Program:			Bachelor Business A	dministrat							
1 Module No: VWL 13				State: Elective	Languag	e of Instru	ction: Ge	on: German				
2	Turn: each winter semester			Duration: 1 semester	Semeste	r : 5 or 6	CP: 6	Workload	(h): 180			
	Modu	ule Structure	:									
	No	Туре	Cour	se		Stat	е	Workload (h)			
3								Presence (h + CH)	Self- Study (h)			
	1	Seminar	Mon	etary Economics		Com	pulsory	30 h (2 CH)	150			
5	Learn Acad The s journ partic Soft s Throu	arch fields in hal articles. ning outcome emic: seminar Mone hal articles an cipants. Stud skills: ugh the prese	the co etary E d is th ents g	netary policy by centra ntext of an autonomou conomics imparts the perefore a useful step t et a deeper knowledge n and defense of the t iced. In the ensuing qu	skills to cr owards an in monet erm paper	per on the reate a terr i independ ary econor	h paper ent rese nics. le of par	recent scien based on rec arch of the ticipants, pre	ent ent			
	on a	scientific leve	el with	each other.								
6			הסומנים	Description of possible electives within the modules: none								
	Examination: Final Module Exam											
7	Exam	ination: Fina	al Moc	ule Exam								
7 8		vant Work: Number and	Туре	ule Exam ; Connection to Course ion on seminar moneta	ary 10	uration pages + 2 in.		art of final ma	ark in %			

10	completed.						
	CP Assignment:						
11	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 recommende	ed to warrant le	arning s	uccess			
	Mobility/Acknowledgement:						
15	Use of the module for other course programs			lor Economics, Bachelor Politics and mics, Bachelor Economics and Law, Dual lor Economics, Bachelor Mathematics, lor Geography			
16	Responsible Lecturer: Professor Dr. Martin Bohl		Department: School of Business and Economics				
17	Misc.:						

Quantitative Economic History

Mod	lule Tit	le english:		Quantitative Econom	nic History				
Cou	rse Pro	ogram:		Bachelor Business A	dministration				
1		ile No: VWL 2	6	State: Elective	Language of	Instru	ction: G	erman	
2		each summe		Duration: 1 semester	Semester: 5 0		CP: 6	Workload	l (h): 180
	Modu	le Structure:	:						
	No	Туре	Cours	;e		State	2	Workload (h)
3		.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	cours	~			<u> </u>	Presence (h + CH)	Self- Study (h)
	1	Seminar	Quan	titative Economic Hist	ory	Com	pulsory	30 h (2 CH)	150
4	conte econo focus empir Cours The c acqui their	mporary hist omic history a , the content rical methods se content: ourse introdu re knowledge own research neory of econ	ory. Th as well of tea s. uces th e abou i in qua	istory takes economic erefore, it contributes as to the theory forma ching is closely linked e students to selected t economic theories a antitative economic hi rowth and learn how t	to the explana ation in econon to the module topics of quar nd empirical m story. For exan	ition o nics. [s of m ntitativ ethod nple, f	of events Dependi icro-, ma ve econo s that a they reco	and develop ng on the the acroeconomi omic history. re essential to eive a basic t	oments in matic cs and They o carry out raining in
5	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.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.								
6	Desci none	ription of pos	sible e	electives within the m	odules:				
7	Exam	ination: Fina	l Mod	ule Exam					
8	Relev	ant Work:							

	No	Number and Type; Connecti	on to Course	Du	ration	Part of final mark in %	
	1	Academic paper and presen	tation	15 Mi	pages + 30 n.	100 %	
9	Stud	y Work: none					
10	The o	equisites for Credit Points: credit points will be granted a pleted.	fter all relevant wo	rk ar	nd study work h	ave been successfully	
	CP A	ssignment:					
11	Pres	sence	No 1		1.00 (<u>P</u>	
	Rele	evant Work	No 1		5.00	CP	
	Tota	al			6 CP		
12		ght of the module grade for th o (3,33%)	e overall grade:				
13	Mod none	ule Prerequisites:					
14		ence: ndance is strongly recommen	ded to warrant lear	ning	success		
	Mob	ility/Acknowledgement:					
15	Use	of the module for other cours	se programs Ba	chel	or Economics		
16	Resp Profe	oonsible Lecturer: essor Dr. Ulrich Pfister		Department: School of Business and Economics			
17	Misc						

Principles of Transport Economics

Mod	dule Ti	tle english:		Principles of Transpo	ort Economics						
Cou	rse Pro	ogram:		Bachelor Business A	Administration						
1	Modu	ule No: VWL	28	State: Elective	Language of Instruction: German						
2	Turn: seme	each winter ester	r	Duration: 1 semester	Semester: 5 c	or 6	CP: 6	Workload	l (h): 180		
	Modu	ule Structure	9:								
	No Type Cours			se		Stat	e	Workload (h	1)		
3								Presence (h + CH)	Self- Study (h)		
	1	Lecture	Trans	sport Economics		Com	pulsory	45 h (3 CH)	75		
	2	Exercise	Tuto	rial Transport Econom	ics	Com	pulsory	15 h (1 CH)	45		
		nt research		pecific analysis of relevant problems is made. Here, an insight into s of the Institute of Transport Economics will also be given.							
4	1. De styli	efinitions an zed facts of sport sector	the	Learning objectives Students learn key indicators measuring mobility and understand the economic characteristics of transport infrastructure.							
		conomic cos efits of trans		Students are able to evaluate investments into transport infrastructure regarding their impacts on private and social welfare and the environment.							
	-	egulation of sport sector		Students are able to evaluate the regulation of different transport sectors regarding their necessity and efficiency.							
		ansport and ronment		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. Tr	affic jams		Students know the impacts of treating charges and they g	traffic jams wi	th sta	tic or dy	namic conges	stion		

	legit inte	iscussion of further timations to rvene in the sport market.	Students learn about the specific transport sector market interventions by outcome. Moreover, the transport sectors can b	rs and they can the governme by know in which	n evalu ent can	ate in which o improve the r	cases narket	
	7. Tr	raffic safety	Students learn about th can evaluate measures				safety and	
	8. Further perspectives 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	Acad Upor prob stude trans impre or sp on th	Learning outcomes: 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. 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.						
	envir	ronment, on health ar	nd on social involvement					
6	envir polic	ronment, on health ar y options from differe ription of possible el	nd on social involvement	of heterogene				
6	envir polic Desc none	ronment, on health ar y options from differe ription of possible el	nd on social involvement ent ethical viewpoints. ectives within the modul	of heterogene				
	envir polic Desc none Exan	ronment, on health ar y options from different ription of possible el nination: Final Modul vant Work: Number and Type; C	nd on social involvement ent ethical viewpoints. ectives within the modul le Exam	of heterogene es: Duration		Part of final	valuate	
7	envir polic Desc none Exan	ronment, on health ar ay options from differe aription of possible el mination: Final Modul vant Work:	nd on social involvement ent ethical viewpoints. ectives within the modul le Exam	of heterogene es:		ople and to ev	valuate	
7	envir polic Desc none Exan Relev No 1	ronment, on health ar y options from different ription of possible el nination: Final Modul vant Work: Number and Type; C	nd on social involvement ent ethical viewpoints. ectives within the modul le Exam	of heterogene es: Duration		Part of final	valuate	
7 8	envir polic Desc none Exan Relev No 1 Stud Prere	ronment, on health ar ay options from different ription of possible el nination: Final Modul vant Work: Number and Type; C Final written exam y Work: none equisites for Credit Po	nd on social involvement ent ethical viewpoints. ectives within the modul le Exam	of heterogene es: Duration 120 min.	ous pe	Part of final	waluate mark in %	
7 8 9	envir polic Desc none Exan Relev No 1 Stud Prere	ronment, on health ar a options from different aription of possible el mination: Final Modul vant Work: Number and Type; C Final written exam y Work: none equisites for Credit Po credit points will be g	nd on social involvement ent ethical viewpoints. ectives within the modul le Exam Connection to Course	of heterogene es: Duration 120 min.	ous pe	Part of final	waluate mark in %	
7 8 9	envir polic Desc none Exan Relev No 1 Stud Prere The c comp	ronment, on health ar ay options from different aription of possible el mination: Final Modul vant Work: Number and Type; C Final written exam y Work: none equisites for Credit Po credit points will be g poleted. ssignment:	nd on social involvement ent ethical viewpoints. ectives within the modul le Exam Connection to Course	of heterogene es: Duration 120 min.	ous pe	Part of final 100 %	waluate mark in %	
7 8 9	envir polic Desc none Exan Relev No 1 Stud Prere The c comp	ronment, on health ar ay options from different aription of possible el mination: Final Modul vant Work: Number and Type; C Final written exam y Work: none equisites for Credit Po credit points will be g poleted.	nd on social involvement ent ethical viewpoints. ectives within the modul le Exam Connection to Course oints: ranted after all relevant v	of heterogene es: Duration 120 min.	work h	Part of final 100 %	waluate mark in %	
7 8 9 10	envir polic Desc none Exan Relev No 1 Stud Prere The c comp CP A	ronment, on health ar ay options from different aription of possible el mination: Final Modul vant Work: Number and Type; C Final written exam y Work: none equisites for Credit Po credit points will be g poleted. ssignment:	nd on social involvement ent ethical viewpoints. ectives within the modul le Exam Connection to Course oints: ranted after all relevant v	of heterogene es: Duration 120 min.	work h	Part of final 100 %	waluate mark in %	

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						
	Mobility/Acknowledgement:						
15	Use of the module for other course programs	Econo Bache	lor Economics, Bachelor Politics and mics, Bachelor Economics and Law, Dual lor Economics, Bachelor Mathematics, lor Geography				
16	Responsible Lecturer: Professor Dr. Gernot Sieg		Department: School of Business and Economics				
17	Misc.: The module Principles of Transport Economics se Advanced Transport Economics.	erves as	foundation for the master-module				

Topics in Economics

•		tle english:		Topics in Economics				
Cou	rse Pro	ogram:		Bachelor Business Ad	Iministration			
1		ule No: VWL 3	1	State: Elective	Language of Ins	struction: Ge	rman	
2	Turn: seme	each ester		Duration: 1 semester	Semester: 5 or 0	6 CP: 6	Workload	(h): 180
	Modu	ule Structure:				1]L	
	No	Туре	Co	ourse		State	Workload (h	1)
3							Presence (h + CH)	Self- Study (h)
	1	Seminar	То	pics in Economics		Compulsory	/ 30 h (2 CH)	150
4	'Micr Cours The S Econ to ap think	oeconomics I se content: Seminar "Topi omics (such a ply their theo through a sp neral to learn	l'. cs as i ret eci	oeconomic topics. It ca in Economics" focusses ndustrial organization of ical knowledge from the fic economic question. e value of a consistent a	s every Semester or applications of eir basic econom This will form the	on a "cross- game theory ics lectures i basis for th	sectional" Top /) where Stude n order to cons eir Bachelor th	ents learn sistently nesis and
5	Acad Learr unde litera (orall Soft Focus the m struc	rstand and ar ture and by (s y and written) skills: s of this modu neans of a ver	nd s naly guio) ai) ai ul is ry c	state-of-the-art research yse an economic questi ded) writing of a term p nd train the ability to st s writing and presenting lose communication be re enforced. A feedback	on. By analzying aper, students le ructure and analy g a term paper on etween adviser ar	a defined qu arn to efficie ze problems a specific m d student, p	estion from th ntly communic · icroeconomic roblem solver	ie cate topic. By and slef-
6	Desc none	• •	sib	le electives within the	modules:			
7	Exam	nination: Fina	l N	lodule Exam				
8	Relev No	vant Work: Number and	Ту	pe; Connection to Cour	se Duration		Part of final r	nark in %

	1 Written term paper &	presentation		20 pages & 45 - min.	100 %			
9	Study Work: none							
10	Prerequisites for Credit Poi The credit points will be gra completed.		work	and study work ha	ive been successfully			
	CP Assignment:							
11	Presence	No 1		1.00 C	Р			
	Relevant Work	No 1		5.00 C	Р			
	Total			6 CP				
12	Weight of the module grade 6/180 (3,33%)	e for the overall grade	:					
13	Module Prerequisites: Basic Economic knowledge	(from the first 3 Seme	ester, i	.e. Econ 101, Micro	o, Macro, Statistics)			
14	Presence: Presence is strongly recomm	nended to warrant lea	arning	success.				
	Mobility/Acknowledgemen	t:						
15	Use of the module for othe	r course programs	Bach	elor Economics				
16	Responsible Lecturer: Dr. Jörg Peter Lingens			Department: School of Business and Economics				
17	Misc.:							

Cases in Economic Policy

Мос	lule Tit	le english:		Cases in Economic Po	licy				
Cou	rse Pro	ogram:		Bachelor Business Ad	ministration				
1	Modu	I le No: VWL g	34	State: Elective Language of Ins			ion: Geri	man	
2	Turn: seme			Duration: 1 semester	Semester: 5 or 6	6	CP: 6	Workload	(h): 180
	Modu	ıle Structure	:						
	No	Туре	Со	urse		Stat	e	Workload (h	ı)
3								Presence (h + CH)	Self- Study (h)
	1	Seminar	Ca	ses in Economic Policy		Com	pulsory	30 h (2 CH)	150
4	regulation of network sectors and financial markets there is a close relation to modules in ener 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 resu 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								eir results. urrent t and
	on a	eparing a rep n economic study		To learn how to res development scien bibliography. To rea problem of the case	tific hypotheses l asonably suggest	based	l on the	researched	
	2. Pr stud	esenting a c	ase	To present and disc solutions	cuss the economi	ic prol	blem and	d the develop	oed
	-	3. Discussion of case studies Results of other presentations will be discussed economically. The discussion will be moderated accordingly.							The
5								t solutions fo	r

	stude resea of co acqu Soft : Throu funda modu regan their critic conv stude	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. 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 students will get a comprehensive impression concerning their problem-solving abilities and their communication skills.								
6	none									
7	Exam	ination: Final Module Exam								
8	Relev No	vant Work: Number and Type; Connecti	on to Course Duration			Part of final mark in %				
0	1	Academic paper and presen paper/results	tation of	15 pages, 90 min.		100 %				
9	Stud	y Work: none								
10	The c	equisites for Credit Points: redit points will be granted a bleted.	fter all relevant wor	k and study	work h	ave been successfully				
	CP A	ssignment:								
11	Pres	sence	No 1		1.00 (CP				
	Rele	evant Work	No 1		5.00	СР				
	Tota	.l			6 CP					
12	-	ht of the module grade for th o (3,33%)	e overall grade:							
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	Prese Prese	e nce: ence is strongly recommende	d to warrant learnin	g success.						
15	Mobi	lity/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.:				

Public Choice Theory

Mod	dule Tit	tle english:		Public Choice Theory	,				
Cou	rse Pro	ogram:		Bachelor Business A	dministration				
1	Modu	Ile No: VWL	35	State: Elective	Language of I	nstru	ction: Ge	erman	
2	Turn: seme	each winter ester		Duration: 1 semester	Semester: 5 0	r 6	CP: 6	Workload	(h): 180
	Modu	ıle Structure	:						
	No Type Cour			se		Stat	e	Workload (h)
3								Presence (h + CH)	Self- Study (h)
	1	Lecture	Lecti	ure Public Choice Theo	ry	Com	pulsory	30 h (2 CH)	60
	2	Exercise	Exer	cises		Com	pulsory	30 h (2 CH)	60
4	This r Macruinsigl welfa make is app and r Cours The for group insigl modu the m	module build oeconomic T hts into how re economic ers act; and v plied within nacroeconor se content: ocal point of os as well as hts into the r ile provides nodule aims	Is upo heory recom s. It al vhich y a broa nics in analys actors estrict are de	integration into curric In the modules Principle and deepens the under mendations concernine so gives insights into the political behavior may d field of political phene estruments to a broad of sis in this module are parts and their respective of ions under which politications rived from the application cematically exercising the	es of Microecon erstanding acquing economics provide restrictions hence be expect nomena. The micro range of both the cublic decision decision-making cical decision micro tion of the econ	ired s olicy o under ted. ⁻ odule reory a make g beha akers omic	so far. The can be d r which p further and poli- ers, bure avior. Pa typicall s method	e module giv erived using political decis nodology of e helps applyin cy issues. aucrats, inter rticipants wil y act. The insi dology. Furthe	es first criteria of ion conomics g micro- est l gain ights this ermore,
5	techniques. Learning outcomes: 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. 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.								
6	Desc none		ssible	electives within the m	odules:				

7	Exam	iination: Final Module Exam				
		vant Work:	lan ta Cauraa			Dout of final work in 9/
8	No	Number and Type; Connecti Final written exam	ion to Course		min.	Part of final mark in %
9		y Work: none				
10	The c	equisites for Credit Points: redit points will be granted a pleted.	after all relevant	work a	nd study wo	rk have been successfully
	CP Assignment:					
	Droc	sence	No 1		1.	00 CP
11		sence	No 2		1.	00 CP
	Relevant Work No 1				4.	oo CP
	Tota	ıl			6	СР
12		t ht of the module grade for th o (3,33%)	ne overall grade	:		
13		u le Prerequisites: nmended: mathematics, stat	tistics, microeco	nomics	s I, macroeco	onomics I
14	Prese Prese	ence: ence is strongly recommende	ed to warrant lea	rning s	uccess	
	Mobi	lity/Acknowledgement:				
15	Use	of the module for other cour	se programs	Bache	lor Economi	CS
16		onsible Lecturer: essor Dr. Thomas Apolte			Departmer School of E	n t: Business and Economics
17	Misc	:				

Environmental and Climate Change Economics

Mod	dule Ti	tle english:		Environmental and C	Climate Change Eco	nomics					
Cou	rse Pro	ogram:		Bachelor Business A	dministration						
1	Modu 37	u le No: VWL		State: Elective	Language of Instr	ruction: Ge	erm	nan or Englis	h		
2	Turn: seme	each ester		Duration: 1 semester	Semester: 5 or 6	CP: 6		Workload	(h): 180		
	Modu	ule Structure:	:								
	No	Туре	Co	ourse		State	W	/orkload (h)			
3	3							resence (h CH)	Self- Study (h)		
	1	Seminar	Se	eminar on Environme	ntal Economics	Elective	30	o h (2 CH)	150		
	2	Seminar	Se	eminar on Climate Ch	ange Economics	Elective	30	o h (2 CH)	150		
4	micro Econ basic Econ funda the n the c Cours The n cours Clima stude	beconomics a omics" and " cs course for t omics" and " amentals cou naster progra hair's master se content: nodule "Envir ses "Resource ate Change Ec ents are requi	ind Ene the Adv rse m c m c ron e Ec con	mental and Climate C economic policy and ergy Economics" in th master program mod vanced Energy and Re in the area of Environ can transfer credit poi odules subsequently. mental and Climate C conomics" and "Energy nomics" by discussing d to write a seminar p a subsequent discuss	regulation. It comp e bachelor degree lules "Environment esource Economics" nmental and Climat ints from this modu Change Economics" gy Economics" to th g current problems i aper and hold a pre	blements t program. al Econom ". In case te Change tle when c transfers ne area of in politics	the The nics the Ec om the "Er an	modules "R e module ser s", "Climate ey have not c onomics, str pleting at le e contents fr nvironmenta d the econo	esource ves as a Change completed a udents in ast one of om the l and my. The		
	The	mes		Learning objectives	5						
		ronmental 10mics		Understanding essential problems of Environmental Economics and current issues in politics and the economy (e.g. the regulation of air pollution).							
		ate Change nomics		Understanding esse current issues in po decrease greenhou	litics and the econ						
5	Acad	ning outcome emic: seminar teach		students to analyse a	an economic proble	em in an ir	nde	ependent and	d scientific		

	for gr inde know Soft Gain are e mod train view	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". 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.							
6		ription of possible electives courses are optional. Stude				offe	red.		
7	Exan	ination: Final Module Exam	I						
	Relev	vant Work:			1				
8	No	Number and Type; Connect			Duration		Part of final mark in %		
	1	Writing an academic paper	& presentation		15 pages & 4 min.	5	100 %		
9	Stud	y Work: none							
10	The c	equisites for Credit Points: credit points will be granted a pleted.	after all relevant	t wor	k and study w	ork h	ave been successfully		
	CP A	ssignment:							
	Droc		No 1 (on choice)		1.00		СР		
11	Pres	sence	No 2 (on choic	e)	1.00		СР		
	Rele	evant Work	No 1			5.00	СР		
	Tota	ıl				6 CP			
12	-	ht of the module grade for t o (3,33%)	he overall grade	e:					
13	Mod none	ule Prerequisites:							
14	Pres Prese	e nce: ence is strongly recommende	ed to warrant lea	arnin	g success.				
	Mobi	lity/Acknowledgement:							
15	Use	of the module for other cou	rse programs				Bachelor Politics and Economics and Law, Dual		

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

INIO	dule Ti	tle english:		Selected Topics in Ir	nternationa	l Econo	omic	S		Selected Topics in International Economics							
Coι	Irse Pr	ogram:		Bachelor Business A	Administrat	ion											
1	Mod	ule No: VWL	38	State: Elective	Languag	e of Ins	struction: German										
2	Turn seme	: each summ ester	er	Duration: 1 semester	Semester: 5 or 6 CP: 6			CP: 6	Workload	l (h): 180							
	Mod	ule Structure	:														
	No	Туре	Cours	e			Stat	e	Workload	(h)							
3									Presence (h + CH)	Self- Study (h)							
	1	Seminar	Selec	ted Topics in Internat	ional Econo	omics	Com	pulsory	30 h (2 CH)	150							
	empi on m conc	irical and the ethodologica epts covered	oretica al aspe	specific topics of inter I analyses and thereb cts. The seminar gives modules Macroecono	y improve t 5 a deeper a	their kn and exte	owle ende	edge on 1 ed under	the subject standing or	as well as 1 the							
4	empi on m conc and l Cour The Stru mar trad ana	irical and the lethodologica epts covered Policy. se content: mes cture and dy kets, allocati e, effects of t lysis and ma	namics ion and trade p	I analyses and thereb cts. The seminar gives modules Macroecono s of factor, goods and l welfare effects of inte olicy measures, FX-ma nomic interdependence	y improve t s a deeper a mics III (Int financial ernational arket cies	their kn and exte ternatio Learni The st theore to ana interde	ing o ude eper	edge on t ed under Economi D bjective nts are e I models e the con- ndencies	the subject standing or cs) and Trac s nabled to w as well as o cepts, and dynam	as well as h the de Theory ork with data sets hics of							
4	empi on m conc and l Cour The Stru mar trad ana betw inte	irical and the lethodologica epts covered Policy. se content: mes cture and dy kets, allocati e, effects of lysis and ma veen econom rnational mo	namics namics namics namics namics namics namics namics namics namics namics namics namics	I analyses and thereb cts. The seminar gives modules Macroecono s of factor, goods and l welfare effects of inte olicy measures, FX-ma	y improve t s a deeper a mics III (Int financial ernational arket cies ation and e and	Learni The st theore to ana interdo goods	ing c ing c ude etica ilyze eper anc	edge on t ed under Economi D bjective nts are e I models e the con- ndencies	the subject standing or cs) and Trac s nabled to w as well as cepts, and dynam narkets as w	as well as h the de Theory ork with data sets hics of							

Selected Topics in International Economics

		idually. The students learn to writing the seminar paper, v							
6	Desc none	ription of possible electives	within the modules	:					
7	Exam	ination: Final Module Exam							
8	Relev No	vant Work: Number and Type; Connecti Seminar paper & Presentation		15 pages & 4		Part of final mark in %			
9	Study	min. Study Work: none							
10	The c	equisites for Credit Points: credit points will be granted a pleted.	fter all relevant wor	k and s	tudy work ł	nave been successfully			
		ssignment:							
11		ence evant Work	No 1 No 1		1.00 CP 5.00 CP				
	Tota				6 CP				
12	-	ht of the module grade for th o (3,33%)	e overall grade:						
13	None	u le Prerequisites: e, but the attendance of the le ry and Policy is recommende		mics III	(Internatio	nal Economics) and Trade			
14	Prese Prese	e nce: ence is strongly recommende	d to warrant learnin	g succe	255				
	Mobi	lity/Acknowledgement:							
15	Use	of the module for other cours	se programs Bac	helor E	conomics				
16		onsible Lecturer: essor Dr. Bernd Kempa, Dr. Jai	na Riedel	Ur		Münster School of I Economics			
17	Misc								

		tle english:		Methods of Dynamic			ics			
		ogram:		Bachelor Business A	dminist	ration				
			0	State: Elective			nctru	ction. C	orman	
1		Ile No: VWL 3	9		Laligu	nguage of Instruction: (
2	Turn: seme	each winter ester		Duration: 1 semester	Semester: 5 or 6 CP: 6			Workload	d (h): 180	
	Modu	Ile Structure:	:							
	No	Туре	Cour	se	State			9	Workload (h	ı)
3								Presence (h + CH)	Self- Study (h)	
	1	Seminar	Meth	ods of Dynamic Macro	ods of Dynamic Macroeconomics C					150
4	 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. Course content: Selected methods of dynamic macroeconomics will be covered. Methods taught include control theory, dynamic programming and time series analysis. 						re widely pnomics, ch.			
5	Acade The s meth dynai and c syste Soft s The s texts. comm with t	tudents unde ods to topics mic program discrete time m Mathemat skills: tudents can v . They can pr nunication m	erstan in ma ning t with tl ica. work i esent edia.	d essential methods o acroeconomics. In part echniques to solve orc he help of the program ndependently and wel complex mathematica They can participate in ards. They can use the	icular, t linary dy iming la l-organi Il proble group o	hey can ynamic nguage zed. The ems and discussi	apply optim R and ey und I solut ions.	/ the ma ization I the tec derstanc ions by They car	ximum princi problems in c hnical compu d technical En using moder n work in com	iple and continuous uting nglish n ppliance
6	Desc none	• •	sible	electives within the m	odules:					
7	Exam	ination: Fina	al Mod	lule Exam						
8	Relev No	vant Work: Number and	Туре	; Connection to Course	•	Duratio	on	Pa	art of final ma	ark in %

Methods of Dynamic Macroeconomics

	1	Seminar paper & presentati	on	15 m	pages + 30 n.	100 %
9	Study	y Work: none				
10	The c	equisites for Credit Points: redit points will be granted a pleted.	after all relevan	it work a	nd study work h	ave been successfully
	CP As	ssignment:				
11	Pres	ence	No 1		1.00	CP
	Rele	vant Work	No 1		5.00	СР
	Tota	l			6 CP	
12		ht of the module grade for tl o (3,33%)	ne overall grad	e:		
13		Ile Prerequisites: odules of the first two years	have to be pas	sed.		
14	Prese Prese	ence: ence is strongly recommende	ed to warrant le	arning s	uccess	
	Mobi	lity/Acknowledgement:				
15	Use	of the module for other cour	se programs	Bachel	or Economics	
16		onsible Lecturer: ssor Dr. Ulrich Pfister			Department: University of <i>N</i> Business and	Aünster School of Economics
17	Misc.	:				

Selected Issues in Economics

	dule Ti	tle english:	Sele	cted Issues in E	conomics					
Cou	ırse Pr	ogram:	Bach	nelor Business A	dministrat	ion				
1	Mod 40	ule No: VWL	State	e: Elective	Language	e of Instru	ction: Ge	rman or	English	
2	Turn	irregularly		Duration: 1 semester Semester: 5 or 6			CP: 6	Wor	kload (h): 1	80
	Mod	ule Structure:								
	No	Туре	C	ourse			Stat	e	Workload	(h)
3									Presence (h + CH)	Self- Study (h)
	1	Lecture/ Exercise	S	elected Issues i	n Economics Comp				60 h (4 CH)	120
4	stud Cour In thi espe	ents' horizon. se content: is module, cour	rses tha guest	e chance to offer courses that will not be offered regularly and to broaden the es that are not part of the electives, are offered on an irregular base, guest lecturers. These can be on current debates or on subjects not offered						
	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.									fered
5	Acad Stud broa	ents learn abou den their econo	ut new	subjects within nowledge, and d	economics	s and can	ebates o broaden t	r on sub	jects not of	
5	Acad Stud broa was	emic: ents learn abou den their econo learned up to no ription of possi	ut new omic kr ow or t	subjects within nowledge, and d	economics lepending neir knowle	a current d s and can on the sub edge on sp	ebates o broaden t	r on sub	jects not of	
,	Acad Stud broa was Desc none	emic: ents learn abou den their econo learned up to no ription of possi	ut new omic kr ow or t ible ele	subjects within nowledge, and d they can apply th ectives within th	economics lepending neir knowle	a current d s and can on the sub edge on sp	ebates o broaden t	r on sub	jects not of	
6 7	Acad Stud broa was Desc none	emic: ents learn abou den their econo learned up to no ription of possi mination: Final <i>l</i>	ut new omic kr ow or t ible ele	subjects within nowledge, and d they can apply th ectives within th	economics lepending neir knowle 1e modules	a current d s and can on the sub edge on sp	ebates o broaden t	heir hor learn to bjects.	jects not of	vhat
6	Acad Stud broa was Desc none Exan	emic: ents learn abou den their econo learned up to no ription of possi mination: Final <i>l</i>	ut new omic kr ow or t ible ele Module	subjects within nowledge, and d they can apply th ectives within th e Exam	economics lepending neir knowle 1e modules	and can on the sub edge on sp	broaden f bject they becific su	heir hor learn to bjects.	jects not of rizon. They o question v	vhat

10	Prerequisites for Credit Points: The credit points will be granted a completed.	after all relevan	t wo	rk and study work have been successfully				
	CP Assignment:							
11	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 recommende	ed to warrant lea	arni	ng success.				
	Mobility/Acknowledgement:							
15	Use of the module for other cour	se programs		chelor Economics, Bachelor Mathematics, chelor Geography				
16	Responsible Lecturer: Department: Professor Dr. Gernot Sieg School of Business and Economics							
17	Misc.: The module can be held either in	German or in Ei	nglis	sh.				

Mathematics and IT

Мос	dule Ti	tle english:	Mathematics and IT						
Cou	rse Pro	ogram:	Bachelor Business Adm	ninistration					
1	Modu	ule No: QRS 1	State: Compulsory	Language of Ins	struction: Ger	ruction: German			
2	Turn: seme	each ester	Duration: 1 semester Semester: 1		CP: 12	Workload (h)	: 360		
	Modu	ule Structure:							
	No Туре		Course		State	Workload	(h)		
						Presence (h + CH)	Self- Study (h)		
3	1	Lecture/ Exercise	Mathematics for Ecor	iomics	Compulso	ory 75 h (5 CH)	105		
	2	Exercise	Mathematics Refresh	ment Course	Compulso	ory 30 h (2 CH)	0		
	3	Lecture	Financial Mathematic	Financial Mathematics			45		
	4	Lecture	Techniques in IT	Compulso	ory 30 h (2 CH)	60			
4	Cours 1. econ Mana math 2. busir Mana busir whicl busir 3. job. 1 sprea use co Most these error	omics. Mathema agement and Fin ematics, in parti Financial mat ness administrat agers and investo hess and investo h comprises the ness accounting. Information so the typical IT-too adsheet software of the features of of the data need a databases and free working and	are fundamental in every itical skills are essentially ance. There are no prerec cular differential and inte hematics is one of the me ion. It is essentially deple ors require internal and e nent decisions. That infor branches of applied mat ystems are used nearly e l of the manager for his j e. Therefore the profession Excel that base on the me ded can be found in data to extract data using Acco d the creation of busines completion of the course	y needed, e.g., in quisites except a t egral calculus for f ost fundamental a oyed in profession external financial i mation can be dra hematics concern verywhere in the a ob in planning an- nal use of Excel w nathematical theo bases. The studer ess, SQL and ODE s graphics are tau	Statistics, Op horough know functions of o and traditiona- nal as well as nformation ta awn from mat ed with finan- academic stuc d making dec <i>i</i> ll be introdu- ries of the mo- nts have to lea BC. In addition ght in the cor	verations wledge of scho one variable. Il instruments private life. aken as a basi chematical fina cial markets a dy and later or isions is the ced, including odule like the s arn how to acco n, techniques	of s for ance, nd n in the g the solver. cess		
	Ther	mes	Learning objectives						

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 mathematica form and to solve them using the Simplex-Algorithm and the Two-Phas Method
Vectors and operations with vectors	To learn how to mathematize economic profiles by means of vectors ar 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 mapping between groups of economical variables. To do basic operations such products of matrices, matrix inverses, determinants and eigenvalues o 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 motivat differentiable functions. To understand the treatment of differentiable restrictions in optimization (Lagrange-method). Finally, to investigate t 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 annu 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 kno 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.

		abase: Access, and ODBC	my persor	e of the data in databas nal database system. To s using the techniques	o select a	and to ag	
5	Acad The s equa prob acad Soft s Read smal	 Learning outcomes: Academic: The student should demonstrate the ability 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 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. 					
6	Desc none	· ·	electives	within the modules:			
7	Exam	iination: Examina	tions for ev	very part of the module			
8	Relev No 1 2 3	vant Work: Number and Type Electronic Exam ' Written exam Fina Computerized ex Excel and Access	Mathemat ancial Math am "Techn	ics" (No. 1)	Duration 90 min 30 min 60 min		Part of final mark in % 58 % 17 % 25 %
9	Stud	y Work: none			ļ		<u> </u>
10	The c	equisites for Credi redit points will b bleted.		ifter all relevant work a	nd study	work hav	e been successfully
	CP A	ssignment:					
11	Pres	sence		No 1 No 2 No 3 No 4		2.50 CP 1.00 CP 0.50 CP 1.00 CP	
	Rele	evant Work		No 1 No 2		3.50 CP 1.50 CP	

		No 3		2.00 CP
	Total			12 CP
12	Weight of the module grade for the 12/180 (6,67%)	ne overall grade:		
13	Module Prerequisites: none			
14	Presence: Presence is strongly recommende	d to warrant learn	ing su	ccess
	Mobility/Acknowledgement:			
15	Use of the module for other cour	se programs Ba	achelo	or Economics
16	Responsible Lecturer: Dr. Alfred Brink, Dr. Walter Schmit Terveer	ting, Dr. Ingolf		Department: School of Business and Economics
17	Misc.:			

Statistics

Мос	lule Ti	tle english:		Statistics					
Cou	rse Pro	ogram:		Bachelor Business Adm	inistration				
1 Module No: QRS 2 State				State: Compulsory	Language of Instruction: German				
2	Turn: each semester			Duration: 2 semesters	Semester: 1 0	or 2	CP: 12	Workload	(h): 360
	Module Structure:								
	No	Туре	C	ourse		Sta	te	Workload (h)
3								Presence (h + CH)	Self- Study (h)
	1	Lecture	S	tatistics I		Con	npulsory	30 h (2 CH)	60
	2	Exercise	Т	utorial on Statistics I		Con	npulsory	30 h (2 CH)	60
	3	Lecture	S	tatistics II		Con	npulsory	30 h (2 CH)	60
						Compulsory			
	Purp The r infere	nodule give: ence. It is a	nodu s a g	utorial on Statistics II Ile/integration into curric general introduction to ec equisite for all future cou	onomic statisti	cs, pr	obability	theory and s	
	Mode Purpe The n infere statis Cours The c wher infere	ule Profile: ose of the m nodule give: ence. It is a stics. se content: course Statis eas the cour	nodu s a g prer stics rse s arni	lle/integration into curric	onomic statisti rses in empiric s and tools use basics of prol	cs, pr al me ed in c pabilit	obability thods, ec lescriptiv	theory and s conometrics a re economic s and statistica	tatistical and statistics,
4	Mode Purpe The n infere statis Cours The c wher infere	ule Profile: ose of the m nodule gives ence. It is a stics. se content: ourse Statis eas the cour ence. The les stical metho	nodu s a g prer stics rse s arni	Ile/integration into curric general introduction to ec equisite for all future cou I introduces the concept Statistics II introduces the	onomic statisti rses in empiric s and tools use basics of prol	cs, pr al me ed in c pabilit nd pa	obability thods, eo lescriptiv y theory ssive kno	theory and s conometrics a re economic s and statistica	tatistical and statistics,

	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, saisonal adjustment, exponential smoothing.	
	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.	Students shall - understand the mathematical basis and foundations of probability theroy 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.
5	Learning outcomes: Academic: After completing the module, the students have a probabilistic methods used in economics. The stu They recognize the importance and value of statis problem solving. They understand the overall pro analyzing data, interpreting and presenting result where statistics helps to accurately explain abstra appreciate the connections between theory and a read statistical literature of various types, includi sources. Soft skills: Logic and Critical Thinking: Students have a facili to abstract from concrete situations and make ide They can analyze, test, and interpret technical arg This includes their own arguments and those of o contexts. Problem solving: The students use their of inquiry. They solve complex problems by ident problems. They gather and organize relevant info counterexamples. They sharpen statistical questi suitable existing methods of analysis and assess of the problem being considered. They construct and statistical tools. They use computers and sof	udents are statistically and numerically literate. stical thinking, training, and approach to cess and particular steps in collecting and ts. They are familiar with a variety of examples act phenomena. They can recognize and applications. Students learn to independently ng survey articles, scholarly books, and online ity with abstract reasoning, including the ability eas precise by formulating them statistically. guments, and form independent judgements. others, in both academic and non-academic r training in statistics to help guide possible lines ifying feasible divisions into simpler sub- rmation such as related problems, examples and fons as a problem solving strategy. They identify their strengths and weaknesses in the context abstract models using appropriate economic

	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	Exam	ination: Examinations for e	very part of the mod	ule	
	Relev No	vant Work: Number and Type; Connect	ion to Course	Duration	Part of final mark in %
8	1	Written exam on Statistics	l	120 min.	50 %
	2	Written exam on Statistics	II	120 min.	50 %
9	Study	y Work: none			
10	The c	equisites for Credit Points: redit points will be granted pleted.	after all relevant wo	rk and study wor	k have been successfully
	CP As	ssignment:			
			No 1	1.0	DO CP
	Pres	ence	No 2	1.0	DO CP
11	1105		No 3	1.0	DO CP
			No 4		DO CP
	Rele	vant Work	No 1		DO CP
			No 2		DO CP
	Tota	l		12	СР
12	-	ht of the module grade for t 30 (6,67%)	he overall grade:		
13	Modu none	ıle Prerequisites:			
14	Prese Prese	e nce: ence is strongly recommende	ed to warrant learnir	ng success	
15	Mobi	lity/Acknowledgement:			

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

Law

Mod	نا ماريل	tle english:		Law					
Course Program:				Bachelor Business Administration					
1	Mod	ule No: QRS	3	State: Compulsory	Language	Language of Instruction:			
2	Turn: each summer semester			Duration: 1 semester	Semester	: 1 Or 2	CP: 6	Workload	d (h): 180
	Mod	ule Structure	:						
	No	Туре	Cour	se		State	9	Workload (I	h)
3								Presence (h + CH)	Self- Study (h)
	1	Lecture	Civil	Law		Com	pulsory	60 h (4 CH)	120
4	Cours Intro- oblig their	ations, and s potential ref	sales la utatio	v, specifically the gener aw. The lecture will ess n. In addition, the lectu	entially dea re will provi	l with the de the st	e format udents	ion of contra with broad k	cts and nowledge
4	Cours Intro- oblig their wher part o	se content: duction to Ci gations, and s potential ref n it comes to of the lecture	sales la utation minor focus	aw. The lecture will ess	entially dea re will provi entation iss Eventually,	l with the de the st ıes. Furtl	e format udents nermore	ion of contra with broad k , the law of c	cts and nowledge bligations
	Cour: Intro- oblig their wher part o sales Learn Acad Basic facts are re trans Soft :	se content: duction to Ci gations, and s potential ref it comes to of the lecture law which is ning outcome lemic: cs of legal me of a certain equired in or sfer their theo skills:	sales la futation minor focus focus s subs s subs est ethodo case a der to oretica	aw. The lecture will ess n. In addition, the lectu 's law and legal represe ses on warranty rights.	entially dea re will provi entation issi Eventually, texts. ese include the relevan hat certain ice-oriented	l with the de the st ies. Furth the stud the close t and cor case. The cases.	e format udents nermore ents wil e and int respond	ion of contra with broad k , the law of c l be introduc ensive work ling legal not	cts and nowledge bligations ed to with the rms which
5	Cours Intro- oblig their wher part of sales Learn Acad Basio facts are ro trans Soft	se content: duction to Ci gations, and s potential ref it comes to of the lecture a law which is ning outcome lemic: cs of legal me of a certain equired in or sfer their theo skills: students will	sales la futation minor focus s subs ess ethodo case a der to oretica be abl	aw. The lecture will ess n. In addition, the lectur 's law and legal represe ses on warranty rights. tantial in business com ology will be taught. The nd the identification of solve the problems of t l knowledge onto pract	entially dea re will provi entation issi Eventually, texts. ese include the relevan hat certain ice-oriented ts in a cohe	l with the de the st ies. Furth the stud the close t and cor case. The cases.	e format udents nermore ents wil e and int respond	ion of contra with broad k , the law of c l be introduc ensive work ling legal not	cts and nowledge bligations ed to with the rms which
5	Cours Intro- oblig their wher part of sales Learn Acad Basic facts are ro trans Soft s The s	se content: duction to Ci gations, and s potential ref it comes to of the lecture a law which is ning outcome lemic: cs of legal me of a certain equired in or sfer their theo skills: students will	sales la futation minor e focus s subs est ethodo case a der to pretica be abl ssible	aw. The lecture will ess n. In addition, the lectur 's law and legal represe ses on warranty rights. tantial in business com ology will be taught. The nd the identification of solve the problems of t l knowledge onto pract le to present their resul electives within the me	entially dea re will provi entation issi Eventually, texts. ese include the relevan hat certain ice-oriented ts in a cohe	l with the de the st ies. Furth the stud the close t and cor case. The cases.	e format udents nermore ents wil e and int respond	ion of contra with broad k , the law of c l be introduc ensive work ling legal not	cts and nowledge bligations ed to with the rms which
4 5 6 7	Cours Intro- oblig their wher part of sales Learn Acad Basic facts are ro trans Soft The s Desc none	se content: duction to Ci gations, and s potential ref n it comes to of the lecture s law which is ning outcome entic: of a certain of a certain sequired in or sfer their theo skills: students will	sales la futation minor e focus s subs est ethodo case a der to pretica be abl ssible	aw. The lecture will ess n. In addition, the lectur 's law and legal represe ses on warranty rights. tantial in business com ology will be taught. The nd the identification of solve the problems of t l knowledge onto pract le to present their resul electives within the me	entially dea re will provi entation issi Eventually, texts. ese include the relevan hat certain ice-oriented ts in a cohe	l with the de the st ies. Furth the stud the close t and cor case. The cases.	e format udents nermore ents wil e and int respond	ion of contra with broad k , the law of c l be introduc ensive work ling legal not	cts and nowledge bligations ed to with the rms which
5	Cours Intro- oblig their wher part of sales Learn Acad Basic facts are ro trans Soft The s Desc none	se content: duction to Ci pations, and s potential ref it comes to of the lecture a law which is ning outcome emic: cs of legal me of a certain of a certain for their theo skills: students will ription of po	sales la futation minor e focus s subs es: ethodo case a der to pretica be abl ssible al Moo	aw. The lecture will ess n. In addition, the lectur 's law and legal represe ses on warranty rights. tantial in business com ology will be taught. The nd the identification of solve the problems of t l knowledge onto pract le to present their resul electives within the me	entially dea re will provi entation issi Eventually, texts. ese include the relevan hat certain ice-oriented ts in a cohe odules:	l with the de the st ies. Furth the stud the close t and cor case. The cases.	e format udents nermore ents wil e and int respond e studen	ion of contra with broad k , the law of c l be introduc ensive work ling legal not	cts and nowledge obligations ed to with the rms which le to
5	Cours Intro- oblig their wher part of sales Learn Acad Basio facts are ro trans Soft The s Desc none Exam	se content: duction to Ci pations, and s potential ref it comes to of the lecture a law which is ning outcome emic: cs of legal me of a certain of a certain for their theo skills: students will ription of po	sales la futation minor e focus s subs es: ethodo case a der to pretica be abl ssible al Moo	aw. The lecture will ess n. In addition, the lectur 's law and legal represe ses on warranty rights. tantial in business com ology will be taught. The nd the identification of solve the problems of t l knowledge onto pract le to present their resul electives within the me dule Exam	entially dea re will provi entation issi Eventually, texts. ese include the relevan hat certain ice-oriented ts in a cohe odules:	l with the de the st les. Furth the stud the close t and cor case. The cases. rent way	e format udents v nermore ents wil e and int respond e studen	ion of contra with broad k , the law of o l be introduc ensive work ling legal not ts will be ab	cts and nowledge obligations ed to with the rms which le to

10	Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed.					
	CP Assignment:					
11	Presence	No 1		2.00 CP		
	Relevant Work	No 1		4.00 CP		
	Total			6 CP		
12	Weight of the module grade for t 6/180 (3,33%)	he overall grade):			
13	Module Prerequisites: none					
14	Presence: Presence is strongly recommende	ed to warrant lea	arning su	ccess		
	Mobility/Acknowledgement:					
15	Use of the module for other course programs Bachelor Economics					
16	Responsible Lecturer: Professor Dr. Peter KajüterDepartment: School of Business and Economics					
17	Misc.:					

Business Skills

Module Title english:			Business Skills					
Cou	rse Pr	ogram:	Bachelor Business Adı	ministration				
1	Mod 4	ule No: QRS	State: Compulsory	Language of Inst	Language of Instruction: German or English		1	
2	Turn: seme	each ester	Duration: 2 semesters	Semester: 3 or 4	CP: 9	Workload (h): 270	
	Mod	ule Structure	::					
	No	Туре	Course		State	Workload (h)	
3						Presence (h + CH)	Self- Study (h)	
	1	Lecture	Business Languages		Compulsory	30 h (2 CH)	60	
	2	Seminar	Business Skills I		Compulsory	30 h (2 CH)	60	
	3	Seminar	Business Skills II	Business Skills II			60	
4	comp Alter (inste prese there	Course content: In this module knowledge in business languages and business skills relevant for the work in a company will be gained. As business languages can be chosen: English, Spanish, and French. Alternatively there is the possibility to absolve a basic course in chinese with 4 h per week (instead of 2 h). In Business Skills I and II valuable personal skills for business practiques, like presentation techniques, working in team, and problem-solving. The offer is always changing, therefore only course examples can be given, like Business Simulation Game COMPEX, Personality and Social Competence or scientific working.						
	Learning outcomes: Academic: 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.					ne COMPEX,	nging,	
5	Acad After busin Chin Soft Stud the t organ	ning outcom emic: completion ness languag ese. skills: ents improve hemes comm nization and	es: of the language courses st ge and the necessary voca e their self-, social- and tec nunication, presentation te creative techniques. Furth	tudents have sound bulary. Alternativel chnical-competenc echniques, elocution fer they will learn to	d knowledge ly students ga e by understa on, leadershi o structure pr	in the relevar ain basic know anding and ap p, work-and s	nt wledge in oplying elf-	
5	Acad After busin Chin Soft Stud the t organ solut Desc A bus	ning outcome emic: completion ness languagese. skills: ents improve hemes comm nization and cions and refi ription of po siness langu	es: of the language courses st ge and the necessary voca e their self-, social- and tec nunication, presentation te creative techniques. Furth	tudents have sound bulary. Alternativel chnical-competenc echniques, elocution fer they will learn to economic decisions	d knowledge ly students ga e by understa on, leadershi o structure pr s.	in the relevar ain basic know anding and ap p, work-and s oblems, deve	nt wledge in oplying elf- elop	
	Acad After busin Chine Soft Stud the t organ solut Desc A bus can b	ning outcome emic: completion ness languagese. skills: ents improve hemes comm nization and cions and refi ription of po siness language chosen fro	es: of the language courses st ge and the necessary voca their self-, social- and tec nunication, presentation to creative techniques. Furth lect the consequences of e ssible electives within the age course or Chinese res	tudents have sound bulary. Alternativel chnical-competenc echniques, elocution fer they will learn to economic decisions	d knowledge ly students ga e by understa on, leadershi o structure pr s.	in the relevar ain basic know anding and ap p, work-and s oblems, deve	nt wledge in oplying elf- elop	

	No	Number and Type; Connection	on to Course	Duration	Part of final mark in %		
	1	Written exam in a business l	anguage	60 min.	100 %		
	Stud	y Work:					
	No	Number and Type; Connection	on to Course		Duration		
9	1	Final exam Business Skills I			depends on course		
	2	Final exam Business Skills II			depends on course		
10	The o	erequisites for Credit Points: e credit points will be granted after all relevant work and study work have been successfully mpleted.					
	CP A	ssignment:					
			No 1	1.	00 CP		
	Pres	sence	No 2	1.	00 CP		
11			No 3	1.	00 CP		
	Rele	evant Work	No 1 2.00		o CP		
	Study Work		No 1 2.0		o CP		
	Ju		No 2 2.0		o CP		
	Tota	al		9	СР		
12		ght of the module grade for th o (5%)	e overall grade:				
13	For b	ule Prerequisites: Jusiness languages English, S Juage.	panish, French ba	sic knowledge (f	rom school) in the respective		
14		ence: endung on course. For busines	ss languages, pres	ence is mandate	ory.		
	Mob	obility/Acknowledgement:					
	Use	of the module for other cours	se programs	Bachelor Business Administration			
15	-			No 1: Business	s Languages		
	-	lish translation of module cor tion 3	mponents from	No 2: Busines	s Skills I		
		-		No 3: Busines	s Skills II		
16		oonsible Lecturer: essor Dr. Peter Kajüter		Department: School of Bus	iness and Economics		

17	Misc.:	

Bachelor Thesis

Module Title english:			Bachelor Thesis					
Cou	rse Pro	ogram:	Bachelor Business Ad	Iministration				
1		ıle No: BA	State: Compulsory	e: Compulsory Language of Instruction: German or English				
2	Turn: seme		Duration: 1 semester	Semester:	5 or 6	CP: 12	Workload (h): 360	
	Modu	Ile Structure:	JI][L]		
	No	Туре	Course			State	Workload (h)
3							Presence (h + CH)	Self- Study (h)
	1		Bachelor Thesis		(Compulsory	o h (o CH)	360
4	Cours The b indep the so the m Learn Acade The s More Soft s	se content: wachelor thesion oendently in a solution in a so a in text. ing outcome emic: tudents gain over, they lea skills:	e previous modules will s shall demonstrate that a given time frame using cientific text. The thesis s: experience with the app rn to read the relevant li iting scientific texts, tim	t the student scientific me shall not exco dication of th iterature and	is able thods a eed a si e learne to form	to solve a g nd that he/ ze of approx ed material t ulate scient	she is able to kimately 700 to a complex ific texts.	o describe o words in
6	` 	0 /	sible electives within th					
7	Exam	ination: Fina	l Module Exam					
8	Relevant Work: Duration Part of final mark in % 1 Bachelor thesis 7000 words 100 %							
9	Study	/ Work: none						
10	The c	Study Work: none 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		0.00 CP	
	Relevant Work	No 1		12.00 CP	
	Total			12 CP	
12	Weight of the module grade for the overall grade: 12/180 (6,67%)				
13	Module Prerequisites: none				
14	Presence: none				
	Mobility/Acknowledgement:				
15	Use of the module for other course programs none				
16	Responsible Lecturer: Professor Dr. Peter Kajüte	97		artment: ool of Business and Economics	
17	Misc.:				