

COURSE HANDBOOK

BACHELOR OF SCIENCE IN BUSINESS EDUCATION

Summer Semester 2023

FACULTY OF ECONOMICS AND BUSINESS

OACC	Accounting	Mandatory Course	Total. 150h		5 CP
			In Presence 3 SWS / 34h	Self-study 116h	
Allocation (Program / Faculty)		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
	The module deals primarily with accounting. Throughout the course the students will learn about the importance of accounting, legal requirements, the basic principles as well as the technique of double entry bookkeeping. Furthermore, the module focuses on selected accounting topics of individual asset and liability items as well as the annual financial statements under German GAAP.				
Learning Outcomes / Competency Goals					
	<p>Learning Outcomes</p> <ul style="list-style-type: none"> • After finishing the course, students will understand the importance of accounting and its legal requirements. • Students gain a basic understanding of double-entry accounting techniques and thus master a fundamental tool for understanding real accounting transactions in companies. Students will be able to record selected business transactions in the form of accounting records. • Students gain practical knowledge relevant to the labor market in the form of German GAAP accounting skills. Students will be able to solve accounting problems independently at the end of the course and apply this knowledge in practice. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • 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-requisites					
	Participation requirements	Provisional authorization for bachelor examination.			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Tutorial (1 SWS)			
	Language	German			
	Duration	One Semester			
	Frequency	Every semester			
	Recommended semester	Semester 1, 2			
	Lecturer(s)	Prof. Dr. Michael Hommel			
Semester Work					
	Proof of participation	none			
	Non-graded assignments	none			
Examination and Grading					
	Examination	Written exam (90 minutes)			
	Elements of cumulative examinations	-			
Recommended Literature					

BACC	Accounting 1	Mandatory Course	Total. 180h		6 CP
			In Presence 4 SWS / 45h	Self-study 135h	
Allocation (Program / Faculty)		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration			
Availability for Other Programs		For non-enrollment programs, please refer to 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 Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> Moreover, performance accounting, income statements, and more advanced cost accounting systems are discussed. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> 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-requisites					
Participation requirements		Provisional authorization for qualification period.			
Recommended prior knowledge		The module OACC should be completed.			
Course Organization					
Teaching mode		Lecture (2 SWS) + Exercise (1 SWS) + Mentorium (1 SWS)			
Language		German			
Duration		One Semester			
Frequency		Every semester			
Recommended semester		Semester 3, 4			
Lecturer(s)		Prof. Dr. Anna Rohlfing-Bastian			
Semester Work					
Proof of participation		none			
Non-graded assignments		none			
Examination and Grading					
Examination		Written exam (90 minutes)			
Elements of cumulative examinations		-			
Recommended Literature					

PACC	Accounting 2	Mandatory Course	Total. 180h		6 CP
			In Presence 4 SWS / 45h	Self-study 135h	
Allocation (Program / Faculty)		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration			
Availability for Other Programs		For non-enrollment programs, please refer to 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					
	<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Upon completion of the course, students should understand the purpose of accounting under the Handelsgesetzbuch (HGB) and International Financial Reporting Standards (IFRS), as well as the link between commercial accounting law and corporate law and the determination of taxable profits. • Students gain practical knowledge of accounting under commercial law (recognition and measurement) that is relevant to the labor market, as well as basic knowledge of the provisions of IFRS. • Students expand their content-related and methodological competencies in the area of accounting • they gain detailed knowledge of the accounting of significant balance sheet items under commercial law. In addition, students are able to apply the accounting and valuation methods they have learned to case studies and to critically discuss controversial issues. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGB-A Theoretical knowledge (totally) • CGB-B Quantitative methods knowledge (partially) • CGB-C Ethical reasoning (totally) • CGB-D Communication skills (partially) • CGB-E Knowledge of major (totally) • CGB-F Pedagogical knowledge (not addressed) 				
Pre-requisites					
	Participation requirements	Successful completion of orientation period.			
	Recommended prior knowledge	The modules BACC and BFIN should be completed.			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Exercise (1 SWS) + Mentorium (1 SWS)			
	Language	German			
	Duration	One Semester			
	Frequency	Every semester			
	Recommended semester	Semester 4			
	Lecturer(s)	Prof. Dr. Katharina Hombach			
Semester Work					
	Proof of participation	none			
	Non-graded assignments	none			
Examination and Grading					
	Examination	Written exam (90 minutes)			

	Elements of cumulative examinations	-
	Recommended Literature	

WPMF:ACC6	Accounting 6: Corporate Valuation	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
Allocation (Program / Faculty)		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
	The lecture focuses on the valuation of companies for the purpose of their purchase or sale. The necessary determination principles are presented and the determination and valuation difficulties associated with business valuation are discussed.				
Learning Outcomes / Competency Goals					
	<p>Learning Outcomes</p> <ul style="list-style-type: none"> At the end of the course students should be able to correctly assess the problems associated with the valuation of companies and be reasonably confident about the options available to address them. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> 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					
	Participation requirements	Provisional authorization for qualification period.			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Exercise (1 SWS)			
	Language	German			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 5, 6			
	Lecturer(s)	Prof. Dr. Michael Hommel			
Semester Work					
	Proof of participation	none			
	Non-graded assignments	none			
Examination and Grading					
	Examination	Written exam (90 minutes)			
	Elements of cumulative examinations	-			
Recommended Literature					

WPME:GMÖK	An Introduction to the History of Monetary Economic Thought	Mandatory Course Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
Allocation (Program / Faculty)		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Economics			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
<p>The lecture gives an overview of some central phases of the history of monetary theory up to the 1930s. The most relevant economic schools 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.</p> <p>This starts with the monetary theoretical conceptions of the late Middle Ages and early modern era (e.g., Oresmius, Copernicus). The focus is on the discussions in the "long 19th century". This includes the monetary debates in Great Britain in the classical period (esp. Bullion 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).</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Students will be able to place monetary theories in their historical background, to reflect on them, and to apply them. • Students will learn the methods in history of economic thought and how to apply them. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • 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-requisites					
	Participation requirements	Provisional authorization for qualification period.			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Exercise (1 SWS)			
	Language	German			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 5, 6			
	Lecturer(s)	Prof. Dr. Jan Greitens, Dr. Christian Kremser			
Semester Work					
	Proof of participation	none			
	Non-graded assignments	none			
Examination and Grading					
	Examination	Written exam (90 minutes)			
	Elements of cumulative examinations	-			

WPME:AFTS	Analysis of Economic and Financial Time Series	Mandatory Course Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
Allocation (Program / Faculty)		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Economics			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
<p>This course provides an introduction to methods of time series analysis, building upon background knowledge in – among others – statistical inference and regression analysis. Thus we assume that students have a basic econometric background that is acquired from an advanced course related to quantitative methods, stochastic analysis, econometrics or to an equivalent quantitative field. Many of the data sets that economists analyze are organized over time. While many of the tools that students learn in regression courses are useful for analyzing time series data, there are several unique properties of time series data that must be understood before working with such data. We will consider stationarity assumptions and how violations of these assumptions threaten inferences in regression analyses of time series data. Students will also learn about autoregressive moving average (ARMA) models. We will also introduce conditional volatility models (ARCH-GARCH), and multivariate time series methods. We will also review several statistical tests for unit roots, serial correlation, and normality. Other topics will include integrated processes, Granger causality and cointegration.</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • They master quantitative methods. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGB-A Theoretical knowledge (partially) • 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 (totally) 					
Pre-requisites					
Participation requirements		Provisional authorization for qualification period.			
Recommended prior knowledge		none			
Course Organization					
Teaching mode		Lecture (2 SWS) + Exercise (1 SWS)			
Language		English			
Duration		One Semester			
Frequency		Yearly			
Recommended semester		Semester 5, 6			
Lecturer(s)		Dr. Balázs Cserna			
Semester Work					
Proof of participation		none			
Non-graded assignments		none			
Examination and Grading					
Examination		Written thesis (10-15 pages, 6-8 weeks).			
Elements of cumulative examinations		-			

PWIP	Approaches and Methods in Quantitative and Qualitative Vocational Training Research	Mandatory Course	Total. 150h		5 CP
			In Presence 3 SWS / 34h	Self-study 116h	
Allocation (Program / Faculty)		B.Sc. in Business Education			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
<p>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.</p> <p>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, and presentation of results.</p> <p>In the exercise, the contents of the lecture will be deepened, the phases of the empirical 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 an 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.</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • 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. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGB-A Theoretical knowledge (partially) • CGB-B Quantitative methods knowledge (totally) • CGB-C Ethical reasoning (partially) • CGB-D Communication skills (partially) • CGB-F Pedagogical knowledge (not addressed) 					
Pre-requisites					
	Participation requirements	Successful completion of orientation period.			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Exercise (1 SWS)			
	Language	German			
	Duration	One Semester			
	Frequency	Every semester			
	Recommended semester	Semester 5			
	Lecturer(s)	Prof. Dr. Helmut Niegemann			
Semester Work					
	Proof of participation	Regular attendance according to §14 (3) in the exercise sessions.			
	Non-graded assignments	In case grading is based on a term paper: presentation (15 minutes, graded).			
Examination and Grading					
	Examination	Written thesis (10-15 pages, 6-8 weeks).			
	Elements 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

OWIP	Basics of Business Education	Mandatory Course Elective	Total. 150h		5 CP
			In Presence 3 SWS / 34h	Self-study 116h	
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.			
Content					
<p>The module "Introduction to Business Education", consisting of a lecture and an accompanying tutorial, addresses fundamental issues from a scientific and applied perspective. These include: Classification of the discipline "Business Education", central questions and research 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 and 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 teaching methods in the context of pedagogical interactions, Questions of professional competencies of teachers against the background of different paradigms.</p> <p>All in all, it is about an adequate understanding of the scientific character of theories of business education as well as the associated demands on didactic planning and analysis with regard to teaching goals.</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • 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. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • 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					
	Participation requirements	Provisional authorization for bachelor examination.			
	Recommended prior knowledge	The module OWIP should be completed.			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Exercise (1 SWS)			
	Language	German			
	Duration	One Semester			
	Frequency	Every semester			
	Recommended semester	Semester 1, 5, 6			
	Lecturer(s)	Prof. Dr. Eveline Wuttke			
Semester Work					
	Proof of participation	Regular attendance according to §14 (3) in the exercise sessions.			
	Non-graded assignments	none			
Examination and Grading					

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

WPMF:BESI	Business Ethics and Social Innovation Entrepreneurship	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
Allocation (Program / Faculty)		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
	Throughout the semester, each participant analyzes an existing startup idea that contributes to at least one of the 17 SDGs. This is done based on the analytics of SDGs, the elements of Lean Startup, case studies and guest lectures by founders of successful social impact startups and by representatives of leading asset managers, banks and consulting companies.				
Learning Outcomes / Competency Goals					
	<p>Learning Outcomes</p> <ul style="list-style-type: none"> In this course, the basics and skills are developed to successfully recognize ethical and social challenges of society and to implement them in entrepreneurial ideas. Building on these action-theoretical foundations, start-ups and companies are analyzed and understood with 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. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> 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) CGB-F Pedagogical knowledge (not addressed) 				
Pre-requisites					
	Participation requirements	Provisional authorization for qualification period.			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Exercise (1 SWS)			
	Language	German			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 5, 6			
	Lecturer(s)	Dr. Eberhard Schnebel			
Semester Work					
	Proof of participation	none			
	Non-graded assignments	none			
Examination and Grading					
	Examination	Written thesis (10-15 pages, 6-8 weeks).			

	Elements of cumulative examinations	-
	Recommended Literature	

OREC	Business Law	Mandatory Course	Total. 150h		5 CP
			In Presence 3 SWS / 34h	Self-study 116h	
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.			
Content					
	<p>In the first half of the semester the lecture conveys basic knowledge of civil law with a focus on contract, liability, and property law. Both methodological and legal aspects are discussed. The following topics will be addressed: Introduction, Contract, Declaration of Intent, Transactions, Contractual Obligations, Compensation in Contracts, Warranty, Liability Law, Foundations of Property Law.</p> <p>In the second half, the lecture introduces foundations of public law. The lecture focusses on constitutional, administrative, and European law with special reference to public business law.</p>				
Learning Outcomes / Competency Goals					
	<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Students are familiar with basic concepts of civil and public law. • Students are familiar with basic legal techniques. • Students are able to structure their knowledge and are able to apply their knowledge to legal cases. • Students are able to critically reflect on current legal debates against the background of the principles of justice of our legal system. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGB-A Theoretical knowledge (not addressed) • CGB-B Quantitative methods knowledge (not addressed) • 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					
	Participation requirements	Provisional authorization for bachelor examination.			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Tutorial (1 SWS)			
	Language	German			
	Duration	One Semester			
	Frequency	Every semester			
	Recommended semester	Semester 2, 5, 6			
	Lecturer(s)	Jun.-Prof. Dr. Caroline von Gall, PD Dr. Stefan Thönissen			
Semester Work					
	Proof of participation	none			
	Non-graded assignments	none			
Examination and Grading					
	Examination	Written exam (90 minutes)			
	Elements of cumulative examinations	-			
Recommended Literature					

BWIP	Conditions and Structure of Vocational Education	Mandatory Course	Total. 180h		6 CP
			In Presence 4 SWS / 45h	Self-study 135h	
Allocation (Program / Faculty)		B.Sc. in Business Education			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
<p>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 in the context of concepts of teaching quality and in the light of explicit and implicit knowledge.</p> <p>Class: In the BWIP class, the institutional frameworks of vocational education and training are 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.</p> <p>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.</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • 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. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGB-A Theoretical knowledge (totally) • CGB-B Quantitative methods knowledge (not addressed) • CGB-C Ethical reasoning (partially) • CGB-D Communication skills (partially) • CGB-F Pedagogical knowledge (totally) 					
Pre-requisites					
	Participation requirements	Provisional authorization for qualification period.			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Exercise (1 SWS) + Mentorium (1 SWS)			
	Language	German			
	Duration	One Semester			
	Frequency	Every semester			
	Recommended semester	Semester 3			
	Lecturer(s)	Prof. Dr. Gerhard Minnameier			
Semester Work					

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

WPMM:CSR	Corporate Social Responsibility from a Strategic Management Perspective	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
Allocation (Program / Faculty)		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
<p>The aim of this module is to provide students with an overview of the key issues concerning Corporate Social Responsibility (CSR) since a sound knowledge of CSR is mandatory for all managers and those involved in business. Recent high profile disasters in many industries as well as the international financial crisis have illustrated the costs of poor decision-making and the importance of CSR. This module offers an overview of the challenges modern organizations face when putting CSR principles into practice and examines the responsibility business has to society.</p> <p>In order to prepare students for future job challenges in a globalized world, this module discusses how to identify and handle CSR issues. Students will be enabled to make informed decisions and will learn how to communicate these to stakeholders. Key ideas and practices are highlighted using case studies and video clips. The module includes several group tasks designed to get students actively involved. In doing so, the module supports and encourages students to engage with, and learn from, CSR theory and think about how to put it into practice.</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • 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. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • 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 (not addressed) • CGB-F Pedagogical knowledge (not addressed) 					
Pre-requisites					
	Participation requirements	Provisional authorization for qualification period.			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Exercise (1 SWS)			
	Language	German			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 5, 6			
	Lecturer(s)	Dr. Eva Koscher			
Semester Work					
	Proof of participation	none			
	Non-graded assignments	none			
Examination and Grading					

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

WPEM:DMMO	Decision Making in Markets and Organizations	Mandatory Course Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
Allocation (Program / Faculty)		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration Minor Economics			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
The course offers an overview over economic decision-making in markets and organizations. It is based on microeconomic theory, but also uses empirical field studies and laboratory experiments. Topics include moral hazard, adverse selection, intrinsic motivation, and the allocation of decision rights.					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • 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. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • 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 (totally) • CGB-F Pedagogical knowledge (not addressed) 					
Pre-requisites					
	Participation requirements	Provisional authorization for qualification period.			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Exercise (1 SWS)			
	Language	English			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 5, 6			
	Lecturer(s)	Prof. Dr. Ferdinand von Siemens			
Semester Work					
	Proof of participation	none			
	Non-graded assignments	none			
Examination and Grading					
	Examination	Written exam (90 minutes)			
	Elements of cumulative examinations	-			
Recommended Literature					

BOEE	Econometrics Economics	Mandatory Course	Total. 180h		6 CP
			In Presence 4 SWS / 45h	Self-study 135h	
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.			
Content					
<p>The aim of this course is to provide students with an understanding of the fundamental methodologies of modern day Econometrics. In 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 issues related to regression analysis such as misspecification or omitted variables. Extensions to selected 'big data' and machine learning topics will be 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 exercises, which will be discussed in class.</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Students will be able to identify and address economic questions empirically using appropriate econometric tools and methods on their own. • They will have developed an understanding of key econometric concepts and methods, and will be able to read, question, and interpret empirical results and conclusions from scientific articles and books in Economics. • Students understand essential differences between different data types, the challenges that come with this data, and learn methods how to deal with them. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGB-A Theoretical knowledge (partially) • CGB-B Quantitative methods knowledge (totally) • CGB-C Ethical reasoning (not addressed) • CGB-D Communication skills (partially) • CGB-E Knowledge of major (partially) • CGB-F Pedagogical knowledge (not addressed) 					
Pre-requisites					
Participation requirements		Provisional authorization for qualification period.			
Recommended prior knowledge		none			
Course Organization					
Teaching mode		Lecture (2 SWS) + Exercise (1 SWS) + Mentorium (1 SWS)			
Language		English			
Duration		One Semester			
Frequency		Every semester			
Recommended semester		Semester 3, 4			
Lecturer(s)		Prof. Daniel Gutknecht, Ph.D.			
Semester Work					
Proof of participation		none			
Non-graded assignments		none			
Examination and Grading					
Examination		Written exam (90 minutes)			

	Elements of cumulative examinations	-
Recommended Literature		

BOEF	Econometrics Finance	Mandatory Course	Total. 180h		6 CP
			In Presence 4 SWS / 45h	Self-study 135h	
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.			
Content					
This course covers the following topics: Estimation and interpretation of econometric models, with focus on multivariate regressions. Critical evaluation of empirical models. Estimation and testing procedures with applications in the field of finance and accounting. Collection and processing of financial data for empirical analysis. Focus on empirical applications relevant in the field of finance and accounting, e.g., event studies (based on corporate events), risk measures, and performance evaluation based on multifactor models.					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Students conduct empirical analyses with the help of modern statistical software programmes. • Students enhance their quantitative skillset to analyse empirical problems in the field of finance and accounting. • Students learn to critically evaluate data analyses and empirical research designs. • Students enhance their competencies in developing empirical solution concepts. • Students learn to apply empirical methodology to specific problems in the field of finance and accounting. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGB-A Theoretical knowledge (totally) • CGB-B Quantitative methods knowledge (totally) • CGB-C Ethical reasoning (not addressed) • CGB-D Communication skills (partially) • CGB-E Knowledge of major (totally) • CGB-F Pedagogical knowledge (not addressed) 					
Pre-requisites					
	Participation requirements	Provisional authorization for qualification period.			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Exercise (1 SWS) + Mentorium (1 SWS)			
	Language	German			
	Duration	One Semester			
	Frequency	Every semester			
	Recommended semester	Semester 3, 4			
	Lecturer(s)	Dr. Ulrich Schüwer, Jun.-Prof. Daniel Ruf, Ph.D.			
Semester Work					
	Proof of participation	none			
	Non-graded assignments	none			
Examination and Grading					
	Examination	Written exam (90 minutes)			
	Elements of cumulative examinations	-			
Recommended Literature					

BOEM	Econometrics Management	Mandatory Course	Total. 180h		6 CP
			In Presence 4 SWS / 45h	Self-study 135h	
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.			
Content					
<p>The primary goal of the lecture is that students acquire skills in quantitative analysis methods and concepts to improve marketing decisions. So, the class focuses on "Marketing Analytics". In exercise sessions and tutorials, students learn to independently apply these methods and concepts to derive economic consequences.</p> <p>The main topics are: Foundations of marketing models, market reaction models (linear regression), logistic regression, online marketing effectiveness analysis, using conjoint analysis to design products, Segmentation, Targeting, Positioning (STP approach), and customer value management.</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Students will learn how to estimate theoretical facts empirically. • 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. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGB-A Theoretical knowledge (partially) • CGB-B Quantitative methods knowledge (totally) • CGB-C Ethical reasoning (partially) • CGB-D Communication skills (partially) • CGB-E Knowledge of major (partially) • CGB-F Pedagogical knowledge (totally) 					
Pre-requisites					
Participation requirements		Provisional authorization for qualification period.			
Recommended prior knowledge		none			
Course Organization					
Teaching mode		Lecture (2 SWS) + Exercise (1 SWS) + Mentorium (1 SWS)			
Language		German			
Duration		One Semester			
Frequency		Every semester			
Recommended semester		Semester 3, 4			
Lecturer(s)		Prof. Dr. Bernd Skiera			
Semester Work					
Proof of participation		none			
Non-graded assignments		none			
Examination and Grading					
Examination		Written exam (90 minutes)			
Elements of cumulative examinations		-			

EBCA	English for Economists: Specialisation Course A	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-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.			
Content					
<p>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 and exchanging ideas in pairs or small groups. Particular emphasis is placed on perfecting oral and written skills by means of presentations, 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 actively participate in the course by working in small groups or through plenary discussions. The EBCA course deals with selected topics from the field of "Current Global Economic Issues".</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Graduates of the Course will be able to communicate with ease, i.e. in a differentiated and precise way, in the English language as a 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 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. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • 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					
	Participation requirements	Provisional authorization for qualification period and successful qualifying test for the CERF level B2.2.			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode				
	Language	English			
	Duration	One Semester			
	Frequency	Every semester			
	Recommended semester	Semester 5, 6			
	Lecturer(s)				
Semester Work					
	Proof of participation	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	-
	Recommended Literature	

EBCB	English for Economists: Spezialisierungskurs B	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-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.			
Content					
<p>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 and exchanging ideas in pairs or small groups. Particular emphasis is placed on perfecting oral and written skills by means of presentations, 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 actively 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".</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Graduates of the Course will be able to communicate with ease, i.e. in a differentiated and precise way, in the English language as a 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 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. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • 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					
	Participation requirements	Provisional authorization for qualification period and successful qualifying test for the CERF level B2.2.			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode				
	Language	English			
	Duration	One Semester			
	Frequency	Every semester			
	Recommended semester	Semester 5, 6			
	Lecturer(s)				
Semester Work					
	Proof of participation	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	-
	Recommended Literature	

EBCC	English for Economists: Spezialisierungskurs C	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-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.			
Content					
<p>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 and exchanging ideas in pairs or small groups. Particular emphasis is placed on perfecting oral and written skills by means of presentations, 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 actively 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".</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Graduates of the Course will be able to communicate with ease, i.e. in a differentiated and precise way, in the English language as a 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 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. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • 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					
	Participation requirements	Provisional authorization for qualification period and successful qualifying test for the CERF level B2.2.			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode				
	Language	English			
	Duration	One Semester			
	Frequency	Every semester			
	Recommended semester	Semester 5, 6			
	Lecturer(s)				
Semester Work					
	Proof of participation	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	-
	Recommended Literature	

EBCD	English for Economists: Spezialisierungskurs D	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-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.			
Content					
<p>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 and exchanging ideas in pairs or small groups. Particular emphasis is placed on perfecting oral and written skills by means of presentations, 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 actively 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".</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Graduates of the Course will be able to communicate with ease, i.e. in a differentiated and precise way, in the English language as a 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 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. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • 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					
	Participation requirements	Provisional authorization for qualification period and successful qualifying test for the CERF level B2.2.			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode				
	Language	English			
	Duration	One Semester			
	Frequency	Every semester			
	Recommended semester	Semester 5, 6			
	Lecturer(s)				
Semester Work					
	Proof of participation	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	-
	Recommended Literature	

WPME:UNRE	Environment, natural resources, and the greening of energy products	Mandatory Course Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
Allocation (Program / Faculty)		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Economics			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
	The course deals with fundamental mechanisms of resource and environmental economics as well as current issues of the energy transition. It is held as a compulsory elective module in economics (WPME) with seminar character and limited participation (maximum 30 students). The course will be blocked. It starts with four evening sessions (preliminary meeting with topic allocation and introductory lectures) followed by a main block with student presentations and joint discussions of the topic.				
Learning Outcomes / Competency Goals					
	<p>Learning Outcomes</p> <ul style="list-style-type: none"> • 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. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • 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 (totally) • CGB-F Pedagogical knowledge (not addressed) 				
Pre-requisites					
	Participation requirements	Provisional authorization for qualification period.			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Exercise (1 SWS)			
	Language	German			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 5, 6			
	Lecturer(s)	Prof. Dr. Alfons Weichenrieder			
Semester Work					
	Proof of participation	none			
	Non-graded assignments	none			
Examination and Grading					
	Examination	Written thesis (10-15 pages, 6-8 weeks).			
	Elements of cumulative examinations	-			

WPEM:EXPG	Experimental Game Theory	Mandatory Course Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
Allocation (Program / Faculty)		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration Minor Economics			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
<p>The Nobel Prize to Daniel Kahneman and Vernon Smith in 2002 documents the importance of experimental methods in economics, finance, and management research. Experiments provide a powerful tool to collect data in a highly controlled environment. They are conducted in many fields like decision theory, strategy, labor economics, as well as organizational and behavioral economics. This course offers an introduction to experimental economic methods using game theory as a common language to analyze economic interaction and derive theoretical predictions. The main focus will be on classic lab experiments, but we will also discuss how similar kind of experiments can be conducted in the field. We will learn key experimental methods and we will talk about economic areas where experiments have been performed. The primary aim of this course is to make students familiar with important experimental work and to give practical advice how to perform an experiment. For this aim, students will also program and conduct experiments themselves in the tutorial. As programming is based on Python, a sound knowledge of the basics of this programming language is required. Moreover, as we will derive theoretical predictions, knowledge of game theory is highly recommended. The maximum number of students is limited to 50 due to the capacity of the FLEX computer lab.</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • 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. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • 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					
	Participation requirements	Provisional authorization for qualification period.			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Exercise (1 SWS)			
	Language	English			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 5, 6			
	Lecturer(s)	Prof. Dr. Michael Kosfeld			
Semester Work					
	Proof of participation	none			
	Non-graded assignments	none			

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

OFIN	Finance 1	Mandatory Course	Total. 150h		5 CP
			In Presence 3 SWS / 34h	Self-study 116h	
Allocation (Program / Faculty)		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
	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 Outcomes / Competency Goals					
	<p>Learning Outcomes</p> <ul style="list-style-type: none"> • 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. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • 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					
	Participation requirements	Provisional authorization for bachelor examination.			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Tutorial (1 SWS)			
	Language	German			
	Duration	One Semester			
	Frequency	Every semester			
	Recommended semester	Semester 2			
	Lecturer(s)	Prof. Dr. Christian Schlag			
Semester Work					
	Proof of participation	none			
	Non-graded assignments	none			
Examination and Grading					
	Examination	Written exam (90 minutes)			
	Elements of cumulative examinations	-			
Recommended Literature					

BFIN	Finance 2	Mandatory Course	Total. 180h		6 CP
			In Presence 4 SWS / 45h	Self-study 135h	
Allocation (Program / Faculty)		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
<p>The course presents and assesses the main financial instruments from an investors' perspective. There are three sections: equity investments, 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 cost equity based on the CAPM and multifactor models. This section also presents prominent firm valuation models such as discounted dividend and cash flow models and multiples.</p> <p>The section on bond investments covers bond valuation and yield curve analysis. Also, duration as well as convexity are introduced as central measures for the interest rate sensitivity of bonds. Finally, the use of bond investments in the context of interest rate risk management is discussed.</p> <p>The section on derivatives presents forwards, futures and options as well as the functioning of the markets for these products. Based on an analysis of the product characteristics, the theoretical models for determining the forward / future price as well as the valuation of options under no-arbitrage conditions are discussed. Finally, fundamental risk management strategies for securities portfolios using derivative financial instruments are discussed.</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • 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. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • 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 (totally) • CGB-F Pedagogical knowledge (not addressed) 					
Pre-requisites					
	Participation requirements	Provisional authorization for qualification period.			
	Recommended prior knowledge	The module OFIN should be completed.			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Exercise (1 SWS) + Mentorium (1 SWS)			
	Language	German			
	Duration	One Semester			
	Frequency	Every semester			
	Recommended semester	Semester 3, 4			
	Lecturer(s)	Prof. Dr. Andreas Hackethal, Prof. Dr. Raimond Maurer			
Semester Work					
	Proof of participation	none			
	Non-graded assignments				

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

PFIN	Finance 3	Mandatory Course	Total. 180h		6 CP
			In Presence 4 SWS / 45h	Self-study 135h	
Allocation (Program / Faculty)		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
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					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • 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. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • 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 (totally) • CGB-F Pedagogical knowledge (not addressed) 					
Pre-requisites					
Participation requirements		Successful completion of orientation period.			
Recommended prior knowledge		The modules BACC and BFIN should be completed.			
Course Organization					
Teaching mode		Lecture (2 SWS) + Exercise (1 SWS) + Mentorium (1 SWS)			
Language		German			
Duration		One Semester			
Frequency		Every semester			
Recommended semester		Semester 4			
Lecturer(s)		Prof. Dr. Helmut Gründl			
Semester Work					
Proof of participation		none			
Non-graded assignments		none			
Examination and Grading					
Examination		Written exam (90 minutes)			
Elements of cumulative examinations		-			

WPMF:FDRM	Finanzderivate und Risikomanagement	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
Allocation (Program / Faculty)		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
<p>This course provides an introduction to the valuation of financial derivatives and their application to risk management. In particular, conditional and unconditional equity, interest rate, and credit derivatives are considered. The course covers the theoretical foundations of options, futures, and swaps, the risk-neutral valuation of such products in binomial and trinomial models, the basics of the Black-Scholes model, and applications in risk management. Of central importance here are the concepts of arbitrage-free financial markets and dynamic replication. The implementation of the above techniques in a spreadsheet program is also covered.</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Students will be able to classify financial derivatives according to various criteria and apply them to questions of risk management and related areas. • Student will be able to apply simple tree models to evaluate options and derive dynamic replication strategies. • Students will be able to implement appropriate hedging strategies and pricing techniques in a spreadsheet program. • Students will be able to apply the Black-Scholes model and critically evaluate the merits and weaknesses of the model. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • 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					
Participation requirements		Provisional authorization for qualification period.			
Recommended prior knowledge		none			
Course Organization					
Teaching mode		Lecture (2 SWS) + Exercise (1 SWS)			
Language		German			
Duration		One Semester			
Frequency		Yearly			
Recommended semester		Semester 5, 6			
Lecturer(s)		Dr. Farina Weiss			
Semester Work					
Proof of participation		none			
Non-graded assignments		none			
Examination and Grading					
Examination		Written exam (90 minutes)			
Elements of cumulative examinations		-			

FBCC	French for Economists: Specialisation Course C	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-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.			
Content					
<p>The aim of the course is to acquire French language skills at level C1 of the Common European Framework of Reference for Languages. Under the supervision of a French language instructor, Bachelor students work out solutions to case studies by communicating and exchanging ideas in pairs or small groups. Particular emphasis is placed on perfecting oral and written skills by means of presentations, 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 actively participate in the course by working in small groups or through plenary discussions. The FBCC course deals with selected topics from the field of "Marketing: The Company and its Markets (Marketing: L'entreprise et ses marchés)".</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • 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 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 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. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • 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					
	Participation requirements	Provisional authorization for qualification period and successful qualifying test for the CERF level B2.2.			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode				
	Language	French			
	Duration	One Semester			
	Frequency	Irregular			
	Recommended semester	Semester 5, 6			
	Lecturer(s)	MBA Marie Thévenin			
Semester Work					
	Proof of participation	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	-
	Recommended Literature	

WPMF:GKRL	Group Accounting	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
Allocation (Program / Faculty)		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
<p>This course focuses on consolidated financial statements prepared under International Financial Reporting Standards (IFRS). It will cover the following topics: Introduction to the underlying economics of different types of M&A deals, Overview of methodologies relevant for reflecting M&A deals in a firm's financial statements, Steps involved in accounting for subsidiaries (full consolidation), Steps involved in accounting for joint ventures, associates, and other financial investments, Critical evaluation of the effects of M&A deals for the analyses and use of consolidated financial statements.</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Students learn the basic principles governing the accounting for M&A transactions in firms' financial statements under IFRS and are able to use these statements for decision-making in capital markets. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGB-A Theoretical knowledge (totally) • CGB-B Quantitative methods knowledge (partially) • CGB-C Ethical reasoning (totally) • CGB-D Communication skills (partially) • CGB-E Knowledge of major (totally) • CGB-F Pedagogical knowledge (not addressed) 					
Pre-requisites					
Participation requirements		Provisional authorization for qualification period.			
Recommended prior knowledge		none			
Course Organization					
Teaching mode		Lecture (2 SWS) + Exercise (1 SWS)			
Language		English			
Duration		One Semester			
Frequency		Yearly			
Recommended semester		Semester 5, 6			
Lecturer(s)		Prof. Dr. Katharina Hombach			
Semester Work					
Proof of participation		none			
Non-graded assignments		none			
Examination and Grading					
Examination		Written exam (90 minutes)			
Elements of cumulative examinations		-			
Recommended Literature					

PWIN	Information Management 2	Mandatory Course	Total. 180h		6 CP
			In Presence 4 SWS / 45h	Self-study 135h	
Allocation (Program / Faculty)		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
<p>Based on the lecture "Wirtschaftsinformatik 1" (OWIN/BWIN), this course teaches the basics of information and communication systems (I&C systems) and deals, among other things, with their development and introduction in enterprises. The course can be roughly divided into the following four parts:</p> <p>The first part recapitulates the importance and characteristics of I&C systems in enterprises and gives a brief introduction to enterprise modeling.</p> <p>The second part goes into more detail and is devoted to the architecture and functionality of I&C systems. It also defines and distinguishes between the two related concepts of "information systems" (IS) and "communication systems". Following this delineation, IS architectures and corresponding IS models are discussed, and layer-based communication and networking technologies for communication systems are introduced.</p> <p>The third part addresses the development of I&C systems and first explains various concepts for the management of IT projects. Then, procedural models for software development are presented. Since the modeling of ICT systems is an integral part of such process models, various modeling approaches (e.g., for object-oriented and data-oriented modeling) are also taught. As an exemplary language for model implementation, the Structured Query Language (SQL) is discussed - the most important language for ICT systems to access their application data.</p> <p>The course concludes with an introduction to Business Process Reengineering (BPR). Companies are constantly challenged to adapt their processes to new business goals or to improve their effectiveness and process efficiency. Although this also traditionally involves adapting business processes as well as optimization measures, the BPR approach, in contrast, requires a radical redesign of business processes.</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Students are familiarized with the most important issues in enterprise information management and strategic information and communication (I&C) systems. They receive basic theoretical competencies in this field and learn to apply this knowledge critically. • Students learn how to use basic methods and tools of business I&C systems and thus how to analytically as well as structurally work through relevant problems. • Numerous practical examples and case studies highlighting information management in various industries are covered in the course. In particular, the exercises and mentorships offered train students' ability to practically apply the knowledge they have acquired. • Through group work, students practice working successfully with others. Furthermore, they train other soft skills such as presentation skills by orally presenting submitted written work during the mentorships. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGB-A Theoretical knowledge (totally) • CGB-B Quantitative methods knowledge (partially) • 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					
	Participation requirements	Successful completion of orientation period.			
	Recommended prior knowledge	The module BWIN should be completed.			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Exercise (1 SWS) + Mentorium (1 SWS)			
	Language	German			
	Duration	One Semester			
	Frequency	Every semester			
	Recommended semester	Semester 4			

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

WPMM:ICDA	Innovation and Change in the Digital Age I	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
Allocation (Program / Faculty)		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
<p>The 4th Industrial Revolution marks the beginning of the so-called digital age. Digital technologies, in particular artificial intelligence (AI), are leading to serious and in some cases disruptive changes in almost all areas of the economy, society, private life, and the world of work. At the same time, global competitive pressure is increasing, the world's population is growing, and our natural resources are dwindling. Climate change, which is already being felt, is forcing governments, companies, institutions, society, and every individual to rethink.</p> <p>The economy is facing major challenges. In order to actively shape the future, sustainable value-creating innovations and successful management of change processes are needed. Today, still over 60 percent of newly launched products fail. Products and services need, among other things, the framework of strong brands to be successful. But: Do we still need brands at all in an economy in which algorithms, robo advisors, Alexa and other social bots are increasingly telling consumers what they should buy and choose? Digital technologies are changing communication, including the communication and relationship between companies and customers. Consequently, a central element of almost every company philosophy - "customer centricity" - must be rethought. But often the focus is not on the customer and his benefits, but on his data for the benefit of the provider. Customer centricity turns into its opposite through the (un)thoughtful use of digital technologies (Customer Centricity Paradox). At the same time, customers want strong trustful brands with innovative offerings that provide serious guidance and clearly perceivable added value.</p> <p>"The future we want," originally the title of the UN Declaration on Sustainable Development (Rio, 2012), can today be read as a design challenge to the entire economy. Mark Twain's statement "Of course I care about the future. I plan to spend the rest of my life in it," students are invited to actively engage in this interactive lecture.</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Students will learn the fundamentals of innovation and change in the digital age from a management perspective. • Students will learn to classify innovation, change processes, brand, and customer centricity in the overall context of corporate development, entrepreneurial action and responsibility, and shaping the future. <ul style="list-style-type: none"> • Students understand the nature of innovation and creativity and distinguish innovation from "something new." • Students understand the nature of brand and classify the role of brands. • Students develop their own informed points of view regarding innovation and change in the digital age and examine them through discourse (presentation and discussion). <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGB-A Theoretical knowledge (totally) • CGB-B Quantitative methods knowledge (not addressed) • CGB-C Ethical reasoning (totally) • CGB-D Communication skills (partially) • CGB-E Knowledge of major (totally) • CGB-F Pedagogical knowledge (not addressed) 					
Pre-requisites					
	Participation requirements	Provisional authorization for qualification period.			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Exercise (1 SWS)			
	Language	German			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 5, 6			
	Lecturer(s)				

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

WPMF:VGSP	Insurance Economics: Basics, Types of Insurance, Products and Distribution	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
Allocation (Program / Faculty)		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
	<p>The aim of the lecture is to get to know and understand the basic concept of insurance and its essential 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 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 and state pension insurance) are presented and analyzed. Another content of the module is the sales policy of an insurance company. The sales strategies and sales policy instruments of insurance companies are presented. The lecture is completed by an introduction to insurance accounting.</p>				
Learning Outcomes / Competency Goals					
	<p>Learning Outcomes</p> <ul style="list-style-type: none"> • 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, property and casualty insurance and their main products. • Know and be able to explain the difference between private insurance solutions and state systems (social insurance). • Understand the basics of insurance calculation and reserving and apply them quantitatively in simple cases. • 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 risk management and solvency regulation (Solvency II). <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • 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) • CGB-F Pedagogical knowledge (not addressed) 				
Pre-requisites					
	Participation requirements	Provisional authorization for qualification period.			
	Recommended prior knowledge	none			
Course Organization					
	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 Work					
	Proof of participation	none			
	Non-graded assignments	none			
Examination and Grading					

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

WPMM:IAMA	Interactive Marketing	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
Allocation (Program / Faculty)		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
<p>Through the module "Interactive Marketing", students receive a broad introduction to the instruments/channels used for the purpose of personalized marketing activities and interacting with customers. Behind this, students are taught the concept of customer relationship management - customer retention as well as customer acquisition.</p> <p>Interactive marketing includes both online and offline concepts. In particular, the following topics are addressed: psychological context, customer lifetime value, quantitative forecasting methods, social media, customer targeting and direct marketing. Here, the conception, implementation and success measurement of campaigns within the interactive marketing environment form the core of the course.</p> <p>In addition, various practical presentations give students the opportunity to get to know real campaigns in detail and to discuss them with the persons in charge.</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Comprehensive overview of the instruments of interactive and personalised marketing. • Ability to qualitatively and quantitatively evaluate interactive and personalised marketing concepts. • Deeper understanding of the development and use of interactive and personalised marketing strategies. • - Insight into the practical implementation of interactive and personalised marketing campaigns. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • 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					
Participation requirements		Provisional authorization for qualification period.			
Recommended prior knowledge		none			
Course Organization					
Teaching mode		Lecture (2 SWS) + Exercise (1 SWS)			
Language		German			
Duration		One Semester			
Frequency		Yearly			
Recommended semester		Semester 5, 6			
Lecturer(s)		Dr. Daniel Kostyra			
Semester Work					
Proof of participation		none			
Non-graded assignments		none			
Examination and Grading					
Examination		Written exam (90 minutes)			

	Elements of cumulative examinations	-
	Recommended Literature	

WPMF:IRUP	International Accounting and Auditing	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
Allocation (Program / Faculty)		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
	<p>The lecture is didactically divided into two parts, the audit and the accounting. The audit part represents the connection between audit technique and application and/or evaluation of accounting standards of the IFRS. In addition to the legal and professional framework that surrounds the auditor in the course of his daily auditing work, the audit component is intended to illustrate the audit process using examples from practice. In the second part, accounting, a fundamental presentation of essential recognition and measurement regulations of the IFRS is given prior to the respective audit component.</p> <p>The course is therefore particularly suitable for students who are interested in working in the field of auditing and who already want to gain an insight into the process of audits in practice as part of their studies.</p>				
Learning Outcomes / Competency Goals					
	<p>Learning Outcomes</p> <ul style="list-style-type: none"> • The course is designed to provide interested students with an insight into the auditing of capital market-oriented companies in Germany and the fundamental IFRS accounting principles. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGB-A Theoretical knowledge (totally) • CGB-B Quantitative methods knowledge (not addressed) • CGB-C Ethical reasoning (not addressed) • CGB-D Communication skills (partially) • CGB-E Knowledge of major (totally) • CGB-F Pedagogical knowledge (not addressed) 				
Pre-requisites					
	Participation requirements	Provisional authorization for qualification period.			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Exercise (1 SWS)			
	Language	German			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 5, 6			
	Lecturer(s)				
Semester Work					
	Proof of participation	none			
	Non-graded assignments	none			
Examination and Grading					
	Examination	Written exam (90 minutes)			
	Elements of cumulative examinations	-			

WPMM:GBDA	Introduction to Databases in Business	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
Allocation (Program / Faculty)		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
	Databases are the foundation of modern information systems both in traditional industries and in e-business. Examples of database-driven information systems are ERP systems, SCM systems and BI systems. Since databases provide fundamental platforms for efficient support of business processes, the design of their integration into information systems needs care. This course addresses this issue and provides an in-depth discussion of modern database system architectures and query languages for using databases. The focus is on the relational database model and relational query languages (SQL).				
Learning Outcomes / Competency Goals					
	<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Students will be able to analyze the structure of operational information systems (especially electronic data management) in practice. • Students have the basic knowledge in the field of information and communication technology necessary for management tasks. • Students are able to understand and apply data modeling techniques, database languages, and database management systems. • Students will have basic knowledge of relational database systems and query them using SQL. • Students are proficient in database languages (syntax and semantics). <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • 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 (totally) • CGB-F Pedagogical knowledge (not addressed) 				
Pre-requisites					
	Participation requirements	Provisional authorization for qualification period.			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Exercise (1 SWS)			
	Language	German			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 5, 6			
	Lecturer(s)	Prof. Dr. Roland Holten			
Semester Work					
	Proof of participation	none			
	Non-graded assignments	none			
Examination and Grading					
	Examination	Written exam (90 minutes)			
	Elements of cumulative examinations	-			

WPME:IEFP	Introduction to Econometric Forecasting: Predicting Exchange Rates	Mandatory Course Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
Allocation (Program / Faculty)		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Economics			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
<p>This course will provide (i) a concise presentation of some key reduced-form and structural models that macroeconometrics has to offer, (ii) a thorough consideration of some key econometric methods that are needed to bring such models to time-series data, and (iii) the application of these models and methods to the forecasting of macroeconomic variables.</p> <p>While some of the course time will be spent on hands-on illustrations in STATA as well as MATLAB, the course foremost is an analytically comparatively demanding course on macroeconomic modelling and methods. The course is not intended for students aiming to make practical use of the software without understanding the theoretical and methodological macroeconomic foundations as well their limitations.</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Course participants are able to work with and assess the limitations of key reduced-form and structural macroeconomic 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 macroeconomic model analysis and forecasting. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGB-A Theoretical knowledge (totally) • CGB-B Quantitative methods knowledge (totally) • CGB-C Ethical reasoning (not addressed) • CGB-D Communication skills (partially) • CGB-E Knowledge of major (totally) • CGB-F Pedagogical knowledge (not addressed) 					
Pre-requisites					
Participation requirements		Provisional authorization for qualification period.			
Recommended prior knowledge		none			
Course Organization					
Teaching mode		Lecture (2 SWS) + Exercise (1 SWS)			
Language		English			
Duration		One Semester			
Frequency		Yearly			
Recommended semester		Semester 5, 6			
Lecturer(s)		Prof. Michael Binder, Ph.D.			
Semester Work					
Proof of participation		none			
Non-graded assignments		none			
Examination and Grading					
Examination		Written thesis (10-15 pages, 6-8 weeks).			
Elements of cumulative examinations		-			

OVWL	Introduction to Economics	Mandatory Course	Total. 150h		5 CP
			In Presence 3 SWS / 34h	Self-study 116h	
Allocation (Program / Faculty)		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Economics			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
	The course provides students with an overview of the most important methods and subfields of economics. In addition to algebraic and geometric model analyses, applications in economic policy are also covered.				
Learning Outcomes / Competency Goals					
	<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Students become familiar with the standard methods and subfields of economic theory. • Students are able to classify the specialised knowledge of the methods and subfields of economic theory and apply it to economic practice. • Students are able to apply economic theory to the assessment of economic policy instruments. • Students acquire soft skills for the oral and written expression. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • 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 (not addressed) • CGB-F Pedagogical knowledge (not addressed) 				
Pre-requisites					
	Participation requirements	Provisional authorization for bachelor examination.			
	Recommended prior knowledge	none			
Course Organization					
	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			
Examination and Grading					
	Examination	Written exam (90 minutes)			
	Elements of cumulative examinations	-			
Recommended Literature					

BWIN	Introduction to Information Management	Mandatory Course	Total. 180h		6 CP
			In Presence 4 SWS / 45h	Self-study 135h	
Allocation (Program / Faculty)		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
<p>The course highlights information systems from a business perspective featuring the interplay of management, organization and technology. The potential value of current information technology trends for solving business problems contrasts with organizational resistance to change. We discuss why and how IT helps to improve business processes and how to measure this improvement. Practical examples from the areas of supply chain management, customer relationship management and enterprise systems are demonstrated and analyzed. Using the Python programming language the course explains how to design algorithms to solve business problems. The R programming language enables us to explain the principles of data analyses in real world business scenarios. Complex SQL queries to relational databases are developed. We will apply two conceptual process and data modeling techniques, namely BPMN and ERM, in real world business settings. Exercises and mentorships accompany the course.</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Students will learn to analyze information systems from a business perspective with focus on the interplay of management, organization and technology. • 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. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • 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					
	Participation requirements	Provisional authorization for qualification period.			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Exercise (1 SWS) + Mentorium (1 SWS)			
	Language	German			
	Duration	One Semester			
	Frequency	Every semester			
	Recommended semester	Semester 3, 4			
	Lecturer(s)	Prof. Dr. Roland Holten			
Semester Work					
	Proof of participation	none			
	Non-graded assignments	none			
Examination and Grading					

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

WPMF:IMEA	Introduction to Mergers & Acquisitions	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
Allocation (Program / Faculty)		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
<p>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 compiled in such a process. Topics covered are the outline of an execution process, preparation on the sellside, buyer universe/target lists, marketing documentation, due diligence, and contractual issues. A special focus are financial modelling and company valuation (about 50%).</p> <p>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 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.</p> <p>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.</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • 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 diligence, contract negotiation. • 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. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • 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) • CGB-F Pedagogical knowledge (not addressed) 					
Pre-requisites					
	Participation requirements	Provisional authorization for qualification period.			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Exercise (1 SWS)			
	Language	English			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 5, 6			
	Lecturer(s)				
Semester Work					
	Proof of participation	none			
	Non-graded assignments	none			
Examination and Grading					

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

WPMM:GDSM	Introduction to Strategic Management	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
Allocation (Program / Faculty)		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
<p>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.</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • 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. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • 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 (totally) • CGB-F Pedagogical knowledge (not addressed) 					
Pre-requisites					
Participation requirements		Provisional authorization for qualification period.			
Recommended prior knowledge		none			
Course Organization					
Teaching mode		Lecture (2 SWS) + Exercise (1 SWS)			
Language		German			
Duration		One Semester			
Frequency		Yearly			
Recommended semester		Semester 5, 6			
Lecturer(s)					
Semester Work					
Proof of participation		none			
Non-graded assignments		none			
Examination and Grading					
Examination		Written exam (90 minutes)			

	Elements of cumulative examinations	-
	Recommended Literature	

WPMF:INMB	Investment Management with MatLab	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
Allocation (Program / Faculty)		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
<p>This applied course provides students with the fundamentals for a computer-based introduction to the MATLAB programming language in the field of investment management. The course addresses the representation of financial problems and their implementation in MATLAB. Topics include Monte Carlo simulation of stock prices, portfolio optimization problems, dynamic and static portfolio insurance strategies with and without options. After the introduction, the students will have the opportunity to implement small projects in the programming language MATLAB themselves and to present on them.</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • 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. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • 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					
	Participation requirements	Provisional authorization for qualification period.			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Exercise (1 SWS)			
	Language	German			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 5, 6			
	Lecturer(s)	Dr. Vanya Horneff			
Semester Work					
	Proof of participation	none			
	Non-graded assignments	none			
Examination and Grading					
	Examination	Written thesis (10-15 pages, 6-8 weeks).			
	Elements of cumulative examinations	-			

PKUM1	Issues in Teaching and Training - Part 1	Mandatory Course	Total. 90h		3 CP
			In Presence 1 SWS / 11h	Self-study 79h	
Allocation (Program / Faculty)		B.Sc. in Business Education			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
	<p>Group 1: School learning</p> <p>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).</p> <p>Group 2: Workplace learning</p> <p>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 of 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 to practical questions of in-company training and personnel development 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 also serves the purpose of self-examination, in that the students gain an insight into the everyday life of in-company training. Finally, the students have to write an experience report (PWP 1-Part 2).</p>				
Learning Outcomes / Competency Goals					
	<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Students see the connection between the scientific content of their studies and school life. • Students analyze the different forms of the vocational school system and derive challenges for the teaching profession in the field of business and administration. <ul style="list-style-type: none"> • Students develop criteria for successful business teaching in distinction to general pedagogical criteria for good teaching and contrast the subjective criteria with the domain-specific didactical criteria. • Students distinguish everyday observations from professional observations and differentiate between different types of observations. • The students can separate observation and assessment from each other and examine typical observation and assessment errors and they analyze which criteria can become visible in lessons. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • 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					
	Participation requirements	Successful completion of orientation period.			
	Recommended prior knowledge	The module BWIP should be completed.			
Course Organization					
	Teaching mode				
	Language	German			
	Duration	Two semesters			
	Frequency	Every semester			

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

PKUM2	Issues in Teaching and Training - Part 2	Mandatory Course	Total. 60h		2 CP
			In Presence 1 SWS / 11h	Self-study 49h	
Allocation (Program / Faculty)		B.Sc. in Business Education			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
	<p>Group 1: School learning</p> <p>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).</p> <p>Group 2: Workplace learning</p> <p>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 of 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 to practical questions of in-company training and personnel development 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 also serves the purpose of self-examination, in that the students gain an insight into the everyday life of in-company training. Finally, the students have to write an experience report (PWP 1-Part 2).</p>				
Learning Outcomes / Competency Goals					
	<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Students see the connection between the scientific content of their studies and school life. • Students analyze the different forms of the vocational school system and derive challenges for the teaching profession in the field of business and administration. <ul style="list-style-type: none"> • Students develop criteria for successful business teaching in distinction to general pedagogical criteria for good teaching and contrast the subjective criteria with the domain-specific didactical criteria. • Students distinguish everyday observations from professional observations and differentiate between different types of observations. • The students can separate observation and assessment from each other and examine typical observation and assessment errors and they analyze which criteria can become visible in lessons. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGB-A Theoretical knowledge (totally) • CGB-B Quantitative methods knowledge (not addressed) • CGB-C Ethical reasoning (totally) • CGB-D Communication skills (totally) • CGB-F Pedagogical knowledge (not addressed) 				
Pre-requisites					
	Participation requirements	Successful participation of the respective 1st part.			
	Recommended prior knowledge	The module BWIP should be completed.			
Course Organization					
	Teaching mode				
	Language	German			
	Duration	Two semesters			
	Frequency	Every semester			

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

WPMF:LFIN	Leadership in the Financial Industry	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
Allocation (Program / Faculty)		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
<p>As participant of the program you will receive a theoretical and practical overview about principal strategic and operative leadership topics and the latest leadership approaches and styles for leading companies in globalised economies. We will discuss in class topics such as leadership skills in strategic management, approaches of leadership effectiveness, authentic leadership, leadership that transforms the company from "good to great", effective team leading, inspiring others, leadership and followership. The participants of the course will learn, train and will be equipped with soft skills, managerial skills and leadership negotiations and networking skills and will learn how to become an impactful and capable leader. Furthermore the participants of the course will hear leadership guest lectures from international Top Executives.</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Gaining knowledge and understanding and the ability applying the fundamental leadership theories and models. • Gaining leadership training with case studies and education for a career of professional excellence. • Developing communication skills and the ability to interrelate with others. • Enhancing awareness and commitment towards effective citizenship and social responsibility. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • 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-requisites					
Participation requirements		Provisional authorization for qualification period.			
Recommended prior knowledge		none			
Course Organization					
Teaching mode		Lecture (2 SWS) + Exercise (1 SWS)			
Language		English			
Duration		One Semester			
Frequency		Yearly			
Recommended semester		Semester 5, 6			
Lecturer(s)		Dr. Harry Trummer			
Semester Work					
Proof of participation		none			
Non-graded assignments		none			
Examination and Grading					
Examination		Written exam (90 minutes)			
Elements of cumulative examinations		-			

WPMF:MATA	M&A as Transformer of the Automotive Industry	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
Allocation (Program / Faculty)		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
	<p>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</p> <p>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.</p> <p>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.</p>				
Learning Outcomes / Competency Goals					
	<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Using the automotive industry as an example, students acquire knowledge about the nature and significance of various M&A processes 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. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • 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					
	Participation requirements	Provisional authorization for qualification period.			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Exercise (1 SWS)			
	Language	German			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 5, 6			
	Lecturer(s)	Prof. Dr. Mark Wahrenburg			
Semester Work					
	Proof of participation	none			
	Non-graded assignments	none			

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

BMAK	Macroeconomics 1	Mandatory Course	Total. 360h		12 CP
			In Presence 7 SWS / 79h	Self-study 281h	
Allocation (Program / Faculty)		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Economics			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
<p>The course is an introduction to macroeconomics. It covers all major macroeconomic topics such as business cycle, growth, unemployment, inflation and foreign trade. In addition to a basic understanding of macroeconomic data and empirical findings, various theoretical modeling approaches are taught that can be used to capture and describe macroeconomic interrelationships and can be applied to assess monetary or fiscal policy measures. Since macroeconomic outcomes are inseparably linked to the decision-making behavior of households (consumption, savings, labor supply) and firms (production), emphasis is placed on a microeconomic foundation of the model approaches.</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • 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. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • 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 knowledge (not addressed) 					
Pre-requisites					
Participation requirements		Provisional authorization for qualification period.			
Recommended prior knowledge		The modules OVWL and OMIK should be completed.			
Course Organization					
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 and Grading					
Examination		Written exam (90 minutes)			
Elements of cumulative examinations		-			

PMAK	Macroeconomics 2	Mandatory Course	Total. 180h		6 CP
			In Presence 4 SWS / 45h	Self-study 135h	
Allocation (Program / Faculty)		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Economics			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
<p>The course provides an introduction to advanced macroeconomics at the undergraduate level, serving as a bridge between intermediate-level macroeconomics (covered in BMAK) and graduate-level macroeconomics (covered in Fundamentals of Macroeconomics or PhD Macro). It is intended for undergraduates who have successfully completed BMAK and BMIK and who are now ready to study advanced topics in macroeconomics in greater analytical detail. The course objective is to deepen our understanding of fundamental macroeconomic problems and appropriate policies. After completing this course, students should be able to understand newspaper articles on stabilization and growth policies.</p> <p>Highly successful students will be able to explain these articles to non-economists. Top students will be able to spot mistakes and to debate opinions expressed in the press. Although the emphasis is on presenting the intuition behind macro theory, we will be using a combination of figures and mathematics to derive results, with more emphasis on mathematics than in BMAK. Knowledge of functions, derivatives, and constrained optimization, along with basic statistics is assumed.</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Students understand and are able to apply modern theories. • Students are familiar with foundations of formal macroeconomics, especially macroeconomics growth accounting as well as causes and stabilization of business cycles. • Students are able to critically evaluate and discuss current questions of macroeconomic and economic policy. • Students are able to outline and to explain essential macroeconomic relations through mathematical methods. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • 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					
	Participation requirements	Successful completion of orientation period.			
	Recommended prior knowledge	The module BMAK should be completed.			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Exercise (1 SWS) + Mentorium (1 SWS)			
	Language	English			
	Duration	One Semester			
	Frequency	Every semester			
	Recommended semester	Semester 4			
	Lecturer(s)	Prof. Dr. Alexander Meyer-Gohde			
Semester Work					
	Proof of participation	none			
	Non-graded assignments	none			
Examination and Grading					

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

WPME:MECC	Macroeconomics of Climate Change	Mandatory Course Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
Allocation (Program / Faculty)		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Economics			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
<p>The objective of the course is to offer a deep knowledge of the climate change impacts on the economy in the short and medium term. The first part of the course is dedicated to the description of the link/channels, through which, the physical and transition risks have an impact on the economic activity. Next, we study the reaction of the policy makers, both fiscal and monetary authorities, followed by the impacts on the financial sector. Finally, we analyse the macro modelling challenges (Integrated Assessment Models, Semi Structural Models and DSGE Models) used for projections and evaluation of alternative scenarios. Moreover, some time will be spent to analyse the importance of some special topics such as Climate Change and income inequality, Stranded Assets, Uncertainty and Carbon Tax. To better understand the theoretical aspects, during the whole semester we will discuss a number of case studies: i.e., projections, implications and impacts of the business-as-usual case (BAU), alternative scenarios with and without mitigation policies, efficient fiscal policies to achieve given targets, etc.</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • 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. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • 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) • CGB-F Pedagogical knowledge (not addressed) 					
Pre-requisites					
	Participation requirements	Provisional authorization for qualification period.			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Exercise (1 SWS)			
	Language	English			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 5, 6			
	Lecturer(s)	Dr. Pavlos Karadeloglou			
Semester Work					
	Proof of participation	none			
	Non-graded assignments	none			
Examination and Grading					
	Examination	Written exam (90 minutes)			

	Elements of cumulative examinations	-
	Recommended Literature	

BMGT	Management 1	Mandatory Course	Total. 180h		6 CP
			In Presence 4 SWS / 45h	Self-study 135h	
Allocation (Program / Faculty)		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
<p>This course introduces into strategy and management theory. As in many U.S. business schools this course applies micro-economic methods and concepts to develop an analytical framework for decision making. This course focuses on the external view (reaction to market conditions) as well as on the internal view (organizational structure of firms). The external view refers to the "make-or-buy" problem in merger decisions, to strategic investment and innovations as well as to market entry strategies. Another issue is why some companies can maintain their competitive advantage while others fall back. The internal view includes problems regarding the incentive structure for agents, the organizational structure of a company, the distribution of decision-making powers as well as the motivation of employees and essentials for building market-leadership.</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • The students will learn the key elements of the framework for strategic decision making in management. • The students will be able to apply the basics of game theory to strategic management problems. • The students will learn about the external (=outside the firm) and internal market forces shape firm performance and affect its organizational architecture. In particular, throughout the course, the students will learn how incentives of different firms on the market and different agents within a given firm shape the economic outcomes for individuals, firms and society as a whole. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • 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					
Participation requirements		Provisional authorization for qualification period.			
Recommended prior knowledge		none			
Course Organization					
Teaching mode		Lecture (2 SWS) + Exercise (1 SWS) + Mentorium (1 SWS)			
Language		German			
Duration		One Semester			
Frequency		Every semester			
Recommended semester		Semester 3, 4			
Lecturer(s)		Prof. Guido Friebel, Ph.D., Prof. Dr. Michael Kosfeld			
Semester Work					
Proof of participation		none			
Non-graded assignments		none			
Examination and Grading					
Examination		Written exam (90 minutes)			

	Elements of cumulative examinations	-
	Recommended Literature	

PMGT	Management 2	Mandatory Course	Total. 180h		6 CP
			In Presence 4 SWS / 45h	Self-study 135h	
Allocation (Program / Faculty)		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
	<p>From a functional perspective, management encompasses the activity of running a company, but from an institutional perspective it also refers to the group of people in charge of a company - the management. In this course we deal with the functional perspective. This includes setting goals of the organization, developing a strategy to achieve these corporate goals, and organizing and coordinating the factors of production and managing employees. All of this is generally embedded in the strategy process. However, the constant change of competitive conditions continuously challenges companies and against this background, the success of a company is more than ever dependent on a sustainable strategy, which is focused on innovation. However, it is difficult to build an organization that is permanently and successfully innovative. We will therefore look at practices and processes that leaders use to be sustainably innovative. We will look at both innovative company founders and established innovators. A particular focus will be on HRM and open innovation. In addition, students will be introduced to the variety of methods used in strategic management.</p>				
Learning Outcomes / Competency Goals					
	<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Students will become familiar with a conceptual framework for strategic management decisions. • Students will be able to apply basic concepts to strategic management decisions. • Students will deepen their programming skills and, in particular, learn how to prepare, analyze, and interpret complex datasets in the context of innovation research. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • 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 (totally) • CGB-F Pedagogical knowledge (not addressed) 				
Pre-requisites					
	Participation requirements	Successful completion of orientation period.			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Exercise (1 SWS) + Mentorium (1 SWS)			
	Language	German			
	Duration	One Semester			
	Frequency	Every semester			
	Recommended semester	Semester 4			
	Lecturer(s)	Prof. Dr. Lars Schweizer, Prof. Dr. Cornelia Storz			
Semester Work					
	Proof of participation	none			
	Non-graded assignments	none			
Examination and Grading					
	Examination	Written exam (90 minutes)			

	Elements of cumulative examinations	-
	Recommended Literature	

WPMM:MARE	Market Research	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
Allocation (Program / Faculty)		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
	This course conveys theoretical and practical aspects of market research. The course explains the role of market research within the broader concept of marketing, introduces the various types of market research, data sources, data collection methods, and data analytical techniques. The implementation of data analytical techniques relies on the open source software R.				
Learning Outcomes / Competency Goals					
	<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Students develop a basic understanding of research methodology and its implementation in marketing. • Students become familiar with the role, scope, and process of marketing research. • Students become familiar with the analytical techniques employed by market researchers. • Students feel confident to conduct marketing research independently. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • 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					
	Participation requirements	Provisional authorization for qualification period.			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Exercise (1 SWS)			
	Language	English			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 5, 6			
	Lecturer(s)	Prof. Dr. Thomas Otter			
Semester Work					
	Proof of participation	none			
	Non-graded assignments	none			
Examination and Grading					
	Examination	Written exam (90 minutes)			
	Elements of cumulative examinations	-			
Recommended Literature					

OMAR	Marketing 1	Mandatory Course	Total. 150h		5 CP
			In Presence 3 SWS / 34h	Self-study 116h	
Allocation (Program / Faculty)		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
<p>Both in research and in corporate practice, a continuous increase in the importance of marketing can be seen over the last few decades. Against this background, the Marketing 1 lecture provides all students – regardless of their subsequent specialization – with a theoretically sound yet practical overview of all the essential areas, tasks and methods of marketing. The design of the lecture is based on an analytical perspective on marketing problems and challenges, in which, based on a concrete marketing goal, the focus is initially on a comprehensive analysis and an understanding of the initial situation. Marketing strategy and instrumental implementation in the marketing mix follow on this basis, whose effectiveness is then evaluated with regard to the set objective. The marketing methods necessary for this process are introduced in the lecture, deepened in the exercise with regard to practical application and practiced in the tutorials. Several dates for exercises and tutorials are offered each week, from which the students can freely choose the date that suits them.</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Students know the basic concepts of marketing and understand their connections. • Students can apply basic analytical methods for the well-founded design of marketing activities. • Students can classify the knowledge gained and apply it in practice. • Students can critically reflect on marketing objectives against the background of societal challenges. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGB-A Theoretical knowledge (totally) • CGB-B Quantitative methods knowledge (partially) • CGB-C Ethical reasoning (partially) • CGB-D Communication skills (partially) • CGB-E Knowledge of major (totally) • CGB-F Pedagogical knowledge (not addressed) 					
Pre-requisites					
Participation requirements		Provisional authorization for bachelor examination.			
Recommended prior knowledge		none			
Course Organization					
Teaching mode		Lecture (2 SWS) + Tutorial (1 SWS)			
Language		German			
Duration		One Semester			
Frequency		Every semester			
Recommended semester		Semester 2			
Lecturer(s)		Prof. Dr. Torsten Bornemann			
Semester Work					
Proof of participation		none			
Non-graded assignments		none			
Examination and Grading					
Examination		Written exam (90 minutes)			

	Elements of cumulative examinations	-
	Recommended Literature	

OMAT	Mathematics for Economists	Mandatory Course	Total. 300h		10 CP
			In Presence 6 SWS / 68h	Self-study 232h	
Allocation (Program / Faculty)		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration Minor Economics			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
The course focuses on linear algebra (including the calculation of matrices, systems of linear equations), sequences and series, and differential calculus (including approximation methods, multivariate optimization). Mathematical basics are developed and placed in an economic context. To refresh knowledge of mathematics, especially calculus, we recommend attending the preliminary mathematics course. This course takes place during the E!weeks before the start of lectures.					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Students will become familiar with mathematical thinking. • 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. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • 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-requisites					
Participation requirements		Provisional authorization for bachelor examination.			
Recommended prior knowledge		Attending the preparatory course in mathematics as well as good knowledge of differential calculus with one variable.			
Course Organization					
Teaching mode		Lecture (4 SWS) + Tutorial (2 SWS)			
Language		German			
Duration		One Semester			
Frequency		Every semester			
Recommended semester		Semester 1			
Lecturer(s)		Prof. Dr. Ju-Young Kim			
Semester Work					
Proof of participation		none			
Non-graded assignments		none			
Examination and Grading					
Examination		Written exam (90 minutes)			

	Elements of cumulative examinations	-
	Recommended Literature	

OMIK	Microeconomics 1	Mandatory Course	Total. 300h		10 CP
			In Presence 6 SWS / 68h	Self-study 232h	
Allocation (Program / Faculty)		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Economics			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
	<p>The course provides a detailed introduction to microeconomics. The first part considers the basic model of perfect competition. First, we will look at the behavior of private households (household economics) and businesses (theory of the firm). Afterwards we will describe the market equilibrium, which evolves by the interaction of these two groups. In the second part various assumptions of the market model are removed or modified, with the focus on imperfect competition, asymmetric information, and the economic implications of externalities.</p>				
Learning Outcomes / Competency Goals					
	<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Student acquire the necessary foundations of microeconomics. • Students are familiar with basic microeconomics models. • Students are able to apply microeconomic models and to interpret their economic implications. • Students acquire economic and formal competencies to develop concepts to solve exercises. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGB-A Theoretical knowledge (totally) • CGB-B Quantitative methods knowledge (partially) • 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					
	Participation requirements	Provisional authorization for bachelor examination.			
	Recommended prior knowledge	The module OVWL should be completed.			
Course Organization					
	Teaching mode	Lecture (4 SWS) + Tutorial (2 SWS)			
	Language	German			
	Duration	One Semester			
	Frequency	Every semester			
	Recommended semester	Semester 2			
	Lecturer(s)	Prof. Dr. Matthias Blonski			
Semester Work					
	Proof of participation	none			
	Non-graded assignments	none			
Examination and Grading					
	Examination	Written exam (90 minutes)			
	Elements of cumulative examinations	-			
Recommended Literature					

PMIK	Microeconomics 2	Mandatory Course	Total. 180h		6 CP
			In Presence 4 SWS / 45h	Self-study 135h	
Allocation (Program / Faculty)		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Economics			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
	This course provides an introduction to selected aspects of modern microeconomic research. Topics include classical decision theory, game theory, laboratory experiments, and behavioral economics.				
Learning Outcomes / Competency Goals					
	<p>Learning Outcomes</p> <ul style="list-style-type: none"> • 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. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • 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-requisites					
	Participation requirements	Successful completion of orientation period.			
	Recommended prior knowledge	The module BMIK should be completed.			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Exercise (1 SWS) + Mentorium (1 SWS)			
	Language	German			
	Duration	One Semester			
	Frequency	Every semester			
	Recommended semester	Semester 4			
	Lecturer(s)	Jun.-Prof. Dr. Volker Benndorf			
Semester Work					
	Proof of participation	none			
	Non-graded assignments	none			
Examination and Grading					
	Examination	Written exam (90 minutes)			
	Elements of cumulative examinations	-			
Recommended Literature					

OPPE	Philosophy, Politics and Economics	Mandatory Course	Total. 150h		5 CP
			In Presence 3 SWS / 34h	Self-study 116h	
Allocation (Program / Faculty)		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration Minor Economics			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
The course is designed to give students an overview of the normative foundations of economic theory and the historical development of economic thought as well as of central controversies in economic theory and economic policy.					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Students are able to understand, reflect and apply economic theory and its development. • Students know important controversies 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. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • 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-requisites					
	Participation requirements	Provisional authorization for bachelor examination.			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Tutorial (1 SWS)			
	Language	German			
	Duration	One Semester			
	Frequency	Every semester			
	Recommended semester	Semester 2			
	Lecturer(s)	Prof. Dr. Rainer Klump			
Semester Work					
	Proof of participation	none			
	Non-graded assignments	none			
Examination and Grading					
	Examination	Written exam (90 minutes)			
	Elements of cumulative examinations	-			
Recommended Literature					

WPMF:REFI	Real Estate Finance and Investments	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
Allocation (Program / Faculty)		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
	The course covers the main concepts in the field of real estate finance and investments. The first part of the lecture provides an overview of real estate markets. The second part focuses on real estate finance and teaches basic principles of financing single-family housing with mortgage loans. The third part covers different valuation techniques, the financing structure, and principles of investing in private and public real estate.				
Learning Outcomes / Competency Goals					
	<p>Learning Outcomes</p> <ul style="list-style-type: none"> • 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. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • 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 (totally) • CGB-F Pedagogical knowledge (not addressed) 				
Pre-requisites					
	Participation requirements	Provisional authorization for qualification period.			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Exercise (1 SWS)			
	Language	English			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 5, 6			
	Lecturer(s)	Jun.-Prof. Daniel Ruf, Ph.D.			
Semester Work					
	Proof of participation	none			
	Non-graded assignments	none			
Examination and Grading					
	Examination	Written exam (90 minutes)			
	Elements of cumulative examinations	-			

SEMW:SABB	School Absenteeism in Vocational Education - (Not) an Issue?	Elective	Total. 210h		7 CP
			In Presence 2 SWS / 23h	Self-study 187h	
Allocation (Program / Faculty)		B.Sc. in Business Education			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
<p>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.</p> <p>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.</p> <p>In the seminar, the topic of absenteeism in vocational training will be examined from different perspectives. The seminar offers deeper insights 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.</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • 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. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • CGB-A Theoretical knowledge • CGB-B Quantitative methods knowledge • CGB-C Ethical reasoning • CGB-D Communication skills • CGB-F Pedagogical knowledge 					
Pre-requisites					
	Participation requirements	Successful completion of orientation period and 18 ECTS from B-courses.			
	Recommended prior knowledge	Contents of OWIP and BWIP, methods of the BWIP mentorium			
Course Organization					
	Teaching mode	Seminar (2 SWS)			
	Language	German			
	Duration	One Semester			
	Frequency	Irregular			
	Recommended semester	Semester 5			
	Lecturer(s)	Dr. Karin Heinrichs			
Semester Work					
	Proof of participation	Regular attendance according to §14 (3).			
	Non-graded assignments	Presentation of the thesis topic.			
Examination and Grading					

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

SBCB	Spanish for Economists: Specialisation Course B	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-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.			
Content					
<p>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 small groups. Particular emphasis is placed on perfecting oral and written skills by means of presentations, 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 actively participate in the course by working in small groups or through plenary discussions. The SBCA course deals with selected topics from the field of "Banking and Finance (Bancos y Finanzas)".</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • 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 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. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • 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					
	Participation requirements	Provisional authorization for qualification period and successful qualifying test for the CERF level B2.2.			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode				
	Language	Spanish			
	Duration	One Semester			
	Frequency	Irregular			
	Recommended semester	Semester 5, 6			
	Lecturer(s)				
Semester Work					
	Proof of participation	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	-
	Recommended Literature	

OSTA	Statistics	Mandatory Course	Total. 300h		10 CP
			In Presence 6 SWS / 68h	Self-study 232h	
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.			
Content					
Data form the basis for economic and business decisions. By statistics we mean scientific methods for data analysis. The first step is to describe data and condense the information they contain. In a second step, we deal with tools to draw conclusions about reality from data. In particular, with statistical decisions under uncertainty we quantify the degree of uncertainty.					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Students are taught to master quantitative methods. • Students are taught to classify specific knowledge from different fields and apply it in practice. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • 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-requisites					
Participation requirements		Provisional authorization for bachelor examination.			
Recommended prior knowledge		none			
Course Organization					
Teaching mode		Lecture (4 SWS) + Tutorial (2 SWS)			
Language		German			
Duration		One Semester			
Frequency		Every semester			
Recommended semester		Semester 1			
Lecturer(s)		Prof. Dr. Uwe Hassler			
Semester Work					
Proof of participation		none			
Non-graded assignments		none			
Examination and Grading					
Examination		Written exam (90 minutes)			
Elements of cumulative examinations		-			
Recommended Literature					

WPMM:SHRM	Strategic Human Resource Management	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
Allocation (Program / Faculty)		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
	This lecture series is aimed at all students who want to learn how companies manage (and should manage) their talent to achieve strategic goals. Special attention is given to the changes in the HR function due to the challenges of digitalization. The lecture requires students to be ready and willing to work with quantitative concepts and methods such as the ones used in the field of people analytics.				
Learning Outcomes / Competency Goals					
	<p>Learning Outcomes</p> <ul style="list-style-type: none"> • 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. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • 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 (not addressed) • CGB-F Pedagogical knowledge (not addressed) 				
Pre-requisites					
	Participation requirements	Provisional authorization for qualification period.			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Exercise (1 SWS)			
	Language	German			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 5, 6			
	Lecturer(s)	Prof. Guido Friebel, Ph.D.			
Semester Work					
	Proof of participation	none			
	Non-graded assignments	none			
Examination and Grading					
	Examination	Written exam (90 minutes)			
	Elements of cumulative examinations	-			
Recommended Literature					

WPME:ECLM	The Economics of Labor Markets	Mandatory Course Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
Allocation (Program / Faculty)		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Economics			
Availability for Other Programs		For non-enrollment programs, please refer to our website.			
Content					
<p>This course offers an introduction to modern labor economics with a focus on labor market institutions, that is, systems of laws and programs that shape the behavior of individual workers and employers. The course introduces analytical tools and economic models to study various aspects of labor markets. We will investigate the effects of different institutions on the labor market, considering not only their direct effects on employment, unemployment, and wages but also its indirect effects, mediated by the presence of other institutions. We will try to understand 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 international perspective. It gives an overview of differences in labor markets between countries and compares the efficacy of various institutional arrangements.</p>					
Learning Outcomes / Competency Goals					
<p>Learning Outcomes</p> <ul style="list-style-type: none"> • Students become familiar with modern labor economics theory. They can apply the theory to critically evaluate the efficacy of various labor 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. <p>Contribution to AACSB Competency Goals</p> <ul style="list-style-type: none"> • 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 (totally) • CGB-F Pedagogical knowledge (not addressed) 					
Pre-requisites					
	Participation requirements	Provisional authorization for qualification period.			
	Recommended prior knowledge	none			
Course Organization					
	Teaching mode	Lecture (2 SWS) + Exercise (1 SWS)			
	Language	English			
	Duration	One Semester			
	Frequency	Yearly			
	Recommended semester	Semester 5, 6			
	Lecturer(s)	Dr. Marek Ignaszak			
Semester Work					
	Proof of participation	none			
	Non-graded assignments	none			
Examination and Grading					

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