

1111

COURSE HANDBOOK BACHELOR OF SCIENCE IN BUSINESS EDUCATION

Summer Semester 2023

14

FACULTY OF ECONOMICS AND BUSINESS



				Total.	150h				
OACC	OACC Accounting		Mandatory Course	In Presence Self-study 3 SWS / 34h 116h		— 5 CP			
Allocation	(Program /	Faculty)	B.Sc. in Business Ed B.Sc. in Economics a Minor Business Admi	and Business Administratio	n				
Availability	/ for Other F	Programs	For non-enrollment p	rograms, please refer to or	ur website.				
Content									
	requireme	nts, the basic principles	accounting. Throughout the cou as well as the technique of do et and liability items as well as	uble entry bookkeeping. I	Furthermore, the module	focuses on selected			
Learning C	Dutcomes /	Competency Goals							
	Learning C	Dutcomes							
	 Stude accounting Stude solve accounting 	nts gain a basic understan g transactions in companie nts gain practical knowled	nts will understand the importance nding of double-entry accounting es. Students will be able to record lge relevant to the labor market in dently at the end of the course an	techniques and thus maste selected business transac the form of German GAA	er a fundamental tool for un ctions in the form of accoun P accounting skills Studen	nting records.			
	 CGB-A Theoretical knowledge (totally) CGB-B Quantitative methods knowledge (not addressed) CGB-C Ethical reasoning (not addressed) CGB-D Communication skills (not addressed) CGB-E Knowledge of major (not addressed) CGB-F Pedagogical knowledge (not addressed) 								
Pre-requisi	ites								
	Participatio	on requirements	Provisional authorization for ba	chelor examination.					
	Recomme	nded prior knowledge	none						
Course Or	ganization								
	Teaching	mode	Lecture (2 SWS) + Tutorial (1 S	SWS)					
	Language		German						
	Duration		One Semester						
	Frequency	,	Every semester						
	Recomme	nded semester	Semester 1, 2	ter 1, 2					
	Lecturer(s)	Prof. Dr. Michael Hommel						
Semester	Work								
	Proof of pa	articipation	none						
	Non-grade	ed assignments	none						
Examinatio	on and Grad	ding							
	Examination	on	Written exam (90 minutes)						
	Elements	of cumulative	-						
	ertain nativ	ons							

				Total	. 180h				
BACC	BACC Accounting 1		Mandatory Course	In Presence 4 SWS / 45h	Self-study 135h	- 6 CP			
Allocation	(Program / Fa	aculty)	B.Sc. in Business E B.Sc. in Economics Minor Business Adn	and Business Administration	n				
Availability	y for Other Pro	ograms	For non-enrollment	programs, please refer to o	our website.				
Content									
	The course covers the basics of cost and performance accounting. It provides an overview of their importance and classification in the management accounting context, shows important cost types and gives insights into relevant methods of cost type and cost center accounting as well as product costing. In addition, performance accounting, income statements, and more advanced cost accounting systems are discussed.								
Learning C	Learning Outcomes / Competency Goals								
	Learning Out	tcomes							
	Moreove	er, performance account	ing, income statements, and mo	pre advanced cost accounti	ing systems are discussed.				
	Contribution	to AACSB Competency	Goals						
	 CGB-A Theoretical knowledge (totally) CGB-B Quantitative methods knowledge (totally) CGB-C Ethical reasoning (not addressed) CGB-D Communication skills (not addressed) CGB-E Knowledge of major (not addressed) CGB-F Pedagogical knowledge (not addressed) 								
Pre-requis	sites								
	Participation	requirements	Provisional authorization for q	ualification period.					
	Recommend	ed prior knowledge	The module OACC should be	completed.					
Course Or	rganization								
	Teaching mo	ode	Lecture (2 SWS) + Exercise (7	1 SWS) + Mentorium (1 SW	/S)				
	Language		German						
	Duration		One Semester						
	Frequency		Every semester						
	Recommend	led semester	Semester 3, 4						
	Lecturer(s)		Prof. Dr. Anna Rohlfing-Bastia	in					
Semester	Work								
	Proof of parti	icipation	none						
	Non-graded	assignments	none						
Examinatio	on and Gradin	g							
	Examination		Written exam (90 minutes)						
	Elements of cumulative								
Recomme	ended Literatur	re							

				Tota	Total. 180h				
PACC		Accounting 2	Mandatory Course	In Presence 4 SWS / 45h	Self-study 135h	6 CP			
Allocation (Program / Faculty)			B.Sc. in Business Ed B.Sc. in Economics a Minor Business Adm	nd Business Administrati	on				
Availabilit	y for Other F	Programs	For non-enrollment p	rograms, please refer to c	our website.				
Content									
	The course Accounting 2 (PACC) deals primarily with the annual financial statements that business people have to prepare according to § 242 HGB (Handelsgesetzbuch) in compliance with the principles of proper accounting. For this purpose, the fundamentals of accounting under commercial law (recognition and measurement) are dealt with, but the regulations of the International Financial Reporting Standards (IFRS) are also addressed. The function of accounting for the capital market as well as the determination of profits are further aspects of the course Accounting 2 (PACC).								
Learning	Outcomes /	Competency Goals							
	Learning C	Dutcomes							
	Internation determinat Stude market, as Stude they g apply the a Contribution CGB- CGB- CGB- CGB- CGB-	al Financial Reporting Sta tion of taxable profits. Ints gain practical knowled well as basic knowledge of ints expand their content-re gain detailed knowledge of	elated and methodological comp the accounting of significant bala nethods they have learned to cas Goals otally) owledge (partially) i) artially) ally)	to between commercial activation and m tal law (recognition and m etencies in the area of activation ance sheet items under co	counting law and corporate neasurement) that is releva counting ommercial law. In addition,	law and the nt to the labor students are able to			
Pre-requis	sites								
	Participatio	on requirements	Successful completion of orien	tation period.					
	Recomme	nded prior knowledge	The modules BACC and BFIN	dules BACC and BFIN should be completed.					
Course O	rganization								
	Teaching	mode	Lecture (2 SWS) + Exercise (1	SWS) + Mentorium (1 SV	VS)				
	Language		German						
	Duration		One Semester	emester					
	Frequency	/	Every semester						
	Recomme	nded semester	Semester 4						
	Lecturer(s)	Prof. Dr. Katharina Hombach						
Semester	Work								
	Proof of pa	articipation	none						
	Non-graded assignments none								
Examinat	ion and Gra	ding							
	Examination	on	Written exam (90 minutes)						

	Elements of cumulative examinations	-
Recomm	nended Literature	

	Accounting 6: Corporate		Total.	. 180h				
WPMF:ACC6 Valuation		Elective	In Presence 3 SWS / 34h	Self-study 146h	6 CP			
Allocation (Program	/ Faculty)	B.Sc. in Business E B.Sc. in Economics Minor Business Adr	and Business Administratio	n				
Availability for Other	Programs	For non-enrollment	programs, please refer to or	ur website.				
Content								
		n of companies for the purpos d valuation difficulties associa			ination principles are			
Learning Outcomes	/ Competency Goals							
Learning	Outcomes							
		s should be able to correctly as ns available to address them.	sess the problems associate	ed with the valuation of co	mpanies and be			
Contribut	ion to AACSB Competency	Goals						
CGB CGB CGB CGB CGB CGB	 CGB-A Theoretical knowledge (totally) CGB-B Quantitative methods knowledge (not addressed) CGB-C Ethical reasoning (not addressed) CGB-D Communication skills (not addressed) CGB-E Knowledge of major (totally) CGB-F Pedagogical knowledge (not addressed) 							
Pre-requisites								
Participat	tion requirements	Provisional authorization for q	ualification period.					
Recomm	ended prior knowledge	none						
Course Organization	I							
Teaching	mode	Lecture (2 SWS) + Exercise (1 SWS)					
Language	e	German						
Duration		One Semester						
Frequenc	ÿ	Yearly						
Recomm	ended semester	Semester 5, 6						
Lecturer(s)	Prof. Dr. Michael Hommel	Michael Hommel					
Semester Work								
Proof of p	participation	none						
Non-grad	led assignments	none						
Examination and Gra	ading							
Examinat	lion	Written exam (90 minutes)						
Elements examinat	of cumulative ions	-						
Recommended Liter	ature							

	An Introduction to the History of Monetary Economic Thought	tory of	Mandatory Course	Total. 180h				
WPME:GMÖK		-	ght Elective	In Presence 3 SWS / 34h	Self-study 146h	6 CP		
Allocation (Program / Faculty)			B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Economics					
Availability for Other	Programs		For non-enrollment p	rograms, please refer to c	our website.			
Content								
and their of schools w This starts on the di Controver	The lecture gives an overview of some central phases of the history of monetary theory up to the 1930s. The most relevant economic school and their conceptions of money will be introduced and embedded in their historical background. Afterwards, selected representatives of these schools will be discussed in more detail. This starts with the monetary theoretical conceptions of the late Middle Ages and early modern era (e.g., Oresmius, Copernicus). The focus i on the discussions in the "long 19th century". This includes the monetary debates in Great Britain in the classical period (esp. Bullio Controversy, Banking vs. Currency School, etc.), the German Historical School (e.g., Adam Müller, Georg Friedrich Knapp), Marx and Marxism, and the transition to the neoclassical school (e.g., Irving Fisher, Joseph Schumpeter).							
Learning Outcomes /	Competency Goals							
Learning	Outcomes							
	ents will be able to place mo ents will learn the methods				them, and to apply them.			
Contributi	on to AACSB Competency	Goals						
CGB CGB CGB CGB CGB	A Theoretical knowledge (f B Quantitative methods kn C Ethical reasoning (partia D Communication skills (no E Knowledge of major (tota F Pedagogical knowledge	owledge (ally) ot address ally)	sed)					
Pre-requisites								
Participati	on requirements	Provisio	nal authorization for qu	alification period.				
Recomme	ended prior knowledge	none						
Course Organization		I						
Teaching	mode	Lecture	(2 SWS) + Exercise (1	SWS)				
Language	•	German						
Duration		One Ser	emester					
Frequenc	y	Yearly						
Recomme	ended semester	Semeste	ster 5, 6					
Lecturer(s	3)	Prof. Dr.	Dr. Jan Greitens, Dr. Christian Kremser					
Semester Work								
Proof of p	articipation	none						
Non-grade	ed assignments	none						
Examination and Gra	ding							
Examinati	on	Written e	exam (90 minutes)					
Elements examinati	of cumulative ons	-						

	Analysis of Economic and Financial Time Series	d Mandatory Course	Tota	Total. 180h				
WPME:AFTS		Elective	In Presence 3 SWS / 34h					
Allocation (Program /	Faculty)		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Economics					
Availability for Other	Programs	For non-enrollment p	programs, please refer to o	our website.				
Content								
inference course re economis series dat stationarit also learn multivaria	and regression analysis. I lated to quantitative methor ts analyze are organized of a, there are several unique y assumptions and how vio a about autoregressive mo- te time series methods. W	n to methods of time series anal Thus we assume that students I ods, stochastic analysis, econor over time. While many of the too e properties of time series data olations of these assumptions th ving average (ARMA) models. ' 'e will also review several statistic ger causality and cointegration.	have a basic econometric metrics or to an equivalent ols that students learn in r that must be understood reaten inferences in regree We will also introduce co	background that is acquir nt quantitative field. Many regression courses are use before working with such o ssion analyses of time seri nditional volatility models (ed from an advanced of the data sets that eful for analyzing time data. We will consider es data. Students will (ARCH-GARCH), and			
Learning Outcomes /	Competency Goals							
Learning	Outcomes							
• They	master quantitative method	ds.						
Contributi	on to AACSB Competency	Goals						
CGB CGB CGB CGB CGB CGB CGB	A Theoretical knowledge (B Quantitative methods kn -C Ethical reasoning (not ac -D Communication skills (no -E Knowledge of major (not -F Pedagogical knowledge	oowledge (totally) ddressed) ot addressed) t addressed)						
Pre-requisites								
Participati	on requirements	Provisional authorization for qu	ualification period.					
Recomme	ended prior knowledge	none						
Course Organization								
Teaching	mode	Lecture (2 SWS) + Exercise (1	SWS)					
Language	•	English						
Duration		One Semester						
Frequenc	y	Yearly						
Recomme	ended semester	Semester 5, 6						
Lecturer(s	3)	Dr. Balázs Cserna						
Semester Work								
Proof of p	Proof of participation none							
Non-grade	ed assignments	none						
Examination and Gra	ding							
Examinati	on	Written thesis (10-15 pages, 6	thesis (10-15 pages, 6-8 weeks).					
Elements examinati	of cumulative ons	-						

	Approaches and Method			Tota					
PWIP	Quantitative and Qualitat Vocational Training Rese		datory Course	In Presence 3 SWS / 34h	Self-study 116h	5 CP			
Allocation (Prog	ram / Faculty)	B.Sc.	B.Sc. in Business Education						
Availability for O	ther Programs	For n	ion-enrollment p	rograms, please refer to o	our website.				
Content									
ident obse resea Durin mana In the conce introd	Research methodological basics of empirical (qualitative and quantitative) VET (Vocational Education and Training) research are elaborated identification of research questions, hypothesis formation, research planning, procedures of qualitative research (including qualitative observation, qualitative survey/interview), procedures of quantitative research, (including observation, interviewing, testing), evaluation research, aspects of research implementation, reporting, publication. During the course, participants will conduct their own empirical investigation under supervision, including data collection, data entry and management, statistical analysis, data interpretation, classification in the state of research process will be explicated by means of concrete cases, and essential procedures of data collection and analysis will be dealt with by means of examples. The exercise includes are introduction to SPSS, which covers data editing, scale building, descriptive statistical analysis and inferential analysis procedures such as ANOVA, linear regression, correlation calculation and non-parametric procedures as well as the corresponding tests.								
Learning Outcomes / Competency Goals									
Lear	ning Outcomes								
• 9	 Students will be able to understand, reflect and apply theories underlying business education research. Students will be able to understand and apply quantitative and qualitative research methods. Students will be able to apply methodological and content knowledge to research projects. Students will be able to work constructively with others. 								
Cont	ribution to AACSB Competency	Goals							
• (CGB-A Theoretical knowledge (CGB-B Quantitative methods kr CGB-C Ethical reasoning (partia CGB-D Communication skills (p CGB-F Pedagogical knowledge	owledge (totally) Illy) artially)							
Pre-requisites									
Partic	cipation requirements	Successful con	npletion of orien	tation period.					
Recc	mmended prior knowledge	none							
Course Organiza	ation	<u> </u>							
Teac	hing mode	Lecture (2 SWS	S) + Exercise (1	SWS)					
Lang	uage	German							
Dura	tion	One Semester							
Freq	Jency	Every semeste	r						
Reco	mmended semester	Semester 5							
Lectu	ırer(s)	Prof. Dr. Helmu	ut Niegemann						
Semester Work									
Proo	Proof of participation Regular attendance according to §14 (3) in the exercise sessions.								
Non-	graded assignments	In case grading	g is based on a t	erm paper: presentation (15 minutes, graded).				
Examination and	I Grading	I							
Exan	nination	Written thesis ((10-15 pages, 6-	8 weeks).					
Elem	ents of cumulative								

examinations	In case of a term paper, the grade of the presentation is only weighted by 25% in case the overall grade improves(bonus regulation). Otherwise, only the grade of the term paper counts.
Recommended Literature	

	Desire of Dusiness Education	Mandato	Mandatory Course		l. 150h				
OWIP	Basics of Business Educa	Elective		In Presence 3 SWS / 34h	Self-study 116h	5 CP			
Allocation (Program /	Faculty)		Business Ed Economics a	ucation and Business Administrati	on				
Availability for Other I	Programs	For non-	enrollment p	rograms, please refer to	our website.				
Content									
scientific approache character philosoph Developm Didactic n methods i paradigms All in all, it	The module "Introduction to Business Education", consisting of a lecture and an accompanying tutorial, addresses fundamental issues from scientific and applied perspective. These include: Classification of the discipline "Business Education", central questions and researce approaches of Business Education, Organization and differentiation of business education programs and measures, Questions of the scientific character of vocational and business education and its relations to neighboring and related disciplines such as economics, psychology an philosophy, History and systematics of the theory of vocational education, especially the idea of education in and through the profession Developments of vocational education in the field of tension between professionalism and employability, Paradigms of business education Didactic models and concrete didactic implementations of business education, Questions of scientific analysis and development of teachin methods in the context of pedagogical interactions, Questions of professional competencies of teachers against the background of differer paradigms. All in all, it is about an adequate understanding of the scientific character of theories of business education as well as the associated demand on didactic planning and analysis with regard to teaching goals.								
Learning Outcomes /	Learning Outcomes / Competency Goals								
 Stude Stude Stude trainees. Contribution CGB- 	 Learning Outcomes Students will have basic knowledge of business education required for the bachelor's degree program. Students are familiar with the history of the discipline's development and of its tasks. Students are familiar with educational and career prospects for graduates of professional and business education programs and for trainees. Contribution to AACSB Competency Goals CGB-A Theoretical knowledge (totally) CGB-B Quantitative methods knowledge (not addressed) CGB-C Ethical reasoning (partially) CGB-D Communication skills (partially) CGB-E Knowledge of major (not addressed) CGB-F Pedagogical knowledge (not addressed) 								
Pre-requisites									
Participati	on requirements	Provisional authori	onal authorization for bachelor examination.						
Recomme	ended prior knowledge	The module OWIP	odule OWIP should be completed.						
Course Organization									
Teaching	mode	Lecture (2 SWS) +	Exercise (1	SWS)					
Language		German							
Duration		One Semester							
Frequency	/	Every semester							
Recomme	ended semester	Semester 1, 5, 6							
Lecturer(s)	Prof. Dr. Eveline W	Vuttke						
Semester Work									
Proof of p	articipation	Regular attendanc	e according	to §14 (3) in the exercise	sessions.				
Non-grade	Non-graded assignments none								
Examination and Gra	ding								

	Examination	Written exam (90 minutes)
	Elements of cumulative examinations	-
Recom	mended Literature	

		Business Ethics and Social Innovation Entrepreneurship	al		Tota	Total. 180h		
WPMF:BE	ESI			p Elective	In Presence 3 SWS / 34h	Self-study 146h	6 CP	
Allocation	Allocation (Program / Faculty)			B.Sc. in Business Ec B.Sc. in Economics a Minor Business Adm	and Business Administrati	ion		
Availabilit	ty for Other	Programs		For non-enrollment p	rograms, please refer to	our website.		
Content								
	based on		ne elemen	ts of Lean Startup, c	ase studies and guest le	es to at least one of the 17 ectures by founders of suc ies.		
Learning	Outcomes /	Competency Goals						
	Learning	Outcomes						
	regard to their ethical and social impact and finally also founded based on this knowledge. For this purpose, we draw on the central elements of a practice-oriented business ethics and at the same time familiarize ourselves with central elements of start-up formation. This is done on the basis of the 17 SDGs, which serve as a framework for the working groups, as well as with the elements of "Lean Startup". • The basic objectives of this event include a concrete understanding of business ethics (virtue ethics, utilitarianism, deontology) as practical guidance for the social and environmental preconditions of our economic life. The participants are thus prepared for entry into a job in the social impact field, or supported in founding their own start-up in this field. In this context, social impact refers to the 17 Sustainable Development Goals (SDGs) of the UN in connection with ethical framework conditions. Contribution to AACSB Competency Goals • CGB-A Theoretical knowledge (totally) • CGB-B Quantitative methods knowledge (not addressed) • CGB-C Ethical reasoning (totally) • CGB-D Communication skills (totally) • CGB-E Knowledge of major (partially)							
Pre-requi	isites							
	Participati	ion requirements	Provisior	nal authorization for qu	alification period.			
	Recomme	ended prior knowledge	none					
Course O	Organization		<u> </u>					
	Teaching	mode	Lecture	(2 SWS) + Exercise (1	SWS)			
	Language	•	German					
	Duration		One Ser	emester				
	Frequenc	у	Yearly					
	Recomme	ended semester	Semeste	er 5, 6				
	Lecturer(s	3)	Dr. Eber	hard Schnebel				
Semester	r Work							
	Proof of p	articipation	none					
	Non-grade	ed assignments	none					
Examinat	tion and Gra	ding	I					
	Examinati		Written t					

	Elements of cumulative examinations	-
Recommended Literature		

			Total	. 150h	5 CP		
OREC	Business Law	Mandatory Course	In Presence 3 SWS / 34h				
Allocation (Program	/ Faculty)		B.Sc. in Business Education B.Sc. in Economics and Business Administration				
Availability for Other	Programs	For non-enrollment p	rograms, please refer to c	our website.			
Content							
methodol Transacti In the sec	ogical and legal aspects ons, Contractual Obligatio	lecture conveys basic knowled are discussed. The following t ns, Compensation in Contracts luces foundations of public law. ness law.	opics will be addressed s, Warranty, Liability Lav	: Introduction, Contract, I w, Foundations of Proper	Declaration of Intent, ty Law.		
Learning Outcomes /	Competency Goals						
Stude Stude Stude Stude Stude Stude Contributi CGB CGB CGB CGB CGB CGB CGB CGB CGB CGB	ents are familiar with basic ents are able to structure th	eir knowledge and are able to ap lect on current legal debates aga Goals not addressed) owledge (not addressed) Illy) ot addressed) ; addressed)			r legal system.		
Pre-requisites		Γ					
Participat	ion requirements	Provisional authorization for ba	chelor examination.				
Recomme	ended prior knowledge	none					
Course Organization							
Teaching	mode	Lecture (2 SWS) + Tutorial (1 S	SWS)				
Language)	German					
Duration		One Semester					
Frequenc	У	Every semester					
Recomme	ended semester	Semester 2, 5, 6					
Lecturer(s	3)	JunProf. Dr. Caroline von Gal	I, PD Dr. Stefan Thönisse	n			
Semester Work							
Proof of p	participation	none					
Non-grad	ed assignments	none					
Examination and Gra	Iding						
Examinat	ion	Written exam (90 minutes)					
Elements examinati	of cumulative ions	-					
Recommended Litera	ature						

	Conditions and Structure	of		Tota				
BWIP	Vocational Education	Mandatory Course		In Presence 4 SWS / 45h	Self-study 135h	6 CP		
Allocation (Program	/ Faculty)	B.Sc. in Busine	B.Sc. in Business Education					
Availability for Other	Programs	For non-enrollr	ment p	rograms, please refer to o	our website.			
Content								
Professional teaching and learning processes are influenced both by institutional conditions and structures and by individual features (like personality traits and skills). In the lecture, the focus is on the individual conditions while the class focuses on institutional characteristics. Lecture: The lecture is based on the overarching question of how human learning can be explained and which conditions play a role. For this purpose, various learning-theoretical basics are expounded and discussed (e.g. learning as behavioral change, as knowledge acquisition or knowledge construction). Emotional and motivational processes during learning are also considered. Since teachers have a significant influence on successful learning processes, professionalism of teaching is also considered and discussed. The starting point is the consideration of the dual system, whereby both the school side and the company side are considered in detail. Contents that are discussed in relation to the company side are, among other things, training occupations, training suitability of companies and people and the Vocational Training Act (Berufsbildungsgesetz). On the school side, among other things, the topics of school types in the professional field and state sovereignty are discussed. Furthermore, the areas of vocational training and further education and the process of vocational training in other countries are also considered. Mentorship: The mentorship serves as an introduction to scientific work. Among other things, the topics of composition and structure of scientific work, formal guidelines as well as literature research and management are presented and practiced. Another focus is on the subject of writing papers and giving presentations. Furthermore, the subject of learning strategies for optimal learning organization is dealt with. The mentorship prepares for attending subsequent seminars.								
Learning Outcomes	/ Competency Goals							
Learning	Outcomes							
motivatio teaching • Stud school ar • The	 Students learn about educational-psychological theories, in particular behaviourist, cognitivist and constructivist learning theories, motivation theories as well as theories of problem solving, tacit knowledge and intelligence development and can apply these theories to real teaching and instruction situations. Students know individual and social conditions for learning processes and also know the different institutional conditions of the various school and company forms of vocational education and training. The students learn in particular to discuss problems of learning psychology in exchange with others. In the exercise, students learn to present and discuss their learning outcomes in written and oral forms. 							
Contribut	ion to AACSB Competency	Goals						
CGE CGE CGE CGE	A Theoretical knowledge (t B Quantitative methods knowledge C Ethical reasoning (partia D Communication skills (pa F Pedagogical knowledge	owledge (not addressed) lly) artially)						
Pre-requisites								
Participa	tion requirements	Provisional authorization	ı for qu	alification period.				
Recomm	ended prior knowledge	none						
Course Organizatior	l							
Teaching	mode	Lecture (2 SWS) + Exerc	cise (1	SWS) + Mentorium (1 SV	VS)			
Languag	9	German						
Duration		One Semester	emester					
Frequenc	Frequency Every se		semester					
Recomm	ended semester	Semester 3						
Lecturer(s)	Prof. Dr. Gerhard Minna						
Semester Work								

	Proof of participation	Regular attendance according to §14 (3) in the exercise and mentorium sessions.		
	Non-graded assignments	none		
Examinati	Examination and Grading			
	Examination	Written exam (60 minutes) and term paper (8-10 pages)		
	Elements of cumulative examinations	-		
Recomme	ended Literature			

	Corporate Social Responsibility from a Strategic Management Perspective			Total. 180h		- 6 CP	
WPMM:CSRM		ment Elective	In Presence 3 SWS / 34h	Self-study 146h			
Allocation (Program /	/ Faculty)	B.Sc. in	B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration				
Availability for Other	Programs	For non-	enrollment p	rograms, please refer to	our website.		
Content							
sound knowell as the overview to society In order to Students highlighte	of this module is to provide owledge of CSR is mandat e international financial cris of the challenges modern o o prepare students for futu will be enabled to make ini d using case studies and v odule supports and encour	ory for all managers is have illustrated t rganizations face w re job challenges in formed decisions ar ideo clips. The mod	s and those the costs of then putting n a globalize nd will learn dule includes	involved in business. Re poor decision-making an CSR principles into practi ed world, this module dis how to communicate the s several group tasks des	cent high profile disasters d the importance of CSR. ce and examines the respo cusses how to identify and se to stakeholders. Key id igned to get students activ	in many industries as This module offers an onsibility business has d handle CSR issues. eas and practices are rely involved. In doing	
Learning Outcomes /	Competency Goals						
 On correlating to On correlating to On correlation On correlation On correlation Contribution CGB- CGB-<td colspan="6"> Learning Outcomes On completion of this module, students will be able to recognise and summarise key terms, business practices and relevant theories relating to CSR. On completion of this module, students will have developed the skills necessary to Identify and discuss different ethical and social issues important for organisations. On completion of this module, students will have practiced and improved their soft skills, especially working effectively as part of a group and presenting clearly to an audience. Contribution to AACSB Competency Goals CGB-A Theoretical knowledge (totally) CGB-B Quantitative methods knowledge (not addressed) CGB-C Ethical reasoning (totally) CGB-E Knowledge of major (not addressed) CGB-F Pedagogical knowledge (not addressed) </td>	 Learning Outcomes On completion of this module, students will be able to recognise and summarise key terms, business practices and relevant theories relating to CSR. On completion of this module, students will have developed the skills necessary to Identify and discuss different ethical and social issues important for organisations. On completion of this module, students will have practiced and improved their soft skills, especially working effectively as part of a group and presenting clearly to an audience. Contribution to AACSB Competency Goals CGB-A Theoretical knowledge (totally) CGB-B Quantitative methods knowledge (not addressed) CGB-C Ethical reasoning (totally) CGB-E Knowledge of major (not addressed) CGB-F Pedagogical knowledge (not addressed) 						
Pre-requisites							
Participati	ion requirements	Provisional authori	ization for qu	alification period.			
Recomme	ended prior knowledge	none					
Course Organization							
Teaching	mode	Lecture (2 SWS) +	- Exercise (1	SWS)			
Language)	German					
Duration		One Semester					
Frequenc	у	Yearly					
Recomme	ended semester	Semester 5, 6					
Lecturer(s	Dr. Eva Koscher	a Koscher					
Semester Work							
Proof of p	articipation	none					
Non-grade	Non-graded assignments none						
Examination and Gra	ding						

Examination Written thesis (10-15 pages, 6-8 weeks).		Examination	Written thesis (10-15 pages, 6-8 weeks).
		Elements of cumulative examinations	-
	Recommended Literature		

	Decision Making in Markets and	Mandatory Course	Total. 180h				
Organizations		Elective	In Presence 3 SWS / 34h	Self-study 146h	6 CP		
Allocation (Program / Faculty)		B.Sc. in Business Ed B.Sc. in Economics a Minor Business Adm Minor Economics	and Business Administration	n			
Availability for Other Programs		For non-enrollment p	rograms, please refer to ou	ır website.			
Content							
			arkets and organizations. de moral hazard, adverse s				
Learning Outcomes / Competency G	Goals						
Students learn to ma Students learn to int studies, and psychology. Contribution to AACSB C CGB-A Theoretical k CGB-B Quantitative CGB-C Ethical rease CGB-D Communicat CGB-E Knowledge C	Learning Outcomes • Students learn to understand and reflect modern microeconomic theory and concepts in organizational economics. • Students learn to master quantitative microeconomic methods. • Students learn to integrate special knowledge from theoretical microeconomics, experimental and empirical microeconomics, business studies, and psychology. Contribution to AACSB Competency Goals • CGB-A Theoretical knowledge (totally) • CGB-B Quantitative methods knowledge (totally) • CGB-C Ethical reasoning (not addressed) • CGB-E Knowledge of major (totally) • CGB-F Pedagogical knowledge (not addressed)						
Pre-requisites							
Participation requirement	ts Provisio	nal authorization for qu	alification period.				
Recommended prior kno	wledge none						
Course Organization							
Teaching mode	Lecture	(2 SWS) + Exercise (1	SWS)				
Language	English						
Duration	One Ser	emester					
Frequency	Yearly						
Recommended semester	r Semeste	ter 5, 6					
Lecturer(s)	Prof. Dr.	. Ferdinand von Siemer	ns				
Semester Work							
Proof of participation	none						
Non-graded assignments	s none						
Examination and Grading							
Examination	Written	exam (90 minutes)					
	Written o	exam (90 minutes)					

			Tota	l. 180h					
BOEE	Econometrics Economics	Mandatory Course	In Presence 4 SWS / 45h	Self-study 135h	6 CP				
Allocation (Program / I	Faculty)		B.Sc. in Business Education B.Sc. in Economics and Business Administration						
Availability for Other P	Programs	For non-enrollment p	orograms, please refer to o	our website.					
Content									
particular, regression `causal' inf related to r covered wh economic o	The aim of this course is to provide students with an understanding of the fundamental methodologies of modern day Econometrics. I particular, the course will introduce students to the concept of linear regression analysis discussing how to set up and estimate linear regression models, and how to conduct statistical inference with them. In doing so, the course will provide an understanding of the notion of `causal' inference and, more generally, guidelines for the interpretation of empirical regression results. It will also treat implementation issue related to regression analysis such as misspecification or omitted variables. Extensions to selected `big data' and machine learning topics we covered where appropriate. Time series analysis will be introduced at the end of the module. The course material will be illustrated using real economic data applications and state of the art software (STATA or R). All topics will be accompanied by theoretical and applied exercise which will be discussed in class.								
Learning Outcomes / (Learning Outcomes / Competency Goals								
Studen own. They were empirical re- Studento to deal with Contributio CGB-4 CGB-6 CGB-1	Learning Outcomes Students will be able to identify and address economic questions empirically using appropriate econometric tools and methods on their								
Pre-requisites									
Participatic	on requirements	Provisional authorization for qu	alification period.						
Recommen	nded prior knowledge	none							
Course Organization									
Teaching n	node	Lecture (2 SWS) + Exercise (1	SWS) + Mentorium (1 SV	VS)					
Language		English							
Duration		One Semester							
Frequency	,	Every semester							
Recommer	nded semester	Semester 3, 4							
Lecturer(s)		Prof. Daniel Gutknecht, Ph.D.							
Semester Work									
Proof of pa	articipation	none							
Non-grade	d assignments	none							
Examination and Grad	ling								
Examinatio	on	Written exam (90 minutes)							

	Elements of cumulative examinations	-
Recommended Literature		

			Total	. 180h				
BOEF	Econometrics Finance	Mandatory Course	In Presence 4 SWS / 45h	Self-study 135h	6 CP			
Allocation (Program	/ Faculty)		B.Sc. in Business Education B.Sc. in Economics and Business Administration					
Availability for Other	Programs	For non-enrollment p	rograms, please refer to o	ur website.				
Content								
evaluatio processi	n of empirical models. Est ng of financial data for emp	pics: Estimation and interpretatio imation and testing procedures irical analysis. Focus on empiric , risk measures, and performane	with applications in the f al applications relevant in	ield of finance and accout the field of finance and ac	inting. Collection and			
Learning Outcomes	/ Competency Goals							
Stud Stud Stud Stud Stud Stud Stud Stud Contribu CGE CGE CGE CGE CGE CGE	lents enhance their quantita lents learn to critically evalu lents enhance their compete	totally) owledge (totally) ddressed) artially)	problems in the field of fina research designs. lution concepts.	ance and accounting.				
CGE Pre-requisites	3-F Pedagogical knowledge							
Participa	tion requirements	Provisional authorization for qu	alification period.					
Recomm	ended prior knowledge	none						
Course Organization	ı							
Teaching	j mode	Lecture (2 SWS) + Exercise (1	SWS) + Mentorium (1 SW	/S)				
Languag	е	German						
Duration		One Semester						
Frequen	cy	Every semester						
Recomm	ended semester	Semester 3, 4						
Lecturer	(s)	Dr. Ulrich Schüwer, JunProf.	Daniel Ruf, Ph.D.					
Semester Work								
Proof of	participation	none						
Non-grad	led assignments	none						
Examination and Gr	ading							
Examina	tion	Written exam (90 minutes)						
Elementa	s of cumulative tions	-						
Recommended Lite	rature							

			Tota	Total. 180h				
BOEM	BOEM Econometrics Management		In Presence 4 SWS / 45h	Self-study 135h	- 6 CP			
Allocation (P	Program / Faculty)	B.Sc. in Business B.Sc. in Economic	Education and Business Administration	on				
Availability for	or Other Programs	For non-enrollmen	programs, please refer to c	our website.				
Content								
S C T e	The primary goal of the lecture is the So, the class focuses on "Marketing concepts to derive economic conset the main topics are: Foundations affectiveness analysis, using conjoir nanagement.	Analytics". In exercise session quences. of marketing models, market	ns and tutorials, students lo reaction models (linear re	earn to independently appl gression), logistic regress	y these methods and ion, online marketing			
Learning Ou	tcomes / Competency Goals							
L	earning Outcomes							
	 Students will learn quantitative analysis methods and concepts that lead to improved marketing decisions. Students can apply learned methods and concepts to business practice by solving exercises and case studies. Students will learn quantitative analytics methods and concepts that lead to improved marketing decisions. Students will have basic IT knowledge and advanced skills in the use of software and will be able to apply knowledge and skills. Contribution to AACSB Competency Goals CGB-A Theoretical knowledge (partially) CGB-B Quantitative methods knowledge (totally) CGB-C Ethical reasoning (partially) CGB-E Knowledge of major (partially) CGB-F Pedagogical knowledge (totally) 							
Pre-requisite	9S							
F	Participation requirements	Provisional authorization for	qualification period.					
F	Recommended prior knowledge	none						
Course Orga	anization							
т	eaching mode	Lecture (2 SWS) + Exercise	(1 SWS) + Mentorium (1 SV	VS)				
L	anguage	German						
C	Duration	One Semester						
F	Frequency Every semester							
F	Recommended semester	Semester 3, 4						
L	.ecturer(s)	Prof. Dr. Bernd Skiera						
Semester W	/ork							
F	Proof of participation	none						
N	Non-graded assignments	none						
Examination	and Grading							
E	Examination	Written exam (90 minutes)						
	Elements of cumulative	-						

examinations

Allocation (Program / Faculty) B.Sc. Availability for Other Programs For r Content The aim of the course is to acquire English language under the supervision of an English language insexchanging ideas in pairs or small groups. Particul discussions and role-plays based on authentic and Students are given an opportunity to hold presenta participate in the course by working in small group. The EBCA course deals with selected topics from the Greign language on a variety of general and specific . Learning Outcomes - Graduates of the Course will be able to commun foreign language on a variety of general and specific . • They will have mastered the English language in competence level of C1.1 (Effective Operational Profilanguages. • They will be in a position to understand and to apprecise. • They will possess a deep cultural understanding both orally and in writing, when communicating on an Contribution to AACSB Competency Goals • CGB-A Theoretical knowledge (partially) • CGB-C Ethical reasoning (partially) • CGB-B Quantitative methods knowledge (not addressed) • CGB-E Knowledge of major (not addressed) • CGB-F Pedagogical knowledge (not addressed)	: in Business Ec : in Economics a non-enrollment p skills at level C' structor, Bachele lar emphasis is I up-to-date tear ations and formu- so or through plu- e field of "Current ficate with ease, economic topics a all four language iciency), accordid pply the principle of the English-so initernational st	and Business Administrate programs, please refer to an of the Common Europe for students work out so a placed on perfecting or aching materials from the ulate their own opinions. Itenary discussions. Int Global Economic Issue: , i.e. in a differentiated and s. ge-learning skills: speaking ling to the Common Europ des of grammatical subtlet	our website. an Framework of Reference lutions to case studies by al and written skills by me fields of business and ec Moreover, students are er s". d precise way, in the English g, listening, reading and wri bean Framework of Reference es in the area of general an	n language as a ting to the ce for foreign d/or specialized			
Allocation (Program / Faculty) B.Sc. Availability for Other Programs For r Content The aim of the course is to acquire English language Under the supervision of an English language ins exchanging ideas in pairs or small groups. Particul discussions and role-plays based on authentic and Students are given an opportunity to hold presenta participate in the course by working in small group The EBCA course deals with selected topics from the foreign language on a variety of general and specific or They will have mastered the English language in competence level of C1.1 (Effective Operational Profilanguages. • They will be in a position to understand and to ar English. • They will possess a deep cultural understanding both orally and in writing, when communicating on an Contribution to AACSB Competency Goals • CGB-A Theoretical knowledge (partially) • CGB-B Quantitative methods knowledge (not add • CGB-C Ethical reasoning (partially) • CGB-F Pedagogical knowledge (not addressed) • CGB-F Pedagogical knowledge (not addressed) • CGB-F Pedagogical knowledge (not addressed) • CGB-F Pedagogical knowledge (not addressed)	in Economics a non-enrollment p skills at level C structor, Bacheld lar emphasis is l up-to-date tea ations and formu- so or through plu- e field of "Current field of "Current ations and formu- so or through plu- e field of "Current ations and formu- so or through plu- e field of "Current ations and formu- so or through plu- e field of "Current ations and formu- so or through plu- state with ease, economic topics and four language iciency), according pply the principle of the English-so in international st	and Business Administrate programs, please refer to an of the Common Europe for students work out so a placed on perfecting or aching materials from the ulate their own opinions. Itenary discussions. Int Global Economic Issue: , i.e. in a differentiated and s. ge-learning skills: speaking ling to the Common Europ des of grammatical subtlet	our website. an Framework of Reference lutions to case studies by al and written skills by me fields of business and ec Moreover, students are er s". d precise way, in the English g, listening, reading and wri bean Framework of Reference es in the area of general an	n language as a ting to the ce for foreign d/or specialized			
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Under the supervision of an English language insexchanging ideas in pairs or small groups. Particul discussions and role-plays based on authentic and Students are given an opportunity to hold presenta participate in the course by working in small group The EBCA course deals with selected topics from the foreign language on a variety of general and specific . Learning Outcomes Graduates of the Course will be able to communicating on an competence level of C1.1 (Effective Operational Profilanguages. They will possess a deep cultural understanding both orally and in w	structor, Bachele lar emphasis is l up-to-date tean ations and formu- is or through plue field of "Current icate with ease, economic topics a all four languag iciency), accordi pply the principle of the English-sa international st	lor students work out so s placed on perfecting or aching materials from the ulate their own opinions. lenary discussions. Int Global Economic Issues , i.e. in a differentiated and s. ge-learning skills: speakin ling to the Common Europ es of grammatical subtlet speaking world so as to b	lutions to case studies by al and written skills by me fields of business and ec Moreover, students are er s". d precise way, in the English g, listening, reading and wri bean Framework of Reference es in the area of general an	n language as a ting to the ce for foreign d/or specialized			
Learning Outcomes • Graduates of the Course will be able to commun foreign language on a variety of general and specific • They will have mastered the English language in competence level of C1.1 (Effective Operational Profi languages. • They will be in a position to understand and to appendix and in writing, when communicating on an Contribution to AACSB Competency Goals • CGB-A Theoretical knowledge (partially) • CGB-B Quantitative methods knowledge (not add • CGB-C Ethical reasoning (partially) • CGB-E Knowledge of major (not addressed) • CGB-F Pedagogical knowledge (not addressed) Pre-requisites Participation requirements Provisional aut	economic topics a all four languag iciency), accordi pply the principle of the English-s n international st	s. ge-learning skills: speakin ling to the Common Europ les of grammatical subtlet speaking world so as to b	g, listening, reading and wri bean Framework of Reference es in the area of general an	iting to the ce for foreign d/or specialized			
Graduates of the Course will be able to commun foreign language on a variety of general and specific They will have mastered the English language in competence level of C1.1 (Effective Operational Profilanguages. They will be in a position to understand and to appendix on the second strength of the s	economic topics a all four languag iciency), accordi pply the principle of the English-s n international st	s. ge-learning skills: speakin ling to the Common Europ les of grammatical subtlet speaking world so as to b	g, listening, reading and wri bean Framework of Reference es in the area of general an	iting to the ce for foreign d/or specialized			
foreign language on a variety of general and specific • They will have mastered the English language in competence level of C1.1 (Effective Operational Profilanguages. • They will be in a position to understand and to aperation. • They will possess a deep cultural understanding both orally and in writing, when communicating on an Contribution to AACSB Competency Goals • CGB-A Theoretical knowledge (partially) • CGB-B Quantitative methods knowledge (not addressed) • CGB-D Communication skills (totally) • CGB-F Pedagogical knowledge (not addressed) • CGB-F Pedagogical knowledge (not addressed)	economic topics a all four languag iciency), accordi pply the principle of the English-s n international st	s. ge-learning skills: speakin ling to the Common Europ les of grammatical subtlet speaking world so as to b	g, listening, reading and wri bean Framework of Reference es in the area of general an	iting to the ce for foreign d/or specialized			
Participation requirements Provisional aut							
Recommended prior knowledge none	horization for qι	ualification period and suc	ccesful qualifying test for the	e CERF level B2.2.			
Course Organization							
Teaching mode							
Language English							
Duration One Semester	Semester						
Frequency Every semeste	er						
Recommended semester Semester 5, 6	Recommended semester Semester 5, 6						
Lecturer(s)							
Semester Work							
Proof of participation none							
Non-graded assignments none		Non-graded assignments none					
Examination and Grading							

	Examination	Successful completion of written exam (120 minutes), an oral exam, and regular attendance
	Elements of cumulative examinations	-
Rec	ommended Literature	

Under the supervision of an Er exchanging ideas in pairs or sm discussions and role-plays base Students are given an opportuni participate in the course by work	Electric B.Sc. B.Sc. For no e English language s glish language inst all groups. Particula d on authentic and ty to hold presentat	in Business Ed in Economics a on-enrollment p skills at level C1 tructor, Bachelo	In Presence 3 SWS / 34h ucation and Business Administration rograms, please refer to o		6 CP			
Availability for Other Programs Content The aim of the course is to acquir Under the supervision of an Er exchanging ideas in pairs or sm discussions and role-plays bases Students are given an opportuni participate in the course by work	e English language s glish language inst all groups. Particula d on authentic and ty to hold presentat	in Economics a on-enrollment p skills at level C1 tructor, Bachelo	and Business Administration					
Content The aim of the course is to acquir Under the supervision of an Er exchanging ideas in pairs or sm discussions and role-plays base Students are given an opportuni participate in the course by work	e English language s glish language inst all groups. Particula d on authentic and ty to hold presentat	skills at level C1 tructor, Bachelo	rograms, please refer to o	our website.				
The aim of the course is to acquir Under the supervision of an Er exchanging ideas in pairs or sm discussions and role-plays base Students are given an opportuni participate in the course by work	glish language inst all groups. Particula d on authentic and ty to hold presentat	tructor, Bachelo						
Under the supervision of an Er exchanging ideas in pairs or sm discussions and role-plays base Students are given an opportuni participate in the course by work	glish language inst all groups. Particula d on authentic and ty to hold presentat	tructor, Bachelo						
The EBCB course deals with sele	The aim of the course is to acquire English language skills at level C1 of the Common European Framework of Reference for Languages. Under the supervision of an English language instructor, Bachelor students work out solutions to case studies by communicating a exchanging ideas in pairs or small groups. Particular emphasis is placed on perfecting oral and written skills by means of presentation discussions and role-plays based on authentic and up-to-date teaching materials from the fields of business and economics. Students are given an opportunity to hold presentations and formulate their own opinions. Moreover, students are encouraged to active participate in the course by working in small groups or through plenary discussions. The EBCB course deals with selected topics from the field of "Marketing Concepts and Techniques".							
Learning Outcomes / Competency Goals								
Learning Outcomes								
languages. • They will be in a position to u English. • They will possess a deep cull both orally and in writing, when co Contribution to AACSB Competer • CGB-A Theoretical knowledg • CGB-B Quantitative methods • CGB-C Ethical reasoning (particular constitution skills • CGB-E Knowledge of major (competence level of C1.1 (Effective Operational Proficiency), according to the Common European Framework of Reference for foreign languages. They will be in a position to understand and to apply the principles of grammatical subtleties in the area of general and/or specialized 							
Pre-requisites								
Participation requirements	Provisional auth	norization for qu	alification period and succ	cesful qualifying test for the	CERF level B2.2.			
Recommended prior knowledge	none							
Course Organization								
Teaching mode								
Language	English							
Duration	One Semester							
Frequency	Frequency Every semester							
Recommended semester	Recommended semester Semester 5, 6							
Lecturer(s)	Lecturer(s)							
Semester Work								
Proof of participation	none							
Non-graded assignments	Non-graded assignments none							
Examination and Grading								

	Examination	Successful completion of written exam (120 minutes), an oral exam, and regular attendance
	Elements of cumulative examinations	-
Rec	ommended Literature	

	English for Economists:		Total.	180h					
EBCC	Spezialisierungskurs C	Elective	In Presence 3 SWS / 34h	Self-study 146h	6 CP				
Allocation (Progr	am / Faculty)	B.Sc. in Business E B.Sc. in Economics	ducation and Business Administratio	n					
Availability for Ot	her Programs	For non-enrollment	programs, please refer to o	ur website.					
Content									
Unde excha discus Stude partic	The aim of the course is to acquire English language skills at level C1 of the Common European Framework of Reference for Languages. Under the supervision of an English language instructor, Bachelor students work out solutions to case studies by communicating a exchanging ideas in pairs or small groups. Particular emphasis is placed on perfecting oral and written skills by means of presentation discussions and role-plays based on authentic and up-to-date teaching materials from the fields of business and economics. Students are given an opportunity to hold presentations and formulate their own opinions. Moreover, students are encouraged to activ participate in the course by working in small groups or through plenary discussions. The EBCC course deals with selected topics from the field of "The Entrepreneur".								
Learning Outcom	es / Competency Goals								
Learn	ing Outcomes								
comp langu • T Englis • T both c • C • C • C • C • C • C • C	 They will have mastered the English language in all four language-learning skills: speaking, listening, reading and writing to the competence level of C1.1 (Effective Operational Proficiency), according to the Common European Framework of Reference for foreign languages. They will be in a position to understand and to apply the principles of grammatical subtleties in the area of general and/or specialized English. They will possess a deep cultural understanding of the English-speaking world so as to be able to express themselves in an optimal way both orally and in writing, when communicating on an international stage. Contribution to AACSB Competency Goals CGB-A Theoretical knowledge (partially) CGB-B Quantitative methods knowledge (not addressed) CGB-D Communication skills (totally) CGB-E Knowledge of major (not addressed) CGB-F Pedagogical knowledge (not addressed) 								
Pre-requisites									
Partic	ipation requirements	Provisional authorization for q	ualification period and succ	esful qualifying test for the	CERF level B2.2.				
Reco	nmended prior knowledge	none							
Course Organiza	tion	1							
Teacl	ning mode								
Langu	lage	English							
Durat	Duration One Semester								
Frequ	Frequency Every semester								
Reco	mmended semester	Semester 5, 6							
Lectu	rer(s)								
Semester Work									
Proof	of participation	none							
Non-ç	raded assignments	none							

	Examination	Successful completion of written exam (120 minutes), an oral exam, and regular attendance
	Elements of cumulative examinations	-
Rec	ommended Literature	

EBCD Spezialisierungskurs D Elective In Presence 3 SWS / 34h Stelf-study 146h Allocation (Program / Faculty) B.Sc. in Business Education B.Sc. in Economics and Business Administration Availability for Other Programs For non-enrollment programs, please refer to our website. Availability for Other Programs For non-enrollment programs, please refer to our website. Content Content The aim of the course is to acquire English language instructor, Bachelor students work our solutions to case studies by communicate emphasis is placed on perfecting oral and written skills by means of i discussions and role-plays based on authentic and up-to-date teaching materials from the fields of business and economics Students are given an opportunity to hold presentations and formulate their own opinions. Moreover, students are encourage participate in the course by working in small groups or through plenary discussions. The EBCD course deals with selected topics from the field of "Issues in Banking and Finance". Learning Outcomes - Graduates of the Course will be able to communicate with ease, i.e. in a differentiated and precise way, in the English language for all four language-learning skills: speaking, listening, reading and writing to the competence level of C1.1 (Effective Operational Proficiency), according to the Common European Framework of Reference for for languages. - They will be in a position to understand and to apply the principles of grammatical subtleties in the area of general and/or spe English.	- 6 CP	. 180h	Tota		English for Economists:					
All coation (Program / Paculty) B Sc. in Economics and Business Administration Availability for Other Programs For non-enrolment programs, please refer to our websile. Content Eacling Content is supervised on a English language instructor. Bachdor students work out solutions to case studes by commerchanging ideas in pairs or small groups. Particular emphasis in glaced on perfecting crait and writen skills by means of 1 discussions and nel-pairs by sobed on authentic and up-for-dup pleary discussions. Learning Outcomes / Competency Goals Eacling and for the Course will be able to communicate with ease, i.e. in a differentiated and precise way, in the English language. Threy will baye matered the English Imaguage in the course by working in amaguage in a supervise the english language. Competency Goals Eacling Outcomes Learning Outcomes / Competency Goals Image and information of the Course will be able to communicate with ease, i.e. in a differentiated and precise way, in the English language. They will baye master the English Imaguage in all four in anguage-learning skills: speaking, listening, reading and writing to the commos European Framework of Parterence for fairny upage. They will baye master the English Imaguage in all four in anguage ear and or spe English. They will bayee master the English Imaguage in all four in anguage-learning skills: speaking, listening, reading and writing to the competence level of 1.1 (Effective Operational Profeseory), according to the Course will be able to express themselves in an other will have master the English Imaguage in all four in anguage in all four in anguage.					Spezialisierungskurs D					
Content Function Content Function Content The aim of the course is to acquire English language skills at level C1 of the Common European Framework of Reference for Lan Under the supervision of an English language instructor. Bachelor students work out solutions to case studies by common discussions and role-plays based on authentic and up-to-date teaching materials from the fields of business and economics Students are given an opportunity to hold presentations and formulate their own oppinons. Moreover, students are encourage participate in the course by working in small groups or through plenary discussions. The EBCD course deals with selected topics from the field of 'Issues in Banking and Finance'. Learning Outcomes - Graduates of the Course will be able to communicate with ease, i.e. in a differentiated and precise way, in the English language in an avaitey of general and specific economic topics. They will buse nataret the English language in all four language participates in the area of general and specific economic topics. They will be in a position to understand and to apply the principles of grammatical subtletes in the area of general and/or specific economic topics. Preventities - Cordinates of the Course will be able to communicate with ease. Preview - They will be able to apply the principles of grammatical subtletes in the area of general and specific economic topics. Preventities - Cordinates of the Course will understanding of the English-banaling world so as to be able to express themselves in an oble to raily and in writing. when communicating on an international stage. Corticituation to AACSB Competency Coais - Coals Quantinitawing world co		งท			Allocation (Program / Faculty)					
The aim of the course is to acquire English language skills at level C1 of the Common European Framework of Reference for Lan Under the supervision of an English language instructor. Bachelor students work out solutions to case studes by comme of discussions and role-plays based on authentic and upt-date taching materials from the fields of business and accounting Students are given an opportunity to hold presentations and formulate their com opinions. Moreover, students are encourage participate in the course by working in small groups or through plenary discussions. Moreover, students are encourage participate in the course by working in small groups or through plenary discussions. Moreover, students are encourage participate in the course will be able to communicate with ease, i.e. in a differentiated and precise way, in the English language for singli language on a variety of general and specific economic topics. • They will be an assisted the English language in all four language-learning skills: speaking, listening, reading and writing to the common European Framework of Reference for to languages. • They will be in a position to understand and to apply the principles of grammatical subtleties in the area of general and/or spe English. • They will be in a position to understand and to apply the principles of grammatical subtleties in the area of general and/or spe English. • They will be in a position to understand and to apply the principles of grammatical subtleties in the area of general and/or spe English. • They will be area solutions outderstand and to apply the principles of grammatical subtleties in the area of general and/or spe English. • They will be an assistion to understand and to apply the principles of advalues of the advalues of the COREN of the advalues		ur website.	rograms, please refer to o	For non-enrollment p	Programs	ility for Other F				
Under the supervision of an English language instructor, Bachelor students vok out solutions to case studies by comm exchanging ideas in given or small groups. Particular emphasis is pleade on perfecting or and written skills by means of discussions and role-plays based on authentic and up-to-date teaching materials from the fields of business and econours garticipate in the course by working in small groups or through plenary discussions. The EBCD course deals with selected topics from the field of 'issues in Banking and Finance'. Learning Outcomes - Graduates of the Course will be able to communicate with ease, i.e. in a differentiated and precise way, in the English language foreign language on a variety of general and specific economic topics. - They will how areasted the English language in all four language-tarring skills: speaking, listning, reading and writing to 0 competence level of C1.1 (Effective Operational Proficiency), according to the Common European Framework of Reference for to languages. - They will how an assisted the English language in all four language- english. They will be in a position to understand and to apply the principles of grammatical subtleties in the area of general and/or spe English. - They will possess a deep cultural understanding of the English-speaking world so as to be able to express themselves in an obtin orally and in writing, when communicating on an international stage. Contribution to AACSB Competency Goals - CGB-A Theoretical knowledge (not addressed) - CGB-A Theoretical						t				
Learning Outcomes • Graduates of the Course will be able to communicate with ease, i.e. in a differentiated and precise way, in the English language foreign language on a variety of general and specific economic topics. • They will have mastered the English language in all four language-learning skills: speaking, listening, reading and writing to th commo European Framework of Reference for for languages. • They will possess a deep cultural understand and to apply the principles of grammatical subtleties in the area of general and/or spe English. • They will possess a deep cultural understanding of the English-speaking world so as to be able to express themselves in an or both orally and in writing, when communicating on an international stage. Contribution to AACSB Competency Goals • CGB-A Theoretical knowledge (partially) • CGB-C Entical reasoning (partially) • CGB-P Centumication skills (totally) • CGB-P Entical reasoning (partially)	mmunicating and of presentations, mics.	Under the supervision of an English language instructor, Bachelor students work out solutions to case studies by communicating exchanging ideas in pairs or small groups. Particular emphasis is placed on perfecting oral and written skills by means of presentation discussions and role-plays based on authentic and up-to-date teaching materials from the fields of business and economics. Students are given an opportunity to hold presentations and formulate their own opinions. Moreover, students are encouraged to active participate in the course by working in small groups or through plenary discussions.								
• Graduates of the Course will be able to communicate with ease, i.e. in a differentiated and precise way, in the English langua foreign language on a variety of general and specific economic topics. • They will have mastered the English language in all four language-learning skills: speaking, listening, reading and writing to th competence level of C1.1 (Effective Operational Proficiency), according to the Common European Framework of Reference for to languages. • They will be in a position to understand and to apply the principles of grammatical subtleties in the area of general and/or speEnglish. • They will possess a deep cultural understanding of the English-speaking world so as to be able to express themselves in an obtion rally and in writing, when communicating on an international stage. Contribution to AACSB Competency Goals • CGB-A Theoretical knowledge (partially) • CGB-A Theoretical knowledge (not addressed) • CGB-F Predagogical knowledge none Course Urganization none Course Urganization one English Image Internation Internation Internation for qualification period and succesful qualifying test for the CERF International stage. Course Urganization One Semester Image Internating Internation Internating Internati					Competency Goals	g Outcomes /				
foreign language on a variety of general and specific economic topics. They will have mastered the English language in all four language-learning skills: speaking, listening, reading and writing to the common European Framework of Reference for for languages. They will be in a position to understand and to apply the principles of grammatical subtleties in the area of general and/or speEnglish. They will be in a position to understanding of the English-speaking world so as to be able to express themselves in an or both orally and in writing, when communicating on an international stage. Contribution to AACSB Competency Goals CGB-A Theoretical knowledge (partially) CGB-A Chaintitative methods knowledge (not addressed) CGB-E Ethical reasoning (partially) CGB-F Pedagogical knowledge (not addressed) Pre-requisize English Recommended prior knowledge none Course Organization Image Image English Image English Image English Image Every					Outcomes	Learning C				
Participation requirements Provisional authorization for qualification period and succesful qualifying test for the CERF I Recommended prior knowledge none Course- Teaching mode none Language English Course- Prequency Every semester Semester Recommended semester Semester 5, 6 Semester Semester Duration Duration Duration Duration Descended semester Semester 5, 6 Semester	or foreign specialized	 competence level of C1.1 (Effective Operational Proficiency), according to the Common European Framework of Reference for foreign languages. They will be in a position to understand and to apply the principles of grammatical subtleties in the area of general and/or specialized English. They will possess a deep cultural understanding of the English-speaking world so as to be able to express themselves in an optimal way both orally and in writing, when communicating on an international stage. Contribution to AACSB Competency Goals CGB-A Theoretical knowledge (partially) CGB-B Quantitative methods knowledge (not addressed) CGB-C Ethical reasoning (partially) CGB-D Communication skills (totally) CGB-E Knowledge of major (not addressed) 								
Recommended prior knowledge none Course Organization Feaching mode Image Image Language English Duration One Semester Frequency Every semester Recommended semester Semester 5, 6 Semester/Work Semester 5, 6						uisites				
Course Ourse Management Teaching mode Image: Image I	RF level B2.2.	esful qualifying test for the	alification period and suc	ional authorization for qu	Participation requirements Provision					
Teaching mode English Language English Duration One Semester Frequency Every semester Recommended semester Semester 5, 6 Lecturer(s) Frequency Semester Semester 5, 6					Recommended prior knowledge none					
Language English Duration One Semester Frequency Every semester Recommended semester Semester 5, 6 Lecturer(s) Ferequency						Organization				
Duration One Semester Frequency Every semester Recommended semester Semester 5, 6 Lecturer(s) Frequency					mode	Teaching I				
Frequency Every semester Recommended semester Semester 5, 6 Lecturer(s) Frequency										
Recommended semester Semester 5, 6 Lecturer(s) Semester		Semester				Duration One Ser				
Lecturer(s) Semester Work				semester	y Every s	Frequency				
Semester Work		Recommended semester Semester 5, 6								
Press of nonticipation					3)	Lecturer(s				
Proof of participation none						er Work				
					articipation none	Proof of pa				
Non-graded assignments none					ed assignments none	Non-grade				
Examination and Grading					ding	ation and Grad				

	Examination	Successful completion of written exam (120 minutes), an oral exam, and regular attendance
	Elements of cumulative examinations	-
Rec	ommended Literature	

Environment, natural resou			Mandatory Course	Total. 180h				
WPME:UNRE and the greening of energy products				ју	In Presence 3 SWS / 34h	Self-study 146h	6 CP	
Allocation (Program / Faculty)				B.Sc. in Business Ed B.Sc. in Economics a Minor Economics	ucation and Business Administrati	on		
Availability for	for Other F	Programs		For non-enrollment p	rograms, please refer to o	our website.		
Content				1				
is c	The course deals with fundamental mechanisms of resource and environmental economics as well as current issues of the energy tra is held as a compulsory elective module in economics (WPME) with seminar character and limited participation (maximum 30 stude course will be blocked. It starts with four evening sessions (preliminary meeting with topic allocation and introductory lectures) follow main block with student presentations and joint discussions of the topic.						um 30 students). The	
Learning Ou	utcomes /	Competency Goals						
Learning Outcomes • Students will learn reflective skills on economic and ethical aspects of climate change and other environmental issues. • Students will learn to apply the opportunity cost concept to environmental problems and exhaustible resources. • Students will gain expertise in resource and environmental economics. • Students will improve their oral, professional expression skills through collaborative discussions and presentations. • Students will improve their skills in scientific writing by preparing their own seminar paper. Contribution to AACSB Competency Goals • CGB-A Theoretical knowledge (totally) • CGB-B Quantitative methods knowledge (not addressed) • CGB-C Ethical reasoning (totally) • CGB-E Knowledge of major (totally) • CGB-F Pedagogical knowledge (not addressed)							S.	
Pre-requisite	es							
F	Participatio	on requirements	Provisio	nal authorization for qu	alification period.			
F	Recommended prior knowledge none							
Course Orga	Course Organization							
г	Teaching I	mode	Lecture	(2 SWS) + Exercise (1	SWS)			
L	Language		German					
	Duration One Se			emester				
F	Frequency Yearly							
F	Recommended semester S, 6							
L	Lecturer(s))	Prof. Dr.	Alfons Weichenrieder				
Semester W	/ork							
F	Proof of pa	articipation	none					
٩	Non-grade	ed assignments	none					
Examination	n and Grad	ding						
E	Examinatio	n	Written	thesis (10-15 pages, 6-	8 weeks).			
	Elements o examinatio	of cumulative ons	-					

	- · · · ·	Mandatory Course	Total. 180h	. 180h	
WPEM:EXPG	Experimental Game The	Elective	In Presence 3 SWS / 34h	Self-study 146h	- 6 CP
Allocation (Program	n / Faculty)	B.Sc. in Business Ec B.Sc. in Economics a Minor Business Adm Minor Economics	and Business Administration	n	
Availability for Oth	er Programs	For non-enrollment p	programs, please refer to c	our website.	
Content					
and ma many f introdu theoret conduc perform perform on Pyti	anagement research. Experimination is a second to experimental econo- cical predictions. The main for ted in the field. We will lead the field. We will lead the field. The primary aim of this is an experiment. For this aim non, a sound knowledge of the dge of game theory is high	an and Vernon Smith in 2002 do ments provide a powerful tool to strategy, labor economics, as w mic methods using game theor ocus will be on classic lab exper arn key experimental methods a course is to make students fami a, students will also program and the basics of this programming l ly recommended. The maximum	o collect data in a highly rell as organizational and ry as a common languag iments, but we will also c and we will talk about e iliar with important experir conduct experiments then anguage is required. Mor	controlled environment. T behavioral economics. T je to analyze economic in liscuss how similar kind o conomic areas where ex- mental work and to give p inselves in the tutorial. As p eover, as we will derive t	hey are conducted in This course offers an interaction and derive f experiments can be periments have been ractical advice how to programming is based heoretical predictions,
Learning Outcome	s / Competency Goals				
Learnir	ig Outcomes				
• Str • Str • Str • Contrib • CC • CC • CC • CC • CC	 Students understand the use of experimental methods in economic and management research. Students become familiarized with experimental research in economics and management. Students learn to identify open research questions that can be addressed by experiments. Students learn to implement an experiment and analyze experimental data. Contribution to AACSB Competency Goals CGB-A Theoretical knowledge (totally) CGB-B Quantitative methods knowledge (totally) CGB-C Ethical reasoning (partially) CGB-D Communication skills (partially) CGB-E Knowledge of major (totally) CGB-F Pedagogical knowledge (not addressed) 				
Pre-requisites					
Partici	pation requirements	Provisional authorization for qu	alification period.		
Recom	mended prior knowledge	none			
Course Organizati	on				
Teachi	ng mode	Lecture (2 SWS) + Exercise (1	SWS)		
Langua	ge	English			
Duratio	n	One Semester			
Freque	ncy	Yearly			
Recom	mended semester	Semester 5, 6			
Lecture	er(s)	Prof. Dr. Michael Kosfeld			
Semester Work					
Proof c	f participation	none			
Non-gr	aded assignments	none			

Examinati	Examination and Grading				
	Examination	Written thesis (10-15 pages, 6-8 weeks).			
	Elements of cumulative examinations	-			
Recommended Literature					

			Total	. 150h	5 CP		
OFIN	Finance 1	Mandatory Course	In Presence 3 SWS / 34h	Self-study 116h			
Allocation (P	Allocation (Program / Faculty)		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration				
Availability fo	or Other Programs	For non-enrollment p	rograms, please refer to c	our website.			
Content							
a N	In this lecture, students acquire knowledge of the basic elements of modern finance. Topics are the valuation of cash flow streams of financial and real investments under certainty, the valuation of risk in cash flow streams, the foundations of portfolio theory, the Capital Asset Pricing Model, the foundations of the valuation of modern financial instruments (options), as well as issues regarding the capital structure of corporations.						
Learning Out	tcomes / Competency Goals						
	Learning Outcomes • The students acquire a basic understanding of the valuation of certain and risky cash flow streams. • The students acquire a basic understanding of the measurement and pricing of risk in investment projects and of the pricing of modern financial instruments. • The students acquire a basic understanding of the main issues in the context of corporate finance. Contribution to AACSB Competency Goals • CGB-A Theoretical knowledge (totally) • CGB-B Quantitative methods knowledge (totally) • CGB-C Ethical reasoning (partially) • CGB-E Knowledge of major (not addressed) • CGB-F Pedagogical knowledge (not addressed)						
Pre-requisite	s	-					
Р	Participation requirements Provisional authorization for bachelor examination.						
R	ecommended prior knowledge	none					
Course Orga	nization						
т	eaching mode	Lecture (2 SWS) + Tutorial (1 S	SWS)				
L	anguage	German					
D	Puration	One Semester					
F	requency	Every semester					
R	ecommended semester	Semester 2					
L	ecturer(s)	Prof. Dr. Christian Schlag					
Semester W	ork						
P	roof of participation	none					
N	lon-graded assignments	none					
Examination	and Grading						
E	xamination	Written exam (90 minutes)					
	lements of cumulative xaminations	-					
Recommend	led Literature						

			Total. 180h				
BFIN	Finance 2	Mandatory Course	In Presence 4 SWS / 45h	Self-study 135h	6 CP		
Allocation (Program / Faculty)		B.Sc. in Economics a	B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration				
Availability for Other	Programs	For non-enrollment p	rograms, please refer to c	our website.			
Content							
bond inve In the se equity ba and cash The secti measure discusse The sect analysis no-arbitra	The course presents and assesses the main financial instruments from an investors' perspective. There are three sections: equity investment bond investments, derivatives and options. The introduction to the course also presents relevant empirical insights on investor behaviour. In the section of equity investments, the course refreshes portfolio selection theory. This serves as basis for the determination of the course and cash flow models and multifactor models. This section also presents prominent firm valuation models such as discounted divide and cash flow models and multiples. The section on bond investments covers bond valuation and yield curve analysis. Also, duration as well as convexity are introduced as cent measures for the interest rate sensitivity of bonds. Finally, the use of bond investments in the context of interest rate risk management discussed. The section on derivatives presents forwards, futures and options as well as the functioning of the markets for these products. Based on analysis of the product characteristics, the theoretical models for determining the forward / future price as well as the valuation of options und no-arbitrage conditions are discussed. Finally, fundamental risk management strategies for securities portfolios using derivative finance instruments are discussed.						
Learning Outcomes	/ Competency Goals						
Learning	Outcomes						
Our model lin Our Our Contribut CGE CGE CGE CGE CGE CGE CGE CGE	 Our students acquire basic professional and methodological competencies in the field of finance. Our students become familiar with the major financial instruments and markets. Our students become familiar with the central models for the analysis and valuation of financial instruments, including knowledge about model limitations. Our students become familiar with derivative-based risk management strategies for securities portfolios. Our students develop competencies for the independent solution of application-oriented problems. Contribution to AACSB Competency Goals CGB-A Theoretical knowledge (totally) CGB-B Quantitative methods knowledge (totally) CGB-C Ethical reasoning (not addressed) CGB-E Knowledge of major (totally) CGB-F Pedagogical knowledge (not addressed) 				knowledge about		
Pre-requisites							
Participa	tion requirements	Provisional authorization for qu	alification period.				
Recomm	ended prior knowledge	The module OFIN should be co	ompleted.				
Course Organization	1						
Teaching	j mode	Lecture (2 SWS) + Exercise (1	SWS) + Mentorium (1 SV	 VS)			
Languag	e	German					
Duration	Duration One Semester						
Frequenc	у У	Every semester					
Recommended semester Semester 3, 4							
Lecturer(Lecturer(s) Prof. Dr)r. Andreas Hackethal, Prof. Dr. Raimond Maurer				
Semester Work							
Proof of (participation	none					
Non-grad		4					

	Non-graded assignments	none
Examination and Grading		
	Examination	Written exam (90 minutes)
	Elements of cumulative examinations	-
Recomme	ended Literature	

			Total. 180h	180h	- 6 CP	
PFIN	Finance 3	Mandatory Course	In Presence 4 SWS / 45h	Self-study 135h		
Allocation (Progran	/ Faculty)	B.Sc. in Business Ed B.Sc. in Economics a Minor Business Adm	nd Business Administratio	n		
Availability for Othe	r Programs	For non-enrollment p	rograms, please refer to ou	ur website.		
Content						
in-depth valuatio	Finance 3 (PFIN) is a major study module in the Bachelor of Science in Economics and Business Administration. The course aims at providing in-depth knowledge in three core areas of corporate finance: in the question of the capital structure of companies, in the question of the valuation of projects and companies, and in questions of operational risk management. For this purpose, already known concepts are deepened and applied to more advanced issues.					
Learning Outcomes	/ Competency Goals					
Stu Stu Stu Stu Stu Stu Stu Contribu CG CG	Learning Outcomes • Students will gain in-depth insights and competencies from the field of finance. • Students will master business valuation using established discounted cash flow methods. • Students will understand the relationship between management incentives and financing decisions. • Students will be introduced to the topic "risk management". • Students will acquire competencies for solving exercise tasks within the framework of the tutorials. Contribution to AACSB Competency Goals • CGB-A Theoretical knowledge (totally) • CGB-C Ethical reasoning (not addressed) • CGB-E Chical reasoning (not addressed) • CGB-E Knowledge of major (totally) • CGB-F Pedagogical knowledge (not addressed)					
Pre-requisites						
Participa	ation requirements	Successful completion of orien	tation period.			
Recom	Recommended prior knowledge The mo		dules BACC and BFIN should be completed.			
Course Organizatio	n	1				
Teachin	g mode	Lecture (2 SWS) + Exercise (1	SWS) + Mentorium (1 SW	S)		
Langua	je	German				
Duration	I	One Semester				
Frequer	cy	Every semester				
Recomr	nended semester	Semester 4				
Lecture	r(s)	Prof. Dr. Helmut Gründl				
Semester Work						
Proof of	participation	none				
Non-gra	ded assignments	none				
Examination and G	rading					
Examina	ation	Written exam (90 minutes)				
Elementexamina	s of cumulative ttions	-				

WPMF:FDRM Finanzderivate und Risikomanagement		Elective	Tota	l. 180h	6 CP
	Risikomanagement		In Presence 3 SWS / 34h	Self-study 146h	
Allocation (Progra	m / Faculty)	B.Sc. in Business Ec B.Sc. in Economics a Minor Business Adm	and Business Administrati	on	
Availability for Oth	er Programs	For non-enrollment p	programs, please refer to o	our website.	
Content					
and un and sv applica	conditional equity, interest rai waps, the risk-neutral valuat ations in risk management. Of	n to the valuation of financial deri te, and credit derivatives are con ion of such products in binom central importance here are the ques in a spreadsheet program is	sidered. The course cove ial and trinomial models concepts of arbitrage-free	rs the theoretical foundation the basics of the Black-	ns of options, futures, Scholes model, and
Learning Outcome	es / Competency Goals				
Learni	ng Outcomes				
related • St • St	l areas. udent will be able to apply sin udents will be able to impleme	financial derivatives according to nple tree models to evaluate optionent appropriate hedging strategies and Black-Scholes model and critic	ons and derive dynamic re as and pricing techniques i	plication strategies. n a spreadsheet program.	
	Contribution to AACSB Competency Goals CGB-A Theoretical knowledge (totally) CGB-B Quantitative methods knowledge (totally) CGB-C Ethical reasoning (partially) CGB-D Communication skills (partially) CGB-E Knowledge of major (totally) CGB-F Pedagogical knowledge (not addressed) 				
Pre-requisites		1			
Partici	pation requirements	Provisional authorization for qu	ualification period.		
Recom	mended prior knowledge	none			
Course Organizat	ion				
Teachi	ng mode	Lecture (2 SWS) + Exercise (1	SWS)		
Langua	age	German			
Duratio	on	One Semester			
Freque	ency	Yearly			
Recom	mended semester	Semester 5, 6			
Lecture	er(s)	Dr. Farina Weiss			
Semester Work					
Proof	of participation	none			
Non-gr	aded assignments	none			
Examination and (Grading				
Exami	nation	Written exam (90 minutes)			
Eleme	nts of cumulative nations	-			

	French for Economists:		Total	. 180h	
FBCC	Specialisation Course C Elective In Presence 3 SWS / 34h		Self-study 146h	6 CP	
Allocation (Program /	Allocation (Program / Faculty)		lucation and Business Administration	on	
Availability for Other	Programs	For non-enrollment p	programs, please refer to o	ur website.	
Content					
Under th exchangin discussion Students participate	e supervision of a French ng ideas in pairs or small ns and role-plays based o are given an opportunity t e in the course by working C course deals with select	rench language skills at level C1 n language instructor, Bachelo groups. Particular emphasis is n authentic and up-to-date tear o hold presentations and formu in small groups or through plu- ted topics from the field of "M	r students work out solu placed on perfecting ora ching materials from the ulate their own opinions. enary discussions.	tions to case studies by I and written skills by me fields of business and ec Moreover, students are er	communicating and ans of presentations, onomics. ncouraged to actively
Learning Outcomes /	Competency Goals				
Learning	Outcomes				
language have C1.1 (Effe They both orall Contributi CGB CGB CGB CGB CGB CGB CGB CGB	 Graduates of the Course are able to communicate with ease, i.e. in a differentiated and precise way, in the French language as a foreign language on a variety of general and economic topics. have mastered the French language in all four language-learning skills: speaking, listening, reading and writing to the competence level or C1.1 (Effective Operational Proficiency), according to the Common European Framework of Reference for foreign languages. They are in a position to understand and to apply the principles of grammatical subtleties of general French as well as specialized French They possess a profound cultural understanding of the French-speaking world so as to be able to express themselves in an optimal way both orally and in writing when communicating on an international stage. Contribution to AACSB Competency Goals CGB-A Theoretical knowledge (partially) CGB-B Quantitative methods knowledge (not addressed) CGB-C Ethical reasoning (partially) CGB-D Communication skills (totally) CGB-E Knowledge of major (not addressed) CGB-F Pedagogical knowledge (not addressed) 				
Pre-requisites					
Participat	ion requirements	Provisional authorization for qu	alification period and succ	cesful qualifying test for the	CERF level B2.2.
Recomme	ended prior knowledge	none			
Course Organization					
Teaching	mode				
Language)	French			
Duration		One Semester			
Frequenc	у	Irregular			
Recomme	ended semester	Semester 5, 6			
Lecturer(s	3)	MBA Marie Thévenin			
Semester Work					
Proof of p	participation	none			
Non-grad	Non-graded assignments none				
Examination and Gra	ding				

	Examina	ation	Successful completion of written exam (120 minutes), an oral exam, and regular attendance
	Element examina	ts of cumulative ations	-
Re	Recommended Literature		

				Total	. 180h			
WPMF:GKRL Group A		Group Accounting	Elective	In Presence 3 SWS / 34h	Self-study 146h	6 CP		
Allocation	(Program /	/ Faculty)	B.Sc. in Business Ec B.Sc. in Economics Minor Business Adm	and Business Administration	on			
Availabilit	y for Other	Programs	For non-enrollment	programs, please refer to c	our website.			
Content								
	following M&A dea joint vent	topics: Introduction to the Is in a firm's financial state	financial statements prepared underlying economics of differe ments, Steps involved in accou er financial investments, Critica	nt types of M&A deals, O nting for subsidiaries (full	verview of methodologies consolidation), Steps invol	relevant for reflecting lved in accounting for		
Learning	Outcomes /	Competency Goals						
	Learning	Outcomes						
		ents learn the basic principl se statements for decision-	es governing the accounting for making in capital markets.	M&A transactions in firms	' financial statements unde	r IFRS and are able		
	Contributi	on to AACSB Competency	Goals					
	CGB CGB CGB CGB	-A Theoretical knowledge (f -B Quantitative methods kn -C Ethical reasoning (totally -D Communication skills (pa -E Knowledge of major (tota -F Pedagogical knowledge	owledge (partially)) artially) illy)					
Pre-requis	sites							
	Participat	ion requirements	Provisional authorization for q	ualification period.				
	Recomme	ended prior knowledge	none					
Course O	rganization							
	Teaching	mode	Lecture (2 SWS) + Exercise (1	SWS)				
	Language)	English					
	Duration		One Semester					
	Frequenc	у	Yearly					
	Recomme	ended semester	Semester 5, 6					
	Lecturer(s	3)	Prof. Dr. Katharina Hombach	Dr. Katharina Hombach				
Semester	Work							
	Proof of p	articipation	none					
	Non-grad	ed assignments	none					
Examinati	ion and Gra	ding						
	Examinat	ion	Written exam (90 minutes)					
	Elements examinati	of cumulative ons	-					
Recomme	ended Litera	ature						

	Information Management 2		Total.	Total. 180h	
PWIN		2 Mandatory Course	In Presence 4 SWS / 45h	Self-study 135h	6 CP
Allocation (Program / F	Faculty)	B.Sc. in Business Ed B.Sc. in Economics a Minor Business Adm	and Business Administration	n	
Availability for Other P	rograms	For non-enrollment p	rograms, please refer to ou	ır website.	
Content					
systems) a following fo The first pa modeling. The second between the correspond introduced. The third pp procedural various mo implementa data. The course processes business pa Learning Outcomes / C • Studer communica • Studer through rele • Numer particular, t • Throug by orally pro Contribution • CGB-A • CGB-E • CGB-F	nd deals, among other the our parts: art recapitulates the impor- d part goes into more det e two related concepts of ing IS models are discu- part addresses the develor models for software develor	otally) owledge (partially) lly) artially) addressed)	d introduction in enterprise &C systems in enterprise ecture and functionality of I "communication systems". unication and networking is st explains various concept the modeling of ICT system iented modeling) are also - the most important languate engineering (BPR). Comparent and process efficiency. All proach, in contrast, require prise information management tencies in this field and lear &C systems and thus how mation management in var y to practically apply the kn	es. The course can be room s and gives a brief intro l&C systems. It also defir Following this delineation technologies for communi- pts for the management ms is an integral part of s taught. As an exemplary age for ICT systems to acc anies are constantly chal though this also traditionates a radical redesign of the ment and strategic information n to apply this knowledge to analytically as well as s ious industries are covere owledge they have acquire	ughly divided into the duction to enterprise hes and distinguishes , IS architectures and nication systems are of IT projects. The such process model / language for model / lang
Pre-requisites			tation posical		
	n requirements	Successful completion of orien			
	nded prior knowledge	The module BWIN should be c	ompleted.		
Course Organization	_			-	
Teaching m	node	Lecture (2 SWS) + Exercise (1	SWS) + Mentorium (1 SWS	S)	
Language		German			
Duration		One Semester			
Frequency		Every semester			

Recommended semester

Semester 4

	Lecturer(s)	Prof. Dr. Kai Rannenberg				
Semester	emester Work					
	Proof of participation	none				
	Non-graded assignments	none				
Examinati	on and Grading					
	Examination	Written exam (90 minutes)				
	Elements of cumulative examinations	-				
Recomme	ended Literature					

			Tot	al. 180h	
WPMM:ICDA	Innovation and Change Digital Age I	Elective	In Presence 3 SWS / 34h	Self-study 146h	6 CP
Allocation (Pro	Allocation (Program / Faculty)		ess Education mics and Business Administra s Administration	tion	
Availability for	Other Programs	For non-enrolln	nent programs, please refer to	our website.	
Content					
leau san cha The ma am rob cha of a but (Cu ano "Th cha	e 4th Industrial Revolution mar ding to serious and in some ca ne time, global competitive pr ange, which is already being f e economy is facing major cl nagement of change processe ong other things, the framewor o advisors, Alexa and other s anging communication, includin almost every company philosop on his data for the benefit of t ustomer Centricity Paradox). At d clearly perceivable added value future we want," originally t allenge to the entire economy. invited to actively engage in th	ses disruptive changes in aln essure is increasing, the wo left, is forcing governments, hallenges. In order to active es are needed. Today, still o rk of strong brands to be suc locial bots are increasingly to go the communication and rell oby - "customer centricity" - r he provider. Customer centri- the same time, customers wa ue. the title of the UN Declaration Mark Twain's statement "Of o	nost all areas of the economy, orld's population is growing, a companies, institutions, socie ely shape the future, sustair over 60 percent of newly laur ccessful. But: Do we still need elling consumers what they s ationship between companies must be rethought. But often t city turns into its opposite thro ant strong trustful brands with on on Sustainable Developme	society, private life, and the nd our natural resources a ity, and every individual to hable value-creating innova- inched products fail. Product brands at all in an econom hould buy and choose? Di- and customers. Consequer he focus is not on the custo ugh the (un)thoughtful use innovative offerings that pro- ent (Rio, 2012), can today	e world of work. At the re dwindling. Climate rethink. tions and successful ts and services need, y in which algorithms, gital technologies are ntly, a central element omer and his benefits, of digital technologies vide serious guidance be read as a design
Learning Outc	omes / Competency Goals				
dev dev disc	Arning Outcomes Students will learn the fundam Students will learn to classify velopment, entrepreneurial action Students understand the natur Students understand the natur Students develop their own in course (presentation and discussion ntribution to AACSB Competen CGB-A Theoretical knowledge CGB-B Quantitative methods CGB-C Ethical reasoning (tota CGB-E Knowledge of major (tota CGB-F Pedagogical knowledge	innovation, change processes on and responsibility, and sha ire of innovation and creativity ire of brand and classify the re- formed points of view regardi- ssion). cy Goals e (totally) knowledge (not addressed) ally) (partially) totally)	s, brand, and customer centric aping the future. y and distinguish innovation fro ole of brands.	ity in the overall context of c	
	ticination requirements	Provisional authorization	for gualification period		
	ticipation requirements	Provisional authorization	ior quanneation period.		
Re	commended prior knowledge	none			
	zation				
Course Organi	aching mode	Lecture (2 SWS) + Exerc	sise (1 SWS)		
Теа	nguage	German			
Tea		German One Semester			
Tea Lar Dui	nguage				
Tea Lar Dui Fre	nguage	One Semester			

Semester	Semester Work				
	Proof of participation	none			
	Non-graded assignments	none			
Examinati	on and Grading				
	Examination	Written thesis (10-15 pages, 6-8 weeks).			
	Elements of cumulative examinations	-			
Recomme	ended Literature				

WHME VQSP Types of Insurance, Poducts and Destudient Elective Biscuric In Presence 3 SVR3 18th Set Integration Stress Set In Busines Set Control Biscuric		Insurance Economics: Ba			Total	. 180h			
Allocation (Forguran / Faculty) B.Sc. In Economics and Busiess Administration Auilability Low (ther Programs) For ran-enrollment programs, please refer to cur website. Center To a sin of the locure is to get to know and understand the basic concept of inscance and the sesson all economic impacts are presented. Approaches for calculation and reserving of these products will be discussed in detail. In addition, the first management of property insurance and their most impacted monotacts are presented. The locure is and sale policy instruments of insurance of mytering discussed in detail. In addition, the first management of analyzed. Approaches for calculation and reserving of these products will be discussed in detail. In addition, the first management of insurance comparies is actual discussed in surance comparies is actual discussed in surance comparies is actual discussed in surance in the module is the sales policy of an insurance comparies is actual discussed in surance incomparies and selected monotace comparies is actual discussed in surance incomparies and polying the basics of insurance concomicits is wor farge numbers, decision-making under risk, was actually in the basics of insurance cloculation and reserving and apply them quantitative in surance incomparies and selected monotace and their most important poly insurance and their most important polying the basics of insurance cloculation and reserving and apply them quantitative in surance in the discussed in the basics of insurance cloculation and reserving and apply them quantitative in surance inducts and their most important polying them appetend in the differentiation. Learning Outcome - Getting to know, understand the basics of insurance cloculation and reserving and apply them quantitative of ousalin surance and their mast importants. <th>WPMF:VGSP</th> <th></th> <th>ducts and</th> <td>Elective</td> <td></td> <td></td> <th>6 CP</th>	WPMF:VGSP		ducts and	Elective			6 CP		
Content Content Content The aim of the lecture is to get to know and understand the basic concept of insurance and the sensential economic principles. With a focus on the situation in Germany, the three lines of life insurance, health insurance and property insurance and their most important products are presented. Approaches for calculation and margazed. Another content of the modules is the sales policy of an insurance companies is dealt with. The major differences between private and state solidons (social health and fong, the risk management of insurance companies in the analysic, instructure content of the modules is the sales policy of an insurance companies. The lecture is completed by an introduction to insurance accounting. Learning Outcomes - Getting to know, understanding and applying the basics of insurance economics: law of large numbers, decision-making under risk, balancing in the collective, moral hazard, (arif-) selection, health insurance, incompanies and sales ystem varies and sales ystem private and sales ystem private and sales ystem private and sales ystem colling insurance inclusity without collection insurance in a sale without the basics of insurance induces without and sales ystem colling insurance induces without and sales ystem colling insurance induces without and sales ystem colling insurance and their main products. - Getting to know the insurance lines of life insurance, health insurance, property and sales ystem colling insurance and their main products. - Getting to know the sales option the difference between private and sales ystem colling insurance and their main products. - Getting to know the sales option the difference between private and sales ystem colling insurance anaditable ystem colling insurance.	Allocation (Program / Faculty)			B.Sc. in Economics a	ind Business Administration	on			
The aim of the lecture is to get to know and understand the basic concept of insurance and the sensitial cononic principles. With a focus on the statiation in Germany, the three lines of the insurance, health insurance and property insurance and their most important products are presented and analyzed. Another content of the module is the sales noiling of an insurance company. The sales attree is completed by an introduction to insurance and state presented and analyzed. Another content of the module is the sales noiling of an insurance company. The sales attree is completed by an introduction to insurance accounting. Learning Outcomes - Getting to know, understanding and applying the basics of insurance economics: law of large numbers, decision-making under risk, balancing in the collective, moral hazard, (anti-) selection, price differentiation. - Getting to know the insurance lines of life insurance, health insurance, apoperty and casualty insurance and their main products. - Know and be able to optical the insurance cloculation and sales splexes. - Getting to know the insurance lines of life insurance, health insurance, apoperty and casualty insurance and their main products. - Contribution to ACSB Competency Coals - Cetting to know the insurance cloculation and elserving and payly the advantages and disadvantages of different sales channels. Know, understand and applying the basics of first management of advantages of different sales channels. Know, understand and applying the basics of first management of advantage of different sales channels. Counce and their main products. - Getting to know the sale optic the insurance claculation and sale splexing the insurance and sale splexing the insurance tabuady the disadvantages of different sales channels. Counce	Availability for Oth	Availability for Other Programs			rograms, please refer to c	our website.			
the situation in Germany, the three lines of life insurance, health insurance and properly insurance and that most important products are insurance companies is dealt with. The major differences between private and state solutions (social health and ding-time risk management of insurance companies is dealt with. The major differences between private and state solutions (social health and ding-time risk management of insurance companies are presented. The lecture is completed by an introduction to insurance accounting. Learning Outcomes - Gerting to know the some and analyzed. Andhre for encounds is the solution (social health and ding-time risk) health insurance and state of insurance and state or encounds: Is word large numbers, decision-making under risk, baseling in the collective, month heard, (not) heid differentiation. - Getting to know the surance lines of life insurance, health insurance, properly and casualty insurance and disadvertages of insurance catualty in surance and disadvertages. - Getting to know the surance lines of life insurance, health insurance, properly and casualty insurance and disadvertages of insurance catualty in surance and disadvertages of insurance. - Getting to know the surance between private undurestanding the advantages and disadvartages of different sales of risk management and solvency regulation (Solvency II). Cortification to AACSB Competence - Gerting to know the subset of risk management and solvency regulation (Solvency II). Cortification to AACSB Competence - Cords - Thereical knowledge (traitally) - Cords - Cords - Thereical (traitally) - Cords - Cords - Thereical knowledge (traitally) - Cords - Cords - Thereical knowledge (traitally) - Cords - Dominincince salidiferessed) - Cords -	Content								
Learning Outcomes • Getting to know, understanding and applying the basics of insurance economics: law of large numbers, decision-making under risk, balancing in the collective, moral hazard, (anti-) selection, price differentiation. • Know and be able to explain the difference between private insurance solutions and state systems (social insurance). • Know and be able to explain the difference between private insurance solutions and state systems (social insurance). • Getting to know the sales policy in the insurance industry and understanding the advantages and disadvantages of different sales channels. Know, understand and apply the basics of nisk management and solvency regulation (Solvency II). Contribution to AACSB Competency Geds • GGB- Theoretical knowledge (totally) • GGB- Communication skills (not addressed) • GGB- Podagogical knowledge (not addressed) • GGB- Rowledge of major (not addressed) • GGB- Rowledge of major (not addressed) • GGB- Communication skills (not addressed) • GGB- Communication skills (not addressed) • GGB- Competency • GGB- Rowledge of major (not addressed) • GGB- Rowledge of major (not addressed) • GGB- Competency • GGB- Rowledge • Cost- Communication skills (not addressed) • GGB- Rowledge • GGB- Rowledge of major (not addressed) <tr< th=""><th>the sit preser insura state p strateg</th><th colspan="7">the situation in Germany, the three lines of life insurance, health insurance and property insurance and their most important products ar presented. Approaches for calculation and reserving of these products will be discussed in detail. In addition, the risk management of insurance companies is dealt with. The major differences between private and state solutions (social health and long-term care insurance an state pension insurance) are presented and analyzed. Another content of the module is the sales policy of an insurance company. The sale strategies and sales policy instruments of insurance companies are presented. The lecture is completed by an introduction to insurance</th></tr<>	the sit preser insura state p strateg	the situation in Germany, the three lines of life insurance, health insurance and property insurance and their most important products ar presented. Approaches for calculation and reserving of these products will be discussed in detail. In addition, the risk management of insurance companies is dealt with. The major differences between private and state solutions (social health and long-term care insurance an state pension insurance) are presented and analyzed. Another content of the module is the sales policy of an insurance company. The sale strategies and sales policy instruments of insurance companies are presented. The lecture is completed by an introduction to insurance							
• Getting to know. understanding and applying the basics of insurance economics: law of large numbers, decision-making under risk, balancing in the collective, moral hazard, (anti) selection, price differentiation. • Getting to know. understanding and applying the basics of insurance, health insurance, property and casualty insurance and their main products. • Know and be able to explain the difference between private insurance, property and casualty insurance and their main products. • Understand the basics of insurance calculation and reserving and apply the mutantilative in mignic cases. • Cells to know, understand and apply the basics of risk management and solvency regulation (Solvency II). Contribution to AACSB Computery Coals • CGB-A Theoretical knowledge (totally) • CGB-C Ethical reasoning (not addressed) • CGB-C Ethical resoning (not addressed) • CGB-C Ethical reasoning (not addressed) • CGB-	Learning Outcom	Learning Outcomes / Competency Goals							
balancing in the collective, moral hazard, (ani-) selection, price differentiation. Cetting to know the insurance lines of the insurance, heath insurance, souldions and state systems (social insurance). Understand the basics of insurance calculation and reserving and apply them quantitativity in simple cases Cetting to know the sales policy in the insurance industry and understanding the advantages and disadvantages of different sales channels. Know, understand and apply the basics of risk management and solvency regulation (Solvency II). Contribution to AACSB Competency case CGB-A Theoretical knowledge (totally) CGB-C Ethical reasoning (not addressed) CGB-E Chical reasoning (not addressed) CGB-E Cambidege of major (not addressed) CGB-E Cambidege (not knowledge (not addressed)	Learni	ng Outcomes							
Participation requirements Provisional authorization for qualification period. Recommended prior knowledge none Course-U-Instation Lecture (2 SWS) + Exercise (1 SWS) Language German Duration One Semester Frequency Yearly Semester Semester 5, 6 Semester Dr. Jürgen Bierbaum Semester Inone Semester Inone Non-graded assignments none	• K • U • G chann Contri • C • C • C • C • C	now and be able to explain the inderstand the basics of insura etting to know the sales policy els.Know, understand and app oution to AACSB Competency GB-A Theoretical knowledge (GB-B Quantitative methods kr GB-C Ethical reasoning (not a GB-D Communication skills (n GB-E Knowledge of major (no	e difference ance calcul v in the insu oby the bas v Goals (totally) nowledge (addressed) not addresse t addresse	e between private insur ation and reserving and urance industry and un ics of risk managemen partially) sed)	ance solutions and state d apply them quantitativel derstanding the advantag	systems (social insurance) y in simple cases. es and disadvantages of di			
Account of participation Account of participation Recommended prior knowledge none Course U=U=U=U=U=U=U=U=U=U=U=U=U=U=U=U=U=U=U=	Pre-requisites								
Image: A construction Course U-mixation Image: Ima	Partici	pation requirements	Provisio	nal authorization for qualification period.					
Teaching mode Lecture (2 SWS) + Exercise (1 SWS) Language German Duration One Semester Frequency Yearly Recommended semester Semester 5, 6 Lecturer(s) Dr. Jürgen Bierbaum Semester Non-graded assignments none none	Recon	mended prior knowledge	none						
Language German Duration One Semester Frequency Yearly Recommended semester Semester 5, 6 Lecturer(s) Dr. Jürgen Bierbaum Semester Non-graded assignments none none	Course Organizat	ion							
Image and a service of the service	Teach	ng mode	Lecture	(2 SWS) + Exercise (1	SWS)				
Frequency Yearly Recommended semester Semester 5, 6 Lecturer(s) Dr. Jürgen Bierbaum Semester Non-graded assignments Non-graded assignments none	Langu	age	German	an					
Recommended semester Semester 5, 6 Lecturer(s) Dr. Jürgen Bierbaum Semester Nor-graded assignments none Non-graded assignments none	Durati	on	One Ser	nester					
Lecturer(s) Dr. Jürgen Bierbaum Semester Proof of participation none Non-graded assignments none	Freque	ency	Yearly						
Semester Proof of participation none Non-graded assignments none	Recon	nmended semester	Semeste	er 5, 6					
Proof of participation none Non-graded assignments none	Lectur	er(s)	Dr. Jürge	gen Bierbaum					
Non-graded assignments none	Semester Work								
	Proof	of participation	none						
Examination and Grading	Non-g	aded assignments	none						
	Examination and	Grading							

	Examination	Written exam (90 minutes)
	Elements of cumulative examinations	-
Recom	mended Literature	

				Total. 180h		6 CP		
WPMM:IA	MA	Interactive Marketing	Elective	In Presence 3 SWS / 34h	,			
Allocation	(Program /	Faculty)	B.Sc. in Economics a	B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration				
Availabilit	y for Other	Programs	For non-enrollment p	programs, please refer to o	ur website.			
Content			·					
	personaliz managem Interactive customer implemen	ed marketing activities an ent - customer retention a e marketing includes both lifetime value, quantitative tation and success mease n, various practical present	arketing", students receive a b ad interacting with customers. as well as customer acquisitior online and offline concepts. I e forecasting methods, social urement of campaigns within t ations give students the opportu	Behind this, students are n. n particular, the following media, customer targeting he interactive marketing of	taught the concept of o topics are addressed: p and direct marketing. H environment form the con	sustomer relationship sychological context, lere, the conception, re of the course.		
Learning (Outcomes /	Competency Goals						
	Learning	Outcomes						
	AbilityDeep	/ to qualitatively and quanti er understanding of the dev	instruments of interactive and per tatively evaluate interactive and velopment and use of interactive nentation of interactive and perso	personalised marketing co and personalised marketing	ng strategies.			
	Contributi	on to AACSB Competency	Goals					
	 CGB- CGB- CGB- CGB- 	A Theoretical knowledge (f B Quantitative methods kn C Ethical reasoning (partia D Communication skills (no E Knowledge of major (not F Pedagogical knowledge	owledge (totally) lly) ot addressed) addressed)					
Pre-requis	sites							
	Participati	on requirements	Provisional authorization for qu	alification period.				
	Recomme	ended prior knowledge	none					
Course O	rganization							
	Teaching	mode	Lecture (2 SWS) + Exercise (1	SWS)				
	Language		German					
	Duration		One Semester	mester				
	Frequenc	/	Yearly					
	Recomme	ended semester	Semester 5, 6					
	Lecturer(s)	Dr. Daniel Kostyra					
Semester	Work							
	Proof of p	articipation	none					
	Non-graded assignments none							
Examinati	ion and Gra	ding						
	Examinati	on	Written exam (90 minutes)					

	Elements of cumulative examinations	-
Recomm	nended Literature	

	International Accounting and	and	Total. 180h				
WPMF:IRUP	Auditing	Elective	In Presence 3 SWS / 34h	Self-study 146h	6 CP		
Allocation (Program /	Faculty)	B.Sc. in Business E B.Sc. in Economics Minor Business Adm	and Business Administration	on			
Availability for Other	Programs	For non-enrollment	programs, please refer to o	ur website.			
Content							
technique surrounds from prac given prio The cours	and application and/or even the auditor in the course tice. In the second part, ac r to the respective audit co se is therefore particularly s	nto two parts, the audit and the valuation of accounting standar of his daily auditing work, the accounting, a fundamental present mponent. Suitable for students who are into practice as part of their studies.	ds of the IFRS. In additio udit component is intende tation of essential recognit	n to the legal and profess d to illustrate the audit pro ion and measurement regu	sional framework that cess using examples llations of the IFRS is		
Learning Outcomes /	Competency Goals						
		de interested students with an in g principles.	sight into the auditing of ca	apital market-oriented comp	panies in Germany		
CGB CGB CGB CGB CGB	A Theoretical knowledge (B Quantitative methods kn C Ethical reasoning (not a D Communication skills (p E Knowledge of major (tot F Pedagogical knowledge	owledge (not addressed) ddressed) artially) ally)					
	on requirements	Provisional authorization for q					
Recomme	ended prior knowledge	none					
Course Organization		Γ					
Teaching	mode	Lecture (2 SWS) + Exercise (1	SWS)				
Language	•	German					
Duration		One Semester					
Frequenc	y ended semester	Yearly Semester 5, 6					
Lecturer(s							
Semester Work	,						
Proof of p	articipation	none					
	ed assignments	none					
Examination and Gra							
Examination and Gra	-	Written even (00 minuter)					
	of cumulative	Written exam (90 minutes)					
examinati		-					

WPMM:GBDA	Introduction to Databases i	s in Elective	Total. 180h		6 CP
WI WW.ODDA	Business	Licenve	In Presence 3 SWS / 34h	Self-study 146h	
Allocation (Program	/ Faculty)	B.Sc. in Business E B.Sc. in Economics Minor Business Adn	and Business Administration	on	
Availability for Other	Programs	For non-enrollment	programs, please refer to c	our website.	
Content					
informati business depth dis	on systems are ERP system processes, the design of th	odern information systems both ns, SCM systems and BI system neir integration into information e system architectures and que es (SQL).	ms. Since databases provi systems needs care. This	de fundamental platforms f course addresses this issu	for efficient support of le and provides an in-
Learning Outcomes	/ Competency Goals				
Learning	Outcomes				
Stud Stud Stud Stud Stud Stud Contribu CGH CGH	dents have the basic knowle dents are able to understand dents will have basic knowle	totally) owledge (totally) Ily) ot addressed) ally)	nd communication technolo iques, database languages ems and query them using	gy necessary for managen s, and database manageme	nent tasks.
Pre-requisites					
Participa	tion requirements	Provisional authorization for q	ualification period.		
Recomm	ended prior knowledge	none			
Course Organization	n	L			
Teaching	g mode	Lecture (2 SWS) + Exercise (1 SWS)		
Languag	e	German			
Duration		One Semester			
Frequen	су	Yearly			
Recomm	nended semester	Semester 5, 6			
Lecturer	(s)	Prof. Dr. Roland Holten			
Semester Work					
Proof of	participation	none			
Non-grad	ded assignments	none			
Examination and Gr	ading				
Examina	tion	Written exam (90 minutes)			
Element	s of cumulative tions	-			

	Introduction to Econometric		Mandatory Course	Total	. 180h			
WPME:IEFP	Forecasting: Predicting Ex Rates	kchange	Elective	In Presence 3 SWS / 34h	Self-study 146h	6 CP		
Allocation (Program /	Faculty)		B.Sc. in Business Ed B.Sc. in Economics a Minor Economics	ucation Ind Business Administration	on			
Availability for Other I	Availability for Other Programs			For non-enrollment programs, please refer to our website.				
Content								
thorough of these moo While son comparati	se will provide (i) a concise consideration of some key of dels and methods to the for ne of the course time will b vely demanding course or use of the software without	econome ecasting be spent n macroe	tric methods that are ne of macroeconomic vari on hands-on illustration conometric modelling	eeded to bring such mode ables. ns in STATA as well as I and methods. The cours	els to time-series data, and MATLAB, the course foren e is not intended for stud	(iii) the application of nost is an analytically ents aiming to make		
Learning Outcomes /	Competency Goals							
Learning	Dutcomes							
inference • Cours • Contribution • CGB- • CGB- • CGB- • CGB- • CGB-	 Course participants are able to work with and assess the limitations of key reduced-form and structural macroeconometric models. Course participants are able to work with and assess the limitations of key methods in macroeconometrics for model solution, estimation inference and forecasting. Course participants are able to work with STATA and MATLAB to engage in hands-on macroeconometric model analysis and forecasting. Contribution to AACSB Competency Goals CGB-A Theoretical knowledge (totally) CGB-B Quantitative methods knowledge (totally) CGB-C Ethical reasoning (not addressed) CGB-C Communication skills (partially) CGB-E Knowledge of major (totally) CGB-F Pedagogical knowledge (not addressed) 							
Pre-requisites								
Participati	on requirements	Provisio	nal authorization for qu	alification period.				
Recomme	ended prior knowledge	none						
Course Organization								
Teaching	mode	Lecture	(2 SWS) + Exercise (1	SWS)				
Language		English						
Duration		One Ser	mester					
Frequency	/	Yearly						
Recomme	nded semester	Semeste	er 5, 6					
Lecturer(s)	Prof. Mi	chael Binder, Ph.D.					
Semester Work								
Proof of p	articipation	none						
Non-grade	ed assignments	none						
Examination and Gra	ding							
Examinati	on	Written	thesis (10-15 pages, 6-	8 weeks).				
Elements examination	of cumulative ons	-						

			Total.	150h	
OVWL	Introduction to Economic	cs Mandatory Course	In Presence 3 SWS / 34h	Self-study 116h	5 CP
Allocation	(Program / Faculty)	B.Sc. in Business Ec B.Sc. in Economics Minor Economics	ducation and Business Administratio	n	
Availability	r for Other Programs	For non-enrollment p	programs, please refer to ou	ur website.	
Content					
	The course provides students with geometric model analyses, applica			ds of economics. In addi	tion to algebraic and
Learning C	Dutcomes / Competency Goals				
	Learning Outcomes				
	 Students become familiar with the Students are able to classify the practice. Students are able to apply economic students acquire soft skills for the Students acquire soft skills for the Contribution to AACSB Competence CGB-A Theoretical knowledge CCB B Quantitative methods is 	e specialised knowledge of the m nomic theory to the assessment o the oral and written expression. y Goals (totally)	nethods and subfields of eco		to economic
	 CGB-B Quantitative methods k CGB-C Ethical reasoning (parti CGB-D Communication skills (r CGB-E Knowledge of major (no CGB-F Pedagogical knowledge 	ally) not addressed) ot addressed)			
Pre-requis	ites				
	Participation requirements	Provisional authorization for ba	achelor examination.		
	Recommended prior knowledge	none			
Course Or	ganization				
	Teaching mode	Lecture (2 SWS) + Tutorial (1	SWS)		
	Language	German			
	Duration	One Semester			
	Frequency	Every semester			
	Recommended semester	Semester 1			
	Lecturer(s)	Prof. Dr. Rainer Klump			
Semester	Work				
	Proof of participation	none			
	Non-graded assignments	none			
Examinatio	on and Grading				
	Examination	Written exam (90 minutes)			
	Elements of cumulative examinations	-			

	Introduction to Informatio	n	Tota	Total. 180h		
BWIN	Management	Mandatory Course	In Presence 4 SWS / 45h	Self-study 135h	6 CP	
Allocation (Program	/ Faculty)	B.Sc. in Business Ec B.Sc. in Economics a Minor Business Adm	and Business Administration	on		
Availability for Other	Programs	For non-enrollment p	programs, please refer to c	our website.		
Content		·				
The pote We discussed program explain t apply two	ential value of current inform uss why and how IT helps to hain management, custome ming language the course e he principles of data analys	vstems from a business perspectation technology trends for solvi improve business processes and a relationship management and xplains how to design algorithms es in real world business scenar data modeling techniques, na e.	ing business problems cou d how to measure this imp d enterprise systems are s to solve business problem ios. Complex SQL queries	ntrasts with organizational provement. Practical exam demonstrated and analyze ms. The R programming la s to relational databases a	resistance to change. ples from the areas of ed. Using the Python nguage enables us to re developed. We will	
Learning Outcomes	/ Competency Goals					
Learning	Outcomes					
Stud techniqu Stud Stud Contribu CGE CGE CGE CGE CGE CGE CGE	 Students learn to assess the value of current trends in information technology for solving business problems. Students learn to solve business problems using the Python and R programming languages as well as process and data management techniques BPMN and ERM. Students learn to formulate queries to relational databases using SQL. Students acquire competences for solving tasks and mastering group work in application-oriented exercises and mentorships. Contribution to AACSB Competency Goals CGB-A Theoretical knowledge (totally) CGB-B Quantitative methods knowledge (totally) CGB-C Ethical reasoning (partially) CGB-D Communication skills (not addressed) CGB-E Knowledge of major (not addressed) CGB-F Pedagogical knowledge (not addressed) 					
Pre-requisites						
Participa	tion requirements	Provisional authorization for qu	alification period.			
Recomm	ended prior knowledge	none				
Course Organization	1					
Teaching	g mode	Lecture (2 SWS) + Exercise (1	SWS) + Mentorium (1 SV	/S)		
Languag	e	German				
Duration		One Semester				
Frequen	су	Every semester				
Recomm	ended semester	Semester 3, 4				
Lecturer	(s)	Prof. Dr. Roland Holten				
Semester Work						
Proof of	participation	none				
Non-grad	ded assignments	none				
Examination and Gr	ading					

	Examination	Written exam (90 minutes)
	Elements of cumulative examinations	-
Recommended Literature		

WPMP INEA Acquisition Electre In Preprint Safe-bady 3 KWN 1580 CP Allocation (Program / Faculty) Electre Electre In Preprint Safe-bady 3 KWN 1580 Safe-bady 1480 Safe-ba		Introduction to Mergers &		Total	. 180h		
Allocation (Paguam / Faculty) B.Sc. In Economics and Dusiness AdMinistration Minor Dusiness AdMinistration Minor Dusines AdMinistration Availability for (ther Programs) Per ron-enrollment programs, plusse refer to our website. Context Economics our website our website our website our website our website. Context Economics our website our website our website our website. Context Economics our website our website. Context Economics our website our website. Context (website our website our website our website our website our website our website our website. Economics our website our website. Context (website our website our website out website out website out website our website out website. Economics our website our website. Learning Outcomes (competency Goals Economics our website place. Students understand how a hybrid state/our hop our main tasks of union. Economics / Competency Goals Event our website our website our website our website. Event our website place. Students understand how a hybrid state/our website our website. Economics / Competency Goals Even our website website. Even our website website. Even our website website. Economics / Competency Goals Even our website website. Even our website website. Even our website website. Econour web	WPMF:IMEA	u u u u u u u u u u u u u u u u u u u	Elective			6 CP	
Content Formation of the initial region of the region o	Allocation (Program /	Faculty)	B.Sc. in Economics a	and Business Administration	on		
In this class, students gain a general understanding of typical M&A processes and understand how to perform the main tasks of junior employees or advisors to be completed in such a process. Topics covered are the outline of an execution process preparation on the estibute, buyer inverseNarget ISEs, markening documentation, due diigence, and contractual issues. A special focus are financial modelling and company valuation (about 50%). The course is in a blender learning format, i.e. a mix of dassical lessons in the lecture auditorium (approz. every second week, the exact days will be given at the beginning of the class) and e-lectures. The latter will cover the financial modelling and valuation aspects questions can be discussed in class. There will be a significant portion of practical work in both, online and offline class. Students are requested to bring their own laptop for internet-based research as well as Excel and PowerPoint applications. Learning Outcomes - Students understand how a typical sale/purchase of a company takes place. - Students due basics understanding of the main steps potential buyers, documentation, due diigence, contract negotiation. - Students apply typical methods for the evaluation of companies. Contribution to ACSB Competency Coels - Code A Theoretical knowledge (totally) - CBA D Continue methods knowledge (totally) - CBA D Continvince and total methods	Availability for Other	Programs	For non-enrollment p	programs, please refer to c	our website.		
employees or advisors to be compiled in such a process. Topics covered are the outline of an execution process, preparation on the sellade, buyer universelarget lists, marketing documentation, due diligence, and contractual issues. A special focus are financial modelling and valuation aspects universelayet lists in a beingining of the class) and e-lectures. The latter will cover the financial modelling and valuation aspects questions can be discussed in class. There will be a significant portion of practical work in both, online and offline class. Students are requested to bring their own laptop for internet-based research as well as Excel and PowerPoint applications. Learning Outcomes Learning Outcomes • Students understand how a typical sele/purchase of a company takes place. • Students are basic understanding of the main steps: potential buyers, documentation, due diligence, contract negotiation. • Students and basic understanding of the main steps: potential buyers, documentation, due diligence, contract negotiation. • Students and basic understanding of the main steps: potential buyers, documentation, due diligence, contract negotiation. • Students apply typical methods for the evaluation of company: • Students apply typical methods for the evaluation of company. • Students apply typical methods for the evaluation of company: • Students apply typical methods for the evaluation of company. • Students apply typical methods for the evaluation of company: • Students apply typical methods for the evaluation of company. • Students apply typical methods for the evaluation of company takes place. • Students autorstandis divere	Content						
Learning Outcomes Students understand how a typical sale/purchase of a company takes place. Students get a basic understanding of the main steps; potential buyers, documentation, due dilgence, contract negotiation. Students get a basic understanding of the main steps; potential buyers, documentation, due dilgence, contract negotiation. Students get a basic understand PAL, balance sheet and cash flow in practical examples. Students understand PAL, balance sheet and cash flow in practical examples. Students apply typical methods for the evaluation of companies. CortPolytion to AACSB Competency Goals CGB-A Theoretical knowledge (rotality) CGB-C Communication skills (not addressed) CGB-D Communication skills (not addressed) CGB-C Eminical moviedge (not addressed) CGB-P Predagogical knowledge (not addressed) CGB-P Predagogical knowledge (not addressed) CGB-P Communication skills (not addressed) cortP Oremunication skills (not addressed) CGB-P Communication skills (not addressed) none Course V=retraction none Course V=retraction none Course V=retraction Lecture (2 SWS) + Exercise (1 SWS) Language English Duration One Semester Frequency Yearly Recommended semester Semester 5, 6 <t< th=""><th colspan="6">employees or advisors to be compiled in such a process. Topics covered are the outline of an execution process, preparation on the see buyer universe/target lists, marketing documentation, due diligence, and contractual issues. A special focus are financial modelling company valuation (about 50%). The course is in a blended learning format, i.e. a mix of classical lessons in the lecture auditorium (approx. every second week, the exact will be given at the beginning of the class) and e-lectures. The latter will cover the financial modelling and valuation aspects questions can be discussed in class. There will be a significant portion of practical work in both, online and offline class. Students are requested to bring their own lapter</th></t<>	employees or advisors to be compiled in such a process. Topics covered are the outline of an execution process, preparation on the see buyer universe/target lists, marketing documentation, due diligence, and contractual issues. A special focus are financial modelling company valuation (about 50%). The course is in a blended learning format, i.e. a mix of classical lessons in the lecture auditorium (approx. every second week, the exact will be given at the beginning of the class) and e-lectures. The latter will cover the financial modelling and valuation aspects questions can be discussed in class. There will be a significant portion of practical work in both, online and offline class. Students are requested to bring their own lapter						
Sudents understand how a typical sale/purchase of a company takes place. Students set up a financial model for a company. Students set up a financial model for a company. Students set up a financial model for a company. Students apply typical methods for the evaluation of companies. Contribution to AACSB Competency Goals - Scidents apply typical methods for addressed) - CGB-A Theoretical knowledge (partially) - CGB-C Ethical reasoning (not addressed) - CGB-C Dommunication skills (not addressed) - CGB-F Pedagogical knowledge none Course Uterstation none English Lecture (2 SWS) + Exercise (1 SWS) Language English Duration One Semester Frequency Yearly Recommended semester Semester 5, 6 Lecturer(s) Semester 5, 6 Lecturer(s) None	Learning Outcomes /	Competency Goals					
• Students get a basic understanding of the main steps: potential buyers, documentation, due diligence, contract negotiation. • Students set up a financial model for a company. • Students set up a financial model for a company. • Students apply typical methods for the evaluation of companies. Contribution to AACSB Competency cols • CGB-A Theoretical knowledge (partially) • CGB-A Theoretical knowledge (partially) • CGB-C Ethical reasoning (not addressed) • CGB-C Communication skills (not addressed) • CGB-F Podagogical knowledge none CourseOptimization Provisional authorization for qualification period. E agoing mode Lecture (2 SWS) + Exercise (1 SWS) Language Genesiter Image: English Provisional authorization for qualification period.	Learning	Outcomes					
Participation requirements Provisional authorization for qualification period. Recommended prior knowledge none Course U=utration Lecture (2 SWS) + Exercise (1 SWS) Language English Duration One Semester Frequency Yearly Lecture (s) Semester 5, 6 Semester/U=utration none Vector of participation none	Stude Stude Stude Contributi CGB CGB CGB CGB CGB CGB CGB	 Students set up a financial model for a company. Students understand P&L, balance sheet and cash flow in practical examples. Students apply typical methods for the evaluation of companies. Contribution to AACSB Competency Goals CGB-A Theoretical knowledge (totally) CGB-B Quantitative methods knowledge (partially) CGB-C Ethical reasoning (not addressed) CGB-D Communication skills (not addressed) CGB-E Knowledge of major (not addressed) 					
Recommended prior knowledge none Course Uraction Course Oraction Course Oraction Lecture (2 SWS) + Exercise (1 SWS) Language English Duration One Semester Frequency Yearly Recommended semester Semester 5, 6 Semester/Vr/Ver(s) None	Pre-requisites						
Course U Course U Teaching mode Lecture (2 SWS) + Exercise (1 SWS) Language English Duration One Semester Frequency Yearly Recommended semester Semester 5, 6 Semester/V Inone	Participati	on requirements	Provisional authorization for qu	alification period.			
Teaching mode Lecture (2 SWS) + Exercise (1 SWS) Language English Duration One Semester Frequency Yearly Recommended semester Semester 5, 6 Lecturer(s) Semester 5, 0 Semester/ None	Recomme	ended prior knowledge	none				
Language English Duration One Semester Frequency Yearly Recommended semester Semester 5, 6 Lecturer(s) Semester/Semester/Semester Proof of participation none	Course Organization						
Duration One Semester Frequency Yearly Recommended semester Semester 5, 6 Lecturer(s) Frequency Semester Semester	Teaching	mode	Lecture (2 SWS) + Exercise (1	SWS)			
Frequency Yearly Recommended semester Semester 5, 6 Lecturer(s)	Language	•	English				
Recommended semester Semester 5, 6 Lecturer(s) Front of participation Proof of participation none	Duration		One Semester				
Lecturer(s) Proof of participation none	Frequenc	y	Yearly				
Semester Work Proof of participation none	Recomme	ended semester	Semester 5, 6				
Proof of participation none	Lecturer(s)					
	Semester Work						
Non-graded assignments none	Proof of p	articipation	none				
	Non-grade	ed assignments	none				
Examination and Grading	Examination and Gra	ding					

	Examination	Written exam (90 minutes)
	Elements of cumulative examinations	-
Recommended Literature		

		Introduction to Strategic		Tota	. 180h			
WPMM:GE	DSM	Management	Elective	In Presence 3 SWS / 34h	Self-study 146h	6 CP		
Allocation	Allocation (Program / Faculty)			ducation and Business Administration ninistration	on			
Availability	for Other I	Programs	For non-enrollment	programs, please refer to c	our website.			
Content								
	Strategic management understood as the conscious, logically structured choice of a company's orientation, aims to secure long-term corporate success by generating competitive advantages. The constant change in competitive conditions poses significant challenges for companies Today, a company's success depends more than ever on a sustainable strategy that considers the complexity of internal and external factors. The central goal of the lecture is to give students an insight into the research field of strategic management and to impart current knowledge about theories, concepts, methods, and instruments of strategic management. The lecture deals with the different phases of strategic management and provides the students with valuable tools for developing an efficient corporate strategy. Finally, through case studies, a comprehensive understanding of the competitive environment and the various options for action is conveyed.							
Learning O	Outcomes /	Competency Goals						
	 Learning Outcomes The students learn the most important theories, concepts, methods, and instruments of strategic management and apply them in case studies. The students practice and improve their soft skills by working on case studies in a group in particular, the soft skills needed to work effectively in a group and to present the results to others in a structured manner. The students are enabled to consider questions of ethics and sustainability in their strategic decisions in particular, CSR aspects, social entrepreneurship, and frugal innovations are addressed and discussed in groups. Contribution to AACSB Competency Goals CGB-A Theoretical knowledge (totally) 							
	• CGB- • CGB- • CGB- • CGB-	B Quantitative methods kn C Ethical reasoning (partia D Communication skills (pa E Knowledge of major (tota F Pedagogical knowledge	lly) artially) ally)					
Pre-requisi		. <i>.</i>						
	· ·	on requirements	Provisional authorization for q	ualification period.				
	Recomme	ended prior knowledge	none					
Course Org	ganization							
	Teaching	mode	Lecture (2 SWS) + Exercise (1 SWS)				
	Language		German					
	Duration		One Semester					
	Frequency		Yearly					
			Semester 5, 6					
Semester \	Lecturer(s)						
		articipation						
Proof of participation none								
	Non-grade	ed assignments	none					
Examinatio	on and Gra	ding						
	Examinati	on	Written exam (90 minutes)					

	Elements of cumulative examinations	-
Recommended Literature		

	Investment Management with MatLab	with	Total	l. 180h			
WPMF:INMB		Elective	In Presence 3 SWS / 34h	Self-study 146h	6 CP		
Allocation (Program	/ Faculty)	B.Sc. in Business E B.Sc. in Economics Minor Business Adr	and Business Administration	on			
Availability for Othe	r Programs	For non-enrollment	programs, please refer to c	our website.			
Content							
field of in include without	nvestment management. The Monte Carlo simulation of s	is with the fundamentals for a decourse addresses the represented took prices, portfolio optimization, the students will have the on them.	entation of financial probler tion problems, dynamic an	ns and their implementation ad static portfolio insurance	n in MATLAB. Topics e strategies with and		
Learning Outcomes	/ Competency Goals						
Learning) Outcomes						
Study Study Study Study or backt Contribut CGI C	 Students get a computer-based introduction to the MATLAB programming language in the field of investment management. Students learn about practice-relevant investment strategies as well as risk and performance metrics. Students will be able to compare and analyze investment strategies as well as portfolio optimization models using Monte Carlo simulation or backtesting methods. Contribution to AACSB Competency Goals CGB-A Theoretical knowledge (totally) CGB-B Quantitative methods knowledge (totally) CGB-C Ethical reasoning (not addressed) CGB-D Communication skills (totally) CGB-E Knowledge of major (totally) CGB-F Pedagogical knowledge (not addressed) 						
Pre-requisites							
Participa	tion requirements	Provisional authorization for c	ualification period.				
Recomn	nended prior knowledge	none					
Course Organizatio	n						
Teaching	g mode	Lecture (2 SWS) + Exercise (1 SWS)				
Languag	le	German					
Duration		One Semester					
Frequen	су	Yearly					
Recomm	nended semester	Semester 5, 6					
Lecturer	(s)	Dr. Vanya Horneff	iya Horneff				
Semester Work							
Proof of	participation	none					
Non-gra	ded assignments	none					
Examination and G	ading						
Examina	tion	Written thesis (10-15 pages, 6	δ-8 weeks).				
Element	s of cumulative tions	-					

	Issues in Teaching and Tr	mining	Tota	al. 90h		
PKUM1	Part 1	Mandatory Course	In Presence 1 SWS / 11h	Self-study 79h	3 CP	
Allocation (Program /	Faculty)	B.Sc. in Business Ed	lucation	I		
Availability for Other I	Programs	For non-enrollment	programs, please refer to o	our website.		
Content						
The task education teachers. teacher/pu teaching e profession week inte instruction profession Group 2: \ The task company personnel practitione personnel more rece content of acquired b	Group 1: School learning The task of the exercise "Issues of teaching and instruction" is seen as combining theories about teaching, school and/or extracurricular education with practical experience. The students get an insight into the professional field of vocational schools from the point of view of future teachers. The exercise is intended to contribute to the development of theoretical and practical skills in the areas of school processes teacher/pupil behavior and lesson observation and lesson reflection. The active participation of the students, e.g. by presenting work results or teaching exercises, is required. The aim of the exercise is for the students to become more open to practical questions about the teaching profession and to acquire the ability to combine the theoretical content of their studies with practical professional issues. The subsequent four- week internship (PWP 1 - Part 2) is intended to help put the acquired knowledge into practice against the background of teaching and instruction practice. In addition, the internship attached to the exercise can also serve as a self-assessment to find out whether the teaching profession is a suitable career goal for the students. Finally, the students have to write an experience report (PWP 1-Part 2). Group 2: Workplace learning The task of the exercise "Questions of teaching and instruction" is seen as combining scientific basics about extracurricular education (in- company learning processes, personnel development) with practical experience. In the event, which focuses on company learning and personnel development, the students should gain an insight into the professional field of company personnel managers from the perspective o practitioners. The exercise is intended to contribute to the training of theoretical and practical skills in the areas of extracurricular learning and personnel development processes. The active participation of the students is required. The aim of the exercise is for the students to become more receptive					
 Stude business a Stude subjective Stude The s they analy 	Dutcomes ents see the connection betweents analyze the different for and administration. ents develop criteria for succ criteria with the domain-sp ents distinguish everyday ob	oservations from professional of rvation and assessment from ea ne visible in lessons.	tem and derive challenge tinction to general pedago pservations and differentia	s for the teaching professio ogical criteria for good teach te between different types o	ning and contrast the of observations.	
• CGB- • CGB- • CGB-	 CGB-A Theoretical knowledge (partially) CGB-B Quantitative methods knowledge (not addressed) CGB-C Ethical reasoning (not addressed) CGB-D Communication skills (partially) CGB-F Pedagogical knowledge (totally) 					
Pre-requisites						
Participati	on requirements	Successful completion of orier	tation period.			
Recomme	ended prior knowledge	The module BWIP should be c	ompleted.			
Course Organization						
Teaching	mode					
Language		German				
Duration		Two semesters				
Frequency	1	Every semester				

	Recommended semester	Semester 4		
	Lecturer(s)			
Semester	Semester Work			
	Proof of participation	Regular attendance according to §14 (3).		
	Non-graded assignments	none		
Examinati	ion and Grading			
	Examination			
	Elements of cumulative examinations	-		
Recomme	ended Literature			

	Issues in Teaching and T	raining -	Tot	al. 60h	2 CP
PKUM2	Part 2	Mandatory Course	In Presence 1 SWS / 11h	Self-study 49h	
Allocation	n (Program / Faculty)	B.Sc. in Business Ed	ucation		
Availabilit	y for Other Programs	For non-enrollment p	rograms, please refer to	our website.	
Content					
	Group 1: School learning The task of the exercise "Issues of education with practical experience. teachers. The exercise is intended teacher/pupil behavior and lesson of teaching exercises, is required. The profession and to acquire the ability week internship (PWP 1 - Part 2) instruction practice. In addition, the profession is a suitable career goal Group 2: Workplace learning The task of the exercise "Questions company learning processes, perso personnel development, the students practitioners. The exercise is intended personnel development processes." more receptive to practical question content of their studies with practica acquired knowledge into practice a exercise also serves the purpose of the students have to write an experi-	The students get an insight into to contribute to the development provide the exercise is for the set to combine the theoretical contents is intended to help put the accurate internship attached to the exerce for the students. Finally, the students. Finally, the students is should gain an insight into the performance of the active participation of the st is of in-company training and performance is gainst the background of teach self-examination, in that the students is the students.	the professional field of v ent of theoretical and pu The active participation of students to become more int of their studies with pra- quired knowledge into pr ise can also serve as a si dents have to write an e seen as combining scie cal experience. In the e professional field of comp theoretical and practical udents is required. The a rsonnel development and equent four-week interns ing and instruction practical	ocational schools from the p actical skills in the areas of the students, e.g. by press of the students, e.g. by press of the students, e.g. by press of the students, e.g. by press actical professional issues. The actical professio	point of view of future of school processes, enting work results or s about the teaching The subsequent four- und of teaching and whether the teaching art 2). ricular education (in- mpany learning and om the perspective of urricular learning and a students to become mbine the theoretical ended to help put the ship attached to the
Learning	Outcomes / Competency Goals				
	Learning Outcomes • Students see the connection bei • Students analyze the different for business and administration. • Students develop criteria for suc subjective criteria with the domain-sp • Students distinguish everyday o • The students can separate obset they analyze which criteria can beco Contribution to AACSB Competency • CGB-A Theoretical knowledge (• CGB-B Quantitative methods km • CGB-C Ethical reasoning (totally • CGB-F Pedagogical knowledge	erms of the vocational school systems of the vocational school systems teaching in distructions from professional observations from professional observation and assessment from earne visible in lessons. Goals totally) owledge (not addressed) <i>r</i>) tally)	tem and derive challenge inction to general pedage servations and differentia	es for the teaching profession ogical criteria for good teach ate between different types o	ing and contrast the of observations.
Pre-requis	sites				
		Sucessful participation of the re	espective 1st part.		
	Participation requirements				
	Recommended prior knowledge	The module BWIP should be c	ompleted.		
Course O	Recommended prior knowledge		ompleted.		
Course O	Recommended prior knowledge		ompleted.		
Course O	Recommended prior knowledge organization Teaching mode		ompleted.		
Course O	Recommended prior knowledge rganization Teaching mode Language	The module BWIP should be c German	ompleted.		
Course O	Recommended prior knowledge organization Teaching mode	The module BWIP should be c	ompleted.		

	Recommended semester	Semester 5
	Lecturer(s)	Dr. Heiko Konrad
Semester V	Work	
	Proof of participation	Internship certificate according to §14 (5).
	Non-graded assignments	none
Examinatio	on and Grading	
	Examination	
	Elements of cumulative examinations	-
Recommen	nded Literature	

WPMF:LF	IN	Leadership in the Financial Industry	al Elective			Total. 18	80h	- 6 CP
			Liective	LIECTIVE	In Presence 3 SWS / 34h		Self-study 146h	
Allocation	(Program /	Faculty)	B.Sc. in Busin B.Sc. in Econ Minor Busines	omics a	and Business Admin	istration		
Availabilit	y for Other I	Programs	For non-enrol	lment p	orograms, please refe	er to our	website.	
Content								
	As participant of the program you will receive a theoretical and practical overview about principal strategic and operative leadership topics the latest leadership approaches and styles for leading companies in globalised economies. We will discuss in class topics such as leaders skills in strategic management, approaches of leadership effectiveness, authentic leadership, leadership that transforms the company f "good to great", effective team leading, inspiring others, leadership and followership. The participants of the course will learn, train and will equipped with soft skills, managerial skills and leadership negotiations and networking skills and will learn how to become an impactful capable leader. Furthermore the participants of the course will hear leadership guest lectures from international Top Executives.							ics such as leadership ms the company from learn, train and will be ome an impactful and
Learning	Outcomes /	Competency Goals						
	Learning (Outcomes						
	GainiDevel	ng knowledge and underst ng leadership training with loping communication skills ncing awareness and com	case studies and educations and the ability to interrel	on for a late with	a career of profession n others.	nal excell	lence.	
	Contributio	on to AACSB Competency	Goals					
	 CGB-A Theoretical knowledge (partially) CGB-B Quantitative methods knowledge (not addressed) CGB-C Ethical reasoning (totally) CGB-D Communication skills (totally) CGB-E Knowledge of major (not addressed) CGB-F Pedagogical knowledge (not addressed) 							
Pre-requis	sites							
	Participati	on requirements	Provisional authorization	n for qu	alification period.			
	Recomme	nded prior knowledge	none					
Course O	rganization							
	Teaching	mode	Lecture (2 SWS) + Exer	rcise (1	SWS)			
	Language		English					
	Duration		One Semester					
	Frequency	/	Yearly					
	Recomme	nded semester	Semester 5, 6					
	Lecturer(s)	Dr. Harry Trummer					
Semester	Work							
	Proof of pa	articipation	none					
	Non-grade	ed assignments	none					
Examinati	ion and Gra	ding						
	Examinati	on	Written exam (90 minut	es)				
	Elements examination	of cumulative ons	-					

	M&A as Transformer of th	ie		Tota	l. 180h	
WPMF:MATA	Automotive Industry	Ele	ective	In Presence 3 SWS / 34h	Self-study 146h	6 CP
Allocation (Program /	/ Faculty)	B.S	Sc. in Business Ed Sc. in Economics a nor Business Admi	nd Business Administration	on	
Availability for Other	Programs	Foi	r non-enrollment p	rograms, please refer to c	our website.	
Content						
Topics in investmen strategies acquisitio The writte is designe discuss th First, you automotiv valuation	In this course, you will first discuss the role of M&A strategies in the transformation of the automotive industry through a written assignment Topics include the analysis of historical M&A transactions in the automotive sector (e.g. horizontal and vertical mergers, joint ventures investments or strategic alliances) and the role of M&A strategies for future developments in the automotive sector. Exemplary topics are M&A strategies in the field of autonomous vehicle development or measuring the success of M&A deals using the example of the Chinese acquisition of Volvo Cars by Geely. The final topics will be discussed in the introductory session The written assignment will be followed by a practical block session with a high degree of interaction, presentation and discussion. The course is designed to differ from classical frontal teaching and to give students the opportunity to work on concepts and topics independently and to discuss them in the group. First, you will present your written assignments during the block session. Then, you will discuss controversial issues related to M&A and the automotive industry in structured "Oxford-style" debates. In the last part of the course you will be introduced to the basics of central M&A valuation methods and apply them in a practical case study using the example of a relevant M&A transaction in the automotive sector ("Preparation for IB Interview"). Results as well as assumptions will be presented briefly in conclusion.					
Learning Outcomes /	Competency Goals					
Learning	Outcomes					
Stude Stude Stude Contributi CGB CGB CGB CGB CGB CGB CGB CGB	for the development of companies Students acquire practical skills in the area of company valuation Students improve their communication and argumentative skills with regard to the practical application of economic argumentation. Contribution to AACSB Competency Goals CGB-A Theoretical knowledge (totally) CGB-B Quantitative methods knowledge (totally) CGB-C Ethical reasoning (not addressed) CGB-D Communication skills (totally) CGB-E Knowledge of major (totally) CGB-F Pedagogical knowledge (not addressed) 					rgumentation.
Pre-requisites						
Participat	ion requirements	Provisional a	uthorization for qu	alification period.		
Recomme	ended prior knowledge	none				
Course Organization						
Teaching	mode	Lecture (2 S	WS) + Exercise (1	SWS)		
Language	•	German				
Duration		One Semeste	er			
Frequenc	y	Yearly				
Recomme	ended semester	Semester 5,	6			
Lecturer(s	5)	Prof. Dr. Mar	r. Mark Wahrenburg			
Semester Work						
Proof of p	participation	none				
Non-grad	ed assignments	none				

Examinati	Examination and Grading				
	Examination	Written thesis (10-15 pages, 6-8 weeks).			
	Elements of cumulative examinations	-			
Recomme	ended Literature				

			Tota	l. 360h	- 12 CP	
BMAK	Macroeconomics 1	Mandatory Course	In Presence 7 SWS / 79h	Self-study 281h		
Allocation	(Program / Faculty)	B.Sc. in Business E B.Sc. in Economics Minor Economics	ducation and Business Administrati	on		
Availability	y for Other Programs	For non-enrollment	programs, please refer to o	our website.		
Content						
	The course is an introduction to n inflation and foreign trade. In add approaches are taught that can be fiscal policy measures. Since mac savings, labor supply) and firms (p	ition to a basic understanding of e used to capture and describe ma roeconomic outcomes are insepa	macroeconomic data and acroeconomic interrelation rably linked to the decisio	empirical findings, various ships and can be applied t n-making behavior of hous	s theoretical modeling o assess monetary or scholds (consumption,	
Learning C	Outcomes / Competency Goals					
	Learning Outcomes					
	 Students receive basic knowledge of macroeconomic data and models. They will be enabled to solve macroeconomic models and describe their mechanisms. Students will be able to assess the qualitative and quantitative effects of fiscal and monetary policy. They develop an understanding of how decisions by households, firms and the state affect the macroeconomic development. Contribution to AACSB Competency Goals CGB-A Theoretical knowledge (totally) CGB-B Quantitative methods knowledge (partially) CGB-C Ethical reasoning (not addressed) CGB-D Communication skills (not addressed) CGB-E Knowledge of major (partially) 					
	CGB-F Pedagogical knowledg	e (not addressed)				
Pre-requis						
	Participation requirements	Provisional authorization for q	ualification period.			
	Recommended prior knowledge	The modules OVWL and OMI	K should be completed.			
Course Or	rganization					
	Teaching mode					
	Language	English				
	Duration	One Semester				
	Frequency	Every semester				
	Recommended semester	Semester 3, 4				
	Lecturer(s) Prof. Dr. Leo Kaas					
Semester	Work					
	Proof of participation	none				
	Non-graded assignments	none				
Examination	on and Grading					
	Examination	Written exam (90 minutes)				
	Elements of cumulative examinations	-				

			Total. 180h		
PMAK	Macroeconomics 2	Mandatory Course	In Presence 4 SWS / 45h	Self-study 135h	6 CP
Allocation (F	Program / Faculty)	B.Sc. in Business Educ B.Sc. in Economics an Minor Economics	cation Id Business Administrati	on	
Availability f	for Other Programs	For non-enrollment pro	ograms, please refer to o	our website.	
Content					
r i a I I C f	macroeconomics (covered in BMAH ntended for undergraduates who macroeconomics in greater analytic and appropriate policies. After com policies. Highly successful students will be a opinions expressed in the press. Al	n to advanced macroeconomics at the second macroeconomics at the second macroeconomics at the second macroeconomic makes successfully completed BM, cal detail. The course objective is the second mathematical detail. The course objective is the second mathematical details and the second mathematical details are second mathematical details. The course objective is the second mathematical details are second mathematical details and the second mathematical details are second mathematical details. The course objective is the second mathematical details are second mathematical details. The course objective is the second mathematical details are second mathematical details. The course objective is the second mathematical details are second mathematical details. The course objective is the second mathematical details are second mathematical details. The course objective is the second mathematical details are second mathematical details. The course objective is the second mathematical details are second mathematical details. The course objective is the second mathematical details are second mathematical details. The course objective is the second mathematical details are second mathematical details. The second mathematical details are second mathematical details are second mathematical details. The second mathematical details are second mathematical details are second mathematical details. The second mathematical details are second mathematical details are second mathematical details are second mathematical details. The second mathematical details are second mathematical detail	mics (covered in Fundar IAK and BMIK and wh to deepen our understa d be able to understand n-economists. Top stude ting the intuition behind	nentals of Macroeconomics o are now ready to study nding of fundamental macr I newspaper articles on sta ents will be able to spot mi macro theory, we will be us	s or PhD Macro). It advanced topics roeconomic problem bilization and grow stakes and to deba sing a combination
earning Ou	utcomes / Competency Goals				
I	Learning Outcomes				
		(totally) nowledge (totally) ally) not addressed) ot addressed)			
Pre-requisit	85				
1	Participation requirements	Successful completion of orienta	ation period.		
1	Recommended prior knowledge	The module BMAK should be co	mpleted.		
Course Org	anization				
-	Teaching mode	Lecture (2 SWS) + Exercise (1 S	SWS) + Mentorium (1 SV	VS)	
I	Language	English			
	Duration	One Semester			
I	Frequency	Every semester			
I	Recommended semester 4 Semester 4				
I	Lecturer(s)	Prof. Dr. Alexander Meyer-Gohd	le		
Semester W	/ork				
Semester W					
	Proof of participation	none			
1	Proof of participation Non-graded assignments	none			

	Examination	Written exam (90 minutes)
	Elements of cumulative examinations	-
Recom	mended Literature	

		Macroeconomics of Clima	ate Mandatory Course	Tota	l. 180h			
WPME:ME	CC	Change	Elective	In Presence 3 SWS / 34h	Self-study 146h	6 CP		
Allocation (Program /	Faculty)		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Economics				
Availability	for Other I	Programs	For non-enrollment	For non-enrollment programs, please refer to our website.				
Content								
	part of the economic financial s Models) u special to theoretica	e course is dedicated to the activity. Next, we study the sector. Finally, we analyse sed for projections and ev pics such as Climate Cha I aspects, during the whol	a deep knowledge of the clima e description of the link/channe ne reaction of the policy make the macro modelling challeng aluation of alternative scenario ange and income inequality, S e semester we will discuss a r native scenarios with and witho	Is, through which, the phy rs, both fiscal and monet ges (Integrated Assessme s. Moreover, some time w tranded Assets, Uncertair number of case studies: i.	sical and transition risks h ary authorities, followed b nt Models, Semi Structura vill be spent to analyse the nty and Carbon Tax. To b e., projections, implication	ave an impact on the y the impacts on the al Models and DSGE e importance of some petter understand the is and impacts of the		
Learning O	utcomes /	Competency Goals						
	Learning (Dutcomes						
	 Students will obtain a deep and complete analysis of the interactions between climate change and the macroeconomy. Students will acquire a deep knowledge of the links, interaction channels, linkages and causalities that will allow them to analyze and evaluate the impacts of the climate change on the economy. Students will have an advanced knowledge of the policy actions to face the physical and transmission risks and uncertainties of the climate change on the economy. Contribution to AACSB Competency Goals CGB-A Theoretical knowledge (totally) CGB-B Quantitative methods knowledge (partially) CGB-C Ethical reasoning (not addressed) CGB-E Knowledge of major (not addressed) CGB-F Pedagogical knowledge (not addressed) 							
Pre-requisit	tes							
	Participati	on requirements	Provisional authorization for q	ualification period.				
	Recomme	nded prior knowledge	none					
Course Org	anization							
	Teaching	mode	Lecture (2 SWS) + Exercise (1	I SWS)				
	Language		English					
	Duration		One Semester					
	Frequency	/	Yearly					
	Recomme	ended semester	Semester 5, 6					
	Lecturer(s)	Dr. Pavlos Karadeloglou					
Semester V	Vork							
	Proof of pa	articipation	none					
	Non-grade	ed assignments	none					
Examinatio	n and Gra	ding						
	Examinati	on	Written exam (90 minutes)					

	Elements of cumulative examinations	-
Recomm	nended Literature	

				Total	. 180h			
BMGT	Managem	nent 1	Mandatory Course	In Presence 4 SWS / 45h	Self-study 135h	6 CP		
Allocation	ı (Program / Faculty)		B.Sc. in Economics a	B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration				
Availabilit	y for Other Programs		For non-enrollment p	rograms, please refer to o	our website.			
Content								
	and concepts to deve as well as on the inte strategic investment competitive advanta	elop an analytical fram ernal view (organizatio and innovations as ge while others fall ure of a company, the	ework for decision making nal structure of firms). The well as to market entry back. The internal view	 This course focuses on external view refers to the strategies. Another issue includes problems regar 	ols this course applies mic the external view (reaction e "make-or-buy" problem ir e is why some companie arding the incentive struc the motivation of employe	to market conditions) in merger decisions, to its can maintain their sture for agents, the		
Learning	Outcomes / Competen	cy Goals						
	 The students will The students will organizational archite different agents withi Contribution to AACS CGB-A Theoretii CGB-B Quantita CGB-C Ethical re CGB-D Communi CGB-E Knowled 	I be able to apply the I I learn about the exter ectureIn particular, thro	oughout the course, the stu ne economic outcomes for ge (totally) ressed)	trategic management prob internal market forces sha udents will learn how incer	plems. ape firm performance and a ntives of different firms on t			
Pre-requis	sites							
	Participation requirer	nents Prov	isional authorization for qu	alification period.				
	Recommended prior	knowledge none	9					
Course O	rganization							
	Teaching mode	Lect	ure (2 SWS) + Exercise (1	SWS) + Mentorium (1 SW	/S)			
	Language	Gerr	nan					
	Duration	One	Semester					
	Frequency	Ever	y semester					
	Recommended seme	ester Sem	ester 3, 4					
	Lecturer(s)	Prof.	Guido Friebel, Ph.D., Pro	f. Dr. Michael Kosfeld				
Semester	Work							
	Proof of participation	none	9					
	Non-graded assignm	ents none	9					
Examinat	ion and Grading							

	Elements of cumulative examinations	-
Recomm	nended Literature	

				Tota	l. 180h			
PMGT		Management 2	Mandatory Course	In Presence 4 SWS / 45h	Self-study 135h	6 CP		
Allocation	n (Program /	Faculty)	B.Sc. in Economics a	B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration				
Availabili	ty for Other I	Programs	For non-enrollment p	rograms, please refer to o	our website.			
Content								
	to the grou goals of th and mana continuous strategy, v therefore l establishe	up of people in charge of a ne organization, developin ging employees. All of this sly challenges companies which is focused on innova ook at practices and proce	gement encompasses the activit a company - the management. In g a strategy to achieve these co s is generally embedded in the s and against this background, th tion. However, it is difficult to buil esses that leaders use to be sust focus will be on HRM and op ment.	I this course we deal with prporate goals, and organ trategy process. Howeve le success of a company d an organization that is ainably innovative. We w	the functional perspective. nizing and coordinating the r, the constant change of c r is more than ever depend permanently and successfu ill look at both innovative co	This includes setting factors of production competitive conditions dent on a sustainable Ily innovative. We will company founders and		
Learning	Outcomes /	Competency Goals						
	Stude Stude Stude Contribute CGB- CGB-	ents will become familiar wi ents will be able to apply ba	partially) iowledge (totally) ally) ot addressed) ally)	ement decisions.		datasets in the		
Pre-requi	isites							
	Participati	on requirements	Successful completion of orien	tation period.				
	Recomme	nded prior knowledge	none					
Course C	Organization		I					
	Teaching	mode	Lecture (2 SWS) + Exercise (1	SWS) + Mentorium (1 SV	VS)			
	Language		German					
	Duration		One Semester					
	Frequency	/	Every semester					
	Recomme	nded semester	Semester 4					
	Lecturer(s)	Prof. Dr. Lars Schweizer, Prof.	Dr. Cornelia Storz				
Semeste	r Work							
	Proof of pa	articipation	none					
	Non-grade	ed assignments	none					
Examina	tion and Gra	ding						
	Examinati	on	Written exam (90 minutes)					

	Elements of cumulative examinations	-
Recomm	nended Literature	

			Total	. 180h			
WPMM:MARE	Market Research	Elective	In Presence 3 SWS / 34h	Self-study 146h	6 CP		
Allocation (Progra	m / Faculty)	B.Sc. in Economics	B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration				
Availability for Ot	er Programs	For non-enrollment	programs, please refer to o	our website.			
Content							
conce	ot of marketing, introduces the	I practical aspects of market res e various types of market resear al techniques relies on the open	ch, data sources, data coll				
Learning Outcom	es / Competency Goals						
Learn	ng Outcomes						
• S	udents become familiar with t udents become familiar with t	standing of research methodolog he role, scope, and process of m he analytical techniques employu uct marketing research independ	harketing research. ed by market researchers.	n marketing.			
• c • c • c • c • c	 Contribution to AACSB Competency Goals CGB-A Theoretical knowledge (totally) CGB-B Quantitative methods knowledge (totally) CGB-C Ethical reasoning (partially) CGB-D Communication skills (partially) CGB-E Knowledge of major (totally) CGB-F Pedagogical knowledge (not addressed) 						
Pre-requisites							
Partic	pation requirements	Provisional authorization for q	ualification period.				
Recor	mended prior knowledge	none					
Course Organiza	ion						
Teach	ng mode	Lecture (2 SWS) + Exercise (1	SWS)				
Langu	age	English					
Durati	on	One Semester					
Frequ	ency	Yearly					
Recor	nmended semester	Semester 5, 6					
Lectur	er(s)	Prof. Dr. Thomas Otter					
Semester Work							
Proof	of participation	none					
Non-g	aded assignments	none					
Examination and	Grading						
Exam	nation	Written exam (90 minutes)					
	nts of cumulative nations	-					
Recommended L	terature						

				Total	. 150h			
OMAR		Marketing 1	Mandatory Course	In Presence Self-study 3 SWS / 34h 116h		5 CP		
Allocation	ı (Program /	Faculty)	B.Sc. in Economics a	B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration				
Availabilit	y for Other	Programs	For non-enrollment p	rograms, please refer to o	ur website.			
Content			·					
	decades. theoretica analytical comprehe follow on a are introd	Against this background, Ily sound yet practical over perspective on marketing insive analysis and an und this basis, whose effective uced in the lecture, deepe	e practice, a continuous incre the Marketing 1 lecture provide rview of all the essential areas, t g problems and challenges, in erstanding of the initial situation. ness is then evaluated with regard ened in the exercise with regard each week, from which the stud	es all students – regardle asks and methods of mar which, based on a concr Marketing strategy and in rd to the set objective. The d to practical application a	ess of their subsequent sp keting. The design of the la rete marketing goal, the f strumental implementation marketing methods nece and practiced in the tutoria	becialization – with a becture is based on an focus is initially on a h in the marketing mix ssary for this process		
Learning	Outcomes /	Competency Goals						
	Learning	Outcomes						
	Stude Stude	ents can apply basic analyti ents can classify the knowle	ots of marketing and understand ical methods for the well-founder edge gained and apply it in pract marketing objectives against the	d design of marketing activice.				
	Contributi	on to AACSB Competency	Goals					
	CGB CGB CGB CGB CGB	A Theoretical knowledge (B Quantitative methods kn C Ethical reasoning (partia D Communication skills (p E Knowledge of major (tot F Pedagogical knowledge	owledge (partially) ally) artially) ally)					
Pre-requis	sites							
	Participati	on requirements	Provisional authorization for ba	chelor examination.				
	Recomme	ended prior knowledge	none					
Course O	rganization		I					
	Teaching	mode	Lecture (2 SWS) + Tutorial (1 S	SWS)				
	Language	•	German					
	Duration		One Semester					
	Frequenc	y	Every semester					
	Recomme	ended semester	Semester 2					
	Lecturer(s)	Prof. Dr. Torsten Bornemann					
Semester	Work							
	Proof of p	articipation	none					
	Non-grade	ed assignments	none					
Examinati	ion and Gra	ding						
	Examinati	on	Written exam (90 minutes)					
Examinati	Non-grade	ed assignments ding	none					

	Elements of cumulative examinations	-
Recomm	nended Literature	

OMAT			Total.	300h			
	Mathematics for Econon	nists Mandatory Course	In Presence 6 SWS / 68h	Self-study 232h	- 10 CP		
Allocation	n (Program / Faculty)	B.Sc. in Economics a	B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration Minor Economics				
Availabili	ity for Other Programs	For non-enrollment p	programs, please refer to ou	ır website.			
Content							
	The course focuses on linear alg differential calculus (including app economic context. To refresh know This course takes place during the	proximation methods, multivariate redge of mathematics, especially	e optimization). Mathemat calculus, we recommend	ical basics are develope	d and placed in an		
Learning	Outcomes / Competency Goals						
	Learning Outcomes						
	 Students will learn the mathematical methods from the fields of linear algebra and calculus that are necessary for an education in business and economics. Students will be able to select suitable methods for solving mathematical problems. Students will acquire skills for independent mathematical problem solving and for self-organization in processing analytical problems. Students will be able to apply the quantitative basics to contents in economics. Contribution to AACSB Competency Goals CGB-A Theoretical knowledge (totally) CGB-B Quantitative methods knowledge (not addressed) CGB-C Ethical reasoning (not addressed) CGB-D Communication skills (not addressed) CGB-E Knowledge of major (not addressed) CGB-F Pedagogical knowledge (not addressed) 						
Pre-requi	lisites						
	Participation requirements	Provisional authorization for ba	achelor examination.				
	Recommended prior knowledge	Attending the preparatory cour one variable.	se in mathematics as well	as good knowledge of difl	erential calculus with		
Course C	Recommended prior knowledge Organization		se in mathematics as well	as good knowledge of diff	erential calculus with		
Course C				as good knowledge of diff	erential calculus with		
Course (Organization	one variable.		as good knowledge of diff	erential calculus with		
Course C	Organization Teaching mode	one variable.		as good knowledge of diff	erential calculus with		
Course C	Organization Teaching mode Language	one variable. Lecture (4 SWS) + Tutorial (2 S German		as good knowledge of diff	erential calculus with		
Course C	Organization Teaching mode Language Duration	one variable. Lecture (4 SWS) + Tutorial (2 S German One Semester		as good knowledge of diff	erential calculus with		
Course C	Organization Teaching mode Language Duration Frequency	one variable. Lecture (4 SWS) + Tutorial (2 S German One Semester Every semester		as good knowledge of diff	erential calculus with		
Course C	Organization Teaching mode Language Duration Frequency Recommended semester Lecturer(s)	one variable. Lecture (4 SWS) + Tutorial (2 S German One Semester Every semester Semester 1		as good knowledge of diff	erential calculus with		
	Organization Teaching mode Language Duration Frequency Recommended semester Lecturer(s)	one variable. Lecture (4 SWS) + Tutorial (2 S German One Semester Every semester Semester 1		as good knowledge of diff	erential calculus with		
	Organization Teaching mode Language Duration Frequency Recommended semester Lecturer(s) er Work	one variable. Lecture (4 SWS) + Tutorial (2 S German One Semester Every semester Semester 1 Prof. Dr. Ju-Young Kim		as good knowledge of diff	erential calculus with		
Semeste	Organization Teaching mode Language Duration Frequency Recommended semester Lecturer(s) er Work Proof of participation	one variable. Lecture (4 SWS) + Tutorial (2 S German One Semester Every semester Semester 1 Prof. Dr. Ju-Young Kim none		as good knowledge of diff	erential calculus with		

	Elements of cumulative examinations	-
Recomm	nended Literature	

			Total	. 300h	
ΟΜΙΚ	Microeconomics 1	Mandatory Course	In Presence 6 SWS / 68h	Self-study 232h	10 CP
Allocation (Program	n / Faculty)	B.Sc. in Business Ed B.Sc. in Economics a Minor Economics	lucation and Business Administratic	n	
Availability for Othe	er Programs	For non-enrollment p	orograms, please refer to o	ur website.	
Content					
look at equilibri	the behavior of private house um, which evolves by the int	oduction to microeconomics. The eholds (household economics) an teraction of these two groups. In at competition, asymmetric inform	nd businesses (theory of the second part various as	ne firm). Afterwards we wil sumptions of the market n	I describe the market nodel are removed or
Learning Outcome	s / Competency Goals				
Stu Stu Stu Stu Stu Stu Contribu CG CG	dents are familiar with basic dents are able to apply micro	oeconomic models and to interpre I formal competencies to develop r Goals (totally) nowledge (partially) ally) not addressed) tt addressed)			
Pre-requisites					
Particip	ation requirements	Provisional authorization for ba	chelor examination.		
Recom	nended prior knowledge	The module OVWL should be o	completed.		
Course Organizatio	'n				
Teachir	g mode	Lecture (4 SWS) + Tutorial (2 S	SWS)		
Langua	ge	German			
Duration	<u>ו</u>	One Semester			
Freque	ю	Every semester			
Recom	nended semester	Semester 2			
Lecture	r(s)	Prof. Dr. Matthias Blonski			
Semester Work		-			
Proof of	participation	none			
Non-gra	ided assignments	none			
Examination and G	rading				
Examin	ation	Written exam (90 minutes)			
Elemen examina	ts of cumulative ations	-			
Recommended Lite	erature				

			Total.	180h	6 CP	
PMIK	Microeconomics 2	Mandatory Course	In Presence 4 SWS / 45h	Self-study 135h		
Allocation (Allocation (Program / Faculty)		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Economics			
Availability	for Other Programs	For non-enrollment p	programs, please refer to o	ur website.		
Content						
	This course provides an introduction to selected aspects of modern microeconomic research. Topics include classical decision theory, gat theory, laboratory experiments, and behavioral economics.					
Learning O	outcomes / Competency Goals					
	Learning Outcomes					
	 Students learn to understand and reflect modern microeconomic theory. Students learn to master quantitative microeconomic methods. Students learn to integrate special knowledge from theoretical and empirical microeconomics. 					
	Contribution to AACSB Competency	Goals				
	 CGB-A Theoretical knowledge (totally) CGB-B Quantitative methods knowledge (not addressed) CGB-C Ethical reasoning (partially) CGB-D Communication skills (not addressed) CGB-E Knowledge of major (totally) CGB-F Pedagogical knowledge (not addressed) 					
Pre-requisi	ites					
	Participation requirements	Successful completion of orien	tation period.			
	Recommended prior knowledge	The module BMIK should be c	ompleted.			
Course Org	ganization					
	Teaching mode	Lecture (2 SWS) + Exercise (1	SWS) + Mentorium (1 SW	'S)		
	Language	German				
	Duration	One Semester				
	Frequency	Every semester				
	Recommended semester	Semester 4				
	Lecturer(s)	JunProf. Dr. Volker Benndorf				
Semester \	Work					
	Proof of participation	none				
	Non-graded assignments	none				
Examinatio	on and Grading					
	Examination Written exam (90 minutes)					
	Elements of cumulative examinations					
Recommer	nded Literature					

	Philosophy, Politics and		Total.	150h	5.00		
OPPE	Economics	Mandatory Course	In Presence 3 SWS / 34h	Self-study 116h	5 CP		
Allocation (Program / Faculty)	B.Sc. in Economics a	B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration Minor Economics				
Availability	for Other Programs	For non-enrollment p	rograms, please refer to o	ur website.			
Content							
	The course is designed to give stu economic thought as well as of ce				prical development of		
Learning O	utcomes / Competency Goals						
	Learning Outcomes						
	 Students are able to understand, reflect and apply economic theory and its development. Students know important controverses in economic theory and in the assessment of economic policy problems. Students are able to classify knowledge from different fields (economics, philosophy/ethics, politics) and apply it to economic practice. Students are able to consider questions of ethics and sustainability in their decisions. Students acquire soft skills for oral and written expression. 						
	 CGB-A Theoretical knowledge (totally) CGB-B Quantitative methods knowledge (not addressed) CGB-C Ethical reasoning (totally) CGB-D Communication skills (not addressed) CGB-E Knowledge of major (not addressed) CGB-F Pedagogical knowledge (not addressed) 						
Pre-requisi	tes						
	Participation requirements	Provisional authorization for ba	chelor examination.				
	Recommended prior knowledge	none					
Course Org	ganization						
	Teaching mode	Lecture (2 SWS) + Tutorial (1 S	SWS)				
	Language	German					
	Duration	One Semester					
	Frequency	Every semester					
	Recommended semester	Semester 2					
	Lecturer(s)	Prof. Dr. Rainer Klump					
Semester V	Work						
	Proof of participation	none					
	Non-graded assignments none						
Examinatio	n and Grading						
	Examination	Written exam (90 minutes)					
	Elements of cumulative						
Recommer	nded Literature						

	Real Estate Finance and			Tota	al. 180h	
WPMF:REFI	Investments	Elective	Elective	In Presence 3 SWS / 34h	Self-study 146h	6 CP
Allocation (Progr	Allocation (Program / Faculty)		mics a	ucation Ind Business Administrati inistration	ion	
Availability for O	her Programs	For non-enrollr	ment p	rograms, please refer to	our website.	
Content	Content					
real of morte	The course covers the main concepts in the field of real estate finance and investments. The first part of the lecture provides an overview real estate markets. The second part focuses on real estate finance and teaches basic principles of financing single-family housing v mortgage loans. The third part covers different valuation techniques, the financing structure, and principles of investing in private and pul real estate.					
Learning Outcon	es / Competency Goals					
• 5 • 5 • 6 • 7 • 6 • 7 • 6 • 6 • 6 • 6 • 6 • 6 • 6	Learning Outcomes • Students are familiar with the basic principles of real estate finance and investments. • Students understand state-of-the art valuation techniques for residential and commercial real estate. • Students understand the difference between private versus public real estate investments within the broader concept of financial decision making and asset markets. • Students understand the structure of the mortgage market and learn to compare different mortgage loans. Contribution to AACSB Competency Goals • CGB-A Theoretical knowledge (totally) • CGB-B Quantitative methods knowledge (partially) • CGB-C Ethical reasoning (not addressed) • CGB-F Pedagogical knowledge (not addressed)					of financial decision-
Pre-requisites		1				
Partic	ipation requirements	Provisional authorization	ı for qu	alification period.		
Reco	nmended prior knowledge	none				
Course Organiza	tion					
Teac	ing mode	Lecture (2 SWS) + Exerc	cise (1	SWS)		
Lang	lage	English				
Dura	on	One Semester				
Frequ	ency	Yearly				
Reco	nmended semester	Semester 5, 6				
Lectu	rer(s)	JunProf. Daniel Ruf, Pr	ı.D.			
Semester Work						
Proof	of participation	none				
Non-	Non-graded assignments none					
Examination and	Grading					
Exam	ination	Written exam (90 minute	es)			
	ments of cumulative					

	School Absenteeism in			Tota	al. 210h		
SEMW:SABB	Vocational Education - (N Issue?	lot) an Elective -	In Presence 2 SWS / 23h	Self-study 187h	7 CP		
Allocation (Program	n / Faculty)	B.Sc. in	Business Ec	lucation			
Availability for Othe	er Programs	For non	-enrollment p	programs, please refer to	our website.		
Content							
that beg (Ricking objectiv refuses respons At the s causes Importa young p In the s and opp	School absenteeism is not a one-off event and dropping out of school is not an unpredictable fate. It characterizes a long-term development that begins with school aversion, continues with truancy or school refusal and, in the worst case, ends with dropping out of school or training (Ricking H., 2014, p.12-13). Active school absenteeism can be recognized by excused and unexcused absences and can be recorded and objectively represented by a complete record in the class register (Michel, A., 2005). In the case of passive school absenteeism, the student refuses to cooperate, is introverted or disrupts the lesson (Ricking H., 2014). Documenting this requires clear rules and assigned responsibilities for teachers. At the same time, absenteeism from school can be an indicator of social and psychological problems faced by students and has comparable causes such as dropping out of training. In this respect, absenteeism is also an important issue in dual training and vocational schools Important contact persons such as teachers or company trainers can play a key role in preventing school and training dropouts or in supporting young people in challenging phases of life. In the seminar, the topic of absenteeism in vocational training will be examined from different perspectives. The seminar offers deeper insight and opportunities to reflect on the current state of research on school absenteeism in vocational education and, in exchange, opportunities to acquire in-depth knowledge and to identify impulses for work as a teacher or trainer.						
Learning Outcomes / Competency Goals							
 Stuve The pedago The pedago The contribution Contribution Contrelation Contribution	 Learning Outcomes Students know and understand theoretical approaches, causes and effects of truancy and deal with case-related vignettes on truancy in vocational education. They research and examine possibilities for action by teachers and trainers to prevent and intervene in cases of truancy, in particular pedagogical diagnostics and counselling for underlying problems. They present and discuss their results in the context of a block seminar. Contribution to AACSB Competency Goals CGB-A Theoretical knowledge CGB-B Quantitative methods knowledge CGB-C Ethical reasoning CGB-D Communication skills CGB-F Pedagogical knowledge 						
Pre-requisites							
Particip	ation requirements	Successful compl	ful completion of orientation period and 18 ECTS from B-courses.				
Recom	nended prior knowledge	Contents of OWIF	P and BWIP,	methods of the BWIP me	ntorium		
Course Organizatio	bn						
Teachir	ig mode	Seminar (2 SWS)	1				
Langua	ge	German					
Duratio	n	One Semester					
Freque	псу	Irregular					
Recom	nended semester	Semester 5					
Lecture	r(s)	Dr. Karin Heinrich	IS				
Semester Work							
Proof o	participation	Regular attendan	ce according	to §14 (3).			
Non-gra	aded assignments	Presentation of th	e thesis topic).			
			Non-graded assignments Presentation of the thesis topic.				

	Examination	Written thesis (10-15 pages, 6-8 weeks).
	Elements of cumulative examinations	-
Recommended Literature		

SBCB Operating and or course B Elective In Presence 2 SVR3 14th Sele is Longing 6 CP Allocation (Program / Facality) B.Sc. in Business Education B.Sc. in Decomines and Business Administration B.Sc. in Commune and Business Administration B.Sc. in Complexity of participation and the Based on perfecting and Administration and Decommunication B.Sc. in Complexity of general and Boconcome Coopen Francesory. Image Base on Administration B.Sc. in Coopen Based D.Sc. in Based Based D.B. Based Coll 1 (Effective Commonication with ease, is in a differentiated and process way, in the Spanish language as a foreign Banagage on a writing othen complexity of general and Boconcome European Francesor V. The Based D. Domentiand and D.B. Based Based D.B. The Process as a proceed databased based based based based Based D.B. They posses as a proceed databased based Based D.B. They posses as a proceed databased Based Based Based D.B. They posses as a proceed databased Based D.B. Confederation Indentis Databased Based D.B. Confederation Indentiated		Spanish for Economists:		Total	. 180h		
Audication (Program / Paculty) B.S.c. in Economics and Business Administration Availability for Other Programs For non-emolinent programs, please refer to our websile. Context Events Context is a control to control to a Special harquage skills at level C1 of the Common European Framework of Reference for Languages. Students are due to a optimality is based on small groups or through please is plead on preference grant and writen skills by more of presentations and discussions. The SBCA course deals with a elected topics from the field of Banking and Finance (Bancos y Finanza)''. Learning Outcomes Learning Outcomes Elearning Outcomes Learning Outcomes Elearning Outcomes Elearning Outcomes They Docume and able to communicatity with ease, i.e. in a differentiate and up codes way, in the Special hanguage as a foreign language on a writery of general and economic topics. They deals with acquires and economic topics. They Doce are on ourderstand and the topy by principal of and the pays beging of granmaticat studies of the competence for they working in an optimal way both craitly and writing to the competence beer of C11 (Effective Operational Professer), according of an enderated studies of granmaticat studisto of the Competer studies of granmaticat studisto	SBCB	Specialisation Course B	Elective			6 CP	
Content Constitution Constituti	Allocation (Program	/ Faculty)			on		
The aim of the course is to acquire Spanish language skills at level C1 of the Common European Framework of Reference for Languages. Under the supervision of a Spanish language instructor. Bachelor students work out solutions to case studies by communicating and exchanging ideas in pairs or amall groups. Patchalar emphases is placed on performation skills by reams common. Students are given an opportunity be hold presentations and from the fields of business and economics. Students are given an opportunity be hold presentations and from the fields of business and economics. The skills the course by working in small groups or through plenary discussions. The skills the course by working in small groups or through plenary discussions. The skills the course by working in small groups or through plenary discussions. The skills the course are able to communicate with ease, i.e. in a differentiated and precise way, in the Spanish language as a foreign to advact the digne and and the apply the principies of granmatical subleties of general Spanish anguages. . The year is a position to understand and to apply the principies of granmatical subleties of general Spanish anguages. . The yossess a prodund cultural understanding of the Spanish-speaking world so as to be able to express themselves in an optimal way both orally and in writing when communicating on an international stage. Cerketure Cerketure . Cable A Theoretical Incovidege (portially) Cerketure of principies of general Spanish-speaking world so as to be able to express themselves in an optimal way both orally and in	Availability for Other	Programs	For non-enrollment p	rograms, please refer to c	our website.		
Index the supervision of a Spanish language instructor, Bachelor students work out solutions to case students work out solutions to case students were oriented and explored explored and explored and explored and expl	Content						
Learning Outcomes Graduates of the Course are able to communicate with ease, i.e. in a differentiated and procise way, in the Spanish language as a foreign language of a variety of general and economic topics. "They have mastered the Spanish language in all four language-learning skills: speaking, listening, reading and writing to the competence level of C1.1 (Effective Operational Proficiency), according to the Common European Framework of Reference for foreign languages. "They are in a position to understand and to apply the principles of grammatical subleties of general Spanish as well as specialized Spanish. "They notes are able to express themselves in an optimal way both norally and in writing when communicating on an international stage. CGB-A Theoretical knowledge (partially) • CGB-A Theoretical knowledge (not addressed) • CGB-B Communication skills (totally) • CGB-B Communication skills (totally) • CGB-B Communication skills (totally) • CGB-B F Pedagogical knowledge (not addressed) • CGB-B F Pedagogical knowledge none Pertrequise Provisional authorization for qualification period and succesful qualifying test for the CERF level B2.2 Pertrequise Provisional authorization for qualification period and succesful qualifying test for the CERF level B2.2 Pertrequise Pertrequise:	Under th exchangii discussio Students participate	Under the supervision of a Spanish language instructor, Bachelor students work out solutions to case studies by communicating ar exchanging ideas in pairs or small groups. Particular emphasis is placed on perfecting oral and written skills by means of presentation discussions and role-plays based on authentic and up-to-date teaching materials from the fields of business and economics. Students are given an opportunity to hold presentations and formulate their own opinions. Moreover, students are encouraged to active participate in the course by working in small groups or through plenary discussions.					
 Graduates of the Course are able to communicate with ease, i.e. in a differentiated and precise way, in the Spanish language as a foreign language on a variety of general and economic topics. They have mastered the Spanish language in all four language-learning skills: speaking, listening, reading and writing to the competence level of C11 (Effective Operational Proficiency), according to the Common European Framework of Reference for foreign languages. They passes as in a position to understand and to apply the principles of grammatical subtleties of general Spanish as well as specialized Spanish. They posses as profound cultural understanding of the Spanish-speaking world so as to be able to express themselves in an optimal way by an uniting when communicating on an international stage. CGB-A Theoretical knowledge (partially) CGB-A Theoretical knowledge (not addressed) CGB-A Communication skills (totally) CGB-A Communication skills (totally) CGB-A Communication skills (totally) CGB-A Theoretical knowledge (not addressed) Interpreteretere Recommended prior knowledge Int	Learning Outcomes / Competency Goals						
Ianguage on a variety of general and economic topics. Iver of C1.1 (Effective Operational Proficiency), according to the Common European Framework of Reference for foreign languages. Iver of C1.1 (Effective Operational Proficiency), according to the Common European Framework of Reference for foreign languages. They are in a position to understand and to apply the principles of grammatical subtleties of general Spanish as well as specialized Spanish. They are are a position to understand and to apply the principles of grammatical subtleties of general Spanish as well as specialized Spanish. They are are a position to understanding of the Spanish-speaking world so as to be able to express themselves in an optimal way be communicating on an international stage. Contribution to AACSB Competency Codes CGB-A Theoretical knowledge (partially) CGB-D Communication skills (totally) CGB-D Finderdege of majer (not addressed) Orabition for qualification period and succesful qualifying test for the CERF level B2.2. Recommended prior knowledge none Course Unice Station Provisional authorization for qualification period and succesful qualifying test for the CERF level B2.2. Image Stati	Learning	Outcomes					
Participation requirements Provisional authorization for qualification period and succesful qualifying test for the CERF level B2.2. Recommended prior knowledge none Course-U	They level of C They Spanish. They both orall Contributi CGB CGB CGB CGB CGB CGB CGB CGB CGB	 They have mastered the Spanish language in all four language-learning skills: speaking, listening, reading and writing to the competence level of C1.1 (Effective Operational Proficiency), according to the Common European Framework of Reference for foreign languages. They are in a position to understand and to apply the principles of grammatical subtleties of general Spanish as well as specialized Spanish. They possess a profound cultural understanding of the Spanish-speaking world so as to be able to express themselves in an optimal way both orally and in writing when communicating on an international stage. Contribution to AACSB Competency Goals CGB-A Theoretical knowledge (partially) CGB-B Quantitative methods knowledge (not addressed) CGB-C Ethical reasoning (partially) CGB-D Communication skills (totally) CGB-E Knowledge of major (not addressed) 					
Recommended prior knowledge none Course U=Ization Teaching mode Language Spanish Duration One Semester Frequency Irregular Recommended semester Semester 5, 6 Semester Semester 5, 6 Semester Inone Semester Inone Semester Inone Semester Inone	Pre-requisites						
Course of participation Teaching mode Teaching mode Spanish Language Spanish Duration One Semester Frequency Irregular Lecture(s) Semester 5, 6 Semester/ Semester 5, 6 Proof of participation none none none	Participat	ion requirements	Provisional authorization for qu	alification period and succ	cesful qualifying test for the	e CERF level B2.2.	
Teaching mode Teaching mode Language Spanish Duration One Semester Frequency Irregular Recommended semester Semester 5, 6 Lecture(s) Semester Semester none Non-graded assignments none	Recomme	ended prior knowledge	none				
Language Spanish Duration One Semester Frequency Irregular Recommended semester Semester 5, 6 Lecturer(s) Ford of participation none none	Course Organization						
Duration One Semester Frequency Irregular Recommended semester Semester 5, 6 Lecturer(s) Semester/Semester/Semester Semester/Vork Inone Non-graded assignments none	Teaching	mode					
image:	Language	•	Spanish				
Recommended semester Semester 5, 6 Lecturer(s) Front of participation Proof of participation none Non-graded assignments none	Duration		One Semester				
Lecturer(s) Image: Construction of participation Proof of participation none Non-graded assignments none	Frequenc	у	Irregular				
Semester Work Proof of participation none Non-graded assignments none	Recomme	ended semester	Semester 5, 6				
Proof of participation none Non-graded assignments none	Lecturer(6)					
Non-graded assignments none	Semester Work						
	Proof of p	Proof of participation none					
Examination and Grading	Non-grad	Non-graded assignments none					
	Examination and Gra	ading					

	Examina	ation	Successful completion of written exam (120 minutes), an oral exam, and regular attendance
	Element examina	ts of cumulative ations	-
Re	Recommended Literature		

			Total.	300h		
OSTA	Statistics	Mandatory Course	In Presence 6 SWS / 68h	Self-study 232h	10 CP	
Allocation	n (Program / Faculty)	B.Sc. in Business Ed B.Sc. in Economics a	ucation and Business Administratio	n		
Availabili	ity for Other Programs	For non-enrollment p	rograms, please refer to ou	ur website.		
Content						
	Data form the basis for economic a describe data and condense the inforparticular, with statistical decisions of	ormation they contain. In a secor	nd step, we deal with tools			
Learning	Outcomes / Competency Goals					
	Learning Outcomes					
	 Students are taught to master q Students are taught to classify s 		fields and apply it in practic	ce.		
	Contribution to AACSB Competency	/ Goals				
	 CGB-A Theoretical knowledge (partially) CGB-B Quantitative methods knowledge (totally) CGB-C Ethical reasoning (partially) CGB-D Communication skills (not addressed) CGB-E Knowledge of major (not addressed) CGB-F Pedagogical knowledge (not addressed) 					
Pre-requ	isites					
	Participation requirements	Provisional authorization for ba	chelor examination.			
	Recommended prior knowledge	none				
Course C	Drganization					
	Teaching mode	Lecture (4 SWS) + Tutorial (2 S	SWS)			
	Language	German				
	Duration	One Semester				
	Frequency	Every semester				
	Recommended semester	Semester 1				
	Lecturer(s)	Prof. Dr. Uwe Hassler				
Semeste	er Work					
	Proof of participation	none				
	Non-graded assignments none					
Examina	tion and Grading					
	Examination Written exam (90 minutes)					
	Elements of cumulative					
Recomm	ended Literature					

	Strategic Human Resou	rce .	Tota	l. 180h			
WPMM:SHRM	Management	Elective	In Presence 3 SWS / 34h	Self-study 146h	6 CP		
Allocation (Progra	Allocation (Program / Faculty)		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration				
Availability for Ot	ner Programs	For non-enrollmen	t programs, please refer to o	our website.			
Content							
goals	Special attention is given to	tudents who want to learn how the changes in the HR function titative concepts and methods	n due to the challenges of d	ligitalization. The lecture re	equires students to be		
Learning Outcom	es / Competency Goals						
• Y • Y • Y • Y • Contri • C • C • C	Learning Outcomes • You will be empowered to understand, reflect on, and apply theories of managing HR. • You will be able to master quantitative methods and apply them to concrete problems e.g. of talent management and people analytics. • You will be able to apply specialized knowledge to practice. • You will be able to consider issues of ethics and sustainability in professional decision-making. • You are able to work constructively with others to address a complex issue. Contribution to AACSB Competency Goals • CGB-A Theoretical knowledge (totally) • CGB-C Ethical reasoning (partially) • CGB-D Communication skills (partially) • CGB-E Knowledge of major (not addressed)						
Pre-requisites		1					
Partic	pation requirements	Provisional authorization for	qualification period.				
Reco	nmended prior knowledge	none					
Course Organiza	ion						
Teach	ing mode	Lecture (2 SWS) + Exercise	(1 SWS)				
Langu	age	German					
Durat	on	One Semester					
Frequ	ency	Yearly					
Reco	nmended semester	Semester 5, 6					
Lectu	er(s)	Prof. Guido Friebel, Ph.D.					
Semester Work							
Proof	of participation	none					
Non-ç	raded assignments	none					
Examination and	Grading						
Examination Written exam (90 minutes)							
	Elements of cumulative						
	iterature						

		Mandatory Course	Total	. 180h			
WPME:ECLM	The Economics of Labor Ma	Elective	In Presence 3 SWS / 34h	Self-study 146h	6 CP		
Allocation (Program	Allocation (Program / Faculty)		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Economics				
Availability for Othe	Programs	For non-enrollment	programs, please refer to o	our website.			
Content		·					
that sha aspects employn the ratio labor m perspect	This course offers an introduction to modern labor economics with a focus on labor market institutions, that is, systems of laws and progra that shape the behavior of individual workers and employers. The course introduces analytical tools and economic models to study vario aspects of labor markets. We will investigate the effects of different institutions on the labor market, considering not only their direct effects employment, unemployment, and wages but also its indirect effects, mediated by the presence of other institutions. We will try to understa the rationale for each labor market institution and assess to what extent it achieves its objective - both in theory and empirically. Since the labor market characteristics and the corresponding regulations vary enormously across countries, the course offers an internation perspective. It gives an overview of differences in labor markets between countries and compares the efficacy of various institution arrangements.						
Learning Outcomes	/ Competency Goals						
Stud market in Stud are need We institution Contribut CGI CGI CGI CGI CGI CGI CGI CGI	Learning Outcomes • Students become familiar with modern labor economics theory. They can apply the theory to critically evaluate the efficacy of various lab market institutions. • Students learn how to quantify and measure differences in labor market institutions across countries. They learn the empirical tools that are needed to estimate the impact of these institutions on the labor market. • We discuss both positive and normative policy prescriptions. Students learn about the costs and benefits of various labor market institutions for the well-being of all members of the society. Contribution to AACSB Competency Goals • CGB-A Theoretical knowledge (totally) • CGB-B Quantitative methods knowledge (totally) • CGB-C Ethical reasoning (partially) • CGB-F Redagogical knowledge (not addressed) • CGB-F Pedagogical knowledge (not addressed)						
Pre-requisites							
Participa	tion requirements	Provisional authorization for q	nal authorization for qualification period.				
Recomm	ended prior knowledge	none					
Course Organization	1						
Teaching	g mode	Lecture (2 SWS) + Exercise (1	SWS)				
Languag	e	English					
Duration		One Semester					
Frequen	су	Yearly					
Recomm	Recommended semester S, 6						
Lecturer	(s)	Dr. Marek Ignaszak	rek Ignaszak				
Semester Work							
Proof of	participation	none					
Non-gra	ded assignments	none					
Examination and Gr	ading						

	Examination	Written exam (90 minutes)
	Elements of cumulative examinations	-
Recom	mended Literature	