

# COURSE HANDBOOK

## BACHELOR OF SCIENCE IN ECONOMICS AND BUSINESS ADMINISTRATION

Summer Semester 2023

FACULTY OF ECONOMICS AND BUSINESS

SEM1	Academic Writing Seminar	Elective	Total. 180h		6 CP
			In Presence 2 SWS / 23h	Self-study 157h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Economics and Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
<p>This seminar is based on a highly interactive and complex business simulation, in which up to five students assume responsibility for a fictitious company. Subsequently, they have to make decisions in the areas of marketing, finance, production, HR management, and purchase/logistics. Furthermore, the company is in competition with four other companies, which are controlled by the other seminar participants. Hence, each seminar is unique due to the interaction between students.</p> <p>The seminar consists of the business simulation, which is played on three consecutive days. During a shareholder meeting, the participants then have to explain the development of their firm in front of their shareholders. In the seminar thesis, participants evaluate the decisions of a specific department against the background of the scientific literature. Thus, students apply and deepen their business knowledge of their undergraduate studies, become familiar with the foundations of a business presentation, and acquire academic writing skills.</p>					
<b>Learning Outcomes / Competency Goals</b>					
<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Students are able to apply theoretical and faculty knowledge to a business simulation.</li> <li>• Students are able to apply quantitative methods to make decisions in a business simulation.</li> <li>• Students are able to discuss the consequences of their decisions in terms of ethical standards or sustainability.</li> <li>• Students are able to collaborate in teams to make timely decisions and to prepare a joint presentation.</li> <li>• Students are able to present the business simulation results appropriately and to write a scientific term paper.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (totally)</li> <li>• CGB-B Quantitative methods knowledge (not addressed)</li> <li>• CGB-C Ethical reasoning (partially)</li> <li>• CGB-D Communication skills (totally)</li> <li>• CGB-E Knowledge of major (not addressed)</li> </ul>					
<b>Pre-requisites</b>					
	<b>Participation requirements</b>	Successful completion of orientation period and 18 ECTS from B-courses.			
	<b>Recommended prior knowledge</b>	none			
<b>Course Organization</b>					
	<b>Teaching mode</b>	Seminar (2 SWS)			
	<b>Language</b>	German			
	<b>Duration</b>	One Semester			
	<b>Frequency</b>	Every semester			
	<b>Recommended semester</b>	Semester 4			
	<b>Lecturer(s)</b>	Dr. Ralf Koßmann			
<b>Semester Work</b>					
	<b>Proof of participation</b>	Regular attendance according to §14 (3).			
	<b>Non-graded assignments</b>	Presentation of the thesis topic.			
<b>Examination and Grading</b>					
	<b>Examination</b>	Written thesis (10-15 pages, 6-8 weeks).			
	<b>Elements of cumulative examinations</b>	-			



OACC	Accounting	Mandatory Course	Total. 150h		5 CP
			In Presence 3 SWS / 34h	Self-study 116h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
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.					
<b>Learning Outcomes / Competency Goals</b>					
<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• After finishing the course, students will understand the importance of accounting and its legal requirements.</li> <li>• 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.</li> <li>• 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.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (totally)</li> <li>• CGB-B Quantitative methods knowledge (not addressed)</li> <li>• CGB-C Ethical reasoning (not addressed)</li> <li>• CGB-D Communication skills (not addressed)</li> <li>• CGB-E Knowledge of major (not addressed)</li> <li>• CGB-F Pedagogical knowledge (not addressed)</li> </ul>					
<b>Pre-requisites</b>					
<b>Participation requirements</b>		Provisional authorization for bachelor examination.			
<b>Recommended prior knowledge</b>		none			
<b>Course Organization</b>					
<b>Teaching mode</b>		Lecture (2 SWS) + Tutorial (1 SWS)			
<b>Language</b>		German			
<b>Duration</b>		One Semester			
<b>Frequency</b>		Every semester			
<b>Recommended semester</b>		Semester 1, 2			
<b>Lecturer(s)</b>		Prof. Dr. Michael Hommel			
<b>Semester Work</b>					
<b>Proof of participation</b>		none			
<b>Non-graded assignments</b>		none			
<b>Examination and Grading</b>					
<b>Examination</b>		Written exam (90 minutes)			
<b>Elements of cumulative examinations</b>		-			
<b>Recommended Literature</b>					

BACC	Accounting 1	Mandatory Course	Total. 180h		6 CP
			In Presence 4 SWS / 45h	Self-study 135h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
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.					
<b>Learning Outcomes / Competency Goals</b>					
<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>Moreover, performance accounting, income statements, and more advanced cost accounting systems are discussed.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>CGB-A Theoretical knowledge (totally)</li> <li>CGB-B Quantitative methods knowledge (totally)</li> <li>CGB-C Ethical reasoning (not addressed)</li> <li>CGB-D Communication skills (not addressed)</li> <li>CGB-E Knowledge of major (not addressed)</li> <li>CGB-F Pedagogical knowledge (not addressed)</li> </ul>					
<b>Pre-requisites</b>					
<b>Participation requirements</b>		Provisional authorization for qualification period.			
<b>Recommended prior knowledge</b>		The module OACC should be completed.			
<b>Course Organization</b>					
<b>Teaching mode</b>		Lecture (2 SWS) + Exercise (1 SWS) + Mentorium (1 SWS)			
<b>Language</b>		German			
<b>Duration</b>		One Semester			
<b>Frequency</b>		Every semester			
<b>Recommended semester</b>		Semester 3, 4			
<b>Lecturer(s)</b>		Prof. Dr. Anna Rohlving-Bastian			
<b>Semester Work</b>					
<b>Proof of participation</b>		none			
<b>Non-graded assignments</b>		none			
<b>Examination and Grading</b>					
<b>Examination</b>		Written exam (90 minutes)			
<b>Elements of cumulative examinations</b>		-			
<b>Recommended Literature</b>					

PACC	Accounting 2	Mandatory Course	Total. 180h		6 CP
			In Presence 4 SWS / 45h	Self-study 135h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
	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).				
<b>Learning Outcomes / Competency Goals</b>					
	<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• 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.</li> <li>• Students expand their content-related and methodological competencies in the area of accounting</li> <li>• 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.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (totally)</li> <li>• CGB-B Quantitative methods knowledge (partially)</li> <li>• CGB-C Ethical reasoning (totally)</li> <li>• CGB-D Communication skills (partially)</li> <li>• CGB-E Knowledge of major (totally)</li> <li>• CGB-F Pedagogical knowledge (not addressed)</li> </ul>				
<b>Pre-requisites</b>					
	<b>Participation requirements</b>	Successful completion of orientation period.			
	<b>Recommended prior knowledge</b>	The modules BACC and BFIN should be completed.			
<b>Course Organization</b>					
	<b>Teaching mode</b>	Lecture (2 SWS) + Exercise (1 SWS) + Mentorium (1 SWS)			
	<b>Language</b>	German			
	<b>Duration</b>	One Semester			
	<b>Frequency</b>	Every semester			
	<b>Recommended semester</b>	Semester 4			
	<b>Lecturer(s)</b>	Prof. Dr. Katharina Hombach			
<b>Semester Work</b>					
	<b>Proof of participation</b>	none			
	<b>Non-graded assignments</b>	none			
<b>Examination and Grading</b>					
	<b>Examination</b>	Written exam (90 minutes)			

	<b>Elements of cumulative examinations</b>	-
<b>Recommended Literature</b>		

WPMF:ACC6	Accounting 6: Corporate Valuation	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
	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.				
<b>Learning Outcomes / Competency Goals</b>					
	<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>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.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>CGB-A Theoretical knowledge (totally)</li> <li>CGB-B Quantitative methods knowledge (not addressed)</li> <li>CGB-C Ethical reasoning (not addressed)</li> <li>CGB-D Communication skills (not addressed)</li> <li>CGB-E Knowledge of major (totally)</li> <li>CGB-F Pedagogical knowledge (not addressed)</li> </ul>				
<b>Pre-requisites</b>					
	<b>Participation requirements</b>	Provisional authorization for qualification period.			
	<b>Recommended prior knowledge</b>	none			
<b>Course Organization</b>					
	<b>Teaching mode</b>	Lecture (2 SWS) + Exercise (1 SWS)			
	<b>Language</b>	German			
	<b>Duration</b>	One Semester			
	<b>Frequency</b>	Yearly			
	<b>Recommended semester</b>	Semester 5, 6			
	<b>Lecturer(s)</b>	Prof. Dr. Michael Hommel			
<b>Semester Work</b>					
	<b>Proof of participation</b>	none			
	<b>Non-graded assignments</b>	none			
<b>Examination and Grading</b>					
	<b>Examination</b>	Written exam (90 minutes)			
	<b>Elements of cumulative examinations</b>	-			
<b>Recommended Literature</b>					



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	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Economics			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
<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>					
<b>Learning Outcomes / Competency Goals</b>					
<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Students will be able to place monetary theories in their historical background, to reflect on them, and to apply them.</li> <li>• Students will learn the methods in history of economic thought and how to apply them.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (totally)</li> <li>• CGB-B Quantitative methods knowledge (not addressed)</li> <li>• CGB-C Ethical reasoning (partially)</li> <li>• CGB-D Communication skills (not addressed)</li> <li>• CGB-E Knowledge of major (totally)</li> <li>• CGB-F Pedagogical knowledge (not addressed)</li> </ul>					
<b>Pre-requisites</b>					
	<b>Participation requirements</b>	Provisional authorization for qualification period.			
	<b>Recommended prior knowledge</b>	none			
<b>Course Organization</b>					
	<b>Teaching mode</b>	Lecture (2 SWS) + Exercise (1 SWS)			
	<b>Language</b>	German			
	<b>Duration</b>	One Semester			
	<b>Frequency</b>	Yearly			
	<b>Recommended semester</b>	Semester 5, 6			
	<b>Lecturer(s)</b>	Prof. Dr. Jan Greitens, Dr. Christian Kremser			
<b>Semester Work</b>					
	<b>Proof of participation</b>	none			
	<b>Non-graded assignments</b>	none			
<b>Examination and Grading</b>					
	<b>Examination</b>	Written exam (90 minutes)			
	<b>Elements of cumulative examinations</b>	-			



WPME:AFTS	Analysis of Economic and Financial Time Series	Mandatory Course Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Economics			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
<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>					
<b>Learning Outcomes / Competency Goals</b>					
<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• They master quantitative methods.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (partially)</li> <li>• CGB-B Quantitative methods knowledge (totally)</li> <li>• CGB-C Ethical reasoning (not addressed)</li> <li>• CGB-D Communication skills (not addressed)</li> <li>• CGB-E Knowledge of major (not addressed)</li> <li>• CGB-F Pedagogical knowledge (totally)</li> </ul>					
<b>Pre-requisites</b>					
<b>Participation requirements</b>		Provisional authorization for qualification period.			
<b>Recommended prior knowledge</b>		none			
<b>Course Organization</b>					
<b>Teaching mode</b>		Lecture (2 SWS) + Exercise (1 SWS)			
<b>Language</b>		English			
<b>Duration</b>		One Semester			
<b>Frequency</b>		Yearly			
<b>Recommended semester</b>		Semester 5, 6			
<b>Lecturer(s)</b>		Dr. Balázs Cserna			
<b>Semester Work</b>					
<b>Proof of participation</b>		none			
<b>Non-graded assignments</b>		none			
<b>Examination and Grading</b>					
<b>Examination</b>		Written thesis (10-15 pages, 6-8 weeks).			
<b>Elements of cumulative examinations</b>		-			



WPMA:KIPH	Artificial Intelligence: economic perspectives and ethical challenges	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Economics and Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
<p>What is AI ethics? When a new technology gradually penetrates societal, social and political contexts, ethical questions inevitably arise that trigger debates on the one hand, but also require interdisciplinary understanding on two sides. It is about the scope of action of AI and the possible potentials in the initially emerging dimensions of technology assessment, ethics in a new AI context and functionalities of AI, which can entail new ethical questions and require an ethical debate already in advance. AI ethics starts at these interdisciplinary points and links the topics and questions to a modern overall complex of ethical, social, political and societal dimensions.</p> <p>Are "on the one hand" and "on the other hand" so independent of each other? Which two sides are meant?, Is AI acting? Or is it about expanded scope for action through AI? Or a restriction of scope for action for human actors?, Shouldn't the "economic" dimension at least be mentioned?</p>					
<b>Learning Outcomes / Competency Goals</b>					
<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Knowledge of basic literature and argumentation patterns on AI ethics.</li> <li>• Ability to apply these patterns of argumentation in context.</li> <li>• Ability to apply the structures of argumentation identified in this way to current political, economic and social problems in order to be able to take a well-founded and constructive stand on them.</li> <li>• Ability to recognise typical argumentative fallacies and to correct them.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (totally)</li> <li>• CGB-B Quantitative methods knowledge (not addressed)</li> <li>• CGB-C Ethical reasoning (totally)</li> <li>• CGB-D Communication skills (totally)</li> <li>• CGB-E Knowledge of major (not addressed)</li> </ul>					
<b>Pre-requisites</b>					
	<b>Participation requirements</b>	Provisional authorization for qualification period.			
	<b>Recommended prior knowledge</b>	none			
<b>Course Organization</b>					
	<b>Teaching mode</b>	Lecture (2 SWS) + Exercise (1 SWS)			
	<b>Language</b>	German			
	<b>Duration</b>	One Semester			
	<b>Frequency</b>	Yearly			
	<b>Recommended semester</b>	Semester 5, 6			
	<b>Lecturer(s)</b>	Dr. Patrick Hedfeld			
<b>Semester Work</b>					
	<b>Proof of participation</b>	none			
	<b>Non-graded assignments</b>	none			
<b>Examination and Grading</b>					
	<b>Examination</b>	Written thesis (10-15 pages, 6-8 weeks).			
	<b>Elements of cumulative examinations</b>	-			



OWIP	Basics of Business Education	Mandatory Course Elective	Total. 150h		5 CP
			In Presence 3 SWS / 34h	Self-study 116h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Business Education B.Sc. in Economics and Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
<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>					
<b>Learning Outcomes / Competency Goals</b>					
<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Students will have basic knowledge of business education required for the bachelor's degree program.</li> <li>• Students are familiar with the history of the discipline's development and of its tasks.</li> <li>• Students are familiar with educational and career prospects for graduates of professional and business education programs and for trainees.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (totally)</li> <li>• CGB-B Quantitative methods knowledge (not addressed)</li> <li>• CGB-C Ethical reasoning (partially)</li> <li>• CGB-D Communication skills (partially)</li> <li>• CGB-E Knowledge of major (not addressed)</li> <li>• CGB-F Pedagogical knowledge (not addressed)</li> </ul>					
<b>Pre-requisites</b>					
	<b>Participation requirements</b>	Provisional authorization for bachelor examination.			
	<b>Recommended prior knowledge</b>	The module OWIP should be completed.			
<b>Course Organization</b>					
	<b>Teaching mode</b>	Lecture (2 SWS) + Exercise (1 SWS)			
	<b>Language</b>	German			
	<b>Duration</b>	One Semester			
	<b>Frequency</b>	Every semester			
	<b>Recommended semester</b>	Semester 1, 5, 6			
	<b>Lecturer(s)</b>	Prof. Dr. Eveline Wuttke			
<b>Semester Work</b>					
	<b>Proof of participation</b>	Regular attendance according to §14 (3) in the exercise sessions.			
	<b>Non-graded assignments</b>	none			
<b>Examination and Grading</b>					

	<b>Examination</b>	Written exam (90 minutes)
	<b>Elements of cumulative examinations</b>	-
	<b>Recommended Literature</b>	



WPMF:BESI	Business Ethics and Social Innovation Entrepreneurship	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
	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.				
<b>Learning Outcomes / Competency Goals</b>					
	<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>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".</li> <li>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.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>CGB-A Theoretical knowledge (totally)</li> <li>CGB-B Quantitative methods knowledge (not addressed)</li> <li>CGB-C Ethical reasoning (totally)</li> <li>CGB-D Communication skills (totally)</li> <li>CGB-E Knowledge of major (partially)</li> <li>CGB-F Pedagogical knowledge (not addressed)</li> </ul>				
<b>Pre-requisites</b>					
	<b>Participation requirements</b>	Provisional authorization for qualification period.			
	<b>Recommended prior knowledge</b>	none			
<b>Course Organization</b>					
	<b>Teaching mode</b>	Lecture (2 SWS) + Exercise (1 SWS)			
	<b>Language</b>	German			
	<b>Duration</b>	One Semester			
	<b>Frequency</b>	Yearly			
	<b>Recommended semester</b>	Semester 5, 6			
	<b>Lecturer(s)</b>	Dr. Eberhard Schnebel			
<b>Semester Work</b>					
	<b>Proof of participation</b>	none			
	<b>Non-graded assignments</b>	none			
<b>Examination and Grading</b>					
	<b>Examination</b>	Written thesis (10-15 pages, 6-8 weeks).			

	<b>Elements of cumulative examinations</b>	-
<b>Recommended Literature</b>		

WPMA:WIZD	Business Ethics in the Age of Digitalization	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Economics and Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
<p>Digitalization offers new opportunities to the global society, but it also brings with it unprecedented risks. Responsible corporate governance requires an appropriate approach to these technologies, as they will have a decisive impact on our lives. The aim of this seminar is to examine specifically those ethical areas of tension that go hand in hand with digitalization. At the beginning, it will be made clear in which respect the leap from the analogue to the digital represents an upheaval of the entire world of life. In this context, we will see that virtual reality gives constructivism's question of reality a new relevance. Our moral sense, which changes when we no longer meet "face-to-face" but "face-to-interface", must also be considered in this context. One step further, this leads to robots and the question of the right way to deal with the increasingly 'intelligent' machines. Transhumanism, or the striving for the perfection of the human being - both through genetic engineering and implants - is also critically examined. Next, phenomena of society as a whole are examined, such as the possibilities of democracy and social justice in the information society. The tension between privacy and transparency, as it appears in particular through Big Data, nudging and the large corporations, will also be discussed. The seminar will conclude with industry-specific aspects, such as the problem of attributing responsibility in the automotive industry, the change from sports to media business and the critical use of artificial intelligence in marketing.</p>					
<b>Learning Outcomes / Competency Goals</b>					
<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Enabling well-founded reflection on information technology developments through (moral) philosophical knowledge.</li> <li>• Enable students to form their own informed opinion on morally relevant issues, which can serve as orientation in their later professional and private lives.</li> <li>• Exercise in critical thinking and in the precise formulation and communication of own thoughts.</li> <li>• Consolidation of the participants' awareness of values through the intensive philosophical discourse, which is ultimately a prerequisite for terms such as "corporate guidelines" or "corporate social responsibility" not remaining empty phrases, but acquiring a rich content.</li> <li>• Further development of one's own personality within the framework of studies.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (totally)</li> <li>• CGB-B Quantitative methods knowledge (not addressed)</li> <li>• CGB-C Ethical reasoning (totally)</li> <li>• CGB-D Communication skills (totally)</li> <li>• CGB-E Knowledge of major (not addressed)</li> </ul>					
<b>Pre-requisites</b>					
	<b>Participation requirements</b>	Provisional authorization for qualification period.			
	<b>Recommended prior knowledge</b>	none			
<b>Course Organization</b>					
	<b>Teaching mode</b>	Lecture (2 SWS) + Exercise (1 SWS)			
	<b>Language</b>	German			
	<b>Duration</b>	One Semester			
	<b>Frequency</b>	Yearly			
	<b>Recommended semester</b>	Semester 5, 6			
	<b>Lecturer(s)</b>	Prof. Dr. Yvonne Thorhauer			
<b>Semester Work</b>					
	<b>Proof of participation</b>	none			
	<b>Non-graded assignments</b>	none			
<b>Examination and Grading</b>					

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

OREC	Business Law	Mandatory Course	Total. 150h		5 CP
			In Presence 3 SWS / 34h	Self-study 116h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Business Education B.Sc. in Economics and Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
<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>					
<b>Learning Outcomes / Competency Goals</b>					
<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Students are familiar with basic concepts of civil and public law.</li> <li>• Students are familiar with basic legal techniques.</li> <li>• Students are able to structure their knowledge and are able to apply their knowledge to legal cases.</li> <li>• Students are able to critically reflect on current legal debates against the background of the principles of justice of our legal system.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (not addressed)</li> <li>• CGB-B Quantitative methods knowledge (not addressed)</li> <li>• CGB-C Ethical reasoning (partially)</li> <li>• CGB-D Communication skills (not addressed)</li> <li>• CGB-E Knowledge of major (not addressed)</li> <li>• CGB-F Pedagogical knowledge (not addressed)</li> </ul>					
<b>Pre-requisites</b>					
	<b>Participation requirements</b>	Provisional authorization for bachelor examination.			
	<b>Recommended prior knowledge</b>	none			
<b>Course Organization</b>					
	<b>Teaching mode</b>	Lecture (2 SWS) + Tutorial (1 SWS)			
	<b>Language</b>	German			
	<b>Duration</b>	One Semester			
	<b>Frequency</b>	Every semester			
	<b>Recommended semester</b>	Semester 2, 5, 6			
	<b>Lecturer(s)</b>	Jun.-Prof. Dr. Caroline von Gall, PD Dr. Stefan Thönissen			
<b>Semester Work</b>					
	<b>Proof of participation</b>	none			
	<b>Non-graded assignments</b>	none			
<b>Examination and Grading</b>					
	<b>Examination</b>	Written exam (90 minutes)			
	<b>Elements of cumulative examinations</b>	-			
<b>Recommended Literature</b>					

SEMM:MIFA	Case Studies in Microeconomics	Elective	Total. 180h		6 CP
			In Presence 2 SWS / 23h	Self-study 157h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Economics and Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
<p>In this seminar, microeconomic knowledge and skills are enhanced by means of examples. So-called "boxed examples" in textbooks such as Pindyck-Rubinfeld serve as a prototype. The task of each participant is to research his or her own case example, i.e., to gather background information and show how this information helps to clarify or deepen a particular microeconomic idea. Emphasis will be placed on selecting examples that are as recent as possible. This seminar can be considered a preliminary exercise for a more extensive bachelor thesis.</p>					
<b>Learning Outcomes / Competency Goals</b>					
<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Students will be enabled to understand and apply modern microeconomic methods.</li> <li>• Students will combine expertise from different fields (theoretical microeconomics, experimental and empirical microeconomics, business administration, psychology) and apply it to practice.</li> <li>• Application of soft skills is required for oral and written presentation of ideas and learning.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (partially)</li> <li>• CGB-B Quantitative methods knowledge (partially)</li> <li>• CGB-C Ethical reasoning (partially)</li> <li>• CGB-D Communication skills (totally)</li> <li>• CGB-E Knowledge of major (partially)</li> </ul>					
<b>Pre-requisites</b>					
<b>Participation requirements</b>		Successful completion of orientation period and 18 ECTS from B-courses.			
<b>Recommended prior knowledge</b>		none			
<b>Course Organization</b>					
<b>Teaching mode</b>		Seminar (2 SWS)			
<b>Language</b>		German			
<b>Duration</b>		One Semester			
<b>Frequency</b>		Irregular			
<b>Recommended semester</b>		Semester 5			
<b>Lecturer(s)</b>		Prof. Dr. Matthias Blonski			
<b>Semester Work</b>					
<b>Proof of participation</b>		Regular attendance according to §14 (3).			
<b>Non-graded assignments</b>		Presentation of the thesis topic.			
<b>Examination and Grading</b>					
<b>Examination</b>		Written thesis (10-15 pages, 6-8 weeks).			
<b>Elements of cumulative examinations</b>		-			
<b>Recommended Literature</b>					

WPMM:CSR	Corporate Social Responsibility from a Strategic Management Perspective	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
<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>					
<b>Learning Outcomes / Competency Goals</b>					
<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• On completion of this module, students will be able to recognise and summarise key terms, business practices and relevant theories relating to CSR.</li> <li>• On completion of this module, students will have developed the skills necessary to identify and discuss different ethical and social issues important for organisations.</li> <li>• 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.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (totally)</li> <li>• CGB-B Quantitative methods knowledge (not addressed)</li> <li>• CGB-C Ethical reasoning (totally)</li> <li>• CGB-D Communication skills (totally)</li> <li>• CGB-E Knowledge of major (not addressed)</li> <li>• CGB-F Pedagogical knowledge (not addressed)</li> </ul>					
<b>Pre-requisites</b>					
	<b>Participation requirements</b>	Provisional authorization for qualification period.			
	<b>Recommended prior knowledge</b>	none			
<b>Course Organization</b>					
	<b>Teaching mode</b>	Lecture (2 SWS) + Exercise (1 SWS)			
	<b>Language</b>	German			
	<b>Duration</b>	One Semester			
	<b>Frequency</b>	Yearly			
	<b>Recommended semester</b>	Semester 5, 6			
	<b>Lecturer(s)</b>	Dr. Eva Koscher			
<b>Semester Work</b>					
	<b>Proof of participation</b>	none			
	<b>Non-graded assignments</b>	none			
<b>Examination and Grading</b>					

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



SEMF:CTAF	Current Topics in Accounting and Finance	Elective	Total. 180h		6 CP
			In Presence 2 SWS / 23h	Self-study 157h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Economics and Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
	The seminar deals with current topics in the areas of accounting and finance. One focus is on understanding the current academic literature in the two subject areas. Economic concepts should be applied to understand the effects of various regulations such as sustainability reporting on credit markets.				
<b>Learning Outcomes / Competency Goals</b>					
	<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Students can discuss, classify, and present a topic in the field of finance and accounting based on scientific literature.</li> <li>• Students critically engage with empirical literature and are able to evaluate the quality of empirical work.</li> <li>• Students gain a first insight into empirical research in the field of accounting and finance.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (totally)</li> <li>• CGB-B Quantitative methods knowledge (totally)</li> <li>• CGB-C Ethical reasoning (partially)</li> <li>• CGB-D Communication skills (totally)</li> <li>• CGB-E Knowledge of major (totally)</li> </ul>				
<b>Pre-requisites</b>					
	<b>Participation requirements</b>	Successful completion of orientation period and 18 ECTS from B-courses.			
	<b>Recommended prior knowledge</b>	none			
<b>Course Organization</b>					
	<b>Teaching mode</b>	Seminar (2 SWS)			
	<b>Language</b>	English			
	<b>Duration</b>	One Semester			
	<b>Frequency</b>	Irregular			
	<b>Recommended semester</b>	Semester 5			
	<b>Lecturer(s)</b>	Dr. Andreas Barth			
<b>Semester Work</b>					
	<b>Proof of participation</b>	Regular attendance according to §14 (3).			
	<b>Non-graded assignments</b>	Presentation of the thesis topic.			
<b>Examination and Grading</b>					
	<b>Examination</b>	Written thesis (10-15 pages, 6-8 weeks).			
	<b>Elements of cumulative examinations</b>	-			
<b>Recommended Literature</b>					

SEMM:OMPR	Current Topics in Online Marketing and Pricing	Elective	Total. 180h		6 CP
			In Presence 2 SWS / 23h	Self-study 157h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Economics and Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
	The seminar focuses on current research topics in the fields of online marketing and pricing. Students must submit a written paper and present their work in teams. Further information and details on the content, as well as instructions on scientific work, will be given in the preceding kick-off event.				
<b>Learning Outcomes / Competency Goals</b>					
	<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Students will learn to work scientifically.</li> <li>• Students will learn to critically evaluate scientific studies.</li> <li>• Students will learn to present their work in a comprehensible manner.</li> <li>• Students will learn to work in joint teams.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (partially)</li> <li>• CGB-B Quantitative methods knowledge (partially)</li> <li>• CGB-C Ethical reasoning (not addressed)</li> <li>• CGB-D Communication skills (totally)</li> <li>• CGB-E Knowledge of major (totally)</li> </ul>				
<b>Pre-requisites</b>					
	<b>Participation requirements</b>	Successful completion of orientation period and 18 ECTS from B-courses.			
	<b>Recommended prior knowledge</b>	none			
<b>Course Organization</b>					
	<b>Teaching mode</b>	Seminar (2 SWS)			
	<b>Language</b>	German			
	<b>Duration</b>	One Semester			
	<b>Frequency</b>	Irregular			
	<b>Recommended semester</b>	Semester 5			
	<b>Lecturer(s)</b>	Prof. Dr. Ju-Young Kim			
<b>Semester Work</b>					
	<b>Proof of participation</b>	Regular attendance according to §14 (3).			
	<b>Non-graded assignments</b>	Presentation of the thesis topic.			
<b>Examination and Grading</b>					
	<b>Examination</b>	Written thesis (10-15 pages, 6-8 weeks).			
	<b>Elements of cumulative examinations</b>	-			
<b>Recommended Literature</b>					

WPEM:DMMO	Decision Making in Markets and Organizations	Mandatory Course Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration Minor Economics			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
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.					
<b>Learning Outcomes / Competency Goals</b>					
<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Students learn to understand and reflect modern microeconomic theory and concepts in organizational economics.</li> <li>• Students learn to master quantitative microeconomic methods.</li> <li>• Students learn to integrate special knowledge from theoretical microeconomics, experimental and empirical microeconomics, business studies, and psychology.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (totally)</li> <li>• CGB-B Quantitative methods knowledge (totally)</li> <li>• CGB-C Ethical reasoning (not addressed)</li> <li>• CGB-D Communication skills (not addressed)</li> <li>• CGB-E Knowledge of major (totally)</li> <li>• CGB-F Pedagogical knowledge (not addressed)</li> </ul>					
<b>Pre-requisites</b>					
	<b>Participation requirements</b>	Provisional authorization for qualification period.			
	<b>Recommended prior knowledge</b>	none			
<b>Course Organization</b>					
	<b>Teaching mode</b>	Lecture (2 SWS) + Exercise (1 SWS)			
	<b>Language</b>	English			
	<b>Duration</b>	One Semester			
	<b>Frequency</b>	Yearly			
	<b>Recommended semester</b>	Semester 5, 6			
	<b>Lecturer(s)</b>	Prof. Dr. Ferdinand von Siemens			
<b>Semester Work</b>					
	<b>Proof of participation</b>	none			
	<b>Non-graded assignments</b>	none			
<b>Examination and Grading</b>					
	<b>Examination</b>	Written exam (90 minutes)			
	<b>Elements of cumulative examinations</b>	-			
<b>Recommended Literature</b>					

BOEE	Econometrics Economics	Mandatory Course	Total. 180h		6 CP
			In Presence 4 SWS / 45h	Self-study 135h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Business Education B.Sc. in Economics and Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
<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>					
<b>Learning Outcomes / Competency Goals</b>					
<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Students will be able to identify and address economic questions empirically using appropriate econometric tools and methods on their own.</li> <li>• 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.</li> <li>• Students understand essential differences between different data types, the challenges that come with this data, and learn methods how to deal with them.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (partially)</li> <li>• CGB-B Quantitative methods knowledge (totally)</li> <li>• CGB-C Ethical reasoning (not addressed)</li> <li>• CGB-D Communication skills (partially)</li> <li>• CGB-E Knowledge of major (partially)</li> <li>• CGB-F Pedagogical knowledge (not addressed)</li> </ul>					
<b>Pre-requisites</b>					
<b>Participation requirements</b>		Provisional authorization for qualification period.			
<b>Recommended prior knowledge</b>		none			
<b>Course Organization</b>					
<b>Teaching mode</b>		Lecture (2 SWS) + Exercise (1 SWS) + Mentorium (1 SWS)			
<b>Language</b>		English			
<b>Duration</b>		One Semester			
<b>Frequency</b>		Every semester			
<b>Recommended semester</b>		Semester 3, 4			
<b>Lecturer(s)</b>		Prof. Daniel Gutknecht, Ph.D.			
<b>Semester Work</b>					
<b>Proof of participation</b>		none			
<b>Non-graded assignments</b>		none			
<b>Examination and Grading</b>					
<b>Examination</b>		Written exam (90 minutes)			

	<b>Elements of cumulative examinations</b>	-
<b>Recommended Literature</b>		

BOEF	Econometrics Finance	Mandatory Course	Total. 180h		6 CP
			In Presence 4 SWS / 45h	Self-study 135h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Business Education B.Sc. in Economics and Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
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.					
<b>Learning Outcomes / Competency Goals</b>					
<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Students conduct empirical analyses with the help of modern statistical software programmes.</li> <li>• Students enhance their quantitative skillset to analyse empirical problems in the field of finance and accounting.</li> <li>• Students learn to critically evaluate data analyses and empirical research designs.</li> <li>• Students enhance their competencies in developing empirical solution concepts.</li> <li>• Students learn to apply empirical methodology to specific problems in the field of finance and accounting.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (totally)</li> <li>• CGB-B Quantitative methods knowledge (totally)</li> <li>• CGB-C Ethical reasoning (not addressed)</li> <li>• CGB-D Communication skills (partially)</li> <li>• CGB-E Knowledge of major (totally)</li> <li>• CGB-F Pedagogical knowledge (not addressed)</li> </ul>					
<b>Pre-requisites</b>					
	<b>Participation requirements</b>	Provisional authorization for qualification period.			
	<b>Recommended prior knowledge</b>	none			
<b>Course Organization</b>					
	<b>Teaching mode</b>	Lecture (2 SWS) + Exercise (1 SWS) + Mentorium (1 SWS)			
	<b>Language</b>	German			
	<b>Duration</b>	One Semester			
	<b>Frequency</b>	Every semester			
	<b>Recommended semester</b>	Semester 3, 4			
	<b>Lecturer(s)</b>	Dr. Ulrich Schüwer, Jun.-Prof. Daniel Ruf, Ph.D.			
<b>Semester Work</b>					
	<b>Proof of participation</b>	none			
	<b>Non-graded assignments</b>	none			
<b>Examination and Grading</b>					
	<b>Examination</b>	Written exam (90 minutes)			
	<b>Elements of cumulative examinations</b>	-			
<b>Recommended Literature</b>					

BOEM	Econometrics Management	Mandatory Course	Total. 180h		6 CP
			In Presence 4 SWS / 45h	Self-study 135h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Business Education B.Sc. in Economics and Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
<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>					
<b>Learning Outcomes / Competency Goals</b>					
<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Students will learn how to estimate theoretical facts empirically.</li> <li>• Students will learn quantitative analysis methods and concepts that lead to improved marketing decisions.</li> <li>• Students can apply learned methods and concepts to business practice by solving exercises and case studies.</li> <li>• Students will learn quantitative analytics methods and concepts that lead to improved marketing decisions.</li> <li>• Students will have basic IT knowledge and advanced skills in the use of software and will be able to apply knowledge and skills.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (partially)</li> <li>• CGB-B Quantitative methods knowledge (totally)</li> <li>• CGB-C Ethical reasoning (partially)</li> <li>• CGB-D Communication skills (partially)</li> <li>• CGB-E Knowledge of major (partially)</li> <li>• CGB-F Pedagogical knowledge (totally)</li> </ul>					
<b>Pre-requisites</b>					
<b>Participation requirements</b>		Provisional authorization for qualification period.			
<b>Recommended prior knowledge</b>		none			
<b>Course Organization</b>					
<b>Teaching mode</b>		Lecture (2 SWS) + Exercise (1 SWS) + Mentorium (1 SWS)			
<b>Language</b>		German			
<b>Duration</b>		One Semester			
<b>Frequency</b>		Every semester			
<b>Recommended semester</b>		Semester 3, 4			
<b>Lecturer(s)</b>		Prof. Dr. Bernd Skiera			
<b>Semester Work</b>					
<b>Proof of participation</b>		none			
<b>Non-graded assignments</b>		none			
<b>Examination and Grading</b>					
<b>Examination</b>		Written exam (90 minutes)			
<b>Elements of cumulative examinations</b>		-			





EBCA	English for Economists: Specialisation Course A	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Business Education B.Sc. in Economics and Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
<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>					
<b>Learning Outcomes / Competency Goals</b>					
<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• 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.</li> <li>• 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.</li> <li>• 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.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (partially)</li> <li>• CGB-B Quantitative methods knowledge (not addressed)</li> <li>• CGB-C Ethical reasoning (partially)</li> <li>• CGB-D Communication skills (totally)</li> <li>• CGB-E Knowledge of major (not addressed)</li> <li>• CGB-F Pedagogical knowledge (not addressed)</li> </ul>					
<b>Pre-requisites</b>					
	<b>Participation requirements</b>	Provisional authorization for qualification period and successful qualifying test for the CERF level B2.2.			
	<b>Recommended prior knowledge</b>	none			
<b>Course Organization</b>					
	<b>Teaching mode</b>				
	<b>Language</b>	English			
	<b>Duration</b>	One Semester			
	<b>Frequency</b>	Every semester			
	<b>Recommended semester</b>	Semester 5, 6			
	<b>Lecturer(s)</b>				
<b>Semester Work</b>					
	<b>Proof of participation</b>	none			
	<b>Non-graded assignments</b>	none			
<b>Examination and Grading</b>					

	<b>Examination</b>	Successful completion of written exam (120 minutes), an oral exam, and regular attendance
	<b>Elements of cumulative examinations</b>	-
	<b>Recommended Literature</b>	

EBCB	English for Economists: Spezialisierungskurs B	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Business Education B.Sc. in Economics and Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
<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>					
<b>Learning Outcomes / Competency Goals</b>					
<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• 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.</li> <li>• 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.</li> <li>• 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.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (partially)</li> <li>• CGB-B Quantitative methods knowledge (not addressed)</li> <li>• CGB-C Ethical reasoning (partially)</li> <li>• CGB-D Communication skills (totally)</li> <li>• CGB-E Knowledge of major (not addressed)</li> <li>• CGB-F Pedagogical knowledge (not addressed)</li> </ul>					
<b>Pre-requisites</b>					
	<b>Participation requirements</b>	Provisional authorization for qualification period and successful qualifying test for the CERF level B2.2.			
	<b>Recommended prior knowledge</b>	none			
<b>Course Organization</b>					
	<b>Teaching mode</b>				
	<b>Language</b>	English			
	<b>Duration</b>	One Semester			
	<b>Frequency</b>	Every semester			
	<b>Recommended semester</b>	Semester 5, 6			
	<b>Lecturer(s)</b>				
<b>Semester Work</b>					
	<b>Proof of participation</b>	none			
	<b>Non-graded assignments</b>	none			
<b>Examination and Grading</b>					

	<b>Examination</b>	Successful completion of written exam (120 minutes), an oral exam, and regular attendance
	<b>Elements of cumulative examinations</b>	-
	<b>Recommended Literature</b>	

EBCC	English for Economists: Spezialisierungskurs C	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Business Education B.Sc. in Economics and Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
<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>					
<b>Learning Outcomes / Competency Goals</b>					
<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• 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.</li> <li>• 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.</li> <li>• 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.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (partially)</li> <li>• CGB-B Quantitative methods knowledge (not addressed)</li> <li>• CGB-C Ethical reasoning (partially)</li> <li>• CGB-D Communication skills (totally)</li> <li>• CGB-E Knowledge of major (not addressed)</li> <li>• CGB-F Pedagogical knowledge (not addressed)</li> </ul>					
<b>Pre-requisites</b>					
	<b>Participation requirements</b>	Provisional authorization for qualification period and successful qualifying test for the CERF level B2.2.			
	<b>Recommended prior knowledge</b>	none			
<b>Course Organization</b>					
	<b>Teaching mode</b>				
	<b>Language</b>	English			
	<b>Duration</b>	One Semester			
	<b>Frequency</b>	Every semester			
	<b>Recommended semester</b>	Semester 5, 6			
	<b>Lecturer(s)</b>				
<b>Semester Work</b>					
	<b>Proof of participation</b>	none			
	<b>Non-graded assignments</b>	none			
<b>Examination and Grading</b>					

	<b>Examination</b>	Successful completion of written exam (120 minutes), an oral exam, and regular attendance
	<b>Elements of cumulative examinations</b>	-
	<b>Recommended Literature</b>	

EBCD	English for Economists: Spezialisierungskurs D	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Business Education B.Sc. in Economics and Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
<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>					
<b>Learning Outcomes / Competency Goals</b>					
<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• 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.</li> <li>• 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.</li> <li>• 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.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (partially)</li> <li>• CGB-B Quantitative methods knowledge (not addressed)</li> <li>• CGB-C Ethical reasoning (partially)</li> <li>• CGB-D Communication skills (totally)</li> <li>• CGB-E Knowledge of major (not addressed)</li> <li>• CGB-F Pedagogical knowledge (not addressed)</li> </ul>					
<b>Pre-requisites</b>					
	<b>Participation requirements</b>	Provisional authorization for qualification period and successful qualifying test for the CERF level B2.2.			
	<b>Recommended prior knowledge</b>	none			
<b>Course Organization</b>					
	<b>Teaching mode</b>				
	<b>Language</b>	English			
	<b>Duration</b>	One Semester			
	<b>Frequency</b>	Every semester			
	<b>Recommended semester</b>	Semester 5, 6			
	<b>Lecturer(s)</b>				
<b>Semester Work</b>					
	<b>Proof of participation</b>	none			
	<b>Non-graded assignments</b>	none			
<b>Examination and Grading</b>					

	<b>Examination</b>	Successful completion of written exam (120 minutes), an oral exam, and regular attendance
	<b>Elements of cumulative examinations</b>	-
	<b>Recommended Literature</b>	



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	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Economics			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
	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.				
<b>Learning Outcomes / Competency Goals</b>					
	<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Students will learn reflective skills on economic and ethical aspects of climate change and other environmental issues.</li> <li>• Students will learn to apply the opportunity cost concept to environmental problems and exhaustible resources.</li> <li>• Students will gain expertise in resource and environmental economics.</li> <li>• Students will improve their oral, professional expression skills through collaborative discussions and presentations.</li> <li>• Students will improve their skills in scientific writing by preparing their own seminar paper.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (totally)</li> <li>• CGB-B Quantitative methods knowledge (not addressed)</li> <li>• CGB-C Ethical reasoning (totally)</li> <li>• CGB-D Communication skills (totally)</li> <li>• CGB-E Knowledge of major (totally)</li> <li>• CGB-F Pedagogical knowledge (not addressed)</li> </ul>				
<b>Pre-requisites</b>					
	<b>Participation requirements</b>	Provisional authorization for qualification period.			
	<b>Recommended prior knowledge</b>	none			
<b>Course Organization</b>					
	<b>Teaching mode</b>	Lecture (2 SWS) + Exercise (1 SWS)			
	<b>Language</b>	German			
	<b>Duration</b>	One Semester			
	<b>Frequency</b>	Yearly			
	<b>Recommended semester</b>	Semester 5, 6			
	<b>Lecturer(s)</b>	Prof. Dr. Alfons Weichenrieder			
<b>Semester Work</b>					
	<b>Proof of participation</b>	none			
	<b>Non-graded assignments</b>	none			
<b>Examination and Grading</b>					
	<b>Examination</b>	Written thesis (10-15 pages, 6-8 weeks).			
	<b>Elements of cumulative examinations</b>	-			



WPMA:EDSM	Ethics of the Social Market Economy	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Economics and Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
<p>Since the end of World War II, the social market economy has been the generally recognised guiding principle of the economic order in the Federal Republic of Germany. Across party lines, it is "good manners" to refer to the "social market economy". However, the economic and ethical foundations of the concept are often little known or even misunderstood. The consequences are often false diagnoses and misguided proposals for solving problems. The course reconstructs the central regulatory argumentation patterns of the concept of the social market economy and helps to apply them to current political issues. The approach of business ethics, which is based on institutional economics and aims at the realisation of win-win potentials, serves as a tool for this.</p>					
<b>Learning Outcomes / Competency Goals</b>					
<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Knowledge of basic literature and argumentation patterns on the regulatory concept of the social market economy.</li> <li>• Ability to reconstruct these patterns of argumentation on the basis of the institutional economics approach to business ethics.</li> <li>• Ability to apply the structure of argumentation thus identified to current political, economic and social problems in order to be able to take a well-founded and constructive stand on them.</li> <li>• Ability to recognise typical argumentative fallacies in political discourse and to correct them argumentatively.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (totally)</li> <li>• CGB-B Quantitative methods knowledge (not addressed)</li> <li>• CGB-C Ethical reasoning (totally)</li> <li>• CGB-D Communication skills (totally)</li> <li>• CGB-E Knowledge of major (not addressed)</li> </ul>					
<b>Pre-requisites</b>					
<b>Participation requirements</b>		Provisional authorization for qualification period.			
<b>Recommended prior knowledge</b>		none			
<b>Course Organization</b>					
<b>Teaching mode</b>		Lecture (2 SWS) + Exercise (1 SWS)			
<b>Language</b>		German			
<b>Duration</b>		One Semester			
<b>Frequency</b>		Yearly			
<b>Recommended semester</b>		Semester 5, 6			
<b>Lecturer(s)</b>		Dr. Christof Altmann			
<b>Semester Work</b>					
<b>Proof of participation</b>		none			
<b>Non-graded assignments</b>		none			
<b>Examination and Grading</b>					
<b>Examination</b>		Written thesis (10-15 pages, 6-8 weeks).			
<b>Elements of cumulative examinations</b>		-			
<b>Recommended Literature</b>					

SEMF:EINR	European Insurance Regulation	Elective	Total. 180h		6 CP
			In Presence 2 SWS / 23h	Self-study 157h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Economics and Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
<p>The seminar aims at providing students with basic knowledge about insurance regulation and supervision in the EU. During the seminar, students will first receive a general introduction about insurance regulation and supervision in the EU. They will then have to research a topic relating to insurance regulation and/or supervision, to present their research and to discuss the outcome with fellow students. Students will be able to select the relevant topic from a list provided in advance. The topics will relate to areas such as Solvency II, market conduct, insurance distribution, supervisory co-operation, sustainability, climate change, cyber security, etc.</p>					
<b>Learning Outcomes / Competency Goals</b>					
<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Students obtain understanding of the insurance regulatory process in the EU.</li> <li>• Students obtain understanding of the functioning of EIOPA and basic characteristics of insurance supervision.</li> <li>• Students obtain understanding of the relationship between international insurance regulation (IAIS) and EU insurance regulation.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (partially)</li> <li>• CGB-B Quantitative methods knowledge (not addressed)</li> <li>• CGB-C Ethical reasoning (not addressed)</li> <li>• CGB-D Communication skills (totally)</li> <li>• CGB-E Knowledge of major (totally)</li> </ul>					
<b>Pre-requisites</b>					
<b>Participation requirements</b>		Successful completion of orientation period and 18 ECTS from B-courses.			
<b>Recommended prior knowledge</b>		none			
<b>Course Organization</b>					
<b>Teaching mode</b>		Seminar (2 SWS)			
<b>Language</b>		English			
<b>Duration</b>		One Semester			
<b>Frequency</b>		Irregular			
<b>Recommended semester</b>		Semester 5			
<b>Lecturer(s)</b>		Prof. Karel Van Hulle			
<b>Semester Work</b>					
<b>Proof of participation</b>		Regular attendance according to §14 (3).			
<b>Non-graded assignments</b>		Presentation of the thesis topic.			
<b>Examination and Grading</b>					
<b>Examination</b>		Written thesis (10-15 pages, 6-8 weeks).			
<b>Elements of cumulative examinations</b>		-			
<b>Recommended Literature</b>					

WPEM:EXPG	Experimental Game Theory	Mandatory Course Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration Minor Economics			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
<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>					
<b>Learning Outcomes / Competency Goals</b>					
<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Students understand the use of experimental methods in economic and management research.</li> <li>• Students become familiarized with experimental research in economics and management.</li> <li>• Students learn to identify open research questions that can be addressed by experiments.</li> <li>• Students learn to implement an experiment and analyze experimental data.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (totally)</li> <li>• CGB-B Quantitative methods knowledge (totally)</li> <li>• CGB-C Ethical reasoning (partially)</li> <li>• CGB-D Communication skills (partially)</li> <li>• CGB-E Knowledge of major (totally)</li> <li>• CGB-F Pedagogical knowledge (not addressed)</li> </ul>					
<b>Pre-requisites</b>					
	<b>Participation requirements</b>	Provisional authorization for qualification period.			
	<b>Recommended prior knowledge</b>	none			
<b>Course Organization</b>					
	<b>Teaching mode</b>	Lecture (2 SWS) + Exercise (1 SWS)			
	<b>Language</b>	English			
	<b>Duration</b>	One Semester			
	<b>Frequency</b>	Yearly			
	<b>Recommended semester</b>	Semester 5, 6			
	<b>Lecturer(s)</b>	Prof. Dr. Michael Kosfeld			
<b>Semester Work</b>					
	<b>Proof of participation</b>	none			
	<b>Non-graded assignments</b>	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	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
	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.				
<b>Learning Outcomes / Competency Goals</b>					
	<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• The students acquire a basic understanding of the valuation of certain and risky cash flow streams.</li> <li>• The students acquire a basic understanding of the measurement and pricing of risk in investment projects and of the pricing of modern financial instruments.</li> <li>• The students acquire a basic understanding of the main issues in the context of corporate finance.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (totally)</li> <li>• CGB-B Quantitative methods knowledge (totally)</li> <li>• CGB-C Ethical reasoning (partially)</li> <li>• CGB-D Communication skills (not addressed)</li> <li>• CGB-E Knowledge of major (not addressed)</li> <li>• CGB-F Pedagogical knowledge (not addressed)</li> </ul>				
<b>Pre-requisites</b>					
	<b>Participation requirements</b>	Provisional authorization for bachelor examination.			
	<b>Recommended prior knowledge</b>	none			
<b>Course Organization</b>					
	<b>Teaching mode</b>	Lecture (2 SWS) + Tutorial (1 SWS)			
	<b>Language</b>	German			
	<b>Duration</b>	One Semester			
	<b>Frequency</b>	Every semester			
	<b>Recommended semester</b>	Semester 2			
	<b>Lecturer(s)</b>	Prof. Dr. Christian Schlag			
<b>Semester Work</b>					
	<b>Proof of participation</b>	none			
	<b>Non-graded assignments</b>	none			
<b>Examination and Grading</b>					
	<b>Examination</b>	Written exam (90 minutes)			
	<b>Elements of cumulative examinations</b>	-			
<b>Recommended Literature</b>					

BFIN	Finance 2	Mandatory Course	Total. 180h		6 CP
			In Presence 4 SWS / 45h	Self-study 135h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
<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>					
<b>Learning Outcomes / Competency Goals</b>					
<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Our students acquire basic professional and methodological competencies in the field of finance.</li> <li>• Our students become familiar with the major financial instruments and markets.</li> <li>• Our students become familiar with the central models for the analysis and valuation of financial instruments, including knowledge about model limitations.</li> <li>• Our students become familiar with derivative-based risk management strategies for securities portfolios.</li> <li>• Our students develop competencies for the independent solution of application-oriented problems.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (totally)</li> <li>• CGB-B Quantitative methods knowledge (totally)</li> <li>• CGB-C Ethical reasoning (not addressed)</li> <li>• CGB-D Communication skills (not addressed)</li> <li>• CGB-E Knowledge of major (totally)</li> <li>• CGB-F Pedagogical knowledge (not addressed)</li> </ul>					
<b>Pre-requisites</b>					
	<b>Participation requirements</b>	Provisional authorization for qualification period.			
	<b>Recommended prior knowledge</b>	The module OFIN should be completed.			
<b>Course Organization</b>					
	<b>Teaching mode</b>	Lecture (2 SWS) + Exercise (1 SWS) + Mentorium (1 SWS)			
	<b>Language</b>	German			
	<b>Duration</b>	One Semester			
	<b>Frequency</b>	Every semester			
	<b>Recommended semester</b>	Semester 3, 4			
	<b>Lecturer(s)</b>	Prof. Dr. Andreas Hackethal, Prof. Dr. Raimond Maurer			
<b>Semester Work</b>					
	<b>Proof of participation</b>	none			
	<b>Non-graded assignments</b>				



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

PFIN	Finance 3	Mandatory Course	Total. 180h		6 CP
			In Presence 4 SWS / 45h	Self-study 135h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
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.					
<b>Learning Outcomes / Competency Goals</b>					
<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Students will gain in-depth insights and competencies from the field of finance.</li> <li>• Students will master business valuation using established discounted cash flow methods.</li> <li>• Students will understand the relationship between management incentives and financing decisions.</li> <li>• Students will be introduced to the topic "risk management".</li> <li>• Students will acquire competencies for solving exercise tasks within the framework of the tutorials.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (totally)</li> <li>• CGB-B Quantitative methods knowledge (partially)</li> <li>• CGB-C Ethical reasoning (not addressed)</li> <li>• CGB-D Communication skills (not addressed)</li> <li>• CGB-E Knowledge of major (totally)</li> <li>• CGB-F Pedagogical knowledge (not addressed)</li> </ul>					
<b>Pre-requisites</b>					
<b>Participation requirements</b>		Successful completion of orientation period.			
<b>Recommended prior knowledge</b>		The modules BACC and BFIN should be completed.			
<b>Course Organization</b>					
<b>Teaching mode</b>		Lecture (2 SWS) + Exercise (1 SWS) + Mentorium (1 SWS)			
<b>Language</b>		German			
<b>Duration</b>		One Semester			
<b>Frequency</b>		Every semester			
<b>Recommended semester</b>		Semester 4			
<b>Lecturer(s)</b>		Prof. Dr. Helmut Gründl			
<b>Semester Work</b>					
<b>Proof of participation</b>		none			
<b>Non-graded assignments</b>		none			
<b>Examination and Grading</b>					
<b>Examination</b>		Written exam (90 minutes)			
<b>Elements of cumulative examinations</b>		-			



WPMF:FDRM	Finanzderivate und Risikomanagement	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
<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>					
<b>Learning Outcomes / Competency Goals</b>					
<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Students will be able to classify financial derivatives according to various criteria and apply them to questions of risk management and related areas.</li> <li>• Student will be able to apply simple tree models to evaluate options and derive dynamic replication strategies.</li> <li>• Students will be able to implement appropriate hedging strategies and pricing techniques in a spreadsheet program.</li> <li>• Students will be able to apply the Black-Scholes model and critically evaluate the merits and weaknesses of the model.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (totally)</li> <li>• CGB-B Quantitative methods knowledge (totally)</li> <li>• CGB-C Ethical reasoning (partially)</li> <li>• CGB-D Communication skills (partially)</li> <li>• CGB-E Knowledge of major (totally)</li> <li>• CGB-F Pedagogical knowledge (not addressed)</li> </ul>					
<b>Pre-requisites</b>					
<b>Participation requirements</b>		Provisional authorization for qualification period.			
<b>Recommended prior knowledge</b>		none			
<b>Course Organization</b>					
<b>Teaching mode</b>		Lecture (2 SWS) + Exercise (1 SWS)			
<b>Language</b>		German			
<b>Duration</b>		One Semester			
<b>Frequency</b>		Yearly			
<b>Recommended semester</b>		Semester 5, 6			
<b>Lecturer(s)</b>		Dr. Farina Weiss			
<b>Semester Work</b>					
<b>Proof of participation</b>		none			
<b>Non-graded assignments</b>		none			
<b>Examination and Grading</b>					
<b>Examination</b>		Written exam (90 minutes)			
<b>Elements of cumulative examinations</b>		-			



SEMF:FRIB	FinTechs - (R)Evolution in banking sector	Elective	Total. 180h		6 CP
			In Presence 2 SWS / 23h	Self-study 157h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Economics and Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
<p>FinTechs are driving digital progress in the banking sector and have the potential to trigger disruptive changes in the entire financial market. The seminar aims to provide students with an in-depth understanding of the FinTech industry. Implications of digitalization on the financial industry as well as the functioning of traditional and new business models are the focus of the seminar</p> <p>The seminar will analyze opportunities and risks of various innovations in the field of FinTechs as well as discuss their impact on the financial industry. The objective is to work on an issue using scientific methods. The spectrum ranges from case studies to the analysis of scientific publications. The seminar deals with topics such as:</p> <p>Robo Advice &amp; Robo Investing, Crowdfunding, Peer to Peer Lending, Payment Services, Cryptocurrencies, Blockchain, Initial Coin Offerings, AI applications in the financial industry</p> <p>The focus or individual topics change from semester to semester and are determined in cooperation with the participating students. In the process, students can and should also contribute their own ideas in proposals.</p>					
<b>Learning Outcomes / Competency Goals</b>					
<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Students gain knowledge of innovative technical developments in the financial sector</li> <li>• Students improve their ability to critically receive scientific literature and use it to address specific issues</li> <li>• Students improve their presentation and argumentation skills</li> <li>• Students hone their skills in assessing the potential of innovations.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (totally)</li> <li>• CGB-B Quantitative methods knowledge (totally)</li> <li>• CGB-C Ethical reasoning (not addressed)</li> <li>• CGB-D Communication skills (totally)</li> <li>• CGB-E Knowledge of major (totally)</li> </ul>					
<b>Pre-requisites</b>					
	<b>Participation requirements</b>	Successful completion of orientation period and 18 ECTS from B-courses.			
	<b>Recommended prior knowledge</b>	none			
<b>Course Organization</b>					
	<b>Teaching mode</b>	Seminar (2 SWS)			
	<b>Language</b>	German			
	<b>Duration</b>	One Semester			
	<b>Frequency</b>	Irregular			
	<b>Recommended semester</b>	Semester 5			
	<b>Lecturer(s)</b>	Prof. Dr. Mark Wahrenburg			
<b>Semester Work</b>					
	<b>Proof of participation</b>	Regular attendance according to §14 (3).			
	<b>Non-graded assignments</b>	Presentation of the thesis topic.			
<b>Examination and Grading</b>					
	<b>Examination</b>	Written thesis (10-15 pages, 6-8 weeks).			
	<b>Elements of cumulative</b>				

	examinations	-
Recommended Literature		

FBCC	French for Economists: Specialisation Course C	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Business Education B.Sc. in Economics and Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
<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>					
<b>Learning Outcomes / Competency Goals</b>					
<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• 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.</li> <li>• They are in a position to understand and to apply the principles of grammatical subtleties of general French as well as specialized French.</li> <li>• 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.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (partially)</li> <li>• CGB-B Quantitative methods knowledge (not addressed)</li> <li>• CGB-C Ethical reasoning (partially)</li> <li>• CGB-D Communication skills (totally)</li> <li>• CGB-E Knowledge of major (not addressed)</li> <li>• CGB-F Pedagogical knowledge (not addressed)</li> </ul>					
<b>Pre-requisites</b>					
	<b>Participation requirements</b>	Provisional authorization for qualification period and successful qualifying test for the CERF level B2.2.			
	<b>Recommended prior knowledge</b>	none			
<b>Course Organization</b>					
	<b>Teaching mode</b>				
	<b>Language</b>	French			
	<b>Duration</b>	One Semester			
	<b>Frequency</b>	Irregular			
	<b>Recommended semester</b>	Semester 5, 6			
	<b>Lecturer(s)</b>	MBA Marie Thévenin			
<b>Semester Work</b>					
	<b>Proof of participation</b>	none			
	<b>Non-graded assignments</b>	none			
<b>Examination and Grading</b>					



	<b>Examination</b>	Successful completion of written exam (120 minutes), an oral exam, and regular attendance
	<b>Elements of cumulative examinations</b>	-
	<b>Recommended Literature</b>	

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

PWIN	Information Management 2	Mandatory Course	Total. 180h		6 CP
			In Presence 4 SWS / 45h	Self-study 135h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
<p>Based on the lecture "Wirtschaftsinformatik 1" (OWIN/BWIN), this course teaches the basics of information and communication systems (I&amp;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&amp;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&amp;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&amp;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>					
<b>Learning Outcomes / Competency Goals</b>					
<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Students are familiarized with the most important issues in enterprise information management and strategic information and communication (I&amp;C) systems. They receive basic theoretical competencies in this field and learn to apply this knowledge critically.</li> <li>• Students learn how to use basic methods and tools of business I&amp;C systems and thus how to analytically as well as structurally work through relevant problems.</li> <li>• 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.</li> <li>• 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.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (totally)</li> <li>• CGB-B Quantitative methods knowledge (partially)</li> <li>• CGB-C Ethical reasoning (partially)</li> <li>• CGB-D Communication skills (partially)</li> <li>• CGB-E Knowledge of major (not addressed)</li> <li>• CGB-F Pedagogical knowledge (not addressed)</li> </ul>					
<b>Pre-requisites</b>					
	<b>Participation requirements</b>	Successful completion of orientation period.			
	<b>Recommended prior knowledge</b>	The module BWIN should be completed.			
<b>Course Organization</b>					
	<b>Teaching mode</b>	Lecture (2 SWS) + Exercise (1 SWS) + Mentorium (1 SWS)			
	<b>Language</b>	German			
	<b>Duration</b>	One Semester			
	<b>Frequency</b>	Every semester			
	<b>Recommended semester</b>	Semester 4			

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

WPMM:ICDA	Innovation and Change in the Digital Age I	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
<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>					
<b>Learning Outcomes / Competency Goals</b>					
<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Students will learn the fundamentals of innovation and change in the digital age from a management perspective.</li> <li>• 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"> <li>• Students understand the nature of innovation and creativity and distinguish innovation from "something new."</li> <li>• Students understand the nature of brand and classify the role of brands.</li> </ul> </li> <li>• Students develop their own informed points of view regarding innovation and change in the digital age and examine them through discourse (presentation and discussion).</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (totally)</li> <li>• CGB-B Quantitative methods knowledge (not addressed)</li> <li>• CGB-C Ethical reasoning (totally)</li> <li>• CGB-D Communication skills (partially)</li> <li>• CGB-E Knowledge of major (totally)</li> <li>• CGB-F Pedagogical knowledge (not addressed)</li> </ul>					
<b>Pre-requisites</b>					
	<b>Participation requirements</b>	Provisional authorization for qualification period.			
	<b>Recommended prior knowledge</b>	none			
<b>Course Organization</b>					
	<b>Teaching mode</b>	Lecture (2 SWS) + Exercise (1 SWS)			
	<b>Language</b>	German			
	<b>Duration</b>	One Semester			
	<b>Frequency</b>	Yearly			
	<b>Recommended semester</b>	Semester 5, 6			
	<b>Lecturer(s)</b>				

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	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
	<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>				
<b>Learning Outcomes / Competency Goals</b>					
	<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• Getting to know the insurance lines of life insurance, health insurance, property and casualty insurance and their main products.</li> <li>• Know and be able to explain the difference between private insurance solutions and state systems (social insurance).</li> <li>• Understand the basics of insurance calculation and reserving and apply them quantitatively in simple cases.</li> <li>• 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).</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (totally)</li> <li>• CGB-B Quantitative methods knowledge (partially)</li> <li>• CGB-C Ethical reasoning (not addressed)</li> <li>• CGB-D Communication skills (not addressed)</li> <li>• CGB-E Knowledge of major (not addressed)</li> <li>• CGB-F Pedagogical knowledge (not addressed)</li> </ul>				
<b>Pre-requisites</b>					
	<b>Participation requirements</b>	Provisional authorization for qualification period.			
	<b>Recommended prior knowledge</b>	none			
<b>Course Organization</b>					
	<b>Teaching mode</b>	Lecture (2 SWS) + Exercise (1 SWS)			
	<b>Language</b>	German			
	<b>Duration</b>	One Semester			
	<b>Frequency</b>	Yearly			
	<b>Recommended semester</b>	Semester 5, 6			
	<b>Lecturer(s)</b>	Dr. Jürgen Bierbaum			
<b>Semester Work</b>					
	<b>Proof of participation</b>	none			
	<b>Non-graded assignments</b>	none			
<b>Examination and Grading</b>					

	<b>Examination</b>	Written exam (90 minutes)
	<b>Elements of cumulative examinations</b>	-
	<b>Recommended Literature</b>	



WPMM:IAMA	Interactive Marketing	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
<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>					
<b>Learning Outcomes / Competency Goals</b>					
<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Comprehensive overview of the instruments of interactive and personalised marketing.</li> <li>• Ability to qualitatively and quantitatively evaluate interactive and personalised marketing concepts.</li> <li>• Deeper understanding of the development and use of interactive and personalised marketing strategies.</li> <li>• - Insight into the practical implementation of interactive and personalised marketing campaigns.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (totally)</li> <li>• CGB-B Quantitative methods knowledge (totally)</li> <li>• CGB-C Ethical reasoning (partially)</li> <li>• CGB-D Communication skills (not addressed)</li> <li>• CGB-E Knowledge of major (not addressed)</li> <li>• CGB-F Pedagogical knowledge (not addressed)</li> </ul>					
<b>Pre-requisites</b>					
<b>Participation requirements</b>		Provisional authorization for qualification period.			
<b>Recommended prior knowledge</b>		none			
<b>Course Organization</b>					
<b>Teaching mode</b>		Lecture (2 SWS) + Exercise (1 SWS)			
<b>Language</b>		German			
<b>Duration</b>		One Semester			
<b>Frequency</b>		Yearly			
<b>Recommended semester</b>		Semester 5, 6			
<b>Lecturer(s)</b>		Dr. Daniel Kostyra			
<b>Semester Work</b>					
<b>Proof of participation</b>		none			
<b>Non-graded assignments</b>		none			
<b>Examination and Grading</b>					
<b>Examination</b>		Written exam (90 minutes)			

	<b>Elements of cumulative examinations</b>	-
	<b>Recommended Literature</b>	

WPMF:IRUP	International Accounting and Auditing	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
	<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>				
<b>Learning Outcomes / Competency Goals</b>					
	<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• 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.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (totally)</li> <li>• CGB-B Quantitative methods knowledge (not addressed)</li> <li>• CGB-C Ethical reasoning (not addressed)</li> <li>• CGB-D Communication skills (partially)</li> <li>• CGB-E Knowledge of major (totally)</li> <li>• CGB-F Pedagogical knowledge (not addressed)</li> </ul>				
<b>Pre-requisites</b>					
	<b>Participation requirements</b>	Provisional authorization for qualification period.			
	<b>Recommended prior knowledge</b>	none			
<b>Course Organization</b>					
	<b>Teaching mode</b>	Lecture (2 SWS) + Exercise (1 SWS)			
	<b>Language</b>	German			
	<b>Duration</b>	One Semester			
	<b>Frequency</b>	Yearly			
	<b>Recommended semester</b>	Semester 5, 6			
	<b>Lecturer(s)</b>				
<b>Semester Work</b>					
	<b>Proof of participation</b>	none			
	<b>Non-graded assignments</b>	none			
<b>Examination and Grading</b>					
	<b>Examination</b>	Written exam (90 minutes)			
	<b>Elements of cumulative examinations</b>	-			



WPMA:EWIA	Introduction into Empirical Research Methods	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Economics and Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
<p>The module covers the basic principles of empirical (qualitative and quantitative) research in economics: identification of research questions, hypothesis development, research design, qualitative research methods (e.g. qualitative observation, qualitative questioning/interviewing), quantitative research methods (e.g. observation, questioning, testing), aspects of research implementation, reporting, publication. During the course, participants will conduct their own empirical research under supervision, including literature review, data management (using SPSS), statistical analysis, data interpretation, classification in the state of research, and writing a research report.</p>					
<b>Learning Outcomes / Competency Goals</b>					
<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>The course is designed to enable participants to conduct their own empirical research and to assess the quality of research publications and to be able to critically reflect on them.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>CGB-A Theoretical knowledge (partially)</li> <li>CGB-B Quantitative methods knowledge (totally)</li> <li>CGB-C Ethical reasoning (not addressed)</li> <li>CGB-D Communication skills (partially)</li> <li>CGB-E Knowledge of major (totally)</li> </ul>					
<b>Pre-requisites</b>					
<b>Participation requirements</b>		Provisional authorization for qualification period.			
<b>Recommended prior knowledge</b>		none			
<b>Course Organization</b>					
<b>Teaching mode</b>		Lecture (2 SWS) + Exercise (1 SWS)			
<b>Language</b>		German			
<b>Duration</b>		One Semester			
<b>Frequency</b>		Yearly			
<b>Recommended semester</b>		Semester 5, 6			
<b>Lecturer(s)</b>					
<b>Semester Work</b>					
<b>Proof of participation</b>		none			
<b>Non-graded assignments</b>		none			
<b>Examination and Grading</b>					
<b>Examination</b>		Written thesis (10-15 pages, 6-8 weeks).			
<b>Elements of cumulative examinations</b>		-			
<b>Recommended Literature</b>					

WPMM:GBDA	Introduction to Databases in Business	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
	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).				
<b>Learning Outcomes / Competency Goals</b>					
	<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Students will be able to analyze the structure of operational information systems (especially electronic data management) in practice.</li> <li>• Students have the basic knowledge in the field of information and communication technology necessary for management tasks.</li> <li>• Students are able to understand and apply data modeling techniques, database languages, and database management systems.</li> <li>• Students will have basic knowledge of relational database systems and query them using SQL.</li> <li>• Students are proficient in database languages (syntax and semantics).</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (totally)</li> <li>• CGB-B Quantitative methods knowledge (totally)</li> <li>• CGB-C Ethical reasoning (partially)</li> <li>• CGB-D Communication skills (not addressed)</li> <li>• CGB-E Knowledge of major (totally)</li> <li>• CGB-F Pedagogical knowledge (not addressed)</li> </ul>				
<b>Pre-requisites</b>					
	<b>Participation requirements</b>	Provisional authorization for qualification period.			
	<b>Recommended prior knowledge</b>	none			
<b>Course Organization</b>					
	<b>Teaching mode</b>	Lecture (2 SWS) + Exercise (1 SWS)			
	<b>Language</b>	German			
	<b>Duration</b>	One Semester			
	<b>Frequency</b>	Yearly			
	<b>Recommended semester</b>	Semester 5, 6			
	<b>Lecturer(s)</b>	Prof. Dr. Roland Holten			
<b>Semester Work</b>					
	<b>Proof of participation</b>	none			
	<b>Non-graded assignments</b>	none			
<b>Examination and Grading</b>					
	<b>Examination</b>	Written exam (90 minutes)			
	<b>Elements of cumulative examinations</b>	-			



WPME:IEFP	Introduction to Econometric Forecasting: Predicting Exchange Rates	Mandatory Course Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Economics			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
<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>					
<b>Learning Outcomes / Competency Goals</b>					
<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Course participants are able to work with and assess the limitations of key reduced-form and structural macroeconomic models.</li> <li>• Course participants are able to work with and assess the limitations of key methods in macroeconometrics for model solution, estimation, inference and forecasting.</li> <li>• Course participants are able to work with STATA and MATLAB to engage in hands-on macroeconomic model analysis and forecasting.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (totally)</li> <li>• CGB-B Quantitative methods knowledge (totally)</li> <li>• CGB-C Ethical reasoning (not addressed)</li> <li>• CGB-D Communication skills (partially)</li> <li>• CGB-E Knowledge of major (totally)</li> <li>• CGB-F Pedagogical knowledge (not addressed)</li> </ul>					
<b>Pre-requisites</b>					
<b>Participation requirements</b>		Provisional authorization for qualification period.			
<b>Recommended prior knowledge</b>		none			
<b>Course Organization</b>					
<b>Teaching mode</b>		Lecture (2 SWS) + Exercise (1 SWS)			
<b>Language</b>		English			
<b>Duration</b>		One Semester			
<b>Frequency</b>		Yearly			
<b>Recommended semester</b>		Semester 5, 6			
<b>Lecturer(s)</b>		Prof. Michael Binder, Ph.D.			
<b>Semester Work</b>					
<b>Proof of participation</b>		none			
<b>Non-graded assignments</b>		none			
<b>Examination and Grading</b>					
<b>Examination</b>		Written thesis (10-15 pages, 6-8 weeks).			
<b>Elements of cumulative examinations</b>		-			





OVWL	Introduction to Economics	Mandatory Course	Total. 150h		5 CP
			In Presence 3 SWS / 34h	Self-study 116h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Economics			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
	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.				
<b>Learning Outcomes / Competency Goals</b>					
	<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Students become familiar with the standard methods and subfields of economic theory.</li> <li>• Students are able to classify the specialised knowledge of the methods and subfields of economic theory and apply it to economic practice.</li> <li>• Students are able to apply economic theory to the assessment of economic policy instruments.</li> <li>• Students acquire soft skills for the oral and written expression.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (totally)</li> <li>• CGB-B Quantitative methods knowledge (not addressed)</li> <li>• CGB-C Ethical reasoning (partially)</li> <li>• CGB-D Communication skills (not addressed)</li> <li>• CGB-E Knowledge of major (not addressed)</li> <li>• CGB-F Pedagogical knowledge (not addressed)</li> </ul>				
<b>Pre-requisites</b>					
	<b>Participation requirements</b>	Provisional authorization for bachelor examination.			
	<b>Recommended prior knowledge</b>	none			
<b>Course Organization</b>					
	<b>Teaching mode</b>	Lecture (2 SWS) + Tutorial (1 SWS)			
	<b>Language</b>	German			
	<b>Duration</b>	One Semester			
	<b>Frequency</b>	Every semester			
	<b>Recommended semester</b>	Semester 1			
	<b>Lecturer(s)</b>	Prof. Dr. Rainer Klump			
<b>Semester Work</b>					
	<b>Proof of participation</b>	none			
	<b>Non-graded assignments</b>	none			
<b>Examination and Grading</b>					
	<b>Examination</b>	Written exam (90 minutes)			
	<b>Elements of cumulative examinations</b>	-			
<b>Recommended Literature</b>					

BWIN	Introduction to Information Management	Mandatory Course	Total. 180h		6 CP
			In Presence 4 SWS / 45h	Self-study 135h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
<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>					
<b>Learning Outcomes / Competency Goals</b>					
<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Students will learn to analyze information systems from a business perspective with focus on the interplay of management, organization and technology.</li> <li>• Students learn to assess the value of current trends in information technology for solving business problems.</li> <li>• Students learn to solve business problems using the Python and R programming languages as well as process and data management techniques BPMN and ERM.</li> <li>• Students learn to formulate queries to relational databases using SQL.</li> <li>• Students acquire competences for solving tasks and mastering group work in application-oriented exercises and mentorships.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (totally)</li> <li>• CGB-B Quantitative methods knowledge (totally)</li> <li>• CGB-C Ethical reasoning (partially)</li> <li>• CGB-D Communication skills (not addressed)</li> <li>• CGB-E Knowledge of major (not addressed)</li> <li>• CGB-F Pedagogical knowledge (not addressed)</li> </ul>					
<b>Pre-requisites</b>					
	<b>Participation requirements</b>	Provisional authorization for qualification period.			
	<b>Recommended prior knowledge</b>	none			
<b>Course Organization</b>					
	<b>Teaching mode</b>	Lecture (2 SWS) + Exercise (1 SWS) + Mentorium (1 SWS)			
	<b>Language</b>	German			
	<b>Duration</b>	One Semester			
	<b>Frequency</b>	Every semester			
	<b>Recommended semester</b>	Semester 3, 4			
	<b>Lecturer(s)</b>	Prof. Dr. Roland Holten			
<b>Semester Work</b>					
	<b>Proof of participation</b>	none			
	<b>Non-graded assignments</b>	none			
<b>Examination and Grading</b>					

	<b>Examination</b>	Written exam (90 minutes)
	<b>Elements of cumulative examinations</b>	-
	<b>Recommended Literature</b>	

WPMF:IMEA	Introduction to Mergers & Acquisitions	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
<p>In this class, students gain a general understanding of typical M&amp;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>					
<b>Learning Outcomes / Competency Goals</b>					
<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Students understand how a typical sale/purchase of a company takes place.</li> <li>• Students get a basic understanding of the main steps: potential buyers, documentation, due diligence, contract negotiation.</li> <li>• Students set up a financial model for a company.</li> <li>• Students understand P&amp;L, balance sheet and cash flow in practical examples.</li> <li>• Students apply typical methods for the evaluation of companies.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (totally)</li> <li>• CGB-B Quantitative methods knowledge (partially)</li> <li>• CGB-C Ethical reasoning (not addressed)</li> <li>• CGB-D Communication skills (not addressed)</li> <li>• CGB-E Knowledge of major (not addressed)</li> <li>• CGB-F Pedagogical knowledge (not addressed)</li> </ul>					
<b>Pre-requisites</b>					
	<b>Participation requirements</b>	Provisional authorization for qualification period.			
	<b>Recommended prior knowledge</b>	none			
<b>Course Organization</b>					
	<b>Teaching mode</b>	Lecture (2 SWS) + Exercise (1 SWS)			
	<b>Language</b>	English			
	<b>Duration</b>	One Semester			
	<b>Frequency</b>	Yearly			
	<b>Recommended semester</b>	Semester 5, 6			
	<b>Lecturer(s)</b>				
<b>Semester Work</b>					
	<b>Proof of participation</b>	none			
	<b>Non-graded assignments</b>	none			
<b>Examination and Grading</b>					

	<b>Examination</b>	Written exam (90 minutes)
	<b>Elements of cumulative examinations</b>	-
	<b>Recommended Literature</b>	

WPMM:GDSM	Introduction to Strategic Management	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
<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>					
<b>Learning Outcomes / Competency Goals</b>					
<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• The students learn the most important theories, concepts, methods, and instruments of strategic management and apply them in case studies.</li> <li>• The students practice and improve their soft skills by working on case studies in a group</li> <li>• in particular, the soft skills needed to work effectively in a group and to present the results to others in a structured manner.</li> <li>• The students are enabled to consider questions of ethics and sustainability in their strategic decisions</li> <li>• in particular, CSR aspects, social entrepreneurship, and frugal innovations are addressed and discussed in groups.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (totally)</li> <li>• CGB-B Quantitative methods knowledge (not addressed)</li> <li>• CGB-C Ethical reasoning (partially)</li> <li>• CGB-D Communication skills (partially)</li> <li>• CGB-E Knowledge of major (totally)</li> <li>• CGB-F Pedagogical knowledge (not addressed)</li> </ul>					
<b>Pre-requisites</b>					
<b>Participation requirements</b>		Provisional authorization for qualification period.			
<b>Recommended prior knowledge</b>		none			
<b>Course Organization</b>					
<b>Teaching mode</b>		Lecture (2 SWS) + Exercise (1 SWS)			
<b>Language</b>		German			
<b>Duration</b>		One Semester			
<b>Frequency</b>		Yearly			
<b>Recommended semester</b>		Semester 5, 6			
<b>Lecturer(s)</b>					
<b>Semester Work</b>					
<b>Proof of participation</b>		none			
<b>Non-graded assignments</b>		none			
<b>Examination and Grading</b>					
<b>Examination</b>		Written exam (90 minutes)			

	<b>Elements of cumulative examinations</b>	-
<b>Recommended Literature</b>		



WPMF:INMB	Investment Management with MatLab	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
<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>					
<b>Learning Outcomes / Competency Goals</b>					
<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Students get a computer-based introduction to the MATLAB programming language in the field of investment management.</li> <li>• Students learn about practice-relevant investment strategies as well as risk and performance metrics.</li> <li>• Students will be able to compare and analyze investment strategies as well as portfolio optimization models using Monte Carlo simulation or backtesting methods.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (totally)</li> <li>• CGB-B Quantitative methods knowledge (totally)</li> <li>• CGB-C Ethical reasoning (not addressed)</li> <li>• CGB-D Communication skills (totally)</li> <li>• CGB-E Knowledge of major (totally)</li> <li>• CGB-F Pedagogical knowledge (not addressed)</li> </ul>					
<b>Pre-requisites</b>					
	<b>Participation requirements</b>	Provisional authorization for qualification period.			
	<b>Recommended prior knowledge</b>	none			
<b>Course Organization</b>					
	<b>Teaching mode</b>	Lecture (2 SWS) + Exercise (1 SWS)			
	<b>Language</b>	German			
	<b>Duration</b>	One Semester			
	<b>Frequency</b>	Yearly			
	<b>Recommended semester</b>	Semester 5, 6			
	<b>Lecturer(s)</b>	Dr. Vanya Horneff			
<b>Semester Work</b>					
	<b>Proof of participation</b>	none			
	<b>Non-graded assignments</b>	none			
<b>Examination and Grading</b>					
	<b>Examination</b>	Written thesis (10-15 pages, 6-8 weeks).			
	<b>Elements of cumulative examinations</b>	-			



WPMF:LFIN	Leadership in the Financial Industry	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
<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>					
<b>Learning Outcomes / Competency Goals</b>					
<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Gaining knowledge and understanding and the ability applying the fundamental leadership theories and models.</li> <li>• Gaining leadership training with case studies and education for a career of professional excellence.</li> <li>• Developing communication skills and the ability to interrelate with others.</li> <li>• Enhancing awareness and commitment towards effective citizenship and social responsibility.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (partially)</li> <li>• CGB-B Quantitative methods knowledge (not addressed)</li> <li>• CGB-C Ethical reasoning (totally)</li> <li>• CGB-D Communication skills (totally)</li> <li>• CGB-E Knowledge of major (not addressed)</li> <li>• CGB-F Pedagogical knowledge (not addressed)</li> </ul>					
<b>Pre-requisites</b>					
<b>Participation requirements</b>		Provisional authorization for qualification period.			
<b>Recommended prior knowledge</b>		none			
<b>Course Organization</b>					
<b>Teaching mode</b>		Lecture (2 SWS) + Exercise (1 SWS)			
<b>Language</b>		English			
<b>Duration</b>		One Semester			
<b>Frequency</b>		Yearly			
<b>Recommended semester</b>		Semester 5, 6			
<b>Lecturer(s)</b>		Dr. Harry Trummer			
<b>Semester Work</b>					
<b>Proof of participation</b>		none			
<b>Non-graded assignments</b>		none			
<b>Examination and Grading</b>					
<b>Examination</b>		Written exam (90 minutes)			
<b>Elements of cumulative examinations</b>		-			



WPMF:MATA	M&A as Transformer of the Automotive Industry	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
	<p>In this course, you will first discuss the role of M&amp;A strategies in the transformation of the automotive industry through a written assignment. Topics include the analysis of historical M&amp;A transactions in the automotive sector (e.g. horizontal and vertical mergers, joint ventures, investments or strategic alliances) and the role of M&amp;A strategies for future developments in the automotive sector. Exemplary topics are M&amp;A strategies in the field of autonomous vehicle development or measuring the success of M&amp;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&amp;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&amp;A valuation methods and apply them in a practical case study using the example of a relevant M&amp;A transaction in the automotive sector ("Preparation for IB Interview"). Results as well as assumptions will be presented briefly in conclusion.</p>				
<b>Learning Outcomes / Competency Goals</b>					
	<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>Using the automotive industry as an example, students acquire knowledge about the nature and significance of various M&amp;A processes for the development of companies</li> <li>Students acquire practical skills in the area of company valuation</li> <li>Students improve their communication and argumentative skills with regard to the practical application of economic argumentation.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>CGB-A Theoretical knowledge (totally)</li> <li>CGB-B Quantitative methods knowledge (totally)</li> <li>CGB-C Ethical reasoning (not addressed)</li> <li>CGB-D Communication skills (totally)</li> <li>CGB-E Knowledge of major (totally)</li> <li>CGB-F Pedagogical knowledge (not addressed)</li> </ul>				
<b>Pre-requisites</b>					
	<b>Participation requirements</b>	Provisional authorization for qualification period.			
	<b>Recommended prior knowledge</b>	none			
<b>Course Organization</b>					
	<b>Teaching mode</b>	Lecture (2 SWS) + Exercise (1 SWS)			
	<b>Language</b>	German			
	<b>Duration</b>	One Semester			
	<b>Frequency</b>	Yearly			
	<b>Recommended semester</b>	Semester 5, 6			
	<b>Lecturer(s)</b>	Prof. Dr. Mark Wahrenburg			
<b>Semester Work</b>					
	<b>Proof of participation</b>	none			
	<b>Non-graded assignments</b>	none			

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

SEMM:MLPE	Machine Learning: Privacy, Regulations and Ethical Issues	Elective	Total. 180h		6 CP
			In Presence 2 SWS / 23h	Self-study 157h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Economics and Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
<p>Machine Learning is becoming more and more important in daily life applications such as self-driving cars or communication assistants. To get these applications working, a lot of data is required what is the reason why, many countries already restrict and regulate the handling and usage of personal data by data protection regulations such as the EU GDPR. Besides the handling of private data, also a lot of ethical questions, such as the demand for fair AI emerge.</p> <p>The biggest challenge at present is opening new markets while at the same time meeting the ethical, privacy and regulatory requirements. Already, a variety of new technologies that enable privacy preserving machine learning have emerged during the recent years. These techniques aim to protect machine learning models from a variety of attacks that try to reveal data, training features, or the algorithm itself. Also, with regards to fairness, different approaches exist to define rules for a fair AI application that will be analysed and compared within this seminar.</p>					
<b>Learning Outcomes / Competency Goals</b>					
<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Ability to understand and perform a systematic literature review.</li> <li>• Basic understanding of different Machine Learning approaches.</li> <li>• Basic understanding of Regulation and Privacy in Machine Learning.</li> <li>• Basic understanding of Ethical Issues in Machine Learning.</li> <li>• Demonstrate good writing and presentation skills.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (totally)</li> <li>• CGB-B Quantitative methods knowledge (totally)</li> <li>• CGB-C Ethical reasoning (totally)</li> <li>• CGB-D Communication skills (totally)</li> <li>• CGB-E Knowledge of major (totally)</li> </ul>					
<b>Pre-requisites</b>					
	<b>Participation requirements</b>	Successful completion of orientation period and 18 ECTS from B-courses.			
	<b>Recommended prior knowledge</b>	none			
<b>Course Organization</b>					
	<b>Teaching mode</b>	Seminar (2 SWS)			
	<b>Language</b>	English			
	<b>Duration</b>	One Semester			
	<b>Frequency</b>	Irregular			
	<b>Recommended semester</b>	Semester 5			
	<b>Lecturer(s)</b>	Prof. Dr. Kai Rannenberg			
<b>Semester Work</b>					
	<b>Proof of participation</b>	Regular attendance according to §14 (3).			
	<b>Non-graded assignments</b>	Presentation of the thesis topic.			
<b>Examination and Grading</b>					
	<b>Examination</b>	Written thesis (10-15 pages, 6-8 weeks).			
	<b>Elements of cumulative</b>				

	examinations	-
Recommended Literature		



BMAK	Macroeconomics 1	Mandatory Course	Total. 360h		12 CP
			In Presence 7 SWS / 79h	Self-study 281h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Economics			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
<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>					
<b>Learning Outcomes / Competency Goals</b>					
<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Students receive basic knowledge of macroeconomic data and models.</li> <li>• They will be enabled to solve macroeconomic models and describe their mechanisms.</li> <li>• Students will be able to assess the qualitative and quantitative effects of fiscal and monetary policy.</li> <li>• They develop an understanding of how decisions by households, firms and the state affect the macroeconomic development.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (totally)</li> <li>• CGB-B Quantitative methods knowledge (partially)</li> <li>• CGB-C Ethical reasoning (not addressed)</li> <li>• CGB-D Communication skills (not addressed)</li> <li>• CGB-E Knowledge of major (partially)</li> <li>• CGB-F Pedagogical knowledge (not addressed)</li> </ul>					
<b>Pre-requisites</b>					
	<b>Participation requirements</b>	Provisional authorization for qualification period.			
	<b>Recommended prior knowledge</b>	The modules OVWL and OMIK should be completed.			
<b>Course Organization</b>					
	<b>Teaching mode</b>				
	<b>Language</b>	English			
	<b>Duration</b>	One Semester			
	<b>Frequency</b>	Every semester			
	<b>Recommended semester</b>	Semester 3, 4			
	<b>Lecturer(s)</b>	Prof. Dr. Leo Kaas			
<b>Semester Work</b>					
	<b>Proof of participation</b>	none			
	<b>Non-graded assignments</b>	none			
<b>Examination and Grading</b>					
	<b>Examination</b>	Written exam (90 minutes)			
	<b>Elements of cumulative examinations</b>	-			



PMAK	Macroeconomics 2	Mandatory Course	Total. 180h		6 CP
			In Presence 4 SWS / 45h	Self-study 135h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Economics			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
<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>					
<b>Learning Outcomes / Competency Goals</b>					
<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Students understand and are able to apply modern theories.</li> <li>• Students are familiar with foundations of formal macroeconomics, especially macroeconomics growth accounting as well as causes and stabilization of business cycles.</li> <li>• Students are able to critically evaluate and discuss current questions of macroeconomic and economic policy.</li> <li>• Students are able to outline and to explain essential macroeconomic relations through mathematical methods.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (totally)</li> <li>• CGB-B Quantitative methods knowledge (totally)</li> <li>• CGB-C Ethical reasoning (partially)</li> <li>• CGB-D Communication skills (not addressed)</li> <li>• CGB-E Knowledge of major (not addressed)</li> <li>• CGB-F Pedagogical knowledge (not addressed)</li> </ul>					
<b>Pre-requisites</b>					
	<b>Participation requirements</b>	Successful completion of orientation period.			
	<b>Recommended prior knowledge</b>	The module BMAK should be completed.			
<b>Course Organization</b>					
	<b>Teaching mode</b>	Lecture (2 SWS) + Exercise (1 SWS) + Mentorium (1 SWS)			
	<b>Language</b>	English			
	<b>Duration</b>	One Semester			
	<b>Frequency</b>	Every semester			
	<b>Recommended semester</b>	Semester 4			
	<b>Lecturer(s)</b>	Prof. Dr. Alexander Meyer-Gohde			
<b>Semester Work</b>					
	<b>Proof of participation</b>	none			
	<b>Non-graded assignments</b>	none			
<b>Examination and Grading</b>					

	<b>Examination</b>	Written exam (90 minutes)
	<b>Elements of cumulative examinations</b>	-
	<b>Recommended Literature</b>	

WPME:MECC	Macroeconomics of Climate Change	Mandatory Course Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Economics			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
<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>					
<b>Learning Outcomes / Competency Goals</b>					
<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Students will obtain a deep and complete analysis of the interactions between climate change and the macroeconomy.</li> <li>• 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.</li> <li>• 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.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (totally)</li> <li>• CGB-B Quantitative methods knowledge (partially)</li> <li>• CGB-C Ethical reasoning (not addressed)</li> <li>• CGB-D Communication skills (not addressed)</li> <li>• CGB-E Knowledge of major (not addressed)</li> <li>• CGB-F Pedagogical knowledge (not addressed)</li> </ul>					
<b>Pre-requisites</b>					
	<b>Participation requirements</b>	Provisional authorization for qualification period.			
	<b>Recommended prior knowledge</b>	none			
<b>Course Organization</b>					
	<b>Teaching mode</b>	Lecture (2 SWS) + Exercise (1 SWS)			
	<b>Language</b>	English			
	<b>Duration</b>	One Semester			
	<b>Frequency</b>	Yearly			
	<b>Recommended semester</b>	Semester 5, 6			
	<b>Lecturer(s)</b>	Dr. Pavlos Karadeloglou			
<b>Semester Work</b>					
	<b>Proof of participation</b>	none			
	<b>Non-graded assignments</b>	none			
<b>Examination and Grading</b>					
	<b>Examination</b>	Written exam (90 minutes)			

	<b>Elements of cumulative examinations</b>	-
	<b>Recommended Literature</b>	

BMGT	Management 1	Mandatory Course	Total. 180h		6 CP
			In Presence 4 SWS / 45h	Self-study 135h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
<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>					
<b>Learning Outcomes / Competency Goals</b>					
<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• The students will learn the key elements of the framework for strategic decision making in management.</li> <li>• The students will be able to apply the basics of game theory to strategic management problems.</li> <li>• 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.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (totally)</li> <li>• CGB-B Quantitative methods knowledge (totally)</li> <li>• CGB-C Ethical reasoning (partially)</li> <li>• CGB-D Communication skills (not addressed)</li> <li>• CGB-E Knowledge of major (not addressed)</li> <li>• CGB-F Pedagogical knowledge (not addressed)</li> </ul>					
<b>Pre-requisites</b>					
<b>Participation requirements</b>		Provisional authorization for qualification period.			
<b>Recommended prior knowledge</b>		none			
<b>Course Organization</b>					
<b>Teaching mode</b>		Lecture (2 SWS) + Exercise (1 SWS) + Mentorium (1 SWS)			
<b>Language</b>		German			
<b>Duration</b>		One Semester			
<b>Frequency</b>		Every semester			
<b>Recommended semester</b>		Semester 3, 4			
<b>Lecturer(s)</b>		Prof. Guido Friebel, Ph.D., Prof. Dr. Michael Kosfeld			
<b>Semester Work</b>					
<b>Proof of participation</b>		none			
<b>Non-graded assignments</b>		none			
<b>Examination and Grading</b>					
<b>Examination</b>		Written exam (90 minutes)			

	<b>Elements of cumulative examinations</b>	-
	<b>Recommended Literature</b>	



PMGT	Management 2	Mandatory Course	Total. 180h		6 CP
			In Presence 4 SWS / 45h	Self-study 135h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
<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>					
<b>Learning Outcomes / Competency Goals</b>					
<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Students will become familiar with a conceptual framework for strategic management decisions.</li> <li>• Students will be able to apply basic concepts to strategic management decisions.</li> <li>• Students will deepen their programming skills and, in particular, learn how to prepare, analyze, and interpret complex datasets in the context of innovation research.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (partially)</li> <li>• CGB-B Quantitative methods knowledge (totally)</li> <li>• CGB-C Ethical reasoning (partially)</li> <li>• CGB-D Communication skills (not addressed)</li> <li>• CGB-E Knowledge of major (totally)</li> <li>• CGB-F Pedagogical knowledge (not addressed)</li> </ul>					
<b>Pre-requisites</b>					
	<b>Participation requirements</b>	Successful completion of orientation period.			
	<b>Recommended prior knowledge</b>	none			
<b>Course Organization</b>					
	<b>Teaching mode</b>	Lecture (2 SWS) + Exercise (1 SWS) + Mentorium (1 SWS)			
	<b>Language</b>	German			
	<b>Duration</b>	One Semester			
	<b>Frequency</b>	Every semester			
	<b>Recommended semester</b>	Semester 4			
	<b>Lecturer(s)</b>	Prof. Dr. Lars Schweizer, Prof. Dr. Cornelia Storz			
<b>Semester Work</b>					
	<b>Proof of participation</b>	none			
	<b>Non-graded assignments</b>	none			
<b>Examination and Grading</b>					
	<b>Examination</b>	Written exam (90 minutes)			

	<b>Elements of cumulative examinations</b>	-
	<b>Recommended Literature</b>	

WPMM:MARE	Market Research	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
	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.				
<b>Learning Outcomes / Competency Goals</b>					
	<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Students develop a basic understanding of research methodology and its implementation in marketing.</li> <li>• Students become familiar with the role, scope, and process of marketing research.</li> <li>• Students become familiar with the analytical techniques employed by market researchers.</li> <li>• Students feel confident to conduct marketing research independently.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (totally)</li> <li>• CGB-B Quantitative methods knowledge (totally)</li> <li>• CGB-C Ethical reasoning (partially)</li> <li>• CGB-D Communication skills (partially)</li> <li>• CGB-E Knowledge of major (totally)</li> <li>• CGB-F Pedagogical knowledge (not addressed)</li> </ul>				
<b>Pre-requisites</b>					
	<b>Participation requirements</b>	Provisional authorization for qualification period.			
	<b>Recommended prior knowledge</b>	none			
<b>Course Organization</b>					
	<b>Teaching mode</b>	Lecture (2 SWS) + Exercise (1 SWS)			
	<b>Language</b>	English			
	<b>Duration</b>	One Semester			
	<b>Frequency</b>	Yearly			
	<b>Recommended semester</b>	Semester 5, 6			
	<b>Lecturer(s)</b>	Prof. Dr. Thomas Otter			
<b>Semester Work</b>					
	<b>Proof of participation</b>	none			
	<b>Non-graded assignments</b>	none			
<b>Examination and Grading</b>					
	<b>Examination</b>	Written exam (90 minutes)			
	<b>Elements of cumulative examinations</b>	-			
<b>Recommended Literature</b>					

OMAR	Marketing 1	Mandatory Course	Total. 150h		5 CP
			In Presence 3 SWS / 34h	Self-study 116h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
<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>					
<b>Learning Outcomes / Competency Goals</b>					
<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Students know the basic concepts of marketing and understand their connections.</li> <li>• Students can apply basic analytical methods for the well-founded design of marketing activities.</li> <li>• Students can classify the knowledge gained and apply it in practice.</li> <li>• Students can critically reflect on marketing objectives against the background of societal challenges.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (totally)</li> <li>• CGB-B Quantitative methods knowledge (partially)</li> <li>• CGB-C Ethical reasoning (partially)</li> <li>• CGB-D Communication skills (partially)</li> <li>• CGB-E Knowledge of major (totally)</li> <li>• CGB-F Pedagogical knowledge (not addressed)</li> </ul>					
<b>Pre-requisites</b>					
<b>Participation requirements</b>		Provisional authorization for bachelor examination.			
<b>Recommended prior knowledge</b>		none			
<b>Course Organization</b>					
<b>Teaching mode</b>		Lecture (2 SWS) + Tutorial (1 SWS)			
<b>Language</b>		German			
<b>Duration</b>		One Semester			
<b>Frequency</b>		Every semester			
<b>Recommended semester</b>		Semester 2			
<b>Lecturer(s)</b>		Prof. Dr. Torsten Bornemann			
<b>Semester Work</b>					
<b>Proof of participation</b>		none			
<b>Non-graded assignments</b>		none			
<b>Examination and Grading</b>					
<b>Examination</b>		Written exam (90 minutes)			

	<b>Elements of cumulative examinations</b>	-
	<b>Recommended Literature</b>	

OMAT	Mathematics for Economists	Mandatory Course	Total. 300h		10 CP
			In Presence 6 SWS / 68h	Self-study 232h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration Minor Economics			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
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.					
<b>Learning Outcomes / Competency Goals</b>					
<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Students will become familiar with mathematical thinking.</li> <li>• Students will learn the mathematical methods from the fields of linear algebra and calculus that are necessary for an education in business and economics.</li> <li>• Students will be able to select suitable methods for solving mathematical problems.</li> <li>• Students will acquire skills for independent mathematical problem solving and for self-organization in processing analytical problems.</li> <li>• Students will be able to apply the quantitative basics to contents in economics.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (totally)</li> <li>• CGB-B Quantitative methods knowledge (not addressed)</li> <li>• CGB-C Ethical reasoning (not addressed)</li> <li>• CGB-D Communication skills (not addressed)</li> <li>• CGB-E Knowledge of major (not addressed)</li> <li>• CGB-F Pedagogical knowledge (not addressed)</li> </ul>					
<b>Pre-requisites</b>					
<b>Participation requirements</b>		Provisional authorization for bachelor examination.			
<b>Recommended prior knowledge</b>		Attending the preparatory course in mathematics as well as good knowledge of differential calculus with one variable.			
<b>Course Organization</b>					
<b>Teaching mode</b>		Lecture (4 SWS) + Tutorial (2 SWS)			
<b>Language</b>		German			
<b>Duration</b>		One Semester			
<b>Frequency</b>		Every semester			
<b>Recommended semester</b>		Semester 1			
<b>Lecturer(s)</b>		Prof. Dr. Ju-Young Kim			
<b>Semester Work</b>					
<b>Proof of participation</b>		none			
<b>Non-graded assignments</b>		none			
<b>Examination and Grading</b>					
<b>Examination</b>		Written exam (90 minutes)			

	<b>Elements of cumulative examinations</b>	-
	<b>Recommended Literature</b>	

SEMM:MAPI	Mergers & Acquisitions: Process and Organisational Integration	Elective	Total. 180h		6 CP
			In Presence 2 SWS / 23h	Self-study 157h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Economics and Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
<p>The goal of this seminar is to become familiar with the basic strategies, approaches and concepts in the context of Mergers &amp; Acquisitions. To start with, we will discuss different types of M&amp;As and their empirical observation as Merger waves followed by the strategic motives that trigger M&amp;As. In a second step, we will look at the different theoretical concepts and justifications for the emergence of M&amp;As. M&amp;As can be looked at from a process perspective comprising different steps and players which need to be coordinated. The Due Diligence phase which allows an acquirer to become familiar with the target is a first step in that process. This phase is already an integral part of the evaluation. In this context, we will especially discuss how to organize the M&amp;A process. During the M&amp;A acquisition process one can often observe different takeover tactics used to raise the acquisition price or to prevent the takeover. In order to find the "right price" the calculation of synergies is of crucial importance. Synergies are usually used to justify the acquisition and the payment of the acquisition premium. Thus, we will discuss different valuation concepts. Post-merger integration is considered to be the crucial step for a successful realization of an M&amp;A transaction as this phase is responsible for the realization of the synergies, i.e., value creation. We will look, e.g., at different integration strategies, the impact of integration speed, or the role of the integration manager. Last but not least, the question of how to measure M&amp;A success will be looked at in more detail. In addition to the presentation of the seminar papers, there will be one practice lecture.</p>					
<b>Learning Outcomes / Competency Goals</b>					
<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>Understand key M&amp;A success factors and to apply techniques for designing and implementing M&amp;A processes from the strategy over the process until the integration.</li> <li>Develop a detailed action plan for addressing the successful implementation of M&amp;A projects.</li> <li>Design a coherent process for integrating the strategic, managerial, organizational, and financial decisions related to mergers and acquisitions in a responsible way.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>CGB-A Theoretical knowledge (totally)</li> <li>CGB-B Quantitative methods knowledge (not addressed)</li> <li>CGB-C Ethical reasoning (partially)</li> <li>CGB-D Communication skills (totally)</li> <li>CGB-E Knowledge of major (totally)</li> </ul>					
<b>Pre-requisites</b>					
<b>Participation requirements</b>		Successful completion of orientation period and 18 ECTS from B-courses.			
<b>Recommended prior knowledge</b>		none			
<b>Course Organization</b>					
<b>Teaching mode</b>		Seminar (2 SWS)			
<b>Language</b>		German			
<b>Duration</b>		One Semester			
<b>Frequency</b>		Irregular			
<b>Recommended semester</b>		Semester 5			
<b>Lecturer(s)</b>		Prof. Dr. Lars Schweizer			
<b>Semester Work</b>					
<b>Proof of participation</b>		Regular attendance according to §14 (3).			
<b>Non-graded assignments</b>		Presentation of the thesis topic.			
<b>Examination and Grading</b>					



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

OMIK	Microeconomics 1	Mandatory Course	Total. 300h		10 CP
			In Presence 6 SWS / 68h	Self-study 232h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Economics			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
	<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>				
<b>Learning Outcomes / Competency Goals</b>					
	<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Student acquire the necessary foundations of microeconomics.</li> <li>• Students are familiar with basic microeconomics models.</li> <li>• Students are able to apply microeconomic models and to interpret their economic implications.</li> <li>• Students acquire economic and formal competencies to develop concepts to solve exercises.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (totally)</li> <li>• CGB-B Quantitative methods knowledge (partially)</li> <li>• CGB-C Ethical reasoning (partially)</li> <li>• CGB-D Communication skills (not addressed)</li> <li>• CGB-E Knowledge of major (not addressed)</li> <li>• CGB-F Pedagogical knowledge (not addressed)</li> </ul>				
<b>Pre-requisites</b>					
	<b>Participation requirements</b>	Provisional authorization for bachelor examination.			
	<b>Recommended prior knowledge</b>	The module OVWL should be completed.			
<b>Course Organization</b>					
	<b>Teaching mode</b>	Lecture (4 SWS) + Tutorial (2 SWS)			
	<b>Language</b>	German			
	<b>Duration</b>	One Semester			
	<b>Frequency</b>	Every semester			
	<b>Recommended semester</b>	Semester 2			
	<b>Lecturer(s)</b>	Prof. Dr. Matthias Blonski			
<b>Semester Work</b>					
	<b>Proof of participation</b>	none			
	<b>Non-graded assignments</b>	none			
<b>Examination and Grading</b>					
	<b>Examination</b>	Written exam (90 minutes)			
	<b>Elements of cumulative examinations</b>	-			
<b>Recommended Literature</b>					

PMIK	Microeconomics 2	Mandatory Course	Total. 180h		6 CP
			In Presence 4 SWS / 45h	Self-study 135h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Economics			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
	This course provides an introduction to selected aspects of modern microeconomic research. Topics include classical decision theory, game theory, laboratory experiments, and behavioral economics.				
<b>Learning Outcomes / Competency Goals</b>					
	<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Students learn to understand and reflect modern microeconomic theory.</li> <li>• Students learn to master quantitative microeconomic methods.</li> <li>• Students learn to integrate special knowledge from theoretical and empirical microeconomics.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (totally)</li> <li>• CGB-B Quantitative methods knowledge (not addressed)</li> <li>• CGB-C Ethical reasoning (partially)</li> <li>• CGB-D Communication skills (not addressed)</li> <li>• CGB-E Knowledge of major (totally)</li> <li>• CGB-F Pedagogical knowledge (not addressed)</li> </ul>				
<b>Pre-requisites</b>					
	<b>Participation requirements</b>	Successful completion of orientation period.			
	<b>Recommended prior knowledge</b>	The module BMIK should be completed.			
<b>Course Organization</b>					
	<b>Teaching mode</b>	Lecture (2 SWS) + Exercise (1 SWS) + Mentorium (1 SWS)			
	<b>Language</b>	German			
	<b>Duration</b>	One Semester			
	<b>Frequency</b>	Every semester			
	<b>Recommended semester</b>	Semester 4			
	<b>Lecturer(s)</b>	Jun.-Prof. Dr. Volker Benndorf			
<b>Semester Work</b>					
	<b>Proof of participation</b>	none			
	<b>Non-graded assignments</b>	none			
<b>Examination and Grading</b>					
	<b>Examination</b>	Written exam (90 minutes)			
	<b>Elements of cumulative examinations</b>	-			
<b>Recommended Literature</b>					

SEME:MPOE	Morals, Philosophy and Economics	Elective	Total. 180h		6 CP
			In Presence 2 SWS / 23h	Self-study 157h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Economics and Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
<p>The seminar deals with the combination of philosophical and economic questions.  Examples of topics: Does money make people happy? The evidence from an international and intertemporal perspective, Markets and ethical behavior, The role of evolution in individual preferences, Was Vilfredo Pareto a fascist?, The Canonical Prohibition of Interest, Islamic financial rules: Rationale and implications, Protestant Ethics and Capitalism: The Thesis of Max Weber, Protestantism, Education and Growth, The Escape of Mankind from the Malthusian Trap, The Value of a Statistical Life in Cost-Benefit Analyses.</p>					
<b>Learning Outcomes / Competency Goals</b>					
<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Students will learn the ability to reflect on economic and ethical aspects.</li> <li>• Students will learn about selected aspects of the history of economic theory.</li> <li>• Students will improve their oral, professional expression skills through collaborative discussions and presentations.</li> <li>• Students will improve their skills in academic writing by preparing their own seminar paper.</li> <li>• Students will increase their teamwork skills by designing joint presentations.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (totally)</li> <li>• CGB-B Quantitative methods knowledge (not addressed)</li> <li>• CGB-C Ethical reasoning (totally)</li> <li>• CGB-D Communication skills (totally)</li> <li>• CGB-E Knowledge of major (totally)</li> </ul>					
<b>Pre-requisites</b>					
<b>Participation requirements</b>		Successful completion of orientation period and 18 ECTS from B-courses.			
<b>Recommended prior knowledge</b>		none			
<b>Course Organization</b>					
<b>Teaching mode</b>		Seminar (2 SWS)			
<b>Language</b>		German			
<b>Duration</b>		One Semester			
<b>Frequency</b>		Irregular			
<b>Recommended semester</b>		Semester 5			
<b>Lecturer(s)</b>		Prof. Dr. Alfons Weichenrieder			
<b>Semester Work</b>					
<b>Proof of participation</b>		Regular attendance according to §14 (3).			
<b>Non-graded assignments</b>		Presentation of the thesis topic.			
<b>Examination and Grading</b>					
<b>Examination</b>		Written thesis (10-15 pages, 6-8 weeks).			
<b>Elements of cumulative examinations</b>		-			
<b>Recommended Literature</b>					

OPPE	Philosophy, Politics and Economics	Mandatory Course	Total. 150h		5 CP
			In Presence 3 SWS / 34h	Self-study 116h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration Minor Economics			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
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.					
<b>Learning Outcomes / Competency Goals</b>					
<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Students are able to understand, reflect and apply economic theory and its development.</li> <li>• Students know important controversies in economic theory and in the assessment of economic policy problems.</li> <li>• Students are able to classify knowledge from different fields (economics, philosophy/ethics, politics) and apply it to economic practice.</li> <li>• Students are able to consider questions of ethics and sustainability in their decisions.</li> <li>• Students acquire soft skills for oral and written expression.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (totally)</li> <li>• CGB-B Quantitative methods knowledge (not addressed)</li> <li>• CGB-C Ethical reasoning (totally)</li> <li>• CGB-D Communication skills (not addressed)</li> <li>• CGB-E Knowledge of major (not addressed)</li> <li>• CGB-F Pedagogical knowledge (not addressed)</li> </ul>					
<b>Pre-requisites</b>					
	<b>Participation requirements</b>	Provisional authorization for bachelor examination.			
	<b>Recommended prior knowledge</b>	none			
<b>Course Organization</b>					
	<b>Teaching mode</b>	Lecture (2 SWS) + Tutorial (1 SWS)			
	<b>Language</b>	German			
	<b>Duration</b>	One Semester			
	<b>Frequency</b>	Every semester			
	<b>Recommended semester</b>	Semester 2			
	<b>Lecturer(s)</b>	Prof. Dr. Rainer Klump			
<b>Semester Work</b>					
	<b>Proof of participation</b>	none			
	<b>Non-graded assignments</b>	none			
<b>Examination and Grading</b>					
	<b>Examination</b>	Written exam (90 minutes)			
	<b>Elements of cumulative examinations</b>	-			
<b>Recommended Literature</b>					

WPMA:PKWE	Practical Conflicts between Economy and Ethics	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Economics and Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
<p>The equality of the world's essential economic and ethical goals is both a question and a hope. The conflicts between prosperity and resource distribution, the autonomy of individuals and peoples, the strengths and weaknesses of these in a global world, the need for exchange and trade, the connection with climate and ecology, as well as the rights of man and nature ( ? ) in an anthropocentric view or assessment are the topics therein.</p> <p>According to which criteria can we seek help in making decisions, what can we start from, and how can we find stabilising judgements? Other themes in it include: Are prosperity and its distribution goals in themselves? Is justice a goal in itself? Are reason and rationality different? Facts of unequal distribution and justice. What criteria or principles of justice do we know? What intuitions of morality are relevant and justified? What is the economic cycle that causes ecological damage and inequality? Reasons and justification. What does an economic cycle and distribution that is perceived as just look like? In which economic sectors? Reasons for private property and for common property? Who has what legitimate claims? Performance or welfare? To what extent? Individualism vs community vs political bureaucracy?</p>					
<b>Learning Outcomes / Competency Goals</b>					
<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• After the lecture and mentoring, the participants will deepen their understanding of ethical objectives, their significance and their conflicts in economic issues.</li> <li>• They learn to argue with ethical and economic arguments, to present them and to prepare themselves for business, professional and application questions.</li> <li>• Various central issues in business and society are taken up, dealt with and discussed as examples.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (totally)</li> <li>• CGB-B Quantitative methods knowledge (not addressed)</li> <li>• CGB-C Ethical reasoning (totally)</li> <li>• CGB-D Communication skills (totally)</li> <li>• CGB-E Knowledge of major (not addressed)</li> </ul>					
<b>Pre-requisites</b>					
	<b>Participation requirements</b>	Provisional authorization for qualification period.			
	<b>Recommended prior knowledge</b>	none			
<b>Course Organization</b>					
	<b>Teaching mode</b>	Lecture (2 SWS) + Exercise (1 SWS)			
	<b>Language</b>	German			
	<b>Duration</b>	One Semester			
	<b>Frequency</b>	Yearly			
	<b>Recommended semester</b>	Semester 5, 6			
	<b>Lecturer(s)</b>	Dr. Helmut Hesse			
<b>Semester Work</b>					
	<b>Proof of participation</b>	none			
	<b>Non-graded assignments</b>	none			
<b>Examination and Grading</b>					
	<b>Examination</b>	Written exam (90 minutes)			

	<b>Elements of cumulative examinations</b>	-
	<b>Recommended Literature</b>	

WPMF:REFI	Real Estate Finance and Investments	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
	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.				
<b>Learning Outcomes / Competency Goals</b>					
	<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Students are familiar with the basic principles of real estate finance and investments.</li> <li>• Students understand state-of-the art valuation techniques for residential and commercial real estate.</li> <li>• Students understand the difference between private versus public real estate investments within the broader concept of financial decision-making and asset markets.</li> <li>• Students understand the structure of the mortgage market and learn to compare different mortgage loans.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (totally)</li> <li>• CGB-B Quantitative methods knowledge (partially)</li> <li>• CGB-C Ethical reasoning (not addressed)</li> <li>• CGB-D Communication skills (not addressed)</li> <li>• CGB-E Knowledge of major (totally)</li> <li>• CGB-F Pedagogical knowledge (not addressed)</li> </ul>				
<b>Pre-requisites</b>					
	<b>Participation requirements</b>	Provisional authorization for qualification period.			
	<b>Recommended prior knowledge</b>	none			
<b>Course Organization</b>					
	<b>Teaching mode</b>	Lecture (2 SWS) + Exercise (1 SWS)			
	<b>Language</b>	English			
	<b>Duration</b>	One Semester			
	<b>Frequency</b>	Yearly			
	<b>Recommended semester</b>	Semester 5, 6			
	<b>Lecturer(s)</b>	Jun.-Prof. Daniel Ruf, Ph.D.			
<b>Semester Work</b>					
	<b>Proof of participation</b>	none			
	<b>Non-graded assignments</b>	none			
<b>Examination and Grading</b>					
	<b>Examination</b>	Written exam (90 minutes)			
	<b>Elements of cumulative examinations</b>	-			





SEME:RRMA	Recent Research in Macroeconomics	Elective	Total. 180h		6 CP
			In Presence 2 SWS / 23h	Self-study 157h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Economics and Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
<p>The seminar focuses on frontier research in the field of macroeconomics. The seminar will cover recent papers published in leading academic journals that focus on issues related to macroeconomics. The seminar will provide an in-depth coverage of methods, analysis, discussion and policy implications of the papers covered in the seminar. The seminar will contain theory sessions, hands-on computer sessions and student presentation sessions.</p>					
<b>Learning Outcomes / Competency Goals</b>					
<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Students are able to understand and discuss macroeconomic policy implications and policy options related to recent macroeconomic events.</li> <li>• Students are able to evaluate theory and critique research from a macroeconomic perspective.</li> <li>• Students demonstrate written and oral presentation skills to communicate scientific knowledge.</li> <li>• Students write clearly and persuasively to communicate their scientific ideas clearly.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (totally)</li> <li>• CGB-B Quantitative methods knowledge (totally)</li> <li>• CGB-C Ethical reasoning (not addressed)</li> <li>• CGB-D Communication skills (totally)</li> <li>• CGB-E Knowledge of major (totally)</li> </ul>					
<b>Pre-requisites</b>					
	<b>Participation requirements</b>	Successful completion of orientation period and 18 ECTS from B-courses.			
	<b>Recommended prior knowledge</b>	none			
<b>Course Organization</b>					
	<b>Teaching mode</b>	Seminar (2 SWS)			
	<b>Language</b>	English			
	<b>Duration</b>	One Semester			
	<b>Frequency</b>	Irregular			
	<b>Recommended semester</b>	Semester 5			
	<b>Lecturer(s)</b>	Prof. Dr. Mathias Trabant			
<b>Semester Work</b>					
	<b>Proof of participation</b>	Regular attendance according to §14 (3).			
	<b>Non-graded assignments</b>	Presentation of the thesis topic.			
<b>Examination and Grading</b>					
	<b>Examination</b>	Written thesis (10-15 pages, 6-8 weeks).			
	<b>Elements of cumulative examinations</b>	-			
<b>Recommended Literature</b>					

SEMF:STIN	Selected Topics in Insurance: Reinsurance and Alternative Risk Transfer	Elective	Total. 180h		6 CP
			In Presence 2 SWS / 23h	Self-study 157h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Economics and Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
<p>The seminar aims at providing students with knowledge about selected topics in insurance, reinsurance and other forms of risk transfer. During the seminar, students will first receive a general introduction about the respective general seminar topic. They will then have to research a specific topic, write a seminar paper, present their research and to discuss the outcome with fellow students. Students can select their seminar topic from a list provided in advance. The topics will relate to areas such as asset-liability management, reinsurance, alternative risk transfer, risk securitization or micro-insurance.</p>					
<b>Learning Outcomes / Competency Goals</b>					
<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Students will obtain understanding of selected topics of insurance, reinsurance, and other forms of risk transfer.</li> <li>• Students will obtain understanding of the functioning of insurance markets and the influence of information asymmetries.</li> <li>• Students will obtain skills how to write and present a seminar paper.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (partially)</li> <li>• CGB-B Quantitative methods knowledge (partially)</li> <li>• CGB-C Ethical reasoning (not addressed)</li> <li>• CGB-D Communication skills (totally)</li> <li>• CGB-E Knowledge of major (totally)</li> </ul>					
<b>Pre-requisites</b>					
<b>Participation requirements</b>		Successful completion of orientation period and 18 ECTS from B-courses.			
<b>Recommended prior knowledge</b>		none			
<b>Course Organization</b>					
<b>Teaching mode</b>		Seminar (2 SWS)			
<b>Language</b>		English			
<b>Duration</b>		One Semester			
<b>Frequency</b>		Irregular			
<b>Recommended semester</b>		Semester 5			
<b>Lecturer(s)</b>		Prof. Dr. Helmut Gründl			
<b>Semester Work</b>					
<b>Proof of participation</b>		Regular attendance according to §14 (3).			
<b>Non-graded assignments</b>		Presentation of the thesis topic.			
<b>Examination and Grading</b>					
<b>Examination</b>		Written thesis (10-15 pages, 6-8 weeks).			
<b>Elements of cumulative examinations</b>		-			
<b>Recommended Literature</b>					

SBCB	Spanish for Economists: Specialisation Course B	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Business Education B.Sc. in Economics and Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
<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>					
<b>Learning Outcomes / Competency Goals</b>					
<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• 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.</li> <li>• They are in a position to understand and to apply the principles of grammatical subtleties of general Spanish as well as specialized Spanish.</li> <li>• 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.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (partially)</li> <li>• CGB-B Quantitative methods knowledge (not addressed)</li> <li>• CGB-C Ethical reasoning (partially)</li> <li>• CGB-D Communication skills (totally)</li> <li>• CGB-E Knowledge of major (not addressed)</li> <li>• CGB-F Pedagogical knowledge (not addressed)</li> </ul>					
<b>Pre-requisites</b>					
	<b>Participation requirements</b>	Provisional authorization for qualification period and successful qualifying test for the CERF level B2.2.			
	<b>Recommended prior knowledge</b>	none			
<b>Course Organization</b>					
	<b>Teaching mode</b>				
	<b>Language</b>	Spanish			
	<b>Duration</b>	One Semester			
	<b>Frequency</b>	Irregular			
	<b>Recommended semester</b>	Semester 5, 6			
	<b>Lecturer(s)</b>				
<b>Semester Work</b>					
	<b>Proof of participation</b>	none			
	<b>Non-graded assignments</b>	none			
<b>Examination and Grading</b>					

	<b>Examination</b>	Successful completion of written exam (120 minutes), an oral exam, and regular attendance
	<b>Elements of cumulative examinations</b>	-
	<b>Recommended Literature</b>	

OSTA	Statistics	Mandatory Course	Total. 300h		10 CP
			In Presence 6 SWS / 68h	Self-study 232h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Business Education B.Sc. in Economics and Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
	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.				
<b>Learning Outcomes / Competency Goals</b>					
	<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Students are taught to master quantitative methods.</li> <li>• Students are taught to classify specific knowledge from different fields and apply it in practice.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (partially)</li> <li>• CGB-B Quantitative methods knowledge (totally)</li> <li>• CGB-C Ethical reasoning (partially)</li> <li>• CGB-D Communication skills (not addressed)</li> <li>• CGB-E Knowledge of major (not addressed)</li> <li>• CGB-F Pedagogical knowledge (not addressed)</li> </ul>				
<b>Pre-requisites</b>					
	<b>Participation requirements</b>	Provisional authorization for bachelor examination.			
	<b>Recommended prior knowledge</b>	none			
<b>Course Organization</b>					
	<b>Teaching mode</b>	Lecture (4 SWS) + Tutorial (2 SWS)			
	<b>Language</b>	German			
	<b>Duration</b>	One Semester			
	<b>Frequency</b>	Every semester			
	<b>Recommended semester</b>	Semester 1			
	<b>Lecturer(s)</b>	Prof. Dr. Uwe Hassler			
<b>Semester Work</b>					
	<b>Proof of participation</b>	none			
	<b>Non-graded assignments</b>	none			
<b>Examination and Grading</b>					
	<b>Examination</b>	Written exam (90 minutes)			
	<b>Elements of cumulative examinations</b>	-			
<b>Recommended Literature</b>					

WPMM:SHRM	Strategic Human Resource Management	Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
	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.				
<b>Learning Outcomes / Competency Goals</b>					
	<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• You will be empowered to understand, reflect on, and apply theories of managing HR.</li> <li>• You will be able to master quantitative methods and apply them to concrete problems e.g. of talent management and people analytics.</li> <li>• You will be able to apply specialized knowledge to practice.</li> <li>• You will be able to consider issues of ethics and sustainability in professional decision-making.</li> <li>• You are able to work constructively with others to address a complex issue.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (totally)</li> <li>• CGB-B Quantitative methods knowledge (totally)</li> <li>• CGB-C Ethical reasoning (partially)</li> <li>• CGB-D Communication skills (partially)</li> <li>• CGB-E Knowledge of major (not addressed)</li> <li>• CGB-F Pedagogical knowledge (not addressed)</li> </ul>				
<b>Pre-requisites</b>					
	<b>Participation requirements</b>	Provisional authorization for qualification period.			
	<b>Recommended prior knowledge</b>	none			
<b>Course Organization</b>					
	<b>Teaching mode</b>	Lecture (2 SWS) + Exercise (1 SWS)			
	<b>Language</b>	German			
	<b>Duration</b>	One Semester			
	<b>Frequency</b>	Yearly			
	<b>Recommended semester</b>	Semester 5, 6			
	<b>Lecturer(s)</b>	Prof. Guido Friebel, Ph.D.			
<b>Semester Work</b>					
	<b>Proof of participation</b>	none			
	<b>Non-graded assignments</b>	none			
<b>Examination and Grading</b>					
	<b>Examination</b>	Written exam (90 minutes)			
	<b>Elements of cumulative examinations</b>	-			
<b>Recommended Literature</b>					

WPME:ECLM	The Economics of Labor Markets	Mandatory Course Elective	Total. 180h		6 CP
			In Presence 3 SWS / 34h	Self-study 146h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Business Education B.Sc. in Economics and Business Administration Minor Economics			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
<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>					
<b>Learning Outcomes / Competency Goals</b>					
<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Students become familiar with modern labor economics theory. They can apply the theory to critically evaluate the efficacy of various labor market institutions.</li> <li>• 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.</li> <li>• 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.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (totally)</li> <li>• CGB-B Quantitative methods knowledge (totally)</li> <li>• CGB-C Ethical reasoning (partially)</li> <li>• CGB-D Communication skills (not addressed)</li> <li>• CGB-E Knowledge of major (totally)</li> <li>• CGB-F Pedagogical knowledge (not addressed)</li> </ul>					
<b>Pre-requisites</b>					
	<b>Participation requirements</b>	Provisional authorization for qualification period.			
	<b>Recommended prior knowledge</b>	none			
<b>Course Organization</b>					
	<b>Teaching mode</b>	Lecture (2 SWS) + Exercise (1 SWS)			
	<b>Language</b>	English			
	<b>Duration</b>	One Semester			
	<b>Frequency</b>	Yearly			
	<b>Recommended semester</b>	Semester 5, 6			
	<b>Lecturer(s)</b>	Dr. Marek Ignaszak			
<b>Semester Work</b>					
	<b>Proof of participation</b>	none			
	<b>Non-graded assignments</b>	none			
<b>Examination and Grading</b>					



	<b>Examination</b>	Written exam (90 minutes)
	<b>Elements of cumulative examinations</b>	-
	<b>Recommended Literature</b>	

SEME:EOSC	The Economics of Structural Change	Elective	Total. 180h		6 CP
			In Presence 2 SWS / 23h	Self-study 157h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Economics and Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
<p>The goal of this course is to introduce students to the broad area of structural transformation. Structural transformation is one of the most striking empirical regularities of an economy's development process. It refers to the reallocation of resources across broad sectors that occurs as part of the process of economic growth. In this course, we study the causes of structural transformation and its consequences for labor markets, inequality, productivity and economic growth. We discuss a variety of topics including job polarization, household production, the European employment dilemma, female labor force participation, the growth slowdown and economic development.</p>					
<b>Learning Outcomes / Competency Goals</b>					
<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• missing</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (totally)</li> <li>• CGB-B Quantitative methods knowledge (totally)</li> <li>• CGB-C Ethical reasoning (not addressed)</li> <li>• CGB-D Communication skills (totally)</li> <li>• CGB-E Knowledge of major (totally)</li> </ul>					
<b>Pre-requisites</b>					
<b>Participation requirements</b>		Successful completion of orientation period and 18 ECTS from B-courses.			
<b>Recommended prior knowledge</b>		none			
<b>Course Organization</b>					
<b>Teaching mode</b>		Seminar (2 SWS)			
<b>Language</b>		English			
<b>Duration</b>		One Semester			
<b>Frequency</b>		Irregular			
<b>Recommended semester</b>		Semester 5			
<b>Lecturer(s)</b>		Prof. Georg Dürnecker, Ph.D.			
<b>Semester Work</b>					
<b>Proof of participation</b>		Regular attendance according to §14 (3).			
<b>Non-graded assignments</b>		Presentation of the thesis topic.			
<b>Examination and Grading</b>					
<b>Examination</b>		Written thesis (10-15 pages, 6-8 weeks).			
<b>Elements of cumulative examinations</b>		-			
<b>Recommended Literature</b>					

SEMM:CORE	Topics in Consumer Research	Elective	Total. 180h		6 CP
			In Presence 2 SWS / 23h	Self-study 157h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Economics and Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
<p>This seminar covers various aspects of a current research area (e.g., sustainability in consumption) in consumer research. Students will work on their assigned topic in teams based on the primary literature provided as well as other independently researched relevant literature and develop a theoretical or practical contribution. In their teams, students will prepare a joint seminar paper and a joint presentation and are expected to actively participate in group discussions.</p>					
<b>Learning Outcomes / Competency Goals</b>					
<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Students will deepen their knowledge in a topic in consumer research and derive relevant implications.</li> <li>• Students will improve their soft skills by working on a topic in a team and participating in group discussions.</li> <li>• Students will improve their scientific paper writing and presentation skills.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (totally)</li> <li>• CGB-B Quantitative methods knowledge (not addressed)</li> <li>• CGB-C Ethical reasoning (not addressed)</li> <li>• CGB-D Communication skills (totally)</li> <li>• CGB-E Knowledge of major (partially)</li> </ul>					
<b>Pre-requisites</b>					
<b>Participation requirements</b>		Successful completion of orientation period and 18 ECTS from B-courses.			
<b>Recommended prior knowledge</b>		none			
<b>Course Organization</b>					
<b>Teaching mode</b>		Seminar (2 SWS)			
<b>Language</b>		English			
<b>Duration</b>		One Semester			
<b>Frequency</b>		Irregular			
<b>Recommended semester</b>		Semester 5			
<b>Lecturer(s)</b>		Dr. Lisa Eckmann			
<b>Semester Work</b>					
<b>Proof of participation</b>		Regular attendance according to §14 (3).			
<b>Non-graded assignments</b>		Presentation of the thesis topic.			
<b>Examination and Grading</b>					
<b>Examination</b>		Written thesis (10-15 pages, 6-8 weeks).			
<b>Elements of cumulative examinations</b>		-			
<b>Recommended Literature</b>					

SEMF:TCMA	Topics in Cost and Management Accounting	Elective	Total. 180h		6 CP
			In Presence 2 SWS / 23h	Self-study 157h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Economics and Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
<p>The seminar presents topics in cost and management accounting and deepens the knowledge in this field. Among the topics covered are financial and non-financial information, cost allocation and product costing, cost estimation, budgeting, decision-making, and transfer pricing. Students are required to work in depth through a particular topic and apply their knowledge by working on a case study, which will be the basis for the seminar paper and the presentation.</p>					
<b>Learning Outcomes / Competency Goals</b>					
<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Students get in-depth insights into advanced topics in cost and management accounting.</li> <li>• Students apply state-of-the-art cost accounting techniques to practical applications and critically evaluate the techniques.</li> <li>• Students improve scientific writing and presentation skills and collaborate in groups.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (partially)</li> <li>• CGB-B Quantitative methods knowledge (totally)</li> <li>• CGB-C Ethical reasoning (partially)</li> <li>• CGB-D Communication skills (totally)</li> <li>• CGB-E Knowledge of major (totally)</li> </ul>					
<b>Pre-requisites</b>					
<b>Participation requirements</b>		Successful completion of orientation period and 18 ECTS from B-courses.			
<b>Recommended prior knowledge</b>		none			
<b>Course Organization</b>					
<b>Teaching mode</b>		Seminar (2 SWS)			
<b>Language</b>		English			
<b>Duration</b>		One Semester			
<b>Frequency</b>		Irregular			
<b>Recommended semester</b>		Semester 5			
<b>Lecturer(s)</b>		Prof. Dr. Anna Rohlfig-Bastian			
<b>Semester Work</b>					
<b>Proof of participation</b>		Regular attendance according to §14 (3).			
<b>Non-graded assignments</b>		Presentation of the thesis topic.			
<b>Examination and Grading</b>					
<b>Examination</b>		Written thesis (10-15 pages, 6-8 weeks).			
<b>Elements of cumulative examinations</b>		-			
<b>Recommended Literature</b>					

SEMM:TEOE	Topics in Experimental Organizational Economics	Elective	Total. 180h		6 CP
			In Presence 2 SWS / 23h	Self-study 157h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Economics and Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
	The course discusses experimental studies that investigate topics in organizational economics. Students prepare presentations and actively participate in group discussions.				
<b>Learning Outcomes / Competency Goals</b>					
	<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Students will be enabled to understand and apply quantitative microeconomic methods.</li> <li>• Students will be able to relate specialized knowledge from theoretical microeconomics, experimental and empirical microeconomics, business administration and psychology.</li> <li>• Students will be equipped to work constructively in teams.</li> <li>• Application of soft skills is required for oral and written presentation of ideas and learning.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (not addressed)</li> <li>• CGB-B Quantitative methods knowledge (totally)</li> <li>• CGB-C Ethical reasoning (not addressed)</li> <li>• CGB-D Communication skills (totally)</li> <li>• CGB-E Knowledge of major (totally)</li> </ul>				
<b>Pre-requisites</b>					
	<b>Participation requirements</b>	Successful completion of orientation period and 18 ECTS from B-courses.			
	<b>Recommended prior knowledge</b>	none			
<b>Course Organization</b>					
	<b>Teaching mode</b>	Seminar (2 SWS)			
	<b>Language</b>	German			
	<b>Duration</b>	One Semester			
	<b>Frequency</b>	Irregular			
	<b>Recommended semester</b>	Semester 5			
	<b>Lecturer(s)</b>	Prof. Dr. Ferdinand von Siemens			
<b>Semester Work</b>					
	<b>Proof of participation</b>	Regular attendance according to §14 (3).			
	<b>Non-graded assignments</b>	Presentation of the thesis topic.			
<b>Examination and Grading</b>					
	<b>Examination</b>	Written thesis (10-15 pages, 6-8 weeks).			
	<b>Elements of cumulative examinations</b>	-			
<b>Recommended Literature</b>					

SEMF:TIRE	Topics in Real Estate	Elective	Total. 180h		6 CP
			In Presence 2 SWS / 23h	Self-study 157h	
<b>Allocation (Program / Faculty)</b>		B.Sc. in Economics and Business Administration			
<b>Availability for Other Programs</b>		For non-enrollment programs, please refer to our website.			
<b>Content</b>					
<p>Various developments in recent years have had a significant impact on the real estate market. In particular, digitalization has impacted how real estate is financed through banks, FinTech, crowdfunding and peer-to-peer lending. The COVID-19 pandemic has affected real estate prices and rents. The seminar will examine these developments and resulting trends in the real estate market.</p>					
<b>Learning Outcomes / Competency Goals</b>					
<p><b>Learning Outcomes</b></p> <ul style="list-style-type: none"> <li>• Students understand new trends in real estate markets, including trends in real estate financing and trends in real estate prices and rents.</li> <li>• They understand research and newspaper articles about these trends and how business models of banks and other market participants affect these new trends.</li> <li>• Students are able to cooperate with others in reaching common goals.</li> <li>• Students have soft skills, in particular, in oral and written expression of their knowledge and ideas.</li> </ul> <p><b>Contribution to AACSB Competency Goals</b></p> <ul style="list-style-type: none"> <li>• CGB-A Theoretical knowledge (partially)</li> <li>• CGB-B Quantitative methods knowledge (partially)</li> <li>• CGB-C Ethical reasoning (not addressed)</li> <li>• CGB-D Communication skills (totally)</li> <li>• CGB-E Knowledge of major (totally)</li> </ul>					
<b>Pre-requisites</b>					
<b>Participation requirements</b>		Successful completion of orientation period and 18 ECTS from B-courses.			
<b>Recommended prior knowledge</b>		none			
<b>Course Organization</b>					
<b>Teaching mode</b>		Seminar (2 SWS)			
<b>Language</b>		English			
<b>Duration</b>		One Semester			
<b>Frequency</b>		Irregular			
<b>Recommended semester</b>		Semester 5			
<b>Lecturer(s)</b>		Dr. Ulrich Schüwer			
<b>Semester Work</b>					
<b>Proof of participation</b>		Regular attendance according to §14 (3).			
<b>Non-graded assignments</b>		Presentation of the thesis topic.			
<b>Examination and Grading</b>					
<b>Examination</b>		Written thesis (10-15 pages, 6-8 weeks).			
<b>Elements of cumulative examinations</b>		-			
<b>Recommended Literature</b>					