

# **Module Descriptions**

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

for students studying according to the examination rules from 2022 (PO 2022) valid from winter semester 2023/24



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# Plan of Study (Start winter semester)

	l Stad			,			
Year	Sem.	Business Administration	Economics & Law	Methods	Skills	Specialization	Total of CP
	1	BWL 1 Welcome to Business Administration! (12)	VWL 1 Principles of Economics (3) + Microeconomics	QM 1 Calculus for Business/Eco nomics (6)	SK Economic and Business Ethics (3)		30
1	2	BWL 2 Foundations of Accounting (6) BWL 3 Marketing Management (6)	Law (6)	QM 2 Data Science 1 (6)	Hard & Soft Skills I (6)		30
	3	BWL 4 Fundamentals of Finance (6) BWL 5 Management Accounting and Control (6) BWL 6 Management & Governance (6)	VWL 2 Foundations of Macroeconomics (6)	QM 2 Data Science 2 (6)			30
2	4	BWL 7 Strategy Science (6) BWL 8 Financial Accounting and Taxation (6) BWL 9 Corporate Finance (6) BWL 10 Marketing Analytics (6)			Hard & Soft Skills II (6)		30
3	5					Track 1 Module 1 (6) Track 2 Module 1 (6) Track 1 Module 2 (6) Track 2 Module 2 (6) Free elective 1 (6)	30
	6	Bachelor thesis (12)				Track 1 Module 3 (6) Track 2 Module 3 (6) Free elective 2 (6)	30

# Plan of study (Start summer semester)

		y (Start San					
Year	Sem.	Business Administration	Economics & Law	Methods	Skills	Specialization	Total of CP
	1	BWL 2 Foundations of Accounting (6)	R 1 Law	QM 1 Calculus for Business/Econ omics (6)			30
1		BWL 3 Marketing Management (6)	(6)	QM 2 Data Science 1 (6)			
	2	BWL 1 Welcome to Business Administsration! (12)	VWL 1 Principles of Economics (3) + Microeconomics (6)	QM 2 Data Science 2 (6)	SK Economic and Business Ethics (3)		30
	3	BWL 7 Strategy Science (6) BWL 8 Financial Accounting and Taxation (6) BWL 9 Corporate Finance (6) BWL 10 Marketing Analytics (6)			Hard & Soft Skills I (6)		30
2	4	BWL 4 Fundamentals of Finance (6) BWL 5 Management Accounting and Control (6) BWL 6 Management & Governance (6)	VWL 2 Foundations of Macroeconomics (6)		Hard & Soft Skills II (6)		30
3	5					Specialization Module 1 (6) Specialization Module 2 (6) Specialization Module 3 (6) Specialization Module 4 (6) Free elective 1 (6)	30
	6	Bachelor thesis (12)				Specialization Module 5 (6) Specialization Module 6 (6) Free elective 2 (6)	30

### Mandatory Modules

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

Module Title english:         Welcome to Business Administration! Fundamental Theories & their           Practical Applications						ndamental	Theo	ories & thei	r	
Cou	rse Pr	ogram:	m: Bachelor Business Administration							
1         Module No: BWL 1         State: Compulsory         Language of In					Language of Instr	ruction: German, partly English				
2 <b>Turn:</b> each winter semester			r	Duration: 1 semester	Semester: 1 or 2 CP: 12 Wor			<b>rkload (h):</b> 360		
	Mod	ule Structur	e:							
	No	Туре	Cou	rse		State		Workload	(h)	
							Presence (h + CH)	Self- Study (h)		
3	1	Lecture		Theories of Business: iness Administration	The Pillars of	Compul	Compulsory		60	
	2	Lecture		Practices of Business: ders	Learning from	Compul	Compulsory		30	
	3	Exercise		're the CEO NOW: How npany	to Manage Your Firs	st Compul	Compulsory		120	
	4	Exercise	Арр	lied Empirical Researc	lied Empirical Research				40	
4	Module Profile:         Purpose of the module/integration into curriculum         Introduction to the theoretical foundations of the study of business administration and business research; clarification of the relevance and possible applications of central business management action areas; practical and empirical applications of business administration content and concepts.         Curse content:									

	The	Theories of Business: Pillars of Business iinistration	action areas as well	as further action are pts in digital times; b	l business management as as entrepreneurial asic knowledge in relation			
	The Practices of Business: Learning from LeadersKnowledge in relation to the practical design of the business management action areas as entrepreneurial management concepts.							
	You're the CEO Now: How to Manage Your First CompanyPractical applications of business management content and concepts							
	Арр	lied Empirical Research	Gaining initial exper	ience in dealing with	empirical research.			
5	Acad Stude Soft s The s	ning outcomes: emic: ents will learn the central action are how the generation of about the practical de skills: tudents learn to solve business may to make decisions un to work together in gr analyze, discuss and to deal with empirical	f knowledge in busing esign of the central fie nagement problems i der uncertainty oups with other stude write a paper in Engli I research.	ess administration w elds of action of busin ndependently ents on a task sh				
	none							
7	Exam	<b>iination:</b> Examinations f	or every part of the m	odule				
		vant Work:		I	1			
	No	Number and Type; Con	nection to Course	Duration	Part of final mark in %			
8	1	Written exam		90 min.	75 %			
	2	2 Paper maximum of 10 25 % pages						
	Study Work:							
9	No	Number and Type; Con	nection to Course		Duration			
	1	Group work in tutorial (	active participation in	n empirical studies)	maximum of 240 min.			
10	The c	equisites for Credit Point redit points will be gran bleted.		work and study work	have been successfully			

	CP Assignment:								
		No 1		1.00 CP					
	Duccenter	No 2		0.50 CP					
	Presence	No 3		2.00 CP					
11		No 4		0.50 CP					
		No 1		4.00 CP					
	Relevant Work	No 2		2.00 CP					
		No 3		2.00 CP					
	Total			12 CP					
12	Weight of the module grade for 6.67%	or the over	all grade:						
13	Module Prerequisites: none								
14	<b>Presence:</b> Attendance at lectures (No. 1 a learning success. Attendance			out strongly recommended to warrant and No. 4) is mandatory.					
	Mobility/Acknowledgement:								
15	Use of the module for other of programs	r course none							
16	<b>Responsible Lecturer:</b> UnivProf. Dr. Thorsten Hennig-Thurau			<b>Department:</b> University of Münster, School of Business and Economics					
17	Misc.:								

#### Module Title english: Foundations of Accounting **Course Program: Bachelor Business Administration** Module No: BWL 2 Language of Instruction: German 1 **State:** Compulsory Turn: each summer **CP:** 6 Workload (h): 180 **Duration:** 1 semester Semester: 1 Or 2 2 semester Module Structure: State Туре Course Workload (h) No Self-Presence 3 Study (h + CH)(h) Lecture Accounting Compulsory 45 h (3 CH) 75 1 **Tutorial on Accounting** 2 Exercise Compulsory 15 h (1 CH) 45 **Module Profile:** Purpose of the module/integration into curriculum The module "Foundations of Accounting" conveys basic knowledge of financial and managerial accounting and shows the links and interrelationships between both sub-areas. It illustrates how the business activities of companies are recorded in accounting systems, how companies use accounting information to manage their business and how they report on their business activities with the help of the financial statements. This imparts knowledge that is not only fundamental to the modules "Management Accounting" as well as "Financial Accounting and Taxation", but is also applied in many other modules. The lecture "Accounting" is supplemented by a tutorial. This comprises two elements: a tutorial in small groups and a plenary tutorial. Both serve to apply and deepen the acquired knowledge by means of practical problems. Digital learning tests and online courses complement the course. **Course content:** 4 The part on financial accounting deals with annual financial statements according to the German

### Foundations of Accounting

The part on financial accounting deals with annual financial statements according to the German Commercial Code (HGB). It includes the basic principles of bookkeeping. Students learn how business activities are recorded using double-entry bookkeeping and how they are reflected in the balance sheet, income statement and cash flow statement. In addition, recognition and measurement rules for financial statements are discussed. Finally, students gain insights into the analysis of financial statements based on ratios, e.g. from the perspective of lenders. The part on management accounting focuses on cost accounting as a controlling instrument. Among other things, the operating income statement, the costing of products and services, and the variance analysis in cost centers are covered. Students learn how business decisions are made and how employee behaviour is influenced by the use of cost information. Insights into cost management complete the course. The aim of the module is to teach students "the language of business" and to promote their business thinking and action.

### Learning outcomes:

### 5 Academic:

Students will be familiar with the basic principles of financial and management accounting. They

	are able to record business activities in the balance sheet and income statement and to prepare financial statements. Students will also be able to analyse financial statements using ratios. This enables them to assess the financial position and financial performance of a company. In the area of management accounting, students have a basic knowledge of cost accounting (cost type, cost center and cost unit accounting), can apply this to practical problems and interpret the results. Overall, students are able to critically question and discuss individual aspects of accounting. <b>Soft skills:</b> The module enables students to expand their interdisciplinary skills in relation to the sub-areas of accounting. The accompanying tutorials also contribute to this. In addition, the tutorials promote the students' discussion skills and their ability to work in a team during discussions. Finally, the module promotes the systemic competencies of the students through self-study. These include, in particular, time and self-management.							
6	Desc none	ription of possible electives	within the modules	:				
7	Exan	nination: Final Module Exam						
8	Rele <sup>v</sup> No	vant Work: Number and Type; Connect	ion to Course	Duration		Part of final mark in %		
	1	Written exam		max. 120 m	in.	100 %		
9	Stud	<b>y Work:</b> none						
10	The o	equisites for Credit Points: credit points will be granted a pleted.	after all relevant wor	k and study	work h	nave been successfully		
	CP A	ssignment:						
	Pree	sence	No 1		1.50 (	CP		
11			No 2	0.50		СР		
		evant Work	No 1		4.00	СР		
	Tota				6 CP			
12	Weight of the module grade for the overall grade: 3,3%							
13	<b>Mod</b> none	ule Prerequisites:						
14		ence: ence is strongly recommende	ed to warrant learnin	g success.				
15	Mob	ility/Acknowledgement:						

	Use of the module for other course programs	Bachelor Economics, Bachelor Information Systems, Bachelor Mathematics, Bachelor Physics, Master Business Chemistry			
	Module Title english	Founda	tions of Accounting		
	English translation of module components	No 1: Ac	counting		
	from section 3	No 2: Tutorial on Accounting			
16	Responsible Lecturer: Professor Dr. Peter Kajüter		<b>Department:</b> School of Business and Economics		
17	Misc.:				

# Marketing Management

Module Title english: Marketing Management									
Course Program: Bachelor Business Administration									
1 Module No: BWL 3			3	State: Compulsory	Language of Instruction: English				
2	<b>Turn:</b> each summer semester			Duration: 1 semester	Semester: 1	or 2	<b>CP:</b> 6	Workload	<b>d (h):</b> 180
	Mod	ule Structure	9:						
	No	Туре	Cour	se		State		Workload (h	)
3								Presence (h + CH)	Self- Study (h)
	1	Lecture	Mark	eting Management		Comp	oulsory	30 h (2 CH)	60
	2	Exercise	Tuto	ial on Marketing Manag	gement	Comp	oulsory	30 h (2 CH)	60
	Purp This cour Cour	course is an ses. <b>se content:</b>	introdu	<b>integration into curricu</b> l actory lecture into marke basic introduction to asp	eting. It thus f				-
	Purp This cour Cour This well	ose of the m course is an ses. se content: course provi	introdu des a b	actory lecture into marke	eting. It thus f bects of strate	gic and			-
	Purp This cour Cour This well The Mar	ose of the m course is an ses. se content: course provi as the specif	introdu des a b fic obje	actory lecture into marke basic introduction to asp ctives and instruments	eting. It thus f bects of strate of marketing. mplex relation	gic and	d opera	tional market	ing as
4	Purp This cour This well The Mar Dec	ose of the m course is an ses. se content: course provi as the specif mes keting and	introdu des a b fic obje	actory lecture into marke pasic introduction to asp ctives and instruments <b>Learning objectives</b> To comprehend the co	eting. It thus f bects of strate of marketing. mplex relation naking.	gic and nship c	d opera of marke	tional market eting and stra	ing as tegic,
4	Purp This cour This well The Mar Dec Mar	ose of the m course is an ses. se content: course provi as the specif mes keting and ision-Making	introdu des a b fic obje	actory lecture into marke pasic introduction to asp ctives and instruments <b>Learning objectives</b> To comprehend the con institutional decision r To learn to understand	eting. It thus f bects of strate of marketing. mplex relation naking. marketing as in a competit ntiate, and an	gic and nship c s a com tive eco nalyze c	d opera of marke plex pr pnomic	tional market eting and stra ocess of strat system.	ing as tegic, regic
4	Purp This cour This well The Mar Dec Mar Stra Prol	ose of the m course is an ses. se content: course provi as the specif mes keting and ision-Making keting Strate	introdu des a b fic obje	Actory lecture into market basic introduction to asp ctives and instruments To comprehend the con institutional decision r To learn to understand decision making steps To understand, differen	eting. It thus f bects of strate of marketing. mplex relation naking. marketing as in a competit ntiate, and an rketing practi randing strate	gic and nship c s a com tive ecc valyze c ce. egies. T	d opera of marke plex pr pnomic distincti	tional market eting and stra ocess of strat system. ve componen ibe basic opt	ing as tegic, regic nts of
4	Purp This cour This well The Mar Dec Mar Stra Prol Bran	ose of the m course is an ses. se content: course provi as the specif mes keting and ision-Making keting Strate tegic Decisic olems	introdu des a b fic obje g egies on eent	Actory lecture into market basic introduction to asp ctives and instruments <b>Learning objectives</b> To comprehend the con- institutional decision r To learn to understand decision making steps To understand, differen- decision making in ma To understand basic bu	eting. It thus f bects of strate of marketing. mplex relation naking. marketing as in a competit ntiate, and an rketing practi randing strate options (focus	gic and nship c a com tive ecc ce. egies. T s is on	d opera of marke plex pr onomic distincti o descri brand t	tional market eting and stra ocess of strat system. ve componen ibe basic opt ransfer).	ing as tegic, regic nts of ions of
4	Purp This cour This well The Mar Dec Mar Stra Prol Bran	ose of the m course is an ses. se content: course provi as the specif mes keting and ision-Making keting Strate tegic Decisic olems nd Managem	introdu des a b fic obje g egies on eent	Actory lecture into marked pasic introduction to aspectives and instruments <b>Learning objectives</b> To comprehend the con- institutional decision r To learn to understand decision making steps To understand, differen- decision making in ma To understand basic be- branding architecture of To describe basic step	eting. It thus f bects of strate of marketing. mplex relation naking. marketing as in a competit ntiate, and an rketing practi randing strate options (focus s when develo	gic and nship c a com tive ecc egies. T s is on oping r nfluenc	d opera of marke plex pr ponomic distincti fo describrand t new pro	tional market eting and stra ocess of strat system. ve componen ibe basic opt ransfer). ducts based	ing as tegic, tegic nts of ions of on

	unc	describe basic elements lerstand factors that influ npaigns.	-	nmunication strategies. To ness of advertising					
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	<b>Description of possible elect</b> none	tives within the modules	:						
7	<b>Examination:</b> Final Module E	Exam							
8	Relevant Work: No Number and Type; Con	nection to Course	Duration	Part of final mark in %					
	1 Final written exam		90 min.	100 %					
9	Study Work: none								
10	<b>Prerequisites for Credit Poin</b> The credit points will be gran completed.		k and study work	have been successfully					
	CP Assignment:								
		No 1	1.00	СР					
11	Presence	No 2	1.00	СР					
	Relevant Work	Relevant Work     No 1     4.00 CP							
	Total		6 CP						
12	Weight of the module grade 3,3%	for the overall grade:							
13	Module Prerequisites: none								

14	Presence: Attendance is strongly recommended to warrant learning success						
	Mobility/Acknowledgement:						
15	Use of the module for other course programs		or Economics, Bachelor Information s, Bachelor Mathematics, Master				
16	<b>Responsible Lecturer:</b> Professor Dr. Thorsten Wiesel		<b>Department:</b> School of Business and Economics				
17	Misc.:						

#### Module Title english: Fundamentals of Finance **Bachelor Business Administration Course Program:** Module No: BWL 4 State: Compulsory Language of Instruction: German or English 1 **Duration:** 1 Turn: each winter **CP:** 6 Workload (h): 180 Semester: 2 or 3 2 semester semester Module Structure: State Workload (h) Туре Course No Self-Presence Study (h + CH)3 (h) Fundamentals of Investments Lecture Compulsory 15 h (1 CH) 30 1 Fundamentals of Corporate Finance Compulsory 15 h (1 CH) 2 Lecture 30 **Tutorial Fundamentals of Finance** 60 Exercise Compulsory 30 h (2 CH) 3 **Module Profile:** Purpose of the module/integration into curriculum The module is the first of two introductory finance courses. The students know the basics of business administration and now learn how to deal with investment and financing decisions. They are introduced to the main concepts in finance; the module lays the foundation for more detailed analyses of the financial decisions of investors and companies in subsequent courses. **Course content:** 4 The module covers the fundamentals of finance. Its focus is on investment and financing decisions. It provides the microeconomic foundations of rational investment decision making. Students learn the most important valuation methods to evaluate investment decisions and apply them to practical problems. A particular emphasis is given to the net present value method. In addition, the module discusses the pricing of stocks and bonds. It also discusses the financing of companies with equity and debt and discusses the basic principles of capital structure. Learning outcomes: Academic: The students know the basic concepts and methods in finance. They are able to make decisions on investment projects. They are able to identify, discuss and judge the main ways to raise capital. They know the basics of pricing stocks and bonds. They are able to apply the concepts to gualitative and guantitative problems. They are also able to discuss ethical problems related to 5 finance. Soft skills: The students can solve basic problems in finance and justify their solutions. They can apply theoretical concepts to solve practical problems. Furthermore, they are able to participate in the

public and political discussions on finance related topics.

### Fundamentals of Finance

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6	<b>Description of possible electives</b> none	within the modu	les:							
7	<b>Examination:</b> Final Module Exam	l								
8	Relevant Work: No Number and Type; Connect	ion to Course	Ĩ	Duration		Part of final mark in %				
	1 Final written exam	ıl written exam		90 min.		100 %				
9	Study Work: none									
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.									
	CP Assignment:									
		No 1			0.50	СР				
11	Presence	No 2		0.50 CP						
		No 3	No 3		1.00	CP				
	Relevant Work			4.00	СР					
	Total				6 CP					
12	Weight of the module grade for t 3,3%	he overall grade:								
13	<b>Module Prerequisites:</b> Introduction to business adminis	tration is recomm	neno	ded.						
14	<b>Presence:</b> Presence is strongly recommende	ed to warrant lear	nin	g success.						
	Mobility/Acknowledgement:									
15	Use of the module for other cou	Syst	Bachelor Economics, Bachelor Information ystems, Bachelor Mathematics, Bachelor hysics, Master Business Chemistry							
16	<b>Responsible Lecturer:</b> Prof. Dr. Nicole Branger, Prof. Dr. Schneider	Christoph	<b>Department:</b> Münster School of Business and Economics							
17	Misc.:									

Мо	dule Ti	tle english:		Management Accounti	anagement Accounting and Control						
Course Program:     Bachelor Business Administration											
1	Mod	u <b>le No:</b> BWL	5	State: Compulsory	Language of	uage of Instruction: German					
2	<b>Turn</b> seme	each winte ester	r	Duration: 1 semester	Semester: 3	or 4	<b>CP:</b> 6	Workload	<b>i (h):</b> 180		
	Mod	ule Structur	e:								
	No	Туре	Cou	rse		State		Workload (h	)		
3								Presence (h + CH)	Self- Study (h)		
	1	Lecture	Man	agement Accounting		Com	oulsory	30 h (2 CH)	60		
	2	Exercise	Tuto	rial on Management Aco	counting	Com	oulsory	30 h (2 CH)	60		
4	and control aspects in line with corporate objectives. The module thus forms a cross-sectional function to lectures that illustrate aspects within the value chain of a company (e.g., marketing, sales, or production) and also deals with activities of management consultancies and operative controlling departments in business practice (e.g., corporate planning and budgeting). <b>Course content:</b> This module deals with the use of information (especially from cost and revenue accounting) for decision support and behavior control in companies. In the area of decision support, the use of information for price, production, or marketing and sales decisions, which are typically made within the framework of the annual corporate planning and budgeting, is in the foreground. In the area of behavioral control, the vertical and horizontal coordination of departments and actors in companies are involved to align the entire organization with common goals. The focus here is on integrated management systems such as the Balanced Scorecard and their link to incentive systems. With the help of guest lectures, exercises, and supplementary tutorials, relevant topics are deepened and a profound understanding on the part of the students is made possible.										
	The	mes		Learning objectiv	ves						
	Intro	oduction to (	Control	the management as a function and	<b>ves</b> derstand the importance of controlling as part of t process and can differentiate between controlling d controllership. Further, they distinguish between t and behavior control as central tasks of						

### Management Accounting and Control

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

5	Learning outcomes: Academic: On successful completion of this module, students are able to - extract relevant information from cost accounting and make decisions from a management perspective understand the importance and implementation of a planning and budgeting process discuss suitable actions to influence the cost structure of a company and justify decisions in this regard economically understand the importance of information asymmetries in coordination processes and are able to identify possible solutions apply learned concepts into practical applications of controlling departments. Soft skills: On successful completion of this module, students are able to - solve unfamiliar problems based on theoretical frameworks and structured approaches understand, critically reflect on, and apply findings from academic literature justify their decisions with a clear and logical argumentation connect the dots between academic insights and practical applications.							
6	Description of possible electives within the modules: none							
7	Exan	nination: Final Module Exam	l					
8	Rele <sup>v</sup> No	vant Work: Number and Type; Connect	ion to Course	Duration		Part of final mark in %		
	1	Final written exam		90 min.		100 %		
9	Stud	<b>y Work:</b> none						
10	The o	<b>equisites for Credit Points:</b> credit points will be granted a pleted.	after all relevant wor	rk and study	work h	nave been successfully		
	CP A	ssignment:						
	Brow	sence	No 1		1.00 CP			
11		sence	No 2		1.00	СР		
	Rele	evant Work	No 1		4.00	СР		
	Tota	al			6 CP			
12	<b>Weig</b> 3,3%	ght of the module grade for t	he overall grade:					
13		<b>ule Prerequisites:</b> ommended: basic knowledge	in accounting.					
14		<b>ence:</b> ence is strongly recommende	ed to warrant learnir	ig success.				
15	Mob	ility/Acknowledgement:						

	Use of the module for other course programs	System	elor Economics, Bachelor Information ns, Bachelor Mathematics, Master cs, Master Business Chemistry		
16	<b>Responsible Lecturer:</b> Professor Dr. Martin Artz		<b>Department:</b> School of Business and Economics		
17	Misc.:				

### Management & Governance

Мос	lule Tit	tle english:		Management & Govern	ance					
Cou	rse Pro	ogram:		Bachelor Business Adr	ninistration					
1	Modu	u <b>le No:</b> BWL (	6	State: Compulsory	Language of	anguage of Instruction: German				
2	<b>Turn:</b> each winter semester			Duration: 1 semester	Semester: 3	or 4	<b>CP:</b> 6	Workload	<b>d (h):</b> 180	
	Modu	ule Structure	:							
	No	Туре	Cou	rse		State		Workload (h	1)	
3								Presence (h + CH)	Self- Study (h)	
5	1	Lecture	Orga	anization and Managemo	ent	Com	oulsory	37.5 h (2 CH)	45	
	2	Lecture	Corp	oorate Governance		Compulsory		37.5 h (2 CH)	45	
	3	Exercise	Tuto	rial on Management & G	iovernance	Com	oulsory	15 h (1 CH)	30	
4	The n Cours The s mana and t	nodule conve <b>se content:</b> ubstantive fo agement (sta	eys fu ocus i ffing) is and	<b>/integration into curricu</b> ndamental aspects of M s on the areas of organiz and corporate governan weaknesses will be ana studies.	anagement ar zation, busine ce. Here, the v	ss stra /arious	itegy, hi s concej	uman resourc pts will be pre	esented	
	Ther	nes			Learning	object	ives			
	•	anisational D Ian Ressourc	•	; Strategic Management; nagement		Understanding of the basics of Organization Management				
			nance	; Two Tier System;		Understanding of the basics of Corporate Governance				
5	Working Council       Governance         Learning outcomes:       Academic:         Academic:       The students know different forms of organization, different types of strategies, concepts of human resource management (staffing) and systems of corporate governance. They are in the position to evaluate different management- and process-structures in terms of their efficiency.         Soft skills:       none						in the			

6		Description of possible electives within the modules: none								
7	Exan	nination: Final Module Exam								
8	Relev No	vant Work: Number and Type; Connecti	on to Course	D	oura	ation	Part of final mark in %			
	1	Final written exam		1	120 min.		100 %			
9	Stud	<b>y Work:</b> none								
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.									
	CP A	ssignment:								
			No 1		0.75	CP				
11	Pres	Sence	No 2		0.75					
			No 3			0.50				
	Relevant Work     No 1       Total					4.00 6 CP	<u>(P</u>			
12		tht of the module grade for th	ne overall grade	e:						
13	<b>Mod</b> none	ule Prerequisites:								
14		ence: ence is strongly recommende	d to warrant lea	arning	su	ccess				
	Mob	ility/Acknowledgement:								
15	Use	Use of the module for other course programs Sy				Bachelor Economics, Bachelor Information Systems, Bachelor Mathematics, Master Physics				
16	-	oonsible Lecturer: essor Dr. Gerhard Schewe			<b>Department:</b> School of Business and Economics					
17	Misc	.:			1					

	Module Title english:       Corporate Strategy and Sustainability									
		-			·					
Cou	Irse Pr	ogram:		Bachelor Business Adr	ninistration					
1	Mod	ule No: BWL	7	State: Compulsory	Language of Inst	truction: Engl	lish			
2	<b>Turn</b> : seme	: each summ ester	er	Duration: 1 semester	Semester: 3 or 4	<b>CP:</b> 6	Workload (	<b>h):</b> 180		
	Module Structure:									
	No	Туре	Cour	se		State	Workload	(h)		
3							Presence (h + CH)	Self- Study (h)		
	1	Lecture	Corp	orate Strategy and Susta	ainability	Compulsory	30 h (2 CH)	60		
	2	Exercise	Tuto	rial Corporate Strategy a	nd Sustainability	Compulsory	30 h (2 CH)	60		
	<ul> <li>Module Profile:</li> <li>Purpose of the module/integration into curriculum</li> <li>This module provides an introduction to strategic management, with a particular focus on corporate strategy and related empirical-quantitative research. It requires prior knowledge of basic statistics.</li> <li>Course content:</li> <li>This module provides fundamental knowledge in the strategic management of companies. It covers fundamental topics such as portfolio management, growth strategies, alliances as well as mergers and acquisitions and provides an overview of the current state of strategic management research. At the same time, students acquire the fundamentals of scientific working based on key milestones of the strategic management literature. In the context of evaluating strategic options, students also learn the basics of quantitative modeling. The practical relevance of the content</li> </ul>									
4	This cove merg resea miles stude	<b>se content:</b> module prov rs fundamen gers and acqu arch. At the s stones of the ents also lea	tal top uisition ame ti strate rn the	ndamental knowledge i ics such as portfolio ma is and provides an overv me, students acquire the gic management literatu	n the strategic ma nagement, growth view of the current e fundamentals of ure. In the context odeling. The pract	nagement of strategies, a state of strat f scientific wo of evaluating	companies lliances as egic manag rking basec strategic oj	. It well as gement I on key otions,		
5	This cove merg resea stude cove Learn Acad Stud instru conte work	se content: module prov rs fundamen gers and acquarch. At the s stones of the ents also lea red is illustra ning outcome emic: ents will - de uments of co ext of current ing - acquire eling of strat	tal top uisition ame ti strate rn the ated by es: velop a rporate t empir the ne	ndamental knowledge i ics such as portfolio ma is and provides an overv me, students acquire the gic management literatu basics of quantitative m	n the strategic ma nagement, growth view of the current e fundamentals of ore. In the context odeling. The pract e studies.	nagement of strategies, a state of strat f scientific wo of evaluating tical relevance tical relevance covered and ntial principle nowledge for	companies. lliances as egic manag rking based strategic op e of the con e of the con cepts and place it in the guantitative	. It well as gement d on key otions, tent tent		
	This cove merg resea stude cove Learn Acad Stud instru conte work mode studi	se content: module prov rs fundamen gers and acquarch. At the s stones of the ents also lea red is illustration ing outcome emic: ents will - de uments of co ext of current ing - acquire eling of stration ies	tal top uisition ame ti strate rn the ated by es: velop a trporate t empir the ne egic op	ndamental knowledge i ics such as portfolio ma is and provides an overv me, students acquire the gic management literatu basics of quantitative m guest lectures and case a comprehensive unders e strategy - critically que ical research - learn and cessary theoretical and	n the strategic ma nagement, growth view of the current e fundamentals of ore. In the context odeling. The pract e studies.	nagement of strategies, a state of strat f scientific wo of evaluating tical relevance tical relevance covered and ntial principle nowledge for	companies. lliances as egic manag rking based strategic op e of the con e of the con cepts and place it in the guantitative	. It well as gement d on key otions, tent tent		

### Corporate Strategy and Sustainability

	Rele	vant Work:		1		1			
	No	Number and Type; Connect	ion to Course	Dura	tion	Part of final mark in %			
8	1	Written exam		120	min.	75 %			
	2	written assignment		max page	imum of 10 es	25 %			
9	Stud	<b>y Work:</b> none							
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.								
	CP A	ssignment:							
	Drog	sence	No 1		1.00 (	P			
11			No 2		1.00 (	P			
	Pole	evant Work	No 1	0 1 3.00 C		CP			
			No 2		1.00 (	P			
	Tota	ıl			6 CP				
12	<b>Weig</b> 3.3%	sht of the module grade for th	ne overall grade	e:					
13	<b>Mod</b> none	ule Prerequisites:							
14		ence: ence is recommended to war	rant learning su	iccess.					
	Mobility/Acknowledgement:								
15	Use	of the module for other cour	se programs	Bachelo System	achelor Economics, Bachelor Information ystems				
16	-	onsible Lecturer: Dr. David Bendig			<b>Department:</b> University of Münster, School of Business and Economics				
17	Misc.:								

Module Title english:         Financial Accounting and Taxation											
Cou	rse Pr	ogram:		Bachelor Business Ad	ministration						
1	Mod	u <b>le No:</b> BWL	8	State: Compulsory	Language of Instruction: German						
2	<b>Turn:</b> each summer semester			Duration: 1 semester	Semester: 3 0	r 4	<b>CP:</b> 6	Workload	<b>l (h):</b> 180		
	Module Structure:										
	No	Туре	Cour	5e		State		Workload (h)			
								Presence (h + CH)	Self- Study (h)		
3	1	Lecture	Finai	ncial Accounting	Cor	npulsory	22.5 h (1 CH)	45			
	2	Lecture	Princ	iples of Corporate Taxa	Compulsory		22.5 h (1 CH)	45			
	3	Exercise	Tuto	rial on Financial Accoun	ting	Cor	npulsory	7.5 h (o CH)	15		
	4	Exercise	Tuto	rial on Principles of Corp	Cor	npulsory	7.5 h (o CH)	15			
4	Purp The c field The c regan tax la Cour The r inter of an Germ also The c are a state the c basic poter Fisca theo	course Financial of financial a course "Prince of it shows the aw influences <b>se content:</b> nodule deep national indi nual financia an accounti to get a deep correspondin lso presente ments are pri ontents taug c principles contially the ba l Code are correst	cial Account account iples on the tax- s busin bens the vidual al state of princ of taxes asics of overed e's cor	integration into curricu counting extends and de ting within the compuls of Corporate Taxation" p related consequences of the sereality. The knowledge of financia financial statements and ements is on the recogni- ciples. These regulation derstanding of the topics ciples and rules of the In- eover, insights into the d. A balanced interplay for the course are consistent s on income, i.e. income further different types of the topics of the course are ses, respectively. The ex-	eepens the cont ory course Four rovides first insi f business decis l accounting in d corporate tax ition and measu is are theoretica is are theoretica is in question by iternational Fina main features o between a theoret ty pursued. In t tax, corporatio of taxation (e.g. of the tax standa illustrated with	idati ghts sions the f atior irem ally d mea ancia f cor etica he fi n an valu ards the h	ons of Co into the s and, on ield of na n. The foc ent regula lealt with ns of nur al Reporti- nsolidated al basis a eld of cor d trade ta e-added in questioned	tional as we tional as we us of the pre- ations with but the ob- merous exar ng Standarc d financial nd the appl porate taxa ix as well as tax) or the Con are analy veral exerci	ounting. s. In this and, how ell as eparation regard to jective is mples. Is (IFRS) ication of tion the seneral rsed. The se		

### Financial Accounting and Taxation

	-	ial tutorial lessons. It is expe gnments in advance of the tu		develop solu	tions c	on the respective			
5	Acad After preplaw. betw betw stude asse Soft Havin and i know and o journ	Learning outcomes:Academic:After having successfully completed the module, students have a profound knowledge of the preparation of individual financial statements based on the German Commercial Code and the tax law. They are aware of the tax implications of different legal forms. They know crucial differences between the systems of accounting rules under German GAAP and IFRS as well as the differences between individual and consolidated financial statements and the tax accounts. Furthermore, students are able to apply the knowledge acquired to practical accounting problems and to assess the effect of taxes on business decisions.Soft skills: Having passed the module students are able to analyze theoretical questions in a profound way and identify and solve practical problems in a differentiated way. The students acquire the knowledge through a combination of lecture, pre- and post-preparation on the lecture material and exercises. Students are guided to search for information on their own, e.g. in the library, journals, internet etc. The solutions to the exercises are actively discussed and moderated in practice sessions.							
6	Description of possible electives within the modules: none								
7	Exan	<b>nination:</b> Examinations for e	very part of the moo	dule					
	Relev No	vant Work: Number and Type; Connect	ion to Course	Duration Par		Part of final mark in %			
8	1	Written exam on Financial A	Accounting	60 min.		50 %			
	2	Written exam on Principles Taxation	of Corporate	60 min.		50 %			
9	Stud	<b>y Work:</b> none							
10	The o	equisites for Credit Points: credit points will be granted a pleted.	after all relevant wo	rk and study	work ł	nave been successfully			
	CP A	ssignment:							
			No 1		0.75	СР			
	Dres		No 2		0.75	СР			
11	Pres	Sence	No 3		0.25 CP				
			No 4		0.25 CP				
	Rele	evant Work	No 1		2.00 CP				
			No 2		2.00	СР			

	Total				6 CP		
12	Weight of the module grade for the overall grade: 3,3%						
13	Module Prerequisites: Recommended: Knowledge from the module Foundations of Accounting						
14	Presence: Presence is recommended to warrant learning success						
	Mobility/Acknowledgement:						
15	5     Bachelor Economics, Bachelor Information       5     Systems						
16	<b>Responsible Lecturer:</b> Prof. Dr. Hans-Jürgen Kirsch, Professor Dr. Christoph Watrin			<b>Department:</b> School of Business and Economics			
17	Misc.:						

### Corporate Finance

Module Title english:				Corporate Finance						
Course Program:				Bachelor Business Administration						
1 Module No: BWL 9			9	State: Compulsory	Language of Instruction: English					
2	Turn: each summer semester			Duration: 1 semester	Semester: 3	or 4	<b>CP:</b> 6	Workload	<b>l (h):</b> 180	
	Mod	ule Structure	:							
	No	Туре	Cour	se		State	2	Workload (h	)	
3								Presence (h + CH)	Self- Study (h)	
	1	Lecture	Corp	orate Finance		Com	oulsory	30 h (2 CH)	90	
	2	Exercise	Tuto	rial on Corporate Financ	e	Com	oulsory	30 h (2 CH)	30	
4	focus on the uncertainty of the consequences. This includes capital investment decisions and the question to what extend equity or debt should be used to finance the firm's investment projects. The discussion builds on a thorough understanding of the functioning of financial markets and the valuation of securities and corporations. Learning about asset pricing models will concurrently improve the student's ability to make smart financial decisions. The course lays the groundwork for the elective finance module in the 6th semester which will address the topic "investments" in greater detail. Prerequisite for the course is the comprehension of valuation under certainty. Course content: The course introduces students to portfolio theory and develops an understanding of basic principles of asset pricing in financial markets (CAPM). Furthermore, capital structure issues are discussed and the Modigliani-Miller irrelevance theorem is put into perspective. Students will learn how companies should optimally satisfy their financial needs and how investment projects and securities can be valued. Additionally, the students will learn to use and select between different concepts of multi-period business valuation. The tutorial will be partly in class, partly as a online-tutorial that gives students the opportunity to discuss exercises with the tutor as exam preparation.									
	The	mes		Learning objectives						
		ation under ertainty		To learn about differe uncertain consequer decision-making.			-			

	Portfolio Theory	To understand the risk ar financial securities and t						
	Capital Asset Pricing	To learn about the valuat standard model of marke			apital markets and the			
	Model Cost of capital and capital structure	To identify the pivotal factors in determining the optimal capital structure. To assess a company's cost of capital.						
	Business Valuation	To use discounted cash f	To use discounted cash flow methods in business valuation.					
	Advanced Business Valuation	To understand multiple period valuation models which allow for changing capital structures and the influence of taxation.						
5	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' Business English' proficiency is improved.							
6	<b>Description of possible e</b> none	lectives within the module	S:					
7	<b>Examination:</b> Final Modu	le Exam						
8		Connection to Course	Duration		Part of final mark in %			
	1 Final written exam		120 min.	120 min. 100 %				
9	Study Work: none							
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.							
	CP Assignment:							
	CP Assignment:							
		No 1		1.00	СР			
11	CP Assignment:  Presence	No 1 No 2		1.00 1.00				
11					СР			

12	Weight of the module grade for the overall grade: 3,3%				
13	<b>Module Prerequisites:</b> Basic knowledge in business administration and economics. Recommended modules: Principles of Business, Foundations of Accounting, Financial Accounting and Taxation, Microeconomics I, Macroeconomics I, Statistics				
14	Presence: Presence is recommended to warrant learning success				
	Mobility/Acknowledgement:				
15	Use of the module for other course programsBachelor Economics, Bachelor InformationSystems, Bachelor Mathematics, MasterPhysics				
16	<b>Responsible Lecturer:</b> Prof. Dr. Thomas Langer		<b>Department:</b> School of Business and Economics		
17	Misc.:				

# Marketing Analytics

Module Title english:				Marketing Analytics							
Course Program: Bache				Bachelor Business Ad	chelor Business Administration						
1	Mod	u <b>le No:</b> BWL	10	State: Compulsory	Lan	Language of Instruction			English		
2	<b>Turn:</b> each summer semester			Duration: 1 semester	Ser 4	mester: :	3 or	<b>CP:</b> 6	Workload	<b>l (h):</b> 180	
	Module Structure:										
	No	Туре	Course	•			State		Workload (h	1)	
3									Presence (h + CH)	Self- Study (h)	
	1	Lecture	Market	Research	Research			oulsory	22.5 h (1 CH)	45	
	2	Lecture	Market	ing Operations			Comp	oulsory	22.5 h (1 CH)	45	
	3	Exercise	Tutoria	l on Marketing Analytic	S		Comp	oulsory	15 h (1 CH)	30	
4 5	Purpose of the module/integration into curriculum         The module builts on the contents of the modules Marketing Management, Analysis for B&E, Data         Science 1 and Data Science 2.         Learning outcomes:         Academic:         M										
6	<b>Desc</b> none	• •	ossible el	ectives within the mod	ules	:					
7	Exam	nination: Exa	aminatio	ns for every part of the	mod	ule					
	Relev No	vant Work: Number an	d Type; C	connection to Course	to Course Duration		on Pa		Part of final mark in %		
8	1	Written exa	im on Ma	rket Research (No. 1)		60 min.		50	0 %		
	2	Written exa	im on Ma	rketing Operations (No.	. 3)	60 min		50	0 %		
9	Stud	<b>y Work:</b> non	e								
10	The c	equisites for credit points pleted.		<b>bints:</b> ranted after all relevant	wor	k and st	udy wo	ork hav	e been succe	ssfully	

	CP Assignment:						
		No 1		0.75 CP			
	Presence	No 2		0.75 CP			
11		No 3		0.50 CP			
	Relevant Work	No 1		2.00 CP			
		No 2		2.00 CP			
	Total			6 CP			
12	Weight of the module grade for the overall grade: 3,3%						
13	<b>Module Prerequisites:</b> Recommendation: Modules Mark Science 1, Data Science 2	eting Managem	ent, Calcı	ulus for Business and Economics, Data			
14	<b>Presence:</b> Presence is strongly recommende	ed to warrant lea	arning suc	ccess			
	Mobility/Acknowledgement:						
15	Use of the module for other cou	rse programs	Bachelo Systems	or Economics, Bachelor Information			
16	<b>Responsible Lecturer:</b> Professor Dr. Manfred Krafft			<b>Department:</b> School of Business and Economics			
17	Misc.:						

Mo	dule Ti	tle english:	Principles of Economics & Microeconomics						
Cou	ırse Pr	ogram:	Bachelor Business Ad	ministration					
1 Module No: VWL 1			State: Compulsory	Language of Inst	Language of Instruction: German, partly English				
2	<b>Turn:</b> each semester		Duration: 1 semester	Semester: 1 or 2	<b>CP:</b> 9	Workload (h): 270			
Module Structure:									
	No	Туре	Course	State	Workload (h)				
3						Presence (h + CH)	Self- Study (h)		
	1	Lecture	Principles of Economics	s (English)	Compulsory	15 h (1 CH)	30		
				Commulaom	30 h (2 CH)	60			
	2	Lecture	Foundations of Microec	onomics	Compulsory	30 11 (2 (1))	-		
	2 3	Lecture Exercise	Foundations of Microec Tutorial Principles of Ec		Compulsory	15 h (1 CH)	30		

### Principles of Economics & Microeconomics

The modul 'Principles of Economics & Microeconomics' is the foundation for most of the other economics moduls. This is especially true for the complemtary modul 'Foundations of Macroeconomics', but also for the advanced microeconomically focussed moduls such as 'Industrial Economics'.

### **Course content:**

4

The course "Principles of Economics" gives an overview about the core areas in micro- and macroeconomics. The microeconomic part first presents the positive and normative properties of competitive markets. We then introduce the main reasons for market failure (externalities, market power and information asymmetries) and how to improve the market outcome through (e.g. regulatory) interventions. The first part concludes with a brief introduction to game theory. Macroeconomics studies the economy as a whole and is divided into a short and long run analysis. Long run macroeconomics studies the determinants for economic growth and thus worldwide inequality across countries. The short run analysis first introduces reasons for business cycle fluctuations and then how monetary and fiscal policy can be used to stabilize these fluctuations. The insights from the micro- and macroeconomic part of the lecture are brought together in a final chapter on financial crises. The course "Microeconomics" deals with the theory of the household on the one hand (optimal household behavior, demand for goods, factor supply, insurance and uncertainty) and with the theory of the firm on the other (theory of production, least cost combination, supply of goods, factor demand). Moreover, theorems of welfare economics and incomplete markets are discussed. The aim of the exercises is to deepen the theoretical understanding acquired in the courses by providing problem sets that are solved by the students.

	Themes Learning objectives								
		ciples of Economics croeconomics	- Familiarity with graphical welfare concepts - Ability t identify and analyse situat	o perform simp	ole policy analysis - Ability to				
		ciples of Economics acroeconomics	- Become familiar with the their quantitative importan theories and the economic	ice Learn abo	-				
	Hou	seholds' Decision	-Preferences and constrain solving and interpreting de between households' deci	ecision problen	ns -unterstanding the relation				
	Proc	ducers' Decision	-Production Function -Deriving the cost function and explaining it - understanding the relation between cost function and supply function.						
5	Learning outcomes: Academic: Students acquire an overview over the basic concepts of economics, especially of macroeconomics and microeconomics. They are able to understand the fundamentals of markets and the coherence between supply and demand with respect to pricing. They are also able to understand and apply central theories and models. The courses of this module form a basis for more advanced courses. The structured presentation and analysis of the different decision problems is helpful in rationally solving similar/related problems Soft skills: Working on Problem sets in small scale class settings enables a self-structered working and enhances students' problem solving ability.								
6	Desc none		ectives within the modules:	:					
7	Exan	nination: Examination	ns for every part of the mod	ule					
	Relev No	vant Work: Number and Type; C	connection to Course	Duration	Part of final mark in %				
8	1	Written exam on Prir	nciples of Economics	60 min.	33.3 %				
	2	Written exam on Mic	croeconomics	120 min. 66.7 %					
9	Stud	<b>y Work:</b> none							
10	The o	equisites for Credit Po credit points will be g oleted.	<b>bints:</b> ranted after all relevant wor	k and study wo	ork have been successfully				
	CP A	ssignment:							
11	Pres	sence	No 1	0	.50 CP				

		No 2		1.00 CP			
		No 3		0.50 CP			
	No 4			1.00 CP			
	Relevant Work	No 1		2.00 CP			
		No 2		4.00 CP			
	Total			9 CP			
12	Weight of the module grade for the overall grade: 5%						
13	Module Prerequisites: none						
14	<b>Presence:</b> Presence is strongly recommende	ed to warrant le	arnir	ng success			
	Mobility/Acknowledgement:						
15	Use of the module for other course programs			Bachelor Economics, Bachelor Mathematics, Bachelor Physics, Bachelor Geography			
16	<b>Responsible Lecturer:</b> Professor Dr. Martin Bohl, Professor Dr. Andreas Löschel			<b>Department:</b> School of Business and Economics			
17	Misc.: The course "Principles in Economics" are offered in each winter and summer semester. The course "Microeconomics" each winter semester.						

## Foundations of Macroeconomics

Mo	dule Ti	tle english:		Foundations of	f Macroe	economics				
<b>Co</b> ι	irse Pr	ogram:		Bachelor Busir	ness Adı	ministration				
1	Mod	ule No: VWL	2	State: Compul	sory	Language of In	stru	ction: Ger	rman	
2	<b>Turn</b> seme	: each winte ester	r	Duration: 1 ser	nester	Semester: 3 or	4	<b>CP:</b> 6	Workload	<b>(h):</b> 180
	Mod	ule Structur	e:							
	No	Туре	Cou	rse			Sta	ate	Workload	(h)
3									Presence (h + CH)	Self- Study (h)
	1	Lecture	Fou	ndations of Macı	roecono	mics	Со	mpulsory	30 h (2 CH)	60
	2	Exercise	Tuto	rial on Foundati	ons of N	<b>Aacroeconomics</b>	Со	mpulsory	30 h (2 CH)	60
	(mac <b>Cour</b> The p The s	ro)economio <b>se content:</b> primary purp	cs. oose of ould be	the course is to	develop	is essential for th o an understandi d evaluate econo	ng o	of macroed	conomic ana	•
	The	mes			Learni	ng objectives				
4	Nati	onal Accour	nting			nts should learn al accounts are c			ent factors	of the
	Keyı	•		al Economics Neoclassical		nts should learn en the theories.	and	understa	nd the diffe	rence
	Mor	ney Creation				nts should learn ial sector and wh ector.				•
	Eco	nomic Policy	ı Implio	cation		nts should learn mic policy implic		-		

	Business Cycle and Growth			rence between a short n economic growth.
	Monetarism	between Mo		erstand the difference heories discussed in the
	Philips Curve			ation and unemployment nat are the policy effects
	Unemployment		be effective measu	employment emerges and res to reduce
5	Learning outcomes: Academic: Upon completion of the cours macroeconomic theory. The si them correctly. Furthermore, s analysis, abstraction and mac and economic policy measure Soft skills: After completing the module, learned in class increase both abstract thinking. Furthermore	tudents know importan students are familiar wi croeconomic modelling es. This model forms a l students are familiar w n, problem-solving com	t macroeconomic to th the instruments and capable to ass basis for more adva ith complex econor petence of the stud	erms and are able to use of macroeconomic sess states, developments nced courses. mic topics. The tools ents and the ability of
	Information, as well as the ab finalising of notes after the at	ility to develop solution	ns in teams within t	-
6		ility to develop solution tendance of the lecture	ns in teams within t	-
6 7	finalising of notes after the at Description of possible electi	ility to develop solution tendance of the lecture <b>ves within the module</b>	ns in teams within t	-
	finalising of notes after the at Description of possible electinone	ility to develop solution tendance of the lecture <b>ves within the modules</b> kam	ns in teams within t	-
7	finalising of notes after the at <b>Description of possible electi</b> none <b>Examination:</b> Final Module Examination:	ility to develop solution tendance of the lecture <b>ves within the modules</b> kam	ns in teams within t	he preparation before and
7	finalising of notes after the at Description of possible election none Examination: Final Module Examination: Final Mod	ility to develop solution tendance of the lecture <b>ves within the modules</b> kam	Duration	he preparation before and Part of final mark in %
8	finalising of notes after the at Description of possible election none  Examination: Final Module Examination: Final Module Examination: Final Module Examination: Final Module Examination: Final Work: No Number and Type; Connormal Final Written exam	ility to develop solution tendance of the lecture ves within the modules cam eection to Course	Duration 120 min.	he preparation before and Part of final mark in % 100 %
7 8 9	finalising of notes after the at Description of possible election none  Examination: Final Module Examination: Final Module Examination: Final Module Examination: Final Module Examination: Final Work: No Number and Type; Connormal Study Work: none  Prerequisites for Credit Point: The credit points will be grant	ility to develop solution tendance of the lecture ves within the modules cam eection to Course	Duration 120 min.	he preparation before and Part of final mark in % 100 %
7 8 9	finalising of notes after the at Description of possible election none  Examination: Final Module Examination: Final Module Examination: Final Module Examination: Final Module Examination: Final Work: No Number and Type; Connon 1 Final written exam  Study Work: none  Prerequisites for Credit Point: The credit points will be grant completed.  CP Assignment:	ility to develop solution tendance of the lecture ves within the modules cam eection to Course	Duration 120 min.	he preparation before and Part of final mark in % 100 % nave been successfully
7 8 9 10	finalising of notes after the at Description of possible election none  Examination: Final Module Examination: Final Module Examination: Final Module Examination: Final Module Examination: Final Work: No Number and Type; Connormal final written exam  Study Work: none  Prerequisites for Credit Points: The credit points will be grant completed.	ility to develop solution tendance of the lecture ves within the modules cam eection to Course s: ed after all relevant wo	ns in teams within t	he preparation before and Part of final mark in % 100 % nave been successfully CP

	Total				6 CP
12	Weight of the module grade for th 3,3%	e overall grad	e:		
13	Module Prerequisites: none				
14	<b>Presence:</b> Presence is strongly recommende	d to warrant le	arning su	ccess	
	Mobility/Acknowledgement:				
15	Use of the module for other cours	se programs			nics, Bachelor Mathematics, Bachelor Geography
16	<b>Responsible Lecturer:</b> Professor Dr. Bernd Kempa, Profes	ssor Dr. Nadine	e Riedel	<b>Departn</b> School o	<b>nent:</b> of Business and Economics
17	Misc.:				

Law

۸od	ule Ti	tle english:		Law					
Cour	rse Pro	ogram:		Bachelor Business A	dministration				
	Modu	ule No: R 1		State: Compulsory	Language	of Instru	uction: (	German	
2	<b>Turn:</b> seme	each summ ester	er	Duration: 1 semester	Semester:	1 OF 2	<b>CP:</b> 6	Workload	<b>l (h):</b> 180
	Modu	ule Structure	:						
	No	Туре	Cour	se		State	9	Workload (h	I)
;								Presence (h + CH)	Self- Study (h)
	1	Lecture	Civil	Law		Com	pulsory	60 h (4 CH)	120
	Introe oblig their when	ations, and s potential ref n it comes to	sales la futation minor	v, specifically the gene aw. The lecture will ess n. In addition, the lectu 's law and legal repres	sentially deal v ure will provid entation issue	with the e the st es. Furth	e formati udents v nermore	on of contrac with broad kr , the law of o	cts and nowledge bligations
	Introd oblig their when part o	duction to Ci ations, and s potential ref i it comes to of the lecture	sales la futation minor e focus	aw. The lecture will ess n. In addition, the lectu	entially deal v are will provid entation issue . Eventually, t	with the e the st es. Furth	e formati udents v nermore	on of contrac with broad kr , the law of o	cts and nowledge bligations
	Introd oblig their when part o sales Learr Acad Basio facts are re trans Soft	duction to Ci ations, and s potential ref it comes to of the lecture a law which is <b>ning outcome</b> <b>emic:</b> cs of legal me of a certain equired in or fer their theo <b>skills:</b>	sales la Futation minor focus s subs es: ethodo case a der to pretica	aw. The lecture will ess n. In addition, the lectu 's law and legal repres sees on warranty rights.	entially deal v are will provid entation issue Eventually, th texts. ese include th the relevant that certain ca tice-oriented o	with the e the st s. Furth ne stud e close and cor ise. The cases.	e formation udents with ents will and int respond	on of contrac with broad kr , the law of o l be introduce ensive work v ling legal nor	cts and nowledge bligation: ed to with the ms which
	Introd oblig their when part o sales <b>Learr</b> <b>Acad</b> Basic facts are re trans <b>Soft</b> s The s	duction to Ci ations, and s potential ref it comes to of the lecture contraction of the lecture contraction of the lecture contraction of the lecture contraction of the lecture contraction contracti	sales la Futation minor e focus s subs es: ethodo case a der to pretica be abl	aw. The lecture will ess n. In addition, the lectu 's law and legal repres- ses on warranty rights tantial in business con blogy will be taught. Th nd the identification of solve the problems of l knowledge onto pract	entially deal v are will provid entation issue Eventually, the texts. ese include the the relevant that certain ca tice-oriented of ths in a cohere	with the e the st s. Furth ne stud e close and cor ise. The cases.	e formation udents with ents will and int respond	on of contrac with broad kr , the law of o l be introduce ensive work v ling legal nor	cts and nowledge bligation: ed to with the ms which
	Introd oblig their when part of sales Learr Acad Basic facts are re trans Soft s The s Desc none	duction to Ci ations, and s potential ref it comes to of the lecture contraction of the lecture contraction of the lecture contraction of the lecture contraction of the lecture contraction contracti	sales la Futation minor e focus s subs es: ethodo case a der to pretica be abl ssible	aw. The lecture will ess n. In addition, the lecture 's law and legal repress sees on warranty rights tantial in business con blogy will be taught. Th nd the identification of solve the problems of l knowledge onto pract le to present their resul electives within the m	entially deal v are will provid entation issue Eventually, the texts. ese include the the relevant that certain ca tice-oriented of ths in a cohere	with the e the st s. Furth ne stud e close and cor ise. The cases.	e formation udents with ents will and int respond	on of contrac with broad kr , the law of o l be introduce ensive work v ling legal nor	cts and nowledge bligations ed to with the ms which
	Introd oblig their when part of sales Learr Acad Basio facts are re- trans Soft s The s Desc none	duction to Ci ations, and s potential ref it comes to of the lecture a law which is <b>ning outcome</b> <b>emic:</b> cs of legal me of a certain equired in or fer their theo <b>skills:</b> students will	sales la Futation minor e focus s subs es: ethodo case a der to pretica be abl ssible	aw. The lecture will ess n. In addition, the lecture 's law and legal repress sees on warranty rights tantial in business con blogy will be taught. Th nd the identification of solve the problems of l knowledge onto pract le to present their resul electives within the m	entially deal v are will provid entation issue Eventually, the texts. ese include the the relevant that certain ca tice-oriented of ths in a cohere	with the e the st s. Furth ne stud e close and cor ise. The cases.	e formation udents with ents will and int respond	on of contrac with broad kr , the law of o l be introduce ensive work v ling legal nor	cts and nowledge bligations ed to with the ms which
	Introd oblig their when part of sales Learr Acad Basio facts are re- trans Soft s The s Desc none	duction to Ci ations, and s potential ref it comes to of the lecture a law which is ning outcome emic: cs of legal me of a certain equired in or fer 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 lecture 's law and legal repress sees on warranty rights tantial in business con blogy will be taught. Th nd the identification of solve the problems of l knowledge onto pract le to present their resul electives within the m	entially deal v are will provid entation issue Eventually, the texts. ese include the the relevant that certain can tice-oriented of odules:	with the e the st es. Furth ne stud e close and cor ise. The cases. nt way	e formati udents vi ermore ents wil and int respond studen	on of contrac with broad kr , the law of o l be introduce ensive work v ling legal nor	cts and nowledge bligations ed to with the ms which e to
	Introd oblig their when part of sales Learr Acad Basio facts are re- trans Soft s The s Desc none Exam	duction to Ci ations, and s potential ref it comes to of the lecture a law which is ning outcome emic: cs of legal me of a certain equired in or fer 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 lecture 's law and legal repress sees on warranty rights tantial in business con ology will be taught. Th nd the identification of solve the problems of l knowledge onto pract le to present their resu electives within the m dule Exam	entially deal v are will provid entation issue Eventually, the texts. ese include the the relevant that certain can tice-oriented of odules:	with the e the st es. Furth ne stud e close and cor ise. The cases. nt way	e formati udents vi nermore ents wil and int respond studen	on of contrac with broad kr , the law of o l be introduce ensive work v ling legal nor ts will be abl	cts and nowledge bligations ed to with the ms which e to

10	<b>Prerequisites for Credit Points:</b> The credit points will be granted completed.		work an	id 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 3,3%	the overall grade	:	
13	Module Prerequisites: none			
14	<b>Presence:</b> Presence is strongly recommen	ded to warrant lea	arning su	ICCESS
	Mobility/Acknowledgement:			
15	Use of the module for other co	urse programs	Bache	lor Economics
16	<b>Responsible Lecturer:</b> Professor Dr. Johann Winfried K	indl		<b>Department:</b> School of Business and Economics
17	Misc.:			

# Calculus for Business/Economics

Мо	dule Ti	tle english:		Calculus for Business/E	conomics				
Cou	rse Pro	ogram:		Bachelor Business Adm	inistration				
1	Modu	ule No: QM 1		State: Compulsory	Language of Instruction: German				
2	<b>Turn:</b> seme	each ester		Duration: 1 semester	Semester: 1	(	<b>CP:</b> 6	Workload (	<b>h):</b> 180
	Modu	ule Structure	:						
	No	Туре	Co	ourse		State	e	Workload (h	)
3								Presence (h + CH)	Self- Study (h)
	1	Lecture	Ca	Iculus for B&E		Com	pulsory	30 h (2 CH)	60
	2	Exercise	Tu	torial on Calculus for B&I		Com	pulsory	30 h (2 CH)	60
	prere	quisites exco ents		.g., in Statistics, Operatic a solid knowledge of scho Learning objectives	-				
4		uences and s	serie		nits. They hand es representing	le finit functi	te and in ions of c	nfinity series, one variable.	in They get
	Integ	erential- and gral calculus variable	in	know and apply the c integrability to most exponential, logarith	oncepts of cont common classe	tinuity es of fu	y, differe	entiability and (rational, po	1
	Integ two	erential- and gral calculus (and more) ables	in	can represent interre functions of several v and directed derivativ and curvature of thos integration of functio	ariables. They o ves in order to i e functions. Fin	can ap investi	oply the igate lev hey have	concepts of p vel sets, mone	oartial onicity
				0	ns of several va		es.		neuge m

			derivatives as by Lagran exogeneous variables o	-	•	
5	Acad Havin using Soft Stud Furth prese	g mathematical inst <b>skills:</b> ents gain general in ermore they adopt	odule, the students have a ruments of calculus whic usight in application of ma perseverance in solving c reamwork capability wher	h is basic to furt athematical moo juantitative prob	her cou dels so olems a	urses in B&E lving B&E-problems. and improve their
6	Desc none	• •	electives within the mod	ules:		
7	Exan	nination: Final Mod	ule Exam			
8	Rele <sup>v</sup> No	vant Work: Number and Type;	Connection to Course	Duration		Part of final mark in %
	1	Exam		60 Min.		100 %
9	Stud	<b>y Work:</b> none				
10	The o	equisites for Credit credit points will be pleted.	<b>Points:</b> granted after all relevant	work and study	work h	ave been successfully
	CP A	ssignment:				
	Pres	Sence	No 1		1.00	СР
11			No 2		1.00	
	Rele Tota	evant Work	No 1		4.00 6 CP	<u>CP</u>
12	<b>Weig</b> 3,3%	-	rade for the overall grade	:		
13	<b>Mod</b> none	ule Prerequisites:				
14	Pres none	ence:				
	Mob	ility/Acknowledgen	nent:			
4-						
15	Use	of the module for o	ther course programs	Bachelor Econor	mics	

16	<b>Responsible Lecturer:</b> Dr. Ingolf Terveer	<b>Department:</b> University of Münster, School of Business and Economics
17	Misc.:	

### Data Science 1

Mod	dule Ti	tle english:		Data Science 1					
Cou	rse Pro	ogram:		Bachelor Business Ad	ninistration				
1	Mod	u <b>le No:</b> QM 2		State: Compulsory Language of Instruction: German					
2	<b>Turn</b> : seme	each summ	er	<b>Duration:</b> 1 semester	Semester: 1	Semester: 1 or 2 CP: 6		Workload	( <b>h):</b> 180
	Mod	ule Structure	:						
	No	Туре	Cour	se		State	9	Workload (h	)
3								Presence (h + CH)	Self- Study (h)
	1	Lecture	Data	Science 1		Com	pulsory	30 h (2 CH)	60
	2	Exercise	Tuto	rial on Data Science 1		Com	pulsory	30 h (2 CH)	60
	Topic elem multi	entary data t		aro, Ilcing P in combin					
	The			rmations, simple ways t earning objective is to ol		ata and active a	d descri and pas	ption of univa	

#### Learning outcomes:

#### Academic:

After completing the module, the students have basic knowledge of the data science methods used in economics. The students are enabled to work with data and are statistically and numerically literate. They recognize the importance and value of statistical thinking, training, and approach to problem solving. They understand the overall process and particular steps in collecting and analyzing data, interpreting and presenting results. They are familiar with a variety of examples where statistics helps to accurately explain abstract phenomena. They can recognize and appreciate the connections between theory and applications. Students learn to independently read empirical literature of various types, including survey articles, scholarly books, and online sources.

#### Soft skills:

5

Logic and Critical Thinking: Students have a facility with abstract reasoning, including the ability to abstract from concrete situations and make ideas precise by formulating them statistically. They can analyze, test, and interpret technical arguments, and form independent judgements. This includes their own arguments and those of others, in both academic and non-academic contexts. Problem solving: The students use their training in data science to help guide possible lines of inquiry. They solve complex problems by identifying feasible divisions into simpler subproblems. They gather and organize relevant information such as related problems, examples and counterexamples. They sharpen statistical questions as a problem solving strategy. They identify suitable existing methods of analysis and assess their strengths and weaknesses in the context of the problem being considered. They construct abstract models using appropriate economic and statistical tools. They use computers and software as exploratory, visualization, modelling and computational tools. The students undermine nonsensical regulations subversively. The students can engage their creativity in the quest for novel or elegant solutions. Communication: The students accept comments and feedback, and learn from them. They can explain fundamental concepts from data science to non-experts. They can justify choices made during problem solving and interpretation of results. The students present the results and assessment of a problem solving strategy. They communicate logical arguments both orally and in writing to a range of audiences.

6	<b>Desc</b> none	ription of possible electives	within the modules	:	
7	Exam	nination: Final Module Exam			
8	Relev No	vant Work: Number and Type; Connecti	on to Course	Duration	Part of final mark in %
	1	Written exam		max. 120 mir	1. 100 %
9	Stud	<b>y Work:</b> none			
10	The o	equisites for Credit Points: credit points will be granted a pleted.	ifter all relevant wor	k and study w	ork have been successfully
	CP A	ssignment:			
11	Pres	sence	No 1	1	1.00 CP

		No 2		1.00 CP
	Relevant Work	No 1		4.00 CP
				·
	Total			6 CP
12	Weight of the module grade for th 3,3%	ne overall grade	:	
13	Module Prerequisites: none			
14	<b>Presence:</b> Presence is strongly recommende	d to warrant lea	rning su	uccess
	Mobility/Acknowledgement:			
15	Use of the module for other cour	se programs	Econon	lor Economics, Bachelor Politics and nics, Bachelor Economics and Law, Dual lor Economics
16	<b>Responsible Lecturer:</b> Prof. Dr. Mark Trede, Professor Dr.	. Bernd Wilfling		<b>Department:</b> School of Business and Economics
17	Misc.:			

### Data Science 2

Мо	dule Ti	tle english:		Data Science 2						
<b>C</b> οι	irse Pr	ogram:		Bachelor Business Adı	ninistration					
1	Mod	ule No: QM g	3	State: Compulsory	Language of	Instru	<b>iction:</b> G	ierman	erman	
2	<b>Turn</b> : seme	each winte ester	r	Duration: 1 semester	Semester: 3	or 4	<b>CP:</b> 6	Workload	l (h): 180	
	Mod	ule Structur	e:							
	No	Туре	Cou	rse		Stat	9	Workload (h	ı)	
3								Presence (h + CH)	Self- Study (h)	
	1	Lecture	Stat	istics II		Com	pulsory	30 h (2 CH)	60	
	2	Exercise	Tuto	orial on Statistics II		Com	pulsory	30 h (2 CH)	60	
	Purp The r statis and s Cours The c	nodule give stical inferer statistics. <b>se content:</b> course Data	s a ger nce. It i Scienc	/integration into curricule neral introduction to data is a prerequisite for all for e 2 introduces the basic is to obtain a solid active	a science, in p uture courses cs of probabilit	in em ty theo	oirical m	ethods, econ	ometrics erence.	
	Purp The r statis and s Cours The c	ose of the m nodule give stical inferen statistics. se content: course Data earning obje	s a ger nce. It i Scienc	neral introduction to data is a prerequisite for all fo	a science, in p uture courses cs of probabilit	in emj ty theo knowl	orrical m ory and s edge of	ethods, econ	ometrics erence.	

5	estin and of fit Learn Acad After prob They prob analy wher appro- read source Soft Logic to ab They This conte lines prob count suita of the and of stude The s funda	istics; point estimation; interval mation; hypothesis tests for expectations proportions; chi-square tests of goodness t and independence. ining outcomes: lemic: completing the module, the students have a abilistic methods used in economics. The stu recognize the importance and value of statist lem solving. They understand the overall proc yzing data, interpreting and presenting results re statistics helps to accurately explain abstra eciate the connections between theory and ap statistical literature of various types, includin ces. skills: c and Critical Thinking: Students have a facilit ostract from concrete situations and make ide can analyze, test, and interpret technical arg includes their own arguments and those of ot exts. Problem solving: The students use their of inquiry. They solve complex problems by is lems. They gather and organize relevant infor terexamples. They sharpen statistical questic able existing methods of analysis and assess the problem being considered. They construct a statistical tools. The students undermine ents can engage their creativity in the quest for students accept comments and feedback, and amental concepts from statistics to non-exper- lem solving and interpretation of results. The ablem solving strategy. They communicate log	dents are statisticall ical thinking, training ess and particular statistical they are familiar work of phenomena. They oplications. Students g survey articles, sco y with abstract reason as precise by formula ments, and form ing hers, in both acader training in data scient dentifying feasible d nation such as relat ns as a problem solt heir strengths and w bstract models using ware as exploratory, nonsensical regulat or novel or elegant so learn from them. The ts. They can justify of students present the	y and numerically literate. g, and approach to teps in collecting and with a variety of examples can recognize and s learn to independently holarly books, and online oning, including the ability ating them statistically. dependent judgements. nic and non-academic nee to help guide possible ivisions into simpler sub- ed problems, examples and ving strategy. They identify veaknesses in the context g appropriate economic visualization, modelling ions subversively. The olutions. Communication: ney can explain choices made during e results and assessment of
6		e of audiences. ription of possible electives within the modu	es:	
7		nination: Final Module Exam		
		vant Work:		
8	No	Number and Type; Connection to Course	Duration	Part of final mark in %
	1	Written exam	max. 120 min.	100 %
9	Stud	y Work: none	<u> </u>	<u>·</u>

10	<b>Prerequisites for Credit Points:</b> The credit points will be granted completed.	after all relevant	work ar	nd study work have been successfully
	CP Assignment:			
	Dreconce	No 1		1.00 CP
11	Presence	No 2		1.00 CP
	Relevant Work	No 1		4.00 CP
	Total			6 CP
12	Weight of the module grade for 3,3%	the overall grade	:	
13	Module Prerequisites: none			
14	<b>Presence:</b> Presence is strongly recommend	led to warrant lea	arning su	uccess
	Mobility/Acknowledgement:			
15	Use of the module for other cou	irse programs	Econor	elor Economics, Bachelor Politics and mics, Bachelor Economics and Law, Dual lor Economics
16	<b>Responsible Lecturer:</b> Prof. Dr. Mark Trede, Professor D	r. Bernd Wilfling		<b>Department:</b> School of Business and Economics
17	Misc.:			

Skills

#### Hard + Soft Skills

MO	dule Ti	tle english:	Hard	+ Soft Skills						
Cou	rse Pr	ogram:	Bach	elor Business A	Administration					
1	Mod	ule No: SKA	State	te: Elective Language of		Instruct	ion: Ge	ermar	ı or chos	en language
2	<b>Turn</b> seme	: each ester		<b>tion:</b> 2 esters	Semester: 1 of 3 or 4	or 2 or	<b>CP:</b> 1	5	Worklo	<b>ad (h):</b> 450
	Mod	ule Structure:								
	No	Туре		Course		State		Wor	kload (h)	)
								Pres + Cł	ience (h l)	Self-Study (h)
3	1	Lecture		Economic and Business Ethics		Comp	ulsory	30 h	(2 CH)	60
	2	Lecture / Exercise / Seminar		Business Skills I		Elective		30 - 60 h (2 - 4 CH)		60 - 120
	3	Lecture / Exercise / Seminar		Business Skills II		Elective		30 (2 CH)		60
	4	Lecture / Exercise / Seminar		Business Skills III		Elective		30 h (2 CH)		60
	5	Internship		Business Expe	erience	Electiv	ve	o h (	(o CH)	180
4	Purp The r signi confi Cour In th conc can i lang prob Busi	module Busing ificant languag lict resolution) <b>se content:</b> e module Econ epts and appl improve valua uages English lem-solving. T	ess Sk ge skil nomic y thos ble pe or Fre he offe	ntegration into ills conveys kno ls and personal and Business E e for economic rsonal skills for nch, Chinese (b er is always cha ne TOPSIM, Per	owledge in bus and social qua thics I the stuc relevant issues business prac asics), present	alities (e lents are s. In Bus tiques, tation te re only c	e.g. pre e introc siness s like in echniqu course	senta ducec Skills cours ies, w exam	tion skil I in basic I and II t es in bus vorking ir ples can	ls, teamwork ethnical he students siness team, and be given, lik

Students learn the recognition of moral conflict situations and their desciption in the course of busniess ethics. The strong practical relevance helps to apply the content learned in business and everyday life. The literature conveys in the introduction and deepening of economic relevant discourses of busniess ethics. After completion of the language courses students have sound knowledge in the relevant business language and the necessary vocabulary. Alternatively

	<b>Soft</b> Stud the t orga	hemes communication, nization and creative tee	-	s, elocution, lead ill learn to struct	
6	Econ	omic and Business Ethi	<b>tives within the modules</b> cs is mandatory and fror ne study work until you h	n the other cour	ses/the internship, courses
7	Exan	nination: Final Module I	Exam		
	Rele No	vant Work: Number and Type; Cor	nection to Course	Duration	Part of final mark in %
8	1	Written exam in Econo Ethics	mic and Business	60 min.	100 %
	Stud No	y Work: Number and Type; Cor	nection to Course		Duration
	1	Assessment Business	Skills I		depends on course
9	2	Assessment Business	Skills II		depends on course
	3	Assessment Business	Skills III		Depends on course
	4	Business Experience			1 month internship minimum
10	The o	equisites for Credit Poin credit points will be grar pleted.		rk and study wo	rk have been successfully
	CP A	ssignment:			
			No 1		1.00 CP
			No 2		1.00 – 2.00 CP
	Pres	sence	No 3 (on choice)		1.00 CP
11			No 4 (on choice)		1.00 CP
			No 5 (on choice)		0.00 CP
	Rele	evant Work	No 1		2.00 CP
			No 1		3.00 – 6.00 CP
	Stu	dy Work	No 2 (depending on cho presence)	oice under	3.00 CP

				]
		No 3 (depending on c presence)	hoice under	3.00 CP
		No 4 (depending on c presence)	hoice under	8.00 CP
	Total			15 CP
12	Weight of the module grade 3,3%	for the overall grade:		
13	<b>Module Prerequisites:</b> For business languages Eng language.	lish, French basic knov	vledge (from school) i	n the respective
14	<b>Presence:</b> Dependung on course. For b rhetorics, business simulati			ion, presentation,
	Mobility/Acknowledgement	:		
15	Use of the module for othe	r course programs	ione	
16	<b>Responsible Lecturer:</b> Professor Dr. Peter Kajüter		<b>Department:</b> School of Business	and Economics
17	Misc.:			

### **Business Electives**

# Business Analysis

Мос	dule Ti	tle english:		Business Analysis						
Cou	rse Pro	ogram:		Bachelor Business A	dministration					
1	Modu	ule No: TRB 1		State: Elective         Language of Instruction: English						
2		1       Lecture       Bus         2       Exercise       Tuto         Module Profile:       Purpose of the module,         The module "Business in nonfinancial performant topics introduced in fin tutorial, which serves to complement the course to complement the course to complement the course to complement the course to stakeholder perspective discussed. Internal bus includes, among others (KPI), value based metric triple bottom line concert		Duration: 1 semester	Semester: 5 or 6 CP: 6			Workload	<b>(h):</b> 180	
	Modu	ule Structure	:							
	No	Туре	Cour	se		Stat	e	Workload (h	)	
3								Presence (h + CH)	Self- Study (h)	
	1	Lecture	Busi	ness Analysis		Com	pulsory	30 h (2 CH)	60	
	2	Exercise	Tuto	rial on Business Analy	sis	Com	pulsory	30 h (2 CH)	60	
4	topic tutori comp <b>Cours</b> The c of rat stake discu inclu (KPI), triple Exter credi credi the fi with	s introduced ial, which se olement the se content: ourse deals ios. It covers holder pers issed. Intern des, among value based bottom line nal business tor's point o t ratings are rm's nonfina various appr	l in fina rves to course with b s not o pective al busi others d metri conce s analy f view. covere ancial p oache	ancial and managemen apply the knowledge oth internal and extern nly financial but also n e. As a starting point, c iness analysis then tak , the valuation of firms cs, and working capita	nt accounting. T to practical pro nal analysis of c onfinancial (su orporate goals as a managem of the selection al ratios. In term neasuring nonfi ng financial stat analysis and, i ysis of sustaina all aim of this m surement and to	corpor istaina and a ent ar and u is of s nanci cemen in part bility nodule o enha	cture is s s. Digital rate perfe ability) p firm's b nd contro se of key sustainal al perfor its from a ticular, p reports p e is to m ance the	supplemented learning test ormance by the performance by usiness mod- olling view. The performance ollity account mance are el a shareholder portfolio analy provides insig ake students ir understance	d by a s ne means based on a el are nis e indicator ing, the aborated. r's and vsis and shts into familiar	
5	Acad Stude exter mana posit	ents will be f nal perspect agement con ion of a firm	āmilia ive. Th trol. In based	r with the principles of ey are able to select, o addition, they are abl on its financial staten reports. Overall, stude	alculate and in e to assess the nents. They are	terpre finan also a	et perfor cial perf able to u	mance measu ormance and nderstand an	ires for financial d	

	Soft s The n of act prom Final	idual aspects of accounting. skills: nodule enables students to e counting. The accompanying ote the students' discussion ly, the module promotes the e include, in particular, time	tutorials also co skills and their systemic compe	ontribu ability tencie	te to this. to work in	In ado a teai	lition, the tutorials m during discussions.
6	<b>Desc</b> none	ription of possible electives	within the modu	les:			
7	Exam	ination: Final Module Exam					
8	Relev No	<b>vant Work:</b> <b>Number and Type; Connecti</b> Written Exam	on to Course		u <b>ration</b>		<b>Part of final mark in %</b>
9	Study	<b>y Work:</b> none					
10	<b>Prere</b> The c	<b>quisites for Credit Points:</b> redit points will be granted a pleted.	fter all relevant	work a	nd study v	vork h	ave been successfully
	CP As	ssignment:					
	Droc	ence	No 1			1.00 (	<u>P</u>
11			No 2			1.00 (	CP
	Rele	vant Work	No 1			4.00 (	CP
	Tota	l				6 CP	
12	<b>Weig</b> 3,3%	ht of the module grade for th	ne overall grade:	:			
13	Reco	<b>Ile Prerequisites:</b> mmended: Knowledge from F icial Accounting and Taxatior		ccoun	ting, Mana	igeme	nt Accounting and
14	<b>Prese</b> Prese	e <b>nce:</b> ence is strongly recommende	d to warrant lea	rning s	uccess.		
	Mobi	lity/Acknowledgement:					
15	Use	of the module for other cour	se programs	Bach Syster		mics,	Bachelor Information
16	-	onsible Lecturer: ssor Dr. Peter Kajüter			<b>Departm</b> School o		ness and Economics

47	<b>Misc.:</b> Track Accounting (Core subject)
17	Track Accounting (Core subject)

Мос	Jule Tit	tle english:		Corporate Restructur	ing & Transformation	on			
Cou	rse Pro	ogram:		Bachelor Business A	dministration				
1	Modu	ule No: TRB 2	2	State: Elective	Language of Instruction: Englis		sh		
2	Turn: each summer Duratio			Duration: 1 semester	Semester: 5 or 6 CP: 6 Workload (h			<b>h):</b> 180	
	Modu	ule Structure	:						
	No	Туре	Cours	e		State	Workload	(h)	
3							Presence (h + CH)	Self- Study (h)	
	1	Exercise	Corpo	rate Restructuring & T	ransformation	Compulsory	30 h (2 CH)	60	
	2	Exercise		al Corporate Restructu formation	ring &	Compulsory	30 h (2 CH)	60	
4	This e cours Accours Accours prom prom conte impli <b>Cours</b> The n comp deciss of int comp funct desig are o digita with studi relev.	elective mod ses of the first unting and C ast the backs ising busine ising busine	ule bui st two y ontrol" ground ss area ss area the firs ng a con orate F st the b eation o ing and it with. metric t types managories ommer st the of ontent (	ntegration into curriculds on the theoretical fears, particularly the second sears, particularly the second sears, particularly the second sears, particularly the sears, particularly the sears of changing business in search one hand and search on the one hand and search on the other hand. He takes of study to the other hand. He takes of study to the other hand. He takes for match of the search of the sear	foundations of the i uccessful completion module focuses or models. Here, the focuses in investments and complete lence, the module focus is concrete business formation" deals wite g business models. The question of focus is st structures. In adder is st structures. In adder rial costs or person it in promising busing are discussed. The cransformation with prate culture. With the carning videos), and	on of the cou the restructor cous is on cost apacity build ocuses on ap decisions an h the restruct Based on invi- nancing grow sources for g on understar dition, the de nel costs are ness areas su third part of a focus on co- ne help of guil	rse "Manag uring of com st reduction ling in more plying theo d their finar turing of vestment wth, the imp growth areas nding cost gradability a dealt with. uch as the lecture ontrol and est lectures ary exercise	ement panies in less retical ncial ortance s of a and In the deals , case es,	

## Corporate Restructuring & Transformation

5	Acad On si - stud comp - stud justif - stud <b>Soft</b> On si - solv - und - just	ning outcomes: emic: uccessful completion of this dents are able to extract relev nagement perspective. dents possess a holistic unde prehensive methodological a dents are able to discuss suit y decisions in this regard ecc dents are able to transfer curr skills: uccessful completion of this we unfamiliar problems based lerstand, critically reflect on, ify their decisions with a clear nect the dots between acade	vant information fr erstanding of the t nd problem-solvin able actions to inf pnomically. rent research findi module, students d on theoretical fra and apply findings ar and logical argu	ransformation g competence fluence the cos ngs into practi are able to meworks and s from academ mentation.	of com in this st struc cal rec structu ic liter	npanies and have regard. cture of a company and commendations. ured approaches. ature.
6	<b>Desc</b> none	ription of possible electives	within the module	95:		
7	Exan	nination: Examinations for ev	very part of the mo	dule		
8	Relev No 1 2	<b>vant Work:</b> <b>Number and Type; Connecti</b> Written exam Case Studies (might be in g		Duration 90 min. maximum of pages	20	Part of final mark in % 75 % 25 %
9	Stud	<b>y Work:</b> none				
10	The o	equisites for Credit Points: credit points will be granted a pleted.	after all relevant wo	ork and study v	work h	ave been successfully
	CP A	ssignment:				
	Drog		No 1		1.00 (	CP
11	Pres	sence	No 2		1.00 (	P
	Rele	evant Work	No 1		3.00 (	CP
			No 2		1.00 (	<u>P</u>
	Tota	u 			6 CP	
12	<b>Weig</b> 3,3%	ht of the module grade for th	ne overall grade:			

13	<b>Module Prerequisites:</b> Recommended: Succesful completion of the mod number of participants allowed can be limited.	dule "Ma	nagement Accounting and Control". The
14	<b>Presence:</b> Presence is strongly recommended to warrant le	arning su	iccess.
	Mobility/Acknowledgement:		
15	Use of the module for other course programs	Bachel	or Economics
16	<b>Responsible Lecturer:</b> Professor Dr. Martin Artz		<b>Department:</b> University of Münster, School of Business and Economics
17	<b>Misc.:</b> The module is assigned to the corporate transfor core module and to the finance track as addition		-

## Entrepreneurial Marketing

	dule Ti	tle english:		Entrepreneurial Mark	keting				
Cou		ogram:		Bachelor Business A	_				
1		ule No: TRB 3	3	State: Elective	Language of	Instru	ction: E	nglish	
2		each summ	-	Duration: 1 semester	Semester: 50		<b>CP:</b> 6		<b>d (h):</b> 180
	Modu	ule Structure	5:					[	
	No	Туре	Cours	e		State	!	Workload (h	ı)
3								Presence (h + CH)	Self- Study (h)
	1	Lecture	Entre	preneurial Marketing		Com	oulsory	30 h (2 CH)	60
	2	Exercise	Tutori	al Entrepreneurial Ma	rketing	Com	oulsory	30 h (2 CH)	60
4				c knowledge in the res	Management" a pective domain		larketin	g Analytics" a	and
4	<b>Cour</b> s The a meth	<b>se content:</b> aim of the En odological k	specific trepren	-	pective domain se is to provide repreneurial N	ns stude Iarketi	nts with ng. The	n theoretical a students gai	and n insights
5	Cours The a meth into t Learr Acad Upon - from - succe Soft Upon -	se content: aim of the En bodological k the challenge ning outcome emic: n completion understar the area of s recognize essfully. skills: n completion solve pro- are and com solve top	specific trepren cnowled es of En es: of this and and es ervices and an of this blems e munica ic-speci	c knowledge in the res eurial Marketing cours ge about the topic Ent	pective domain se is to provide repreneurial <i>N</i> ng that contribu able to s, concepts, m eurial marketin ges of service p able to ally desirable n work.	ns e stude larketi ute to f odels, ng. provisi manne	nts with ng. The he succ	n theoretical a students gai cess of new c	and n insights ompanies. ethods marketing
5	Cours The a meth into t Learr Acad Upon - from - succe Soft s Upon - prepa -	se content: aim of the En bodological k the challenge ning outcome emic: a completion understar the area of s recognize essfully. skills: a completion solve pro- are and com solve topi participat	specific trepren nowled es of En es: of this and and eservices and an of this blems e munica ic-speci ce and le	c knowledge in the res eurial Marketing cours ge about the topic Ent trepreneurial Marketir course, students are a explain essential terms marketing/ entrepren alyze specific challens course the student is a fficiently and in a soci te results of this team fic cases effectively.	pective domain se is to provide repreneurial <i>N</i> ing that contribu- able to s, concepts, m eurial marketin ges of service p able to ally desirable n work.	ns e stude larketi ute to f odels, ng. provisi manne	nts with ng. The he succ	n theoretical a students gai cess of new c	and n insights ompanies. ethods marketing
	Cours The a meth into t Learr Acad Upon - from - succe Soft Upon - prepa - - - Desc none	se content: aim of the En bodological k the challenge ning outcome emic: a completion understar the area of s recognize essfully. skills: a completion solve pro- are and com solve topi participat	specific trepren cnowled es of En es: of this and and es ervices and an of this blems e munication ic-speci- ic and le	c knowledge in the res eurial Marketing cours ge about the topic Ent trepreneurial Marketir course, students are a explain essential terms marketing/ entrepren alyze specific challens course the student is a fficiently and in a soci te results of this team fic cases effectively. ead topic-specific disc	pective domain se is to provide repreneurial <i>N</i> ing that contribu- able to s, concepts, m eurial marketin ges of service p able to ally desirable n work.	ns e stude larketi ute to f odels, ng. provisi manne	nts with ng. The he succ	n theoretical a students gai cess of new c	and n insights ompanies. ethods marketing

	No	Number and Type; Connecti	on to Course	Dı	ıration	Part of final mark in %
	1	Written exam		90	o min.	100 %
9	Stud	<b>y Work:</b> none				
10	The c	equisites for Credit Points: credit points will be granted a pleted.	fter all relevan	t work a	nd study work h	ave been successfully
	CP As	ssignment:				
	Droc		No 1		1.00	CP
11	Pres	sence	No 2		1.00	CP
	Rele	evant Work	No 1		4.00	СР
	Tota	ıl			6 CP	
12	<b>Weig</b> 3,3%	ht of the module grade for th	ie overall grad	e:		
13		u <b>le Prerequisites:</b> mmended: Modules "Market	ing Manageme	nt" and	"Marketing Ana	lytics".
14	<b>Prese</b> Prese	ence: ence is strongly recommende	d to warrant le	arning s	uccess.	
	Mobi	ility/Acknowledgement:				
15	Use	of the module for other cour	se programs	Bache System	-	Bachelor Information
16	-	onsible Lecturer: essor Dr. Thorsten Wiesel			<b>Department:</b> School of Bus	siness and Economics
17	<b>Misc</b> Track	<b>::</b> <: Entrepreneurship & Innova	tion (core mod	ule), Ma	rketing (additio	nal module).

		d P +					. •					
Mo	aule Ti	tle english:		Finance & Accounting Case Studies Seminar Bachelor Business Administration								
Cou	irse Pro	ogram:		Bachelor Business /	Administrat	ion						
1	Modu	ule No: TRB 4		State: Elective	Language	ofInstru	h					
2	<b>Turn:</b> seme	each winter ester		<b>Duration:</b> 1 semester	Semester	<b>:</b> 5 or 6	<b>CP:</b> 6	Workload (h): 180				
	Modu	ule Structure:	:									
	No	Туре	Cou	irse			State	Workload (h)	)			
3								Presence (h + CH)	Self- Study (h)			
	1	Seminar	Fina	ance & Accounting Ca	ase Studies	Seminar	Elective	30 h (2 CH)	150			
4	seme betw <b>Cours</b> The s cours conn cours	esters to solve een finance a <b>se content:</b> seminar cover se is to make ects different	e pra ind a rs sev stud moc ed ir	ctical problems. The ccounting. veral intergative topic ents aware of connec dules from the bachel n certain aspects and	goal of the cs in finance ctions betwe lor studies.	<ul> <li>Module Profile:</li> <li>Purpose of the module/integration into curriculum</li> <li>Students have to apply the theoretical knowledge that they have gained in the previous semesters to solve practical problems. The goal of the seminar is to understand the interaction between finance and accounting.</li> <li>Course content:</li> <li>The seminar covers several intergative topics in finance and accounting and taxes. The aim of the course is to make students aware of connections between the different areas. Thereby, it connects different modules from the bachelor studies. Students' knowledge from previous</li> </ul>						
	Learr Acad	ning outcome		led in gloups.	will be play	ctised by	working c	•	ous			
5	Stude corpo of ma <b>Soft</b> s In ad	ents are fami orate account anagement do <b>skills:</b> dition, stude	liar w ing. ecisio nts c	vith the various forms They are able to think	s of corpora k in busines oblems in a	te financ s contex team. Th	e and the ts and ass	different syste	ous s. The case ms of			
5	Stude corpe of ma <b>Soft</b> s In ad comr	ents are fami orate account anagement de <b>skills:</b> dition, stude nunication, p <b>ription of pos</b>	liar w ing. ecisio nts c rese	vith the various forms They are able to think ons. an solve complex pro	s of corpora k in busines oblems in a esolution sl	te financ s contex team. Th	e and the ts and ass	different syste	ous s. The case ms of			
	Study corpo of ma <b>Soft</b> In ad comr <b>Desc</b> none	ents are fami orate account anagement de <b>skills:</b> dition, stude nunication, p <b>ription of pos</b>	liar w ing. ecisio nts c rese <b>sible</b>	vith the various forms They are able to think ons. an solve complex pro ntation and conflict r	s of corpora k in busines oblems in a esolution sl	te financ s contex team. Th kills.	e and the ts and ass	different syste	ous s. The case ms of			
6	Study corpo of ma <b>Soft</b> In ad comr <b>Desc</b> none <b>Exam</b>	ents are fami orate account anagement de <b>skills:</b> dition, stude nunication, p <b>ription of pos</b>	liar w ing. ecisio nts c rese <b>sible</b>	vith the various forms They are able to think ons. an solve complex pro ntation and conflict re e electives within the	s of corpora k in busines oblems in a esolution sl	te financ s contex team. Th kills.	e and the ts and ass	different syste	ous s. The case ms of			
6	Study corpo of ma <b>Soft</b> In ad comr <b>Desc</b> none <b>Exam</b>	ents are fami orate account anagement de skills: dition, stude nunication, p ription of pos nination: Exa	liar w ing. ecisio nts c rese <b>sible</b> mina	vith the various forms They are able to think ons. an solve complex pro ntation and conflict re e electives within the	s of corpora k in busines oblems in a esolution sl <b>e modules:</b> If the modul	te financ s contex team. Th kills.	e and the ts and ass ey have a	different syste	ous s. The case ms of ndencies			

## Finance & Accounting Case Studies Seminar

	2	Case study			approx. 7 pages	40 %
9	Stud	<b>y Work:</b> none				
10	The o	<b>equisites for Credit Points:</b> credit points will be granted a pleted.	after all relevant v	vor	k and study work ł	nave been successfully
	CP A	ssignment:				
	Pres	sence	No 1		1.00	СР
11	Pol	evant Work	No 1		3.00	СР
	Rele		No 2		2.00	СР
	Tota	al			6 CP	
12	<b>Weig</b> 3,3%	ght of the module grade for the	ne overall grade:			
13	The l	<b>ule Prerequisites:</b> knowledge of the second yea nce is expected.	r of study, especi	ally	/ in accounting, ta	xations, and corporate
14		<b>ence:</b> ence is strongly recommende	ed to warrant lear	nin	g success	
	Mob	ility/Acknowledgement:				
15	Use	of the module for other cour	se programs	Ba	chelor Economics	
16		<b>Donsible Lecturer:</b> Dr. Thomas Langer, Professo in	r Dr. Christoph		<b>Department:</b> School of Busine	ess and Economics
17	<b>Misc</b> Tracl	k: Accounting (additional mo	dule).			

## Financial Restructuring

	dule Ti	tle english:		Financial Restructuri	ing					
Course Program:				Bachelor Business A	dministration					
1	Mod	ule No: TRB	5	State: Elective	Language of Instruction: E			nglish		
2	<b>Turn:</b> each summer semester			Duration: 1 semester	Semester: 5 o	<b>Semester:</b> 5 or 6 <b>CP:</b> 6		Workload (h): 18		
	Mod	ule Structur	e:							
	No	Туре	Cours	Se		State	9	Workload (h	)	
3								Presence (h + CH)	Self- Study (h)	
	1	Lecture	Finan	cial Restructuring		Com	oulsory	30 h (2 CH)	60	
	2	Exercise	Tutor	ial Financial Restructu	ring	Com	oulsory	30 h (2 CH)	60	
4	meas liabil comp mod study restr ACM	sured?", "Wl lities be rest bany and ho ule focuses y to actual b ucturings. T	nat ecor ructured w inves on apply usiness	n particular, the quest nomic and social costs d?" We will also look a tors can invest in distr ying theoretical and et decisions and their fi various links to the co	arise in the ev t how liquidity ressed or highly thical concepts nancial implica	ent of can be / lever taugh tions	insolve e create ed com t during during c	ncy" and "Ho d by selling p panies. Hence the first two corporate	arts of the e, the	

		cises, relevant topics are expl ents is facilitated.	lored in-depth and	a profound un	Idersta	anding on the part of the
5	Acad After - hav - hav meth - und decis - are Soft After - solv - und help - und	ning outcomes: emic: successfully completing the e in-depth knowledge of the e a holistic understanding of odological and problem-solv lerstand measures to restruct sions in this regard. able to transfer current resea skills: successfully completing the ve unfamiliar problems using lerstand, critically assess and of a clear and logical argume lerstand the interests of diffe essful negotiations.	financial restructur financial problems ring skills in this re- ture the financing of module, students a theoretical framew d apply scientific kr entation relate sci	ing of compar s in companies gard. of a company a actical recomm are able to vorks and struct nowledge just ientific knowle	s and l and ca nendat ctured stify th edge a	n economically justify tions. approaches. heir decisions with the nd practical applications.
6	Desc none	ription of possible electives	within the module	5:		
7	Exan	nination: Final Module Exam				
		vant Work:		l		I
	No	Number and Type; Connecti	on to Course	Duration		Part of final mark in %
8	1	Written exam		maximum of min.	120	70 %
	2	Case Studies (might be in g	roups)	max. 12 page	S	30 %
9	Stud	<b>y Work:</b> none				
10	The c	equisites for Credit Points: credit points will be granted a pleted.	ifter all relevant wo	rk and study v	vork h	ave been successfully
	CP A	ssignment:				
	<u> </u>		No 1		1.00 (	CP
11	Pres	sence	No 2		1.00 (	р Р
	Rola	evant Work	No 1		3.00 (	 _P
			No 2		1.00 (	P
	Tota	l			6 CP	
12	<b>Weig</b> 3,3%	th of the module grade for th	ne overall grade:			

13	<b>Module Prerequisites:</b> Recommended: Successful completion of the module	e "Investment and Finance".
14	<b>Presence:</b> Presence is strongly recommended to warrant learnin	g success.
45	Mobility/Acknowledgement:	
15	Use of the module for other course programs nor	ne
16	<b>Responsible Lecturer:</b> Prof. Dr. Christoph Schneider	<b>Department:</b> University of Münster, School of Business and Economics
17	<b>Misc.:</b> The module is assigned to the corporate transformati	on track as a core module.

Mo	dule Ti	tle english:		Foundations of Susta	ainable Finance				
		ogram:		Bachelor Business A	dministration				
1		ule No: TRB 6	ó	State: Elective	Language of Instruction: English				
2		each winter		Duration: 1 semester	Semester: 5 or 6		<b>Workload (h):</b> 180		
	Mod	ule Structure	:						
	No	Туре	Cour	se		State	Workload	(h)	
3							Presence (h + CH)	Self- Study (h)	
	1	Lecture	Foun	dations of Sustainable	e Finance	Compulsory	30 h (2 CH)	60	
	2	Exercise	Tutor Finar	ial on Foundations of ice	Sustainable	Compulsory	30 h (2 CH)	60	
4	This studi discu <b>Cour</b> We s susta greer class The k	module is pa ied in the mo ussing the la <b>se content:</b> tart by defini ainability of f n policies aff s, we focus o key learning Understan The impac Performan	art of th odule " test err ing the irms an ect the n the ri objection nding a ct of mo	financial performance sk-return implications ves are:	lds on the classical this module, we ex l research in Sustair lity and study how t os. We then discuss and valuation of fin of socially responsi	tend these th nable Finance o measure ar how more re rms. In the th	eories by d evaluate sponsible a ird part of th	the nd	
	sustainability of firms and investment portfolios. We then discuss how more responsible and green policies affect the financial performance and valuation of firms. In the third part of the class, we focus on the risk-return implications of socially responsible investing (SRI). The key learning objectives are: - Understanding and measuring sustainability. - The impact of more responsible and green policies on firm value. - Performance of SRI portfolios. While most of the class focuses on academic papers, we also look at how practitioners define and evaluate sustainability, the practical implications of managing investment portfolios responsibly, and how managers can create financially successful and more sustainable companies. Learning outcomes: Academic:								

## Foundations of Sustainable Finance

	inter	can practice their presenting national group of students in ents to practice their intercul	this class, t	the t	eam work on the		
6	<b>Desc</b> none	ription of possible electives	within the n	nod	ıles:		
7	Exan	nination: Examinations for ev	very part of t	the r	nodule		
	Relev	vant Work:	1				
	No	Number and Type; Connecti Course	on to	Dur	ation		Part of final mark in %
8	1	Written exam		90	min.		85 %
	2	Case study with presentatio groups)	n (in		ximum of 20 pag ximum of 30 min		15 %
9	Stud	<b>y Work:</b> none					
10	The o	equisites for Credit Points: credit points will be granted a pleted.	after all relev	vant	work and study	work have	been successfully
	CP A	ssignment:					
	Drog	sence	No 1 1.00 C		1.00 CP		
11		Sence	No 2		1.00 CP		
	Rele	evant Work	No 1			3.00 CP	
			No 2	No 2		1.00 CP	
	Tota	il				6 CP	
12	<b>Weig</b> 3,3%	<b>ht of the module grade for th</b>	ne overall gr	rade	:		
13	Requ	<b>ule Prerequisites:</b> lired knowledge is the course icted.	e "Corporate	Fina	ance". The numb	er of partic	ipants can be
14		<b>ence:</b> ence is strongly recommende	ed to warran	t lea	rning success.		
	Mob	ility/Acknowledgement:					
15	Use	of the module for other cour	se program	s	Bachelor Econo	omics	

16	<b>Responsible Lecturer:</b> Prof. Nadja Guenster	<b>Department:</b> University of Münster, School of Business and Economics
17	<b>Misc.:</b> Track: finance (core module).	

	dule Ti	tle english:		Foundations of Inno	ovation Managemen	t				
		ogram:		Bachelor Business /	Administration					
1		ule No: TRB 7	,	State: Elective	Language of Instru	<b>iction:</b> Gerr	on: German or English			
2		each summ		Duration: 1 semester	Semester: 5 or 6	<b>CP:</b> 6	Workload (h):		180	
	Mod	ule Structure	:	<u> </u>			<u> </u>			
	No	Туре	Cou	rse		State		Workload	(h)	
3								Presence (h + CH)	Self- Study (h)	
	1	Lecture	Four	ndations of Innovatio	n Management	Elective		30 h (2 CH)	60	
	2	Exercise		rial Foundations of In agement	novation	Compuls	sory	30 h (2 CH)	60	
	amoi			and integrates reteval		i enis inal i	IAVE.	heen taug	nt	
4	know Cours In In struc as we taug	agement Acco vledge by inn <b>se content:</b> novation Mar tures of a sys ell as the unc ht and discus	ount a ovatio nagem stema lerlyir ssed.	odules Foundations o and Control and Mana onspecific and strates thent factors, goals, st tic management of no ig interplay between This is accompanied ents to deepen the kr	f Business Administ agement and Govern gic aspects. rategies, process ele ew products, proces different domains an by case studies of se	ration, Four ance and b ements, and ses related nd departm uccessful a	ndat proad d org to th ents nd fa	lens the ac ganizationa neir develo in a compa ailed innova	keting, quired l pment any are	

# Foundations of Innovation Management

		Soft skills:         Upon completion of the course the student is able to         -       evaluate empirical research based on own experiences.         -       engage in discipline-specific discussions.						
6		Description of possible electives within the modules: none						
7	Exan	nination: Examinations for e	very part of the m	nodu	le			
	Relevant Work:							
8	No Number and Type; Connection to Course Duration						Part of final mark in %	
		Written exam on Innovatior	I Management		60 min.		100 %	
9	Stud N	y Work: Number and Type; Conne	ection to Course			D	uration	
	1	Practical exercises on Inr	iovation Manage	men	t in groups	2.	40 min.	
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.							
	CP A	ssignment:						
	Presence		No 1	No 1		00 (	CP	
11			No 2	No 2		00 (	CP	
	Rele	evant Work	No 1		3.	3.00 CP		
	Stu	ly Work	No 1		1.	1.00 CP		
	Tota	l			6	СР		
12	<b>Weig</b> 3,3%	ht of the module grade for t	he overall grade:					
13	<b>Mod</b> None	ule Prerequisites: e.						
14		ence: ndance is strongly recommer	ded to warrant le	earni	ng success			
15	Mob	ility/Acknowledgement:						
15	Use	of the module for other cou	se programs	Bac	helor Economi	cs		
16	-	<b>onsible Lecturer:</b> Prof. Dr. Thorsten Hennig-Th	nurau		<b>Department:</b> School of Bu		ess and Economics	

47	<b>Misc.:</b> Track: Marketing (core module).
1/	Track: Marketing (core module).

## Trade and Company Law

Module Title english:     Trade and Company Law									
MO		tie english:		Trade and Company La	IW				
Course Program: Bachelor Business Administration									
1	Module No: TRB 8			State: Elective	Languag	Language of Instruction: Germ			
2	Turn: each semester			<b>Duration:</b> 2 semesters	Semeste	<b>Semester:</b> 5 or 6 <b>CP:</b> 6		Workload	<b>(h):</b> 180
	Mod	ule Structur	e:						
	No	Туре	C	ourse		S	ate	Workload (h	1)
3								Presence (h + CH)	Self- Study (h)
	1	Lecture	Tr	ade law and Company L	aw l	C	ompulsory	30 h (2 CH)	60
	2	Lecture	Co	ompany Law II		C	ompulsory	30 h (2 CH)	60
4	Intro earli the t	er within the rader, the co	sco sco	and Company Law. The pe of the lecture in Civil ercial register, the comp	Law. In de any law, t	etail, the types of re	ecture will presentat	deal with the	e term of r
4	Intro earlie the t parti types types	duction to T er within the rader, the co cularities of s of partners s of incorpor	sco omm the hips atio	pe of the lecture in Civil	Law. In de bany law, t Company e lecture in e students	etail, the types of ro Law I the n Compan s. In Comp	ecture will presentat lecture pro ny Law II in pany Law I	deal with the ion, and othe esents the Ge troduces the as well as in (	e term of r rman German
5	Intro earlie the t parti types Law Learn Acad The l comp strate withi stude	duction to T er within the rader, the co cularities of s of partners s of incorpor II, the Course <b>ning outcom</b> <b>emic:</b> ectures in Tr banies. The l egic and use n the Trade ents are able	sco omm the hips ratio e col earr eade learr eful I Law e to	pe of the lecture in Civil ercial register, the comp trade law. In the field of GbR, OHG and KG). The ns (GmbH and AG) to the	Law. In de bany law, t Company e lecture in e students centation a ide an ove cted to be students of comp	etail, the cypes of ro Law I the n Compare and differ erview on beneficia will encompany is be	ecture will presentat lecture pro by Law II in bany Law I ent kinds o all fields o l for future inter all re st to apply	deal with the ion, and othe esents the Ge troduces the as well as in O of liabilities. f law relevant managers to evant legal n . Eventually, t	e term of r rman German Company to come to orms the
	Intro earlid the t parti types Law Law <b>Learn</b> Acad The l comp strate withi stude inhee	duction to Tree within the rader, the cocularities of sof partners of incorporation of the Course of incorporation of the Course	sco omm the thips atio e col e col e e col e e col e e col e e col col col e col e col e col e col col col col col col col col col col	pe of the lecture in Civil ercial register, the comp trade law. In the field of GbR, OHG and KG). The ns (GmbH and AG) to the ntent are types of repres and Company Law prov ning outcomes are expec- business decisions. The and will know which typ evaluate and assess pov	Law. In de bany law, t Company e lecture in e students entation a ide an ove students be of comp wers of rep	etail, the cypes of ro Law I the n Compare and differ erview on beneficia will encompany is be	ecture will presentat lecture pro by Law II in bany Law I ent kinds o all fields o l for future inter all re st to apply	deal with the ion, and othe esents the Ge troduces the as well as in O of liabilities. f law relevant managers to evant legal n . Eventually, t	e term of r rman German Company to come to orms the
5	Intro earlid the t parti types Law Law Law Law Comp strat withi stude inher <b>Desc</b> none	duction to Tree within the rader, the cocularities of sof partners of incorporation of the Course of incorporation of the Course of the Trade of the Trade of the Trade of the Course of	sco omm the thips atio e col e col c	pe of the lecture in Civil ercial register, the comp trade law. In the field of G(GbR, OHG and KG). The ns (GmbH and AG) to the ntent are types of repres and Company Law prov ning outcomes are expec- business decisions. The and will know which typ evaluate and assess pow pes of companies.	Law. In de bany law, t Company e lecture in e students entation a ide an ove students be of comp wers of rep modules:	etail, the cypes of ro Law I the n Company and differ erview on beneficia will encompony is be presentat	ecture will presentat lecture pro by Law II in bany Law I ent kinds o all fields o l for future inter all re st to apply	deal with the ion, and othe esents the Ge troduces the as well as in O of liabilities. f law relevant managers to evant legal n . Eventually, t	e term of r rman German Company to come to orms the
5	Intro earlie the t parti types Law Learn Acad The l comp strat withi stude inhee <b>Desc</b> none	duction to Tree within the rader, the cocularities of sof partners of incorporation of the Course of incorporation of the Course of the Trade of the Trade of the Trade of the Course of	sco omm the thips atio e col e col c	pe of the lecture in Civil ercial register, the comp trade law. In the field of G(BR, OHG and KG). The ns (GmbH and AG) to the ntent are types of represent and Company Law proventing outcomes are expect pusiness decisions. The and will know which type evaluate and assess power pes of companies.	Law. In de bany law, t Company e lecture in e students entation a ide an ove students be of comp wers of rep modules:	etail, the cypes of ro Law I the n Company and differ erview on beneficia will encompony is be presentat	ecture will presentat lecture pro by Law II in bany Law I ent kinds o all fields o l for future inter all re st to apply	deal with the ion, and othe esents the Ge troduces the as well as in O of liabilities. f law relevant managers to evant legal n . Eventually, t	e term of r rman German Company to come to orms the
5	Intro earlie the t parti types Law Learn Acad The l comp strat withi stude inhee <b>Desc</b> none	duction to Tree within the rader, the cocularities of sof partners of incorpore of incorpore of incorpore of incorpore of incorpore of incorpore of the Cours of incorpore of the Cours of the Cours of the Trade of	e sco omm the thips atio e col e col col col e col e col e col e col e col e c	pe of the lecture in Civil ercial register, the comp trade law. In the field of G(BR, OHG and KG). The ns (GmbH and AG) to the ntent are types of represent and Company Law proventing outcomes are expect pusiness decisions. The and will know which type evaluate and assess power pes of companies.	Law. In de pany law, t Company e lecture in e students centation a ide an ove students be of comp wers of rep modules:	etail, the cypes of ro Law I the n Company and differ erview on beneficia will encompony is be presentat	ecture will presentat lecture pro- by Law II in pany Law I ent kinds o all fields o l for future unter all re st to apply on and ris	deal with the ion, and othe esents the Ge troduces the as well as in O of liabilities. f law relevant managers to evant legal n . Eventually, t	e term of r rman German Company

	2	Final Exam in Company Law	II	6	o min.	50 %	
9	Stud	ly Work: none					
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.						
	CP Assignment:						
	Dro		No 1		1.00	СР	
11	Pre	sence	No 2		1.00	СР	
	Pol	evant Work	No 1		2.00	O CP	
	NEU		No 2		2.00	O CP	
	Tota	al			6 CF		
12	<b>Wei</b> į 3,3%	ght of the module grade for th	ne overall grad	e:			
13	<b>Mod</b> none	ule Prerequisites: e					
14		ence: ence is strongly recommende	d to warrant le	arning	success		
	Mob	ility/Acknowledgement:					
	Use	of the module for other cour	Master Business Administrat Economics			ninistration, Master	
15	Mo	dule Title english		Trade and Company Law			
	-	lish translation of module co	mponents	No 1: Trade law and Company Law I			
	fror	n section 3		No 2: Company Law II			
16	-	oonsible Lecturer: essor Dr. Johann Winfried Kind	dl	<b>Department:</b> School of Business and Economics			
17		<b>:</b> e law and Company Law I will . Bachelor Business Administ					

Мос	dule Ti	tle english:		Hello World - Introduction to Data Science							
Cou	rse Pro	ogram:		Bachelor	Business A	dmini	stration				
1	Modu	<b>Ile No:</b> TRB 9	State: Ele	ate: Elective Language of Instruction: English							
2				<b>Duration:</b> semester		Sem	<b>ester:</b> 5 or 6 <b>CP:</b> 6		Workload (	( <b>h):</b> 180	
	Modu	le Structure	:								
	No	Туре	Cours	se				Sta	te	Workload (h	ı)
3										Presence (h + CH)	Self- Study (h)
	1	Lecture	Introd	duction to I	Data Scien	ce		Con	npulsor	y 30 h (2 CH)	60
	2	Exercise	Tutor	ial Introduc	ction to Dat	ta Scie	nce	Con	npulsor	y 30 h (2 CH)	60
4	Modu	le Profile:									
5	Learr	ning outcome	s:								
6	<b>Desc</b> none	ription of pos	sible	electives w	ithin the m	odule	5:				
7	Exam	ination: Fina	al Mod	ule Exam							
8	Relev No	vant Work: Number and Project work			n to Course	e Duration Part of final mark in % maximum of 60 pages 100 %				ark in %	
9	Study	<b>y Work:</b> none									
9 10	<b>Prere</b> The c	quisites for (	Credit		ter all relev	ant wo	ork and st	udy	work ha	ve been succe	ssfully
	CP As	ssignment:									
	Droc	ence		I	No 1		1.00 CP		)		
11	-res	EIILE		1	No 2			1.00 CP		)	
	Rele	vant Work		1	No 1	0 1			4.00 Cl	>	
	Tota	l						6 CP			

## Hello World - Introduction to Data Science

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

## Human Resource Management & Entrepreneurship

Mo	dule Ti	e Title english: Human Resource Management & Entrepreneurship							
Cou	rse Pr	ogram:		Bachelor Business Ad	nelor Business Administration				
1 Module No: TRB 10				State: Elective	State: Elective Language of Instruction: German				
2		: each ester		Duration: 1 semester	Semester: 5 or 6 CP: 6 Workload (			: 180	
	Mod	ule Structur	'e:						
	No	Туре	Cou	irse		State	Workload	(h)	
3							Presence (h + CH)	Self- Study (h)	
	1	Lecture		nan Resource Managen repreneurship	nent &	Compulsor	/ 30 h (2 CH)	60	
	2	Exercise		orial Human Resource N repreneurship	Nanagement &	Compulsor	/ 30 h (2 CH)	60	
	<b>Cour</b> In th			sic knowledge for a suc n start-ups and newly fo		-	•		
	Cour In th spec chall	<b>se content:</b> is module th ial focus is lenges in HR	put oi	n start-ups and newly fo	ounded companies.	-	•		
4	Cour In th spec chall	r <b>se content:</b> is module th tial focus is	put oi	n start-ups and newly for Learning objectives Introduction War for tale organizations? Personnel m	ounded companies.	These company ng rt-up outperfo	nies face spe		
4	Cour In th spec chall The Rec	<b>se content:</b> is module th ial focus is lenges in HR <b>mes</b>	put oi	<ul> <li>Learning objectives</li> <li>Introduction</li> <li>"War for tale organizations?</li> <li>Personnel m</li> <li>Digitalizatio</li> <li>Personnel s including         <ul> <li>Job analys o Psychome</li> </ul> </li> </ul>	ounded companies. to employer brandi ents": how can a sta narketing in the start n in recruiting election according to	These compa ng rt-up outperfo :-up phase D DIN 33430 fo st procedures	rm larger		
4	Cour In th spec chall The Rec	rse content: is module the cial focus is lenges in HR mes ruiting:	put oi	<ul> <li>Learning objectives</li> <li>Introduction</li> <li>"War for tale organizations?</li> <li>Personnel m</li> <li>Digitalizatio</li> <li>Personnel s including         <ul> <li>Job analys o Psychome o Psycholog</li> <li>Importance</li> <li>Methods of</li> <li>Strategic person</li> </ul> </li> </ul>	ounded companies. to employer brandients": how can a stan harketing in the start n in recruiting election according to sis tric Properties of tes cical assessment in p of first employees HR development rsonnel development & Teamwork	These compa ng rt-up outperfo -up phase o DIN 33430 fo ot procedures personnel selo	rm larger		

	<ul> <li>Requirements for entrepreneurs in HR (e.g. HR laws &amp; regulations)</li> <li>What makes an entrepreneur? Impetus for self-analysis</li> <li>Psychological constructs related to entrepreneurship : Psychological key competencies in building a company</li> </ul>
5	Learning outcomes:         Academic:         The following competencies from the field of business psychology and HRM will be taught:         Conception of a successful recruiting strategy for a start-up, as well as the theoretical models background from the field of of an employer branding.         Knowledge for the The process and function of personnel marketing in start-upsselection of the right personnel marketing instruments         Carrying out a How to conduct a job analysis requirements analysis         Acquisition of knowledge about psychometric test instruments for performance and personality measurement         Personnel selection according to DIN 33430 for start-ups. Using examples, the participants are students will be introduced to the application and evaluation of an the test procedures assessment center         Acquisition of Knowledge knowledge of about classical and innovative methods of personnel development, especially for the promotion field of leadership, teamwork, innovation and entrepreneurship         Further professional competencies:         Statistical models to calculate benefits of recruitment and selection Benefit models of HR selection (e.g., BCG model)         Basics of Machine Learning and NLP in the context of HR selection         Conception of K nowledge about tatistical training on the basics of psychometric Propertiespsychometric quality criteria.         Assessment and Ccritical classification evaluation of empirical studies in the field of psychology, and business, and economicsadministration         Acquisition of knowledge of theabout the basic principles of successful HR management
6	Description of possible electives within the modules: none
7	Examination: Final Module Exam
	Relevant Work: No Number and Type; Connection to Course Duration Part of final mark in %
8	NoNumber and Type; Connection to CourseDurationPart of mat mark in %1Written exam90 min.100 %
9	Study Work: none

10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.							
	CP Assignment:							
	Presence	No 1			1.00 CP			
11	Presence	No 2			1.00 CP			
	Relevant Work	No 1			4.00 CP			
	Total				6 CP			
12	Weight of the module grade for the 3,3%	he overall grad	le:					
13	Module Prerequisites: none							
14	<b>Presence:</b> Presence is strongly recommende	ed to warrant le	earning	success.				
	Mobility/Acknowledgement:							
15	Use of the module for other cour	rse programs	Bache	chelor Economics				
16	Responsible Lecturer:       Department:         Prof. Dr. David Bendig       University of Münster, School of Business and Economics							
17	Misc.:							

Consolidated Fi	nancial St	atements
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Module Title english:				Consolidated Financial Statements					
Cou	rse Pro	se Program: Bachelor Business Administration							
1	Modu	Ile No: TRB 1	1	State: Elective	Language of Instruction: German				
2	<b>Turn:</b> each winter semester			Duration: 1 semester	Semester: 5 or 6	<b>CP:</b> 6	Workload (h	<b>):</b> 180	
	Modu	ıle Structure	:						
	No	Туре	Cour	se		State	Workload	(h)	
3							Presence (h + CH)	Self- Study (h)	
	1	Lecture	Cons	olidated Financial Sta	tements	Compulsory	45 h (3 CH)	90	
	2	Exercise	Tuto	rial on Consolidated Fi	nancial Statements	Compulsory	15 h (1 CH)	30	
4	stand These repor situa finan know <b>Cours</b> This I GAAF funda techr These and t conse finan basic	lalone entitie e economica ting, as the i tion of the gr cial statement (ledge on fina <b>se content:</b> module focus amentals of content amentals of content the techniques he preparation plidated fina cial statement	es, but lly inte ndivid roup as nts int ancial ses ma ational consol e purc are tra on of c ncial s nt like f audit	nized in different ways , at the same time, the erconnected companie ual statements of these s a whole. Subject of the o group financial state reporting. Annoial Reporting State idated financial staten chase method, the pro- ained on the basis of p onsolidated financial tatements. Furthermon deferred taxes will be cing will be covered. Af	ey might be economi s, so-called groups, se companies lack in his module is the con- ments. Thus, this m inancial statements tandards (IFRS). Stud- nents accompanied portional consolidat practical examples. <i>N</i> statements will be c re, specific question	cally depend are a challen formation ab nsolidation o odule deepen prepared und dents will lea by several co ion and the e Aoreover, leg overed, as we s with regard	ent on each ge to finance out the eco f individual ns students der HGB (Ge rn the basice nsolidation quity metho al requirem ell as the sc to consolid	ial nomic erman- s and od. ents ope of ated	

	will depend on the extent of their motivation, initiative, preparation for class, and attention during class. The instructor's role will be to support the learning experience by providing a course structure, course materials, and lectures.						
5	Learning outcomes: Academic: After successfully completing this module, students will have comprehensive knowledge on consolidated financial statements under both German GAAP and IFRS. Students will be able to consolidate on their own and thus be able to interpret group financial statements. Students will also be able to analyze issues related to consolidation from a theoretical-conceptual perspective. They will be equipped to assess consolidation regulations and techniques within a conceptual framework. Students will have a profound understanding of the topics covered and will be trained in maintaining a critical approach when assessing financial reporting principles. <b>Soft skills:</b> After the successful completion of this module, students are able to analyze sound theoretical issues as well as to identify practical problem areas and solve them adequately. To adequately do so, they will be trained to gather information from (academic) literature on their own and assess their quality.						
6	<b>Desc</b> none	ription of possible electives	within the modules	:			
7	Exam	ination: Final Module Exam					
8	Relevant Work:       No       Number and Type; Connection to Course       Duration       Part of final mark in %						
	1	Written Exam		90 min.		100 %	
9 10	Prere The c comp	equisites for Credit Points: redit points will be granted a pleted.	after all relevant wor	k and study v	work h	ave been successfully	
11	CP Assignment:           Presence         No 1         1.50 CP           No 2         0.50 CP           Relevant Work         No 1         4.00 CP           Total         6 CP						
12	<b>Weig</b> 3,3%	ht of the module grade for th	ne overall grade:				
13	Reco	<b>ule Prerequisites:</b> mmended: Knowlege based unting and Taxation	on the modules Fou	ndations of A	ccour	nting, and Financial	

14	<b>Presence:</b> Presence is strongly recommended to warrant lea	arning s	uccess.
	Mobility/Acknowledgement:		
15	Use of the module for other course programs	Bache Systen	lor Economics, Bachelor Information
16	<b>Responsible Lecturer:</b> Prof. Dr. Hans-Jürgen Kirsch		<b>Department:</b> School of Business and Economics
17	<b>Misc.:</b> The module is a core module in the accounting t	rack.	

# Marketing Strategy in Action

	dule Ti	tle english:		Marketing Strategy	in Action					
Cou	rse Pro	ogram:		Bachelor Business A	Administratior	1				
L	Mod	ule No: TRB 12	2	State: Elective	Language of	Instr	uctior	n: En	glish	
2	<b>Turn</b> : seme	each summe ester	er	Duration: 1 semester	Semester: 5	or 6	CP:	6	Workload	<b>d (h):</b> 180
	Mod	ule Structure:	:							
	No	Туре	Cours	e		Sta	ite	Wo	rkload (h)	
								Pre + C	sence (h H)	Self- Study (h)
	1	Seminar	Marke	eting Strategy in Actio	n	Ele	ctive	30	h (2 CH)	150
	Mod	ule Profile:								
	-	Anticipate	and fo	recast changes in con	npetitor and c	uston			-	itional
_	none	ription of pos	ssible e	lectives within the m		uston			-	
_	none Exam	ription of pos	ssible e	lectives within the m		uston			-	ltional
	none Exam	ription of pos nination: Fina vant Work:	al Modu	lectives within the m	odules:			havi	-	
	none Exam Relev	ription of pos nination: Fina vant Work: Number and	al Modu	electives within the m	odules:	ion	ner be	havi	or.	
	none Exam Relev No 1 Stud	ription of pos nination: Fina vant Work: Number and Group work: y Work:	al Modu I <b>Type;</b> preser	electives within the m ule Exam Connection to Course ntation, simulation ga	odules: <b>Durat</b> ime appro	ion	ner be	havi	or.	
	none Exam Relev No 1 Study No	ription of pos nination: Fina vant Work: Number and Group work: y Work: Number and	al Modu I <b>Type;</b> preser	electives within the m ule Exam Connection to Course	odules: <b>Durat</b> ime appro	ion	ner be	Pa 10	or.	
	none Exam Relev No 1 Stud	ription of pos nination: Fina vant Work: Number and Group work: y Work:	<b>ssible e</b> al Modu I <b>Type;</b> preser I <b>Type;</b> n	electives within the m ule Exam Connection to Course ntation, simulation ga Connection to Course	odules: <b>Durat</b> ime appro	ion	ner be	Pa Pa 10 Dur 45 r	or.	mark in %
	none Exam Relev No 1 Stud 1 2 Prere The c	ription of pos nination: Fina vant Work: Number and Group work: y Work: Number and Written exar presentation equisites for (	al Modu I Type; presen I Type; n n (in gro Credit F	electives within the maile Exam Connection to Course Intation, simulation ga Connection to Course Dup)	odules: P Durat ime appro	ion x. 30	min.	Pa Pa 10 Dur 45 r app	or. <b>art of final</b> o % <b>ation</b> nin. rox. 30 mi	mark in %

	Presence	No 1		1.00 CP
	Relevant Work	No 1		4.00 CP
	Ctude Mark	No 1		0.50 CP
	Study Work	No 2		0.50 CP
	Total			6 CP
12	Weight of the module grade for th 3,3%	ne overall grade	:	
13	Module Prerequisites: noneW			
14	<b>Presence:</b> Presence is strongly recommende	ed to warrant lea	arning	success.
	Mobility/Acknowledgement:			
15	Use of the module for other cour	se programs	Bach Syste	elor Economics, Bachelor Information ms
16	<b>Responsible Lecturer:</b> Professor Dr. Manfred Krafft			<b>Department:</b> University of Münster, School of Business and Economics
17	<b>Misc.:</b> The module is a core module in th	ne marketing tra	ck.	

### Public Firms

Mo		<u>.</u> .							
	dule Ti	tle english:		Public Firms					
Cou	rse Pro	ogram:		Bachelor Business A	dministr	ration			
1	Modu	u <b>le No:</b> TRB :	13	State: Elective	Langua	age of Instr	uction: (	erman	
2	Turn: seme	each winter ester	r	<b>Duration:</b> 1 semester	Semes	<b>ster:</b> 5 or 6	<b>CP:</b> 6	Workload	<b>(h):</b> 180
	Modu	ule Structure	e:						
	No	Туре	Cours	e		Stat	e	Workload (h	)
3								Presence (h + CH)	Self- Study (h)
	1	Lecture	Public	: Firms		Com	pulsory	30 h (2 CH)	60
	2	Exercise	Exerci	se Public Firms		Com	pulsory	30 h (2 CH)	60
		se content:			ver, see 1				
5	Learr Acad The s know Soft	ect of this m ning outcom emic: students reco /ledge on the skills: students lear	<b>es:</b> ognise t em. rn to und	re the peculiarities of put he peculiarities of put derstand and actively esentation skills.	public fir	ms. and can ap			
5	Learr Acad The s know Soft s The s and t	ect of this m ning outcom emic: students reco ledge on the skills: students lear the applicati	es: ognise t em. rn to und on of pr	he peculiarities of pub	public fir blic firms apply arg	ms. and can ap			
	Learr Acad The s know Soft : The s and t Desc none	ect of this m ning outcom emic: students reco ledge on the skills: students leas the applicati	es: ognise ti em. rn to und on of pr ossible e	he peculiarities of pub derstand and actively esentation skills.	public fir blic firms apply arg	ms. and can ap guments. Th			
6	Learr Acad The s know Soft s The s and t Desc none	ect of this m ning outcom emic: students reco ledge on the skills: students lean the applicati ription of po nination: Exa vant Work:	es: ognise tl em. rn to und on of pr ossible e aminatio	he peculiarities of pub derstand and actively esentation skills.	public fir blic firms apply arg odules:	ms. and can ap guments. Th	ie exerci		eamwork
6	Learr Acad The s know Soft s The s and t Desc none Exam	ect of this m ning outcom emic: students reco ledge on the skills: students lean the applicati ription of po nination: Exa vant Work: Number an	es: ognise t em. rn to und on of pr ossible e aminatio d Type;	he peculiarities of pub derstand and actively esentation skills. <b>dectives within the m</b> o	public firms apply arg odules:	and can ap	e exerci	se includes te	eamwork
6	Learr Acad The s know Soft s The s and t Desc none Exam Relev No	ect of this m ning outcom emic: students reco ledge on the skills: students lean the applicati ription of po nination: Exa vant Work: Number an	es: ognise ti em. rn to und on of pr ossible e aminatio d Type; am on Pu	he peculiarities of pub derstand and actively esentation skills. <b>Hectives within the m</b> ons for every part of th <b>Connection to Course</b> ablic Firms (No. 1)	public firms apply arg odules:	and can ap guments. Th e Duration	e exerci	se includes te	eamwork
6 7	Learr Acad The s know Soft s The s and t Desc none Exam Relev No	ect of this m ning outcom emic: students reco ledge on the skills: students lean the applicati ription of po nination: Exa vant Work: Number an Written exa	es: ognise ti em. rn to und on of pr ossible e aminatio d Type; am on Pu ercises (	he peculiarities of pub derstand and actively esentation skills. <b>Hectives within the m</b> ons for every part of th <b>Connection to Course</b> ablic Firms (No. 1)	public fir olic firms apply arg odules: ne modul 9	and can ap guments. Th e Duration	Pa	se includes te	eamwork
6 7	Learr Acad The s know Soft : The s and t Desc none Exam Relev No 1	ect of this m ning outcom emic: students reco ledge on the skills: students lead the applicati ription of po nination: Exa vant Work: Number an Written exa	es: ognise ti em. rn to und on of pr ossible e aminatio d Type; am on Pu ercises ( t 1	he peculiarities of pub derstand and actively esentation skills. <b>Hectives within the m</b> ons for every part of th <b>Connection to Course</b> ablic Firms (No. 1)	public firms apply arg odules: ne modul 9 9	and can ap guments. Th e Duration	Pa	art of final ma	eamwork

		Short Präsentation			o min.	16.6 %
	4					
	5	Test exam		9	o min.	16.6 %
9	Stud	<b>y Work:</b> none				
10	The	<b>equisites for Credit Points:</b> credit points will be granted a pleted.	after all relevant v	work a	ind study work	have been successfully
	CP A	ssignment:				
	Dro	conco	No 1		1.00	СР
	Pres	sence	No 2		1.00	СР
			No 1 No 2 No 3 No 4		2.00	CP
11				0,33	СР	
	11 No 2 No 3 No 4	0.33	СР			
11   No 3		0,33	СР			
			No 5		0.50	СР
			No 6		0.50	СР
	Tota	al			6 CF	
12	<b>Weig</b> 3,3%	ght of the module grade for t	he overall grade:	:		
13		<b>ule Prerequisites:</b> vledge of foundations of mar	nagement and Mi	icroec	onomics I.	
14		<b>ence:</b> ence is strongly recommende	ed to warrant lear	rning s	success	
	Mob	ility/Acknowledgement:				
15	Use	of the module for other cour		Econo		, Bachelor Politics and Economics and Law, Dual
16	-	<b>oonsible Lecturer:</b> Dr. Alexander Dilger			Department: School of Bu	siness and Economics
17	<b>Misc</b> Tracl	:.: k Management (additional sub	oject)			

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

## **Operations Management**

	Quality Management	approaches t	he importance of qu o it. Learn the use o termine if a process	f control cha	rts in qual	ity management and
	Inventory Management	inventory con frequency and	he various function trol. Be able to app d level of orders. Ur with demand forec	ly various tec iderstand the	hniques t interactio	o determine the on of inventory
	Production Planning	manufacturin	he different approa g resource planning g. Be able to perfor	g as well as ju	ust-in-time	e production and lean
	Scheduling Operations	methods, e.g determining t	ectives of schedulir ., distributing tasks :he order in which th nt approaches to rou	to different p ney are proce	processing ssed. Kno	stations and
5	methods of Opera and apply the tau <b>Soft skills:</b> By preparing and during their self-s discussion forum	Ild demonstrate f ations Managem Ight themes. reviewing the le study, students i that is guided b	ent, to apply that ki	nowledge to a tasks given ir vork skill. Thi nore, this cou	a new con n the exer s is suppo urse increa	orted by a Learnweb ases their ability to
6	<b>Description of po</b> none	ssible electives	within the modules	:		
7	Examination: Fin	al Module Exam				
	<b>Relevant Work:</b>			1	I	
8		d Type; Connecti	ion to Course	Duration		rt of final mark in %
	1 Final writte	n exam		90 min.	10	0 %
9	Study Work: non	e				
10	<b>Prerequisites for</b> The credit points completed.		after all relevant woi	k and study	work have	been successfully
	CP Assignment:					
11	Presence		No 1		1.00 CP	
1						

		No 2			1.00 CP
	Relevant Work	No 1			4.00 CP
	Total				6 CP
12	Weight of the module grade for th 3,3%	ne overall grade	:		
13	<b>Module Prerequisites:</b> Students should have successfull lectures "Analysis for Business/Ed	<i>,</i> ,			
14	<b>Presence:</b> Presence is strongly recommende	d to warrant lea	rnin	g success	
	Mobility/Acknowledgement:				
15	Use of the module for other cour	se programs		helor Econo ems	mics, Bachelor Information
16	<b>Responsible Lecturer:</b> Prof. DrIng. Bernd Hellingrath			<b>Departme</b> School of	<b>nt:</b> Business and Economics
17	<b>Misc.:</b> For the Bachelor Business Admini subject).	stration: Track (	Opera	ations & Sup	oply Chain Management (core

## Price Management

Mo	dule Ti	tle english:		Price Management							
Cou	ırse Pr	ogram:		Bachelor Business A	dministration						
1	Mod	ule No: TRB 1	15	State: Elective	Language of I	Instru	ction: Er	nglish			
2	<b>Turn</b> seme	: each winter ester	r	Duration: 1 semester	Semester: 5 or 6 CP: 6			Workload	<b>(h):</b> 180		
	Mod	ule Structure	e:								
	No	Туре	Cours	se		State	e	Workload (h	)		
3								Presence (h + CH)	Self- Study (h)		
	1	Lecture	Price	Management		Com	pulsory	30 h (2 CH)	60		
	2	Exercise	Tutor	ial on Price Managem	ent	Com	pulsory	30 h (2 CH)	60		
	This obje of th	-	ols of p	with the business per price management, and Learning objectives	d highlights bot		-		•		
4	Pric	e Strategy			e to explain the		objectives of price management sitioning.				
	Pric	e Analysis		Students will under determination, will I will learn methods f	pe able to analy	yze pr	ice-dem	and functions	nd functions, and		
	Pric	e Setting		Students will be abl single and multi-din					n both		
		e Communic Implementa		Students will unders learn what business prices.					-		
		e Monitoring Jstment	and	Students understan selected tools of pri	d the functions	of pri	ce moni	toring and ca	n explain		

5	Acad Stud - pro - sep diffe - per price - app <b>Soft</b> Sinc	ning outcomes: lemic: ents will be able to vide a comprehensive overvi- arate strategic and operation rent stages of the price mana- form basic mathematical con e-demand function or price of bly behavioral and psycholog skills: e the module is conducted in noted.	nal aspects of price agement process; nsiderations for pric ptimization; rical aspects to supp	management e manageme port pricing d	t and a nt suc ecisio	assign them to the h as the analysis of a ns.
6	Desc none	ription of possible electives	within the modules	5:		
7	Exan	nination: Final Module Exam	1			
8	Rele No	vant Work: Number and Type; Connect	ion to Course	Duration		Part of final mark in %
	1	Written exam		90 min.		100 %
9	Stud	<b>y Work:</b> none				
10	The	equisites for Credit Points: credit points will be granted pleted.	after all relevant wo	rk and study	work h	nave been successfully
	СР А	ssignment:				
	Pre	Sence	No 1		1.00	СР
11			No 2		1.00	СР
		evant Work	No 1		4.00	СР
	Tota	al			6 CP	
12	<b>Wei</b> 3,3%	sht of the module grade for t	he overall grade:			
13	Mod none	ule Prerequisites:				
14		<b>ence:</b> ndance is strongly recommer	nded to enhance lea	rning.		
15	Mob	ility/Acknowledgement:				

	Use of the module for other course programs	Bache System	lor Economics, Bachelor Information
16	<b>Responsible Lecturer:</b> Professor Dr. Manfred Krafft		<b>Department:</b> University of Münster, School of Business and Economics
17	<b>Misc.:</b> Tracks: Marketing (core module).		

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

## Principles of Entrepreneurship

	No	Number and Type; Connecti	on to Course	Du	ration	Part of final mark in %
	1	Written exam		12	o min.	100 %
9	Stud	<b>y Work:</b> none				
10	The o	equisites for Credit Points: credit points will be granted a pleted.	ifter all relevan	ıt work a	nd study work h	ave been successfully
	CP A	ssignment:				
	Brog	sence	No 1		1.00	CP
11		sence	No 2		1.00	CP
	Rele	evant Work	No 1		4.00	СР
	Tota	al			6 CP	
12	<b>Weig</b> 3,3%	ght of the module grade for th	ne overall grad	e:		
13	<b>Mod</b> none	ule Prerequisites:				
14	Pres none	ence:				
	Mob	ility/Acknowledgement:				
15	Use	of the module for other cour	se programs	Bachel System		Bachelor Information
16	-	oonsible Lecturer: Dr. David Bendig			<b>Department:</b> University of Business and	Münster, School of Economics
17	<b>Misc</b> Tracl	<b>:</b> k: Entrepreneurship and Inno	vation – core c	ourse		

	dule Ti	tle english:		Quantitative Method	s in Logistics				
Cοι	irse Pro	ogram:		Bachelor Business A	dministration				
1	Modu	ule No: TRB 17	7	State: Elective	Language of In	stru	<b>ction:</b> Ge	rman	
2	<b>Turn:</b> seme	each winter ester		Duration: 1 semester	<b>Semester:</b> 5 or 6 <b>CP:</b> 6		Workload	<b>(h):</b> 180	
	Modu	ule Structure:	:						
	No	Туре	Cour	se		Stat	e	Workload (I	n)
3								Presence (h + CH)	Self- Study (h)
	1	Lecture	Quar	ntitative Methods in Lo	ogistics	Con	npulsory	30 h (2 CH)	60
	2	Exercise	Pract	tice Quantitative Meth	ods in Logistics	Con	npulsory	30 h (2 CH)	60
	on to maki it is n math	p of best pra- ng. In order to necessary to r nematically, a	ctices o be a nodel nd to	ompanies aim at achie and standard process ble to assess given me the operational logist understand the relatio	es - advanced methods and to de ics decision prolonship between r	ietho eliber blem mode	ds for op ately dev s of a cor l charact	erational dev velop better r npany reristics and	cision nethods, solution
4	on to maki it is n math neth logist chara typica respe are a probl devel <b>Cours</b> The n	p of best pra- ng. In order to necessary to r ematically, a ods. This mo tics decision acteristics and al operationa ect to possibl pplied, and to lems is conso lopment. This se content: nodule provide	ctices o be a model nd to dule p proble d solu l deci e solu he une olidate s mod	mpanies aim at achie and standard process ble to assess given me the operational logist	ving a significan ees - advanced m ethods and to de ics decision prol onship between n duction to mathe ding of the relat h of the basic op ntified, modeled exercise part of th n methods for th es the basics rec perations Manag	netho eliber blem mode emati ionsh perati mat he m he dis guireo geme	ds for op ately dev s of a cor el charact cal mode nip betwe onal logi nematica odule, m cusses ty d for inde nt compl	verational der velop better r mpany ceristics and eling of opera- een model stics probler ully, and anal odeling techn ypes of decis ependent me ement each o	cision methods, solution ational n classes yzed with niques .ion thod other.
4	on to maki it is n math neth logist chara typica respe are a probl devel <b>Cours</b> The n	p of best prag ng. In order to necessary to r ematically, a ods. This mo tics decision acteristics and al operationa ect to possibl pplied, and the lems is conso lopment. This se content: nodule provid the correspon	ctices o be a model nd to dule p proble d solu l deci e solu he une olidate s mod des an ading s	impanies aim at achiev and standard process ble to assess given me the operational logist understand the relation provides both an introce ems and an understan tion methods. For each sion problems are idention tion methods. In the e derstanding of solution ed. The module provide ule and the module Operation introduction to both r	ving a significan ees - advanced m ethods and to de ics decision prol onship between n duction to mathe ding of the relat h of the basic op ntified, modeled exercise part of th n methods for th es the basics rec perations Manag	netho eliber blem mode emati ionsh perati mat he m he dis guireo geme	ds for op ately dev s of a cor el charact cal mode nip betwe onal logi nematica odule, m cusses ty d for inde nt compl	verational der velop better r mpany ceristics and eling of opera- een model stics probler ully, and anal odeling techn ypes of decis ependent me ement each o	cision methods, solution ational n classes yzed with niques .ion thod other.
4	on to maki it is n math neth logist chara typica respe are a probl devel <b>Cours</b> The n and t	p of best prag ng. In order to necessary to r ematically, a ods. This mo tics decision acteristics and al operationa ect to possibl pplied, and the lems is conso lopment. This se content: nodule provid the correspon	ctices o be a model nd to dule p proble d solu il deci e solu he une olidate s mod des an iding s	impanies aim at achiev and standard process ble to assess given me the operational logist understand the relatio provides both an introce ems and an understan tion methods. For each sion problems are iden tion methods. In the e derstanding of solution ed. The module provide ule and the module Op introduction to both r solution methods.	ving a significan ees - advanced m ethods and to de ics decision prol onship between n duction to mathe ding of the relat h of the basic op ntified, modeled exercise part of th n methods for th es the basics rec perations Manag modeling operat	ietho eliber blem mode emati ionsh perati mat he m e dis guireo geme	ds for op ately dev s of a cor el charact cal mode nip betwe onal logi nematica odule, m cusses ty d for inde nt compl decisior	verational develop better r mpany ceristics and eling of opera- een model stics probler ully, and anal odeling techn ypes of decis ependent me ement each o n problems ir	cision methods, solution ational n classes yzed with niques ion thod other.

# Quantitative Methods in Logistics

Problems probl solut	ole to identify vehicle ro ems mathematically. G ion methods for vehicle een model and solution	et to know and be routing problems	e able to appl 5. Understand	ly the principal d the relationship				
Management mana Problems princ the re	Management management problems mathematically. Get to know and be able to apply the							
<ul> <li>Learning outcomes: Academic: The attendees of the mod types of logistics decisio management. Moreover t and to create model varia gathered knowledge abo provides the attendees w Soft skills: The module trains analyt thereby encouraged to in members of the teaching conference, the attendees</li> </ul>	n problems in the area the attendees are able ants such that different ut the relationship bet with a starting point for ical thinking. The atten teract and discuss with unit. By presenting the	s network flows, ve to model the ident types of solution ween mathematica method developm dees work on rela h each other. The o e results of the exe	ehicle routing tified decisio methods car al model and hent from scra ted exercise discussion is ercises in the	g, and inventory in problem formally, in be applied. The solution methods atch. tasks and are supported by style of a scientific				
Description of possible a	conference, the attendees acquire presentation skills and science communication skills.  Description of possible electives within the modules: none							
6 none	lectives within the mo	dules:						
<b>6</b>								
• none								
6     none       7     Examination: Examination       Relevant Work:				Part of final mark				
6     none       7     Examination: Examination       Relevant Work:	ons for every part of the	e module	eo min.					
6       none         7       Examination: Examination         8       Relevant Work:         1       Written exam	ons for every part of the Connection to Course written assignment and	Duration	pages,	in %				
6       none         7       Examination: Examination         8       Relevant Work:         No       Number and Type;         1       Written exam         2       Case studies with v	ons for every part of the Connection to Course written assignment and	• module       Duration       maximum of 12       maximum of 20	pages,	<b>in %</b> 50 %				
6       none         7       Examination: Examination         8       Relevant Work:         No       Number and Type;         1       Written exam         2       Case studies with v presentation (can be	Connection to Course vritten assignment and be in group)	e module Duration maximum of 12 maximum of 20 maximum of 30	o pages, o min.	in % 50 % 50 %				
6none7Examination: Examination7Examination: Examination8Relevant Work:1Number and Type;1Written exam2Case studies with v presentation (can b9Study Work: none10Prerequisites for Credit F The credit points will be g	Connection to Course vritten assignment and be in group)	e module Duration maximum of 12 maximum of 20 maximum of 30	o pages, o min.	in % 50 % 50 %				
<ul> <li>none</li> <li>none</li> <li>Examination: Examination</li> <li>Relevant Work:         <ul> <li>No</li> <li>Number and Type;</li> <li>1</li> <li>Written exam</li> <li>2</li> <li>Case studies with v presentation (can be presentation (can be presentation (can be precedited)</li> </ul> </li> <li>Study Work: none</li> <li>Prerequisites for Credit F The credit points will be g completed.</li> </ul>	Connection to Course vritten assignment and be in group)	e module Duration maximum of 12 maximum of 20 maximum of 30	o pages, o min.	in % 50 % 50 %				

	Relevant Work	No 1		2.00 CP			
		No 2		2.00 CP			
	Total		6 CP				
12	Weight of the module grade for the overall grade: 3,3%						
13	<b>Module Prerequisites:</b> The number of participants can be	e restricted.					
14	<b>Presence:</b> Presence is strongly recommende	d to warrant lea	arning s	success.			
15	Mobility/Acknowledgement:						
15	Use of the module for other cour	se programs	Bache	elor Information Systems			
16	<b>Responsible Lecturer:</b> Dr. Stephan Meisel			<b>Department:</b> University of Münster, School of Business and Economics			
17	Misc.:						

### Seminar in Business I

	dule Ti	tle english:	Seminar in Business	51			
Cou		ogram:	Bachelor Business A				
		-					
1	Mod	ule No: TRB 18	State: Elective	Language of Instr	uction: Germ	an or English	
2	Turn: seme	each ester	<b>Duration:</b> 1 semester	Semester: 5 or 6	<b>CP:</b> 6	Workload (h	<b>):</b> 180
	Mod	ule Structure:					
	No	Туре	Course		State	Workload (h	ı)
3						Presence (h + CH)	Self- Study (h)
	1	Seminar	Seminar in Business A	dministration	Compulsory	30 h (2 CH)	150
4	presented (alone or in group, depending on seminar) and discussed. The Seminar in Business Administration has the goal that students learn how to individually work on a business problem with scientific methods within a prescribed time-span, to present the results in the paper in an adequate way and to present the results in the seminar. Students are thus prepared to write the						
	with adec	inistration has scientific met	r in group, depending c the goal that students hods within a prescribe	on seminar) and disc learn how to individ d time-span, to pres	cussed. The S lually work of sent the resul	inary. The pap Seminar in Bu n a business ts in the pape	oer will be siness problem er in an
5	with adec Bach Learn Acad Stud learn the s their Soft	inistration has scientific met juate way and ielor's thesis. ining outcomes emic: ents broaden how to integr cientific litera own thoughts skills: rite a scientific	ar in group, depending of the goal that students hods within a prescribe to present the results in s: and deepen their know rate different contents of ture, to reflect on studie	on seminar) and disc learn how to individ d time-span, to pres n the seminar. Stud ledge in specific fiel of Business Adminis es critically, to struc	cussed. The S dually work of sent the resul ents are thus ds of Busines tration. They ture a proble	inary. The pap Seminar in Bu n a business ts in the pape prepared to v ss Administra are trained to m and to form	ber will be siness problem er in an write the tion. They wirk with nulate
5	with adec Bach Learn Acad Stud learn the s their Soft To w work	inistration has scientific met juate way and lelor's thesis. ining outcomes emic: ents broaden how to integra cientific litera own thoughts skills: rite a scientific.	and deepen their know ate different contents of ture, to reflect on studies	on seminar) and disc learn how to individ d time-span, to pres n the seminar. Stud ledge in specific fiel of Business Adminis es critically, to struc	cussed. The S dually work of sent the resul ents are thus ds of Busines tration. They ture a proble	inary. The pap Seminar in Bu n a business ts in the pape prepared to v ss Administra are trained to m and to form	ber will be siness problem er in an write the tion. They wirk with nulate
	with adec Bach Learn Acad Stud learn the s their Soft To w work Desc none	inistration has scientific met juate way and lelor's thesis. <b>ning outcomes</b> <b>emic:</b> ents broaden how to integr cientific litera own thoughts <b>skills:</b> rite a scientific.	ar in group, depending of the goal that students hods within a prescribe to present the results in <b>5:</b> and deepen their know rate different contents of ture, to reflect on studie c clearly.	on seminar) and disc learn how to individ d time-span, to pres n the seminar. Stud ledge in specific fiel of Business Adminis es critically, to struc	cussed. The S dually work of sent the resul ents are thus ds of Busines tration. They ture a proble	inary. The pap Seminar in Bu n a business ts in the pape prepared to v ss Administra are trained to m and to form	ber will be siness problem er in an write the tion. They wirk with nulate

	No	Number and Type; Connecti Course	on to	Duratio	n		Part of final mark in %			
	1	Term paper and presentation discussion	n with		um of 15 page um of 90 min.		100 %			
9	Stud	<b>y Work:</b> none								
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.									
	CP A	ssignment:								
11	Pres	sence	No 1			1.00 CP				
	Rele	evant Work	No 1			5.00 CP				
	Tota	al		6 CP		6 CP				
12	<b>Weig</b> 3,3%	<b>sht of the module grade for th</b>	ne overall g	grade:						
13		<b>ule Prerequisites:</b> number of participants in the	seminar ca	an be lim	ited.					
14		<b>ence:</b> ence is recommended to warr	rant learnir	ng succes	55.					
	Mob	ility/Acknowledgement:								
15	Use	of the module for other cours	se progran	ns Bao	chelor Busine	ss Adminis	stration			
16	-	oonsible Lecturer: essor Dr. Peter Kajüter			<b>Department:</b> University of Münster, School of Business and Economics					
17	-	ending on subject of the seminational subject) or other tracks		ccounting	g (additional s	ubject) or T	rack Finance			

### Seminar in Business II

Mod	dule Ti	tle english:	Seminar in Business	5			
		ogram:	Bachelor Business A	dministration			
		-					
1	Mod	ule No: TRB 19	State: Elective	Language of Instr	uction: Germ	an or English	
2	<b>Turn</b> : seme	: each ester	<b>Duration:</b> 1 semester	Semester: 5 or 6	<b>CP:</b> 6	Workload (h	<b>):</b> 180
	Mod	ule Structure:					
	No	Туре	Course		State	Workload (h	)
3						Presence (h + CH)	Self- Study (h)
	1 Seminar Seminar in Business Administration				Compulsory	30 h (2 CH)	150
4	know Cour With Busin prese Admi with adeq	vledge on a sp <b>se content:</b> in the seminar ness Administ ented (alone o inistration has scientific metl quate way and	v to work scientifically b ecific business subject r, students write a term ration. The subjects var r in group, depending o the goal that students hods within a prescribe to present the results in	paper to a specific s y in time and can bo on seminar) and disc learn how to individ d time-span, to pres	subject in one e interdiscipli cussed. The S dually work of sent the resul	e of the fields nary. The pap seminar in Bus n a business p ts in the pape	of ber will be siness problem er in an
	Bachelor's thesis.         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						
5	their <b>Soft</b>	own thoughts <b>skills:</b> rite a scientific	ture, to reflect on studie clearly.	f Business Adminis es critically, to struc	tration. They ture a proble	are trained to m and to form	wirk with nulate
5	their <b>Soft</b> To w work	own thoughts skills: rite a scientific  ription of pos	ture, to reflect on studie clearly.	f Business Adminis es critically, to struc e and self-managem	tration. They ture a proble	are trained to m and to form	wirk with nulate
	their Soft To we work Desc none	own thoughts skills: rite a scientific  ription of pos	ture, to reflect on studie clearly. c text (term paper), time	f Business Adminis es critically, to struc e and self-managem	tration. They ture a proble	are trained to m and to form	wirk with nulate

	No	Number and Type; Connecti Course	on to	Duratio	n		Part of final mark in %			
	1	Term paper and presentation discussion	n with		um of 15 page um of 90 min.		100 %			
9	Stud	<b>y Work:</b> none								
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.									
	CP A	ssignment:								
11	Pres	sence	No 1			1.00 CP				
	Rele	evant Work	No 1			5.00 CP				
	Total				6 CP					
12	<b>Weig</b> 3,3%	<b>ght of the module grade for th</b>	ie overall g	grade:						
13		<b>ule Prerequisites:</b> number of participants in the	seminar ca	an be lim	ited.					
14		<b>ence:</b> ence is recommended to warr	ant learnir	ng succes	55.					
	Mob	ility/Acknowledgement:								
15	Use	of the module for other cours	se progran	ns Bao	chelor Busine	ss Adminis	stration			
16	-	oonsible Lecturer: essor Dr. Peter Kajüter			<b>Department:</b> University of Münster, School of Business and Economics					
17	-	ending on subject of the seminational subject) or other tracks	ar: Track Ad	ccounting	g (additional s	ubject) or T	rack Finance			

# Special Topics in Accounting A

Мо	dule Ti	tle english:		Special Topics in Ac	counting A				
Cou	rse Pro	ogram:		Bachelor Business A	dministration				
1	<b>Mod</b> ( 20	u <b>le No:</b> TRB		State: Elective	Language of Inst	Language of Instruction: German or English			
2	Turn:	: irregularly		<b>Duration:</b> 1 semester	Semester: 5 or 6	<b>CP:</b> 6	Workload (	( <b>h):</b> 180	
	Modu	ule Structure	:						
	No	Туре	C	Course		State	Workload (h)		
3							Presence (h + CH)	Self- Study (h)	
	1	Lecture	e Special Topics in Accounting A				30 h (2 CH)	60	
	2	Exercise	Т	utorial Special Topics	in Accounting A	Elective	30 h (2 CH)	60	
4	conte indiv atten	ents, depend idual courses ition is paid t	ing 5, t 0 t	ent issues in the field g on the current develo tutorial content and ca the fact that the cours ach semester.	opments and are ca ase studies are inte	arried out l grated. In	by different tea so doing partic	chers. In the cular	
5	Acad The s speci that o teach timel Soft s	ific area of in qualify for sta ning in this m y professiona <b>skills:</b>	o l ter arti oc al i	know changing curren rest. They learn techni ing a career in this pa lule, students recogni requirements.	ques and methods rticular field. Due to ze the direct relatio	, building o the close on between	on theoretical f link between r n economic res	foundations, research and	
6	<b>Desc</b> none		ssi	ble electives within t	he modules:				
7	Exam	ination: Fina	al I	Module Exam					
8	Relev No	vant Work: Number and	l T	ype; Connection to Co	ourse Duratio	n	Part of final	mark in %	

	1	Final written exam			maximum of min.	120	100	%
	Stud No	y Work: Number and Type; Connecti	on to Course					Duration
9	1	According to the teacher on min.) or written assignment seminar typical tasks.		-			. 30	approx. 30 min. or up to 600 words
10	The o	equisites for Credit Points: credit points will be granted a pleted.	after all relevant	wo	rk and study v	work ha	ave b	een successfully
	CP A	ssignment:						
	Proc	sence	No 1			1.00 C	Ρ	
11		Sence	No 2		1.00 CP			
	Rele	evant Work	No 1		3.00 CP			
	Stu	dy Work	No 1		1.00 CP			
	Tota	ıl	6 C			6 CP	CP	
12	<b>Weig</b> 3,3%	tht of the module grade for th	ne overall grade:	:				
13	<b>Mod</b> none	ule Prerequisites:						
14		ence: ndance is recommended to w	arrant learning s	suco	cess.			
	Mob	ility/Acknowledgement:						
15	Use	of the module for other cour	se programs	Ba	achelor Econo	omics		
16	-	oonsible Lecturer: essor Dr. Peter Kajüter			<b>Department:</b> School of Bu		and	Economics
17	<b>Misc</b> Track	.: Accounting (additional subjection and subjection	ct)					

# Special Topics in Accounting B

Мос	lule Ti	tle english:	Special Topics in Ac	counting B			
Cou	rse Pro	ogram:	Bachelor Business A	Administration			
1	<b>Mod</b> 21	u <b>le No:</b> TRB	State: Elective	Language of Insti	truction: German or English		
2	Turn	: irregularly	Duration: 1 semester	Semester: 5 or 6	<b>CP:</b> 6	<b>):</b> 180	
	Mod	ule Structure	:				
	No	Туре	Course		State	Workload (h	ı)
3						Presence (h + CH)	Self- Study (h)
	1	Lecture	Special Topics in Acco	unting B	Compulsory	30 h (2 CH)	60
	2	Exercise	Tutorial Special Topics	in Accounting B	Compulsory	30 h (2 CH)	60
4	conte indiv atten	ents, depend idual course: tion is paid t	irrent issues in the field ing on the current devel s, tutorial content and ca to the fact that the cours each semester.	opments and are ca ase studies are inte	arried out by d grated. In so d	lifferent teach doing particul	ers. In the ar
5	Acad The s spect that of teach timel Soft	ific area of in qualify for sta hing in this m y professiona <b>skills:</b>	es: to know changing curren terest. They learn techni arting a career in this pa iodule, students recogni al requirements. critically reflect and disc	iques and methods rticular field. Due to ze the direct relatio	, building on t o the close linl on between ec	heoretical fou k between res	undations, search and
6	<b>Desc</b> none	• •	ssible electives within t	he modules:			
7	Exam	nination: Exa	minations for every part	of the module			
8	Relev No	vant Work: Number and	l Type; Connection to Co	ourse Duratio	n F	Part of final m	ark in %

		Writton accimment or occa	y (may be in		maximum of 15		80 %	
	1	Written assignment or essa group)	y (may be m		maximum of 15 pages		00 %	
	2	Oral exam or presentation (	may be in group)		maximum of 30 min.		20 %	
9	Stud	<b>y Work:</b> keine						
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.							
	CP A	ssignment:						
	Dree		No 1		1.0	o Cl	þ	
11	Pres	Sence	No 2		1.0	o Cl	D	
	Rele	evant Work	No 1			3.00 CP		
			No 2			1.00 CP		
	Tota	al			6 C	Р		
12	<b>Weig</b> 3,3%	sht of the module grade for t	he overall grade:					
13	<b>Mod</b> none	ule Prerequisites:						
14	Atter atter	<b>ence:</b> ndance is recommended to w ndance is mandatory because ber of participants can be res	e there in-class d					
	Mob	ility/Acknowledgement:						
15	Use	of the module for other cour	se programs	Ba	achelor Economic	s		
16	-	oonsible Lecturer: essor Dr. Peter Kajüter			<b>Department:</b> School of Busine	ess	and Economics	
17	<b>Misc</b> Track	.: Accounting (additional subje	ct)					

# Special Topics in Business Administration A

	Nodule Title english: ourse Program:			Special Topics in Bu	siness Administration	n A			
Cou	rse Pr	ogram:		Bachelor Business A	dministration				
1	Mod	u <b>le No:</b> TRB 2	22	State: Elective	Language of Instru	ction: Germ	ian or	English	
2	Turn	: irregularly		<b>Duration:</b> 1 semester	Semester: 5 or 6	<b>CP:</b> 6	Wor	Workload (h): 180	
	Mod	ule Structure	):						
	No	Туре	Co	ourse		State		Workload	(h)
3								Presence (h + CH)	Self- Study (h)
	1	Lecture	Sp	pecial Topics in Busine	ess Administration A	Compu	lsory	30 h (2 CH)	60
	2	Exercise		torial Special Topics i Iministration A	n Business	Compu	lsory	30 h (2 CH)	60
4	conc <b>Cour</b>	nodule exter erning currer <b>se content:</b>		and deepens knowled ssues.	dge in the field of bus	siness adm	inistra	ation, espe	cially
	have teach parti	is module, cu varying cont ners. In the ir cular attentio	tent ndiv on i	nt issues in the field o s, depending on the o vidual courses, tutoria s paid to the fact that tion. Courses may var	urrent developments l content and case st the courses fit into th	and are ca udies are in	rried ntegra	out by diffe ated. In so o	ourses erent doing
5	have teach parti- busin Learn Acad The s depe theor link h betw Soft	is module, cu varying cont ners. In the in cular attention ness administ <b>ning outcome</b> <b>emic:</b> students get ending on the retical found between rese een econom <b>skills:</b>	tent ndiv on i stra es: to k eir s atic earc ic re	s, depending on the c ridual courses, tutoria s paid to the fact that	torrent developments l content and case st the courses fit into th y each semester. tor specific issues ar t. They learn techniquerting a career in this module, students repotessional requireme	and are ca audies are in ne current r nd thereby a ues and me particular fi ecognize the nts.	also s ethods	out by diffe ated. In so o ch areas of pecialize s, building Due to the c	ourses erent doing
5	have teach parti- busin <b>Learn</b> Acad The s depet theor link h betw Soft Stud	is module, cu varying cont ners. In the in cular attention ness administ ning outcome emic: students get ending on the retical found between rese een econom skills: ents learn to ription of po	tent ndiv on i stra es: to k eir s atic earc ic re crit ocrit	s, depending on the c vidual courses, tutoria s paid to the fact that tion. Courses may var enow changing current pecific area of interes ons that qualify for sta h and teaching in this esearch and timely pro	torrent developments l content and case st the courses fit into th y each semester. t or specific issues ar t. They learn techniquerting a career in this module, students re- pfessional requirement uss current issues in	and are ca audies are in ne current r nd thereby a ues and me particular fi ecognize the nts.	also s ethods	out by diffe ated. In so o ch areas of pecialize s, building Due to the c	ourses erent doing
	have teach parti- busin <b>Learn</b> Acad The s depet theol link h betw Soft Stud	is module, cu varying cont ners. In the in cular attention ness adminis ning outcome emic: students get ending on the retical found between rese een econom skills: ents learn to ription of po ses with a to	tent ndiv on i: stra es: to k eir s atic earc ic re crit ossil	s, depending on the or vidual courses, tutoria s paid to the fact that tion. Courses may var enow changing current pecific area of interes ons that qualify for sta h and teaching in this esearch and timely pro- cically reflect and disc	torrent developments l content and case st the courses fit into th y each semester. t or specific issues ar t. They learn techniquerting a career in this module, students re- pfessional requirement uss current issues in	and are ca audies are in ne current r nd thereby a ues and me particular fi ecognize the nts.	also s ethods	out by diffe ated. In so o ch areas of pecialize s, building Due to the c	ourses erent doing

	No	Number and Type; Connecti	on to Course		Duration	Pa	rt of final mark in %						
	1	Final written exam		maximum of 120 min.		) 10	0 %						
		Study Work:NoNumber and Type; Connection to CourseDuration											
9	1	According to the teacher one min.) or written assignment seminar typical tasks.	e of the following			-	o approx. 30 min. or up to 600 words						
10	The o	equisites for Credit Points: credit points will be granted a pleted.	fter all relevant v	VO	rk and study wor	k have	been successfully						
	СР А	ssignment:											
	Pres	sence				1.00 CP							
11	Rele	evant Work	No 2 No 1			o CP							
	Stu	dy Work	No 1		1.0	o CP							
	Tota	al			6 (	ΓP							
12	<b>Weig</b> 3,3%	ght of the module grade for th	ne overall grade:										
13	<b>Mod</b> none	ule Prerequisites:											
14		<b>ence:</b> ndance is recommended to w	arrant learning s	uco	cess.								
	Mob	ility/Acknowledgement:											
15	Use												
16	-	oonsible Lecturer: essor Dr. Peter Kajüter			<b>Department:</b> School of Busin	iess ai	nd Economics						
17	Misc												

### Special Topics in Business Administration B

Мо	dule Ti	tle english:		Special Topics in Business Administration B								
Coι	irse Pr	ogram:		Bachelor Business A	dministration							
1	Mod	ule No: TRB	23	State: Elective	Language of Instruc	<b>ction:</b> Germ	ian or	English				
2	Turn	: irregularly		<b>Duration:</b> 1 semester	<b>Semester:</b> 5 or 6 <b>CP:</b> 6		Wor	kload (h):	180			
	Mod	ule Structur	e:									
	No	Туре	Co	ourse	State		Workload	(h)				
3								Presence (h + CH)	Self- Study (h)			
	1	Lecture	Sp	pecial Topics in Busine	ess Administration B	Compu	lsory	30 h (2 CH)	60			
	2	Exercise		itorial Special Topics i Iministration B	Compu	Compulsory 30 h (2 60 CH)						
4	The r conc <b>Cour</b> In th have teacl parti	nodule exte erning curre <b>se content:</b> is module, c varying con hers. In the i cular attenti	nds nt is urre itent ndiv on i	ale/integration into cu and deepens knowled ssues. ent issues in the field of ts, depending on the of vidual courses, tutoria s paid to the fact that tion. Courses may var	dge in the field of bus of business administr current developments I content and case st the courses fit into th	ration are p and are ca udies are in	resen arried ntegra	ted. The co out by diffe ated. In so o	ourses erent doing			
5	Learning outcomes:         Academic:         The students get to know changing current or specific issues and thereby also specialize         depending on their specific area of interest. They learn techniques and methods, building on         theoretical foundations, that qualify for starting a career in this particular field. Due to the close         link between research and teaching in this module, students recognize the direct relation         between economic research and timely professional requirements.         Soft skills:         Students learn important key skills. In addition to the ability to organize and work in a structured         manner, time management is promoted through binding deadlines for submission have to be met         if students work on an assignment. Writing an assignment trains students in scientific work.         Working in groups strengthens teamwork skills.											
6		ription of po		ble electives within th								

7	Exan	nination: Examinations for ev	very part of the	moc	lule			
	Rele No	vant Work: Number and Type; Connecti	ion to Course		Duration		Part of final mark in %	
8	1	1 Written assignment or essay (may be in group)			maximum of pages	15	80 %	
	2	Oral exam or presentation (	may be in grou	p)	maximum of min.	30	20 %	
9	Stud	<b>y Work:</b> none						
10	The	<b>equisites for Credit Points:</b> credit points will be granted a pleted.	after all relevan	t wo	rk and study v	vork ha	ave been successfully	
	CP A	ssignment:	-					
	Pres	sence	No 1			1.00 C	P	
11					1.00 CP			
	Rele	evant Work	No 1			3.00 (		
	Tota	al	No 2			1.00 C 6 CP	Р	
12	<b>Weig</b> 3,3%	ght of the module grade for th	ne overall grade	e:				
13	<b>Mod</b> none	<b>ule Prerequisites:</b>						
14		<b>ence:</b> ndance is recommended to w	arrant learning	suce	cess.			
	Mob	ility/Acknowledgement:						
	Use	of the module for other cour	se programs	Ba	chelor Econor	mics		
15	Мо	dule Title english		Spe	ecial Topics in	ı Busin	ess Administration B	
15	Eng	lish translation of module co	mponents	No B	1: Special Top	oics in	Business Administration	
	_	from section 3			No 2: Tutorial Special Topics in Business Administration B			
16	-	oonsible Lecturer: essor Dr. Peter Kajüter		<b>Department:</b> School of Business and Economics			s and Economics	

17	Misc.:	

# Special Topics in Finance A

Мос	Module Title english:		Special Topics in Fir	Special Topics in Finance A								
Cou	rse Pro	ogram:	Bachelor Business A	Bachelor Business Administration								
1	<b>Mod</b> ı 24	u <b>le No:</b> TRB	State: Elective	Language of Instr								
2	Turn:	: irregularly	Duration: 1 semester	Semester: 5 or 6	<b>CP:</b> 6	Workload (h)	<b>:</b> 180					
	Modu	ule Structure	:									
	No	Туре	Course		State	Workload (h	)					
3						Presence (h + CH)	Self- Study (h)					
	1	Lecture	Special Topics in Finar	pecial Topics in Finance A			60					
	2	Exercise	Tutorial Special Topics	in Finance A	Compulsory	30 h (2 CH)	60					
4	Cours In thi conte indiv atten	ents, depend idual course	urrent issues in the field ing on the current devel s, tutorial content and ca to the fact that the cours	opments and are ca ase studies are inte	arried out by d grated. In so d	ifferent teach doing particul	ers. In the ar					
5	Learning outcomes:Academic:The students get to know changing current issues and thereby also specialize depending on theirspecific area of interest. They learn techniques and methods, building on theoretical foundations,that qualify for starting a career in this particular field. Due to the close link between research andteaching in this module, students recognize the direct relation between economic research andtimely professional requirements.Soft skills:Students learn important key skills. In addition to the ability to organize and work in a structuredmanner, time management is promoted through binding deadlines for submission have to be metif students work on an assignment. Writing an assignment trains students in scientific work.Working in groups strengthens teamwork skills.											
	Description of possible electives within the modules: none											
6			ssible electives within t	he modules:								

	Rele	vant Work:						
8	No	Number and Type; Connect	ion to Course	Duration	Part of final mark in %			
0	1	Written exam		maximum of 120 min.	100 %			
	Stud	y Work:						
	No	Number and Type; Connecti	Duration					
9	1	According to the teacher on (approx. 30 min.) or written equivalent seminar typical t		maximum of 30 min. or mer maximum of 600 words				
10	The o	equisites for Credit Points: credit points will be granted a pleted.	after all relevant w	ork and study worl	< have been successfully			
	CP A	ssignment:	-					
	Dro		No 1 1.00		о СР			
11	Pres	sence	No 2	1.0	о СР			
	Rele	evant Work	No 1	3.0	юСР			
	Stu	dy Work	No 1	1.0	о СР			
	Tota	al		6 C	P			
12	<b>Weig</b> 3,3%	ght of the module grade for th	ne overall grade:					
13		<b>ule Prerequisites:</b> mmende: Fundamentals of F	inance					
14		ence: ndance is recommended to w	arrant learning su	ccess.				
	Mob	ility/Acknowledgement:						
15	Use	of the module for other cour	se programs	Bachelor Economic				
16	-	oonsible Lecturer: essor Dr. Peter Kajüter		<b>Department:</b> School of Busine	ess and Economics			
17		Misc.: Track Finance (additional subject)						

# Special Topics in Finance B

Мо	dule Ti	tle english:	Special Topics in Fi	nance B							
Cou	rse Pr	ogram:	Bachelor Business	Bachelor Business Administration							
1	<b>Mod</b> 25	u <b>le No:</b> TRB	State: Elective	Language of Instr	r <b>uction:</b> Germa	an or English					
2	Turn	: irregularly	Duration: 1 semester	Semester: 5 or 6	<b>CP:</b> 6	Workload (h)	: 180				
	Mod	ule Structure	2:								
	No	Туре	Course		State	Workload (h	)				
3						Presence (h + CH)	Self- Study (h)				
	1	Lecture	Special Topics in Fina	nce B	Compulsory	30 h (2 CH)	60				
	2	Exercise	Tutorial Special Topic	s in Finance B	Compulsory	30 h (2 CH)	60				
4	In thi conte indiv atten	<b>se content:</b> is module, cu ents, depenc idual course	urrent issues in the field ling on the current deve s, tutorial content and c to the fact that the cours mester.	lopments and are ca ase studies are inte	arried out by d grated. In so d	ifferent teach loing particul	ers. In the ar				
5	Learning outcomes:Academic:The students get to know changing current issues and thereby also specialize depending on their specific area of interest. They learn techniques and methods, building on theoretical foundations, that qualify for starting a career in this particular field. Due to the close link between research and teaching in this module, students recognize the direct relation between economic research and timely professional requirements.Soft skills:Students learn important key skills. In addition to the ability to organize and work in a structured manner, time management is promoted through binding deadlines for submission have to be met if students work on an assignment. Writing an assignment trains students in scientific work. Working in groups strengthens teamwork skills.										
			on an assignment. Writir	hrough binding dea ng an assignment tra	dlines for sub	mission have	to be met				
6	Work	ing in group	on an assignment. Writir	hrough binding dea ng an assignment tra skills.	dlines for sub	mission have	to be met				

	Relev	vant Work:			1		1				
	No	Number and Type; Connect	ion to Course		Duration		Part of final mark in %				
8	1	Written assignment or essa group)	y (may be in		maximum of pages	15	80 %				
	2	Oral exam or presentatino (	may be in group) maximum of g		30	20 %					
9	Stud	tudy Work: none									
10	The c	equisites for Credit Points: credit points will be granted a pleted.	after all relevant	wo	rk and study	work h	ave been successfully				
	CP A	ssignment:									
			No 1		1.00 (	P					
11	Pres	sence	No 2		1.00 CP						
	Pole	evant Work	No 1			3.00 (	P				
			No 2			1.00 (	P				
	Tota	ıl				6 CP					
12	Weig 3,3%	ht of the module grade for t	he overall grade:	:							
13		u <b>le Prerequisites:</b> mmended: Fundamentals of	Finance								
14		ence: adance is recommended to w	varrant learning s	suc	cess.						
	Mobi	ility/Acknowledgement:									
15	Use	of the module for other cou	rse programs	В	achelor Econo	omics					
16	-	onsible Lecturer: essor Dr. Peter Kajüter			<b>Department</b> School of Bu		and Economics				
17	<b>Misc</b> Track	.: Finance (additional subject)									

### Special Topics in Management A

Mod	dule Ti	tle english:		Special Topics in Ma	inagement A						
Cou	rse Pro	ogram:		Bachelor Business Administration							
1	<b>Mod</b> 26	u <b>le No:</b> TRB		State: Elective	Language of Instr	ruction: Germ	an or English				
2	2 <b>Turn:</b> irregularly			<b>Duration:</b> 1 semester	Semester: 5 or 6	<b>CP:</b> 6	Workload (h)	<b>):</b> 180			
	Modu	ule Structure:	:								
	No	Туре	C	ourse		State	Workload (h	)			
3						Presence (h + CH)	Self- Study (h)				
	1	Lecture	S	pecial Topics in Mana	Compulsory	30 h (2 CH)	60				
	2	Exercise	Τι	utorial Special Topics	in Management A	Compulsory	30 h (2 CH)	60			
4	curre Cours In thi conte indiv atten	nt issues. <b>se content:</b> 's module, cu ents, dependi idual courses	rre ing 5, ti 0 tl	and deepens knowled nt issues in the field o on the current develo utorial content and ca ne fact that the course ch semester.	of management are opments and are ca se studies are integ	presented. Th rried out by d grated. In so o	ne courses ha ifferent teach loing particul	ve varying ers. In the ar			
5	<ul> <li>Learning outcomes: Academic: The students get to know changing current issues and thereby also specialize depending on their specific area of interest. They learn techniques and methods, building on theoretical foundations, that qualify for starting a career in this particular field. Due to the close link between research and teaching in this module, students recognize the direct relation between economic research and timely professional requirements.</li> <li>Soft skills: Depending on the design of the module, students learn important key skills. In addition to the ability to organize and work in a structured manner, time management is promoted through binding deadlines for submission have to be met if students work on case studies or an assignment/essay has to be written. Writing an assignment/essay trains students in scientific work and giving a presentation trains students in presentation skills and their communication skills. Working in groups strengthens teamwork skills.</li> </ul>										
6	<b>Desc</b> none		ssil	ole electives within th	ie modules:						

7	Exar	nination: Examinations for e	very part of the m	odule						
	Rele No	vant Work: Number and Type; Connect	ion to Course	Duration		Part of final mark in %				
8	1	Written exam		maximum of 1 min.	20	100 %				
	Stud No	y Work: Number and Type; Connect	ion to Course			Duration				
9	1	According to the teacher on (approx. 30 min.) or written equivalent seminar typical t	assignment (up to		other	maximum of 600 words or maximum of 30 min.				
10	The	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.								
	СР А	ssignment:	I							
	Presence 		No 1		1.00 C					
11			No 2 No 1		1.00 C 3.00 C					
	Stu	dy Work	No 1							
	Tota	al		(	5 CP					
12	<b>Wei</b> 3,3%	<b>ght of the module grade for t</b>	he overall grade:							
13	<b>Mod</b> none	<b>ule Prerequisites:</b>								
14		<b>ence:</b> ndance is recommended to w	varrant learning su	iccess.						
15	Mob	ility/Acknowledgement:								
- <u>-</u> 2	Use	of the module for other cou	rse programs	Bachelor Econon	nics					
16	-	oonsible Lecturer: essor Dr. Peter Kajüter		Department: School of Bus	siness	and Economics				
17	<b>Misc</b> Tracl	:.: k Management (additional sub	oject)							

### Special Topics in Management B

Mod	dule Ti	tle english:	Special Top	oics in Ma	anagement B							
Cou	rse Pro	ogram:	Bachelor B	Bachelor Business Administration								
1	Modu	ule No: TRB 2;	7 State: Elect	tive	Language of Instr	ruction: Germa	an or English					
2	Turn:	irregularly	Duration: 1 semester		Semester: 5 or 6	<b>CP:</b> 6	Workload (h	<b>):</b> 180				
	Modu	ule Structure:	;									
	No	Туре	Course			State	Workload (h	)				
3							Presence (h + CH)	Self- Study (h)				
	1	Lecture	Special Topic	s in Mana	gement B	Compulsory	30 h (2 CH)	60				
	2	Exercise	Tutorial Speci	in Management B	Compulsory	30 h (2 CH)	60					
4	curre Cours In thi conte indiv atten	nt issues. <b>se content:</b> s module, cu ents, dependi idual courses tion is paid to	rrent issues in ng on the curre , tutorial conte	the field of ent develo ent and ca he courso	dge in the field of m of management are opments and are ca ase studies are integ es fit into the currer	presented. Tl rried out by d grated. In so d	he courses ha ifferent teach loing particul	ive varying ers. In the ar				
5	<ul> <li>Learning outcomes: Academic: The students get to know changing current issues and thereby also specialize depending on their specific area of interest. They learn techniques and methods, building on theoretical foundations, that qualify for starting a career in this particular field. Due to the close link between research and teaching in this module, students recognize the direct relation between economic research and timely professional requirements.</li> <li>Soft skills: Depending on the design of the module, students learn important key skills. In addition to the ability to organize and work in a structured manner, time management is promoted through binding deadlines for submission have to be met if students work on case studies or an assignment has to be written. Writing an assignment trains students in scientific work and giving a presentation trains students in presentation skills and their communication skills. Working in groups strengthens teamwork skills.</li> </ul>											
6	<b>Desc</b> none	• •	sible electives	within th	ne modules:							

7	Exan	nination: Examinations for ev	very part of the m	100	lule						
	Rele <sup>v</sup> No	vant Work: Number and Type; Connecti	on to Course		Duration	Part of final mark in %					
8	1	Written assignment or essay group)	y (may be in		maximum of 15 pages	80 %					
	2	Oral exam or presentation (	may be in group)		maximum of 30 min.	20 %					
9	Stud	<b>y Work:</b> none									
10	The o	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.									
	CP A	ssignment:									
	Pres	sence	No 1 1		1.0	oo CP					
11			No 2		1.0	оо СР					
	Rele	evant Work	No 1		-	DO CP					
	 Tota		No 2		1.0						
					00						
12	<b>Weig</b> 3,3%	ght of the module grade for th	ne overall grade:								
13	<b>Mod</b> none	ule Prerequisites:									
14		<b>ence:</b> ndance is recommended to w	arrant learning s	uc	cess.						
	Mob	ility/Acknowledgement:									
15	Use	of the module for other cour	se programs	Ba	chelor Economi	25					
16	-	oonsible Lecturer: essor Dr. Peter Kajüter			<b>Department:</b> School of Busir	ness and Economics					
17		Misc.: Track Management (additional subject)									

# Special Topics in Marketing A

Module Title english:				Special Topics in Ma	arketing A					
Cou	rse Pro	ogram:		Bachelor Business Administration						
1	<b>Mod</b> 28	u <b>le No:</b> TRB		State: Elective	Language of Instr	uction: Ge	erman or Englis	h		
2	Turn:	irregularly		<b>Duration:</b> 1 semester	Semester: 5 or 6	Semester: 5 or 6 CP: 6 Workloa				
	Modu	ule Structure	:							
	No	Туре	C	Course		State	Workload (h)			
3							Presence (h + CH)	Self- Study (h)		
	1	Lecture	S	Special Topics in Mark	eting A	Elective	30 h (2 CH)	60		
	2	Exercise	Т	utorial Special Topics	in Marketing	Elective	30 h (2 CH)	60		
4	The module extends and deepens knowledge in the field of Marketing, especially concerning current issues. <b>Course content:</b> In this module, current issues in the field of marketing are presented. The courses have varying contents, depending on the current developments and are carried out by different teachers. In the individual courses, tutorial content and case studies are integrated. In so doing particular attention is paid to the fact that the courses fit into the current research areas of marketing. Courses may vary each semester.									
5	Learning outcomes: Academic: The students get to know changing current or specific issues and thereby also specialize depending on their specific area of interest. They learn techniques and methods, building on theoretical foundations, that qualify for starting a career in this particular field. Due to the close link between research and teaching in this module, students recognize the direct relation between economic research and timely professional requirements. Soft skills: Depending on the design of the module, students learn important key skills. In addition to the ability to organize and work in a structured manner, time management is promoted through binding deadlines for submission have to be met if students work on case studies or an assignment has to be written. Writing an assignment trains students in scientific work and giving a presentation trains students in presentation skills and their communication skills. Working in groups strengthens teamwork skills.									
6	<b>Desc</b> none		ssi	ble electives within t	he modules:					

7	Exar	nination: Examinations for e	very part of the m	odule							
	Rele No	vant Work: Number and Type; Connect	ion to Course	Duration		Part of final mark in %					
8	1	Written exam		maximum of 1 min.	20	100 %					
		Study Work:NoNumber and Type; Connection to CourseDuration									
9	1	According to the teacher on (approx. 30 min.) or written equivalent seminar typical t	assignment (up t		other	maximum of 30 min. or maximum of 600 words					
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfull completed.										
	CP A	ssignment:	1								
	Pre	sence	No 1								
11	Rele	evant Work	No 2 No 1								
	Stu	dy Work	No 1								
	Tota	al		6	6 CP						
12	<b>Wei</b> 3,3%	<b>ght of the module grade for t</b>	he overall grade:								
13	<b>Mod</b> none	<b>ule Prerequisites:</b>									
14		<b>ence:</b> ndance is recommended to w	varrant learning su	iccess.							
	Mob	Mobility/Acknowledgement:									
15	Use	of the module for other cou	rse programs	Bachelor Econon	nics						
16	-	oonsible Lecturer: essor Dr. Peter Kajüter		<b>Department:</b> School of Busi	iness	and Economics					
17	<b>Misc</b> Trac	:.: k Marketing (additional subject	ct)								

### Special Topics in Marketing B

Mod	lule Ti	tle english:		Special Topics in Marketing B						
Course Program:     Bachelor Business Administration										
1	<b>Mod</b> 29	u <b>le No:</b> TRB		State: Elective	Language of Instr	r <b>uction:</b> Germ	an or English			
2	Turn	: irregularly		Duration: 1 semester	Semester: 5 or 6	<b>CP:</b> 6	Workload (h)	: 180		
	Module Structure:									
	No	Type Course				State	Workload (h	ı)		
3							Presence (h + CH)	Self- Study (h)		
	1	Lecture	S	pecial Topics in Mark	eting B	Compulsory	30 h (2 CH)	60		
	2	Exercise	Т	utorial Special Topics	in Marketing B	Compulsory	30 h (2 CH)	60		
4	The module extends and deepens knowledge in the field of Marketing, especially concerning current issues. <b>Course content:</b> In this module, current issues in the field of marketing are presented. The courses have varying contents, depending on the current developments and are carried out by different teachers. In the individual courses, tutorial content and case studies are integrated. In so doing particular attention is paid to the fact that the courses fit into the current research area of marketing. Courses may vary each semester.									
5	Learning outcomes: Academic: The students get to know changing current or specific issues and thereby also specialize depending on their specific area of interest. They learn techniques and methods, building on theoretical foundations, that qualify for starting a career in this particular field. Due to the close link between research and teaching in this module, students recognize the direct relation between economic research and timely professional requirements. <b>Soft skills:</b> Depending on the design of the module, students learn important key skills. In addition to the ability to organize and work in a structured manner, time management is promoted through binding deadlines for submission have to be met if students work on case studies or an essay has to be written. Writing an essay trains students in scientific work and giving a presentation trains students in presentation skills and their communication skills. Working in groups strengthens teamwork skills.									
6	<b>Desc</b> none		ssi	ble electives within th	ne modules:					

7	Exan	nination: Examinations for ev	very part of the m	odule					
	Rele <sup>v</sup> No	vant Work: Number and Type; Connect	on to Course	Duration		Part of final mark in %			
8	1	Written assignment or essager group) and	y (can be in	maximum o pages	of 15	80 %			
	2 Oral exam or presentation (can be in group) maximum of 30 20 % min.								
9	Stud	y Work: none							
10	The o	equisites for Credit Points: credit points will be granted a pleted.	ifter all relevant v	vork and study	/ work h	ave been successfully			
	СР А	ssignment:							
	Pres	sence	No 1 1		1.00 (	CP			
11			No 2		1.00 (				
	Rele	evant Work	No 1		3.00				
	Tota	al	No 2		6 CP	_F			
12	<b>Weig</b> 3,3%	<b>sht of the module grade for th</b>	ne overall grade:						
13	<b>Mod</b> none	ule Prerequisites:							
14		<b>ence:</b> ndance is recommended to w	arrant learning si	iccess.					
	Mob	ility/Acknowledgement:							
15	Use	of the module for other cour	se programs	Bachelor Ecor	nomics				
16	-	oonsible Lecturer: essor Dr. Peter Kajüter		Departmer School of E		s and Economics			
17	<b>Misc</b> Track	.: < Management (additional sub	ject)						

### Special Topics in Radical Change + Transformation A

Mo	dule Ti	tle english:		Special Topics in Radical Change + Transformation A								
Course Program:     Bachelor Business Administration												
1	Mod	ule No: TRB	30	State: Elective	Language of Instru	ction: Germ	ian or	English				
2	Turn	: irregularly		Duration: 1 semester	Semester: 5 or 6	<b>CP:</b> 6	Wor	kload (h):	180			
	Mod	ule Structur	e:									
	No Type Co			urse		State		Workload	(h)			
3								Presence (h + CH)	Self- Study (h)			
	1	Lecture		ecial Topics on Radica Insformation A	al Change +	Compu	lsory	30 h (2 CH)	60			
	2	Exercise		torial Special Topics o ansformation A	n Radical Change +	Compulsory		30 h (2 CH)	60			
4	<ul> <li>Module Profile:</li> <li>Purpose of the module/integration into curriculum</li> <li>The module extends and deepens knowledge in the field of Business Administration, with regard to current economic changes, especially with regard to labor and digitalization.</li> <li>Course content:</li> <li>In this module, current or specific issues are addressed that deal with the digital transformation in a competitive world and how technological and societal change affects work, workers, companies and business models. As a rule, the courses comprise 6 LP, so that one course must be chosen. Depending on the specific courses offered, the number and content of the courses may vary in each semester.</li> </ul>											
5	Learning outcomes: Academic: Students learn about changing current or specific issues in the field of digital transformation and transformation of the world of work. In doing so, they learn both theoretical foundations and empirical research of the phenomena. Through the close link between research and teaching in this module, students recognize the direct relationship of business research to the current requirements of practice. Soft skills: Depending on the design of the module, students learn important key skills. In addition to the ability to organize and work in a structured manner, time management is promoted through binding deadlines for submission have to be met if students work on case studies or an essay has to be written. Writing an assignment/essay trains students in scientific work and giving a presentation trains students in presentation skills and their communication skills. Working in groups strengthens teamwork skills.											

6	Desc none	ription of possible electives	within the mo	dules	:						
7	Exan	nination: Final Module Exam									
	Rele <sup>.</sup> No	vant Work: Number and Type; Connecti	on to Course		Duration		Part of final mark in %				
8	1	Final written exam			maximum of 12 min.	20	100 %				
		Study Work:NoNumber and Type; Connection to CourseDuration									
9	1	1According to the teacher one of the following: Presentation (approx. 30 min.) or written assignment (up to 600 words) or other equivalent seminar typical tasks.maximum of 30 min. or maximum of 600 words									
10	The o	Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed.									
	CP Assignment:										
	Pro	sence	No 1		1	.00 C	Р				
11		bence	No 2		1	.00 C	Ρ				
	Rele	evant Work	No 1		3	.00 C	Р				
	Stu	dy Work	No 1		1	.00 C	Р				
	Tota	al			6	5 CP					
12	<b>Weig</b> 3,3%	ght of the module grade for th	ne overall grad	le:							
13	<b>Mod</b> none	ule Prerequisites:									
14		<b>ence:</b> ndance is recommended to w	arrant learnin	g suc	cess.						
	Mob	ility/Acknowledgement:									
15	Use	of the module for other cour	se programs	Bac	helor Economic	S					
16	-	oonsible Lecturer: essor Dr. Peter Kajüter			<b>Department:</b> School of Bus	siness	and Economics				
17	Misc	.:									

### Special Topics in Radical Change + Transformation B

Мос	dule Ti	tle english:		Special Topics in Rad	dical Change + Trans	formation B	}				
Cou	rse Pr	ogram:		Bachelor Business Administration							
1	Mod	ule No: TRB	30	State: Elective	Language of Instru	ction: Germ	ian or	English			
2	Turn	: irregularly		<b>Duration:</b> 1 semester	Semester: 5 or 6	<b>CP:</b> 6	Wor	kload (h):	180		
	Mod	ule Structur	'e:								
	No	Туре	Co	urse		State		Workload	(h)		
3								Presence (h + CH)	Self- Study (h)		
	1	Lecture		ecial Topics on Radica Insformation B	al Change +	Compu	lsory	30 h (2 CH)	60		
	2	Exercise		torial Special Topics o Insformation B	n Radical Change +	Compulsory		30 h (2 CH)	60		
4	The r to cu <b>Cour</b> In th in a c com be ch	Module Profile: Purpose of the module/integration into curriculum The module extends and deepens knowledge in the field of Business Administration, with regard to current economic changes, especially with regard to labor and digitalization. Course content: In this module, current or specific issues are addressed that deal with the digital transformation in a competitive world and how technological and societal change affects work, workers, companies and business models. As a rule, the courses comprise 6 LP, so that one course must be chosen. Depending on the specific courses offered, the number and content of the courses may vary in each semester.									
5	Learning outcomes: Academic: Students learn about changing current or specific issues in the field of digital transformation and transformation of the world of work. In doing so, they learn both theoretical foundations and empirical research of the phenomena. Through the close link between research and teaching in this module, students recognize the direct relationship of business research to the current requirements of practice. Soft skills: Depending on the design of the module, students learn important key skills. In addition to the ability to organize and work in a structured manner, time management is promoted through binding deadlines for submission have to be met if students work on case studies or an essay has to be written. Writing an assignment/essay trains students in scientific work and giving a presentation trains students in presentation skills and their communication skills. Working in groups strengthens teamwork skills.										

6	Deso none	cription of possible electives	s within the modu	les	5:					
7	Examination: Examinations for every part of the module									
	Rele No	vant Work: Number and Type; Connec	tion to Course		Duration	Part of final mark in %				
8	1	Written assignment or tern group) and	n paper (can be in		maximum of 15 pages	80 %				
	2	Oral exam or presentation	(can be in group)		maximum of 30 min.	20 %				
9	Study Work: none									
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.									
	СР А	ssignment:								
	Pre	sence	No 1		1.0	o CP				
11			No 2		1.0	о СР				
	Relevant Work				3.0	oo CP				
			No 2		1.0	o CP				
	Tota	al			6 0	P				
12	<b>Wei</b> 3,3%	ght of the module grade for t	the overall grade:							
13	<b>Mod</b> none	<b>ule Prerequisites:</b>								
14		<b>ence:</b> ndance is recommended to v	warrant learning s	uc	cess.					
15	Mob	ility/Acknowledgement:								
2	Use	of the module for other cou	I <b>rse programs</b> B	ac	helor Economics					
16		<b>oonsible Lecturer:</b> essor Dr. Peter Kajüter		_	<b>Department:</b> School of Busin	ess and Economics				
17	Misc									

Мо	dule Ti	tle english:	Su	oply Chain Logisti	cs Management					
Cou	rse Pro	ogram:	Bao	Bachelor Business Administration						
1	Modu	<b>ule No:</b> TRB 3	2 <b>Sta</b>	<b>ite:</b> Elective	Language of Inst	<b>ruction:</b> Engli	sh			
2	<b>Turn:</b> seme	each winter ester		r <b>ation:</b> 1 nester	Semester: 5 or 6	<b>CP:</b> 6	Workload (	( <b>h):</b> 180		
	Modu	ule Structure	:							
	No	Туре	Course			State	Workload	(h)		
3							Presence (h + CH)	Self- Study (h)		
	1	Lecture	Supply Cl	nain Logistics Mar	nagement	Compulsory	30 h (2 CH)	60		
	2	Exercise	Tutorial S	upply Chain Logis	stics Management	Compulsory	30 h (2 CH)	60		
4	place indus logist the d orgar the k Mana <b>Cours</b> The c	e for the right stry sectors a tics is having esign, plann nizations, thu nowledge on agement" and <b>se content:</b>	price in th nd is of hig a focus or ing, execut is having a logistics a d "Quantita	e right condition t gh importance for nto the operative p ion, control, and n broader view tha nd supply chain n ttive Methods in L	em in the right qua to the right custom every company pro- processes, supply of monitoring of supp n logistics. The lec nanagement gaine ogistics". e context of the su	er. Logistics i oducing and s chain manage oly chains acro ture complem ed in the cours	ncorporates elling good ments deal oss several ents and ex ses "Operati	all s. While s with ctends ons		
	Ther	nes		Learning object	ives					
	Intro	oduction		To understand t primary activitie	he role of logistics es in logistics.	in organizatio	ons. To lear	n the		
	Hist	ory of Logisti	CS		he evolution of log -functional and ho		unctional-s	pecific		
	Perfe Syst	ormance Mea	asurement							

# Supply Chain Logistics Management

		stics and Supply Chain		ferences and c	onnec	tions between logistics						
		agement (SCM) ent Challenges and	and SCM. To learn current devel	opments and t	trends	in logistics in academia						
		ids in Logistics	and practice.	nd practice.								
5	Learning outcomes: Academic: After completing the module, students will know the essential activities in logistics and will be able to assess the special role of logistics for companies. The knowledge acquired helps in understanding and solving complex relationships and problems in logistics both within the company and along the supply chain. Soft skills: The preparation and follow-up of the contents of the lecture as well as the work on tasks in the exercises is carried out by the students in working groups, which strengthens their ability to work in a team. This is supported by personal supervision and a Learnweb discussion forum managed by the chair. Furthermore, the students gain valuable skills in public speaking by presenting the results of their exercises.											
6	Description of possible electives within the modules: none											
7	Exam	<b>ination:</b> Examinations f	or every part of the mo	dule								
	Relev	vant Work:		1								
	No	Number and Type; Con	nection to Course	Duration		Part of final mark in %						
8	1	written exam		max. 120 Min	ı.	70 %						
	2	Case studies (can be in	group) maximum of 10 30 % pages									
9	Stud	<b>y Work:</b> none										
10	The c	equisites for Credit Point redit points will be grant pleted.		ork and study v	work h	ave been successfully						
	CP A	ssignment:										
	Drog	sence	No 1		1.00 (	CP						
11		bence	No 2		1.00 (	<u>P</u>						
	Rele	evant Work	No 1		3.00 (	CP						
			No 2		1.00 (	P						
	Tota	ıl			6 CP							
12	Weight of the module grade for the overall grade: 3,3%											

13	<b>Module Prerequisites:</b> The number of participants can be restricted.					
14	<b>Presence:</b> Presence is strongly recommended to warrant learning success.					
15	Mobility/Acknowledgement:					
15	Use of the module for other course programs	Bache	lor Economics			
16	<b>Responsible Lecturer:</b> Prof. DrIng. Bernd Hellingrath		<b>Department:</b> University of Münster, School of Business and Economics			
17	<b>Misc.:</b> Track Operations & Supply Chain Management (a	addition	al subject).			

#### Taxation

Module Title english:   Taxation										
Mod	tule Ti	tle english:		laxation						
Course Program:     Bachelor Business Administration										
1	Modu	ule No: TRB g	33	State: Elective	Language of Ins	truc	tion: Ger	man		
2	<b>Turn:</b> seme	each ester		Duration: 1 semester	Semester: 5 or 6	6	<b>CP:</b> 6	Workload	<b>(h):</b> 180	
	Modu	ule Structure	5:							
	No	Туре	Co	ourse		Sta	te	Workload (h	ı)	
3								Presence (h + CH)	Self- Study (h)	
	1	Lecture	Tra	ansaction Taxes		Cor	npulsory	15 h (1 CH)	30	
	2	Exercise	Tu	torial on Transaction Ta	axes	Cor	npulsory	15 h (1 CH)	30	
	3	Lecture	In	come Taxes	15 h (1 CH)	30				
	4	Exercise	Tu	torial on Income Taxes		Cor	npulsory	15 h (1 CH)	30	
4	Integ impo princ skills Germ great possi and e <b>Cours</b> The p respectours the tainten decis parts	rated knowl rtance for ef iples necess in determin an tax law b importance ible. The cou extends the set content: part Transact ect, it elabor se may be ep axation of pa sive introdu ions from a	edge ficie sary ing to being to c urse acqu clon ates ctenc artne ction tax p	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 consequent 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 effe ess decisions. Th it types of taxes, a f alternative comp lex and fastest ch ces not only in ad dds on the module is of transaction t r understanding on ternational (EU a real estate transion d hybrid legal for ules, the course for mportant issue is	is do and f ang van e "Pr axes of van fer ta fer ta fer ta the	bes not of taxpayers business ing ones i ce but als inciples of and inco ax. The pa in an adva es on ma choice of	nly refer to the s but requires es. With resp in the world i so as precisel of Corporate ome taxes. d tax (VAT). I ountries) aspe art Income Ta anced way. A king optimal the legal for	e basic s profound ect to t is of y as Taxation" n this ects. The xes covers fter an business m. Both	
5	Learr Acad After evalu adva	ning outcom emic: completing late them ar nced knowle	the o nd ca	course, students know In structure them in an about the consequenc e on actual tax-related	optimal economic es of taxes on bu	c wa	y. Further	more, they g	ain	

	• • Soft Stud on le infor	e written examination, the to develop a coherent a to integrate and apply s to apply the tax concep <b>skills:</b> ents acquire knowledge th cture material, exercises. mation, including library, j ussed in exercise sessions	argument within a lin several concepts and ts and tax rules to in prough a combinatio They are responsible ournals, internet etc	nited period of time d tax rules, ndividual cases. n of lecture, pre-pro e for their own instr	cessing and following up
6	<b>Desc</b> none	ription of possible elective	es within the modul	es:	
7	Exan	nination: Examinations for	r every part of the m	odule	
8	Relev No	vant Work: Number and Type; Conne Written exam on Transact Written exam on Income	tion Tax (No. 1)	Duration 60 min. 60 min.	Part of final mark in % 50 % 50 %
9		y Work: none	Tux (110: 5)		
10	<b>Prere</b> The c	equisites for Credit Points credit points will be grante pleted.		vork and study work	have been successfully
	CP A	ssignment:			
	Pres	sence	No 1 No 2	0.5	o CP o CP
11			No 3 No 4	-	o CP o CP
			No 1		o CP
	Rele	evant Work	No 2	2.0	o CP
	Tota	ıl		6 C	р
12	<b>Weig</b> 3,3%	<b>ht of the module grade fo</b>	r the overall grade:		
13		<b>ule Prerequisites:</b> s from the module "Princip	les of Corporate Tax	ation" are recomm	ended.
14		ence: ence is strongly recommen	ided to warrant lear	ning success	

	Mobility/Acknowledgement:		
15	Use of the module for other course programs	Back Syste	nelor Economics, Bachelor Information
	Module Title english	Taxa	tion
16	<b>Responsible Lecturer:</b> Professor Dr. Christoph Watrin		<b>Department:</b> School of Business and Economics
17	<b>Misc.:</b> Track: Accounting (core module).		

	Aodule Title english:			INTOP Business Sim	ulation					
<b>Co</b> ι	irse Pro	ogram:		Bachelor Business A	dministration					
1	Mod	ule No: TRB 3	4	State: Elective	Language of Instruction: English					
2	Turn: each winter semester			Duration: 1 semester	Semester: 5 0	or 6	CP	:6	Workloa	<b>ad (h):</b> 180
	Mod	ule Structure	:							
	No	Туре	Cour	se		Stat	е	Worl	kload (h)	
3								Pres + CH	ence (h )	Self- Study (h)
	1	Seminar	INTO	P Business Simulatior	1	Elec	tive	60 h	(4 CH)	120
	Cour	se content:		counting. erations Simulation) is						iteraction

### **INTOP Business Simulation**

	Themes	Learning objectives		
	INTOP: Finance:	All participants learn to operate with sh credits from suppliers and non-interest		
	INTOP: Company Organization:	Each team of students (company) has the responsibilities to each student. They not marketing/market research, investment production/warehousing, research & contaxes/logistics policy, information systems	nust conduct the fo nt/ raw material pu development/ pate	ollowing activities: urchasing/ ents, financing/
	INTOP: Marketing:	The students achieve skills in the follow policy, product design and assortment and market research.		
	INTOP: Production:	The students learn to choose the right the costs of production	production program	n and to calculate
	INTOP: Taxes:	The educational objective is to learn he applying the following options: inter-co policy for the invested capital.		
5	objectives, formula their long-term stra decisions and thei participants to app The studen focus on the most Based on e judge the importar In order to simulation require imagination. Inside the s work in groups and <b>Soft skills:</b> In addition, studen	as simulation has various objectives: The ate accompanying strategies and make ategy. The participants learn to establish ir consequences and new decisions. The oly their prior knowledge. Its are encouraged to reduce the time for relevant decision criteria. experience made throughout the course nce of relevant economic instruments. solve international entrepreneurial prob es an advanced degree of analytical think group assignment, the students should d their ability to coordinate with peers.	decisions each qua n the relationship h e learning-by-doing r making decisions of the simulation, olems, the high lev king, conceptual al demonstrate the a	arter according to between the c-effect enables the s which helps to the students learn to el of realism of the bilities and
	communication, p	nts can solve complex problems in a tea resentation and conflict resolution skills		nced
6				nced
6	Description of pos	resentation and conflict resolution skills		nced
	Description of pos	resentation and conflict resolution skills		nced

		F						
	1	seminar paper on INTOP (su the beginning of the semest	• •	en at	8 - 10 j	oages	40 %	
	2	INTOP Business Simulation the management decisions	Game: written p	aper on	maximum of 15 pages		40 %	
	3	Presention & defence (INTO				45 min. per 20 % group		
9	Stud	ly Work: none						
10	The	<b>equisites for Credit Points:</b> credit points will be granted a pleted.	fter all relevant	work and	d study	work have	been successfully	
	CP A	ssignment:						
	Pre	sence	No 1			2.00 CP		
11			No 1		1.50 CP			
	Rel	evant Work	No 2		1.50 CP			
			No 3		1.00 CP			
	Tota	al			6 CP			
12	<b>Wei</b> 3,3%	<b>ght of the module grade for th</b> %	e overall grade:	1				
13	The	l <b>ule Prerequisites:</b> knowledge of the second year nce is expected. For the INTOF	• •	•		-	-	
14		ence: ence is strongly recommende	d to warrant lea	rning suo	ccess	SS		
	Mob	ility/Acknowledgement:		_	_			
15	Use	e of the module for other cour	se programs	Bachel	or Econo	omics		
16	-	<b>consible Lecturer:</b> essor Dr. Christoph Watrin			<b>Departn</b> School (		s and Economics	
17	<b>Misc</b> Trac	<b>:.:</b> k: Accounting (additional mod	dule).					

### Insurance Management

Mo	dule Ti	tle english:	<u> </u>	Insurance Managem	ent				
Cou	rse Pro	ogram:		Bachelor Business A	dministration				
1	Modu	ule No: TRB 3	35	State: Elective Language of Instruction: German					
2	<b>Turn:</b> seme	each summ ester	ier	Duration: 1 semester	Semester: 5 c	or 6	<b>CP:</b> 6	Workload	<b>l (h):</b> 180
	Modu	ule Structure	5:			J L		]	
	No	Туре	Cours	se		State		Workload (h	ı)
3								Presence (h + CH)	Self- Study (h)
	1	Lecture	Insur	ance Management		Comp	oulsory	45 h (3 CH)	90
	2	Exercise	Tutor	ial on Insurance Mana	gement	Comp	oulsory	15 h (1 CH)	30
4	releve comp pecu resou Bach <b>Cours</b> The m indus insur gain insur gain digita Solve	ant to the insorehensive of larities of the urces, contro- elor-courses <b>se content:</b> nodule Insur- stry and a bro- ers and reinsor an in-depth ance, the im- d managemen- alization. In a ency II are ac	surance verview e insura olling, a from th rance M eakdow surers, underst underst oportance ent, and addition	idents with a unique a e industry. In doing so, of the various insuran ance business in the co ccounting). According ne fields of Accounting anagement kicks-off w on of the insurance ma and the various insura- tanding of selected top ce of reinsurance and d the strategic orientat n, the main regulatory d. One lecture is held artner. The course con	experienced p nce products an ontext of classi by, the module of read the module of read the module of rise and the rise and the module rket into indivi- nce lines. In the pics, such as pro- capital investmod ion of insurance requirements for regularly as partice	ractition nd line c corpo exhibit Manag ction to dual an e cour roduct nent for e com for an in rt of th	oners p s of bus orate fu s variou ement. o the do nd socia se of th costing r the ins panies nsurer i e "stud	rovide a siness as wel inctions (e.g. us links to oth omestic insur al insurers, p is semester, s in composite surance mark in the course n the context y day" on site	l as the human her core ance rimary students e and life at, value- of of e at the
5	Acad After mana Germ corpo able digita insur	agement of n Ian insuranc Drate functio to assess an	complet national e marke ns, suc nd critic w types	tion of the module, stu ly operating insurance et and are familiar with h as human resources ally evaluate the impa of risks, low interest r	e companies. Th n industry-spec , controlling or ct of macroeco	hey kno ific fea accou nomic	ow the tures ir nting. In phenor	relevant play 1 the context 1 addition, th 1 nena, such a	ers in the of classic ley are s

	Students learn how to apply import management and for the calculat analytical mindset, numerous inter ability of knowledge transfer. On interdependencies in the insuran structured use of theoretical mod practice. The understanding of co format opens up the possibility for discussions with managers from the	ion of insurance ersections betwo the one hand, st ce industry. On t els in order to co ompany-wide ma or students to tra	products. In add een the various le tudents are able t the other hand, th ontribute to the s inagement tasks i ain their commun	ition t ectures to ider ne mo olutio is fost	o sharpening their s promote the students' ntify and explain complex dule promotes the n of problems relevant to ered and the lecture	
6	<b>Description of possible electives</b> none	within the mod	ules:			
7	<b>Examination:</b> Final Module Exam					
8	Relevant Work:NoNumber and Type; Connect1Final written exam	ion to Course	<b>Duration</b> 90 min.		<b>Part of final mark in %</b>	
9	Study Work: none					
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted a completed.	after all relevant	work and study v	vork h	ave been successfully	
	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 for tl 3,3%	he overall grade	:			
13	Module Prerequisites: none					
14	<b>Presence:</b> Presence is strongly recommende	ed to warrant lea	ming success			
	Mobility/Acknowledgement:					
15	Use of the module for other cour	se programs	Systems, Bachelo	or Mat	Bachelor Information hematics, Master on, Master Mathematics	

16	<b>Responsible Lecturer:</b> Professor Dr. Martin Artz	<b>Department:</b> School of Business and Economics
17	<b>Misc.:</b> The module is an additional module for the tracks accou	nting, finance, management.

# Specialization in Finance

Module Title english: Course Program:				Specialization in Fin	ance		Specialization in Finance					
<b>C</b> οι	irse Pro	ogram:		Bachelor Business Administration								
1	Modu	u <b>le No:</b> TRB g	36	State: Elective	Language of Instruction: English							
2	<b>Turn:</b> each summer semester			Duration: 1 semester	Semester: 5	or 6	<b>CP:</b> 6	Workload	<b>d (h):</b> 180			
	Modu	ule Structure	9:									
	No	Туре	Cours	ie		State	)	Workload (h	ı)			
3								Presence (h + CH)	Self- Study (h)			
	1	Lecture	Lectu	re Specialization in Fi	nance	Com	oulsory	30 h (2 CH)	60			
	2	Exercise	Tutori	ial Specialization in Fi	nance	Com	oulsory	30 h (2 CH)	60			
	To ev discle (parti (gove	aluate inves ose and asso ially) immun ernment) bor	stment s ess the ize port nds and	ntegration into curric strategies, for instance risks associated with folios against these ri of options and future	e in the field of these strategie sks. The comp s enables an ir	es and rehens nvesto	to unde sion of t r to eval	rstand how to he pricing of luate financia	D Il			
4	To ev discle (parti (gove trans this o build <b>Cours</b> The p inves conce rates deriv strate discu	aluate investore and associatly) immunernment) bor actions and course deal wards on the state son the state of the state o	timent s ess the ize port nds and to discu with prio tistics c ose of t ions. Bu tal marl ng, and utures, f eir repli oplied to approp	trategies, for instance risks associated with folios against these ri	e in the field of these strategie sks. The comp s enables an in usceptibility of s on the course arly stage of th then students' ses, the interse nis includes an n. Furthermore are taught. Se Finally, perforr pics. In the ence	es and rehens nvesto f finance e "Corp ne prog know ection n in dep n in dep n ance d, succ vestme	to unde sion of t r to eval cial mar porate F gram. ledge al of this k oth disc concep ractical measur essful s	rstand how to he pricing of luate financia kets. As most inance". Furth bout individu nowledge wi ussion of inte ots of the pric ly relevant in ement metho tudents are a	al topics of hermore if al th pricing erest ing of vestment ods are ble to			
4	To ev discle (parti (gove trans this o build <b>Cours</b> The p inves conce rates deriv strate discu	aluate investors and associally) immunernment) borractions and course deal was on the states on the states on the states on the states for capies for capies for capies for capies and the seed and applyents learn to	timent s ess the ize port nds and to discu with prio tistics c ose of t ions. Bu tal marl ng, and utures, f eir repli oplied to approp	strategies, for instance risks associated with folios against these ri of options and future uss the stability and s cing concepts, it build ourses taught at the e his course is to streng uilding on earlier cours kets is emphasized. Th portfolio immunizatio forwards, and options cation are discussed. o previously taught top riate techniques to sol	e in the field of these strategie sks. The comp s enables an in usceptibility of s on the course arly stage of th then students' ses, the interse his includes an n. Furthermore are taught. See Finally, perform pics. In the enco live complex inv appropriate rij	es and rehens nvesto f finance e "Corp ne prog know ection n in dep n in dep n ance d, succ vestme	to unde sion of t r to eval cial mar porate F gram. ledge al of this k oth disc concep ractical measur essful s	rstand how to he pricing of luate financia kets. As most inance". Furth bout individu nowledge wi ussion of inte ots of the pric ly relevant in ement metho tudents are a	al topics of hermore it al th pricing erest ing of vestment ods are ble to			
4	To ev discle (parti (gove trans this of build <b>Cours</b> The p inves conce rates deriv strate discu selec stude	valuate investors and associally) immunernment) borractions and course deal was on the states of the states and apply ents learn to mes	stment s ess the ize port nds and to discu- with prio tistics c ose of t ions. Bu- tal marl ng, and utures, f eir repli oplied to approp- justify	strategies, for instance risks associated with folios against these ri of options and future uss the stability and s cing concepts, it build ourses taught at the e his course is to streng uilding on earlier cours kets is emphasized. Th portfolio immunizatio forwards, and options cation are discussed. o previously taught top riate techniques to sol their conclusions with	e in the field of these strategie sks. The comp s enables an in usceptibility of s on the course arly stage of th then students' ses, the interse nis includes an n. Furthermore are taught. Se Finally, perforr pics. In the end live complex in appropriate rig	es and rehens nvesto f finance e "Corp ne prog r know ection n in dep nance d, basic veral p mance d, succ vestme gor.	to unde sion of t r to eval cial mar porate F gram. ledge al of this k oth disc concep ractical measur essful s ent prob	rstand how to he pricing of luate financia kets. As most inance". Furth bout individu nowledge wit ussion of inte ots of the pric ly relevant inte ement metho tudents are a lems. Further t under certai g able to und	al topics of hermore it al th pricing erest ing of vestment ods are able to rmore			

	and	ctured Products Investment tegies		able to apply o	ment strategies and complex concepts of derivative pricing
		ormance Isurement	Estimate the risk-return tra	de-off from diff	ferent points of view.
5	Acad The s differ the ir choo inves can e Soft s The s mana finan the le	rent classes of derivant nfluence of relevant f se and employ differ stment strategies. The evaluate different inv <b>skills:</b> self-preparation of the age themselves and t icial problems helps ectures and tutorials	actors on the price of option ent performance and risk-m ey are familiar with current of estment strategies in the lig e students for the lecture fa their time in a more effective them to solve problems in a strengthens the student's o	olio management ns and structure easures in orde developments in ths of the efficient cilitates the ab e and efficient way istructured way	nt. They are able to quantify ed products.They are able to er to evaluate different in portfolio management and ient market hypothesis.
6	Desc none	• •	lectives within the modules	:	
7	Exam	<b>ination:</b> 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	<b>y Work:</b> none			
10	The c	equisites for Credit P credit points will be g pleted.	<b>oints:</b> ranted after all relevant wo	k and study wc	ork have been successfully
	CP As	ssignment:			
			No 1	1.	.oo CP
11	Pres	sence	No 2	1.	.oo CP
	Rele	evant Work	No 1	4	.oo CP
	Tota	ıl		6	CP

13	<b>Module Prerequisites:</b> Recommended: Module Corporate Finance				
14	Presence: Presence is strongly recommended to warrant learning success				
	Mobility/Acknowledgement:				
15	Use of the module for other course programs	Bachel System	lor Economics, Bachelor Information s		
16	<b>Responsible Lecturer:</b> Prof. Dr. Thomas Langer		<b>Department:</b> School of Business and Economics		
17	<b>Misc.:</b> Track Finance (core subject).				

# Advanced Management

INIO	dula Ti	tle english:		Advanced Manager	ont				
				Advanced Managem					
Cou	irse Pro	ogram:		Bachelor Business A	dministration				
1	Mod	ule No: TRB 3	7	State: Elective	Language of Instruction: English				
2	<b>Turn:</b> each summer semester			<b>Duration:</b> 1 semester	Semester: 5 (	or 6	<b>CP:</b> 6	Workload	<b>d (h):</b> 180
	Mod	ule Structure	:						
	No	Туре	Cours	e		State	<u>}</u>	Workload (h	ı)
3								Presence (h + CH)	Self- Study (h)
	1	Lecture	Adva	nced Management		Com	oulsory	30 h (2 CH)	60
	2	Seminar	Advai	nced Management		Com	oulsory	30 h (2 CH)	60
4	<b>Course content:</b> Strategic Management is characterized by a multitude of models and frameworks. The theoretical foundation and the interdependencies between the different models often get lost. This course provides a coherent theoretical framework that combines the most important theories of strategic management and answers how firms can achieve a sustainable competitive advantage. Through case studies and exercises students learn how firms select a suitable industry, how firms position within this industry, how firms develop and use core competencies, and how firms create efficient governance structures. The students also learn about the importance of leadership in								
	withi gove	studies and n this indust rnance struct	exercis ry, how tures. T	rs how firms can achi es students learn hov firms develop and us	eve a sustainat / firms select a e core compete	ole cor suitat encies	npetitiv le indus , and ho	int theories o e advantage. stry, how firm ow firms creat	f strategic Through is position
5	withi gove imple Learn Acad Stude Stude Soft Stude prefe	studies and in this indust rnance struct ementing suit ning outcome emic: ents learn to ents learn ho skills: onducting a c ents learn ho erences and b	exercis ry, how tures. T table a es: analyz w leado ase stu w to ef pehavio	rs how firms can achi es students learn hov firms develop and us he students also lear	eve a sustainat v firms select a e core competent about the imp ential questions implementation ts develop and ly work as a tea	ble cor suitatencies portant s in str n of str streng am, ho	ategic n ategic n ategic a ategic a ategic a	nt theories o e advantage. stry, how firm ow firms creat dership in nanagement. actions. rious soft ski dual attitude	of strategic Through the position the efficient The The
5	withi gove imple Learn Acad Stud Stud Soft By cc Stud prefe facili	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 erences and b tates or hind ription of pos	exercis ry, how tures. T table a es: analyz w leade ase stu w to ef behavio ers tea	rs how firms can achi es students learn how firms develop and us he students also lear ctions in practice. e and assess the esse ership influences the idy as a team, studen ficiently and effective ors influence the quali	eve a sustainat <i>i</i> firms select a e core competent about the imp ential questions implementation is develop and ly work as a teat ty of team deci	ble cor suitatencies portant s in str n of str streng am, ho	ategic n ategic n ategic a ategic a ategic a	nt theories o e advantage. stry, how firm ow firms creat dership in nanagement. actions. rious soft ski dual attitude	of strategic Through the position the efficient The The
	withi gove imple Learn Acad Stud Stud Soft By cc Stud prefe facili Desc none	studies and in this indust rnance struct ementing suit ning outcome emis: ents learn to ents learn to skills: onducting a c ents learn ho erences and b tates or hind	exercis ry, how cures. T table a es: analyze w leade ase stu w to ef behavio ers tea ssible e	rs how firms can achi es students learn how firms develop and us he students also lear ctions in practice. e and assess the esse ership influences the idy as a team, studen ficiently and effective ors influence the quali m collaboration.	eve a sustainat <i>i</i> firms select a e core competent about the imp ential questions implementation is develop and ly work as a teat ty of team decision odules:	ble cor suitatencies portant s in str n of str streng am, ho	ategic n ategic n ategic a ategic a ategic a	nt theories o e advantage. stry, how firm ow firms creat dership in nanagement. actions. rious soft ski dual attitude	of strategic Through the position the efficient The The
6	withi gove imple Learn Acad Stud Stud Stud prefe facili Desc none	studies and in this indust rnance struct ementing suit ning outcome emis: ents learn to ents learn to skills: onducting a c ents learn ho erences and b tates or hind	exercis ry, how cures. T table a es: analyze w leade ase stu w to ef behavio ers tea ssible e	rs how firms can achi es students learn how firms develop and us he students also lear ctions in practice. e and assess the esse ership influences the idy as a team, studen ficiently and effective ors influence the quali m collaboration.	eve a sustainat <i>i</i> firms select a e core competent about the imp ential questions implementation is develop and ly work as a teat ty of team decision odules:	ble cor suitatencies portant s in str n of str streng am, ho	ategic n ategic n ategic a ategic a ategic a	nt theories o e advantage. stry, how firm ow firms creat dership in nanagement. actions. rious soft ski dual attitude	of strategic Through the position the efficient The The

	1 Written exam (Nr. 1) 90 mi			•		( . 0(			
	1	Written exam (Nr. 1)		90 min.		60 %			
	2	Analysis and presentation o case study (Nr. 2)	fteam	50 Powerpoint slides (max.) & 45 min. (max.)		40 %			
9	Stud	ly Work: none							
10	The	<b>equisites for Credit Points:</b> credit points will be granted <i>a</i> pleted.	ıfter all rele	vant work an	id study work have l	peen successfully			
	CP A	CP Assignment:							
	D		No 1		1.00 CP				
11	Pre	sence	No 2		1.00 CP				
	Pol	evant Work	No 1		2.50 CP	2.50 CP			
	Ket		No 2		1.50 CP				
	Tota	al			6 CP				
12	<b>Wei</b> 3,3%	<b>ght of the module grade for th</b> 6	ne overall g	rade:					
13	Mod none	l <b>ule Prerequisites:</b> e							
14		ence: ence is strongly recommende	d to warrar	it learning su	ICCESS				
	Mob	ility/Acknowledgement:							
15	Use	e of the module for other cour	se program	Bachel System	or Economics, Bach s	elor Information			
16		<b>ponsible Lecturer:</b> . Dr. Stephan Nüesch			<b>Department:</b> School of Business and Economics				
17	<b>Miso</b> Trac	<b>:.:</b> ks: Management (core subjec	t), Restruct	uring (additi	onal subject)				

Module Title english:         Digital Transformation & Changing Mail					on & Changing Mark	ets			
Cou	rse Pro	ogram:		Bachelor Business A	dministration				
1	Modu	ule No: TRB :	38	State: Elective	State: Elective Language of Instruction: English				
2	<b>Turn:</b> seme	each summ ester	ier	Duration: 1 semester	Semester: 5 or 6	<b>CP:</b> 6	Workload	<b>(h):</b> 180	
	Module Structure:								
	No	Туре	Cours	5e		State	Workload (	h)	
3							Presence (h + CH)	Self- Study (h)	
	1	Lecture	Digita	al Transformation & Ch	anging Markets	Elective	2 h (o CH)	2	
	2	Exercise	Digita	al Transformation & Ch	anging Markets (Ü)	Elective	2 h (o CH)	2	
4	been succe curre them <b>Cours</b> The c tradit evalu also objec analy mode secto	designed to essfully resp nt research selves with ourse focus ional busine ate and use become fam tives of the yse and adap els. Through	o provid ond to t and bes the late es on th ess mod digital iliar wit module ot to cha case st , studer	formation opportunitie e students with the ne the challenges and op st practices from the d st developments and the dels, industries and inno technologies and inno the basic concepts of include understandin anging markets, and the udies and practical ex- nts are prepared to suc	cessary knowledge portunities of digita igital economy and e trends. In technologies and arkets. Students wil ovations to gain com of digital marketing a ig the drivers of digi- ne development of d ercises, in which gu	and skills l transform enables since the digita l learn how opetitive a and e-com tal transfor ligital stra est lectur	to understa nation. It is l tudents to fa l economy h w to recognis dvantage. Th merce. The ormation, the tegies and b ers from the	nd and based on miliarise ave on se, ney will learning e ability to usiness private	
5	Acade Stude comp comp will b adap succe	ents learn th betitive adva nerce, incluo e able to an tation strate	e ability ntage. ding the alyse th gies. Ca	y to evaluate and strat They also develop an u planning and implem ne impact of digital tra ase studies and practi- novative solutions in a	understanding of dig entation of digital m nsformation on diffe cal exercises will pre	gital marke narketing erent indu epare the	eting and e- strategies. S stries and de n to operate	tudents evelop	

## Digital Transformation & Changing Markets

	Students learn the ability to critically analyse and problem-solve to address complex challenges related to digital transformation. They also acquire the skill to develop and communicate innovative and creative approaches. Through group work and team projects, they improve their collaboration, communication skills and ability to work in teams.						
6	Desc none	<b>cription of possible electives</b>	within the mod	lules:			
7	Exan	nination: Final Module Exam					
	Rele	vant Work:		I			
8	No	Number and Type; Connect	ion to Course	Du	ration	Part of final mark in %	
	1	Final written exam		90	min.	100 %	
9	Stud	l <b>y Work:</b> none					
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.						
	СР А	ssignment:	1				
	Pres	sence	No 1		1.	00 CP	
11			No 2		-1	oo CP	
		evant Work	No 1			.oo CP	
	Tota	al	6 CF			СР	
12	<b>Weig</b> 3.3%	ght of the module grade for th	૧e overall grade	e:			
13	<b>Mod</b> none	<b>ule Prerequisites:</b>					
14		<b>ence:</b> ndance is strongly recommen	ded.				
15	Mob	ility/Acknowledgement:					
	Use	of the module for other cour	se programs	Bachelo	or Economic	 	
16	-	<b>consible Lecturer:</b> essor Dr. Sebastian Hohenbe	rg		e <b>nt:</b> of Münster, School of and Economics		
17	Misc						

	dule Ti	tle english:		Managing Radical Ch	ange and Innov	vation	I		
<b>C</b> οι	irse Pro	ogram:		Bachelor Business A	dministration				
1	Mod	ule No: TRB g	39	State: Elective Language of Instruction: English					
2	<b>Turn</b> : seme	each winter ester		<b>Duration:</b> 1 semester	Semester: 5 0	r 6	<b>CP:</b> 6	Workload	l <b>(h):</b> 180
	Mod	ule Structure	):						
	No	Туре	Cour	se		Stat	e	Workload (h	1)
3								Presence (h + CH)	Self- Study (h)
	1	Lecture	Man	aging Radical Change	and Innovation	Com	pulsory	30 h (2 CH)	60
	2	Exercise	Man	aging Radical Change	and Innovation	Com	pulsory	30 h (2 CH)	60
resources. Their experience, knowledge, and skills, along with their creativity, effort, and engagement, form the basis for an organization's ability to adapt and achieve sustainable success. People need to propose new ideas or improvements to current products and processes and they are actively involved in driving or hindering change. Therefore, the focus of this modul is on the human side of change and innovation. This module offers in-depth insights into change management, innovation management, and organizational behavior by examining the nature of individual and team behaviors in work environments facing times of radical change and by discussing how behaviors, emotions, and cognition affect the drive for change, creativity, and innovation. The course will discuss and explore different topics at the individual, team, and organizational levels in class. For instance, it focuses on topics related to assessing and fosteri change, managing digital transformations, and innovator's resilience after failure experiences. Participants are encouraged to explore the interconnected nature of the various topics to be covered and to develop a holistic and critical understanding of the subject. A variety of different teaching and learning methods will be applied (e.g., presentations, case studies, simulations, simulations, simulations, case studies, simulations, simulations, simulations, case studies, simulations, simulation							a		
	discu innov organ chan Partio cove teach	idual and te ussing how b vation. The c nizational lev ge, managin cipants are e red and to de ning and lea	iovatio am beł ehavic ourse v vels in g digit encoura evelop ming m	change and innovatio n management, and o naviors in work enviror ors, emotions, and cog will discuss and explor class. For instance, it f al transformations, an aged to explore the int a holistic and critical o	dering change. n. This module rganizational be ments facing ti nition affect the re different topic ocuses on topic d innovator's re erconnected na understanding c d (e.g., presenta	There offers ehavion mes of e drive cs at t cs rela silien ture of the tions	fore, the in-dept or by exa of radica for cha the indiv ated to a ce after of the var subject. , case st	educts and pr e focus of this h insights int mining the n l change and nge, creativit idual, team, ssessing and failure experi ious topics to A variety of o udies, simula	ole rocesses, s module o change ature of by y, and and l fostering ences. o be different

# Managing Radical Change and Innovation

	<ol> <li>Diagnose the need for change and innovation within organizations and be able to apply appropriate diagnostic techniques.</li> <li>Explain how to foster creativity and innovation in teams and organizations.</li> <li>Understand the key challenges faced while driving change and innovation in organization and of how to deal with them.</li> <li>Appreciate the role of leadership, culture, and conflict within interventions and be able to identify appropriate frameworks for overcoming resistance to change and innovate.</li> </ol>						
6	<b>Desc</b> none	ription of possible electives	within the mod	ules:			
7	Exam	ination: Final Module Exam					
8	Relevant Work:         No       Number and Type; Connection to Court		ion to Course		iration	Part of final mark in %	
	1	Final written exam		90	o min.	100 %	
9	Study	y Work: none					
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.						
	CP Assignment:						
	Pres	ience	No 1		1.00 (	CP	
11			No 2		1.00 (	CP	
	Rele	vant Work	No 1		4.00	СР	
	Tota	l		e			
12	<b>Weig</b> 3.3%	ht of the module grade for t	he overall grade	:			
13	<b>Modu</b> none	ule Prerequisites:					
14	Prese none						
	Mobi	lity/Acknowledgement:		1			
15	Use	of the module for other cour	rse programs	Bache	chelor Economics		
16	-	<b>onsible Lecturer:</b> ssor Dr. Julia Backmann			<b>Department:</b> University of M Business and	Nünster, School of Economics	

17	Misc.:	
		il

**Economics Electives** 

### Selected Issues in Microeconomics 1

Mod	dule Ti	tle english:	Selected Issues in M	licroeconor	nics 1				
Cou	rse Pro	ogram:	Bachelor Business A	dministrat	ion				
1	Modu	ule No: TRV 1	State: Elective	Language	e of Instru	<b>:tion:</b> Germa	an or English		
2	Turn:	irregularly	Duration: 1 semester	Semeste	er: 5 or 6 CP: 6 W		Workload (h)	: 180	
	Modu	ule Structure:							
	No	Туре	Course	ourse State		State	Workload	(h)	
3							Presence (h + CH)	Self- Study (h)	
	1	Lecture	Selected Issues in Mic	ected Issues in Microeconomics			ry 30 h (2 CH)	60	
	2	Exercise	Tutorial Selected Issue	torial Selected Issues in Microeconomics				60	
4	The module gives the chance to offer microeconomic courses that will not be offered regularly and to broaden the students' horizon. <b>Course content:</b> In this module, courses from the area of microeconomics that are not part of the electives, are offered on an irregular base, especially also from guest lecturers. These can be on current debates in microeconomics or on microeconomic subjects not offered within the electives.								
5	Acad Stude broad was l Soft	den their econ earned up to <b>skills:</b>	<b>5:</b> out new subjects within omic knowledge, and c now in microeconomics ritically review current	depending s or they ca	on the sub n apply the	ject they lea eir knowled§	arn to question ge on specific	n what	
6	<b>Desc</b> none	• •	sible electives within t	he modules	5:				
7	Exam	iination: Fina	l Module Exam						
	Relev No	vant Work: Number and	Type; Connection to Co	ourse	Duration	Р	art of final ma	ark in %	
8	1	Final written	exam		maximum min.	of 120 10	100 %		

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

### Selected Issues in Microeconomics 2

Mo	dule Ti	tle english:	Selected Issues in Microeconomics 2							
<b>C</b> οι	irse Pr	ogram:	Bachelor Business A	dministration						
1	Mod	ule No: TRV 2	State: Elective	Language of Instru	ction: Germa	n or English				
2	Turn	: irregularly	Duration: 1 semester	Semester: 5 or 6	er: 5 or 6 CP: 6 V		Workload (h): 180			
	Mod	Module Structure:								
	No	Туре	Course		State	Workload (h)				
3					Presence (h + CH)	Self- Study (h)				
	1	Lecture	Selected Issues in Mic	lected Issues in Microeconomics			60			
	2	Exercise	Tutorial Selected Issue	s in Microeconomics	Compulsory	15 h (1 CH)	30			
	<b>Course content:</b> In this module, courses from microeconomics that are not part of the electives, are offered on an irregular base, especially also from guest lecturers. These can be on current microeconomic debates or on microeconomic subjects not offered within the electives.									
5	debates or on microeconomic subjects not offered within the electives.         Learning outcomes:         Academic:         Students learn about new subjects within microeconomics and can broaden their horizon. They broaden their microeconomic knowledge, and depending on the subject they learn to question what was learned in microeconomics up to now or they can apply their microeconomic knowledge on specific subjects.         Soft skills:									
-	on sp <b>Soft</b>	was learned in pecific subject <b>skills:</b>	peeconomic knowledge n microeconomics up te 5.	e, and depending on o now or they can ap	the subject th ply their micr	ey learn to qu beconomic kr	n. They Jestion			
6	on sp <b>Soft</b> Stud	was learned in becific subject: <b>skills:</b> ents learn to c <b>ription of poss</b>	peeconomic knowledge n microeconomics up t	e, and depending on o now or they can ap issues and discussio	the subject th ply their micr	ey learn to qu beconomic kr	n. They Jestion			
	on s <b>Soft</b> Stud Desc none	was learned in becific subject: <b>skills:</b> ents learn to c <b>ription of poss</b>	beeconomic knowledge n microeconomics up to 5. ritically review current i <b>ible electives within th</b>	e, and depending on o now or they can ap issues and discussio	the subject th ply their micr	ey learn to qu beconomic kr	n. They Jestion			
6	on sp Soft Stud Desc none	was learned in becific subject <b>skills:</b> ents learn to c <b>ription of poss</b>	beeconomic knowledge n microeconomics up to 5. ritically review current i <b>ible electives within th</b>	e, and depending on o now or they can ap issues and discussio	the subject th ply their micr	ey learn to qu beconomic kr	n. They Jestion			
6	on sp Soft Stud Desc none	was learned in becific subject: skills: ents learn to c ription of poss inination: Final	beeconomic knowledge n microeconomics up to 5. ritically review current i <b>ible electives within th</b>	e, and depending on o now or they can ap issues and discussio ne modules:	the subject th ply their micr ns in microec	ey learn to qu beconomic kr	n. They Jestion lowledge			

9	Study Work: none						
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.						
	CP Assignment:						
	No 1		1.00 CP				
11	Presence	No 2	0.50 CP				
	Relevant Work	No 1	4.00 CP				
	Total		5.5 CP				
12	Weight of the module grade for the overall grade: 3,3%						
13	Module Prerequisites: none						
14	<b>Presence:</b> Presence is strongly recom	mended to warrant le	rning success.				
	Mobility/Acknowledgeme	nt:					
15	Use of the module for oth	er course programs	Bachelor Economics, Bachelor Mathematics, Bachelor Geography				
16	<b>Responsible Lecturer:</b> Professor Dr. Gernot Sieg		<b>Department:</b> School of Business and Economics				
17	<b>Misc.:</b> The module can be held ei	ther in German or in E	glish.				

#### Selected Issues in Macroeconomics 1

Мос	dule Ti	tle english:	Selected Issues in N	lacroeconomics 1					
Cou	rse Pro	ogram:	Bachelor Business A	dministration					
1	Modu	ule No: TRV 3	State: Elective	Language of Instruc	: <b>tion:</b> Germar	tion: German or English			
2	Turn:	: irregularly	Duration: 1 semester	Semester: 5 or 6	<b>CP:</b> 6	Workload (h)	<b>:</b> 180		
	Modu	ule Structure	:						
	No	Туре	Course	ourse			(h)		
3							Self- Study (h)		
	1	Lecture	Selected Issues in Mac	lected Issues in Macroeconomics			60		
	2	Exercise	Tutorial Selected Issue	s in Macroeconomics	Compulsory	/ 30 h (2 CH)	60		
4	<ul> <li>Purpose of the module/integration into curriculum:</li> <li>The module gives the chance to offer macroeconomic courses that will not be offered regularly and to broaden the students' horizon.</li> <li>Course content:</li> <li>In this module, courses that are not part of the electives, are offered on an irregular base, especially also from guest lecturers. These can be on current debates or on subjects not offered within the electives.</li> </ul>								
5	Learning outcomes: Academic: Students learn about new subjects within macroeconomics and can broaden their horizon. They broaden their economic knowledge, and depending on the subject they learn to question what was learned up to now in macroeconomics or they can apply their knowledge on specific subjects in macroeconomics. Soft skills: Students learn to critically review current issues and discussions in macroeconomics.								
6	<b>Desc</b> none	• •	ssible electives within tl	he modules:					
7	Exam	nination: Fina	al Module Exam						
8		vant Work: Number and	l Type; Connection to Co	ourse Duration	Pa	rt of final ma	rk in %		

	1	Final written exam			maximum of min.	120	100 %	
9	Stud	<b>y Work:</b> none						
10	The o	equisites for Credit Points: credit points will be granted a pleted.	after all relevar	it wo	rk and study v	work h	ave been successfully	
	CP A	CP Assignment:						
	Drog	sence	No 1			1.00 (	.P	
11	Fles		No 2		1.00 (	P		
	Relevant Work No 1					4.00 (	СР	
	Tota	ıl				6 CP		
12	Weight of the module grade for the overall grade: 3,3%							
13	<b>Mod</b> none	ule Prerequisites:						
14		ence: ence is strongly recommende	ed to warrant le	arniı	ng success.			
	Mob	ility/Acknowledgement:						
15	Use	of the module for other cour	se programs	Bachelor Economics, Bachelor Mathematics, Bachelor Geography				
16	-	onsible Lecturer: essor Dr. Gernot Sieg		<b>Department:</b> School of Business and Economics			s and Economics	
17	<b>Misc</b> The r	<b>.:</b> nodule can be held either in	German or in E	nglis	sh.			

#### Selected Issues in Macroeconomics 2

	dule Ti	tle english:	Selected Issues in Macroeconomics 2								
<b>C</b> οι	Irse Pr	ogram:	Bachelor Business Ad	Bachelor Business Administration							
1	Mod	ule No: TRV 4	State: Compulsory	tate: Compulsory Language of Instruction: German or Eng							
2	Turn	: irregularly	Duration: 1 semester	Semester: 5 or 6	<b>CP:</b> 6	Workload (h)	<b>):</b> 180				
	Mod	ule Structure	:		<u></u> ]L_						
	No	Туре	Course		State	Workload	(h)				
3						Presence (h + CH)	Self- Study (h)				
	1	Lecture	Selected Issues in Macr	oeconomics	Compulsor	y 30 h (2 CH)	60				
	2	Exercise	Tutorial Selected Issues	in Macroeconomics	Compulsor	y 30 h (2 CH)	60				
4	In thi irreg	is module, ma ular base, esp	<ul> <li>and to broaden the students' horizon.</li> <li>Course content:         <ul> <li>In this module, macroeconomiccourses that are not part of the irregular base, especially also from guest lecturers. These can be debates or on macroeconomic subjects not offered within the end of the students.</li> </ul> </li> </ul>								
	Learning outcomes:         Academic:         Students learn about new subjects within macroeconomics and can broaden their horizon. They broaden their economic knowledge, and depending on the subject they learn to question what was learned up to now in macroeconomics or they can apply their knowledge on specific macroeconomic subjects.         Soft skills:										
5	Stud broad was macr <b>Soft</b>	emic: ents learn ab den their eco learned up to roeconomic si skills:	s: out new subjects within r nomic knowledge, and de now in macroeconomics	nacroeconomics and pending on the subj or they can apply the	e on current lectives. can broade ect they lear eir knowledg	macroecono n their horizo n to questior	mic n. They				
5	Stud broad was macr <b>Soft</b> Stud	emic: ents learn ab den their eco learned up to oeconomic si skills: ents learn to ription of pos	out new subjects within r nomic knowledge, and de now in macroeconomics ubjects.	coffered within the e nacroeconomics and epending on the subj or they can apply the sues and discussior	e on current lectives. can broade ect they lear eir knowledg	macroecono n their horizo n to questior	mic n. They				
	Stud broad was macr Soft Stud Desc none	emic: ents learn ab den their eco learned up to oeconomic si skills: ents learn to ription of pos	out new subjects within r nomic knowledge, and de now in macroeconomics ubjects. critically review current is	coffered within the e nacroeconomics and epending on the subj or they can apply the sues and discussior	e on current lectives. can broade ect they lear eir knowledg	macroecono n their horizo n to questior	mic n. They				
6	Stud broad was macr Soft Stud Desc none	emic: ents learn ab den their eco learned up to oeconomic si skills: ents learn to ription of pos nination: Fina	out new subjects within r nomic knowledge, and de now in macroeconomics ubjects. critically review current is	nacroeconomics and epending on the subj or they can apply the sues and discussion <b>e modules:</b>	e on current lectives.	macroecono n their horizo n to questior	mic n. They n what				

9	Study Work: none						
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.						
	CP Assignment:						
	Drecence	No 1		1.00 CP			
11	Presence	No 2		1.00 CP			
	Relevant Work	No 1		4.00 CP			
	Total			6 CP			
12	Weight of the module grad 3,3%	le for the overall grad	e:				
13	Module Prerequisites: none						
14	<b>Presence:</b> Presence is strongly recom	mended to warrant le	arnin	g success.			
	Mobility/Acknowledgeme	nt:					
15	Use of the module for oth	er course programs	Bachelor Economics, Bachelor Mathematics, Bachelor Geography				
16	<b>Responsible Lecturer:</b> Professor Dr. Gernot Sieg		<b>Department:</b> School of Business and Economics				
17	<b>Misc.:</b> The module can be held ei	ther in German or in E	nglis	۱.			

## Selected Issues in Economic Policy 1

Mod	lule Ti	le Title english: Selected Issues in Economic Policy 1						
Cou	rse Pro	ogram:	Bachelor Business A	Administratio	on			
1	Modu	ule No: TRV 5	State: Elective	Language of Instruction: German or English				
2	Turn:	irregularly	Duration: 1 semester	Semester:	4 or 5 or	<b>CP:</b> 6	Workload (h)	: 180
	Modu	le Structure:						
	No	Туре	Course			State	Workload	(h)
3							Presence (h + CH)	Self- Study (h)
	1	Lecture	Selected Issues in Ec	onomic Poli	Cy.	Compulsor	y 30 h (2 CH)	60
	2	Exercise	Tutorial Selected Issu	ies in Econo	mic Policy	Compulsor	y 30 h (2 CH)	60
4	stude <b>Cour</b> s In thi irregu	ents' horizon. <b>se content:</b> s module, cou ular base, esp	the chance to offer cou urses in economic poli pecially also from gues mic policy subjects no	icy that are r t lecturers. 7	ot part of hese can l	the electives be on curren	s, are offered	on an
5	Acad Stude broad was l Soft	den their ecor earned up to <b>skills:</b>	<b>s:</b> Dut new subjects withi nomic knowledge, and now or they can apply critically review current	depending their knowle	on the sub edge on sp	ject they lea ecific subje	irn to questio	n what
6	<b>Desc</b> none	• •	sible electives within	the modules	5:			
7	Exam	iination: Fina	Il Module Exam					
8	Relev No	vant Work: Number and	Type; Connection to C	Course	Duration	P	art of final ma	ark in %
0	1	Final written	exam		maximum min.	of 120 10	00 %	

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

# Selected Issues in Economic Policy 2

	Module Title english:         Selected Issues in Economic Policy 2								
<b>C</b> οι	irse Pr	ogram:	Bachelor Business A	Administration					
1	Mod	u <b>le No:</b> TRV 6	State: Elective	Language of Instru	<b>:tion:</b> German	ion: German or English			
2	Turn	: irregularly	Duration: 1 semester	Semester: 4 or 5 or 6	<b>CP:</b> 6	Workload (h)	<b>):</b> 180		
	Mod	ule Structure:							
	No	Туре	Course		State	Workload	(h)		
3							Self- Study (h)		
	1	Lecture	Selected Issues in Eco	onomic Policy	Compulsor	y 30 h (2 CH)	60		
	2	Exercise	Tutorial Selected Issu	es in Economic Polic	y Compulsor	/ 30 h (2 CH)	60		
4	Cour	students' horizon. <b>Course content:</b> In this module, courses in economic policy that are not part of the electives, are offered on an irregular base, especially also from guest lecturers. These can be on current debates in economic policy or on economic policy subjects not offered within the electives.							
	irreg	is module, co ular base, esp	pecially also from gues	t lecturers. These car	be on curren	, are offered			
5	irreg polic Learn Acad Stud broa was Soft	is module, co ular base, esp y or on econo <b>ning outcome</b> <b>emic:</b> ents learn abo den their eco learned up to <b>skills:</b>	pecially also from gues mic policy subjects no	t lecturers. These car t offered within the e n economic policy an depending on the su their knowledge on s	be on curren lectives. d can broader bject they lea pecific subjec	, are offered t debates in e n their horizo rn to questio	on an economic n. They n what		
	irreg polic <b>Learn</b> <b>Acad</b> Stud broad was <b>Soft</b> Stud	is module, co ular base, esp y or on econo ning outcome emic: ents learn ab den their econ learned up to skills: ents learn to ription of pos	becially also from guest mic policy subjects no s: out new subjects withi nomic knowledge, and now or they can apply	t lecturers. These car t offered within the e n economic policy an depending on the su their knowledge on s	be on curren lectives. d can broader bject they lea pecific subjec	, are offered t debates in e n their horizo rn to questio	on an economic n. They n what		
6	irreg polic Learn Acad Stud broad was Soft Stud Desc none	is module, co ular base, esp y or on econo <b>ning outcome</b> <b>emic:</b> ents learn abo den their econ learned up to <b>skills:</b> ents learn to o <b>skills:</b>	becially also from guest mic policy subjects no <b>s:</b> nomic knowledge, and now or they can apply critically review current	t lecturers. These car t offered within the e n economic policy an depending on the su their knowledge on s	be on curren lectives. d can broader bject they lea pecific subjec	, are offered t debates in e n their horizo rn to questio	on an economic n. They n what		
	irreg polic Learn Acad Stud broa was Soft Stud Desc none Exam	is module, co ular base, esp y or on econo <b>ning outcome</b> <b>emic:</b> ents learn ab den their econ learned up to <b>skills:</b> ents learn to <b>ription of pos</b> <b>nination:</b> Fina	sible electives within	t lecturers. These car t offered within the e n economic policy an depending on the su their knowledge on s t issues and discussi <b>the modules:</b>	be on curren lectives. d can broader bject they lea pecific subjec ons.	, are offered t debates in e n their horizo rn to questio	on an economic n. They n what nic policy.		

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

### Selected Issues in Econometrics 1

	dule Ti	tle english:	Selected Issues in Econometrics 1								
Cοι	irse Pr	ogram:	Bachelor Business Administration								
1	Mod	u <b>le No:</b> TRV 7	State: Elective	Language of Instruction: German or English							
2	Turn	: irregularly	Duration: 1 semester	Semester: 6	4 or 5 or	<b>CP:</b> 6	Workload (h	<b>):</b> 180			
	Mod	ule Structure		-							
	No	Туре	Course		9	State	Workload (h	ı)			
3							Presence (h + CH)	Self- Study (h)			
	1	Lecture	Selected Issues in Ec	onometrics	(	Compulsory	30 h (2 CH)	60			
	2	Exercise	Tutorial Selected Issu	ies in Econor	netrics (	Compulsory	30 h (2 CH)	60			
4	regul <b>Cour</b> In thi	arly and to bi <b>se content:</b> is module, co	the chance to offer cour roaden the students' h urses in economic poli	orizon. icy that are n	ot part of t	he elective:	s, are offered				
	regul Cour In thi irreg econ Learn Acad Stud	arly and to be se content: is module, co ular base, esp ometrics or o ning outcome emic: ents learn ab	roaden the students' h urses in economic poli pecially also from gues n econometric subject <b>rs:</b> out new subjects withi	orizon. icy that are n it lecturers. T s not offered n econometr	ot part of t hese can l within the ics and ca	the electives be on curren e electives. n broaden t	s, are offered t debates in heir horizon.	on an			
5	regul Cour In thi irreg econ Learn Acad Stud broa was Soft	arly and to be se content: is module, co ular base, esp ometrics or o ning outcome emic: ents learn ab den their eco learned up to skills:	roaden the students' h urses in economic poli pecially also from gues n econometric subject	orizon. icy that are n it lecturers. T s not offered n econometr depending o their knowle	ot part of t hese can b within the ics and ca on the sub edge on sp	the electives be on current e electives. n broaden t ject they lea ecific subje	s, are offered t debates in heir horizon. arn to questio	on an			
5	regul Cour In thi irreg econ Learn Acad Stud broa was Soft Stud	arly and to be se content: is module, co ular base, esp ometrics or o ning outcome emic: ents learn ab den their eco learned up to skills: ents learn to ription of pos	roaden the students' h urses in economic poli becially also from gues n econometric subject <b>rs:</b> out new subjects withi nomic knowledge, and now or they can apply	orizon. icy that are n it lecturers. T s not offered n econometr depending of their knowle t issues and	ot part of t hese can l within the ics and ca on the sub edge on sp discussion	the electives be on current e electives. n broaden t ject they lea ecific subje	s, are offered t debates in heir horizon. arn to questio	on an			
	regul Cour In thi irreg econ Learn Acad Stud broa was Soft Stud Desc none	arly and to be se content: is module, co ular base, esp ometrics or o ning outcome emic: ents learn ab den their eco learned up to skills: ents learn to ription of pos	roaden the students' h urses in economic poli pecially also from gues n econometric subject <b>rs:</b> out new subjects withi nomic knowledge, and now or they can apply critically review curren	orizon. icy that are n it lecturers. T s not offered n econometr depending of their knowle t issues and	ot part of t hese can l within the ics and ca on the sub edge on sp discussion	the electives be on current e electives. n broaden t ject they lea ecific subje	s, are offered t debates in heir horizon. arn to questio	on an			
5	regul Cour In thi irreg econ Learn Acad Stud broa was Soft Stud Desc none Exan	arly and to be se content: is module, co ular base, esp ometrics or o ning outcome emic: ents learn ab den their eco learned up to skills: ents learn to ription of pos	roaden the students' h urses in economic poli pecially also from gues n econometric subject <b>es:</b> out new subjects withi nomic knowledge, and now or they can apply critically review curren <b>ssible electives within</b>	orizon. icy that are n it lecturers. T s not offered n econometr depending of their knowle t issues and	ot part of t hese can l within the ics and ca on the sub edge on sp discussion	the electives be on current e electives. n broaden t ject they lea ecific subje	s, are offered t debates in heir horizon. arn to questio cts.	on an They n what			
5	regul Cour In thi irreg econ Learn Acad Stud broa was Soft Stud Desc none Exan	arly and to be se content: is module, co ular base, esp ometrics or o ning outcome emic: ents learn ab den their eco learned up to skills: ents learn to ription of pose nination: Fina vant Work: Number and	roaden the students' h urses in economic poli becially also from gues n econometric subject es: out new subjects withi nomic knowledge, and now or they can apply critically review curren ssible electives within al Module Exam	orizon. icy that are n it lecturers. T s not offered n econometr depending of their knowle t issues and the modules	ot part of t hese can b within the ics and ca on the sub edge on sp discussion	the electives be on current e electives. n broaden t ject they lea ecific subje ns.	s, are offered t debates in heir horizon. arn to questio cts. art of final m	on an They on what			
5	regul Cour In thi irreg econ Learn Acad Stud broa was Soft Stud Desc none Exan Relev	arly and to be se content: is module, co ular base, esp ometrics or o ning outcome emic: ents learn ab den their eco learned up to skills: ents learn to ription of pos nination: Fina	roaden the students' h urses in economic poli becially also from gues n econometric subject es: out new subjects withi nomic knowledge, and now or they can apply critically review curren ssible electives within al Module Exam	orizon. icy that are n it lecturers. T s not offered n econometr depending of their knowle t issues and the modules	ot part of t hese can b within the ics and ca on the sub edge on sp discussion	the electives be on current e electives. n broaden t ject they lea ecific subje ns.	s, are offered t debates in heir horizon. arn to questio cts.	on an They n what			

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

### Selected Issues in Econometrics 2

Mo	dule Ti	tle english:	Selected Issues in E	conometric	5 2						
Cou	irse Pro	ogram:	Bachelor Business A	Bachelor Business Administration							
1	Modu	ule No: TRV 8	State: Elective	Language	of Instruc	n or English	or English				
2	Turn:	rregularly	Duration: 1 semester	Semester: 6	4 or 5 or	<b>CP:</b> 6	Workload (h	<b>):</b> 180			
	Modu	ule Structure:									
	No	Туре	Course			State	Workload (h	ı)			
3							Presence (h + CH)	Self- Study (h)			
	1	Lecture	Selected Issues in Eco	onometrics		Compulsory	30 h (2 CH)	60			
	2	Exercise	Tutorial Selected Issu	es in Econo	metrics	Compulsory	30 h (2 CH)	60			
4	Cours In thi irregu econ Learr Acad	se content: s module, co ular base, esp ometrics or o ning outcome emic:		cy that are r t lecturers. T s not offerec	hese can within th	be on currer e electives.	nt debates in				
5	Students learn about new subjects within econometrics and can broaden their horizon. They broaden their economic knowledge, and depending on the subject they learn to question what was learned up to now or they can apply their knowledge on specific subjects. <b>Soft skills:</b> Students learn to critically review current issues and discussions.										
6	<b>Desc</b> none	• •	sible electives within t	the modules	:						
7	Exam	iination: Fina	al Module Exam								
	Relev	vant Work:									
8	No		Type; Connection to C	ourse	Duration		art of final m	ark in %			
	1	Final written	exam		maximun min.	1 of 120 1	00 %				
•	Study Work: none										

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

### Current Themes in Economics 1

Мос	dule Ti	tle english:	h: Current Themes in Economics 1							
Cou	rse Pro	ogram:	Bachelor Business Ad	ministration						
1	Mod	ule No: TRV 5	State: Compulsory	State: Compulsory Language of Instruction: German or English						
2	Turn	: irregularly	Duration: 1 semester	Semester: 5 or 6	<b>CP:</b> 6	Workload (h)	<b>):</b> 180			
	Mod	ule Structure:								
	No	Туре	Course		State	Workload (h	ı)			
3						Presence (h + CH)	Self- Study (h)			
	1	Lecture	Current Themes in Econ	omics	Compulsory	30 h (2 CH)	60			
	2	Exercise	Tutorial Current Themes	in Economics	Compulsory	30 h (2 CH)	60			
4	In thi espe		urses that are not part of m guest lecturers. These s.			-				
5	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.Soft skills:Students learn important key skills. In addition to the ability to organize and work in a structured manner, time management is promoted through binding deadlines for submission have to be met if students work on an assignment. Writing an assignment trains students in scientific work.									
6	Desc none		sible electives within th	e modules:						
7	Exam	nination: Exa	minations for every part of	of the module						
8	Relev No	vant Work: Number and	Type; Connection to Cou	urse Duration	ı F	Part of final m	ark in %			

	1	1 Final written exam maximum of 120 50 %					
					min.		
	2 Written assignment (can be in group)			maximum of pages	10	50 %	
9	Stud	<b>y Work:</b> none					
10	The c	equisites for Credit Points: redit points will be granted a pleted.	fter all relevant	: wo	rk and study	work h	ave been successfully
	CP As	ssignment:					
	Droc	sence	No 1			1.00 (	P
11	Fles	bence	No 2			1.00 (	P
	Rele	evant Work	No 1			2.00 CP	
			No 2			2.00 CP	
	Total					6 CP	
12	<b>Weig</b> 3,3%	ht of the module grade for th	ie overall grade	:			
13	<b>Mod</b> none	ule Prerequisites:					
14	<b>Pres</b> Prese	ence: ence is strongly recommende	d to warrant lea	arniı	ng success.		
	Mobility/Acknowledgement:						
15	Use of the module for other course programs				Bachelor Economics, Bachelor Mathematics, Bachelor Geography		
16	-	onsible Lecturer: ssor Dr. Gernot Sieg		<b>Department:</b> School of Business and Economics			s and Economics
17	<b>Misc</b> The r	<b>.:</b> nodule can be held either in (	German or in Er	nglis	h.		

### Current Themes in Economics 2

Mod	dule Ti	tle english:	Current Themes in E	conomics 2					
Cou	rse Pro	ogram:	Bachelor Business A	dministration					
1	Modu	<b>Ile No:</b> TRV 6	State: Elective	Language of Instruction: German or English					
2	Turn:	irregularly	Duration: 1 semester	Semester: 5 or 6	<b>CP:</b> 6	Workload (h)	<b>:</b> 180		
	Modu	Ile Structure:							
	No	Туре	Course		State	Workload (h	)		
3						Presence (h + CH)	Self- Study (h)		
	1	Lecture	Current Themes in Eco	nomics	Compulsory	30 h (2 CH)	60		
	2	Exercise	Tutorial Current Theme	es in Economics	Compulsory	30 h (2 CH)	60		
4	stude <b>Cours</b> In thi espec	ents' horizon. <b>se content:</b> s module, co	the chance to offer cou urses that are not part o m guest lecturers. Thes s.	of the electives, are	offered on an	irregular base	e,		
5	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. Soft skills: Students learn important key skills. In addition to the ability to organize and work in a structured manner, time management is promoted through binding deadlines for submission have to be met if students work on an assignment. Writing an assignment trains students in scientific work. Working in groups strengthens teamwork skills.								
6	<b>Desc</b> none	• •	sible electives within t	he modules:					
7	Exam	ination: Exa	minations for every par	t of the module					
8	Relev No	vant Work: Number and	Type; Connection to Co	ourse Duratio	n F	Part of final m	ark in %		

	1	Final written exam			maximum of	120	50 %	
	2	Presentation (can be in grou	ıp)		min. maximum of	<sup>-</sup> 45	50 %	
				min.				
9	Stud	y Work: none						
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.							
	CP Assignment:							
	Pres	sence	No 1			1.00 (	P	
11			No 2			1.00 (	P	
	Rele	evant Work	No 2			2.00 CP		
							.00 CP	
	Tota					6 CP		
12	<b>Weig</b> 3,3%	<b>sht of the module grade for th</b>	e overall grade	:				
13	<b>Mod</b> none	ule Prerequisites:						
14		ence: ence is strongly recommende	d to warrant lea	rni	ng success.			
	Mobility/Acknowledgement:							
15	Use of the module for other course programs				Bachelor Economics, Bachelor Mathematics, Bachelor Geography			
16	-	oonsible Lecturer: essor Dr. Gernot Sieg		<b>Department:</b> School of Business and Economics				
17	<b>Misc</b> The r	<b>.:</b> nodule can be held either in (	German or in En	gli	sh.			

# International Economics

Mod	dule Ti	tle english:		International Economics						
Cou	rse Pr	ogram:		Bachelor Business A	dministration					
L	Mod	ule No: TRV 7	7	State: Elective	Language of Instruction:			ierman		
2	<b>Turn</b> seme	: each summ ester	er	<b>Duration:</b> 1 semester	Semester: 5 o	or 6	<b>CP:</b> 6	Workload	<b>l (h):</b> 180	
	Mod	ule Structure	9:							
	No	Туре	Cours	se		State	9	Workload (h	)	
3								Presence (h + CH)	Self- Study (h)	
	1	Lecture	Interr	national Economics		Com	pulsory	30 h (2 CH)	60	
	2	Exercise	Tutor	al on International Economics Com			pulsory	30 h (2 CH)	60	
	<b>Purp</b> The r builc	nodule offer	s an int	<b>ntegration into curric</b> roduction to importan lge of the module Mac	t topics and me		s of inter	national fina	nce and	
•	Purp The r build Cour	ose of the m nodule offer Is upon the k se content:	s an int	roduction to importan	t topics and me				nce and	
ŀ	Purp The r build Cour The Com fina fore mor	ose of the m nodule offer is upon the k se content: mes position and ncial market ign exchange	s an int nowled d interd s; inter e rate d	roduction to importan	t topics and me croeconomics I. national money open economic cy; internationa	and es;	<b>Learnin</b> Ability dynami financia	<b>g objectives</b> to understand cs in capital al markets; al roblems self-	d the and bility to	
	Purp The r build Cour The Com fina fore mor fina fore mor fina <b>Learn</b> Acad The r cour: mark mod Soft Upor econ	ose of the m module offer is upon the k se content: mes position and ncial market ign exchange netary system ncial crises ning outcome lemic: module conv se is to offer tets. Student el perspectiv skills: n completion omy. This kn	s an int nowled d interd s; interd e rate d n and g es: eys bas a deep s learn re as we of the nowledg	roduction to importan Ige of the module Mac ependencies in intern dependencies among etermination and poli	t topics and me croeconomics I. national money open economic cy; internationa f currency and e field of intern the functioning of mic policy issue coasis. ble to analyse of y of the student	and es; al of capi es of th	Learnin Ability dynami financia solve p contain al econo tal and f ne open	<b>g objectives</b> to understand cs in capital al markets; al roblems self- ied mics. The air foreign excha economy, bo	d the and bility to n of the nge rate th from a f the ope	

7	<b>Examination:</b> Final Module Exam								
	Relev	vant Work:		1					
8	No	Number and Type; Connect	ion to Course	ourse Duration		Part of final mark in %			
	1 Final written exam			90	90 min.		100 %		
9	Study Work: none								
10	Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed.								
	CP Assignment:								
	Drog	sence	No 1			1.00 (	CP		
11		Sence	No 2		1.00 CP				
	Relevant Work No 1			4.00 (		4.00	СР		
	Tota	ıl				6 CP			
12	<b>Weig</b> 3,3%	sht of the module grade for th	he overall grade	:					
13	<b>Mod</b> none	ule Prerequisites:							
14		ence: ence is strongly recommende	ed to warrant lea	rning s	uccess				
15	Mobi	ility/Acknowledgement:							
-5	Use	of the module for other cour	se programs	Bache	elor Econo	mics			
16	-	onsible Lecturer: essor Dr. Bernd Kempa			<b>Department:</b> School of Business and Economics				
17	Misc	.:							

## **Empirical Economics**

Module Title english:         Empirical Economics											
Cou	rse Pro	ogram:		Bachelor Business A	dministration						
1	Mod	ule No: TRV	8	State: Elective	Language of Instruction: English						
2		urn: each summer emesterDuration: 1 semesterSemester:					<b>CP:</b> 6	Workload	<b>l (h):</b> 180		
	Mod	ule Structur	e:								
	No	Туре	Cours	se		State	2	Workload (h	ı)		
3								Presence (h + CH)	Self- Study (h)		
	1	Lecture	Empi	rical Economics		Com	oulsory	30 h (2 CH)	60		
	2	Exercise	Tutor	ial Empirical Economic	CS	Com	oulsory	30 h (2 CH)	60		
	for the modules Advanced Statistics and Econometrics. Prerequisite for this lecture course are the modules Data Science 1 and 2. <b>Course content:</b> Topics: Empirical economic questions and data, linear regression with one regressor, linear regression with multiple regressors, nonlinear regressions, assessing the validity of empirical studies, instrumental variables regression, introduction to panel-data regression. The learning objective is to obtain a passive and active knowledge of these topics. The course skips most of the formal mathematical treatment and focuses on the intuitive understanding of the concepts. In the class, statistical software is used to apply the methods to real-world data.										
4	modu Cours Topic regre studi objec the fe	ules Data So se content: cs: Empirica ession with r ies, instrume ctive is to ob ormal mathe	ience 1 l econor nultiple ental va otain a p ematical	ed Statistics and Econo and 2. nic questions and dat regressors, nonlinear riables regression, int assive and active kno treatment and focuse	ometrics. Prere a, linear regres regressions, as roduction to pa wledge of thes s on the intuiti	quisit sion w ssessi nel-da e topio ve uno	e for this with one ng the v ata regre cs. The o derstand	regressor, lir alidity of empession. The le course skips b ding of the co	near pirical earning most of		

	considered. They construct abstract models using appropriate econometric and economic tools. They use computers and software as exploratory, visualization, modelling and computational tools. The students undermine nonsensical regulations subversively. The students can engage their creativity in the quest for novel and elegant solutions. Communication: The students accept comments and feedback, and learn from them. They can explain fundamental concepts arising in regression analyses to non-experts. They can justify choices made during problem solving and interpretation of results. The students present the results and assessment of a problem solving strategy. They communicate logical arguments, both orally and in writing, to a range of audiences.								
6	Description of possible electives within the modules: none								
7	Exam	ination: Final Module Exam							
	Relev	vant Work:		I			I		
8	No	Number and Type; Connecti	on to Course	Du	ration		Part of final mark in %		
	1	Final written exam		ma	ax. 120 Mi	n.	100 %		
9	Study	<b>y Work:</b> 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:							
	Proc	ence	No 1			1.00 (	CP		
11	1103		No 2			1.00 (	СР		
	Rele	vant Work	No 1	4.00			СР		
	Tota	l				6 CP			
12	<b>Weig</b> 3,3%	ht of the module grade for th	ne overall grade:						
13		<b>Ile Prerequisites:</b> quisite: Modules Data Scien	ce 1 and Data Sc	ience 2	2				
14	<b>Prese</b> Prese	e <b>nce:</b> ence is strongly recommende	d to warrant lea	rning si	uccess				
	Mobi	lity/Acknowledgement:							
15	Use	of the module for other cour	se programs		Bachelor Economics, Bachelor Politics and Economics, Bachelor Economics and Law				
16	-	<b>onsible Lecturer:</b> Dr. Mark Trede, Professor Dr.	Bernd Wilfling		<b>Departn</b> School o		iness and Economics		

17	Misc.:	
		il

#### **Energy Economics**

	0,	tle english:		Energy Economics								
<b>C</b> οι	Irse Pro	ogram:		Bachelor Business A	dminist	ration						
1	Mod	ule No: TRV	9	State: Elective	Langu	age of I	nstru	<b>ction:</b> G	erman			
2	<b>Turn</b> : seme	each summ ester	ner	Duration: 1 semester	Semester: 5 or 6 CP: 6			<b>CP:</b> 6	Workload	<b>(h):</b> 180		
	Mod	ule Structur	e:									
	No Type Cours			Se			State	e	Workload (h	)		
3									Presence (h + CH)	Self- Study (h)		
	1	Lecture	Energ	gy Economics			Com	pulsory	30 h (2 CH)	60		
	2	Exercise	Exerc	ises on Energy Econor	nics		Com	pulsory	30 h (2 CH)	60		
4	Cours The r the s eners sourc	Economics" and "Advanced Energy and Resource Economics". <b>Course content:</b> The module "Energy Economics" deals with the supply and demand for energy, especially with the special characteristics of electricity markets. The modules imparts a fundamental overview of energy economics: - Characteristics of electricity markets - Market design for grid-bound energy sources (electricity and gas) - Justification for energy policy and its implementation, energy- economic modeling - Recent issues in energy economics										
5	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).											
6	Description of possible electives within the modules: none											
_	Examination: Final Module Exam											
7	Exam	nination: Fir	nal Mod	ule Exam								

	1	Final written exam		6	o min.		100 %			
9	Stud	l <b>y Work:</b> 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:									
	Pro	sence	No 1			1.00	СР			
11	rie:		No 2			1.00	СР			
	Rele	evant Work	No 1			4.00	СР			
	Tota	al				6 CP				
12	<b>Weig</b> 3,3%	<b>ght of the module grade for th</b>	ne overall grade	9:						
13	Mod none	<b>ule Prerequisites:</b>								
14		<b>ence:</b> ence is strongly recommende	ed to warrant lea	arning	success					
	Mob	ility/Acknowledgement:								
15	Use of the module for other course programs			Bachelor Economics, Bachelor Politics and Economics, Bachelor Economics and Law, Dua Bachelor Economics, Bachelor Mathematics, Bachelor Geography			Economics and Law, Dual			
16	Responsible Lecturer: Professor Dr. Andreas Löschel			<b>Department:</b> University of Münster, School of Business and Economics						
17										

### Advanced Statistics

Mo	dule Ti	tle english:		Advanced Statistics				Advanced Statistics						
Cou	irse Pro	ogram:		Bachelor Business A	Bachelor Business Administration									
1	Mod	ule No: TRV :	10	State: Elective	ctive Language of Instruction: English									
2	<b>Turn</b> : seme	each winte ester	r	Duration: 1 semester	Semester: 5 0	or 6	<b>CP:</b> 6	Workload	<b>(h):</b> 180					
	Mod	ule Structur	e:											
	No Type Cour			se		Stat	9	Workload (h	)					
3								Presence (h + CH)	Self- Study (h)					
	1	Lecture	Adva	nced Statistics		Com	pulsory	30 h (2 CH)	60					
	2	Exercise	Tuto	rial Advanced Statistic	S	Com	pulsory	30 h (2 CH)	60					
	Proba varia conv	ability theor bles, estima ergence, hyj	ation m	ethods (method of mo s testing, Wald, LM, ar	ments, maximu 1d LR-tests. Edu	ım like Icatio	elihood) nal obje	, stochastic ctives: To unc						
5	<ul> <li>Course content:         <ul> <li>Probability theory, probability spaces, random vectors, distributions of functions of random variables, estimation methods (method of moments, maximum likelihood), stochastic convergence, hypothesis testing, Wald, LM, and LR-tests. Educational objectives: To understand and be able to apply probability theory, estimation methods, and hypothesis testing.</li> </ul> </li> <li>Learning outcomes:         <ul> <li>Academic:</li> <li>This module provides a deeper knowledge of probability theory and the statistical foundation of econometrics. Thus, it is indispensable for the understanding of and formal scientific engagement with economic theory. Students are being prepared for empirical economic research. They learn to assess the suitability of empirical studies.</li> </ul> </li> <li>Soft skills:         <ul> <li>Logic and Critical Thinking: Students have a facility with abstract reasoning, including the ability to abstract from concrete situations and make ideas precise by formulating them statistically. They can analyze, test, and interpret technical arguments, and form independent judgements. This includes their own arguments and those of others, in both academic and non-academic contexts. Problem solving: The students use their training in advanced statistics to help guide possible lines of inquiry. They solve complex problems by identifying feasible divisions into simpler sub-problems. They gather and organize relevant information such as related problems, examples and counterexamples. They sharpen questions as a problem solving strategy. They identify suitable existing methods of analysis and assess their strengths and weaknesses in the context of the problem being considered. They construct abstract models using appropriate</li> </ul></li></ul>													

	Communication: The students accept comments and feedback, and learn from them. They can explain fundamental concepts arising in advanced statistics to non-experts. They can justify 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	Desc none	ription of possible electives	within the mod	ules:						
7	Examination: Final Module Exam									
	Relevant Work:         No       Number and Type; Connection to Course    Duration Part of final mark in %									
8	1 1	Final written exam	ion to Course		ax. 120 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 Assignment:									
	Presence		No 1		1.00	СР				
11			No 2		1.00					
		evant Work	No 1		4.00					
	Tota	al			6 CP					
12	<b>Weig</b> 3,3%	<b>sht of the module grade for th</b>	ne overall grade	<b>:</b>						
13		<b>ule Prerequisites:</b> ommended: Modules Data Sci	ience 1 and Dat	a Scien	ce 2					
14		ence: ence is strongly recommende	ed to warrant lea	arning s	uccess					
	Mob	ility/Acknowledgement:								
15	Use	of the module for other cour	se programs	Econor Bache	mics, Bachelor	, Bachelor Politics and Economics and Law, Dual Bachelor Mathematics,				
16	-	oonsible Lecturer: Dr. Mark Trede, Professor Dr.	. Bernd Wilfling		<b>Department:</b> School of Bus	siness and Economics				

	Misc.:
17	This module is taught in the first half of the winter semester. It is advisable to attend the module
	Econometrics in the second half of the semester.

### Monetary Theory

Mo	dule Ti	tle english:		Monetary Theory					
Cou	rse Pro	ogram:		Bachelor Business Ad	ministration				
1	Mod	ule No: TRV	11	State: Elective	Language of Instruction: Germ			erman	
2	<b>Turn</b> : seme	each winte ester	r	Duration: 1 semester	Semester: 5 0	Semester: 5 or 6		Workload	<b>(h):</b> 180
	Mod	ule Structur	e:						
	No	No Type Course				Stat	е	Workload (h	ı)
3								Presence (h + CH)	Self- Study (h)
	1	Lecture	Mon	etary Theory		Com	pulsory	30 h (2 CH)	60
	2	Exercise	Tuto	rial on Monetary Theory		Com	pulsory	30 h (2 CH)	60
			his mo	dule cover the	Learning objectives           This module is supposed to enable students to				
4	The lectures of this module cover the fundamentals of monetary theory (money demand and supply, inflation theory, transmission mechanisms) as well as selected problems of monetary economics. In theoretical and empirical analyses, the institutional conditions on the money markets are shown, processes and developments areThi insti integer integer integer integer								
	thec insti are exar ecor	olems of mo pretical and itutional cor shown, proc mined and t	pply, in echanis netary ( empirio nditions esses a he pote ( intervo	tary theory (money flation theory, sms) as well as selected economics. In cal analyses, the s on the money markets and developments are entials and limits of entions in these	independen problems or is to give stu the function enable then developmen intervention independen In the exerci	itly den the udent is of t n to a nts an is on t itly de ises a	evelop so macroec s a deep he mone ssess co d econo chese ma evelop so ccompa	olutions for m onomic level. er understan by market and nditions, mic policy arkets and to olutions to pro	onetary . The aim ding of to oblems. cures, the

	Solver: o% Learning Goal 3: Good Communicator: 20% Tutorial: Learning Goal 1: Integrative Thinker: 40% Learning Goal 2: Problem Solver: 40% Learning Goal 3: Good Communicator: 20% Exam: Learning Goal 1: Integrative Thinker: 50% Learning Goal 2: Problem Solver: 30% Learning Goal 3: Good Communicator: 20% <b>Soft skills:</b> The analysis of complex cause-effect relationships conveys the ability to solve problems, also in teamwork. Presentation techniques are practiced by presenting case studies in the circle of the lecture participants. In regularly integrated discussions on current developments in monetary theory, the participants learn to discuss with each other on a scientific level.						
6	Description of possible electives within the modules: none						
7	Examination: Final Module Exam						
8	Relev No	vant Work: Number and Type; Connecti Final written exam	on to Course		u <b>ration</b> o min.		<b>Part of final mark in %</b>
9	Study	y Work: none		 			
10	<b>Prere</b> The c	equisites for Credit Points: redit points will be granted a pleted.	ifter all relevant wo	rk a	nd study w	vork h	ave been successfully
	CP As	ssignment:					
	Droc	ence	No 1	1.00 (		1.00 (	<u>P</u>
11		ence	No 2			1.00 CP	
		vant Work	No 1			4.00 CP	
	Tota	l			(	6 CP	
12	<b>Weig</b> 3,3%	ht of the module grade for th	ne overall grade:				
13		<b>ile Prerequisites:</b> uccessful completion of Mac	roeconomics is rec	omi	mended.		
14	<b>Prese</b> Prese	ence: ence is strongly recommende	d to warrant learni	ng s	uccess		
	Mobi	lity/Acknowledgement:					
15	Use	of the module for other cour	se programs Ba	iche	lor Econon	nics	
16	-	onsible Lecturer: ssor Dr. Martin Bohl			Departme School of		ness and Economics

17	Misc.:	

mo	Module Title english:         Foundations of Industrial Economics					s			
Coι	irse Pr	ogram:		Bachelor Business A	dministration				
1	Mod	ule No: TRV 1	2	State: Elective	Language of Instruction: German				
2	<b>Turn</b> : seme	each winter		<b>Duration:</b> 1 semester	Semester: 5 or 6 CP: 6			Workload (h): 180	
	Mod	ule Structure	:						
	No	Туре	Cours	se		Stat	e	Workload (h	ı)
3								Presence (h + CH)	Self- Study (h)
	1	Lecture	cture Industrial Economics			Com	pulsory	30 h (2 CH)	60
	2	Exercise	Tutor	ial Industrial Economi	ics	Com	pulsory	30 h (2 CH)	60
	The d diffe equil aucti	rentiation, ol ibria; hetero; ons and emp	igopoly genous pirical i	conomics" deals with y theory (homogenous s market, market entry ndustrial economics. oncepts for non-coope	s market: Nash- v, cooperations The course "Ga	Courn in an me th	ot and N oligopol eory" de	lash-Bertranc y), innovation als with basi	ns, cs of
	The c diffe equil aucti game repea	course "Indus rentiation, oli ibria; hetero; ons and emp e theory, solu ated games, o	igopoly genous pirical i Ition co	y theory (homogenous s market, market entry ndustrial economics. oncepts for non-coope ration and evolutionar	s market: Nash- v, cooperations The course "Ga erative games, g y game theory.	Courn in an me th	ot and N oligopol eory" de	lash-Bertranc y), innovation als with basi	ns, cs of
	The c differ equil aucti game repea	course "Indus rentiation, oli ibria; hetero; ons and emp e theory, solu ated games, o	igopoly genous birical i ution co cooper	y theory (homogenous s market, market entry ndustrial economics. oncepts for non-coope	s market: Nash- y, cooperations The course "Ga erative games, g y game theory. es a firm can use it	Courn in an me th games s mar	ot and N oligopol eory" de with inc ket powe	lash-Bertrand y), innovation als with basi complete info	ns, cs of rmation,
4	The c differ equil aucti game repea The Sup mor	course "Indus rentiation, oli ibria; heteros ons and emp e theory, solu ated games, o <b>mes</b> ply behavior	igopoly genous birical i ition co cooper in a in an	y theory (homogenous s market, market entry ndustrial economics. oncepts for non-coope ration and evolutionar <b>Learning objective</b> Understand how a profit and the con Understand the ef	s market: Nash- v, cooperations The course "Ga erative games, g y game theory. es a firm can use it sequences on t fects of strateg ces or quantitie	Courn in an me th games s mar s mar otal w	ot and N oligopol eory" de with ind ket powe velfare.	lash-Bertrand y), innovation eals with basi complete info er to maximiz firms in the c	ns, cs of rmation, re its cases of
4	The c differ equil aucti game repeat The Sup mor Sup olige Emp	course "Indus rentiation, oli ibria; heterog ons and emp e theory, solu ated games, o mes ply behavior ply behavior	igopoly genous birical i ution co cooper in a in an Ilusion	y theory (homogenous s market, market entry ndustrial economics. oncepts for non-coope ration and evolutionar Understand how a profit and the con Understand the ef competition in pri	s market: Nash- v, cooperations The course "Ga erative games, g y game theory. es a firm can use it sequences on t ffects of strateg ces or quantitie r. apply and to int	Courn in an me th games s mar otal w ic beh es. Lea terpre	ot and N oligopol eory" de with inc ket powe velfare. navior of arn abou	lash-Bertrand y), innovation eals with basi complete info er to maximiz firms in the c t the rational	ns, cs of rmation, re its ases of e of
4	The c differ equil aucti game repea The Sup mor Sup olige Emp econ	course "Indus rentiation, oli ibria; heteros ons and emp e theory, solu ated games, o mes ply behavior opoly ply behavior opoly and col	igopoly genous birical i ution co cooper in a in an Ilusion	y theory (homogenous s market, market entry ndustrial economics. oncepts for non-cooperation and evolutionar Understand how a profit and the con Understand the efficient of the second Students learn to	s market: Nash- v, cooperations The course "Ga erative games, g y game theory. es a firm can use it sequences on t fects of strateg ces or quantitie r. apply and to inf I market power.	Courn in an me th games s mar s mar otal w ic beh es. Lea terpre	ot and N oligopol eory" de with ind ket powe velfare. navior of arn abou t simple	lash-Bertrand y), innovation eals with basi complete info er to maximiz firms in the c t the rational indices for m	ns, cs of rmation, re its cases of e of narket
4	The c differ equil aucti game repea The Sup mor Sup olige Emp ecor Innc	course "Indus rentiation, oli ibria; heteros ons and emp e theory, solu ated games, o mes ply behavior opoly ply behavior opoly and col pirical industr nomics	igopoly genous birical i ution co cooper in a in an Ilusion	y theory (homogenous s market, market entry ndustrial economics. oncepts for non-cooperation and evolutionar <b>Learning objective</b> Understand how a profit and the con Understand the eff competition in pri collusive behavior Students learn to concentration and	s market: Nash- v, cooperations The course "Ga erative games, g y game theory. es a firm can use it sequences on t ffects of strateg ces or quantitie r. apply and to int i market power. nplications of co irms. ences between	Courn in an me th games s mar otal w ic beh es. Lea terpre ompe	ot and N oligopol eory" de with inc ket powe velfare. havior of arn abou t simple tition an on forms	lash-Bertrand y), innovation eals with basi complete info er to maximiz firms in the c t the rational indices for m d patent prot	ns, cs of rmation, re its cases of e of narket ection on

## Foundations of Industrial Economics

5	Acad Stud game pract Soft	Learning outcomes: Academic: Students are familiar with the methods of advanced microeconomics, especially in the field of game theory and industrial economics. They developed an understanding about how to practically apply the concepts. Soft skills: Students are able to analyse strategic conflicts in a structured way. Description of possible electives within the modules:					
6	Desc none		s within the mod	ules:			
7	Exan	nination: Final Module Exam	1				
8	Relev No	vant Work: Number and Type; Connec Written exam for "Industria			<b>Duration</b> 60 min.	Part of final mark in %	
9	Stud No	y Work: Number and Type; Connect	tion to Course	I		Duration	
10	Prere The c	equisites for Credit Points: credit points will be granted pleted.	after all relevant	worl	k and study work	have been successfully	
	CP A	ssignment:					
	Pres	sence	No 1 1.00		1.00	O CP	
11					1.00		
		evant Work dy Work	No 1 No 1		4.00	у СР 	
	Tota	-		6 CP			
12	<b>Weig</b> 3,3%	ht of the module grade for t	he overall grade	:			
13	<b>Mod</b> none	ule Prerequisites:					
14		ence: ence is strongly recommend	ed to warrant lea	arnin	g success		
	Mob	ility/Acknowledgement:					
15	Use	of the module for other cou	rse programs	Bao	chelor Economics	;	

16	<b>Responsible Lecturer:</b> Professor Dr. Andreas Löschel	<b>Department:</b> School of Business and Economics
17	Misc.:	

# Principles of Transport Economics

Мос	dule Ti	tle english:		Principles of Transpo	ort Economics					
Cou	rse Pr	ogram:		Bachelor Business A	dministration					
1	Mod	ule No: TRV 1	.3	State: Elective	Language of Instruction: German					
2	<b>Turn</b> seme	: each winter ester		Duration: 1 semester	Semester: 5 or 6 CP: 6			Workload (h): 180		
	Mod	ule Structure	2:							
	No Type Course			5e		Stat	e	Workload (h	)	
3								Presence (h + CH)	Self- Study (h)	
	1	Lecture	Trans	port Economics		Com	pulsory	30 h (2 CH)	90	
	2	Exercise	Tutor	ial Transport Economi	CS	Compulsory			30	
	In thi featu theo curre	res of each t retical and ca	ranspo arrier-s	Inderstanding of trans rt carrier and the trans pecific analysis of rele s of the Institute of Tra	sport infrastruct want problems insport Econom	ture a is ma	re discu de. Here	ssed. In the le , an insight ir	ecture, a	
4	styli	efinitions an zed facts of sport sector		Students learn key economic characte			-	•	and understand the re.	
		conomic cos efits of trans		Students are able t infrastructure rega and the environme	rding their impa				velfare	
		egulation of sport sector	the	Students are able t sectors regarding t		•			sport	
	-	ransport and ironment		Students are able t ability to internaliz different instrumer market players.	e external costs	s. The	y are abl	le to choose a	among	

	5. Tra	affic jams	impac	nts know the econo ts of treating traffic es and they get to kr	jams with sta	atic or dy	-
	legiti inter	scussion of further imations to vene in the sport market.	specifi marke outcor	ic transport sectors t interventions by th	and they car ne governme know in whic	n evaluat nt can in	
	7. Traffic safetyStudents learn about the reason for an undersupply traffic safety can evaluate measures aiming at increasing traffic safety.						
	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	Acade Upon proble stude transp impro or spe on the <b>Soft s</b> Upon envire policy	completion of the co ems that occur when ent have knowledge o port, air transport an ove market outcomes eed limits. Upon com e environment, on he	transpo of scient d road t by ade pletion ealth an ourse th od on so ent ethic	orting freight and pe ific foundations, ke raffic. Upon comple quate policies like r of the course the st d on social involver e student is able to ocial involvement of cal viewpoints.	eople. Upon o y theories ar tion of the co regulation, ta udent under nent of heter assess the in heterogeneo	completi nd princi ourse the axes, em rstands t rogeneou mpacts o	ion of the course the ples in the fields of rail e student is able to issions limits, subsidies the impacts of transport us people. of transport on the
_	none	ination: Final Modul	0 Evam				
7							
8	No	ant Work: Number and Type; C	onnecti	on to Course	Duration	F	Part of final mark in %
	1	Final written exam			120 min.	1	100 %
9	Study	/ Work: none					
10	The c	<b>quisites for Credit Po</b> redit points will be gr leted.		ifter all relevant wor	k and study	work ha	ve been successfully
	CP As	signment:					
11	Pres	ence		No 1		1.00 CF	>
	1						

		No 2		1.00 CP		
	Relevant Work	NO 1				
		NO 1		4.00 CP		
	Total			6 CP		
12	Weight of the module grade for th 3,3%	ie overall grade	2:			
13	<ul> <li>Module Prerequisites:</li> <li>The mastery of the content of the modules Foundations of Microeconomics, Foundations of Macroeconomics and Competition and Regulation is required.</li> </ul>					
14	<b>Presence:</b> Presence is strongly recommende	d to warrant lea	arning s	uccess		
	Mobility/Acknowledgement:					
15	Use of the module for other cour	se programs	Econor Bache	elor Economics, Bachelor Politics and mics, Bachelor Economics and Law, Dual lor Economics, Bachelor Mathematics, lor Geography		
16	<b>Responsible Lecturer:</b> Professor Dr. Gernot Sieg			<b>Department:</b> School of Business and Economics		
17	<b>Misc.:</b> The module Principles of Transpor Advanced Transport Economics.	rt Economics se	erves as	foundation for the master-module		

# Foundations of Economic Policy

Mo	dule Ti	tle english:		Foundations of Econ	Module Title english:         Foundations of Economic Policy				
Cou	irse Pr	ogram:		Bachelor Business A	dministration				
1	Mod	u <b>le No:</b> TRV 1	4	State: Elective	Language of In	struction: Ger	rman		
2	<b>Turn</b> : seme	each summ	er	Duration: 1 semester	Semester: 5 or	5 or 6 <b>CP:</b> 6 <b>Workload (h):</b> 18			
	Mod	ule Structure	:						
	No	Туре	Cours	se		State	Workload	(h)	
3							Presence (h + CH)	Self- Study (h)	
	1	Lecture	Found	dations of Economic P	Compulsory	30 h (2 CH)	90		
	2	Exercise	Tutor	ial on Foundations of I	Economic Policy	Compulsory	30 h (2 CH)	30	
4	polic adva <b>Cour</b> The l lectu envir econ draw econ	y instrument ntages and c se content: ecture and it re and its exe onmental reg omic policy, backs might omic situatic	s and v lisadva s exerc ercises gulation they wi be exp	ises aim to explain eco introduce economic p ns. Students will be ab Il be able to assess, w ected. Confronted with suggest economic pol	en policy actions onomic policy the olicy instrument ole to understance when such policy in real-life examp icy actions.	s are indicated at we observe s like pollutio I the economi actions are to	d and what in everyday n taxes or c reasoning be applied	heir life. The for and what	
	The			Learning objective	S				
	1.	Introduca	ation	To learn about basic issues of economic policy and the role of government in a developed economy					
				government in a de		• •	nd the role o	of	
	2. W	elfare theory	1	To learn how the m firms to guide prod allocation.	eveloped econom arket aggregates	information f	from consur	ners and	

	4. Market power	To learn what the conseq what economic policy ins		irms have market power and reduce market power.				
	5. Externalities Using the example of climate change, learn what the consequences are when the actions of one economic agent have negative effects on the benefits of others. Also learn about economic policy instruments to reduce externalities.							
	6. Public Goods To learn what public goods are and how to ensure the financing of public goods.							
	7. Innovation policy and Entrepreneurship To learn what role innovation and entrepreneurship play in the market economy, why the market provides too little innovation a entrepreneurship and which economic policy instruments can c this.							
5	paradigms, criteria when e economic policy instrument the students are taught th the solution of such proble <b>Soft skills:</b> In this module, students le multiple factors as well as practiced with examples. Their development of an and the course is applied in a module of the course is applied in a module of	economic policy measures nts and when economic po e theoretical knowledge of ems. earn particularly the analys abstract and lateral thinki The self-responsible prepar utonomous approach to pr	should be app licy actions market failure is of complex ng. Further, pr ration of the ex oblem solving rpose and thre to construct					
6	<b>Description of possible el</b> none	ectives within the modules	:					
7	<b>Examination:</b> Final Modul	e Exam						
	Relevant Work:		I					
8		onnection to Course	Duration	Part of final mark in %				
	1 Final written exam							
			90 min.	100 %				
9	Study Work: none		90 min.	100 %				
9 10	Study Work: none Prerequisites for Credit Po		- 	vork have been successfully				
	Study Work: none Prerequisites for Credit Po The credit points will be gr		- 					

		No 2		1.00 CP				
	Relevant Work	No 1		4.00 CP				
	Total			6 CP				
12	Weight of the module grade for the overall grade: 3,3%							
13	Module Prerequisites: none							
14	<b>Presence:</b> Presence is strongly recommended	l to warrant lea	rning su	uccess.				
	Mobility/Acknowledgement:							
15	Use of the module for other course	e programs	Bache	lor Economics				
16	<b>Responsible Lecturer:</b> Prof. Dr. Martin Watzinger		<b>Department:</b> School of Business and Economics					
17	Misc.:							

## Trade Theory and Policy

Mo	dule Ti	tle english:		Trade Theory and Policy							
<b>C</b> οι	Irse Pr	ogram:		Bachelor Business Administration							
1	Mod	ule No: TRV 1	5	State: Elective	Language of I	nstru	ction: Er	ıglish			
2	<b>Turn</b> : seme	each winter: ester		Duration: 1 semester	Semester: 5 0	or 6	<b>CP:</b> 6	Workload	<b>(h):</b> 180		
	Mod	ule Structure	:								
	No	Туре	Cour	se		Stat	e	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	the last 60 ye wing barriers	ears, r to inte	integration into curric nost countries around ernational trade, reflec	the world have ting the view th	nat fre	e trade i	s a force for p	prosperity.		
4	Over remo At th dome disto trade relati <b>Cour</b> This the s bette to ex econ ques vario	the last 60 ye oving barriers e same time, estic industri- ort the free flo e integration t ive pros and o <b>se content:</b> course provic tudent to the er than autark plain the stru omic welfare tion of wheth	ears, r to into worrie es hav w of g therefo cons o les an subje sy. To t icture . The s ier res cy inst	nost countries around	the world have cting the view th free trade on th to engage in pro dying the cause bensable tool of omics of interna ch deals with q odels of internat as well as its co ure deals with to than free trade.	tional uestic ionseq To th	e trade i ernationa onist pol consequences ssing an l trade. T ons of wl trade ar uences f policy iss is end, tl	s a force for p al competitive icies which li uences of inte d evaluating the first part i nether or not e developed a or 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 th dome disto trade relati <b>Cour</b> This the s bette to ex econ ques vario	the last 60 ye oving barriers e same time, estic industri- ort the free flo e integration t ive pros and o <b>se content:</b> course provice tudent to the er than autark plain the stru- omic welfare- tion of wheth- us trade poli- are are evalua	ears, r to into worrie es hav w of g therefo cons o les an subje sy. To t icture . The s ier res cy inst	nost countries around ernational trade, reflect es about the effects of ve led many countries to oods and factors. Stud ore becomes an indisp of globalization. everview of the econo ect of trade theory, whi shis end, the major mo of international trade second part of the lector tricted trade is better to	the world have cting the view th free trade on th to engage in pro dying the cause bensable tool of omics of interna ch deals with q odels of internat as well as its co ure deals with to than free trade.	tional uestic ionseq To th	e trade i ernationa onist pol consequences ssing an l trade. T ons of wl trade ar uences f policy iss is end, tl	s a force for p al competitive icies which li uences of inte d evaluating the first part i nether or not e developed a or 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 th dome disto trade relati <b>Cour</b> This the s bette to ex econ ques vario welfa	the last 60 ye oving barriers e same time, estic industri- ort the free flo e integration t ive pros and o <b>se content:</b> course provice tudent to the er than autark plain the stru- omic welfare- tion of wheth- us trade poli- are are evalua	ears, r to into worrie es hav w of g cherefo cons o les an subje sy. To t icture . The s her res cy inst ated.	nost countries around ernational trade, reflect es about the effects of re led many countries to oods and factors. Stud ore becomes an indisp of globalization. overview of the econo ect of trade theory, whi this end, the major mo of international trade to second part of the lector tricted trade is better to truments is analyzed a	the world have cting the view the free trade on the to engage in pro- dying the cause bensable tool of omics of internat ach deals with q odels of internat as well as its co ure deals with the than free trade. and their impact	tional rade p rade p rade p rade p rade p rade p rade p	e trade i ernationa onist pol consequences ssing an l trade. T ons of wh trade are uences f policy 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 nether or not e developed a or factor mar sues which as ne functionin for allocation	orosperity. eness of mit or ernational the ntroduces trade is and used kets and sks the g of		
4	Over remo At th dome disto trade relati <b>Cour</b> . This the s bette to ex econ ques vario welfa <b>The</b> The	the last 60 ye oving barriers e same time, estic industri- ort the free flo e integration to ive pros and of se content: course provice tudent to the er than autark plain the stru- omic welfare- tion of wheth- us trade poli- are are evaluation mes Ricardo mode Heckscher-O	ears, r to into worrie es hav w of g therefo cons o des an subje sy. To t acture . The s her res cy inst ated.	nost countries around ernational trade, reflect es about the effects of ve led many countries to oods and factors. Stud ore becomes an indisp of globalization. overview of the econo ect of trade theory, whi shis end, the major mo of international trade is second part of the lectu tricted trade is better to tricted trade is better to truments is analyzed a <b>Learning objectives</b> To learn about the co	the world have cting the view the free trade on the to engage in pro- dying the cause bensable tool of omics of internat ach deals with q dels of internat as well as its co ure deals with the than free trade. and their impact	tional asse tional uestic ional rade p To thi on tr	e trade i ernationa onist pol consequences l 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 nether or not e developed a or factor mark sues which as ne functionin for allocation	prosperity. eness of mit or ernational the ntroduces trade is and used kets and sks the g of and		

	Instruments	oftrade	To study	the effects of trade	barriers such	ı as tar	iffs, quotas or subsidies				
	policyon trade patterns, trade volumes, and economic welfare.Strategic trade policyTo analyze the strategic interaction of firms and the role of rent-see										
	Strategic trac	le policy	To analyz trade poli	-	raction of firn	ns and	the role of rent-seeking				
	International mobility	factor		nplate the incentive nt of capital and lab		quence	es for the international				
5	Learning outcomes: Academic: Upon completion of the course, students gain basic knowledge and skills in international economics and enables students to conduct independent economic policy arguments based on theoretical, model-based foundations and empirical research results. Students are able to explain trading patterns and driving forces and barriers to international trade. They are able to reflect current issues and to discuss the topics critically and controversially. This knowledge facilitates the ability of the students to participate in current debates and formulate solutions based on their theoretical background. This knowledge can be incorporate in numerous economic and business fields of economic activity, particularly in international organizations, foreign trade policy departments of ministries, research institutes and internationally operating companies. <b>Soft skills:</b> The analysis of interdependencies facilitates the ability of the students to identify and solve problems in a differentiated way and conveys the ability of abstract and cross-linked thinking. Upon completion of the course, the student is able to analyse theoretical issues in a rigor and relevant way and to identify problem areas. The students are able to reflect issues critically, classify tasks into a broader context and gain the ability to provide differentiated solutions. The obtained knowledge can be used in professional discussions and debates in political and expert										
6	Description of none	fpossible	electives	within the modules	:						
7	Examination:	Final Mod	dule Exam								
8	Relevant Wor No Number		; Connecti	on to Course	Duration		Part of final mark in %				
	1 Written	exam			90 min.		100 %				
9	Study Work: r	ione									
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.										
	CP Assignmer	nt:									
11				No 1		1.00 (	CP	$-\ $			
	Presence			No 2		1.00 (	CP	_			

Relevant Work	No 1			4.00 CP			
Total			6 CP				
Weight of the module grade for the overall grade: 3,3%							
Module Prerequisites: none							
<b>Presence:</b> Presence is strongly recommended to warrant learning success							
Mobility/Acknowledgement:							
Use of the module for other cour	se programs	Econo Bache	mics, Bac lor Econo	mics, Bachelor Politics and helor Economics and Law, Dual mics, Bachelor Mathematics, aphy			
<b>Responsible Lecturer:</b> Professor Dr. Bernd Kempa		<b>Department:</b> School of Business and Economics					
Misc.:							
	Total         Weight of the module grade for the 3,3%         Module Prerequisites: none         Presence: Presence is strongly recommended         Mobility/Acknowledgement:         Use of the module for other court         Responsible Lecturer: Professor Dr. Bernd Kempa	Total         Weight of the module grade for the overall grade         3,3%         Module Prerequisites:         none         Presence:         Presence is strongly recommended to warrant lea         Mobility/Acknowledgement:         Use of the module for other course programs         Responsible Lecturer:         Professor Dr. Bernd Kempa	Total         Weight of the module grade for the overall grade:         3,3%         Module Prerequisites:         none         Presence:         Presence is strongly recommended to warrant learning s         Mobility/Acknowledgement:         Use of the module for other course programs         Bache         Bache         Professor Dr. Bernd Kempa	Total         Weight of the module grade for the overall grade:         3,3%         Module Prerequisites:         none         Presence:         Presence is strongly recommended to warrant learning success         Mobility/Acknowledgement:         Use of the module for other course programs         Bachelor Econometer         Bachelor Econometer         Responsible Lecturer:         Professor Dr. Bernd Kempa			

# Economics of Innovation

Mo	dule Ti	tle english:		Economics of Innovation							
Course Program: Bachelor Business Administration											
1	Modu	ule No: TRV 1	6	State: Elective	Language of I	nstru	ction: Er	nglish			
2	<b>Turn:</b> seme	each winter ester		Duration: 1 semester	Semester: 5 0	or 6	<b>CP:</b> 6	Workload	<b>(h):</b> 180		
	Modu	ule Structure	:								
	No	Туре	Cour	se		Stat	е	Workload (h	)		
3		Presence							Self- Study (h)		
	1	Lecture	Econ	omics of Innovation		Com	pulsory	30 h (2 CH)	60		
	2	Exercise	Tuto	rial on Economics of In	novation	Com	pulsory	30 h (2 CH)	60		
4	The la first s ideas analy the la immi	sets out gene s and the imp vses we can i ast part, the o gration on in	eral pro portano ncreas course novati	on and which impact a	cs of innovation onomic prosper ation in compar novation policy artificial intellig	n sucł rity. In nies a /, for e ence v	n as the the sec nd the e example will have	public goods ond part, the conomy at la the impact o	nature of course rge In f		
5	Acad Study of inr theor used studi Soft s In thi multi pract their the c case prom	the last part, the course discusses issues in innovation policy, for example the impact of immigration on innovation and which impact artificial intelligence will have on the labor market. In the tutorials, we will read current papers at the frontier of research.  Learning outcomes: Academic: Students acquire content-related competencies by examining the macroeconomic consequences of innovation as well as current innovation policy. Furthermore, the students master essential theoretical basics for the management of innovation and can apply concepts and instruments used in practice. The students are familiar with the essential theoretical findings and empirical studies. 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 policy measures to promote innovation and entrepreneurship and to elaborate the pros and cons of these suggested policy actions for manager and policy maker.									

6	<b>Desc</b> none	ription of possible electives	within the modul	es:					
7	Exam	ination: Final Module Exam							
	Relev	vant Work:		1					
8	No	Number and Type; Connecti	on to Course	D	uration		Part of final mark in %		
	1	Final written exam		9	o min.		100 %		
9	Study	<b>y Work:</b> none							
10	The c	Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed.							
	CP As	CP Assignment:							
	Droc	ence	No 1			1.00 (	<u>CP</u>		
11	FIES		No 2			1.00 CP			
	Rele	evant Work	No 1		4.00	СР			
	Tota	ıl			6 CP				
12	<b>Weig</b> 3,3%	ht of the module grade for th	e overall grade:						
13	<b>Modu</b> none	ıle Prerequisites:							
14	<b>Prese</b> Prese	ence: ence is strongly recommende	d to warrant lear	nings	success.				
15	Mobi	lity/Acknowledgement:							
-5	Use	of the module for other cours	se programs	Bach	elor Econo	mics			
16	-	<b>onsible Lecturer:</b> Dr. Martin Watzinger				ty of N	Nünster, School of Economics		
17	Misc.	:							

## Monetary Economics I

		tle english:		Monetary Economics	; ]						
Cou	rse Pro	ogram:		Bachelor Business A	elor Business Administration						
1	Modu	ule No: TRV 17	7	State: Elective	Language of I	nstru	ction: Ge	erman			
2	<b>Turn:</b> seme	e each winter ester		Duration: 1 semester	Semester: 5 0	r 6	<b>CP:</b> 6	Workload	<b>(h):</b> 180		
	Modu	ule Structure	:								
	No	Туре	Cour	se		Stat	е	Workload (h	)		
3	Presence (h + CH) Self- Study (h)							Study			
	1	Lecture	Mon	etary Policy		Com	pulsory	30 h (2 CH)	60		
	2	Exercise	Tuto	rial on Monetary Policy	/	Com	pulsory	30 h (2 CH)	60		
4	pract partic strate mone are m lectu	ical and to a cular, the (i) i egies and the etary transmi nainly used d	lesser nstitu eir imp ssion ue to f nplem	e lecture Monetary Pol extent with the theore tional aspects of the E lementation, (iii) mon channels of monetary the practical monetary ented by case studies	etical aspects of uropean Monet etary policy inst policy are consi policy of the Eu	f mon ary U rume iderec ırope	etary po nion, (ii) nts and I. The co an Centr	licy of central monetary po money marke rresponding al Bank (ECB)	banks. In licy t and (iv) concepts . The		
5	Learning outcomes: Academic: The participants should be familiarize with the theoretical and practical dimensions of modern monetary policy. This will enable them to identify current problems and to discuss monetary policy. Due to the importance of monetary policy in the international economic policies and their impact on financial markets and the real economy, these issues are important for economic qualification. Soft skills: Through the presentation of case studies within the circle of course participants, presentation techniques will be practiced. In the ensuing question- answer session participants learn to debate on a scientific level with each other. The same applies to embedded regular discussions about current monetary policy developments.										
			tific le	vel with each other. Th	uestion- answei		•	cipants learn	to		
6	abou	t current mor	tific le netary	vel with each other. Th	uestion- answer ne same applies		•	cipants learn	to		

	Relev	vant Work:							
8	No	Number and Type; Connecti	on to Course	Du	iration	Part of final mark in %			
	1	Final written exam		12	o min.	100 %			
9	Stud	<b>y Work:</b> none							
10	The c	equisites for Credit Points: credit points will be granted a pleted.	fter all relevant	work a	nd study work h	ave been successfully			
	CP A	CP Assignment:							
	Droc	Sence	No 1		1.00	CP			
11	FIES	Sence	No 2		1.00	СР			
	Rele	evant Work	No 1		4.00	СР			
	Tota	al			6 CP				
12	<b>Weig</b> 3,3%	sht of the module grade for th	ie overall grade:	:					
13	For u	<b>ule Prerequisites:</b> Inderstanding the events of th Macroeconomics is needed.	nis module, the o	control	of the substan	ce of the modules Micro-			
14		ence: ence is strongly recommende	d to warrant lear	rning s	uccess				
	Mobi	ility/Acknowledgement:							
15	Use	of the module for other cours	se programs Economics, Bache			Bachelor Politics and Economics and Law, Dual Bachelor Mathematics,			
16		oonsible Lecturer: essor Dr. Martin Bohl			<b>Department:</b> School of Bus	iness and Economics			
17	Misc	.:							

#### Econometrics

Mo	dule Ti	tle english:		Econometrics							
		ogram:		Bachelor Business Administration							
1		ule No: TRV :	18	State: Elective	State: Elective Language of Instruction: English						
2		each winte		Duration: 1 semester	Semester: 5 0		<b>CP:</b> 6	Workload	<b>l (h):</b> 180		
	Modu	le Structur	9:					][			
	No	Туре	Cour	se		State	e	Workload (h	)		
3		Pi (h							Self- Study (h)		
	1	Lecture	Econ	ometrics		Com	pulsory	30 h (2 CH)	60		
	2	Exercise	Econ	ometrics		Com	pulsory	30 h (2 CH)	60		
4	Econy modu studi Cours Topic intera conve intera econy empi learn reflec	omics". It is ule "Econom es. <b>se content:</b> s: linear reg actions; gen ergence and dependent e ometrics me rical econor to use and ct on the me	recomi etrics". eralized limit the equatio ethods i nic rese assess thods i	required for empirical earch. They learn to as scientific methods in used in empirical studi	module "Advan of econometrics d variable bias; d (heteroskeda kogenous varial objectives: This economics. Stu sess the suitab empirical studie es as well as or	ced S is ne nonli sticity bles; i modu dents ility o es. Stu n the u	tatistics cessary nearities , autoco nstrume ule provi are bein f empirio udents a results.	" before atter for all empirio s; dummy var prrelation); st ental variable des the elem ng prepared f cal methods. ire able to crit	iables; ochastic s; entary or Students tically		
5	Acad The s econ- of exa recog indep book Soft s Logic	interdependent equations systems. Learning objectives: This module provides the elementary econometrics methods required for empirical economics. Students are being prepared for empirical economic research. They learn to assess the suitability of empirical methods. Students learn to use and assess scientific methods in empirical studies. Students are able to critically reflect on the methods used in empirical studies as well as on the results. Students learn to think about empirical aspects of economic phenomena in a structured way.  Learning outcomes: Academic: The students are statistically and numerically literate. They recognize the importance and value of econometric thinking, training, and approach to problem solving. They are familiar with a variety of examples where econometrics helps to accurately explain abstract phenomena. They can recognize and appreciate the connections between theory and applications. Students learn to independently read econometric literature of various types, including survey articles, scholarly books, and online sources. Soft skills: Logic and Critical Thinking: Students have a facility with abstract reasoning, including the ability to abstract from concrete situations and make ideas precise by formulating them econometrically.									

	conte lines probl coun ident conte econ mode subv Com expla durin asses	This includes their own arguments and those of others, in both academic and non-academic contexts. Problem solving: The students use their training in econometrics to help guide possible lines of inquiry. They solve complex problems by identifying feasible divisions into simpler sub-problems. They gather and organize relevant information such as related problems, examples and counterexamples. They sharpen econometric questions as a problem solving strategy. They identify suitable existing methods of analysis and assess their strengths and weaknesses in the context of the problem being considered. They construct abstract models using appropriate economic and statistical tools. They use computers and software as exploratory, visualization, modelling and computational tools. The students undermine nonsensical regulations subversively. The students can engage their creativity in the quest for novel or elegant solutions. Communication: The students accept comments and feedback, and learn from them. They can explain fundamental concepts from econometrics to non-experts. They can justify choices made during problem solving and interpretation of results. The students present the results and assessment of a problem solving strategy. They communicate logical arguments both orally and in writing to a range of audiences.								
6	<b>Desc</b> none	ription of possible electives	within the modules	:						
7	Exam	ination: Final Module Exam								
8	Relev No	vant Work: Number and Type; Connecti Final written exam	ion to Course	<b>Duration</b> max. 120 M	in.	Part of final mark in %				
9	Study	y Work: none								
10	The c	equisites for Credit Points: redit points will be granted a pleted.	after all relevant wo	rk and study v	work h	nave been successfully				
	CP As	ssignment:								
			No 1		1.00	СР				
11	Pres	sence	No 2		1.00	СР				
	Rele	evant Work	No 1		4.00	СР				
	Tota	l			6 CP					
12	<b>Weig</b> 3,3%	ht of the module grade for th	ne overall grade:							
13		<b>ıle Prerequisites:</b> mmended: Modules Data Sci	ience 1, Data Scienc	ce 2, Advance	ed Stat	tistics.				
14	<b>Prese</b> Prese	ence: ence is strongly recommende	ed to warrant learnir	ig success						

	Mobility/Acknowledgement:							
15	Use of the module for other course programs	rse programs Bachelor Economics, Bachelor Pol Economics, Bachelor Economics ar Bachelor Economics, Bachelor Mat Bachelor Geography						
16	<b>Responsible Lecturer:</b> Prof. Dr. Mark Trede, Professor Dr. Bernd Wilfling		<b>Department:</b> School of Business and Economics					
17	<b>Misc.:</b> This module is taught in the second half of the w Advanced Statistics in the first half of the term.							

### Public Choice Theory

Мо	dule Ti	tle english:		Public Choice Theory							
Course Program: Bachelor Business Administration											
1	Modu	ule No: TRV 1	9	State: Elective	Language of I	nstru	ction: Ge	erman			
2	Turn: seme	each winter ester	,	Duration: 1 semester	Semester: 5 0	or 6	<b>CP:</b> 6	Workload	<b>(h):</b> 180		
	Modu	ule Structure	:								
	No	Туре	Cour	se		Stat	е	Workload (h	)		
3								Presence (h + CH)	Self- Study (h)		
	1	Lecture	Lectu	ure Public Choice Theo	ory	Com	pulsory	30 h (2 CH)	60		
	2	Exercise	Exer	cises		Com	pulsory	30 h (2 CH)	60		
4	Macr insig welfa make is ap and r <b>Cour</b> The f group insig modu the n	oeconomic T hts into how are economic ers act; and v plied within macroeconor <b>se content:</b> ocal point of os as well as hts into the r ule provides	heory recom s. It al which p a broa nics in analys actors restrict are de	n the modules Princip and deepens the unde mendations concernin so gives insights into to political behavior may d field of political phe struments to a broad sis in this module are and their respective of ions under which politi rived from the applica ematically exercising	erstanding acquing economics pothe restrictions hence be expected and the restriction of both the mange of both the public decision making tical decision making tion of the econ	uired s olicy unde cted. odule neory make g beh nakers	so far. The can be d r which p The mether and poli- ers, bure avior. Pa s typicall s methoo	e module giv erived using political decis nodology of e helps applyir cy issues. aucrats, inter rticipants wil y act. The ins dology. Furthe	es first criteria of ion conomics og micro- est l gain ights this ermore,		
5	Acad The n beha evalu Soft s In thi multi the a	vior. Moreov lation of poli <b>skills:</b> s module, th ple influenci ccompanying	nes fun er, stu tical p ne stud ng fac g tutor	idamental analytical s dents will learn to app rocesses. ents will learn to analy tors. They will also exe ial sessions, problem- emplary cases.	oly the instrume yze complex pu ercise abstract a	nts av blic p and in	vailable olicy iss terlaced	for a professi ues concerne thinking. Esp	onal d with becially in		

6	<b>Desc</b> none	ription of possible electives	within the modul	es:							
7	Exam	ination: Final Module Exam									
	Relev	vant Work:				1					
8	No	Number and Type; Connecti	on to Course	Dı	uration	Part of final mark in %					
	1	Final written exam		90	o 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:										
	N0 1 1.00 CP										
11	ries	ence	No 2		1.00	СР					
	Rele	vant Work	No 1		4.00	СР					
	Tota	l			6 CP						
12	<b>Weig</b> 3,3%	ht of the module grade for th	ne overall grade:								
13		<b>Ile Prerequisites:</b> nmended: mathematics, stat	istics, microecon	omics	s I, macroecono	mics I					
14	<b>Prese</b> Prese	ence: ence is strongly recommende	d to warrant learr	ning s	uccess						
15	Mobi	lity/Acknowledgement:									
15	Use	of the module for other cour	se programs	Bach	elor Economics						
16		<b>onsible Lecturer:</b> ssor Dr. Thomas Apolte			<b>Department:</b> School of Bus	iness and Economics					
17	Misc.	:									

### **Resource Economics**

Module Title english:     Resource Economics											
Cou	rse Pro	ogram:		Bachelor Business Administration							
1	Modu	ule No: TRV 2	20	State: Elective         Language of Instruction: German							
2	<b>Turn:</b> seme	each winter ester		Duration: 1 semester	Semester: 5 or 6 CP: 6			Workload	<b>(h):</b> 180		
	Modu	ule Structure	:								
	No	Туре	Cour	se		Stat	е	Workload (h	I)		
3								Presence (h + CH)	Self- Study (h)		
	1	Lecture	Reso	urce Economics		Com	pulsory	30 h (2 CH)	60		
	2	Exercise	Exer	cises on Resource Eco	nomics	Com	pulsory	30 h (2 CH)	60		
4	Chan Cours The n facto facto and u Reso	ge Economic se content: nodule 'Resc rs of product r. Hence, the uses in the e urces and th	cs" and ource E tion in e stude conom eir use	e for the master progr d "Advanced Energy ar conomics' deals prima modern Economies an nt learn about the min y. The topics include - in Energy Production lignite, hard coal, oil, §	nd Resource Eco arily with Energy nd the Resource ing of natural re Energy and Ene - Resource usag	y as tl s whi esour ergy A ge and	ics". ne one o ch are ne cces and ccountir d enviror	f the most im eeded to proo their transfor ng - Exhaustib nmental issue	portant duce this mation ble		
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	<b>Desc</b> none	• •	ssible	electives within the m	odules:						
7	Exam	iination: Fin	al Mod	lule Exam							

	Relev	vant Work:		I		1						
8	No	Number and Type; Connecti	on to Course	Du	iration	Part of final mark in %						
	1	Final Written Exam		60	o min.	100 %						
9	Stud	<b>y Work:</b> none										
10	The o	equisites for Credit Points: credit points will be granted a pleted.	ifter all relevant	work a	nd study work h	ave been successfully						
	CP Assignment:											
	Drog	Sence	No 1		1.00 (	CP						
11			No 2		1.00 (	CP						
	Rele	evant Work	No 1		4.00	СР						
	Tota	al			6 CP							
12	<b>Weig</b> 3,3%	sht of the module grade for th	ne overall grade:	:								
13	<b>Mod</b> none	ule Prerequisites:										
14		ence: ence is strongly recommende	d to warrant lea	rning s	uccess							
	Mobi	ility/Acknowledgement:										
15	Use	of the module for other cour		Bachelor Economics, Bachelor Politics and Economics, Bachelor Economics and Law, Bachelor Mathematics, Bachelor Geography								
16		oonsible Lecturer: essor Dr. Andreas Löschel			<b>Department:</b> University of Münster, School of Business and Economics							
17	Misc.:											

# Topics in Economics I

Module Title english:     Topics in Economics I										
Cou	rse Pro	ogram:	Bachelor Business A	Administration						
1	Modu	ule No: TRV 22	1 <b>State:</b> Elective	Language of Instruction: German or English						
2	<b>Turn:</b> seme	each ester	<b>Duration:</b> 1 semester	Semester: 5 or 6	<b>CP:</b> 6	Workload (h)	: 180			
	No	Туре	Course		State	Workload (h	)			
3						Presence (h + CH)	Self- Study (h)			
	1	Seminar	Topics in Economics I		Compulsory	30 h (2 CH)	150			
4	differ 'Micro <b>Cours</b> The S Econ to ap think	rent, mainly n oeconomics I <b>se content:</b> Geminar "Topi omics (such a ply their theo through a sp neral to learn	cs in Economics' focuss nicroeconomic topics. It I'. ics in Economics" focus as industrial organizatio pretical knowledge from pecific economic questio the value of a consister	can be seen as a co ses every Semester n or applications of their basic economi on. This will form the	mplement to on a "cross-s game theory cs lectures ir basis for the	modul sectional" Top ) where Stude order to cons sir Bachelor th	ic in ents learn sistently lesis and			
5	Learning outcomes:         Academic:         Learn to understand state-of-the-art research literature and acquire the ability to use their tools to understand and analyse an economic question. By analzying a defined question from the literature and by (guided) writing of a term paper, students learn to efficiently communicate									
6	<b>Description of possible electives within the modules:</b> none									
		• •		he modules:						
7	none			he modules:						

	No	Number and Type; Connecti	on to Course	Dı	iration		Part of final mark in %					
	1	Written term paper & preser	itation	max. 20 pages & max. 90 min.			100 %					
9	Study Work: none											
10	The o	Prerequisites for Credit Points: The credit points will be granted after all relevant work and study work have been successfully completed.										
	CP Assignment:											
11	Pres	sence	No 1		1							
	Rele	evant Work	No 1	5.00 CP		5.00 CP						
	Tota	al		6 CP								
12	<b>Weig</b> 3,3%	<b>sht of the module grade for th</b>	ie overall grade	:								
13		<b>ule Prerequisites:</b> c Economic knowledge (from	the first 3 Seme	este	r, i.e. Econ 101,	, Micro,	Macro, Statistics)					
14		<b>ence:</b> ence is strongly recommende	d to warrant lea	ırniı	ng success.							
	Mob	ility/Acknowledgement:										
15	Use	of the module for other cours	se programs	Ba	achelor Econor	nics						
16		oonsible Lecturer: essor Dr. Gernot Sieg			<b>Department:</b> School of Bus	iness a	nd Economics					
17	Misc.:											

# Topics in Economics II

Module Title english:     Topics in Economics II										
MOC		te english:		Topics in Economics	11					
Cou	rse Pro	ogram:		Bachelor Business A	dministration					
1	<b>Modu</b> 22	<b>ile No:</b> TRV		State: Elective	Language of Instruction: German or English					
2	<b>Turn:</b> seme			<b>Duration:</b> 1 semester	Semester: 5 or 6	<b>CP:</b> 6	Workload (h)	<b>):</b> 180		
Module Structure:										
	No	Туре	C	ourse		State	Workload (h	ı)		
3						Presence (h + CH)	Self- Study (h)			
	1	Seminar	Т	opics in Economics II		Compulsory	30 h (2 CH)	150		
4	differ 'Micro <b>Cours</b> The S Econo to ap think	ent, mainly n beconomics I <b>se content:</b> eminar "Topi omics (such a ply their theo through a sp neral to learn	nic II'. ics as ore oec	in Economics' focusse roeconomic topics. It in Economics" focuse industrial organizatio tical knowledge from ific economic questio re value of a consister	can be seen as a co ses every Semester n or applications of their basic econom n. This will form the	omplement to on a "cross-s game theory ics lectures in e basis for the	modul sectional" Top ) where Stude order to cons sir Bachelor th	oic in ents learn sistently nesis and		
5	Learning outcomes:Academic:Learn to understand state-of-the-art research literature and acquire the ability to use their tools to understand and analyse an economic question. By analzying a defined question from the literature and by (guided) writing of a term paper, students learn to efficiently communicate (orally and written) and train the ability to structure and analyze problems.Soft skills:Focus of this modul is writing and presenting a term paper on a specific microeconomic topic. By the means of a very close communication between adviser and student, problem solver and slef- structured working are enforced. A feedback after the presentation is helpful to sharpen presentation skills.									
6	<b>Desci</b> none	ription of pos	si	ble electives within th	ne modules:					
7	Exam	ination: Fina	al M	Module Exam						

	Rele	vant Work:					l				
8	No	Number and Type; Connecti	on to Course	Dı	ıration		Part of final mark in %				
	1	Written term paper & preser	itation	max. 20 pages & max. 90 min.		& max.	100 %				
9	Stud	<b>y Work:</b> none									
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.										
	CP Assignment:										
11	Pres	sence	No 1			1.00 CP					
	Rele	evant Work	No 1			5.00 CP					
	Tota	al				6 CP					
12	<b>Weig</b> 3,3%	ght of the module grade for th	ie overall grade	:							
13		<b>ule Prerequisites:</b> c Economic knowledge (from	the first 3 Seme	este	r, i.e. Econ 10	1, Micro,	, Macro, Statistics)				
14		<b>ence:</b> ence is strongly recommende	d to warrant lea	arniı	ng success.						
	Mob	ility/Acknowledgement:									
15	Use	of the module for other cours	se programs	Ba	achelor Econo	omics					
16	-	oonsible Lecturer: essor Dr. Gernot Sieg			<b>Department</b> School of Bu		and Economics				
17	Misc.:										

### Social Policy

Мос	dule Ti	tle english:		Social Policy						
Cou	rse Pr	ogram:		Bachelor Busines	is Ac	Iministration				
1	Mod	u <b>le No:</b> TRV 2	<u>23</u>	State: Elective	Language of Instruction: German					
2	<b>Turn</b> seme	each winter ester	r	<b>Duration:</b> 1 semester		Semester: 5 0	or 6	<b>CP:</b> 6	Workload	<b>(h):</b> 180
	Mod	ule Structure	2:							
	No	Туре	Cour	se			Stat	te	Workload (h	ı)
3									Presence (h + CH)	Self- Study (h)
	1	Lecture	Soci	al Policy			Com	npulsory	30 h (2 CH)	60
	2	Exercise	Tuto	rial Social Policy			Com	npulsory	30 h (2 CH)	60
	Socia theor inter	retical frame	work to particu	centives and thus i o analyse the efficie llar in the labour ma	ency	and distributiv	ve co	nsequen	ces of social	policy
4	The	mes			Learning objectives					
-	Just	ification for s	social i	nsurance	vol	derstand why u untary insuran vernment mano	ce ma	arkets m	ight be inferio	
		our Market P mployed	olicies	for the	and	derstand how p d active (trainir ect labour supp	ng pro	ograms)	abour marke	
	(mir		s, wage	for the Employed e subsidies, anti- es)		derstand both sequences of				ive
	Ecoi	nomics of Ed	lucatio	n	Understand how well designed education policy can mitigate the need for ex post redistribution.					olicy can

5	Learning outcomes: Academic: Students become familiar with a toolbox that allows for a model based analysis and empirical quantification of prominent social policies. Upon completion of the module, student can gauge the pros and cons of various welfare and labour market policies. Soft skills: The model based approach trains students to translate concrete problems into an abstract framework to develop generalisable solution strategies. In discussions on recent policy issues students have to formulate arguments with scientific precision and critically reflect those arguments based on theoretic insights and empirical results.										
6	Description of possible electives within the modules: none										
7	Examination: Final Module Exam										
	Relevant Work:										
8	NoNumber and Type; Connection to CourseDurationPart of final mark in %										
	1	Final written exam		90 min.		100 %					
9	Stud	<b>y Work:</b> none									
10	The o	equisites for Credit Points: credit points will be granted a pleted.	ifter all relevant v	vork and study v	vork h	ave been successfully					
	CP A	ssignment:									
	Drog	sence	No 1		1.00 (	CP					
11		bence	No 2		1.00 (	<u>.</u> P					
	Rele	evant Work	No 1		4.50 (	CP					
	Tota	al			6.5 CI	0					
12	<b>Weig</b> 3,3%	s <b>ht of the module grade for th</b>	ne overall grade:								
13	<b>Mod</b> none	ule Prerequisites:									
14		ence: ence is highly recommended	to warrant learni	ng success.							
	Mob	ility/Acknowledgement:									
15	Use	of the module for other cour	se programs	Bachelor Econo	mics						

16	<b>Responsible Lecturer:</b> Professor Dr. Nadine Riedel	<b>Department:</b> University of Münster, School of Business and Economics
17	Misc.:	

### Game Theory

Мо	dule Ti	tle english:		Game Theory								
Cοι	ırse Pr	ogram:		Bachelor Business A	Bachelor Business Administration							
1	Mod	ule No: TRV 2	24	State: Elective	Language of Instruction: German							
2		: each summ ester	ier	Duration: 1 semester	Semester: 5 or 6 CP: 6			Workload	<b>(h):</b> 180			
	Mod	ule Structure	e:									
	No Type Cours			Se		State	9	Workload (h	)			
3								Presence (h + CH)	Self- Study (h)			
	1	Lecture	Game	e Theory		Com	pulsory	30 h (2 CH)	60			
	2	Exercise	Tutor	ial Game Theory		Com	pulsory	30 h (2 CH)	60			
	intro	duce the fun	damen	tal solution concepts i ons from all areas of eq	or in negotiations. It is a central method in economics and has applications in industrial organisation, international trade, macroeconomics, political economy, etc. The lectures will introduce the fundamental solution concepts in game theory and will feature numerous conc examples and applications from all areas of economics							
4		mes		Learning objectives								
4 Introduction Understand why we need game theory to make better decision in												
	Static games with complete information       Understand how we can predict the behavior of one player depend on the action of others, all simultaneously and there is no information as a simultaneously as a simultaneously and there is no information as a simultaneously as a simu							etter decision	in			
		-		Understand why we strategic situations Understand how we one player depend o	can predict the n the action of	beha others	vior of p s, all pla	layers if the u yers move				
	com  Dyn	-	ation with	Understand why we strategic situations Understand how we one player depend o	can predict the n the action of there is no info time dimensior	beha others rmatic	vior of p s, all pla on asym	layers if the u yers move metry	itility of			
	com Dyn com	amic games	with ation	Understand why we strategic situations Understand how we one player depend o simultaneously and Understand how the	can predict the n the action of o there is no infor time dimensior tic games	beha others rmatic n char	vior of p s, all pla on asym nges the	layers if the u yers move metry predictions o	utility of of game			

	Dynamic games with incomplete information	Understand how incomplet dynamic games	e information chan	ges the prediction in					
5	<ul> <li>Learning outcomes:</li> <li>Academic:</li> <li>After finishing the module the student should demonstrate the knowledge of game theory. The students should demonstrate the ability to apply this knowledge to real-world examples, to predict the behavior in strategic interactions and to understand the limits of game theoretic reasoning</li> <li>Soft skills:</li> <li>In this module, students learn particularly the analysis of complex economic circumstances with multiple influencing factors as well as abstract thinking. In the exercises, the practical solution competence for applied problems is encouraged. The self-responsible preparation of the exercises supports students in their development of an autonomous approach to problem solving. Additionally, the content of the course is applied in a real life context. For this purpose and throughout the course, specific case studies are referred to, so that students gain an understanding for the scope of application of game theory.</li> </ul>								
6	Description of possible electives within the modules: none								
7	Examination: Final Modu	ule Exam							
8	Relevant Work: No Number and Type;	Connection to Course	Duration	Part of final mark in %					
	1 Written exam for "O	Game theory"	60 min.	100 %					
9	Study Work: none								
10	Prerequisites for Credit F The credit points will be completed.	<b>Points:</b> granted after all relevant wo	rk and study work l	nave been successfully					
	CP Assignment:								
		No 1	1.00	СР					
11	Presence	No 2	1.00	СР					
	Relevant Work	No 1	4.00	СР					
	Total		6 CP						
12	Weight of the module gra 3,3%	ade for the overall grade:							
13	Module Prerequisites: none								

14	<b>Presence:</b> Presence is strongly recommended to warrant learning success					
15	Mobility/Acknowledgement:					
-5	Use of the module for other course programs	Bache	elor Economics			
16	<b>Responsible Lecturer:</b> Prof. Dr. Martin Watzinger		<b>Department:</b> School of Business and Economics			
17	Misc.:					

## Tax Policy

	dule Ti	tle english:		Tax Policy						
Course Program:     Bachelor Business Administration										
Course Program:     1   Module No: TRV 26				Bachelor Business A	aminist	ration				
1				State: Elective	Langu	Language of Instruction: German			erman	
2	<b>Turn:</b> each winter semester			Duration: 1 semester	Seme	<b>ster:</b> 5 or	6	<b>CP:</b> 6	Workload	<b>(h):</b> 180
	Modu	ule Structure	:							
	No Type Cour			se			Stat	e	Workload (h	)
3									Presence (h + CH)	Self- Study (h)
	1	Lecture	Tax F	Policy			Com	pulsory	30 h (2 CH)	60
	2	Exercise	Tuto	rial Tax Policy			Com	pulsory	30 h (2 CH)	60
4	impo Good <b>Cour</b> s The n	rtant role in o l knowledge o <b>se content:</b>	other s of mic s an ov	ucial for the economy a subfields of economics roeconomics is helpfu verview of the German vzing taxes.	s, such l.	as enviro	nme	ntal and	energy econo	omics.
5	<b>Acad</b> After Germ	completing t	he mo: m and	odule, students have ( its fundamental rules,			-			
6	<b>Desc</b> none	• •	ssible	electives within the m	odules	:				
7	Exam	iination: Fina	al Moc	lule Exam						
		vant Work:						_		
8	No			; Connection to Course	9	Duration .			art of final ma	Irk in %
	1	Written exa	m			90 min.		10	00 %	
9	Study	<b>y Work:</b> none	د							

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		_			
11	Presence	No 2		1.00 CP			
	Relevant Work	No 1		4.00 CP			
	Total			6 CP			
12	Weight of the module grade 3,3%	for the overall grade	9:				
13	Module Prerequisites: none						
14	<b>Presence:</b> Presence is strongly recomm	nended to warrant lea	arning s	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				al		
16	Responsible Lecturer:Department:Professor Dr. Johannes BeckerSchool of Business and Economics						
17	Misc.:						

Module Title english:         Firms, Competition and, Cooperation										
Cou	irse Pr	ogram:		Bachelor Business A	Business Administration					
1	Mod	ule No: TRV 2	7	State: Elective	Language of Instruction: German					
2				Duration: 1 semester	Semester: 5 or 6 CP: 6 Workload (h)			<b>):</b> 180		
	Mod	ule Structure	:							
	No	Туре	Cours	5e		State	Workload	(h)		
3							Presence (h + CH)	Self- Study (h)		
	1	Lecture	Firms	s, Competition, and Co	operation	Compulsor	ry 30 h (2 CH)	60		
	2	Exercise		ial on Firms, Competit eration	ion, and	Compulsor	y 30 h (2 CH)	60		
	and i exam whic view, lectu <b>Cour</b> The r	n particular t nined: Under h circumstan , and under v re is knowled <b>se content:</b> nodule Firms	the ten which ces is which c dge of g , Comp	d answered. Subseque sion between enterpri circumstances do bus a higher intensity of co ircumstances is corpo game theory and indus petition and Cooperati iterprise competition a	se competition and iness and economi ompetition desirabl rate cooperation de strial organization. on deals with the "t	enterprise c c interests co e from an ec esirable? The heory of the	ooperation is pincide? Und onomic poin basis for thi	s er t of s		
4	The	mes	Lea	earning objectives						
	1. Tł firm	neory of the		udents will learn the a	dvantages and disa	dvantages o	f intra-compa	any		
				udents understand to what extent horizontal and vertical firm mergers are esirable from a business/economic perspective.						
	3. Pr Theo	rincipal-Agen ory	it Stu	udents learn about mo	dels and solutions	for internal i	ncentive pro	blems.		
	-	ompetition Collusion	an		eoretical approaches to modeling firm competition in particular how price and quantity collusion are ble.					

## Firms, Competition and, Cooperation

	5. Corporate Collusion	cooperation		earch and devel	nt to which corporate opment - can be desirable		
	6. Discussion of current casesBy discussing current cases of competition policy, students learn to apply the concepts they have learned.						
5	Learning outcomes:         Academic:         Upon completion of the module, students will have mastered methodological principles and important theories of entrepreneurship, business competition and business cooperation. Students are thus able to understand and weigh the advantages and disadvantages of entrepreneurship, and to evaluate government regulation of business strategies.         Soft skills:       Upon completion of the module, students are able to apply theoretical economic models to business and economic issues related to entrepreneurship. Thus, the students are able to assess political discussions of corresponding topics in a well-founded manner.						
6	Description of possi none	ble electives	within the modules	:			
7	Examination: Final	Module Exam					
8	Relevant Work: No Number and T	ype; Connecti	on to Course	Duration	Part of final mark in %		
	1 Final Written e	exam		90 min.	100 %		
9	Study Work: none						
10	Prerequisites for Cre The credit points wil completed.		ıfter all relevant wor	k and study wor	k have been successfully		
	CP Assignment:						
	Presence		No 1	1.0	оо СР		
11			No 2	1.0	оо СР		
	Relevant Work		No 1		00 CP		
	Total			60	۲ <u>۲</u>		
12	Weight of the modu 3,3%	le grade for th	ne overall grade:				
13	<b>Module Prerequisite</b> Recommended: Fou		icroeconomics, Ind	ustrial Organizat	tion, Game Theory		
14	<b>Presence:</b> Presence is strongly	recommende	d, to warrant learni	ng process.			

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

# **Behavioral Economics**

Module Title english:				Behavioral Economics					
Cou	Durse Program:     Bachelor Business Administration								
1 Module No: TRV 28			8	State: Elective	Language of Instruction: English				
2	<b>Turn:</b> each summer semester			<b>Duration:</b> 1 semester	Semester: 5 o	or 6	<b>CP:</b> 6	6 Workload (h): 180	
	Mod	ule Structure	:						
	No	Туре	Cours	se		State	e	Workload (h	)
3								Presence (h + CH)	Self- Study (h)
	1	Lecture	Beha	vioral Economics		Com	pulsory	30 h (2 CH)	60
	2	Exercise	Tutor	ial on Behavioral Econ	omics	Com	pulsory	30 h (2 CH)	60
4	econ stand furth <b>Cour</b> In thi prefe mode	omicus. To n dard time-, ri er study the i <b>se content:</b> is module stu erences and k els that incor (iii) policy co	nake se sk- and implica udents biases i porate	nsistent with the pred onse of the data, we wi social preferences as tions of psychological get to know (i) the ma n belief formation and these insights and (iii ns that can be drawn is	ll enrich the cla well as robust ly more realist in evidence for l economic dec ) policies that a	assica belief ic moo the re cision allows	l model f and ch lels for r elevance making, to inco	by incorpora oice biases. W market outcor of non-stanc (ii) the main rporate these	ting non- Ne will mes. lard economic
	1. 0'	verview		Students get an overv	view over the w	ealth	ofecond	omically relev	ant
				psychological finding				-	
2. AsymmetricStudents learn about the implications of dropping the standa assumption of symmetric information among sellers and buye market outcomes. We apply the insights obtained in the previous chapter to markets for credence goods.				ers and buyer	s for				
	3. S	ocial Prefere	nces	Students learn about altruism and inequity			-		

	4. Choice under Risk	At the hand of famous para learn about the implication economic theory as well as	is of non-standa	•				
	5. Intertemporal ChoiceAt the hand of famous paradoxes (such as the Allais paradox), students learn about the implications of non-standard risk preferences for economic theory as well as for daily decision making.							
	6. Belief Biases	In this section we discuss the consequences of belief biases such as correlation neglect and stereotyping.						
	7. Limited Attention			ong others, biases in the risk, ne consequences of limited				
5	psychological insights, implications for market <b>Soft skills:</b> Upon completion of the	e module, students have lear how to integrate them into e outcomes and regulations f e module, students are able t and behavioral phenomena.	conomic mode rom these insig	ls, and how to derive hts.				
6	<b>Description of possible</b> none	electives within the module	:5:					
7	Examination: Final Mo	dule Exam						
8	Relevant Work:	e; Connection to Course	Duration	Part of final mark in %				
	1 Final written exar	n	90 min.	100 %				
9	Study Work: none							
10	<b>Prerequisites for Credi</b> The credit points will be completed.	t <b>Points:</b> e granted after all relevant we	ork and study w	ork have been successfully				
	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 § 3,3%	grade for the overall grade:						

13	<b>Module Prerequisites:</b> Recommended: Microeconomics, Industrial Organization, Game Theory				
14	<b>Presence:</b> Presence is strongly recommended to warrant learning success.				
15	Mobility/Acknowledgement:				
15	Use of the module for other course programs	Bachelo	or Business Administration		
16	<b>Responsible Lecturer:</b> Dr. Eric Meyer		<b>Department:</b> University of Münster, School of Business and Economics		
17	Misc.:				

Module Title english:     Competition and Regulation									
Cou	irse Pro	e Program: Bachelor Business Administration							
1 Module No: TRV 29			9	State: Elective	Language of Instruction: German				
2	<b>Turn:</b> each summer semester			Duration: 1 semester	Semester: 5 o	or 6	<b>CP:</b> 6	Workload	<b>l (h):</b> 180
	Modu	ule Structure	:						
	No	Туре	Cours	se		State	e	Workload (h	I)
3								Presence (h + CH)	Self- Study (h)
	1	Lecture	Comp	petition and Regulation	n	Com	pulsory	30 h (2 CH)	90
	2	Exercise	Tutor	ial on Competition and	d Regulation	Com	pulsory	30 h (2 CH)	30
	<b>Purp</b> e The le Regu probl	ecture "Foun lation" build lems can be s	dations s on pr solved	ntegration into curric s of Regulation" is bas oblems stemming fror by a reasoned regulat d contemporary proble	ed on "Microe n restraints of ion policy. Mor	compe eover	etition a , the lect	nd shows how	w these

# Competition and Regulation

	Themes	Learning objectives					
	1. Introduction	To understand competition policy from a historical perspective. To know its objectives and its relationship to regulation.					
	2. Market Power and Welfare	To understand that market power can lead to varying degrees of inefficiencies and thus welfare losses.					
	3. The Role of Competition Policy						
	4. Principles of Regulation	To comprehend why natural monopolies arise, how they arise and why they may not produce pareto-optimal outcomes. To know different theories of regulation.					
	5. Price Regulation	To comprehend how prices and price structures of natural monopolists can be regulated and which problems can result.					
	6. Asymmetric Information	To comprehend which instruments regulatory policy can use in case of asymmetric information.					
	7. Cost-based Regulation	To comprehend that different cost-based regulatory instruments are available.					
	8. Incentive Regulation	To comprehend the different forms of incentive regulation.					
	9. Deregulating Network Sectors	To comprehend how network sectors can be deregulated.					
5	paradigms, criteria wh economic policy instru- the students are taugh practical tools related <b>Soft skills:</b> In this module, studen multiple factors as we practiced with exampl their development of a the course is applied i case studies are referr	dents acquire content-related competences for the basic economic policy en economic policy measures should be applied, the working principles of ments and when economic policy actions may be detrimental. Additionally, at the theoretical knowledge of regulatory and competition theory and to the solution of such problems. Ats learn particularly the analysis of complex economic policy issues with as abstract and lateral thinking. Further, problem-solving skills will be es. The self-responsible preparation of the exercises supports students in an autonomous approach to problem solving. Additionally, the content of n a real life context. For this purpose and throughout the course, specific ed to, so that students are able to construct suitable economic policy porate the pros and cons of these suggested policy actions.					
6	<b>Description of possibl</b> none	e electives within the modules:					
7	<b>Examination:</b> Final Mo	odule Exam					
8	Relevant Work: No Number and Typ	e; Connection to Course Duration Part of final mark in %					

	1 Final written exam		90	min.	100 %		
9	Study Work: none						
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.						
	CP Assignment:						
	Bracanco	No 1		1.00	СР		
11	Presence	No 2		1.00	СР		
	Relevant Work	No 1		4.00	СР		
	Total			6 CP			
12	Weight of the module grade for 3,3%	or the overall grade	9:				
13	Module Prerequisites: none						
14	<b>Presence:</b> Preence is recommended to wa	arrant learning suc	cess				
	Mobility/Acknowledgement:						
15	Use of the module for other co	ourse programs	Bache	elor Economics			
16	Responsible Lecturer:Department:Professor Dr. Gernot SiegSchool of Business and Economics						
17	Misc.:						

Module Title english:         Foundations of Environmental Economics								
Cou	rse Pr	ogram:		Bachelor Business A	dministration			
1	Mod	ule No: TRV <u>s</u>	34	State: Elective	Language of Instru	uction: Germa	an	
2	Turn: seme	: each winte ester	r	Duration: 1 semester	Semester: 5 or 6	<b>CP:</b> 6	Workload (h	<b>1):</b> 180
	Module Structure:							
	No	Туре	Cours	e		State	(h)	
3							Presence (h + CH)	Self- Study (h)
	1	Lecture	Introc	luction to Environment	al Economics	Compulsory	7 30 h (2 CH)	60
	2	Exercise	Exerc Econo	ises on Introduction to omics	Environmental	Compulsory	7 30 h (2 CH)	60
4	The r econ serve Chan <b>Cour</b> The r facto facto and u Reso	nodule "Res omic policy es as a basic ge Economi <b>se content:</b> nodule 'Rese ors of produc or. Hence, the uses in the e urces and th	ource E and reg cs cours cs" and ource E tion in e stude conom neir use	integration into curric conomics" is based o gulation. It complement of for the master progra "Advanced Energy an conomics' deals prima modern Economies an nt learn about the min y. The topics include - in Energy Production ignite, hard coal, oil, g	n the fundamentals ts the modules "Enviro am modules "Enviro d Resource Econom arily with Energy as t d the Resources wh ing of natural resou Energy and Energy / - Resource usage an	ergy Econom onmental Eco lics". The one of the ich are need rces and the Accounting - Id environme	ics". The mo nomics", "C e most impo ed to produc r transforma Exhaustible ntal issues.	limate rtant ce this ation
5	Acad The s resou analy own. ques know Soft	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		ription of po		electives within the m	-			

## Foundations of Environmental Economics

7	Exam	nination: Final Module Exam						
8	Relev No	vant Work: Number and Type; Connecti	on to Course	Du	ıration	Part of final mark in %		
	1	Final Written Exam		60	o min.	100 %		
9	Study Work: none							
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.							
	CP Assignment:							
	Pres	sence	No 1		1.00	СР		
11			No 2		1.00	СР		
	Relevant Work No 1				4.00	СР		
	Tota	ıl			6 CP			
12	<b>Weig</b> 3.3%	sht of the module grade for th	ne overall grade	e:				
13	<b>Modu</b> none	ule Prerequisites:						
14	<b>Prese</b> Prese	ence: ence is strongly recommende	d to warrant lea	arning s	uccess			
	Mobility/Acknowledgement:							
15	Use	of the module for other cour	se programs	Econo	achelor Economics, Bachelor Politics and conomics, Bachelor Economics and Law, achelor Mathematics, Bachelor Geography			
16	<b>Responsible Lecturer:</b> Dr. Jörg Lingens				<b>Department:</b> University of Münster, School of Business and Economics			
17	Misc	.:						

Information Systems Electives

## Data Management

Mod	dule Tit	le english:		Data Management							
Cou	rse Pro	ogram:		Bachelor Business /	Administration						
1	Modu	Ile No: TRW 1		State: Elective	Language of Ins	stru	ction: Ger	man or Englis	h		
2	<b>Turn:</b> seme	each summe ster	er	Duration: 1 semester	Semester: 5 or 6	6	<b>CP:</b> 6	Workload (I	<b>h):</b> 180		
	Modu	Ile Structure:	:								
	No	Туре	Cou	rse		St	ate	Workload (h)			
3								Presence (h + CH)	Self- Study (h)		
	1	Lecture	Data	a Management		(n + CH) (h)			60		
	2	Exercise	Tuto	orial Data Managemer	nt	Со	mpulsory	30 h (2 CH)	60		
4	A suit critica modu die W syste forms stude proce <b>Cours</b> The s syste imple data types speci At the relati Struc Contr the th lockin depth (poss exerc relati	table concept al success fac- ule Datenmar (irtschaftsinforms becomes the necessar ents will learn essing design <b>se content:</b> tudents learn ms. In doing ementation an using the lan treinterprete alizations/ge data-processions, first to fit tured Query I rol Language, nee levels ar ng protocol) to aspects in t sibly through ises, and cas	tual c ctors nagen ormat the f ary ba n com n com n com n, and n to m so, th re inv guag ed rela enera ssing ifth n Langu and e won co ens he fie scien se stu	/integration into curr lesign, data-processin for the implementation nent builds on prelimi- tik, where the data via ocus of consideration sis for many other mo- prehensive methodo implementation of the nethodologically design the three levels of com- restigated successive e constructs of the en- ationship types, card lizations, hierarchies design level, the rela- ormal forms). At the in- tage (SQL) (Data Deso Query Language); No- ked out. Transaction sure data consistency eld of database mana atific or practical gues dies using the databa- tem. As part of the ex-	ng design, and im on of application inary conceptual ew of the architec b. On the other ha odules, in particu logical knowledge ne data view. gn and implemen ceptual design, d ly. The conceptual design, d ly. The conceptual inalities in the mi /heterarchies, mo tional data mode mplementation le cription Language SQL aspects are of concepts (ACID) a in multi-user env gement systems t lectures). Applie ase management	sys asp ture all ar e all t th ata all de mode l is evel c, Di outl and viro (e.g ed t sys	tems. On t pects of the e of integra the modu with regard pout conce e data view processin esign is ba del (entity nax notatic ling of Dat investigate , the focus ata Manipu ined. The locking m nments are g., Data Wa eaching m	he one hand, e module Einf ated informat le Datenman d to data mod eptual design, w of informat g design, and used on the m types, relation on, a Warehouse ed (mathema is on the use ulation Langu relationships lechanisms (t e covered. So arehousing) a lethods are le L or a similar	, the führung in ion agement leling. The , data- ion d odeling of onship e systems). tical e of lage, Data between two-phase ome in- re taught ectures,		

	The	mes	Lear	ning objectives					
	Con	ceptual design		To model business requirements regarding the data of information systems using entity relationship models.					
	Data	a-processing design		ransform the concep ly normal forms of d	-		elational data models; to		
	ImplementationTo implement the conceptual and the data-processing design us a relational database; to use the Structured Query Language for addressing business requirements								
		sactional aspects and ing mechanisms	To use common functionalities of relational database management systems (RDBMS), especially transactional aspects and locking mechanisms						
5	Learning outcomes: Academic: The students are able to structure, model, and implement the data processing components of information systems on the basis of a traditional methodological approach of common database management systems. Furthermore, the students develop a basic understanding of the functions of multi-user database management systems. Soft skills: The students learn and deepen problem solving in small groups as well as presentation techniques regarding their exercise results.								
6	Desc none	ription of possible elect	tives	within the modules	:				
7	Exam	ination: Final Module I	Exam						
	Relev	vant Work:							
8	No	Number and Type; Con	necti	on to Course	Duration		Part of final mark in %		
	1	Final Written Exam			120 min.		100 %		
	Stud	y Work:				I			
9	No	Number and Type; Con	necti	on to Course			Duration		
	1	Solving a case study							
10	The c	equisites for Credit Poin redit points will be grar pleted.		ifter all relevant wor	k and study	work	have been successfully		
	CP A	ssignment:							
11		onco		No 1		1.00	1.00 CP		
	-res	sence		No 2		1.00	СР		

	Relevant Work	No 1			3.00 CP			
	Study Work	No 1			1.00 CP			
	Total				6 CP			
12	Weight of the module grade for th 3,3%	Weight of the module grade for the overall grade: 3,3%						
13	Module Prerequisites: none							
14	<b>Presence:</b> Presence during the lectures and active participation in the accompanying group work is highly recommended to warrant learning success							
45	Mobility/Acknowledgement:							
15	Use of the module for other course programs Bachelor Information Systems							
16	<b>Responsible Lecturer:</b> Prof. Dr. Dr. h.c. Dr. h.c. Jörg Becker			<b>Department:</b> School of Business and Economics				
17	Misc.:							

# Digital Business

	dule Ti	itle english:	: Di	Digital Business							
<b>C</b> οι	ırse Pr	ogram:	Ва	achelor Business /	Administration						
1	Mod	ule No: TRW	/ 2 51	t <b>ate:</b> Elective	Language of Instru	<b>iction:</b> Gern	nan c	or English			
2		each winte ester		u <b>ration:</b> 1 emester	Semester: 5 or 6	<b>CP:</b> 6	CP: 6 Workload (h)		180		
	Mod	ule Structu	re:								
	No	Туре	Course			State		Workload	(h)		
3								Presence (h + CH)	Self- Study (h)		
	1 Lecture Digital Bu			usiness		Compul	sory	$(\mathbf{n} + (\mathbf{H}))$			
	2	Exercise	-	usiness: Course A ations & Discussic	-	Compulsory		30 h (2 CH)	75		
	<b>Cour</b> Digit fact,	doing busi	s is thriving ness digita	ally has become a	gnificant inroads in n integral part of eve	eryday life fo	or pu	blic and pr	ivate		
_	Cour Digit fact, orga and inno (firm envi prov	rse content: tal Business doing busin nisations, b business m vation, illus vation, illus o perspectiv ronment. Gi ide a brief i	is thriving ness digita ooth large odel innov strated by ve and a m ven the in	ally has become a and small, across vation. It reflects b current examples. arket perspective creasing exposure n into theoretical	n integral part of eve the globe. The cours ousiness transformat As such the course by examining cons of businesses to se and practical securi	eryday life for se introduce tion, includ combines a tellations o ecurity threa	or pu es bu ing d an en f acto ats, th	blic and pr siness mod isruptive trepreneur ors in a ma ne course v	ivate delling ial rket vill		
4	Cour Digit fact, orga and inno (firm envi prov	<b>rse content:</b> tal Business doing busin nisations, b business m vation, illus vation, illus of perspectiv ronment. Gi ide a brief i	s is thriving ness digita ooth large odel innov strated by ve and a m ven the in ntroductio	ally has become a and small, across vation. It reflects b current examples. arket perspective creasing exposure n into theoretical	n integral part of eve the globe. The cours ousiness transformat As such the course by examining cons of businesses to se and practical securi	eryday life fo se introduce tion, includ combines a tellations o ecurity threa ty, security	or pu es bu ing d an en f acto ats, th strate	blic and pr siness mod isruptive trepreneur ors in a ma ne course v egy and pri	ivate delling ial rket vill vacy.		
4	Cour Digit fact, orga and inno (firm envi prov The Digi	rse content: tal Business doing busin nisations, b business m vation, illus vation, illus o perspectiv ronment. Gi ide a brief i	s is thriving ness digita odel innov strated by ve and a m ven the in ntroductio	ally has become a and small, across vation. It reflects b current examples. parket perspective creasing exposure n into theoretical <b>Learning object</b> To learn about o role of digital in	n integral part of eve the globe. The cours ousiness transformat As such the course by examining cons of businesses to se and practical securi	eryday life for se introduce tion, includ combines a tellations o ecurity threa ty, security he social, e e to critically	or pu es bu ing d an en f acto ats, th strato cono y ass	blic and pr siness mod isruptive trepreneur ors in a ma ne course v egy and pri	ivate delling ial rket vill vacy. blitical		
4	Cour Digit fact, orga and inno (firm envi prov The Digi Info Bus	rse content: tal Business doing busin nisations, b business m vation, illus vation, illus operspectiv ronment. Gi ide a brief i mes ital Busines	s is thriving ness digita ooth large odel innov strated by ve and a m ven the in ntroductio s and the ciety elling and	ally has become a and small, across vation. It reflects b current examples. parket perspective creasing exposure n into theoretical <b>Learning object</b> To learn about of role of digital in digital innovation	n integral part of eve the globe. The course ousiness transformation As such the course by examining conse of businesses to se and practical securi tives	eryday life for se introduce tion, includi combines a tellations o ecurity threa ty, security he social, e to critically nechanism	or pu es bu ing d an en f acto ats, th strate cono y ass s. mod	blic and pr siness mod isruptive trepreneur ors in a ma ne course v egy and pri mic and po ess the im els, to be a	ivate delling ial rket vill vacy. olitical pact of		
4	Cour Digit fact, orga and inno (firm envi prov The Digi Info Bus bus	rse content: tal Business doing busin nisations, b business m vation, illus operspectiv ronment. Gi ide a brief i mes ital Busines ormation Sou	s is thriving ness digita ooth large odel innov strated by ve and a m ven the in ntroductio s and the ciety elling and	ally has become a and small, across vation. It reflects b current examples. harket perspective creasing exposure n into theoretical To learn about of role of digital in digital innovation To understand to reconstruct exists model.	n integral part of ever the globe. The course ousiness transformation As such the course by examining consection of businesses to securi and practical securi tives current debates on t inovation. To be able ons and underlying to the building blocks of	eryday life for se introduce tion, includi combines a tellations o ecurity threa ty, security he social, e to critically nechanism of business ls and to de	or pu es bu ing d an en f acto ats, th strate cono y ass s. mod evelo the r	blic and pr siness mod isruptive trepreneur ors in a ma ne course v egy and pri mic and po ess the im els, to be a p a busine	ivate delling ial rket vill vacy. olitical pact of ble to ss		

5	Acad Upor patte innov stake and s Soft	Learning outcomes: Academic: Upon completion of the course, students will be able to a) characterize the building blocks and pattern of business models, b) identify and critically examine mechanisms of disruptive innovation, c) assess the impact of digital innovation from the perspective of different stakeholders, d) understand and contribute to current debates about privacy, personalization, net and search neutrality, social cost and benefits of digital innovation. Soft skills: The student should demonstrate the ability to productively work in groups and to coordinate with peers.					
6	Desc none	ription of possible electives	within the modu	lles:			
7	Exan	n <b>ination:</b> Examinations for eי	very part of the n	nodule			
	Relev No	vant Work: Number and Type; Connecti	ion to Course	Duration		Part of final mark in %	
8	1 Written exam 60 min.					50 %	
	2	in groups: Case study (writt (video-)presentation)	en script with	max. 20 pages / max. 20 minutes		50 %	
9	Stud	<b>y Work:</b> none					
10	The o	equisites for Credit Points: credit points will be granted a pleted.	after all relevant	work and study v	work have	e been successfully	
	CP A	ssignment:					
			No 1		1.00 CP		
11	Pres	sence	No 2		1.00 CP		
	Rele	evant Work	No 1		2.00 CP		
			No 2		2.00 CP		
	Tota				6 CP		
12	<b>Weig</b> 3,3%	tht of the module grade for the second se	he overall grade:				
13		<b>ule Prerequisites:</b> ting Knowledge of English					
14		ence: ence is strongly recommende	ed to warrant lea	ming success			

	Mobility/Acknowledgement:						
15	Use of the module for other course programs	Bachelor Information Systems					
16	Responsible Lecturer: Prof. Dr. Stefan KleinDepartment: School of Business and Economics						
17	<b>Misc.:</b> This course is intended to be a seminar rather responsibility for learning will rest with the stu combination of reading, thinking, writing, pre- for learning. Participation in well-prepared an- gaining an appreciation for the critical issues electronic business and more generally an Int class activity will be discussion. Students are reading materials, be prepared to discuss the debate their (management) implications. The on the extent of their motivation, initiative, pr The instructor's role will be to support the lea course materials, mini-lectures, facilitating th student's work.	udents. 1 senting, d though relating ernet Ecc expecte major is quality c eparatio rning exp	The philosophy behind the course is that the discussing, and listening is highly effective atful discussions is a powerful way of to the development and impact of conomy and Society. Consequently, the main d to come to class having read the assigned assues presented in the readings and to of students learning experience will depend in for class, and participation during class. Derience by providing a course structure,				

Мос	lule Ti	tle english:		Digital Work & Proje	ect Management							
Cou	rse Pr	ogram:		Bachelor Business	Administration							
1	Mod	ule No: TRW	3	State: Elective	Language of Instru	i <b>ction:</b> Gerr	nan	or English				
2	<b>Turn</b> seme	: each summ ester	ner	Duration: 1 semester	Semester: 5 or 6	<b>CP:</b> 6	Wo	rkload (h):	180			
	Module Structure:											
	No	Туре	Cour	se		State		Workload	(h)			
								Presence (h + CH)	Self- Study (h)			
3	1	Lecture	Digit	al Collaboration: Too	ls and Concepts	Compuls	sory	15 h (1 CH)	30			
	2	Lecture	The µ work		ublic and academic discourse on digital				30			
	3	Lecture	Proje	ect Management	Compuls	sory	15 h (1 CH)	30				
	4	Exercise	Exer	cises in Project Mana	gement	Compuls	sory	15 h (1 CH)	30			
4	Purp Digita pract cons empl indiv cours acad beco mana stude be he meth stude refere <b>Cours</b> The f inten is to work	alization has tices of work tellations, w loyment. Yet idual, organ se combines emic discou me the prev agement is a ents with an elpful during ods include ents need to ences to rea <b>se content:</b> irst part of the ded change provide stud	s had a c, colla vays of our ur izatior a refle rse wit ailing f an esse under form g lectur form g l-worlc he cou , possi dents v takeho	<b>/integration into curr</b> and continues to have borative and distribu organizing work, up to inderstanding of the c is, societies and the ection on the transfor th an introduction int form of work in IT rela- ential part of conduct standing of the tools lanning and work on the es, software tutorials groups and apply the l project management rse emphasizes alter ible side-effects, rela- with a mature and act older interests. The sec dge of management of	e a profound impact ted work and divisio to macro level effect: hanging nature of wo economy remains po mation of work as it o project work and p ted professions. Fur ing (IT) projects. Proj et for the work enviro their Bachelor and <i>N</i> and student assign gained knowledge t t scenarios. native scenarios of t ted structural chang ionable understandi cond part of the cou	n of labor, s on labor p ork and the oorly develo is mirrored roject man damental l ect manage onment of l laster these ments. With o solve tasl echnology es. A key ra ng of the en rse focuses	nove poped imp poped l in tl ager knov eme T pro es. T pro es. T hin t ks th supp tion merg	el human-m uctivity and lications fo . Therefore ne public an nent, which vledge of pu nt will prov ofessions, a he teaching he assignm at have ported work ale of this of ging landsco the dissem	achine r the , the nd n has roject ide and will g ents, : : : : : : : : : : : : : : : : : : :			

# Digital Work & Project Management

project life cycle, including such stages as initiating, planning, executing, monitoring and controlling, as well as closing a project. Project management methods and tools are introduced in the lectures and are applied in the software tutorials and student assignments. Guest lectures by industry representatives will provide insights into practice projects.

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

#### 5 Academic:

Participants understand key disciplinary approaches and concepts related to the technologyinduced transformation of work, in particular collaborative and distributed work. Draw on wider

	Stude Stude some main that I proje <b>Soft</b> Gain deba basic	public and academic debates to explore contentious issues related to (the future of) digital work. Students are able to apply stakeholder and discourse analysis and engage in a classroom debate. Students understand the main concepts in (IT) project management, as well as gain knowledge of some specialized topics in this field. They understand how to manage (IT) projects and know the main processes in project management. They are able to apply methods and tools to solve tasks that have references to real-world project management scenarios, as well as are able to use project management software. <b>Soft skills:</b> Gain experience in group work, problem-solving, academic writing, presentating, discussing and debatting. Improve passive and active English language skills in both written and oral form. Gain basic experience with project management software. Foster independent work and self studies. Connect with IT professionals in the industry.							
6	<b>Desc</b> none	ription of possible electives	within the modules	:					
7	Exam	ination: Examinations for ev	very part of the mod	ule					
	Relev No	vant Work: Number and Type; Connecti	on to Course	Duration	Part of final mark in %				
8	1	Written Exam		max 120 min	75 %				
	2	Exercise (groups of 4 - 5 stue script	dents): written	4000 words	25 %				
9	Study No	Study Work:NoNumber and Type; Connection to CourseDuration							
	1	1 Project Management Assignments: group presentation (groups 20 min of approx. 5 students)							
10	The c	equisites for Credit Points: redit points will be granted a pleted.	fter all relevant wo	k and study wor	k have been successfully				
	CP Assignment:								
			No 1	0.5	;o CP				
	Droc	ience	No 2	0.5	50 CP				
	ries	bence	No 3	0.5	50 CP				
11			No 4	0.5	50 CP				
	Rele	evant Work	No 1		oo CP				
	<u> </u>		No 2		50 CP				
		ly Work	No 1		50 CP				
	Tota	l		6 (	<u>P</u>				

12	Weight of the module grade for the overall grade: 3,3%				
13	Module Prerequisites: none				
14	<b>Presence:</b> Presence is strongly recommended to warrant learning success				
	Mobility/Acknowledgement:				
15	Use of the module for other course programs	ams Bachelor Information Systems			
16	<b>Responsible Lecturer:</b> Prof. Dr. Stefan Klein, Dr. rer. nat. Raimund Vogl		<b>Department:</b> University of Münster, School of Business and Economics		
17	Misc.:				

### IT-Driven Innovation

Мос	dule Ti	tle english:	IT-Driven	IT-Driven Innovation						
Course Program: Bachelor Business Administration										
1	Mod	u <b>le No:</b> TRW 4	State: El	ective	Language	e of Insi	truction: Ger	man or Englis	h	
2	<b>Turn</b> seme	each winter ester	<b>Duration</b> semeste		<b>Semester:</b> 5 or 6		<b>CP:</b> 6	Workload (h): 180		
	Module Structure:									
	No	Туре	Course				State	Workload (h	ı)	
3								Presence (h + CH)	Self- Study (h)	
	1	Lecture	IT-Driven Inno	vation			Compulsory	30 h (2 CH)	60	
	2	Exercise	Exercises in IT	-Driven Inn	ovation		Compulsory	30 h (2 CH)	60	
4	Mod	ule Profile:								
5	Learı	ning outcome	S:							
6	Desc none		ssible electives	within the	modules:					
7	Exan	ination: Exa	minations for e	very part o	f the modu	le				
	Relev	vant Work:				1		1		
	No	Number and	Type; Connect	ion to Cour	se	Duration			nal mark	
8	1	Written Exan	n			120 mi	in	70 %		
	2						x. 20 pages / max. 30 % minutes			
9	Stud	<b>y Work:</b> none								
10	The o	•	C <b>redit Points:</b> will be granted a	after all rel	evant work	and stu	udy work hav	e been succe	ssfully	
	CP A	ssignment:								
11	Dres			No 1	1.00 Cl					
	Pres	sence		No 2			1.00 CP			

	Relevant Work	No 1			3.00 CP		
		No 2			1.00 CP		
	Total				6 CP		
12	Weight of the module grade for the overall grade: 3,3%						
13	Module Prerequisites: none						
14	Presence: none						
	Mobility/Acknowledgement:						
	Use of the module for other cours	se programs	Bachelor Information Systems				
15	Module Title english		IT-Driven Innovation				
	English translation of module components			No 1: IT-Driven Innovation			
	from section 3		No 2: Exercises in IT-Driven Innovation				
16	<b>Responsible Lecturer:</b> Prof. Dr. Dr. h.c. Dr. h.c. Jörg Becker			<b>Department:</b> University of Münster, School of Business and Economics			
17	Misc.:						

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

### **Business Process Management**

		No 2		1.00 CP			
	Relevant Work	No 1		3.00 CP			
	Study Work	No 1		1.00 CP			
	Total			6 CP			
12	Weight of the module grade for the overall grade: 3,3%						
13	Module Prerequisites: none						
14	Presence: Presence is urgently recommended						
	Mobility/Acknowledgement:						
15	Use of the module for other cour	se programs	Ba	Bachelor Economics			
16	<b>Responsible Lecturer:</b> Prof. Dr. Dr. h.c. Dr. h.c. Jörg Becker			<b>Department:</b> University of Münster, School of Business and Economics			
17	Misc.:						

## **Other Electives**

## **General Studies**

		41	General Studies								
Module Title english:		General Studies									
<b>C</b> οι	Course Program:		Ba	Bachelor Business Administration							
1 Module No: FWM 1			Sta	t <b>e:</b> Elective	Language	of Instru	ction: Ger	man or	English		
2	<b>Turn</b> : seme	each ester		r <b>ation:</b> 1 nester	Semester:	: 5 or 6	<b>CP:</b> 6	Worl	<b>(load (h):</b> 1	80	
	Mod	ule Structure:									
	No	Туре		Course			State		Workload	(h)	
3									Presence (h + CH)	Self- Study (h)	
	1	Lecture/ Exerc	cise	General Studies	course		Comp	oulsory	30 h (2 CH)	60	
	2	Lecture / Seminar		General Studies	course		Comp	Compulsory		60	
4	Müns langı	ster. Depending Jages, scientific	g on t c the	he chosen course ory, rhetoric, pres	In this module, the students take courses out of the area "General studies" of the University of Münster. Depending on the chosen course students get aknowledged in the area of (foreign) languages, scientific theory, rhetoric, presentation and mediation, professional and/or intercultural and/or creative skills.						
F	Learning outcomes: Academic: No specific business knowledge will be obtained. Soft skills: Depending on choice, students learn important skills in the areas of foreign languages, communication and presentation, scientific writing, multicultural and creative skills and									,	
5	Soft Depe comr	emic: pecific busines: skills: ending on choic	s kno e, st	udents learn impo	ortant skills			ign lan	and/or		
6	Soft : Depector profe Desc Stud exact 3 cou	emic: pecific business skills: ending on choic nunication and essional skills. ription of possi ents choose co tly 6 CP or exact urses with 2 CP	s kno e, str pres ible e urses tly 12 or 2	udents learn impo	ortant skills fic writing, m <b>he modules:</b> General stu n choose be 9 or 1 course	nulticultu : dies" of t tween th with 2 C	ral and cro he Univer e followin P and 1 co	ign lang eative s sity of M g comb	and/or guages, kills and Aünster to o inations fo	obtain r 6 CP:	
	Soft Depe comr profe Stud exact 3 cou any c	emic: becific business skills: ending on choic nunication and essional skills. ription of possi ents choose co tly 6 CP or exact urses with 2 CP combination of	s kno e, sti pres ible e urses tly 12 or 2 2, 3,	udents learn impo sentation, scientif electives within the s out of the area " c CP. Students car courses with 3 CP	ortant skills fic writing, m <b>he modules:</b> General stu n choose be or 1 course ble that give	nulticultu dies" of t tween th with 2 Cl es exactly	ral and cro he Univer e followin P and 1 co	ign lang eative s sity of M g comb	and/or guages, kills and Aünster to o inations fo	obtain r 6 CP:	
6	Soft Depector profe Desc Studie action 3 cout any cout any cout	emic: becific business skills: ending on choic nunication and essional skills. ription of possi ents choose co tly 6 CP or exact urses with 2 CP combination of	s kno e, sti pres ible e urses tly 12 or 2 2, 3,	udents learn impo sentation, scientif electives within the s out of the area " 2 CP. Students car courses with 3 CP 4 or 5 CP is possi	ortant skills fic writing, m <b>he modules:</b> General stu n choose be or 1 course ble that give	nulticultu dies" of t tween th with 2 Cl es exactly	ral and cro he Univer e followin P and 1 co	ign lang eative s sity of M g comb	and/or guages, kills and Aünster to o inations fo	obtain r 6 CP:	
6	Soft Depector profe Desc Studie action 3 cout any cout any cout	emic: pecific business skills: ending on choic nunication and essional skills. ription of possi ents choose co tly 6 CP or exact urses with 2 CP combination of nination: Exami vant Work:	s kno e, sti pres ible e urses tly 12 or 2 2, 3, inatio	udents learn impo sentation, scientif electives within the s out of the area " 2 CP. Students car courses with 3 CP 4 or 5 CP is possi	ortant skills fic writing, m <b>he modules:</b> General stu n choose be or 1 course ble that give of the modu	nulticultu dies" of t tween th with 2 Cl es exactly	he Univer e followin P and 1 co / 12 CP.	ign lan; eative s sity of A g comb urse wi	and/or guages, kills and Aünster to o inations fo	obtain r 6 CP: r 12 CP,	

9	Study Work: none						
10	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.						
	CP Assignment:						
	Duccounce	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 the overall grade: 3,3%						
13	Module Prerequisites: none						
14	<b>Presence:</b> Presence is regulated in the exam	regulations for	"Ge	eneral studies" of the University of	Münster		
15	Mobility/Acknowledgement:						
-5	Use of the module for other cour	se programs	no	one			
16	<b>Responsible Lecturer:</b> Professor Dr. Peter Kajüter			<b>Department:</b> University of Münster, School of and Economics	Business		
17	Misc.:						

## **General Studies**

[										
Moo	Module Title english:		General Studies							
Course Program:		Bachelor Business Administration								
1	<b>Mod</b> 2	ule No: FWM	State: Elect	ive	Language of Instru	ction: Germ	ian or	English		
2	<b>Turn</b> : seme	: each ester	<b>Duration:</b> 1 semester		Semester: 5 or 6	<b>CP:</b> 12	Wor	kload (h): 3	60	
	Mod	ule Structure:								
	No	Туре		Course		State		Workload	(h)	
								Presence (h + CH)	Self- Study (h)	
3	1	Lecture/ Exerc Seminar	ise /	General	Studies course	Compu	ulsory	30 h (2 CH)	60	
	2	Lecture / Exerc Seminar	cies /	General	Studies course	Compu	Compulsory		60	
	3	Lecture/ Exerc Seminar	ise /	General	Studies course	Studies course Compu		30 h (2 CH)	60	
	4	Lecture / Exerc Seminar	cies /	General	Studies course	Compulsory		30 h (2 CH)	60	
4	<b>Cour</b> In thi Müns langı	ster. Depending	; on the chose theory, rhete	en course oric, pres	out of the area "Gen e students get aknow sentation and mediat	ledged in t	he are	a of (foreig		
5	Learning outcomes: Academic: No specific business knowledge will be obtained. Soft skills: Depending on choice, students learn important skills in the areas of foreign languages, communication and presentation, scientific writing, multicultural and creative skills and professional skills.									
6	Stud exact 3 cou	tly 6 CP or exact urses with 2 CP	urses out of t tly 12 CP. Stud or 2 courses	he area " dents caı with 3 CP	<b>he modules:</b> General studies" of t n choose between th ? or 1 course with 2 Cl ble that gives exactly	e following P and 1 cou	comb	inations for	r 6 CP:	

7	Examination: Examinations for every part of the module								
8	Relevant Work: No Number and Type; Connecti		ion to Course	Duration		Part of final mark in %			
	1	Depending on choice of stu	Ident			100 %			
9	Stud	Study Work: none							
10	The o	<b>Prerequisites for Credit Points:</b> The credit points will be granted after all relevant work and study work have been successfully completed.							
	CP A	ssignment:							
	<u> </u>		No 1		1.00	СР			
	Dro		No 2		1.00	CP			
	Pres	sence	No 3		1.00	СР			
11			No 4		1.00	СР			
			No 1		2.00 CP				
	Rele	evant Work	No 2		2.00 CP				
			No 3		2.00 CP				
			No 4		2.00 CP				
	Tota	al			12 CP				
12	Weig 3,3%	s <b>ht of the module grade for t</b>	he overall grade:						
13	<b>Mod</b> none	ule Prerequisites:							
14		ence: ence is regulated in the exam	n regulations for "G	eneral studies	s" of th	ne University of Münster			
45	Mob	ility/Acknowledgement:							
15	Use	of the module for other cou	r <b>se programs</b> n	one					
16		oonsible Lecturer: essor Dr. Peter Kajüter		<b>Department:</b> University of Münster, School of Business and Economics					
17	Misc	Misc.:							

## **Bachelor Thesis**

Module Title english:     Bachelor Thesis									
Course Program: Bachelor Business Administra				ministration	tion				
1 Module No: BA			State: Compulsory	State: Compulsory Language of Instruction: German or English					
2	Turn: each semester     Duration: 1 semester			Semester:	6 <b>C</b>	<b>P:</b> 12	Workload (h	<b>):</b> 360	
	Module Structure:								
	No Type Course			Sta	ate	Workload (	h)		
3							Presence (h + CH)	Self- Study (h)	
	1		Bachelor Thesis		Со	mpulsory	o h (o CH)	360	
5	The contents of the previous modules will be used in the bachelor thesis.         Course content:         The bachelor thesis shall demonstrate that the student is able to solve a given, complex problem independently in a given time frame using scientific methods and that he/she is able to describe the solution in a scientific text. The thesis shall not exceed a size of approximately 7000 words in the main text.         Learning outcomes:         Academic:         The students gain experience with the application of the learned material to a complex problem. Moreover, they learn to read the relevant literature and to formulate scientific texts.         Soft skills:								
6	(Among others) writing scientific texts, time management, self-competence           Description of possible electives within the modules:								
7	none Exam	ination. Fina	l Module Exam						
7		vant Work:							
8	No		Type; Connection to Cou	rse D	uration	P	art of final m	ark in %	
	1	Bachelor the	sis	7	ooo word	S 10	00 %		
9	Study	<b>y Work:</b> none							
10	Prerequisites for Credit Points:						e been succe		

	CP Assignment:						
11	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: 11,7%						
13	Module Prerequisites: none						
14	Presence: none						
	Mobility/Acknowledgeme	ent:					
15	Use of the module for other course programs None						
16	<b>Responsible Lecturer:</b> Professor Dr. Peter Kajüte	r	<b>Department:</b> School of Business and Economics				
17	Misc.:						