



**Studying at the Department of  
Business Administration and Economics**



**Course Catalogue 2021/2022**



No responsibility is taken for the correctness of this information. Only the examination regulations published in the MUG (Announcements of JLU Giessen) in the German version are legally binding.

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For general information about the ERASMUS Program and ECTS-Institutional Coordinators at the Justus-Liebig-University visit:

<https://www.uni-giessen.de/cms/international-pages/erasmus>

Names and addresses of the ECTS Departmental Coordinators of the JLU Giessen are available on the Institutional Coordinator's Internet homepage above.

## BASIC FACTS

### LECTURE PERIOD:

WINTER SEMESTER      2021/22      18.10.2021 – 18.02.2022

SUMMER SEMESTER      2022      11.04.2022 – 15.07.2022

### REGULAR EXAMINATION PERIOD (WITH RESERVATION):

WINTER SEMESTER      ESTIMATED: FEBRUARY – MARCH 2022

SUMMER SEMESTER      ESTIMATED: AUGUST 2022

### RE-EXAMINATION PERIOD (WITH RESERVATION):

WINTER SEMESTER      2021/2022  
ESTIMATED APRIL 2022

SUMMER SEMESTER      2022  
SEPTEMBER – OCTOBER 2022

PLEASE NOTE THAT APART FROM SOME EXCEPTIONS MOST COURSES ARE TAUGHT IN GERMAN. THEREFORE, WE RECOMMEND A SUFFICIENT LEVEL OF WRITING AND LISTENING SKILLS IN GERMAN (B1). THE ERASMUS OFFICE WILL GIVE YOU ADVICE, IF YOU HAVE ANY QUESTIONS CONCERNING THE COURSE OFFERS.

MOST COURSES ONLY TAKE PLACE EITHER IN WINTER OR IN SUMMER SEMESTERS. SO PLEASE CHECK UNDER COURSE OFFERS THE FREQUENCY OF YOUR DESIRED COURSES.

## **ANWESENHEITSBESCHEINIGUNG / CERTIFICATE OF ATTENDANCE**

**ZU BEGINN DER VERANSTALTUNGEN KANN DER DOZENT/ DIE DOZENTIN DARAUF ANGESPROCHEN WERDEN, FALLS MAN EINEN BELEG FÜR DEN BESUCH DER VERANSTALTUNG BENÖTIGT, DAMIT DIESE/R DIE ANWESENHEIT TATSÄCHLICH KONTROLLIEREN KANN.**

**Wenn Sie eine Anwesenheitsbescheinigung für Ihre Heimatuniversität brauchen, sprechen Sie bitte den Dozenten / die Dozentin vor Beginn der Veranstaltungen an. Lassen Sie bitte den Dozenten / die Dozentin nach jeder Veranstaltung auf einem Formular Ihre Anwesenheit durch seine Unterschrift bestätigen. Das Dokument muss die folgenden Informationen enthalten: Name der Veranstaltung, Name des Dozenten / der Dozentin, Datum jeder Veranstaltung und dahinter die Unterschrift des Dozenten / der Dozentin.**

**Sollten Sie die Klausur des Kurses am Ende des Semesters nicht bestehen, haben Sie die Möglichkeit, durch die Vorlage dieses Dokumentes (Teilnahme mindestens 80%) dennoch 2 ECTS (ohne Note) zu erhalten.**

**Bei Fragen wenden Sie sich bitte an das Erasmus-Büro (Licher Straße 62, Professur VWL IV von Prof. Göcke, 1. Stock)**

**IT IS POSSIBLE TO CONTACT THE LECTURER AT THE BEGINNING OF THE COURSES IN ORDER TO RECEIVE A CERTIFICATE THAT VERIFIES THE ATTENDANCE OF THE COURSE IN QUESTION.**

**If you need a 'Certificate of Attendance' for your university please contact the lecturer at the beginning of the courses. Please let the lecturer confirm your attendance by signing a document. This document must include the following information: name of the course, name of the lecturer, dates of the course sessions and the signatures of the lecturer after every course session.**

**If perhaps, you didn't pass the examination at the end of the semester this document gives you the possibility to get 2 ECTS for this course (without grade, participation of the course at least 80% mandatory).**

**For further questions please contact the Erasmus office (Licher Straße 62, Chair VWL IV of Prof. Göcke, 1<sup>st</sup> floor.**

## **A. General Information about the Department of Business Administration and Economics**

### **History**

In the year 1606 the college of Gießen which had been established in 1605 as a renowned grammar school, was awarded the status of a university by Emperor Rudolf II in Prague. It comprised theology, philosophy, medicine and law faculties. The academic grades awarded ranged from that of Baccalaureus to that of Magister Artium and Doctor. The reasons for establishing a second, protestant university in the state of Hesse, alongside the University of Marburg, were dynastic and religious clashes within the Hesse landgraviate. The use of the blue Saint Anthony's cross as the university's coat of arms dates from the founding days of the university. The symbol of this medical order of St. Anthony was taken by the university, after the order itself was disbanded by Phillip the Magnanimous during the age of the reformation. The possessions of St. Anthony were given to the University of Marburg, and then partly bequeathed in trust to the University of Gießen. There was a St. Anthony house in Grünberg, near Gießen, from the order that came originally from France, for the curing of the illness known as the fires of St. Anthony (Antoniusfeuer), which was widespread in the Middle Ages. The cause of the illness was a poisoning from cereal fungus, which was mostly lethal. During a plague epidemic, the University of Gießen was evacuated to the buildings in Grünberg and later took over the St. Anthony coat of arms. In 1777 one of the first economics faculties in Germany was founded in Gießen. August Schlettwein was appointed as the most important scholar of physiocracy in Germany. The faculty only existed independently for a few years, before the teaching of economics was again incorporated within that of law and philosophy.

In 1919 a faculty was founded again. The National Socialists closed this faculty in the mid-thirties. After an interval, which the chairs in economics survived as an institute within the framework of the agricultural sciences faculty; a new constitution in 1965 established a faculty of law and of economics. The independent Department of Business Administration and Economics emerged from this in 1971.

At present, there are approximately 2500 major subject students registered at the Department of Business Administration and Economics. A great number of students from other departments study business administration or economics as a subsidiary subject. Due to this, our department is the biggest at the University of Gießen. Compared to other German universities, the Department of Business Administration and Economics at Gießen is of medium size, which makes it possible to offer a broad and varied subject spectrum. Despite the high number of students, the quality of academic education at the department, both theoretical and practical, is praised and is successfully maintained.

### **Education**

Within the framework of the economics education at the department, great value is put upon a continuous practical experience. In accordance with this, students are offered study trips at home and abroad, and lectures are given by leading figures in the economy.

In addition to the general teaching programme, economics students can take degree courses with the main emphasis upon e.g., 'Business Administration' or 'Finance and Accounting'.

## **B. Educational Policy**

### **1. Bachelor**

In the following paragraphs the new modularised degrees BSc and MSc in Business administration and in Economics will be outlined. The bachelor degree is a first academic degree with the purpose of acquiring the necessary scientific methods and instruments, as well as to get a systematic orientation in the field of economics and business administration.

The students can obtain 180 credit points within 6 semesters in different modules. Most modules have a value of 6 credit points and the thesis module has a weight of 12 credit points. The modules are assessed on the normal European ECTS-scale.

The students have the choice between different majors:

- Business Administration
- Management
- Finance and Accounting (F&A)
- Economics
- General Business and Economics (GBE)

### **2. Master**

The master's degree is a continuative degree that can be studied after the successful graduation of the bachelor's degree program. The master's degree program lasts 2 years.

Students who aim for the degree Master of Science of Business Administration have the choice between the following majors:

- Business Administration
- Management
- Finance and Accounting

Students who aim for the degree Master of Science of Economics have the choice between the following majors:

- Economics
- Economics of Global Risk

## C. The Department's Facilities

All the facilities are on the campus Licher Straße 60-76, 35394 Gießen.

The telephone numbers begin always with the general university number +49-641-99-..., followed by a five digit number (which begins always with the digits 22 in case of the department of economics and business administration).

The email-Address is usually composed as follows:

FirstName.LastName@wirtschaft.uni-giessen.de

### 1. Administration

Dean's office

Dean: Prof. Dr Alexander Haas

Vice dean: Prof. Dr. Christina Bannier

Dean for study affairs: Prof. Dr. Jürgen Meckl

Dean's assistant: N.N. / Secretary: Diana Guja

Licher Str. 74, 35394 Gießen

Tel.: +49-641-99-22001/22611

Fax: +49-641-99-22009

Email: [dekanat@wirtschaft.uni-giessen.de](mailto:dekanat@wirtschaft.uni-giessen.de)

The department's study advisory services

Service-Center Studies

Director: Prof. Dr. Jürgen Meckl

Contact Persons: Marianne Löhr, Dr. Jana Brandt

Licher Str. 70, 35394 Gießen

Tel.: +49-641-99-24502

Fax: +49-641-99-24509

Email: [Studiendekanat@wirtschaft.uni-giessen.de](mailto:Studiendekanat@wirtschaft.uni-giessen.de)

The department's library

Licher Str. 68, 35394 Gießen

Managing librarian: Dipl.-Volkswirt Bertram Wilmer

Tel.: +49 641 99-22020

Fax: +49 641 99-21039

Email: [Bertram.Wilmer@bibsys.uni-giessen.de](mailto:Bertram.Wilmer@bibsys.uni-giessen.de)

Opening hours:

Mon – Sun: 8:30 – 21:00 h

Examination office (Prüfungsamt)

Licher Str. 70, 35394 Gießen

Director: Prof. Dr. Georg Götz; Dr. Jana Brand

Contact person: Dr. Jana Brandt, Horst Becker, Suzan Gündüz

Tel.: +49-641-99-24500

Fax: +49-641-99-24509

Email: [Pruefungsamt@wirtschaft.uni-giessen.de](mailto:Pruefungsamt@wirtschaft.uni-giessen.de)

## 2. University Chairs at the Department of Business Administration and Economics

|               |  |
|---------------|--|
| Chair         | <b>BWL I</b>   |
| Chair holder  | Prof. Dr. Alexander Haas   |
| Address       | Licher Str. 66<br>35394 Gießen   |
| Telephone/FAX | +49-641-99-22401/22409   |
| Email         | <a href="mailto:Alexander.Haas@wirtschaft.uni-giessen.de">Alexander.Haas@wirtschaft.uni-giessen.de</a> |
| Subject       | General Business Administration, Marketing   |

|               |  |
|---------------|--|
| Chair         | <b>BWL II</b>  |
| Chair holder  | Prof. Dr. Andreas Bausch   |
| Address       | Licher Str. 62<br>35394 Gießen   |
| Telephone/FAX | +49-641-99-22431/22439   |
| Email         | <a href="mailto:Andreas.Bausch@wirtschaft.uni-giessen.de">Andreas.Bausch@wirtschaft.uni-giessen.de</a> |
| Subject       | General Business Administration, Organization, Leadership  |

|               |  |
|---------------|--|
| Chair         | <b>BWL IV</b>  |
| Chair holder  | Prof. Dr. Arnt Wöhrmann  |
| Address       | Licher Str. 62<br>35394 Gießen   |
| Telephone/FAX | +49-641-99-22261/22269   |
| Email         | <a href="mailto:info.bwl4@wirtschaft.uni-giessen.de">info.bwl4@wirtschaft.uni-giessen.de</a> |
| Subject       | General Business Administration, Managerial Accounting, Controlling                          |

|               |  |
|---------------|--|
| Chair         | <b>BWL V</b>   |
| Chair holder  | Prof. Dr. Andreas Walter   |
| Address       | Licher Str. 74<br>35394 Gießen   |
| Telephone/FAX | +49-641-99-22521/22529   |
| Email         | <a href="mailto:Andreas.Walter@wirtschaft.uni-giessen.de">Andreas.Walter@wirtschaft.uni-giessen.de</a> |
| Subject       | General Business Administration, Risk Management and Financial Services                                |

|               |  |
|---------------|--|
| Chair         | <b>BWL VI</b>  |
| Chair Holder  | Prof. Dr. Christina Bannier  |
| Address       | Licher Str. 62<br>35394 Gießen   |
| Telephone/FAX | +49-641-99-22551/22559   |
| Email         | <a href="mailto:Christina.Bannier@wirtschaft.uni-giessen.de">Christina.Bannier@wirtschaft.uni-giessen.de</a> |
| Subject       | Banking & Finance  |

|               |  |
|---------------|--|
| Chair         | <b>BWL VII</b>   |
| Chair holder  | Prof. Dr. Corinna Ewelt-Knauer   |
| Address       | Licher Str. 62<br>35394 Gießen   |
| Telephone/FAX | +49-641-99-22581   |
| Email         | <a href="mailto:Corinna.Ewelt-Knauer@wirtschaft.uni-giessen.de">Corinna.Ewelt-Knauer@wirtschaft.uni-giessen.de</a> |
| Subject       | General Business Administration, Financial Accounting  |



|               |  |
|---------------|--|
| Chair         | <b>BWL VIII</b>  |
| Chair holder  | Prof. Dr. Frank Walter   |
| Address       | Licher Str. 62<br>35394 Gießen   |
| Telephone/FAX | +49-641-99-22101/222109  |
| Email         | <a href="mailto:Frank.Walter@wirtschaft.uni-giessen.de">Frank.Walter@wirtschaft.uni-giessen.de</a> |
| Subject       | General Business Administration, Human Resource Management, Organization                           |

|               |  |
|---------------|--|
| Chair         | <b>BWL IX</b>  |
| Chair holder  | Prof. Dr. Axel C. Schwickert   |
| Address       | Licher Str. 70<br>35394 Gießen   |
| Telephone/FAX | +49-641-99-22611/22619   |
| Email         | <a href="mailto:Axel.Schwickert@wirtschaft.uni-giessen.de">Axel.Schwickert@wirtschaft.uni-giessen.de</a> |
| Subject       | General Business Administration, Business Information Systems  |

|               |  |
|---------------|--|
| Chair         | <b>BWL X</b>   |
| Chair holder  | Prof. Dr. Monika Schuhmacher   |
| Address       | Licher Str. 62<br>35394 Gießen   |
| Telephone/FAX | +49-641-99-22551/22559   |
| Email         | <a href="mailto:Monika.Schuhmacher@wirtschaft.uni-giessen.de">Monika.Schuhmacher@wirtschaft.uni-giessen.de</a> |
| Subject       | Technology-, Innovation- and Start-Up-Management   |

|               |  |
|---------------|--|
| Chair         | <b>BWL XI</b>  |
| Chair holder  | Prof. Dr. Nicolas Pröllochs  |
| Address       | Licher Str. 62<br>35394 Gießen   |
| Telephone/FAX | +49-641-99-22551/22559   |
| Email         | <a href="mailto:Nicolas.Proellocks@wi.jlug.de">Nicolas.Proellocks@wi.jlug.de</a> |
| Subject       | Data Science & Digitalisation  |

|               |  |
|---------------|--|
| Chair         | <b>BWL XII</b>   |
| Chair holder  | Prof. Dr. Jella Pfeiffer   |
| Address       | Licher Str. 74<br>35394 Gießen   |
| Telephone/FAX | +49-641-99-22041   |
| Email         | <a href="mailto:jella.pfeiffer@wirtschaft.uni-giessen.de">jella.pfeiffer@wirtschaft.uni-giessen.de</a> |
| Subject       | Digitalisation, E-Business and Operations Management   |

|               |  |
|---------------|--|
| Chair         | <b>VWL I</b>   |
| Chair holder  | Prof. Dr. Georg Götz   |
| Address       | Licher Str. 62<br>35394 Gießen   |
| Telephone/FAX | +49-641-99-22051/22059   |
| Email         | <a href="mailto:Georg.Goetz@wirtschaft.uni-giessen.de">Georg.Goetz@wirtschaft.uni-giessen.de</a> |
| Subject       | General Economics, Microeconomics, Industrial Organization, Regulation and Antitrust             |

|               |  |
|---------------|--|
| Chair         | <b>VWL II</b>  |
| Chair holder  | Prof. Dr. Wolfgang Scherf  |
| Address       | Licher Str. 74<br>35394 Gießen   |
| Telephone/FAX | +49-641-99-22081/22089   |
| Email         | <a href="mailto:Wolfgang.Scherf@wirtschaft.uni-giessen.de">Wolfgang.Scherf@wirtschaft.uni-giessen.de</a> |
| Subject       | General Economics, Public Finance  |

|               |  |
|---------------|--|
| Chair         | <b>VWL III</b>   |
| Chair holder  | Prof. Dr. Jürgen Meckl   |
| Address       | Licher Str. 66<br>35394 Gießen   |
| Telephone/FAX | +49-641-99-22111/22119   |
| Email         | <a href="mailto:Juergen.Meckl@wirtschaft.uni-giessen.de">Juergen.Meckl@wirtschaft.uni-giessen.de</a> |
| Subject       | General Economics, International Economics   |

|               |  |
|---------------|--|
| Chair         | <b>VWL IV</b>  |
| Chair holder  | Prof. Dr. Matthias Göcke   |
| Address       | Licher Str. 62<br>35394 Gießen   |
| Telephone/FAX | +49-641-99-22241/22249   |
| Email         | <a href="mailto:Matthias.Goecke@wirtschaft.uni-giessen.de">Matthias.Goecke@wirtschaft.uni-giessen.de</a> |
| Subject       | General Economics, Economics for Subsidiary Students,<br>Economics of Transition and Integration         |

|               |  |
|---------------|--|
| Chair         | <b>VWL V</b>   |
| Chair holder  | Prof. Dr. Peter Tillmann   |
| Address       | Licher Str. 66<br>35394 Gießen   |
| Telephone/FAX | +49-641-99-22171/22179   |
| Email         | <a href="mailto:Peter.Tillmann@wirtschaft.uni-giessen.de">Peter.Tillmann@wirtschaft.uni-giessen.de</a> |
| Subject       | General Economics, Monetary Economics  |

|               |  |
|---------------|--|
| Chair         | <b>VWL VI</b>  |
| Chair holder  | Prof. Dr. Max Albert   |
| Address       | Licher Str. 66<br>35394 Gießen   |
| Telephone/FAX | +49-641-99-22200/22209   |
| Email         | <a href="mailto:Max.Albert@wirtschaft.uni-giessen.de">Max.Albert@wirtschaft.uni-giessen.de</a> |
| Subject       | Behavioural and Institutional Economics  |

|               |  |
|---------------|--|
| Chair         | <b>VWL VII</b>   |
| Chair holder  | Prof. Dr. Peter Winker   |
| Address       | Licher Str. 64<br>35394 Gießen   |
| Telephone/FAX | +49-641-99-22641/22649   |
| Email         | <a href="mailto:Peter.Winker@wirtschaft.uni-giessen.de">Peter.Winker@wirtschaft.uni-giessen.de</a> |
| Subject       | Statistics and Econometrics  |

|               |  |
|---------------|--|
| Chair         | <b>VWL VIII</b>  |
| Chair holder  | Prof. Dr. Christian Gissel   |
| Address       | Licher Str. 62<br>35394 Gießen   |
| Telephone/FAX | +49-641-99-22054/19731   |
| Email         | <a href="mailto:Christian.Gissel@wirtschaft.uni-giessen.de">Christian.Gissel@wirtschaft.uni-giessen.de</a> |
| Subject       | Health Economics   |

|               |  |
|---------------|--|
| Chair         | <b>VWL IX</b>  |
| Chair holder  | Prof. Dr. Irene Bertschek  |
| Address       | Licher Str. 64<br>35394 Gießen   |
| Telephone/FAX | +49-641-99-22641/22649   |
| Email         | <a href="mailto:Irene.Bertschek@wirtschaft.uni-giessen.de">Irene.Bertschek@wirtschaft.uni-giessen.de</a> |
| Subject       | Economics of Digitalisation  |

|                       |  |
|-----------------------|--|
| Lectureship / subject | <b>Managerial English</b>  |
| Lecturer              | Dipl.-Angl. Thomas Wagner  |
| Address               | Licher Str. 60<br>D-35394 Gießen   |
| Telephone/FAX         | +49-641-99-22671   |
| Email                 | <a href="mailto:Thomas.Wagner@wirtschaft.uni-giessen.de">Thomas.Wagner@wirtschaft.uni-giessen.de</a> |

**Overview of all *Courses in English* at the Department of Business Administration and Economics**

**Winter semester**

| <b>Code</b>          | <b>Course</b>                          | <b>Chair</b>       |
|----------------------|--|--------------------|
| <b>Bachelor</b>      |  |                    |
| 02-BWL:BSc-B1-1      | Marketing                              | BWL I              |
| 02-BWL:BSc-B1-3      | Customer Management                    | BWL I              |
| 02-BWL:BSc-B2-2      | Strategic and International Management | BWL II             |
| 02-BWL:BSc-B8-3      | Leadership                             | BWL VIII           |
| 02-Q:BSc-Englisch-6  | English for Management                 | Managerial English |
| 02-Q:BSc-Englisch-7  | Oral Communication                     | Managerial English |
| 02-Q:BSc-Englisch-8  | Written Communication                  | Managerial English |
| 02-Q:BSc-Englisch-9  | Working Across Culture                 | Managerial English |
| <b>Master</b>        |  |                    |
| 02-BWL:MSc-B1-1      | Product Management                     | BWL I              |
| 02-BWL:MSc-B1-3      | Advanced Issues in Marketing and Sales | BWL I              |
| 02-BWL:MSc-B6-1      | Applied Corporate Finance              | BWL VI             |
| 02-BWL:MSc-B10-2     | Creativity and Entrepreneurship        | BWL X              |
| 02-BWL/VWL:MSc-B11-1 | Text Mining                            | BWL XI             |
| 02-VWL:MSc-V1-2      | Industrial Organization                | VWL I              |
| 02-VWL:MSc-V3-1      | Theory of International Trade          | VWL III            |
| 02-VWL:MSc-V5-2      | Advanced Macroeconomics                | VWL V              |
| 02-VWL:MSc-V5-3      | Risk and the Open Economy              | VWL V              |
| 02-VWL:MSc-St-1      | Advanced Econometrics                  | VWL VII            |
| 02-VWL:MSc-V9-1      | Economics of Digitalization            | VWL IX             |
| 02-Q:MSc-Englisch-2  | Business Ethics                        | Managerial English |

### Summer semester

| Code                  | Course   | Chair              |
|-----------------------|--|--------------------|
| <b>Bachelor</b>       |  |                    |
| 02-BWL:BSc-B1-4       | Sales Strategy and Execution                       | BWL I              |
| 02-BWL:BSc-B10-2      | Technology and Innovation Management               | BWL X              |
| 02-BWL:BSc-B12-1      | E-Commerce   | BWL XII            |
| 02-VWL:BSc-V4-1       | Transition and Integration Economics               | VWL IV             |
| 02-Q:BSc-Englisch-6   | English for Management                             | Managerial English |
| 02-Q:BSc-Englisch-7   | Oral Communication                                 | Managerial English |
| 02-Q:BSc-Englisch-8   | Written Communication                              | Managerial English |
| 02-BWL:BSc-Englisch-9 | Working Across Culture                             | Managerial English |
| <b>Master</b>         |  |                    |
| 02-BWL:MSc-B6-2       | Empirical Banking and Finance                      | BWL VI             |
| 02-BWL:MSc-B10-1      | Managing the Innovation Process                    | BWL X              |
| 02-BWL:MSc-B112-2     | Data Science for Consumer Behavior                 | BWL XII            |
| 02-VWL:MSc-V1-1       | Economics of Regulation                            | VWL I              |
| 02-VWL:MSc-V1-3       | Economics of Innovation                            | VWL I              |
| 02-VWL:MSc-V3-2       | Trade Policy and International Factor Movements    | VWL III            |
| 02-VWL:MSc-V3-3       | Summer School in Economics                         | VWL III            |
| 02-VWL:MSc-V5-1       | Financial Markets and International Macroeconomics | VWL V              |
| 02-Q:MSc-Englisch-3   | Rhetoric for Managers                              | Managerial English |

**D. Course Offers**
**Bachelor (BSc) program courses**

|                              |   |  |                    |
|------------------------------|---|--|--------------------|
| 02-Wiwi: <b>BSc</b> -Or-1    | <b>Management I</b>   | 1 <sup>st</sup> semester                 | 6 CP               |
| Course                       | Management I  |  |                    |
| Code                         | 02-Wiwi:BSc-Or-1  |  |                    |
| Faculty / Department / Chair | 02 / Business Administration / BWL II – Strategic and International Management, BWL VIII – Human Resource Management  |  |                    |
| Coordinators                 | Prof. Andreas Bausch and Prof. Frank Walter   |  |                    |
| Requirements                 | None  |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• knowledge and systematic understanding of business administration basics</li> <li>• understanding business lines of argument and their applications</li> <li>• principles and practice of business analysis and calculations</li> <li>• understanding the types of goals, goal relationships and the importance of goals for corporate governance</li> <li>• knowledge of the nature and areas of corporate governance</li> <li>• understanding the problem-solving process of diverse constitutive decisions</li> <li>• basic concepts of the secondary functions of organization, personnel and leadership</li> <li>• understanding the fundamental theories and findings from the fields of organization, personnel and leadership</li> </ul> |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• subject matter of business administration</li> <li>• corporate goals and corporate governance</li> <li>• constitutive decisions: in particular regarding legal form, location, company mergers</li> <li>• foundations of organizational design</li> <li>• foundations of leadership</li> <li>• foundations of human resource management</li> </ul>   |  |                    |
| Teaching Method              | Lecture and tutorial  |  |                    |
| Workload (hours)             | Total   | 180 hours                                |                    |
|                              | Course  | Attendance                               | Preview and review |
|                              | Lecture   | 30                                       | 60                 |
|                              | Tutorial  | 30                                       | 60                 |
| Assessment                   | End-of-course assessment  |  |                    |
| Assessment                   | Requirements  | None                                     |                    |
|                              | Type(s) (duration)  | Written examination (60 – 90 minutes)    |                    |
|                              | Type of reassessment  | Equivalent to type of initial assessment |                    |
|                              | Contribution to final grade   | 100% examination                         |                    |
| Frequency                    | Winter semester   |  |                    |
| Teaching language            | <b>German</b>   |  |                    |
| Note                         | For further module information and required readings, see StudIP  |  |                    |

|                              |  |  |                    |
|------------------------------|--|--|--------------------|
| 02-Wiwi: <b>BSc</b> -Or-2    | <b>Management II</b>   | 2 <sup>nd</sup> Semester                 | 6 CP               |
| Course                       | Management II  |  |                    |
| Code                         | 02-Wiwi:BSc-Or-2   |  |                    |
| Faculty / Department / Chair | 02 / Business Administration / BWL I – Marketing and Sales Management, BWL X –Innovations and Start-Up Management  |  |                    |
| Coordinators                 | Prof. Alexander Haas and Prof. Monika Schuhmacher  |  |                    |
| Requirements                 | None   |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• knowledge and systematic understanding of business administration basics</li> <li>• understanding business lines of argument and their applications</li> <li>• principles and practice of business analysis and calculations</li> </ul> |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• advanced basics of business administration</li> <li>• technology and innovation management</li> <li>• procurement</li> <li>• marketing</li> <li>• manufacturing management</li> </ul>   |  |                    |
| Teaching Method              | Lecture and tutorial   |  |                    |
| Workload (hours)             | Total  | 180 hours                                |                    |
|                              | Course   | Attendance                               | Preview and review |
|                              | Lecture  | 30                                       | 60                 |
|                              | Tutorial   | 30                                       | 60                 |
| Assessment                   | End-of-course assessment   |  |                    |
| Assessment                   | Requirements   | None                                     |                    |
|                              | Type(s) (duration)   | Written examination (60 – 90 minutes)    |                    |
|                              | Type of reassessment   | Equivalent to type of initial assessment |                    |
|                              | Contribution to final grade  | 100% examination                         |                    |
| Frequency                    | Summer semester  |  |                    |
| Teaching Language            | <b>German</b>  |  |                    |
| Note                         | For further module information and required readings, see StudIP   |  |                    |

|                              |   |  |                    |
|------------------------------|---|--|--------------------|
| 02-Wiwi: <b>BSc</b> -Or-3    | <b>Accounting</b>   | 1 <sup>st</sup> semester                 | 6 CP               |
| Course                       | Accounting  |  |                    |
| Code                         | 02-Wiwi:BSc-Or-3  |  |                    |
| Faculty / Department / Chair | 02 / Business Administration / BWL IV – Managerial Accounting, BWL VII – Financial Accounting   |  |                    |
| Coordinators                 | Prof. Arnt Wöhrmann and Prof. Corinna Ewelt-Knauer  |  |                    |
| Requirements                 | None  |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• basic knowledge of managerial and financial accounting</li> <li>• understanding double-entry bookkeeping as a core principle of financial accounting</li> <li>• knowing the three parts of cost accounting: cost type accounting, cost center accounting, cost unit accounting</li> </ul>                        |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• basics of bookkeeping/journal entries and basics of external financial accounting</li> <li>• basics of cost accounting</li> <li>• cost type accounting, cost center accounting, cost unit accounting</li> <li>• full costing and direct costing</li> <li>• application of other cost accounting tools</li> </ul> |  |                    |
| Teaching Method              | Lecture and tutorial  |  |                    |
| Workload (hours)             | Total   | 180 hours                                |                    |
|                              | Course  | Attendance                               | Preview and review |
|                              | Lecture   | 30                                       | 60                 |
|                              | Tutorial  | 30                                       | 60                 |
| Assessment                   | End-of-course assessment  |  |                    |
| Assessment                   | Requirements  | None                                     |                    |
|                              | Type(s) (duration)  | Written examination (60 – 90 minutes)    |                    |
|                              | Type of reassessment  | Equivalent to type of initial assessment |                    |
|                              | Contribution to final grade   | 100% examination                         |                    |
| Frequency                    | Winter semester   |  |                    |
| Teaching Language            | <b>German</b>   |  |                    |
| Note                         | For further module information and required readings, see StudIP  |  |                    |



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|------------------------------|--|--|--------------------|
| 02-Wiwi: <b>BSc</b> -Or-4    | <b>Finance</b>   | 2 <sup>nd</sup> semester                 | 6 CP               |
| Course                       | Finance  |  |                    |
| Code                         | 02-Wiwi:BSc-Or-4   |  |                    |
| Faculty / Department / Chair | 02 / Business Administration / BWL V – Financial Services, BWL VI – Banking & Finance  |  |                    |
| Coordinators                 | Prof. Andreas Walter and Prof. Christina Bannier   |  |                    |
| Requirements                 | None   |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• knowledge and systematic understanding of business administration basics</li> <li>• understanding business lines of argument and their applications</li> <li>• principles and practice of business analysis and calculations</li> </ul> |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• basics in investments</li> <li>• basics in finance</li> </ul> More detailed information is available from the coordinators.   |  |                    |
| Teaching Method              | Lecture and tutorial   |  |                    |
| Workload (hours)             | Total  | 180 hours                                |                    |
|                              | Course   | Attendance                               | Preview and review |
|                              | Lecture  | 30                                       | 60                 |
|                              | Tutorial   | 30                                       | 60                 |
| Assessment                   | End-of-course assessment   |  |                    |
| Assessment                   | Requirements   | None                                     |                    |
|                              | Type(s) (duration)   | Written examination (60 – 90 minutes)    |                    |
|                              | Type of reassessment   | Equivalent to type of initial assessment |                    |
|                              | Contribution to final grade  | 100% examination                         |                    |
| Frequency                    | Summer semester  |  |                    |
| Teaching Language            | <b>German</b>  |  |                    |
| Note                         | For further module information and required readings, see StudIP   |  |                    |

|                              |  |   |                    |
|------------------------------|--|---|--------------------|
| 02-Wiwi: <b>BSc</b> -Or-5    | <b>Microeconomics I</b>  | 1 <sup>st</sup> semester  | 6 CP               |
| Course                       | Microeconomics I   |   |                    |
| Code                         | 02-Wiwi:BSc-Or-5   |   |                    |
| Faculty / Department / Chair | 02 / Economics / VWL I – Industrial Economics, Competition Policy and Regulation   |   |                    |
| Coordinator                  | Prof. Georg Götz   |   |                    |
| Requirements                 | None   |   |                    |
| Learning Outcomes            | Students should develop a basic understanding of how markets work and whether market outcomes are beneficial from the viewpoint of society. The course also helps to understand the potential and limits of economic policy in various contexts.   |   |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• economic thinking</li> <li>• basics of supply and demand</li> <li>• the idea of markets and welfare</li> <li>• the public sector and economic policy</li> <li>• firm behavior under perfect and imperfect competition</li> </ul> Please take detailed information on concrete module contents from the notices about the attributed course. |   |                    |
| Teaching Method              | Lecture and tutorial   |   |                    |
| Workload (hours)             | Total  | 180 hours   |                    |
|                              | Course   | Attendance  | Preview and review |
|                              | Lecture  | 30  | 60                 |
|                              | Tutorial   | 30  | 60                 |
| Assessment                   | End-of-course assessment   |   |                    |
| Assessment                   | Requirements   | None  |                    |
|                              | Type(s) (duration)   | Written examination (90 minutes)  |                    |
|                              | Type of reassessment   | Equivalent to type of initial assessment  |                    |
|                              | Contribution to final grade  | 80-90% written assessment; 20-10% assignment (details to be announced in class) |                    |
| Frequency                    | Winter semester  |   |                    |
| Teaching Language            | <b>German</b>  |   |                    |
| Note                         | For further module information and required readings, see StudIP   |   |                    |

|                              |                             |   |                    |                          |      |
|------------------------------|-----------------------------|---|--------------------|--------------------------|------|
| 02-Wiwi: <b>BSc</b> -Or-6    |                             | <b>Microeconomics II</b>  |                    | 2 <sup>nd</sup> semester | 6 CP |
| Course                       |                             | Microeconomics II   |                    |                          |      |
| Code                         |                             | 02-Wiwi:BSc-Or-6  |                    |                          |      |
| Faculty / Department / Chair |                             | 02 / Economics / VWL VI – Behavioural and Institutional Economics   |                    |                          |      |
| Coordinator                  |                             | Prof. Max Albert  |                    |                          |      |
| Requirements                 |                             | none  |                    |                          |      |
| Learning Outcomes            |                             | <ul style="list-style-type: none"> <li>• basic knowledge of general equilibrium theory including its methodological, decision-theoretic and mathematical foundations and its historical development</li> <li>• ability to interpret and critically discuss simple models from this area</li> <li>• computational skills necessary for handling such models</li> </ul> |                    |                          |      |
| Course Contents              |                             | <ul style="list-style-type: none"> <li>• basic methods</li> <li>• theory of the consumer</li> <li>• theory of the firm</li> <li>• general equilibrium theory</li> <li>• intertemporal decision making and decision making under risk</li> </ul>   |                    |                          |      |
| Teaching Method              |                             | Lecture and tutorial  |                    |                          |      |
| Workload<br>(hours)          | Total                       | 180 hours   |                    |                          |      |
|                              | Course                      | Attendance  | Preview and review |                          |      |
|                              | Lecture                     | 30  | 60                 |                          |      |
|                              | Tutorial                    | 30  | 60                 |                          |      |
| Assessment                   |                             | End-of-course assessment  |                    |                          |      |
| Assessment                   | Requirements                | None  |                    |                          |      |
|                              | Type(s) (duration)          | Written examination (60 – 90 minutes)   |                    |                          |      |
|                              | Type of reassessment        | Equivalent to type of initial assessment  |                    |                          |      |
|                              | Contribution to final grade | 100% examination  |                    |                          |      |
| Frequency                    |                             | Summer semester   |                    |                          |      |
| Teaching Language            |                             | <b>German</b>   |                    |                          |      |
| Note                         |                             | For further module information and required readings, see StudIP  |                    |                          |      |

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|------------------------------|--|--|--------------------|
| 02-Wiwi: <b>BSc-Or-7</b>     | <b>Macroeconomics I</b>  | 1 <sup>st</sup> semester                 | 6 CP               |
| Course                       | Macroeconomics I   |  |                    |
| Code                         | 02-Wiwi:BSc-Or-7   |  |                    |
| Faculty / Department / Chair | 02 / Economics / VWL II – Public Finances and 02 / Economics / VWL III – International Economics   |  |                    |
| Coordinator                  | Prof. Jürgen Meckl   |  |                    |
| Requirements                 | None   |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• knowledge and systematic reproduction of fundamental macroeconomics</li> <li>• understanding for lines of macroeconomic reasoning and their application</li> <li>• first calculations and evaluations within macroeconomic questions</li> </ul>   |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• basic concepts of macroeconomics</li> <li>• Keynesian income-expenditure model</li> <li>• goods and money markets – the IS-LM model</li> <li>• goods markets and financial markets in the open economy</li> <li>• stabilization policy and the exchange rate – the Mundell-Fleming model</li> </ul> |  |                    |
| Teaching Method              | Lecture and tutorial   |  |                    |
| Workload (hours)             | Total  | 180 hours                                |                    |
|                              | Course   | Attendance                               | Preview and review |
|                              | Lecture  | 30                                       | 60                 |
|                              | Tutorial   | 30                                       | 60                 |
| Assessment                   | End-of-course assessment   |  |                    |
| Assessment                   | Requirements   | None                                     |                    |
|                              | Type(s) (duration)   | Written examination (60-90 minutes)      |                    |
|                              | Type of reassessment   | Equivalent to type of initial assessment |                    |
|                              | Contribution to final grade  | 100% written assessment                  |                    |
| Frequency                    | Winter semester  |  |                    |
| Teaching Language            | <b>German</b>  |  |                    |
| Note                         | For further module information and required readings, see StudIP   |  |                    |

|                              |  |  |                    |
|------------------------------|--|--|--------------------|
| 02-Wiwi: <b>BSc</b> -Or-8    | <b>Macroeconomics II</b>   | 2 <sup>nd</sup> semester                 | 6 CP               |
| Course                       | Macroeconomics II  |  |                    |
| Code                         | 02-Wiwi:BSc-Or-8   |  |                    |
| Faculty / Department / Chair | 02 / Economics / VWL V – Monetary Economics  |  |                    |
| Coordinators                 | Prof. Peter Tillmann   |  |                    |
| Recommended prior coursework | None   |  |                    |
| Learning Outcomes            | <p>Acquisition of theoretical knowledge and applied skills in macroeconomics II resulting in improved methodological and self-management competence (to be specified in initial course session):</p> <ul style="list-style-type: none"> <li>• knowledge and systematic understanding of economic basics</li> <li>• understanding business lines of argument and their applications</li> <li>• principles and practice of business analysis and calculations</li> </ul> |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• introduction to growth theory</li> <li>• labour markets</li> <li>• money and prices in the short-run and the long-run</li> <li>• intertemporal consumption and saving decisions</li> <li>• macroeconomic data and stylized facts</li> </ul>   |  |                    |
| Teaching Method              | Lecture and tutorial   |  |                    |
| Workload (hours)             | Total  | 180 hours                                |                    |
|                              | Course   | Attendance                               | Preview and review |
|                              | Lecture  | 30                                       | 60                 |
|                              | Tutorial   | 30                                       | 60                 |
| Assessment                   | End-of-course assessment   |  |                    |
| Assessment                   | Requirements   | None                                     |                    |
|                              | Type(s) (duration)   | Written examination (60 – 90 minutes)    |                    |
|                              | Type of reassessment   | Equivalent to type of initial assessment |                    |
|                              | Contribution to final grade  | 100% examination                         |                    |
| Frequency                    | Summer semester  |  |                    |
| Teaching Language            | <b>German</b>  |  |                    |
| Note                         | For further module information and required readings, see StudIP   |  |                    |

|                              |  |  |                    |
|------------------------------|--|--|--------------------|
| 02-Wiwi: <b>BSc-Or-9</b>     | <b>Mathematics for Economists</b>  | 1 <sup>st</sup> semester                 | 6 CP               |
| Course                       | Mathematics for Economists   |  |                    |
| Code                         | 02-Wiwi:BSc-Or-9   |  |                    |
| Faculty / Department / Chair | 02 / Economics / VWL VII - Statistics and Econometrics   |  |                    |
| Coordinator                  | Prof. Peter Winker   |  |                    |
| Requirements                 | None   |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• knowledge and systematic understanding of mathematical basics</li> <li>• understanding mathematical lines of argument and their principles of application and practice of mathematical analysis and calculations</li> </ul> |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• basics of mathematics</li> <li>• analysis of one variable</li> <li>• analysis of several variables</li> <li>• linear algebra</li> </ul>   |  |                    |
| Teaching Method              | Lecture and tutorial   |  |                    |
| Workload (hours)             | Total  | 180 hours                                |                    |
|                              | Course   | Attendance                               | Preview and review |
|                              | Lecture  | 30                                       | 60                 |
|                              | Tutorial   | 30                                       | 60                 |
| Assessment                   | End-of-course assessment   |  |                    |
| Assessment                   | Requirements   | None                                     |                    |
|                              | Type(s) (duration)   | Written examination (60 minutes)         |                    |
|                              | Type of reassessment   | Equivalent to type of initial assessment |                    |
|                              | Contribution to final grade  | 100% written assessment                  |                    |
| Frequency                    | Winter semester  |  |                    |
| Teaching Language            | <b>German</b>  |  |                    |
| Note                         | For further module information and required readings, see StudIP   |  |                    |

|                              |  |  |                    |
|------------------------------|--|--|--------------------|
| 02-Wiwi: <b>BSc-Or-10</b>    | <b>Fundamentals of Statistics</b>  | 2 <sup>nd</sup> semester                 | 6 CP               |
| Course                       | Fundamentals of Statistics   |  |                    |
| Code                         | 02-Wiwi:BSc-Or-10  |  |                    |
| Faculty / Department / Chair | 02 / Economics / VWL VII - Statistics and Econometrics   |  |                    |
| Coordinator                  | Prof. Peter Winker   |  |                    |
| Requirements                 | None   |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• knowledge and systematic understanding of statistical basics</li> <li>• understanding statistical lines of argument and their applications</li> <li>• principles and practice of statistical analysis and calculations</li> </ul> |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• descriptive statistics</li> <li>• probability calculus</li> <li>• random variables and distributions</li> </ul>   |  |                    |
| Teaching Method              | Lecture and tutorial   |  |                    |
| Workload (hours)             | Total  | 180 hours                                |                    |
|                              | Course   | Attendance                               | Preview and review |
|                              | Lecture  | 30                                       | 60                 |
|                              | Tutorial   | 30                                       | 60                 |
| Assessment                   | End-of-course assessment   |  |                    |
| Assessment                   | Requirements   | None                                     |                    |
|                              | Type(s) (duration)   | Written examination (60 minutes)         |                    |
|                              | Type of reassessment   | Equivalent to type of initial assessment |                    |
|                              | Contribution to final grade  | 100% examination                         |                    |
| Frequency                    | Summer semester  |  |                    |
| Teaching Language            | <b>German</b>  |  |                    |
| Note                         | For further module information and required readings, see StudIP   |  |                    |

|                              |  |   |                    |
|------------------------------|--|---|--------------------|
| 02-BWL:BSc-B1-1              | <b>Marketing</b>   | 3 <sup>rd</sup> – 6 <sup>th</sup> semester                                      | 6 CP               |
| Course                       | Marketing  |   |                    |
| Code                         | 02-BWL:BSc-B1-1  |   |                    |
| Faculty / Department / Chair | 02 / Business Administration / BWL I – Marketing and Sales Management  |   |                    |
| Coordinator                  | Prof. Alexander Haas   |   |                    |
| Requirements                 | None   |   |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• independent compilation, evaluation and interpretation of scientific insights in their societal and ethical context</li> <li>• ability to structure further independent study and learning</li> <li>• ability to formulate, defend and criticize specific positions and approaches in this field</li> <li>• ability to discuss information, ideas, issues and solutions with both lay and specialist audiences in this field</li> </ul> |   |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• comprehension of market actors</li> <li>• development of market strategies</li> <li>• formulation of marketing measures</li> <li>• implementation of market strategies</li> </ul>   |   |                    |
| Teaching Method              | Lecture and tutorial   |   |                    |
| Workload (hours)             | Total  | 180 hours   |                    |
|                              | Course   | Attendance  | Preview and review |
|                              | Lecture  | 30  | 60                 |
|                              | Tutorial   | 30  | 60                 |
| Assessment                   | End-of-course assessment or in-course assessment   |   |                    |
| Assessment                   | Requirements   | None  |                    |
|                              | Type(s) (duration)   | Written examination, simulation (60-90 minutes)                                 |                    |
|                              | Type of reassessment   | Equivalent to type of initial assessment  |                    |
|                              | Contribution to final grade  | 90-100% written assessment; 0-10% simulation (details to be announced in class) |                    |
| Frequency                    | Winter semester  |   |                    |
| Teaching Language            | <b>English</b>   |   |                    |
| Note                         | For further module information and required readings, see StudIP   |   |                    |



|                              |  |  |                    |
|------------------------------|--|--|--------------------|
| 02-BWL:BSc-B1-2              | <b>Marketing Research</b>  | 3 <sup>rd</sup> – 6 <sup>th</sup> semester | 6 CP               |
| Course                       | Marketing Research   |  |                    |
| Code                         | 02-BWL:BSc-B1-2  |  |                    |
| Faculty / Department / Chair | 02 / Business Administration / BWL I – Marketing and Sales Management  |  |                    |
| Coordinator                  | Prof. Alexander Haas   |  |                    |
| Requirements                 | None   |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• independent compilation, evaluation and interpretation of scientific insights in their societal and ethical context</li> <li>• ability to structure further independent study and learning</li> <li>• ability to formulate, defend and criticize specific positions and approaches in this field</li> <li>• ability to discuss information, ideas, issues and solutions with both lay and specialist audiences in this field</li> </ul> |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• comprehension of market research</li> <li>• development and execution of market research projects</li> <li>• understanding of the methods of data evaluation</li> <li>• generating market information</li> </ul>  |  |                    |
| Teaching Method              | Lecture and tutorial   |  |                    |
| Workload (hours)             | Total  | 180 hours                                  |                    |
|                              | Course   | Attendance                                 | Preview and review |
|                              | Lecture  | 30   | 60                 |
|                              | Tutorial   | 30   | 60                 |
| Assessment                   | End-of-course assessment   |  |                    |
| Assessment                   | Requirements   | None                                       |                    |
|                              | Type(s) (duration)   | Written examination (60-90 minutes)        |                    |
|                              | Type of reassessment   | Equivalent to type of initial assessment   |                    |
|                              | Contribution to final grade  | 100% examination                           |                    |
| Frequency                    | Summer semester  |  |                    |
| Teaching Language            | <b>German</b>  |  |                    |
| Note                         | For further module information and required readings, see StudIP   |  |                    |

|                              |  |  |                    |
|------------------------------|--|--|--------------------|
| 02-BWL:BSc-B1-3              | <b>Customer Management</b>   | 3 <sup>rd</sup> – 6 <sup>th</sup> semester   | 6 CP               |
| Course                       | Customer Management  |  |                    |
| Code                         | 02-BWL:BSc-B1-3  |  |                    |
| Faculty / Department / Chair | 02 / Business Administration / BWL I – Marketing and Sales Management  |  |                    |
| Coordinator                  | Prof. Alexander Haas   |  |                    |
| Requirements                 | None   |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• independent compilation, evaluation and interpretation of scientific insights in their societal and ethical context</li> <li>• ability to structure further independent study and learning</li> <li>• ability to formulate, defend and criticize specific positions and approaches in this field</li> <li>• ability to discuss information, ideas, issues and solutions with both lay and specialist audiences in this field</li> </ul> |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• comprehension of customer management</li> <li>• planning and realization of selling processes</li> <li>• planning and realization of negotiation processes</li> <li>• customer relationship management and customer lifecycle management</li> </ul>   |  |                    |
| Teaching Method              | Lecture and tutorial   |  |                    |
| Workload (hours)             | Total  | 180 hours  |                    |
|                              | Course   | Attendance   | Preview and review |
|                              | Lecture  | 30   | 60                 |
|                              | Tutorial   | 30   | 60                 |
| Assessment                   | In-course assessment   |  |                    |
| Assessment                   | Requirements   | None   |                    |
|                              | Type(s) (duration)   | Written examination (60-90 minutes) and oral assessment (to be announced in initial session) |                    |
|                              | Type of reassessment   | Equivalent to type of initial assessment   |                    |
|                              | Contribution to final grade  | 66,66% written assessment and 33,33% oral assessment   |                    |
| Frequency                    | Winter semester  |  |                    |
| Teaching Language            | <b>English</b>   |  |                    |
| Note                         | For further module information and required readings, see StudIP.  |  |                    |

|                              |  |  |                    |
|------------------------------|--|--|--------------------|
| 02-BWL:BSc-B1-4              | <b>Sales Strategy and Execution</b>  | 3 <sup>rd</sup> – 6 <sup>th</sup> semester   | 6 CP               |
| Course                       | Sales Strategy and Execution   |  |                    |
| Code                         | 02-BWL:BSc-B1-4  |  |                    |
| Faculty / Department / Chair | 02 / Business Administration / BWL I – Marketing and Sales Management  |  |                    |
| Coordinator                  | Prof. Alexander Haas   |  |                    |
| Requirements                 | None   |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• independent compilation, evaluation and interpretation of scientific insights in their societal and ethical context</li> <li>• ability to structure further independent study and learning</li> <li>• ability to formulate, defend and criticize specific positions and approaches in this field</li> <li>• ability to discuss information, ideas, issues and solutions with both lay and specialist audiences in this field</li> </ul> |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• understanding sales process and performance</li> <li>• formulating sales strategies</li> <li>• implementing sales strategies</li> <li>• negotiating and selling</li> <li>• analysing and controlling the sales process</li> </ul>   |  |                    |
| Teaching Method              | Lecture and tutorial   |  |                    |
| Workload (hours)             | Total  | 180 hours  |                    |
|                              | Course   | Attendance   | Preview and review |
|                              | Lecture  | 30   | 60                 |
|                              | Tutorial   | 30   | 60                 |
| Assessment                   | In-course assessment   |  |                    |
| Assessment                   | Requirements   | None   |                    |
|                              | Type(s) (duration)   | Written assessment and oral assessment (to be announced in initial session)                |                    |
|                              | Type of reassessment   | Equivalent to type of initial assessment   |                    |
|                              | Contribution to final grade  | 75-80%% written assessment and 20-25% oral assessment (to be announced in initial session) |                    |
| Frequency                    | Summer semester  |  |                    |
| Teaching Language            | <b>English</b>   |  |                    |
| Note                         | For further module information and required readings, see StudIP   |  |                    |

|                              |   |  |                    |
|------------------------------|---|--|--------------------|
| 02-BWL:BSc-B2-1              | <b>Management Skills and Methods</b>  | 3 <sup>rd</sup> – 6 <sup>th</sup> semester   | 6 CP               |
| Course                       | Management Skills and Methods   |  |                    |
| Code                         | 02-BWL:BSc-B2-1   |  |                    |
| Faculty / Department / Chair | 02 / Business Administration / BWL II – Strategic and International Management  |  |                    |
| Coordinator                  | Prof. Andreas Bausch  |  |                    |
| Requirements                 | None  |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• basic understanding of goals, tasks and capabilities of management and theories of management</li> <li>• knowledge of key methods and frameworks for systematic analysis, problem solving and decision making across the management process</li> <li>• independent compilation, evaluation and interpretation of scientific insights from different areas in management</li> </ul> |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• identification, structuring and analysis of problems</li> <li>• conceptual and creative thinking</li> <li>• strategic analysis and evaluation</li> <li>• financial analysis and evaluation</li> <li>• communication of problem solving</li> <li>• problem solving as a project</li> </ul>  |  |                    |
| Teaching Method              | Lecture and tutorial  |  |                    |
| Workload (hours)             | Total   | 180 hours  |                    |
|                              | Course  | Attendance   | Preview and review |
|                              | Lecture   | 30   | 60                 |
|                              | Tutorial  | 30   | 60                 |
| Assessment                   | End-of-course assessment  |  |                    |
| Assessment                   | Requirements  | None   |                    |
|                              | Type(s) (duration)  | Written examination (60-90 minutes) and / or project assignment (to be announced in initial session) |                    |
|                              | Type of reassessment  | Equivalent to type of initial assessment   |                    |
|                              | Contribution to final grade   | 70-100% written assessment and 0-30% project assignment  |                    |
| Frequency                    | Winter semester   |  |                    |
| Teaching Language            | <b>German</b>   |  |                    |
| Note                         | For further module information and required readings, see StudIP  |  |                    |

|                              |  |  |                    |
|------------------------------|--|--|--------------------|
| 02-BWL: <b>BSc</b> -B2-2     | <b>Strategic and International Management</b>  | 3 <sup>rd</sup> – 6 <sup>th</sup> semester   | 6 CP               |
| Course                       | Strategic and International Management   |  |                    |
| Code                         | 02-BWL:BSc-B2-2  |  |                    |
| Faculty / Department / Chair | 02/ Business Administration / BWL II – Strategic and International Management  |  |                    |
| Coordinator                  | Prof. Andreas Bausch   |  |                    |
| Requirements                 | None   |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• understanding of basic theories in strategic and international management</li> <li>• knowledge of key methods and frameworks for systematic analysis and problem solving in strategic decision making</li> <li>• knowledge of evidence provided by empirical studies in strategic and international management</li> <li>• independent compilation, evaluation and interpretation of scientific insights from research in strategy and international business</li> </ul> |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• introduction to strategic and international management</li> <li>• strategy processes and strategic analysis</li> <li>• business and corporate strategy</li> <li>• international trade and foreign direct investment</li> <li>• strategy and organisation in international enterprises</li> <li>• internationalisation and firm performance</li> </ul>   |  |                    |
| Teaching Method              | Lecture and tutorial   |  |                    |
| Workload (hours)             | Total  | 180 hours  |                    |
|                              | Course   | Attendance   | Preview and review |
|                              | Lecture  | 30   | 60                 |
|                              | Tutorial   | 30   | 60                 |
| Assessment                   | End-of-course assessment   |  |                    |
| Assessment                   | Requirements   | None   |                    |
|                              | Type(s) (duration)   | Written examination (60-90 minutes) and / or project assignment (to be announced in initial session) |                    |
|                              | Type of reassessment   | Equivalent to type of initial assessment   |                    |
|                              | Contribution to final grade  | 70-100% written assessment and 0-30% project assignment  |                    |
| Frequency                    | Winter semester  |  |                    |
| Teaching Language            | <b>English</b>   |  |                    |
| Note                         | For further module information and required readings, see StudIP   |  |                    |

|                              |   |  |                    |
|------------------------------|---|--|--------------------|
| 02-BWL:BSc-B4-1              | <b>Fundamentals of Controlling</b>  | 3 <sup>rd</sup> – 6 <sup>th</sup> semester | 6 CP               |
| Course                       | Fundamentals of Controlling   |  |                    |
| Code                         | 02-BWL:BSc-B4-1   |  |                    |
| Faculty / Department / Chair | 02 / Business Administration / BWL IV – Managerial Accounting   |  |                    |
| Coordinator                  | Prof. Arnt Wöhrmann   |  |                    |
| Requirements                 | None  |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• ability to systemize and apply core concept of managerial accounting</li> <li>• general understanding of the idea of managerial accounting and also of selected managerial accounting concepts along the value chain (primary and support activities)</li> <li>• enabling students to adapt, apply and challenge selected instruments</li> </ul> |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• introduction to managerial accounting including an overview of important managerial accounting conceptions</li> <li>• role of managerial accounting for supporting decisions</li> <li>• presentation of fundamental managerial accounting tasks, concepts and instruments (e.g., transfer pricing, budgeting)</li> </ul>                         |  |                    |
| Teaching Method              | Lecture and tutorial  |  |                    |
| Workload (hours)             | Total   | 180 hours                                  |                    |
|                              | Course  | Attendance                                 | Preview and review |
|                              | Lecture   | 30   | 60                 |
|                              | Tutorial  | 30   | 60                 |
| Assessment                   | End-of-course assessment  |  |                    |
| Assessment                   | Requirements  | None                                       |                    |
|                              | Type(s) (duration)  | Written examination (60-90 minutes)        |                    |
|                              | Type of reassessment  | Equivalent to type of initial assessment   |                    |
|                              | Contribution to final grade   | 100% examination                           |                    |
| Frequency                    | Winter semester   |  |                    |
| Teaching Language            | <b>German</b>   |  |                    |
| Note                         | For further module information and required readings, see StudIP.   |  |                    |

|                              |                             |   |                    |  |      |
|------------------------------|-----------------------------|---|--------------------|--|------|
| 02-BWL:BSc-B4-2              |                             | <b>Cost Management</b>  |                    | 3 <sup>rd</sup> – 6 <sup>th</sup> semester | 6 CP |
| Course                       |                             | Cost Management   |                    |  |      |
| Code                         |                             | 02-BWL:BSc-B4-2   |                    |  |      |
| Faculty / Department / Chair |                             | 02 / Business Administration / BWL IV – Managerial Accounting   |                    |  |      |
| Coordinator                  |                             | Prof. Arnt Wöhrmann   |                    |  |      |
| Requirements                 |                             | None  |                    |  |      |
| Learning Outcomes            |                             | <ul style="list-style-type: none"> <li>• knowing how to apply cost management instruments in specific situations</li> <li>• students can differentiate between various concepts and instruments of cost management</li> <li>• students understand cost information and can base business decisions on this understanding</li> </ul> |                    |  |      |
| Course Contents              |                             | <ul style="list-style-type: none"> <li>• advanced concepts and instruments in cost accounting (e.g. activity based costing, cost analysis)</li> <li>• fundamental and advanced concepts of cost management (e.g. target costing)</li> <li>• selected management accounting instruments</li> </ul>                                   |                    |  |      |
| Teaching Method              |                             | Lecture and tutorial  |                    |  |      |
| Workload<br>(hours)          | Total                       | 180 hours   |                    |  |      |
|                              | Course                      | Attendance  | Preview and review |  |      |
|                              | Lecture                     | 30  | 60                 |  |      |
|                              | Tutorial                    | 30  | 60                 |  |      |
| Assessment                   |                             | End-of-course assessment  |                    |  |      |
| Assessment                   | Requirements                | None  |                    |  |      |
|                              | Type(s) (duration)          | Written examination (60-90 minutes)   |                    |  |      |
|                              | Type of reassessment        | Equivalent to type of initial assessment  |                    |  |      |
|                              | Contribution to final grade | 100% examination  |                    |  |      |
| Frequency                    |                             | Summer semester   |                    |  |      |
| Teaching Language            |                             | <b>German</b>   |                    |  |      |
| Note                         |                             | For further module information and required readings, see StudIP  |                    |  |      |

|                              |                             |  |  |  |                    |
|------------------------------|-----------------------------|--|--|--|--------------------|
| 02-BWL: <b>BSc</b> -B5-3     |                             | <b>Financial Institutions</b>  |  | 3 <sup>rd</sup> – 6 <sup>th</sup> semester | 6 CP               |
| Course                       |                             | Financial Institutions   |  |  |                    |
| Code                         |                             | 02-BWL:BSc-B5-3  |  |  |                    |
| Faculty / Department / Chair |                             | 02 / Business Administration / BWL V - Financial Services  |  |  |                    |
| Coordinator                  |                             | Prof. Andreas Walter   |  |  |                    |
| Requirements                 |                             | None   |  |  |                    |
| Learning Outcomes            |                             | <ul style="list-style-type: none"> <li>• knowledge and systematic understanding of the relevant field of business administration.</li> <li>• understanding business lines of argument and their applications</li> <li>• independent compilation, evaluation and interpretation of scientific insights in their societal and ethical context</li> <li>• ability to formulate, defend and criticize specific positions and approaches in this field</li> </ul> |  |  |                    |
| Course Contents              |                             | <ul style="list-style-type: none"> <li>• financial intermediaries as provider of financial services</li> <li>• financial institutions</li> <li>• financing as financial service</li> <li>• investment as financial service</li> <li>• risk assumption and risk transfer as financial service</li> </ul>  |  |  |                    |
| Teaching Method              |                             | Lecture and tutorial   |  |  |                    |
| Workload (hours)             | Total                       |  | 180 hours                                |  |                    |
|                              | Course                      |  | Attendance                               |  | Preview and review |
|                              | Lecture                     |  | 45                                       |  | 90                 |
|                              | Tutorial                    |  | 15                                       |  | 30                 |
| Assessment                   |                             | End-of-course assessment   |  |  |                    |
| Assessment                   | Requirements                |  | None                                     |  |                    |
|                              | Type(s) (duration)          |  | Written examination (60-90 minutes)      |  |                    |
|                              | Type of reassessment        |  | Equivalent to type of initial assessment |  |                    |
|                              | Contribution to final grade |  | 100% examination                         |  |                    |
| Frequency                    |                             | Summer semester  |  |  |                    |
| Teaching Language            |                             | <b>German</b>  |  |  |                    |
| Note                         |                             | For further module information and required readings, see StudIP   |  |  |                    |



|                              |                             |  |  |  |                    |
|------------------------------|-----------------------------|--|--|--|--------------------|
| 02-BWL: <b>BSc</b> -B5-4     |                             | <b>Investments</b>   |  | 3 <sup>rd</sup> – 6 <sup>th</sup> semester | 6 CP               |
| Course                       |                             | Investments  |  |  |                    |
| Code                         |                             | 02-BWL:BSc-B5-4  |  |  |                    |
| Faculty / Department / Chair |                             | 02 / Business Administration / BWL V - Financial Services  |  |  |                    |
| Coordinator                  |                             | Prof. Andreas Walter   |  |  |                    |
| Requirements                 |                             | None   |  |  |                    |
| Learning Outcomes            |                             | <ul style="list-style-type: none"> <li>• knowledge and systematic understanding of the relevant field of business administration.</li> <li>• independent compilation, evaluation and interpretation of scientific insights in their societal and ethical context</li> <li>• ability to structure further independent study and learning</li> <li>• ability to formulate, defend and criticize specific positions and approaches in this field</li> </ul> |  |  |                    |
| Course Contents              |                             | <ul style="list-style-type: none"> <li>• basics in investments</li> <li>• portfolio management</li> <li>• asset classes</li> <li>• hedging strategies</li> </ul>   |  |  |                    |
| Teaching Method              |                             | Lecture and tutorials  |  |  |                    |
| Workload (hours)             | Total                       |  | 180 hours                                |  |                    |
|                              | Course                      |  | Attendance                               |  | Preview and review |
|                              | Lecture                     |  | 30                                       |  | 60                 |
|                              | Tutorial                    |  | 30                                       |  | 60                 |
| Assessment                   |                             | End-of-course assessment   |  |  |                    |
| Assessment                   | Requirements                |  | None                                     |  |                    |
|                              | Type(s) (duration)          |  | Written examination (60-90 minutes)      |  |                    |
|                              | Type of reassessment        |  | Equivalent to type of initial assessment |  |                    |
|                              | Contribution to final grade |  | 100% examination                         |  |                    |
| Frequency                    |                             | Winter semester  |  |  |                    |
| Teaching Language            |                             | <b>German</b>  |  |  |                    |
| Note                         |                             | For further information and required readings, see StudIP  |  |  |                    |

|                              |   |  |                    |
|------------------------------|---|--|--------------------|
| 02-BWL:BSc-B6-1              | <b>Corporate Finance</b>  | 3 <sup>rd</sup> – 6 <sup>th</sup> semester | 6 CP               |
| Course                       | Corporate Finance   |  |                    |
| Code                         | 02-BWL:BSc-B6-1   |  |                    |
| Faculty / Department / Chair | 02 / Business Administration / BWL VI – Banking and Finance   |  |                    |
| Coordinator                  | Prof. Christina Bannier   |  |                    |
| Requirements                 | None  |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• understanding of basic and advanced aspects of corporate finance</li> <li>• classification of entrepreneurial financing decisions in the overall economic development</li> <li>• understanding of the development of financial markets as a place where entrepreneurial financing and individual (financial) investment decisions meet</li> <li>• critical appreciation of current research results on the description and explanation of financial phenomena</li> <li>• transfer of the acquired knowledge into the entrepreneurial practice</li> </ul> |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• analysis of corporate financial information</li> <li>• capital allocation within the company</li> <li>• financing strategies</li> <li>• dividend policy</li> <li>• corporate valuation</li> </ul>  |  |                    |
| Teaching Method              | Lecture and tutorial  |  |                    |
| Workload (hours)             | Total   | 180 hours                                  |                    |
|                              | Course  | Attendance                                 | Preview and review |
|                              | Lecture   | 30   | 60                 |
|                              | Tutorial  | 30   | 60                 |
| Assessment                   | End-of-course assessment  |  |                    |
| Assessment                   | Requirements  | None                                       |                    |
|                              | Type(s) (duration)  | Written examination (60-90 minutes)        |                    |
|                              | Type of reassessment  | Equivalent to type of initial assessment   |                    |
|                              | Contribution to final grade   | 100% examination                           |                    |
| Frequency                    | Winter semester   |  |                    |
| Teaching Language            | <b>German</b>   |  |                    |
| Note                         | For further module information and required readings, see StudIP.   |  |                    |

|                              |   |  |                    |
|------------------------------|---|--|--------------------|
| 02-BWL: <b>BSc</b> -B6-2     | <b>Banking</b>  | 3 <sup>rd</sup> – 6 <sup>th</sup> semester | 6 CP               |
| Course                       | Banking   |  |                    |
| Code                         | 02-BWL:BSc-B6-2   |  |                    |
| Faculty / Department / Chair | 02 / Business Administration / BWL VI – Banking and Finance   |  |                    |
| Coordinator                  | Prof. Christina Bannier   |  |                    |
| Requirements                 | None  |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• understanding of basic and advanced aspects of investment and commercial banking</li> <li>• classification of bank-related strategies in the overall economic development</li> <li>• knowledge of the risk effects of banking on the development of financial and real markets</li> <li>• critical appreciation of current research findings on the description and explanation of phenomena in the field of banking</li> <li>• transfer of the acquired knowledge to bank management</li> </ul> |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• basics of financial intermediation</li> <li>• investment banking: security issues and transaction consulting</li> <li>• commercial banking</li> <li>• banking risks and hedging strategies</li> </ul>  |  |                    |
| Teaching Method              | Lecture and tutorial  |  |                    |
| Workload (hours)             | Total   | 180 hours                                  |                    |
|                              | Course  | Attendance                                 | Preview and review |
|                              | Lecture   | 30   | 60                 |
|                              | Tutorial  | 30   | 60                 |
| Assessment                   | End-of-course assessment  |  |                    |
| Assessment                   | Requirements  | None                                       |                    |
|                              | Type(s) (duration)  | Written examination (60-90 minutes)        |                    |
|                              | Type of reassessment  | Equivalent to type of initial assessment   |                    |
|                              | Contribution to final grade   | 100% examination                           |                    |
| Frequency                    | Summer semester   |  |                    |
| Teaching Language            | <b>German</b>   |  |                    |
| Note                         | For further module information and required readings, see StudIP  |  |                    |

|                              |                             |  |  |  |                    |
|------------------------------|-----------------------------|--|--|--|--------------------|
| 02-BWL:BSc-B7-1              |                             | <b>Accounting according to IFRS</b>  |  | 3 <sup>rd</sup> – 6 <sup>th</sup> semester | 6 CP               |
| Course                       |                             | Accounting according to IFRS   |  |  |                    |
| Code                         |                             | 02-BWL:BSc-B7-1  |  |  |                    |
| Faculty / Department / Chair |                             | 02 / Business Administration / BWL VII – Financial Accounting  |  |  |                    |
| Coordinator                  |                             | Prof. Corinna Ewelt-Knauer   |  |  |                    |
| Requirements                 |                             | None   |  |  |                    |
| Learning Outcomes            |                             | <ul style="list-style-type: none"> <li>• understanding the necessity of International Financial Reporting Standards (IFRS)</li> <li>• understanding the general objectives of IFRS in distinction to the accounting principles under German GAAP</li> <li>• comprehension of specific reporting standards according to IFRS</li> <li>• identifying and critically examining discretion in reporting standards against the backdrop of the general objectives of IFRS reporting</li> <li>• enabling the exchange of ideas with experts and beginners regarding critical aspects of IFRS reporting</li> <li>• developing a profound normative understanding of accounting</li> </ul> |  |  |                    |
| Course Contents              |                             | <ul style="list-style-type: none"> <li>• conceptual framework of the accounting according to IFRS</li> <li>• financial statements according to IFRS</li> <li>• recognition, measurement and disclosure requirements of selected assets and liabilities</li> </ul>  |  |  |                    |
| Teaching Method              |                             | Lecture and tutorial   |  |  |                    |
| Workload (hours)             | Total                       |  | 180 hours                                |  |                    |
|                              | Course                      |  | Attendance                               |  | Preview and review |
|                              | Lecture                     |  | 30                                       |  | 60                 |
|                              | Tutorial                    |  | 30                                       |  | 60                 |
| Assessment                   |                             | End-of-course assessment   |  |  |                    |
| Assessment                   | Requirements                |  | None                                     |  |                    |
|                              | Type(s) (duration)          |  | Written examination (60 minutes)         |  |                    |
|                              | Type of reassessment        |  | Equivalent to type of initial assessment |  |                    |
|                              | Contribution to final grade |  | 100% examination                         |  |                    |
| Frequency                    |                             | Summer semester  |  |  |                    |
| Teaching Language            |                             | <b>German</b>  |  |  |                    |
| Note                         |                             | For further module information and required readings, see StudIP   |  |  |                    |

|                              |  |  |                    |
|------------------------------|--|--|--------------------|
| 02-BWL:BSc-B7-4              | <b>Accounting according to German GAAP</b>   | 3 <sup>rd</sup> – 6 <sup>th</sup> semester | 6 CP               |
| Course                       | Accounting according to HGB  |  |                    |
| Code                         | 02-BWL:BSc-B7-4  |  |                    |
| Faculty / Department / Chair | 02 / Business Administration / BWL VII – Financial Accounting  |  |                    |
| Coordinator                  | Prof. Corinna Ewelt-Knauer   |  |                    |
| Requirements                 | None   |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• acquiring a comprehensive understanding regarding the accounting principles of German GAAP</li> <li>• acquiring knowledge regarding the financial reporting of economic matters via accounting</li> <li>• comprehension of specific reporting standards according to German GAAP</li> <li>• identifying and critically examining discretion in reporting standards against the backdrop of the general objectives of German GAAP</li> <li>• enabling the exchange of ideas with experts and beginners regarding critical aspects of German GAAP</li> <li>• developing a profound normative understanding of accounting</li> </ul> |  |                    |
| Course Contents              | <p>Course contents include, for example:</p> <ul style="list-style-type: none"> <li>• addressee, aims and contents of financial statements according to HGB</li> <li>• rules in accordance to German GAAP and tax law particularly with regards to recognition, measurement and disclosure of selected assets and liabilities</li> <li>• examination primarily focused on separate financial statements of companies</li> <li>• principles of regular bookkeeping</li> </ul>   |  |                    |
| Teaching Method              | Lecture and tutorial   |  |                    |
| Workload (hours)             | Total  | 180 hours                                  |                    |
|                              | Course   | Attendance                                 | Preview and review |
|                              | Lecture  | 30   | 60                 |
|                              | Tutorial   | 30   | 60                 |
| Assessment                   | End-of-course assessment   |  |                    |
| Assessment                   | Requirements   | None                                       |                    |
|                              | Type(s) (duration)   | Written examination (60-90 minutes)        |                    |
|                              | Type of reassessment   | Equivalent to type of initial assessment   |                    |
|                              | Contribution to final grade  | 100% examination                           |                    |
| Frequency                    | Winter semester  |  |                    |
| Teaching Language            | <b>German</b>  |  |                    |
| Note                         | For further module information and required readings, see StudIP   |  |                    |

|                              |   |  |                    |
|------------------------------|---|--|--------------------|
| 02-BWL:BSc-B8-1              | <b>Organizational Behavior &amp; Human Resource Management</b>  | 3 <sup>rd</sup> – 6 <sup>th</sup> semester   | 6 CP               |
| Course                       | Organizational Behavior & Human Resource Management   |  |                    |
| Code                         | 02-BWL:BSc-B8-1   |  |                    |
| Faculty / Department / Chair | 02 / Business Administration / BWL VIII – Human Resource Management   |  |                    |
| Coordinator                  | Prof. Frank Walter  |  |                    |
| Requirements                 | None  |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• understanding the fundamental theories in the fields of organizational behaviour and human resource management</li> <li>• knowledge of important empirical insights and basic methods from the fields of organizational behaviour and human resource management</li> <li>• independently assessing and interpreting scientific findings from the fields of organizational behaviour and human resource management</li> <li>• forming, argumentatively defending and critically appraising specialized positions and solutions to problems from the fields of organizational behaviour and human resource management</li> </ul> |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• theory and research on organizational behavior, e. g. regarding work attitudes, motivation, personality traits and teamwork</li> <li>• human resource functions, such as HR planning, personal recruiting, employee appraisal, remuneration, HR development and personnel layoff</li> <li>• evidence-based management of human resources and organizational behavior</li> <li>• basic methods of organizational behavior and human resource management</li> </ul>  |  |                    |
| Teaching Method              | Lecture and tutorial  |  |                    |
| Workload (hours)             | Total   | 180 hours  |                    |
|                              | Course  | Attendance   | Preview and review |
|                              | Lecture   | 30   | 60                 |
|                              | Tutorial  | 30   | 60                 |
| Assessment                   | In-course assessment  |  |                    |
| Assessment                   | Requirements  | None   |                    |
|                              | Type(s) (duration)  | Written examination (60-90 minutes) and/or project assignment (to be announced in initial session) |                    |
|                              | Type of reassessment  | Equivalent to type of initial assessment   |                    |
|                              | Contribution to final grade   | 80-100% examination and 0-20% project assignment (to be announced in initial session)              |                    |
| Frequency                    | Summer semester   |  |                    |
| Teaching Language            | <b>German</b>   |  |                    |
| Note                         | For further module information and required readings, see StudIP.   |  |                    |

|                              |   |   |                    |
|------------------------------|---|---|--------------------|
| 02-BWL:BSc-B8-3              | <b>Leadership</b>   | 3 <sup>rd</sup> – 6 <sup>th</sup> semester  | 6 CP               |
| Course                       | Leadership  |   |                    |
| Code                         | 02-BWL:BSc-B8-3   |   |                    |
| Faculty / Department / Chair | 02 / Business Administration / BWL VIII – Human Resource Management   |   |                    |
| Coordinator                  | Prof. Frank Walter  |   |                    |
| Requirements                 | None  |   |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• understanding the fundamental theories of leadership</li> <li>• knowledge of important empirical insights for leadership</li> <li>• independent evaluation and interpretation of scientific insights in the field of human resources management</li> <li>• forming, argumentatively defending and critically appraising specialized positions and solutions to problems of leadership</li> <li>• ability to discuss information, ideas, issues and solutions with both lay and specialist audiences in this field</li> </ul> |   |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• basics of leadership</li> <li>• classical theories of leadership (e.g., leadership rolls and managerial behavior, trait approach, leadership style theories, situational theories)</li> <li>• modern theories of leadership (e.g. charismatic and transformational leadership, dyadic leadership theories, destructive leadership, informal leadership, leadership ethics)</li> <li>• empirical evidence from recent leadership research</li> </ul>  |   |                    |
| Teaching Method              | Lecture and tutorial  |   |                    |
| Workload (hours)             | Total   | 180 hours   |                    |
|                              | Course  | Attendance  | Preview and review |
|                              | Lecture   | 30  | 60                 |
|                              | Tutorial  | 30  | 60                 |
| Assessment                   | In-course assessment  |   |                    |
| Assessment                   | Requirements  | None  |                    |
|                              | Type(s) (duration)  | Written examination (60-90 minutes) and/or project assignment (to be announced in initial sessions) |                    |
|                              | Type of reassessment  | Equivalent to type of initial assessment  |                    |
|                              | Contribution to final grade   | 80-100% examination and 0-20% project assignment (to be announced in initial session)               |                    |
| Frequency                    | Winter semester   |   |                    |
| Teaching Language            | <b>English</b>  |   |                    |
| Note                         | For further module information and required readings, see StudIP  |   |                    |

|                              |   |  |                    |
|------------------------------|---|--|--------------------|
| 02-BWL:BSc-B9-2              | <b>IT-Management</b>  | 3 <sup>rd</sup> – 6 <sup>th</sup> semester | 6 CP               |
| Course                       | IT-Management   |  |                    |
| Code                         | 02-BWL:BSc-B9-2   |  |                    |
| Faculty / Department / Chair | 02 / Business Administration / BWL IX – Business Information Systems  |  |                    |
| Coordinator                  | Prof. Axel Schwickert   |  |                    |
| Requirements                 | IT-Systems (02-Meth:BSc-B9-1)   |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• collection, evaluation and interpretation of scientific and practice-oriented findings on the fundamentals of IT strategy, IT organization, system development, system operation and system use in the company</li> <li>• putting the knowledge into practice especially on system development, system operation and use of ERP-, CRM-, BI-, SCM-, Office-, E-Business-, development systems.</li> </ul> |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• basics of IT strategies, IT organization, IT business, system development, system operation and system use in the company</li> <li>• basics of ERP-, CRM-, BI-, SCM-, Office-, E-Business-, development systems</li> </ul>   |  |                    |
| Teaching Method              | Lecture and tutorial  |  |                    |
| Workload (hours)             | Total   | 180 hours                                  |                    |
|                              | Course  | Attendance                                 | Preview and review |
|                              | Lecture   | 30   | 60                 |
|                              | Tutorial  | 30   | 60                 |
| Assessment                   | End-of-course assessment  |  |                    |
| Assessment                   | Requirements  | IT Systems (02-Meth:BSc-B9-1)              |                    |
|                              | Type(s) (duration)  | Written examination (60-90 minutes)        |                    |
|                              | Type of reassessment  | Equivalent to type of initial assessment   |                    |
|                              | Contribution to final grade   | 100% examination                           |                    |
| Frequency                    | Summer semester   |  |                    |
| Teaching Language            | <b>German</b>   |  |                    |
| Note                         | For further module information and required readings, see StudIP  |  |                    |



|                              |   |   |                    |
|------------------------------|---|---|--------------------|
| 02-BWL: <b>BSc</b> -B10-1    | <b>Entrepreneurship</b>   | 3 <sup>rd</sup> – 6 <sup>th</sup> semester  | 6 CP               |
| Course                       | Entrepreneurship  |   |                    |
| Code                         | 02-BWL:BSc-B10-1  |   |                    |
| Faculty / Department / Chair | 02 / Business Administration / BWL X – Innovations and Start-up Management  |   |                    |
| Coordinator                  | Prof. Monika Schuhmacher  |   |                    |
| Requirements                 | None  |   |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>theories and concepts of entrepreneurship along the start-up life cycle and regarding motivations for starting and realizing a business</li> <li>autonomous creation of continuous learning processes</li> <li>ability to formulate, defend and criticize field-specific positions and approaches</li> <li>ability to discuss information, ideas, issues and solutions with both lay and specialist audiences in this field</li> <li>understanding of research insights in individual module contents</li> </ul> |   |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>basics and processes for starting a business</li> <li>selected challenges such as idea generation and development, team formation, start-up financing as well as the creation of unique enterprise features</li> <li>structure and content of business models and business plans</li> </ul>  |   |                    |
| Teaching Method              | Lecture and tutorial  |   |                    |
| Workload (hours)             | Total   | 180 hours   |                    |
|                              | Course  | Attendance  | Preview and review |
|                              | Lecture   | 30  | 60                 |
|                              | Tutorial  | 30  | 60                 |
| Assessment                   | End-of-course assessment  |   |                    |
| Assessment                   | Requirements  | Idea paper  |                    |
|                              | Type(s) (duration)  | Written examination (60-90 minutes) and/or written/oral assessment (to be announced in initial session) |                    |
|                              | Type of reassessment  | Equivalent to type of initial assessment  |                    |
|                              | Contribution to final grade   | 80-100% examination and 0-20% written/oral assessment (to be announced in initial session)              |                    |
| Frequency                    | Winter semester   |   |                    |
| Teaching Language            | <b>German</b>   |   |                    |
| Note                         | For further module information and required readings, see StudIP  |   |                    |

|                              |   |   |                    |
|------------------------------|---|---|--------------------|
| 02-BWL: <b>BSc</b> -B10-2    | <b>Technology and Innovation Management</b>   | 3 <sup>rd</sup> – 6 <sup>th</sup> semester  | 6 CP               |
| Course                       | Technology and Innovation Management  |   |                    |
| Code                         | 02-BWL:BSc-B10-2  |   |                    |
| Faculty / Department / Chair | 02 / Business Administration / BWL X – Innovation and Start-up Management   |   |                    |
| Coordinator                  | Prof. Monika Schuhmacher  |   |                    |
| Requirements                 | None  |   |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• theories and concepts of technology and innovation management</li> <li>• autonomous creation of continuous learning processes</li> <li>• ability to formulate, defend and criticize field-specific positions and approaches</li> <li>• understanding of research insights in individual module contents</li> </ul> |   |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• principles of technology management and innovation management</li> <li>• theoretical pluralism, e.g. network theory</li> <li>• technology strategies</li> <li>• innovation processes</li> <li>• innovation strategies</li> </ul>   |   |                    |
| Teaching Method              | Lecture and tutorial  |   |                    |
| Workload (hours)             | Total   | 180 hours   |                    |
|                              | Course  | Attendance  | Preview and review |
|                              | Lecture   | 30  | 60                 |
|                              | Tutorial  | 30  | 60                 |
| Assessment                   | End-of-course assessment  |   |                    |
| Assessment                   | Requirements  | None  |                    |
|                              | Type(s) (duration)  | Written examination (60-90 minutes) and/or written/oral assessment (to be announced in initial session) |                    |
|                              | Type of reassessment  | Equivalent to type of initial assessment  |                    |
|                              | Contribution to final grade   | 80-100% examination and 0-20% written/oral assessment (to be announced in initial session)              |                    |
| Frequency                    | Summer semester   |   |                    |
| Teaching Language            | <b>English</b>  |   |                    |
| Note                         | For further module information and required readings, see StudIP  |   |                    |

|                              |  |   |                    |
|------------------------------|--|---|--------------------|
| 02-BWL: <b>BSc</b> -B12-1    | <b>E-Commerce</b>  | 3 <sup>rd</sup> – 6 <sup>th</sup> semester        | 6 CP               |
| Course                       | E-Commerce   |   |                    |
| Code                         | 02-BWL:BSc-B12-1   |   |                    |
| Faculty / Department / Chair | 02 / Business Administration / BWL XII – Digitalisation, E-Business and Operations Management  |   |                    |
| Coordinator                  | Prof. Jella Pfeiffer   |   |                    |
| Requirements                 | None   |   |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• evaluation and design of business models in e-commerce</li> <li>• basic technical understanding of internet technologies and standards as well as computer security and privacy protection</li> <li>• critical reflection on ethical, social and political aspects of e-commerce</li> <li>• interaction with professionals and laypersons on information, ideas, problem areas, and solutions in the field being studied</li> <li>• expression and comprehension in the English language</li> </ul> |   |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• internet technologies and standards</li> <li>• security and privacy</li> <li>• business models</li> <li>• e-marketing</li> <li>• social networks</li> <li>• B2B e-commerce</li> <li>• ethical, social and political aspects of e-commerce</li> </ul>  |   |                    |
| Teaching Method              | Lecture and tutorial   |   |                    |
| Workload (hours)             | Total  | 180 hours   |                    |
|                              | Course   | Attendance  | Preview and review |
|                              | Lecture  | 30  | 60                 |
|                              | Tutorial   | 30  | 60                 |
| Assessment                   | In-course assessment   |   |                    |
| Assessment                   | Requirements   | None  |                    |
|                              | Type(s) (duration)   | Written examination (60-90 minutes) and exercises |                    |
|                              | Type of reassessment   | Equivalent to type of initial assessment          |                    |
|                              | Contribution to final grade  | 80% examination and 20% exercises                 |                    |
| Frequency                    | Summer semester  |   |                    |
| Teaching Language            | <b>English</b>   |   |                    |
| Note                         | For further module information and required readings, see StudIP   |   |                    |

|                              |  |   |                    |
|------------------------------|--|---|--------------------|
| 02-BWL: <b>BSc</b> -B12-2    | <b>Operations Management</b>   | 3 <sup>rd</sup> – 6 <sup>th</sup> semester        | 6 CP               |
| Course                       | Operations Management  |   |                    |
| Code                         | 02-BWL:BSc-B12-2   |   |                    |
| Faculty / Department / Chair | 02 / Business Administration / BWL XII – Digitalisation, E-Business and Operations Management  |   |                    |
| Coordinator                  | Prof. Jella Pfeiffer   |   |                    |
| Requirements                 | None   |   |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• basic competence in operations management and operations research</li> <li>• modeling and solving simple linear and integer optimization problems</li> <li>• logical and mathematical reasoning</li> <li>• critical reflection on alternatives in process design and production planning</li> <li>• competence in the area of decision analysis</li> <li>• exchanging information, ideas, problem areas, and solutions of the covered field with both lay and specialist audiences</li> </ul> |   |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• basics of operations management and operations research</li> <li>• location planning</li> <li>• process design</li> <li>• production and process planning</li> <li>• industry 4.0</li> <li>• linear and integer optimization</li> </ul>   |   |                    |
| Teaching Method              | Lecture and tutorial   |   |                    |
| Workload (hours)             | Total  | 180 hours   |                    |
|                              | Course   | Attendance  | Preview and review |
|                              | Lecture  | 30  | 60                 |
|                              | Tutorial   | 30  | 60                 |
| Assessment                   | In-course assessment   |   |                    |
| Assessment                   | Requirements   | None  |                    |
|                              | Type(s) (duration)   | Written examination (60-90 minutes) and exercises |                    |
|                              | Type of reassessment   | Equivalent to type of initial assessment          |                    |
|                              | Contribution to final grade  | 80% examination and 20% exercises                 |                    |
| Frequency                    | Winter semester  |   |                    |
| Teaching Language            | <b>German</b>  |   |                    |
| Note                         | For further module information and required readings, see StudIP   |   |                    |

|                              |  |  |                    |
|------------------------------|--|--|--------------------|
| 02-VWL:BSc-V1-1              | <b>Competition Policy and Strategy</b>   | 3 <sup>rd</sup> – 6 <sup>th</sup> semester                             | 6 CP               |
| Course                       | Competition Policy and Strategy  |  |                    |
| Code                         | 02-VWL:BSc-V1-1  |  |                    |
| Faculty / Department / Chair | 02 / Economics / VWL I – Industrial Economics, Competition Policy and Regulation   |  |                    |
| Coordinator                  | Prof. Georg Götz   |  |                    |
| Requirements                 | None   |  |                    |
| Learning Outcomes            | The course introduces the basics of industrial organization. Students learn how firms interact in oligopoly markets, what kind of pricing strategies are optimal for firms with market power and what the incentives to collude are. The course introduces the basics of antitrust thinking.   |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• basics microeconomic tools</li> <li>• market structure and market power</li> <li>• monopoly power and practice</li> <li>• competition in oligopoly markets</li> <li>• anticompetitive strategies</li> <li>• public policy toward firms with market power</li> <li>• cartels and collusions</li> </ul> |  |                    |
| Teaching Method              | Blended Learning with lecture, tutorial and online assignments   |  |                    |
| Workload (hours)             | Total  | 180 hours  |                    |
|                              | Course   | Attendance   | Preview and review |
|                              | Lecture  | 30   | 60                 |
|                              | Tutorial   | 30   | 60                 |
| Assessment                   | In-course assessment   |  |                    |
| Assessment                   | Requirements   | None   |                    |
|                              | Type(s) (duration)   | Written examination (90 minutes), assignments and active participation |                    |
|                              | Type of reassessment   | Equivalent to type of initial assessment                               |                    |
|                              | Contribution to final grade  | 85% examination, 15% online assignments and active participation       |                    |
| Frequency                    | Summer semester  |  |                    |
| Teaching Language            | <b>German</b>  |  |                    |
| Note                         | For further module information and required readings, see StudIP   |  |                    |

|                              |  |  |                    |
|------------------------------|--|--|--------------------|
| 02-VWL: <b>BSc</b> -V2-1     | <b>Public Finance</b>  | 3 <sup>rd</sup> – 6 <sup>th</sup> semester | 6 CP               |
| Course                       | Public Finance   |  |                    |
| Code                         | 02-VWL:BSc-V2-1  |  |                    |
| Faculty / Department / Chair | 02 / Economics / VWL II – Public Finance   |  |                    |
| Coordinator                  | Prof. Wolfgang Scherf  |  |                    |
| Requirements                 | None   |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• independent compilation, evaluation and interpretation of scientific insights in their societal and ethical context</li> <li>• ability to structure further independent study and learning</li> <li>• ability to formulate, defend and criticize specific positions and approaches in this field</li> <li>• ability to discuss information, ideas, issues and solutions with both lay and specialist audiences in this field</li> </ul> |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• general basics and public budget</li> <li>• governmental efficiency and fiscal decisions</li> <li>• principles, effects and arrangement of taxation</li> <li>• theory and politics of public debts</li> <li>• federalism and fiscal equalization in Germany</li> </ul>  |  |                    |
| Teaching Method              | Lecture  |  |                    |
| Workload (hours)             | Total  | 180 hours                                  |                    |
|                              | Course   | Attendance                                 | Preview and review |
|                              | Lecture  | 60   | 120                |
| Assessment                   | End-of-course assessment   |  |                    |
| Assessment                   | Requirements   | None                                       |                    |
|                              | Type(s) (duration)   | Written examination (60-90 minutes)        |                    |
|                              | Type of reassessment   | Equivalent to type of initial assessment   |                    |
|                              | Contribution to final grade  | 100% examination                           |                    |
| Frequency                    | Winter semester  |  |                    |
| Teaching Language            | <b>German</b>  |  |                    |
| Note                         | For further module information and required readings, see StudIP.  |  |                    |

|                              |   |  |                    |
|------------------------------|---|--|--------------------|
| 02-VWL:BSc-V3-1              | <b>International Economics</b>  | 3 <sup>rd</sup> – 6 <sup>th</sup> semester | 6 CP               |
| Course                       | International Economics   |  |                    |
| Code                         | 02-VWL:BSc-V3-1   |  |                    |
| Faculty / Department / Chair | 02 / Economics / VWL III – International Economics  |  |                    |
| Coordinator                  | Prof. Jürgen Meckl  |  |                    |
| Requirements                 | None  |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• basic knowledge of international trade theory and trade policies including their methodological, decision theoretic and mathematical foundations and its historical development</li> <li>• ability to interpret and critically discuss simple models from this field</li> <li>• computational skills necessary for handling such models</li> </ul> |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• explanation of trade structures</li> <li>• effects of globalization on efficiency and distribution</li> <li>• instruments and impact of trade policy</li> <li>• trade policy in developing countries</li> </ul>  |  |                    |
| Teaching Method              | Lecture and tutorial  |  |                    |
| Workload (hours)             | Total   | 180 hours                                  |                    |
|                              | Course  | Attendance                                 | Preview and review |
|                              | Lecture   | 30   | 60                 |
|                              | Tutorial  | 30   | 60                 |
| Assessment                   | End-of-course assessment  |  |                    |
| Assessment                   | Requirements  | None                                       |                    |
|                              | Type(s) (duration)  | Written examination (60-90 minutes)        |                    |
|                              | Type of reassessment  | Equivalent to type of initial assessment   |                    |
|                              | Contribution to final grade   | 100% examination                           |                    |
| Frequency                    | Winter semester   |  |                    |
| Teaching Language            | <b>German</b>   |  |                    |
| Note                         | For further module information and required readings, see StudIP.   |  |                    |

|                              |   |  |                    |
|------------------------------|---|--|--------------------|
| 02-VWL:BSc-V4-1              | <b>Transition and Integration Economics</b>   | 3 <sup>rd</sup> – 6 <sup>th</sup> semester | 6 CP               |
| Course                       | Transition and Integration Economics  |  |                    |
| Code                         | 02-VWL:BSc-V4-1   |  |                    |
| Faculty / Department / Chair | 02 / Economics / VWL IV – Transition and Integration Economics  |  |                    |
| Coordinator                  | Prof. Matthias Göcke  |  |                    |
| Requirements                 | None  |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• understanding and own application of economic-theoretical explanatory models related to economic transformation and integration processes</li> <li>• independent critical reflection of specific economic systems as well as real integration processes and corresponding institutions (such as WTO, EU)</li> <li>• formulation and argumentative defense of the advantages and disadvantages of individual economic systems or of different forms of integration</li> <li>• ability to exchange ideas about problem areas and solutions with reference to the subject dealt with as well as to independently design further learning processes</li> </ul> |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• determinants of economic development</li> <li>• characteristics and functioning of the market economy and centrally planned economy</li> <li>• problems of centrally planned economies</li> <li>• elements of a transformation of economic systems</li> <li>• integration of economic areas, and integration institutions (WTO, EU)</li> <li>• individual and macroeconomic effects of the integration of economic areas</li> </ul>  |  |                    |
| Teaching Method              | Lecture and tutorial  |  |                    |
| Workload (hours)             | Total   | 180 hours                                  |                    |
|                              | Course  | Attendance                                 | Preview and review |
|                              | Lecture   | 30   | 60                 |
|                              | Tutorial  | 30   | 60                 |
| Assessment                   | End-of-course assessment  |  |                    |
| Assessment                   | Requirements  | None                                       |                    |
|                              | Type(s) (duration)  | Written examination (60-90 minutes)        |                    |
|                              | Type of reassessment  | Equivalent to type of initial assessment   |                    |
|                              | Contribution to final grade   | 100% examination                           |                    |
| Frequency                    | Summer semester   |  |                    |
| Teaching Language            | <b>English</b>  |  |                    |
| Note                         | For further module information and required readings, see StudIP  |  |                    |



|                              |  |  |                    |
|------------------------------|--|--|--------------------|
| 02-VWL:BSc-V5-1              | <b>Monetary Policy</b>   | 3 <sup>rd</sup> – 6 <sup>th</sup> semester | 6 CP               |
| Course                       | Monetary Policy  |  |                    |
| Code                         | 02-VWL:BSc-V5-1  |  |                    |
| Faculty / Department / Chair | 02 / Economics / VWL V - Monetary Economics  |  |                    |
| Coordinator                  | Prof. Peter Tillmann   |  |                    |
| Requirements                 | None   |  |                    |
| Learning Outcomes            | <p>Theoretical knowledge of and applied skills in monetary policy resulting in improved methodological and object competence (to be specified in initial course session):</p> <ul style="list-style-type: none"> <li>• independent compilation, evaluation and interpretation of scientific insights in their societal and ethical context</li> <li>• ability to structure further independent study and learning</li> <li>• ability to formulate, defend and criticize specific positions and approaches in this field</li> <li>• ability to discuss information, ideas, issues and solutions with both lay and specialist audiences in this field</li> </ul> |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• theories of money demand and money supply</li> <li>• relation between money and inflation</li> <li>• transmission mechanisms of monetary policy</li> <li>• theory of the term structure of interest rates</li> <li>• problem of time inconsistency of monetary policy</li> <li>• optimal monetary policy</li> <li>• unconventional monetary policy at the zero-lower bound</li> </ul>   |  |                    |
| Teaching Method              | Lecture and tutorial   |  |                    |
| Workload (hours)             | Total  | 180 hours                                  |                    |
|                              | Course   | Attendance                                 | Preview and review |
|                              | Lecture  | 30   | 60                 |
|                              | Tutorial   | 30   | 60                 |
| Assessment                   | End-of-course assessment   |  |                    |
| Assessment                   | Requirements   | None                                       |                    |
|                              | Type(s) (duration)   | Written examination (60-90 minutes)        |                    |
|                              | Type of reassessment   | Equivalent to type of initial assessment   |                    |
|                              | Contribution to final grade  | 100% examination                           |                    |
| Frequency                    | Winter semester  |  |                    |
| Teaching Language            | <b>German</b>  |  |                    |
| Note                         | For further module information and required readings, see StudIP   |  |                    |

|                              |  |  |                    |
|------------------------------|--|--|--------------------|
| 02-VWL:BSc-V6-1              | <b>Strategic Behaviour and Institutions</b>  | 3 <sup>rd</sup> – 6 <sup>th</sup> semester | 6 CP               |
| Course                       | Strategic Behavior and Institutions  |  |                    |
| Code                         | 02-VWL:BSc-V6-1  |  |                    |
| Faculty / Department / Chair | 02 / Economics / VWL VI – Behavioural and Institutional Economics  |  |                    |
| Coordinator                  | Prof. Max Albert   |  |                    |
| Requirements                 | None   |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• basic knowledge of game theory and institutional economics including its methodological, decision-theoretic and mathematical foundations and its historical development</li> <li>• ability to interpret and critically discuss simple models from this area</li> <li>• computational skills necessary for handling such models</li> </ul> |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• basics in institutional economics</li> <li>• fundamental game theory</li> <li>• applications (e.g. theory of contracts, asymmetrical information, theory of internal legal structure of the company)</li> </ul>   |  |                    |
| Teaching Method              | Lecture and tutorial   |  |                    |
| Workload (hours)             | Total  | 180 hours                                  |                    |
|                              | Course   | Attendance                                 | Preview and review |
|                              | Lecture  | 30   | 60                 |
|                              | Tutorial   | 30   | 60                 |
| Assessment                   | End-of-course assessment   |  |                    |
| Assessment                   | Requirements   | None                                       |                    |
|                              | Type(s) (duration)   | Written examination (60-90 minutes)        |                    |
|                              | Type of reassessment   | Equivalent to type of initial assessment   |                    |
|                              | Contribution to final grade  | 100% examination                           |                    |
| Frequency                    | Winter semester  |  |                    |
| Teaching Language            | <b>German</b>  |  |                    |
| Note                         | For further module information and required readings, see StudIP   |  |                    |

|                              |   |  |                    |
|------------------------------|---|--|--------------------|
| 02-VWL: <b>BSc</b> -V8-1     | <b>Health Economics</b>   | 3 <sup>rd</sup> – 6 <sup>th</sup> semester | 6 CP               |
| Course                       | Health Economics  |  |                    |
| Code                         | 02-VWL:BSc-V8-1   |  |                    |
| Faculty / Department / Chair | 02 / General Economics / VWL VIII – Health Economics  |  |                    |
| Coordinator                  | Prof. Christian Gissel  |  |                    |
| Requirements                 | None  |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• Knowledge and systematic understanding of basic health economic methods and models</li> </ul>  |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• structure of public health</li> <li>• allocation and distribution of public health</li> <li>• health insurance systems</li> <li>• pharmaceutical economy, methods of cost – benefit assessment</li> <li>• innovation in public health, digitalization, mobile health</li> <li>• public health</li> </ul> |  |                    |
| Teaching Method              | Lecture and tutorial  |  |                    |
| Workload (hours)             | Total   | 180 hours                                  |                    |
|                              | Course  | Attendance                                 | Preview and review |
|                              | Lecture   | 30   | 60                 |
|                              | Tutorial  | 30   | 60                 |
| Assessment                   | End-of-course assessment  |  |                    |
| Assessment                   | Requirements  | None                                       |                    |
|                              | Type(s) (duration)  | Written examination (90 minutes)           |                    |
|                              | Type of reassessment  | Equivalent to type of initial assessment   |                    |
|                              | Contribution to final grade   | 100% examination                           |                    |
| Frequency                    | Irregular   |  |                    |
| Teaching Language            | <b>German</b>   |  |                    |
| Note                         | For further module information and required readings, see StudIP  |  |                    |

|                              |  |  |                    |
|------------------------------|--|--|--------------------|
| 02-VWL: <b>BSc</b> -St-2     | <b>Empirical Economic Research and Econometrics</b>  | 3 <sup>rd</sup> – 6 <sup>th</sup> semester | 6 CP               |
| Course                       | Empirical Economic Research and Econometrics   |  |                    |
| Code                         | 02-VWL:BSc-St-2  |  |                    |
| Faculty / Department / Chair | 02 / Economics / VWL VII - Statistics and Econometrics   |  |                    |
| Coordinator                  | Prof. Peter Winker   |  |                    |
| Requirements                 | None   |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• assessment and selection of appropriate methods in applied economic research</li> <li>• ability to independently structure further learning</li> <li>• critical analysis of the use of empirical methods in scientific and applied economic research</li> <li>• ability to discuss information, methods, issues and solutions with both lay and specialist audiences in the field of empirical economic research</li> </ul> |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• data base and data processing</li> <li>• linear regression models and residual analysis</li> <li>• qualitative variables</li> <li>• dynamic models, simulation and prediction</li> </ul>  |  |                    |
| Teaching Method              | Lecture and tutorial   |  |                    |
| Workload (hours)             | Total  | 180 hours                                  |                    |
|                              | Course   | Attendance                                 | Preview and review |
|                              | Lecture  | 30   | 60                 |
|                              | Tutorial   | 30   | 60                 |
| Assessment                   | End-of-course assessment   |  |                    |
| Assessment                   | Requirements   | None                                       |                    |
|                              | Type(s) (duration)   | Written examination (90 minutes)           |                    |
|                              | Type of reassessment   | Equivalent to type of initial assessment   |                    |
|                              | Contribution to final grade  | 100% examination                           |                    |
| Frequency                    | Summer semester  |  |                    |
| Teaching Language            | <b>German</b>  |  |                    |
| Note                         | For further module information and required readings, see StudIP.  |  |                    |

|                              |                                   |   |  |  |      |
|------------------------------|-----------------------------------|---|--|--|------|
| 02-VWL: <b>BSc</b> -St-3     |                                   | <b>Programming in Matlab</b>  |  | 3 <sup>rd</sup> – 6 <sup>th</sup> semester | 6 CP |
| Course                       |                                   | Programming in Matlab   |  |  |      |
| Code                         |                                   | 02-VWL:BSc-St-3   |  |  |      |
| Faculty / Department / Chair |                                   | 02 / Economics / VWL VII - Statistics and Econometrics  |  |  |      |
| Coordinator                  |                                   | Prof. Peter Winker  |  |  |      |
| Requirements                 |                                   | None  |  |  |      |
| Learning Outcomes            |                                   | <ul style="list-style-type: none"> <li>• learning the basics of programming in Matlab</li> <li>• ability to translate real questions into pseudo or programming code</li> <li>• creation and application of suitable Matlab programs for solving tasks, especially in the field of economics</li> </ul> |  |  |      |
| Course Contents              |                                   | <ul style="list-style-type: none"> <li>• basic principles in programming with Matlab</li> <li>• data types and operators</li> <li>• programs and procedures</li> <li>• graphics</li> <li>• special applications</li> </ul>  |  |  |      |
| Teaching Method              |                                   | Lecture with tutorial   |  |  |      |
| Workload<br>(hours)          | Total                             | 180 hours   |  |  |      |
|                              | Course                            | Attendance  |  | Preview and review                         |      |
|                              | Lecture with integrated exercises | 60  |  | 90   |      |
|                              | Independent study                 | 30  |  |  |      |
| Assessment                   |                                   | In-course assessment  |  |  |      |
| Assessment                   | Requirements                      | None  |  |  |      |
|                              | Type(s) (duration)                | Written examination (60-90 minutes) and written assignment  |  |  |      |
|                              | Type of reassessment              | Equivalent to type of initial assessment  |  |  |      |
|                              | Contribution to final grade       | 70% examination, 30% written assignment   |  |  |      |
| Frequency                    |                                   | Winter semester   |  |  |      |
| Capacity                     |                                   | 20  |  |  |      |
| Teaching Language            |                                   | <b>German</b>   |  |  |      |
| Note                         |                                   | For further module information and required readings, see StudIP.   |  |  |      |

|                              |                                   |   |  |      |
|------------------------------|-----------------------------------|---|--|------|
| 02-VWL: <b>BSc</b> -V3/V6-1  |                                   | <b>Economic Experiments and Labour Markets</b>  | 3 <sup>rd</sup> – 6 <sup>th</sup> semester | 6 CP |
| Course                       |                                   | Economic Experiments and Labour Markets   |  |      |
| Code                         |                                   | 02-VWL:BSc-V3/V6-1  |  |      |
| Faculty / Department / Chair |                                   | 02 / Economics / VWL III – International Economics, VWL VI – Behavioural and Institutional Economics  |  |      |
| Coordinators                 |                                   | Prof. Jürgen Meckl, Prof. Max Albert  |  |      |
| Requirements                 |                                   | None  |  |      |
| Learning Outcomes            |                                   | <ul style="list-style-type: none"> <li>• basic knowledge of experimental, behavioral and labor market economics including its methodological, decision-theoretic and mathematical foundations and its historical development</li> <li>• ability to interpret and critically discuss experiments from this area</li> <li>• ability to interpret and critically discuss simple models from this area</li> </ul> |  |      |
| Course Contents              |                                   | <ul style="list-style-type: none"> <li>• history and basics of experimental economics</li> <li>• fundamental game theory</li> <li>• markets and labor markets: theory and experiment</li> <li>• real wage rigidities and structural unemployment: minimum wages, collective wage agreements and efficiency-wage theory</li> <li>• matching problems and frictional unemployment</li> </ul>                    |  |      |
| Teaching Method              |                                   | Lecture and tutorial  |  |      |
| Workload (hours)             | Total                             | 180 hours   |  |      |
|                              | Course                            | Attendance  | Preview and review                         |      |
|                              | Lecture with integrated exercises | 60  | 120  |      |
| Assessment                   |                                   | End-of-course assessment  |  |      |
| Assessment                   | Requirements                      | None  |  |      |
|                              | Type(s) (duration)                | Written examination (60-90 minutes)   |  |      |
|                              | Type of reassessment              | Equivalent to type of initial assessment  |  |      |
|                              | Contribution to final grade       | 100% examination  |  |      |
| Frequency                    |                                   | Irregular   |  |      |
| Teaching Language            |                                   | <b>German</b>   |  |      |
| Note                         |                                   | For further module information and required readings, see StudIP.   |  |      |

|                              |  |  |                    |
|------------------------------|--|--|--------------------|
| 02-Meth: <b>BSc</b> -St-1    | <b>Applied Statistics in Business and Economics</b>  | 3 <sup>rd</sup> – 6 <sup>th</sup> semester | 6 CP               |
| Course                       | Applied Statistics in Business and Economics   |  |                    |
| Code                         | 02-Meth:BSc-St-1   |  |                    |
| Faculty / Department / Chair | 02 / Economics / VWL VII - Statistics and Econometrics   |  |                    |
| Coordinator                  | Prof. Peter Winker   |  |                    |
| Requirements                 | None   |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• competence for choosing appropriate statistical methods for applications in economics and business administration</li> <li>• ability to apply methods of statistical inference and to the critical interpretation of results</li> <li>• skills in the analysis of multivariate data including the critical interpretation of results</li> </ul> |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• statistical estimation and testing of parameters</li> <li>• inference of multivariable data</li> </ul>  |  |                    |
| Teaching Method              | Lecture and tutorial   |  |                    |
| Workload (hours)             | Total  | 180 hours                                  |                    |
|                              | Course   | Attendance                                 | Preview and review |
|                              | Lecture  | 30   | 60                 |
|                              | Tutorial   | 30   | 60                 |
| Assessment                   | End-of-course assessment   |  |                    |
| Assessment                   | Requirements   | None                                       |                    |
|                              | Type(s) (duration)   | Written examination (90 minutes)           |                    |
|                              | Type of reassessment   | Equivalent to type of initial assessment   |                    |
|                              | Contribution to final grade  | 100% examination                           |                    |
| Frequency                    | Winter semester  |  |                    |
| Teaching Language            | <b>German</b>  |  |                    |
| Note                         | For further module information and required readings, see StudIP.  |  |                    |

|                              |   |  |                    |
|------------------------------|---|--|--------------------|
| 02-Meth: <b>BSc</b> -St-2    | <b>Further Mathematics for Economics</b>  | 3 <sup>rd</sup> – 6 <sup>th</sup> semester | 6 CP               |
| Course                       | Further Mathematics for Economics   |  |                    |
| Code                         | 02-Meth:BSc-St-2  |  |                    |
| Faculty / Department / Chair | 02 / Economics / VWL VII - Statistics and Econometrics  |  |                    |
| Coordinator                  | Prof. Peter Winker  |  |                    |
| Requirements                 | None  |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• ability to model real problems from the field of economics in a mathematical way</li> <li>• application of appropriate methods to given mathematical problems</li> <li>• optimization of static and dynamic systems</li> </ul> |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• advanced methods of analysis for functions with one and multiple variables</li> <li>• advanced linear algebra techniques,</li> <li>• optimization algorithms</li> <li>• dynamic systems.</li> </ul>                            |  |                    |
| Teaching Method              | Lecture and tutorial  |  |                    |
| Workload (hours)             | Total   | 180 hours                                  |                    |
|                              | Course  | Attendance                                 | Preview and review |
|                              | Lecture   | 30   | 60                 |
|                              | Tutorial  | 30   | 60                 |
| Assessment                   | End-of-course assessment  |  |                    |
| Assessment                   | Requirements  | None                                       |                    |
|                              | Type(s) (duration)  | Written examination (90 minutes)           |                    |
|                              | Type of reassessment  | Equivalent to type of initial assessment   |                    |
|                              | Contribution to final grade   | 100% examination                           |                    |
| Frequency                    | Summer semester   |  |                    |
| Teaching Language            | <b>German</b>   |  |                    |
| Note                         | For further module information and required readings, see StudIP.   |  |                    |



|                              |  |  |                    |
|------------------------------|--|--|--------------------|
| 02-Meth: <b>BSc</b> -B9-1    | <b>IT-Systems</b>  | 3 <sup>rd</sup> – 6 <sup>th</sup> semester | 6 CP               |
| Course                       | IT-Systems   |  |                    |
| Code                         | 02-Meth:BSc-B9-1   |  |                    |
| Faculty / Department / Chair | 02 / Business Administration / BWL IX – Business Information Systems   |  |                    |
| Coordinator                  | Prof. Axel Schwickert  |  |                    |
| Requirements                 | None   |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>Collection, evaluation and interpretation of scientific and practice-oriented findings on the fundamentals of hardware, software, data, networks, system development, system operation, system use, ERP-, CRM-, BI-, SCM-, Office-, e-business-, development systems</li> </ul> |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>Basics of hardware, software, data, networks and system development, system operation and system use</li> <li>Basics of ERP-, CRM-, BI-, SCM-, Office-, e-business-, development systems</li> </ul>   |  |                    |
| Teaching Method              | Lecture and tutorial   |  |                    |
| Workload (hours)             | Total  | 180 hours                                  |                    |
|                              | Course   | Attendance                                 | Preview and review |
|                              | Lecture  | 30   | 60                 |
|                              | Tutorial   | 30   | 60                 |
| Assessment                   | End-of-course assessment   |  |                    |
| Assessment                   | Requirements   | None                                       |                    |
|                              | Type(s) (duration)   | Written examination (60-90 minutes)        |                    |
|                              | Type of reassessment   | Equivalent to type of initial assessment   |                    |
|                              | Contribution to final grade  | 100% examination                           |                    |
| Frequency                    | Winter semester  |  |                    |
| Teaching Language            | <b>German</b>  |  |                    |
| Note                         | For further module information and required readings, see StudIP.  |  |                    |

|                              |  |  |                    |
|------------------------------|--|--|--------------------|
| 02-Meth: <b>BSc</b> -B11-1   | <b>Data Science for Management</b>   | 3 <sup>rd</sup> – 6 <sup>th</sup> semester | 6 CP               |
| Course                       | Data Science for Management  |  |                    |
| Code                         | 02-Meth:BSc-B11-1  |  |                    |
| Faculty / Department / Chair | 02 / Business Administration / BWL XI – Data Science and Digitalisation  |  |                    |
| Coordinator                  | Prof. Dr. Nicolas Pröllochs  |  |                    |
| Requirements                 | None   |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• theoretical knowledge of fundamental principles of data science</li> <li>• understanding of the core concepts of data science methods to extract patterns and knowledge from structured and unstructured data</li> <li>• ability to formulate, defend and criticize specific positions and approaches in the field of data science</li> </ul> |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• data preparation, data modeling, data visualization</li> <li>• extraction of insights from data and fundamentals of machine learning</li> <li>• application of data science methods in business contexts</li> </ul>   |  |                    |
| Teaching Method              | Lecture and tutorial   |  |                    |
| Workload (hours)             | Total  | 180 hours                                  |                    |
|                              | Course   | Attendance                                 | Preview and review |
|                              | Lecture  | 30   | 60                 |
|                              | Tutorial   | 30   | 60                 |
| Assessment                   | End-of-course assessment   |  |                    |
| Assessment                   | Requirements   | None                                       |                    |
|                              | Type(s) (duration)   | Written examination (60-90 minutes)        |                    |
|                              | Type of reassessment   | Equivalent to type of initial assessment   |                    |
|                              | Contribution to final grade  | 100% examination                           |                    |
| Frequency                    | Summer semester  |  |                    |
| Teaching Language            | <b>German</b>  |  |                    |
| Note                         | For further module information and required readings, see StudIP.  |  |                    |

|                              |   |  |                    |
|------------------------------|---|--|--------------------|
| 02-Q:BSc-Englisch-6          | <b>English for Management</b>   | 3 <sup>rd</sup> – 6 <sup>th</sup> semester                 | 6 CP               |
| Course                       | English for Management  |  |                    |
| Code                         | 02-Q:BSc-Englisch-6   |  |                    |
| Faculty / Department / Chair | 02 / Business Administration and Economics / Managerial English   |  |                    |
| Coordinator                  | Thomas Wagner   |  |                    |
| Requirements                 | Proficiency in English at intermediate (B1 CEFR) level<br>Proficiency in German at independent user (B2 CEFR) level   |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• ability to communicate more appropriately using English in everyday office situations</li> <li>• understanding of essential types of communication and language skills expected of managers</li> <li>• awareness of cultural and communicative pitfalls of English language use</li> <li>• increased communicative competence and confidence with a focus on building basic on-the-job skills</li> </ul> |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• basic business-specific vocabulary</li> <li>• unlearning typical German mistakes in English</li> <li>• essential types of business communication</li> </ul>  |  |                    |
| Teaching Method              | Seminar and tutorial  |  |                    |
| Workload (hours)             | Total   | 180 hours  |                    |
|                              | Course  | Attendance   | Preview and review |
|                              | Seminar   | 30   | 60                 |
|                              | Tutorial  | 15   | 60                 |
|                              | Independent study   | 15   |                    |
| Assessment                   | In-course assessment  |  |                    |
| Assessment                   | Requirements  | Regular attendance and active participation                |                    |
|                              | Type(s) (duration)  | Written examination (60-90 minutes) and project assignment |                    |
|                              | Type of reassessment  | Equivalent to type of initial assessment                   |                    |
|                              | Contribution to final grade   | 60% written assessment, 40% oral assessment                |                    |
| Frequency                    | Winter semester and summer semester (2 classes each)  |  |                    |
| Capacity                     | 25 students/class   |  |                    |
| Teaching Language            | <b>English</b>  |  |                    |
| Note                         | For further module information and required readings, see StudIP.   |  |                    |

|                              |  |  |                    |
|------------------------------|--|--|--------------------|
| 02-Q: <b>BSc-Englisch-7</b>  | <b>Oral Communication</b>  | 3 <sup>rd</sup> – 6 <sup>th</sup> semester                 | 6 CP               |
| Course                       | Oral Communication   |  |                    |
| Code                         | 02-Q:BSc-Englisch-7  |  |                    |
| Faculty / Department / Chair | 02 / Business Administration and Economics / Managerial English  |  |                    |
| Coordinator                  | Thomas Wagner  |  |                    |
| Requirements                 | English for Management (02-Q:BSc-Englisch-6)   |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• more effective oral communication in management settings</li> <li>• ability to use essential rhetorical-communicative principles in institutional contexts</li> <li>• increased communicative competence and confidence with a focus on building a professional identity</li> </ul> |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• designing and delivering clearly structured and audience-focused management discourse in English</li> <li>• style, structure and impact of management discourse in English</li> </ul>   |  |                    |
| Teaching Method              | Seminar and tutorial   |  |                    |
| Workload (hours)             | Total  | 180 hours  |                    |
|                              | Course   | Attendance   | Preview and review |
|                              | Seminar  | 30   | 60                 |
|                              | Tutorial   | 15   | 60                 |
|                              | Independent study  | 15   |                    |
| Assessment                   | In-course assessment   |  |                    |
| Assessment                   | Requirements   | Regular attendance and active participation                |                    |
|                              | Type(s) (duration)   | Written examination (60-90 minutes) and project assignment |                    |
|                              | Type of reassessment   | Equivalent to type of initial assessment                   |                    |
|                              | Contribution to final grade  | 50% written assessment, 50% oral assessment                |                    |
| Frequency                    | Winter semester and summer semester  |  |                    |
| Capacity                     | 20 students  |  |                    |
| Teaching Language            | <b>English</b>   |  |                    |
| Note                         | For further module information and required readings, see StudIP   |  |                    |

|                              |   |  |                    |
|------------------------------|---|--|--------------------|
| 02-Q: <b>BSc-Englisch-8</b>  | <b>Written Communication</b>  | 3 <sup>rd</sup> – 6 <sup>th</sup> semester                 | 6 CP               |
| Course                       | Written Communication   |  |                    |
| Code                         | 02-Q:BSc-Englisch-8   |  |                    |
| Faculty / Department / Chair | 02 / Business Administration and Economics / Managerial English   |  |                    |
| Coordinator                  | Thomas Wagner   |  |                    |
| Requirements                 | English for Management (02-Q:BSc-Englisch-6)  |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• more effective written communication in management settings</li> <li>• ability to use essential rhetorical-communicative principles in institutional contexts</li> <li>• increased communicative competence and confidence with a focus on building a professional identity</li> </ul> |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• writing correct, clear and audience-focused management texts</li> <li>• improving style, structure and grammar</li> </ul>  |  |                    |
| Teaching Method              | Seminar and tutorial  |  |                    |
| Workload (hours)             | Total   | 180 hours  |                    |
|                              | Course  | Attendance   | Preview and review |
|                              | Seminar   | 30   | 60                 |
|                              | Tutorial  | 15   | 60                 |
|                              | Independent study   | 15   |                    |
| Assessment                   | In-course assessment  |  |                    |
| Assessment                   | Requirements  | Regular attendance and active participation                |                    |
|                              | Type(s) (duration)  | Written examination (60-90 minutes) and project assignment |                    |
|                              | Type of reassessment  | Equivalent to type of initial assessment                   |                    |
|                              | Contribution to final grade   | 75% written assessment, 15% oral assessment                |                    |
| Frequency                    | Winter semester and summer semester   | Duration: 1 semester                                       |                    |
| Capacity                     | 20 students   |  |                    |
| Teaching Language            | <b>English</b>  |  |                    |
| Note                         | For further module information and required readings, see StudIP.   |  |                    |

|                              |   |   |                    |
|------------------------------|---|---|--------------------|
| 02-Q: <b>BSc-Englisch-9</b>  | <b>Working Across Cultures</b>  | 3 <sup>rd</sup> – 6 <sup>th</sup> semester  | 6 CP               |
| Course                       | Working Across Cultures   |   |                    |
| Code                         | 02-Q:BSc-Englisch-9   |   |                    |
| Faculty / Department / Chair | 02 / Business Administration and Economics / Managerial English   |   |                    |
| Coordinator                  | Thomas Wagner   |   |                    |
| Requirements                 | Oral Communication (02-Q:BSc-Englisch-7) and Written Communication (02-Q:BSc-Englisch-8)  |   |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• increased regard for cultural peculiarities in intercultural contact</li> <li>• deeper appreciation of cross-cultural differences in mindsets, habits and values</li> <li>• increased communicative and intercultural competence with a focus on building and sustaining meaningful interpersonal relationships</li> </ul> |   |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• concepts and models of intercultural communication</li> <li>• using strategies and techniques of intercultural communication</li> <li>• impact of culture and society on business practice in the US, the UK and beyond</li> </ul>   |   |                    |
| Teaching Method              | Seminar and tutorial  |   |                    |
| Workload (hours)             | Total   | 180 hours                                   |                    |
|                              | Course  | Attendance                                  | Preview and review |
|                              | Seminar   | 30  | 60                 |
|                              | Tutorial  | 15  | 60                 |
|                              | Independent study   | 15  |                    |
| Assessment                   | In-course assessment  |   |                    |
| Assessment                   | Requirements  | Regular attendance and active participation |                    |
|                              | Type(s) (duration)  | Project assignment and presentation         |                    |
|                              | Type of reassessment  | Equivalent to type of initial assessment    |                    |
|                              | Contribution to final grade   | 60% written assessment, 40% oral assessment |                    |
| Frequency                    | Winter semester and summer semester   | Duration: 1 semester                        |                    |
| Capacity                     | 20 students   |   |                    |
| Teaching Language            | <b>English</b>  |   |                    |
| Note                         | For further module information and required readings, see StudIP.   |   |                    |

**Master (MSc) program courses**

|                              |  |   |                    |
|------------------------------|--|---|--------------------|
| 02-BWL:MSc-B1-1              | <b>Product Management</b>  | 1 <sup>st</sup> – 3 <sup>rd</sup> semester        | 6 CP               |
| Course                       | Product Management   |   |                    |
| Code                         | 02-BWL:MSc-B1-1  |   |                    |
| Faculty / Department / Chair | 02 / Business Administration / BWL I – Marketing and Sales Management  |   |                    |
| Coordinator                  | Prof. Alexander Haas   |   |                    |
| Requirements                 | None   |   |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>theoretical knowledge of and applied skills in product management resulting in improved functional, methodological and leadership competence (to be specified in initial course session)</li> <li>independent compilation, evaluation and interpretation of scientific insights in their societal and ethical context</li> <li>ability to structure further independent study and learning</li> <li>ability to formulate, defend and criticize specific positions and approaches in this field</li> <li>ability to discuss information, ideas, issues and solutions with both lay and specialist audiences in this field</li> </ul> |   |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>understanding of product management</li> <li>developing innovative marketing concepts</li> <li>product launch on the market</li> <li>product-lifecycle-management</li> </ul>  |   |                    |
| Teaching Method              | Lecture and tutorial   |   |                    |
| Workload (hours)             | Total  | 180 hours   |                    |
|                              | Course   | Attendance  | Preview and review |
|                              | Lecture  | 30  | 60                 |
|                              | Tutorial   | 30  | 60                 |
| Assessment                   | End-of-course assessment and in-course assessment  |   |                    |
| Assessment                   | Requirements   | None  |                    |
|                              | Type(s) (duration)   | Written examination (60-90 minutes) and summaries |                    |
|                              | Type of reassessment   | Equivalent to type of initial assessment          |                    |
|                              | Contribution to final grade  | 80-100% examination, 0-20% summaries              |                    |
| Frequency                    | Winter semester  |   |                    |
| Teaching Language            | <b>English</b>   |   |                    |
| Note                         | For further module information and required readings, see StudIP.  |   |                    |

|                              |  |   |                    |
|------------------------------|--|---|--------------------|
| 02-BWL:MSc-B1-2              | <b>Business Development</b>  | 1 <sup>st</sup> – 3 <sup>rd</sup> semester      | 6 CP               |
| Course                       | Business Development   |   |                    |
| Code                         | 02-BWL:MSc-B1-2  |   |                    |
| Faculty / Department / Chair | 02 / Business Administration / BWL I – Marketing and Sales Management  |   |                    |
| Coordinator                  | Prof. Alexander Haas   |   |                    |
| Requirements                 | None   |   |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• acquisition of theoretical knowledge and applied skills in business development resulting in improved functional, methodological and leadership competence (to be specified in initial course session)</li> <li>• evaluation, interpretation and application of advanced scientific insights in new and/or multidisciplinary contexts</li> <li>• independent compilation, evaluation and interpretation of scientific insights in their societal and ethical context</li> <li>• ability to structure advanced independent study and learning</li> <li>• ability to integrate insights with knowledge gained in other modules, including societal and ethical contexts</li> <li>• ability to conduct theoretical and applied research in this field</li> <li>• ability to convey factual knowledge and discuss state-of-the-art research with both lay and specialist audiences in this field</li> </ul> |   |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• creating and claiming value</li> <li>• managing key accounts</li> <li>• identifying new markets</li> <li>• implementing business development strategies</li> </ul>  |   |                    |
| Teaching Method              | Lecture and tutorial   |   |                    |
| Workload (hours)             | Total  | 180 hours                                       |                    |
|                              | Course   | Attendance                                      | Preview and review |
|                              | Lecture  | 30  | 60                 |
|                              | Tutorial   | 30  | 60                 |
| Assessment                   | End-of-course assessment   |   |                    |
| Assessment                   | Requirements   | None  |                    |
|                              | Type(s) (duration)   | Written examination (90 minutes) and simulation |                    |
|                              | Type of reassessment   | Equivalent to type of initial assessment        |                    |
|                              | Contribution to final grade  | 90% examination, 10% simulation                 |                    |
| Frequency                    | Summer semester  |   |                    |
| Teaching Language            | <b>German</b>  |   |                    |
| Note                         | For further module information and required readings, see StudIP.  |   |                    |



|                              |   |   |                    |
|------------------------------|---|---|--------------------|
| 02-BWL:MSc-B1-3              | <b>Advanced Issues in Marketing and Sales</b>   | 1 <sup>st</sup> – 3 <sup>rd</sup> semester                                  | 6 CP               |
| Course                       | Advanced Issues in Marketing and Sales  |   |                    |
| Code                         | 02-BWL:MSc-B1-3   |   |                    |
| Faculty / Department / Chair | 02 / Business Administration / BWL I - Marketing and Sales Management   |   |                    |
| Coordinator                  | Prof. Alexander Haas  |   |                    |
| Requirements                 | None  |   |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• evaluation, interpretation and application of advanced scientific insights in new and/or multidisciplinary contexts</li> <li>• ability to integrate insights with knowledge gained in other modules, including societal and ethical contexts</li> <li>• ability to structure advanced independent study and learning</li> <li>• ability to conduct theoretical and applied research in this field</li> <li>• ability to convey factual knowledge and discuss state-of-the-art research with both lay and specialist audiences in this field</li> </ul> |   |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• marketing and sales in a digital world</li> <li>• selling and negotiation</li> </ul>   |   |                    |
| Teaching Method              | Lecture and tutorial  |   |                    |
| Workload (hours)             | Total   | 180 hours   |                    |
|                              | Course  | Attendance  | Preview and review |
|                              | Lecture   | 30  | 60                 |
|                              | Tutorial  | 30  | 60                 |
| Assessment                   | In-course assessment  |   |                    |
| Assessment                   | Requirements  | None  |                    |
|                              | Type(s) (duration)  | Written assessment and oral assessment (to be announced in initial session) |                    |
|                              | Type of reassessment  | Equivalent to type of initial assessment                                    |                    |
|                              | Contribution to final grade   | 50% written assessment and 50% oral assessment                              |                    |
| Frequency                    | Winter semester   |   |                    |
| Capacity                     | 20 students   |   |                    |
| Teaching Language            | <b>English</b>  |   |                    |
| Note                         | For further module information and required readings, see StudIP.   |   |                    |

|                              |   |  |                    |
|------------------------------|---|--|--------------------|
| 02-BWL:MSc-B2-1              | <b>Advanced Strategic Management</b>  | 1 <sup>st</sup> -3 <sup>rd</sup> semester  | 6 CP               |
| Course                       | Advanced Strategic Management   |  |                    |
| Code                         | 02-BWL:MSc-B2-1   |  |                    |
| Faculty / Department / Chair | 02 / Business Administration / BWL II – Strategic and International Management  |  |                    |
| Coordinator                  | Prof. Andreas Bausch  |  |                    |
| Requirements                 | None  |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• understanding of essential theories of strategic management</li> <li>• extensive knowledge of methods and frameworks for describing and explaining fields of action in strategic management</li> <li>• extensive knowledge of empirical results on strategic management</li> <li>• evaluation, interpretation and application of advanced scientific insights in the field of strategic management</li> <li>• ability to integrate insights with knowledge gained in other modules</li> <li>• ability to structure further independent study and learning</li> <li>• ability to formulate, defend and criticize specific positions and approaches in this field</li> <li>• ability to discuss information, ideas, issues and solutions with both lay and specialist audiences in this field</li> </ul> |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• introduction to strategic management</li> <li>• strategy research</li> <li>• competitive strategies and business models in the age of digitalization</li> <li>• corporate strategies, internationalization and diversification</li> <li>• strategic entrepreneurship and Innovation</li> <li>• strategic change</li> <li>• strategy and performance</li> </ul>   |  |                    |
| Teaching Method              | Lecture and tutorial  |  |                    |
| Workload (hours)             | Total   | 180 hours  |                    |
|                              | Course  | Attendance   | Preview and review |
|                              | Lecture   | 30   | 60                 |
|                              | Tutorial  | 30   | 60                 |
| Assessment                   | End-of-course assessment  |  |                    |
| Assessment                   | Requirements  | None   |                    |
|                              | Type(s) (duration)  | Written examination (60-90 minutes) and / or project assignment (to be announced in initial session) |                    |
|                              | Type of reassessment  | Equivalent to type of initial assessment   |                    |
|                              | Contribution to final grade   | 80-100% examination and 0-20% project assignment (to be announced in initial session)                |                    |
| Frequency                    | Winter semester   |  |                    |
| Teaching Language            | <b>German</b>   |  |                    |
| Note                         | For further module information and required readings, see StudIP.   |  |                    |

|                              |  |  |                    |
|------------------------------|--|--|--------------------|
| 02-BWL:MSc-B2-2              | <b>Mergers &amp; Acquisitions</b>  | 1 <sup>st</sup> -3 <sup>rd</sup> semester  | 6 CP               |
| Course                       | Mergers & Acquisitions   |  |                    |
| Code                         | 02-BWL:MSc-B2-2  |  |                    |
| Faculty / Department / Chair | 02 / Business Administration / BWL II – Strategic and International Management   |  |                    |
| Coordinator                  | Prof. Andreas Bausch   |  |                    |
| Requirements                 | None   |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• understanding of essential theories of mergers and acquisitions</li> <li>• extensive knowledge of methods and frameworks for describing and explaining fields of action in mergers and acquisitions</li> <li>• extensive knowledge of empirical results on mergers and acquisitions</li> <li>• evaluation, interpretation and application of advanced scientific insights in the field of mergers &amp; acquisitions</li> <li>• ability to integrate insights with knowledge gained in other modules, including societal and ethical contexts</li> <li>• ability to structure advanced independent study and learning</li> <li>• ability to conduct theoretical and applied research in this field</li> <li>• ability to convey factual knowledge and discuss state-of-the-art research with both lay and specialist audiences in this field</li> </ul> |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• introduction to mergers, acquisitions and alliances</li> <li>• M&amp;A processes, parties and organization.</li> <li>• acquisitions and strategy</li> <li>• success of acquisitions</li> <li>• cooperation and divestments</li> <li>• company valuation</li> <li>• financing acquisitions</li> </ul>  |  |                    |
| Teaching Method              | Lecture and tutorial   |  |                    |
| Workload (hours)             | Total  | 180 hours  |                    |
|                              | Course   | Attendance   | Preview and review |
|                              | Lecture  | 30   | 60                 |
|                              | Tutorial   | 30   | 60                 |
| Assessment                   | End-of-course assessment   |  |                    |
| Assessment                   | Requirements   | None   |                    |
|                              | Type(s) (duration)   | Written examination (60-90 minutes) and / or project assignment (to be announced in initial session) |                    |
|                              | Type of reassessment   | Equivalent to type of initial assessment   |                    |
|                              | Contribution to final grade  | 80-100% examination and 0-20% project assignment (to be announced in initial session)                |                    |
| Frequency                    | Summer semester  |  |                    |
| Teaching Language            | <b>German</b>  |  |                    |
| Note                         | For further module information and required readings, see StudIP.  |  |                    |

|                              |  |   |                    |
|------------------------------|--|---|--------------------|
| 02-BWL:MSc-B2-3              | <b>Advanced Exercises in Strategic and International Management</b>  | 1 <sup>st</sup> – 3 <sup>rd</sup> semester  | 6 CP               |
| Course                       | Advanced Exercises in Strategic and International Management   |   |                    |
| Code                         | 02-BWL:MSc-B2-3  |   |                    |
| Faculty / Department / Chair | 02 / Business Administration / BWL II – Strategic and International Management   |   |                    |
| Coordinator                  | Prof. Andreas Bausch   |   |                    |
| Requirements                 | None   |   |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• understanding of essential theories of strategic management</li> <li>• evaluation, interpretation and application of frameworks, theories and empirical findings in the context of practical problems</li> <li>• ability to integrate insights with knowledge gained in other modules</li> <li>• ability to structure advanced independent study and learning</li> <li>• ability to conduct theoretical and applied research in this field</li> <li>• ability to convey factual knowledge and discuss state-of-the-art research with both lay and specialist audiences in this field</li> </ul> |   |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• Advanced Strategic Management (02-BWL:MSc-B2-1)</li> <li>• Mergers &amp; Acquisitions (02-BWL:MSc-B2-2).</li> </ul>   |   |                    |
| Teaching Method              | Lecture  |   |                    |
| Workload (hours)             | Total  | 180 hours   |                    |
|                              | Course   | Attendance  | Preview and review |
|                              | Lecture  | 30  | 120                |
|                              | Independent study  | 30  |                    |
| Assessment                   | In-course assessments  |   |                    |
| Assessment                   | Requirements   | None  |                    |
|                              | Type(s) (duration)   | End-of-course examination, mid-term tests, presentation / active participation and / or written assignment (to be announced in initial session)           |                    |
|                              | Type of reassessment   | Equivalent to type of initial assessment  |                    |
|                              | Contribution to final grade  | 0-50% end-of-course examination, 0-50% interim tests, 0-30% presentation / oral assessment, 0-30% written assignment (to be announced in initial session) |                    |
| Frequency                    | Summer semester  |   |                    |
| Capacity                     | 18 students  |   |                    |
| Teaching Language            | <b>German</b>  |   |                    |
| Note                         | For further module information and required readings, see StudIP.  |   |                    |

|                              |   |  |                    |
|------------------------------|---|--|--------------------|
| 02-BWL:MSc-B4-1              | <b>Applications of Controlling</b>  | 1 <sup>st</sup> – 3 <sup>rd</sup> semester | 6 CP               |
| Course                       | Applications of Controlling   |  |                    |
| Code                         | 02-BWL:MSc-B4-1   |  |                    |
| Faculty / Department / Chair | 02 / Business Administration / BWL IV – Managerial Accounting   |  |                    |
| Coordinator                  | Prof. Arnt Wöhrmann   |  |                    |
| Requirements                 | None  |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• ability to systemize and apply key managerial accounting instruments</li> <li>• general understanding of the idea of managerial accounting and also of selected managerial accounting concepts along the value chain (primary and support activities)</li> <li>• enabling students to adapt, apply and challenge selected instruments</li> </ul> |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• behavioral management accounting</li> <li>• functional and industry specific management accounting</li> <li>• selected topics in advanced management accounting</li> </ul>   |  |                    |
| Teaching method              | Lecture and tutorial  |  |                    |
| Workload (hours)             | Total   | 180 hours                                  |                    |
|                              | Course  | Attendance                                 | Preview and review |
|                              | Lecture   | 30   | 60                 |
|                              | Tutorial  | 30   | 60                 |
| Assessment                   | End-of-course assessment  |  |                    |
| Assessment                   | Requirements  | None                                       |                    |
|                              | Type(s) (duration)  | Written examination (60-90 minutes)        |                    |
|                              | Type of reassessment  | Equivalent to type of initial assessment   |                    |
|                              | Contribution to final grade   | 100% examination                           |                    |
| Frequency                    | Winter semester   |  |                    |
| Teaching Language            | <b>German</b>   |  |                    |
| Note                         | For further module information and required readings, see StudIP.   |  |                    |

|                              |  |  |                    |
|------------------------------|--|--|--------------------|
| 02-BWL:MSc-B4-2              | <b>Advanced Controlling</b>  | 1 <sup>st</sup> – 3 <sup>rd</sup> semester | 6 CP               |
| Course                       | Advanced Controlling   |  |                    |
| Code                         | 02-BWL:MSc-B4-2  |  |                    |
| Faculty / Department / Chair | 02 / Business Administration / BWL IV – Managerial Accounting  |  |                    |
| Coordinator                  | Prof. Arnt Wöhrmann  |  |                    |
| Requirements                 | None   |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• students understand the relevance of value-based management accounting</li> <li>• ability to support decisions based on an appropriate understanding and analysis of value-oriented KPIs</li> <li>• students are capable of systemizing, challenging and applying performance measurement and incentive design in real world situations</li> <li>• creation and improvement of management accounting expertise (e.g., in corporate valuation, mergers &amp; acquisitions, incentive schemes)</li> </ul> |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• Mergers &amp; Acquisitions</li> <li>• value-based management</li> <li>• incentive schemes</li> <li>• selected topics in advanced management accounting</li> </ul>   |  |                    |
| Teaching method              | Lecture and tutorial   |  |                    |
| Workload (hours)             | Total  | 180 hours                                  |                    |
|                              | Course   | Attendance                                 | Preview and review |
|                              | Lecture  | 30   | 60                 |
|                              | Tutorial   | 30   | 60                 |
| Assessment                   | End-of-course assessment   |  |                    |
| Assessment                   | Requirements   | None                                       |                    |
|                              | Type(s) (duration)   | Written examination (60-90 minutes)        |                    |
|                              | Type of reassessment   | Equivalent to type of initial assessment   |                    |
|                              | Contribution to final grade  | 100% examination                           |                    |
| Frequency                    | Summer semester  |  |                    |
| Teaching Language            | <b>German</b>  |  |                    |
| Note                         | For further module information and required readings, see StudIP.  |  |                    |

|                              |   |   |                    |
|------------------------------|---|---|--------------------|
| 02-BWL:MSc-B4/B7-1           | <b>Experimental and Archival Research in Accounting</b>   | 1 <sup>st</sup> – 3 <sup>rd</sup> semester  | 6 CP               |
| Course                       | Experimental and Archival Research in Accounting  |   |                    |
| Code                         | 02-BWL:MSc-B4/B7-1  |   |                    |
| Faculty / Department / Chair | 02 / Business Administration / BWL IV – Managerial Accounting<br>02 / Business Administration / BWL VII – Financial Accounting  |   |                    |
| Coordinator                  | Prof. Arnt Wöhrmann / Prof. Corinna Ewelt-Knauer  |   |                    |
| Requirements                 | None  |   |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• knowledge of important drivers of employee, management, and auditor behavior</li> <li>• understanding of selected managerial and financial accounting concepts to mitigate biased decision-making</li> <li>• students are aware of the fundamentals of experimental research in accounting</li> <li>• students know the differences between experimental and archival research</li> <li>• preparation for participation in international research conferences</li> <li>• ability to analyze research papers in accounting</li> </ul> |   |                    |
| Course Contents              | Course contents include <ul style="list-style-type: none"> <li>- selected, new studies in experimental and archival research (managerial and financial accounting), such as on                             <ul style="list-style-type: none"> <li>• behavior of employees and managers</li> <li>• behavior of auditors</li> <li>• effects of incentive schemes for employees and managers</li> <li>• facilitation of management decisions</li> </ul> </li> </ul>  |   |                    |
| Teaching method              | Lecture   |   |                    |
| Workload (hours)             | Total   | 180 hours   |                    |
|                              | Course  | Attendance  | Preview and review |
|                              | Lecture with students' presentations  | 30  | 150                |
| Assessment                   | In-course assessment  |   |                    |
| Assessment                   | Requirements  | None  |                    |
|                              | Type(s) (duration)  | 2 presentations, facilitating in-class discussion and active participation              |                    |
|                              | Type of reassessment  | Equivalent to type of initial assessment  |                    |
|                              | Contribution to final grade   | Presentations (30%), facilitating in-class discussion (20%), active participation (50%) |                    |
| Frequency                    | Irregular   |   |                    |
| Capacity                     | 12 students   |   |                    |
| Teaching Language            | <b>English</b>  |   |                    |
| Note                         | For further module information and required readings, see StudIP.   |   |                    |

|                              |                             |   |  |  |      |
|------------------------------|-----------------------------|---|--|--|------|
| 02-BWL:MSc-B5-1              |                             | <b>Risk Management</b>  |  | 1 <sup>st</sup> – 3 <sup>rd</sup> semester | 6 CP |
| Course                       |                             | Risk Management   |  |  |      |
| Code                         |                             | 02-BWL:MSc-B5-1   |  |  |      |
| Faculty / Department / Chair |                             | 02/ Business Administration/ BWL V - Financial Services   |  |  |      |
| Coordinator                  |                             | Prof. Andreas Walter  |  |  |      |
| Requirements                 |                             | None  |  |  |      |
| Learning Outcomes            |                             | <ul style="list-style-type: none"> <li>• evaluation, interpretation and application of advanced scientific insights in new and/or multidisciplinary contexts</li> <li>• ability to integrate insights with knowledge gained in other modules, including societal and ethical contexts</li> <li>• ability to structure advanced independent study and learning</li> <li>• ability to conduct theoretical and applied research in this field</li> <li>• ability to convey factual knowledge and discuss state-of-the-art research with both lay and specialist audiences in this field</li> </ul> |  |  |      |
| Course Contents              |                             | <ul style="list-style-type: none"> <li>• tasks of risk management</li> <li>• types of risks</li> <li>• measurement of the risk</li> <li>• management and controlling of the risk</li> </ul>   |  |  |      |
| Teaching Method              |                             | Lecture and tutorial  |  |  |      |
| Workload (hours)             | Total                       | 180 hours   |  |  |      |
|                              | Course                      | Attendance  |  | Preview and review                         |      |
|                              | Lecture                     | 30  |  | 60   |      |
|                              | Tutorial                    | 30  |  | 60   |      |
| Assessment                   |                             | End-of-course assessment  |  |  |      |
| Assessment                   | Requirements                | None  |  |  |      |
|                              | Type(s) (duration)          | Written examination (90 minutes)  |  |  |      |
|                              | Type of reassessment        | Equivalent to type of initial assessment  |  |  |      |
|                              | Contribution to final grade | 100% examination  |  |  |      |
| Frequency                    |                             | Summer semester   |  |  |      |
| Teaching Language            |                             | <b>German</b>   |  |  |      |
| Note                         |                             | For further module information and required readings, see StudIP.   |  |  |      |



|                              |                             |   |  |  |                    |
|------------------------------|-----------------------------|---|--|--|--------------------|
| 02-BWL:MSc-B5-2              |                             | <b>Behavioral Finance</b>   |  | 1 <sup>st</sup> – 3 <sup>rd</sup> semester | 6 CP               |
| Course                       |                             | Behavioral Finance  |  |  |                    |
| Code                         |                             | 02-BWL:MSc-B5-2   |  |  |                    |
| Faculty / Department / Chair |                             | 02/ Business Administration/ BWL V - Financial Services   |  |  |                    |
| Coordinator                  |                             | Prof. Andreas Walter  |  |  |                    |
| Requirements                 |                             | None  |  |  |                    |
| Learning outcomes            |                             | <ul style="list-style-type: none"> <li>• evaluation, interpretation and application of advanced scientific insights in new and/or multidisciplinary contexts</li> <li>• ability to integrate insights with knowledge gained in other modules, including societal and ethical contexts</li> <li>• ability to structure advanced independent study and learning</li> <li>• ability to conduct theoretical and applied research in this field</li> <li>• ability to convey factual knowledge and discuss state-of-the-art research with both lay and specialist audiences in this field</li> </ul> |  |  |                    |
| Course contents              |                             | <ul style="list-style-type: none"> <li>• fundamentals of decision theory</li> <li>• behavioral anomalies</li> <li>• capital market anomalies</li> <li>• behavioral corporate finance</li> </ul>   |  |  |                    |
| Teaching Method              |                             | Lecture   |  |  |                    |
| Workload (hours)             | Total                       |   | 180 hours                                |  |                    |
|                              | Course                      |   | Attendance                               |  | Preview and review |
|                              | Lecture                     |   | 60                                       |  | 120                |
| Assessment                   |                             | End-of-course assessment  |  |  |                    |
| Assessment                   | Requirements                |   | None                                     |  |                    |
|                              | Type(s) (duration)          |   | Written examination (90 minutes)         |  |                    |
|                              | Type of reassessment        |   | Equivalent to type of initial assessment |  |                    |
|                              | Contribution to final grade |   | 100% examination                         |  |                    |
| Frequency                    |                             | Winter semester   |  |  |                    |
| Teaching Language            |                             | <b>German</b>   |  |  |                    |
| Note                         |                             | For further module information and required readings, see StudIP.   |  |  |                    |

|                              |   |  |                    |
|------------------------------|---|--|--------------------|
| 02-BWL:MSc-B5-3              | <b>Insurance Management</b>   | 1 <sup>st</sup> – 3 <sup>rd</sup> semester | 6 CP               |
| Course                       | Insurance Management  |  |                    |
| Code                         | 02-BWL:MSc-B5-3   |  |                    |
| Faculty / Department / Chair | 02/ Business Administration/ BWL V - Financial Services   |  |                    |
| Coordinator                  | Prof. Andreas Walter  |  |                    |
| Requirements                 | None  |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• evaluation, interpretation and application of advanced scientific insights in new and/or multidisciplinary contexts</li> <li>• ability to integrate insights with knowledge gained in other modules, including societal and ethical contexts</li> <li>• ability to structure advanced independent study and learning</li> <li>• ability to conduct theoretical and applied research in this field</li> <li>• ability to convey factual knowledge and discuss state-of-the-art research with both lay and specialist audiences in this field</li> </ul> |  |                    |
| Course Contents              | <p>Course contents include, for example:</p> <ul style="list-style-type: none"> <li>• basics and current challenges in the insurance industry</li> <li>• insurance and risk theory</li> <li>• insurance lines and premium calculation</li> <li>• strategies in a low interest rate environment</li> <li>• opportunities and risks from digitalization and big data</li> </ul> <p>The exercises contain in-depth illustrations of the lecture content at the strategic as well as the operational level.</p>   |  |                    |
| Teaching Method              | Lecture and tutorial  |  |                    |
| Workload (hours)             | Total   | 180 hours                                  |                    |
|                              | Course  | Attendance                                 | Preview and review |
|                              | Lecture   | 30   | 60                 |
|                              | Tutorial  | 30   | 60                 |
| Assessment                   | End-of-course assessment  |  |                    |
| Assessment                   | Requirements  | None                                       |                    |
|                              | Type(s) (duration)  | Written examination (90 minutes)           |                    |
|                              | Type of reassessment  | Equivalent to type of initial assessment   |                    |
|                              | Contribution to final grade   | 100% examination                           |                    |
| Frequency                    | Summer semester   |  |                    |
| Teaching Language            | <b>German</b>   |  |                    |
| Note                         | For further module information and required readings, see StudIP.   |  |                    |

|                              |   |  |                    |
|------------------------------|---|--|--------------------|
| 02-BWL:MSc-B6-1              | <b>Applied Corporate Finance</b>  | 1 <sup>st</sup> – 3 <sup>rd</sup> semester                       | 6 CP               |
| Course                       | Applied Corporate Finance   |  |                    |
| Code                         | 02-BWL:MSc-B6-1   |  |                    |
| Faculty / Department / Chair | 02 / Business Administration / BWL VI – Banking & Finance   |  |                    |
| Coordinator                  | Prof. Christina Bannier   |  |                    |
| Requirements                 | None  |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• understanding of deeper aspects of corporate finance</li> <li>• application of the appropriate analytical methods in practice</li> <li>• critical appreciation of different procedures and methods</li> <li>• summary analysis and evaluation of individual and financial company decisions</li> </ul> |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• shareholder value and corporate governance</li> <li>• measuring investment returns</li> <li>• capital structure tradeoffs</li> <li>• dividend policy</li> <li>• basic valuation</li> </ul>   |  |                    |
| Teaching Method              | Lecture   |  |                    |
| Workload (hours)             | Total   | 180 hours  |                    |
|                              | Course  | Attendance   | Preview and review |
|                              | Lecture   | 60   | 120                |
| Assessment                   | End-of-course assessment  |  |                    |
| Assessment                   | Requirements  | None   |                    |
|                              | Type(s) (duration)  | Written assessment (10 pages maximum) and “quiz” by choice       |                    |
|                              | Type of reassessment  | Equivalent to type of initial assessment                         |                    |
|                              | Contribution to final grade   | 100% written assessment or 80% written assessment and 20% “quiz” |                    |
| Frequency                    | Winter semester   |  |                    |
| Teaching Language            | <b>English</b>  |  |                    |
| Note                         | For further module information and required readings, see StudIP.   |  |                    |

|                              |   |  |                    |
|------------------------------|---|--|--------------------|
| 02-BWL:MSc-B6-2              | <b>Empirical Banking and Finance</b>  | 1 <sup>st</sup> – 3 <sup>rd</sup> semester               | 6 CP               |
| Course                       | Empirical Banking and Finance   |  |                    |
| Code                         | 02-BWL:MSc-B6-2   |  |                    |
| Faculty / Department / Chair | 02 / Business Administration / BWL VI – Banking & Finance   |  |                    |
| Coordinator                  | Prof. Christina Bannier   |  |                    |
| Requirements                 | None  |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• understanding of the relevance and development of scientific issues in the field of banking &amp; finance</li> <li>• realization of the questions into testable designs as well as creation of the necessary data basis</li> <li>• appropriate selection and application of empirical data analysis procedures</li> <li>• interpretation of results and solution development (e.g. for consulting practice)</li> </ul> |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• regressions and panel analysis</li> <li>• event studies</li> <li>• instrumental variables estimation</li> <li>• difference-in-differences estimation</li> <li>• matching method</li> </ul>   |  |                    |
| Teaching Method              | Lecture and tutorial  |  |                    |
| Workload (hours)             | Total   | 180 hours  |                    |
|                              | Course  | Attendance   | Preview and review |
|                              | Lecture   | 30   | 60                 |
|                              | Tutorial  | 30   | 60                 |
| Assessment                   | End-of-course assessment  |  |                    |
| Assessment                   | Requirements  | None   |                    |
|                              | Type(s) (duration)  | Take-home examination (2-3 pages) and written assessment |                    |
|                              | Type of reassessment  | Equivalent to type of initial assessment                 |                    |
|                              | Contribution to final grade   | 40% examination and 60% written assessment               |                    |
| Frequency                    | Summer semester   |  |                    |
| Teaching Language            | <b>English</b>  |  |                    |
| Note                         | For further module information and required readings, see StudIP.   |  |                    |

|                              |  |  |                    |
|------------------------------|--|--|--------------------|
| 02-BWL:MSc-B7-3              | <b>Auditing and Consulting</b>   | 1 <sup>st</sup> – 3 <sup>rd</sup> semester | 6 CP               |
| Course                       | Auditing and Consulting  |  |                    |
| Code                         | 02-BWL:MSc-B7-3  |  |                    |
| Faculty / Department / Chair | 02 / Business Administration / BWL VII – Financial Accounting  |  |                    |
| Coordinator                  | Prof. Corinna Ewelt-Knauer   |  |                    |
| Requirements                 | None   |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• acquiring an understanding of the relationship between corporate governance, auditing and non-audit services provided by auditors with a special focus on the resulting conflict of interests</li> <li>• acquiring the abilities to understand the audit of financial statements and its limits and to address critical aspects of the audit process</li> <li>• critical discussion of audit-related consulting services provided by the auditor</li> <li>• gaining an understanding how behavioural theory can help identify potential problem areas during the audit process</li> <li>• conceiving the relationship between the audit with discretionary accounting decisions on one side and process organization on the other side</li> </ul> |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• theory of auditing</li> <li>• auditing as an element of corporate governance</li> <li>• auditing duties and types of audits</li> <li>• objectives and process of audits and quality control</li> <li>• implications referring to behavioural theory</li> <li>• audit-related advisory and consulting</li> </ul>   |  |                    |
| Teaching Method              | Lecture and tutorial   |  |                    |
| Workload (hours)             | Total  | 180 hours                                  |                    |
|                              | Course   | Attendance                                 | Preview and review |
|                              | Lecture  | 30   | 60                 |
|                              | Tutorial   | 30   | 60                 |
| Assessment                   | End-of-course assessment   |  |                    |
| Assessment                   | Requirements   | None                                       |                    |
|                              | Type(s) (duration)   | Written examination (60-90 minutes)        |                    |
|                              | Type of reassessment   | Equivalent to type of initial assessment   |                    |
|                              | Contribution to final grade  | 100% examination                           |                    |
| Frequency                    | Summer semester  |  |                    |
| Teaching Language            | <b>German</b>  |  |                    |
| Note                         | For further module information and required readings, see StudIP.  |  |                    |

|                              |   |   |                    |
|------------------------------|---|---|--------------------|
| 02-BWL:MSc-B7-4              | <b>Accounting and Corporate Governance: Case Studies</b>  | 1 <sup>st</sup> – 3 <sup>rd</sup> semester  | 6 CP               |
| Course                       | Accounting and Corporate Governance: Case Studies   |   |                    |
| Code                         | 02-BWL:MSc-B7-4   |   |                    |
| Faculty / Department / Chair | 02 / Business Administration / BWL VII – Financial Accounting   |   |                    |
| Coordinator                  | Prof. Corinna Ewelt-Knauer  |   |                    |
| Requirements                 | None  |   |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• transfer of acquired theoretical knowledge into specific real-life case studies</li> <li>• understanding the relationship between different accounting topics in practice: financial reporting, auditing and corporate governance</li> <li>• solving of accounting-related problems from practice with acquired theoretical knowledge</li> <li>• theory-based examination of accounting-related problems from practice and illustration of different approaches to solve these problems</li> </ul> |   |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• extensive discussion of specific cases studies from accounting and corporate governance practice</li> <li>• key subjects can include for example: (1) international differences in reporting also with regards to different cultural backgrounds of the involved parties, (2) international differences in auditing and corporate governance, (3) contemporary issues and challenges in accounting and corporate governance, (4) inquiries regarding fraud</li> </ul>                              |   |                    |
| Teaching Method              | Lecture   |   |                    |
| Workload (hours)             | Total   | 180 hours   |                    |
|                              | Course  | Attendance  | Preview and review |
|                              | Lecture   | 60  | 120                |
| Assessment                   | In-course assessment  |   |                    |
| Assessment                   | Requirements  | None  |                    |
|                              | Type(s) (duration)  | Oral presentations and active in-class participation, written work, where applicable (to be announced in initial session) |                    |
|                              | Type of reassessment  | Equivalent to type of initial assessment  |                    |
|                              | Contribution to final grade   | 40-50% presentation, 30-40%, active in-class participation, 0-10% written work (to be announced in initial session)       |                    |
| Frequency                    | Irregular   |   |                    |
| Capacity                     | 20 students   |   |                    |
| Teaching Language            | <b>English</b>  |   |                    |
| Note                         | For further module information and required readings, see StudIP.   |   |                    |

|                              |  |  |                    |
|------------------------------|--|--|--------------------|
| 02-BWL:MSc-B7-5              | <b>Group-wide Financial Reporting &amp; Capital Market Communication</b>   | 1 <sup>st</sup> – 3 <sup>rd</sup> semester | 6 CP               |
| Course                       | Group-wide Financial Reporting & Capital Market Communication  |  |                    |
| Code                         | 02-BWL:MSc-B7-5  |  |                    |
| Faculty / Department / Chair | 02 / Business Administration / BWL VII – Financial Accounting  |  |                    |
| Coordinator                  | Prof. Corinna Ewelt-Knauer   |  |                    |
| Requirements                 | None   |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• acquiring an understanding which information requirements capital markets possess with regards to accounting-related information</li> <li>• understanding the particular challenges of group-wide financial reporting</li> <li>• critical discussion of the different consolidation methods</li> <li>• accounting-related instruments of capital market communication</li> <li>• illustration and discussion of different approaches to effective capital market communication</li> </ul> |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• defining the economic unit approach to consolidated financial statements</li> <li>• mandatory preparation of consolidated financial statements</li> <li>• different steps of the consolidation process in the context of the full consolidation approach</li> <li>• proportional consolidation and the application of the equity method</li> <li>• recipients and instruments of annual financial reports with regards to an effective capital market communication</li> </ul>            |  |                    |
| Teaching Method              | Lecture and tutorial   |  |                    |
| Workload (hours)             | Total  | 180 hours                                  |                    |
|                              | Course   | Attendance                                 | Preview and review |
|                              | Lecture  | 30   | 60                 |
|                              | Tutorial   | 30   | 60                 |
| Assessment                   | End-of-course assessment   |  |                    |
| Assessment                   | Requirements   | None                                       |                    |
|                              | Type(s) (duration)   | Written examination (60-90 minutes)        |                    |
|                              | Type of reassessment   | Equivalent to type of initial assessment   |                    |
|                              | Contribution to final grade  | 100% examination                           |                    |
| Frequency                    | Winter semester  |  |                    |
| Teaching Language            | <b>German</b>  |  |                    |
| Note                         | For further module information and required readings, see StudIP.  |  |                    |

|                              |   |  |                    |
|------------------------------|---|--|--------------------|
| 02-BWL:MSc-B8-2              | <b>Empirical Management Research</b>  | 1 <sup>st</sup> - 3 <sup>rd</sup> semester   | 6 CP               |
| Course                       | Empirical Management Research   |  |                    |
| Code                         | 02-BWL:MSc-B8-2   |  |                    |
| Faculty / Department / Chair | 02 / Business Administration / BWL VIII – Human Resource Management   |  |                    |
| Coordinator                  | Prof. Frank Walter  |  |                    |
| Requirements                 | None  |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• describing and making important decisions in empirical research projects in management research</li> <li>• critical appraisal and understanding of empirical research findings from management research</li> <li>• understanding and applying modern techniques of empirical management research</li> <li>• knowledge of important tools to independently carry out empirical research projects in management</li> </ul> |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• aim and process of empirical management research</li> <li>• theory of science</li> <li>• measurement of constructs</li> <li>• estimation of parameters and hypothesis tests</li> <li>• exploratory data analysis</li> <li>• correlation and regression</li> <li>• factor analysis</li> </ul>   |  |                    |
| Teaching Method              | Lecture and tutorial  |  |                    |
| Workload (hours)             | Total   | 180 hours  |                    |
|                              | Course  | Attendance   | Preview and review |
|                              | Lecture   | 30   | 60                 |
|                              | Tutorial  | 30   | 60                 |
| Assessment                   | In-course assessment  |  |                    |
| Assessment                   | Requirements  | None   |                    |
|                              | Type(s) (duration)  | Written examination (60-90 minutes) and / or project assignment (to be announced in initial session) |                    |
|                              | Type of reassessment  | Equivalent to type of initial assessment   |                    |
|                              | Contribution to final grade   | 80-100% examination and 0-20% project assignment (to be announced in initial session)                |                    |
| Frequency                    | Winter semester   |  |                    |
| Teaching Language            | <b>German</b>   |  |                    |
| Note                         | For further module information and required readings, see StudIP.   |  |                    |



|                              |  |  |                    |
|------------------------------|--|--|--------------------|
| 02-BWL:MSc-B8-4              | <b>Organization Theory &amp; Design</b>  | 1 <sup>st</sup> – 3 <sup>rd</sup> semester   | 6 CP               |
| Course                       | Organization Theory & Design   |  |                    |
| Code                         | 02-BWL:MSc-B8-4  |  |                    |
| Faculty / Department / Chair | 02 / Business Administration / BWL VIII – Human Resource Management  |  |                    |
| Coordinator                  | Prof. Frank Walter   |  |                    |
| Requirements                 | None   |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• clarification and evaluation of important organizational design options</li> <li>• understanding and describing important influence factors of organizational design</li> <li>• presentation and critical discussion of important organizational theories</li> <li>• knowledge of theories, concepts and results of organizational theory and their applications to solve practical problems</li> </ul> |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• basic and modern organization theory</li> <li>• organization design options and their consequences</li> <li>• influence factors of organizational design</li> <li>• work organization and design</li> <li>• empirical insights from organization research</li> </ul>  |  |                    |
| Teaching Method              | Lecture and tutorial   |  |                    |
| Workload (hours)             | Total  | 180 hours  |                    |
|                              | Course   | Attendance   | Preview and review |
|                              | Lecture  | 30   | 60                 |
|                              | Tutorial   | 30   | 60                 |
| Assessment                   | In-course assessment   |  |                    |
| Assessment                   | Requirements   | None   |                    |
|                              | Type(s) (duration)   | Written examination (60-90 minutes) and / or project assignment (to be announced in initial session) |                    |
|                              | Type of reassessment   | Equivalent to type of initial assessment   |                    |
|                              | Contribution to final grade  | 80-100% examination and 0-20% project assignment (to be announced in initial session)                |                    |
| Frequency                    | Summer semester  |  |                    |
| Teaching Language            | <b>German</b>  |  |                    |
| Note                         | For further module information and required readings, see StudIP.  |  |                    |

|                              |   |   |                    |
|------------------------------|---|---|--------------------|
| 02-BWL:MSc-B8-5              | <b>Advanced Exercises in Leadership &amp; Human Resource Management</b>   | 1 <sup>st</sup> – 3 <sup>rd</sup> semester  | 6 CP               |
| Course                       | Advanced Exercises in Leadership & Human Resource Management  |   |                    |
| Code                         | 02-BWL:MSc-B8-5   |   |                    |
| Faculty / Department / Chair | 02 / Business Administration / BWL VIII – Human Resource Management   |   |                    |
| Coordinator                  | Prof. Frank Walter  |   |                    |
| Requirements                 | None  |   |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• advanced, application-oriented understanding of scientific theories and findings in leadership and human resource management</li> <li>• evaluating, interpreting, and applying to practical problems advanced scientific knowledge from the fields of leadership and human resource management</li> <li>• developing and presenting (in writing and verbally) one's own solutions to practical problems from the fields of leadership and human resource management</li> <li>• critical, constructive discussion of various solution approaches to practical problems from the fields of leadership and human resource management</li> </ul> |   |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• selected, application-oriented topics from the fields of leadership and human resource management</li> <li>• application of theories and findings from these fields to practice-oriented case studies in order to solve practical problems</li> </ul>  |   |                    |
| Teaching Method              | Lecture   |   |                    |
| Workload (hours)             | Total   | 180 hours   |                    |
|                              | Course  | Attendance  | Preview and review |
|                              | Lecture   | 60  | 120                |
| Assessment                   | In-course assessment  |   |                    |
| Assessment                   | Requirements  | None  |                    |
|                              | Type(s) (duration)  | Written assessment (20 pages) and / or presentation (20 minutes) (to be announced in initial session) |                    |
|                              | Type of reassessment  | Equivalent to type of initial assessment  |                    |
|                              | Contribution to final grade   | 70-100% written assessment and 0-30% presentation (to be announced in initial session)                |                    |
| Frequency                    | Winter semester   |   |                    |
| Capacity                     | 30 students   |   |                    |
| Teaching Language            | <b>German</b>   |   |                    |
| Note                         | For further module information and required readings, see StudIP.   |   |                    |

|                              |  |  |                    |
|------------------------------|--|--|--------------------|
| 02-BWL:MSc-B8-6              | <b>Advanced Exercises in Management Research Methods</b>   | 1 <sup>st</sup> – 3 <sup>rd</sup> semester   | 6 CP               |
| Course                       | Advanced Exercises in Management Research Methods  |  |                    |
| Code                         | 02-BWL:MSc-B8-6  |  |                    |
| Faculty / Department / Chair | 02 / Business Administration / BWL VIII – Human Resource Management  |  |                    |
| Coordinator                  | Prof. Frank Walter   |  |                    |
| Requirements                 | Empirical Management Research (02-BWL:MSc-B8-2)  |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• understanding the most commonly used advanced statistical methods in management research</li> <li>• applying these statistical methods on new/ one's own research questions</li> <li>• critical interpretation of statistical methods and findings presented in recent research articles</li> <li>• practical application of the methods using common statistical software (e.g. SPSS, R, diverse online tools)</li> <li>• interpretation, writing and graphic presentation of analysis results according to scientific standards (i.e., writing a results report meeting the standards of a scientific publication)</li> </ul> |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• advanced regression analyses (e.g., hierarchical regression, relative weights analysis)</li> <li>• moderation, mediation and moderated mediation analyses</li> <li>• analysis of variance (and handling scenario-based or vignette-experiments)</li> <li>• multilevel modelling</li> </ul> <p>Methods are taught both in theory and in practice, and students apply them independently on similar research questions.</p>   |  |                    |
| Teaching Method              | Tutorial   |  |                    |
| Workload (hours)             | Total  | 180 hours  |                    |
|                              | Course   | Attendance   | Preview and review |
|                              | Tutorial   | 60   | 120                |
| Assessment                   | End-of-course assessment   |  |                    |
| Assessment                   | Requirements   | None   |                    |
|                              | Type(s) (duration)   | Written examination or online examination (60 – 90 minutes) (to be announced in initial session) |                    |
|                              | Type of reassessment   | Equivalent to type of initial assessment   |                    |
|                              | Contribution to final grade  | 100% written examination   |                    |
| Frequency                    | Summer semester  |  |                    |
| Capacity                     | 30   |  |                    |
| Teaching Language            | <b>German</b>  |  |                    |
| Note                         | For further module information and required readings, see StudIP.  |  |                    |

|                              |  |  |                    |
|------------------------------|--|--|--------------------|
| 02-BWL:MSc-B9-1              | <b>Systems Engineering</b>   | 1 <sup>st</sup> – 3 <sup>rd</sup> semester | 6 CP               |
| Course                       | Systems Engineering  |  |                    |
| Code                         | 02-BWL:MSc-B9-1  |  |                    |
| Faculty / Department / Chair | 02 / Business Administration / BWL IX – Business Information Systems   |  |                    |
| Coordinator                  | Prof. Axel Schwickert  |  |                    |
| Requirements                 | None   |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• evaluation, interpretation and application of basic and advanced scientific and practical knowledge also in relation to new or unfamiliar situations or in a multidisciplinary context for the engineering development of IT systems ("Systems Engineering").</li> <li>• assessment of the economic efficiency of IT systems</li> </ul>   |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• fundamentals of systems theory, models, modeling, software engineering</li> <li>• procedure models (and result models) for development of IT-systems</li> <li>• methods and techniques for modeling of IT-systems</li> <li>• programming, implementation and operation of IT-systems</li> <li>• Software quality, software benefits, software costs</li> <li>• IT projects and IT project management</li> </ul> |  |                    |
| Teaching Method              | Lecture and tutorial   |  |                    |
| Workload<br>(hours)          | Total  | 180 hours                                  |                    |
|                              | Course   | Attendance                                 | Preview and review |
|                              | Lecture  | 30   | 60                 |
|                              | Tutorial   | 30   | 60                 |
| Assessment                   | End-of-course assessment   |  |                    |
| Assessment                   | Requirements   | None                                       |                    |
|                              | Type(s) (duration)   | Written examination                        |                    |
|                              | Type of reassessment   | Equivalent to type of initial assessment   |                    |
|                              | Contribution to final grade  | 100% written examination                   |                    |
| Frequency                    | Winter semesters   |  |                    |
| Teaching Language            | <b>German</b>  |  |                    |
| Note                         | For further module information and required readings, see StudIP.  |  |                    |

|                              |  |  |                    |
|------------------------------|--|--|--------------------|
| 02-BWL:MSc-B9-3              | <b>IT Project Management</b>   | 1 <sup>st</sup> – 3 <sup>rd</sup> semester | 6 CP               |
| Course                       | IT Project Management  |  |                    |
| Code                         | 02-BWL:MSc-B9-3  |  |                    |
| Faculty / Department / Chair | 02 / Business Administration / BWL IX – Business Information Systems   |  |                    |
| Coordinator                  | Prof. Axel Schwickert  |  |                    |
| Requirements                 | None   |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• evaluate, interpret, and apply basic and advanced scientific and practitioner knowledge to the management and execution of IT projects</li> </ul>   |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• basics of IT project management</li> <li>• organizational standards for planning and executing IT projects</li> <li>• structuring and optimization of IT projects</li> <li>• modeling and programming of IT systems</li> <li>• application of project management software</li> <li>• the importance of people in IT projects</li> </ul> |  |                    |
| Teaching Method              | Lecture and tutorial   |  |                    |
| Workload (hours)             | Total  | 180 hours                                  |                    |
|                              | Course   | Attendance                                 | Preview and review |
|                              | Lecture  | 30   | 60                 |
|                              | Tutorial   | 30   | 60                 |
| Assessment                   | End-of-course assessment   |  |                    |
| Assessment                   | Requirements   | None                                       |                    |
|                              | Type(s) (duration)   | Written examination                        |                    |
|                              | Type of reassessment   | Equivalent to type of initial assessment   |                    |
|                              | Contribution to final grade  | 100% written examination                   |                    |
| Frequency                    | Winter semester  |  |                    |
| Teaching Language            | <b>German</b>  |  |                    |
| Note                         | For further module information and required readings, see StudIP.  |  |                    |

|                              |  |  |                    |
|------------------------------|--|--|--------------------|
| 02-BWL:MSc-B10-1             | <b>Managing the Innovation Process</b>   | 1 <sup>st</sup> – 3 <sup>rd</sup> semester   | 6 CP               |
| Course                       | Managing the Innovation Process  |  |                    |
| Code                         | 02-BWL:MSc-B10-1   |  |                    |
| Faculty / Department / Chair | 02 / Business Administration / BWL X – Innovations & Start-up Management   |  |                    |
| Coordinator                  | Prof. Monika Schuhmacher   |  |                    |
| Requirements                 | None   |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• providing expert knowledge and advanced exchange of current academic knowledge on problems and solutions on management the innovation process</li> <li>• ability to integrate insights with knowledge gained in other modules, including societal and ethical contexts</li> <li>• ability to structure advanced independent study and learning</li> <li>• ability to conduct theoretical and applied research in this field</li> </ul>                                |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• basics of innovation development and innovation management, such as different strategies and types of innovation</li> <li>• innovation strategies</li> <li>• basics of designing innovation processes and decision-making within the innovation development process</li> <li>• cooperative processes within innovation management</li> <li>• open innovation: focus on specific questions within and along the innovation process, such as open innovation</li> </ul> |  |                    |
| Teaching Method              | Lecture and tutorial   |  |                    |
| Workload (hours)             | Total  | 180 hours  |                    |
|                              | Course   | Attendance   | Preview and review |
|                              | Lecture  | 30   | 60                 |
|                              | Tutorial   | 30   | 60                 |
| Assessment                   | End-of-course assessment   |  |                    |
| Assessment                   | Requirements   | None   |                    |
|                              | Type(s) (duration)   | Written examination or written/oral assessment (to be announced in initial session)                |                    |
|                              | Type of reassessment   | Equivalent to type of initial assessment   |                    |
|                              | Contribution to final grade  | 80-100% written examination and 0-20% written/oral assessment (to be announced in initial session) |                    |
| Frequency                    | Summer semester  |  |                    |
| Teaching language            | <b>English</b>   |  |                    |
| Note                         | For further module information and required readings, see StudIP.  |  |                    |

|                              |   |   |                    |
|------------------------------|---|---|--------------------|
| 02-BWL:MSc-B10-2             | <b>Creativity and Entrepreneurship</b>  | 1 <sup>st</sup> – 3 <sup>rd</sup> semester  | 6 CP               |
| Course                       | Creativity and Entrepreneurship   |   |                    |
| Code                         | 02-BWL:MSc-B10-2  |   |                    |
| Faculty / Department / Chair | 02 / Business Administration / BWL X – Innovations & Start-up Management  |   |                    |
| Coordinator                  | Prof. Monika Schuhmacher  |   |                    |
| Requirements                 | None  |   |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• providing expert knowledge and advanced exchange on creativity and entrepreneurship</li> <li>• independent acquisition, analysis, interpretation and application of advanced academic knowledge and of secondary as well as primary data</li> <li>• ability to integrate insights with knowledge gained in other courses of study, including societal and ethical contexts</li> <li>• ability to structure advanced independent study and learning</li> <li>• ability to conduct theoretical and applied research in this field</li> </ul> |   |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• theories and techniques of creativity</li> <li>• theoretical basics of entrepreneurship</li> <li>• ability for entrepreneurship</li> <li>• business model and business plan</li> <li>• pitching</li> </ul>   |   |                    |
| Teaching Method              | Lecture and tutorial  |   |                    |
| Workload (hours)             | Total   | 180 hours   |                    |
|                              | Course  | Attendance  | Preview and review |
|                              | Lecture   | 30  | 60                 |
|                              | Tutorial  | 30  | 60                 |
| Assessment                   | End-of-course assessment  |   |                    |
| Assessment                   | Requirements  | Submission of idea paper  |                    |
|                              | Type(s) (duration)  | Business plan and written / oral assessment (to be announced in initial session)                                  |                    |
|                              | Type of reassessment  | Equivalent to type of initial assessment  |                    |
|                              | Contribution to final grade   | 70-80% written assessment, 20-30% presentation and 0-10% homework assignment (to be announced in initial session) |                    |
| Frequency                    | Winter semester   |   |                    |
| Capacity                     | 80  |   |                    |
| Teaching language            | <b>English or German</b> (to be announced in initial session)   |   |                    |
| Note                         | For further module information and required readings, see StudIP.   |   |                    |

|                              |                             |  |  |  |      |
|------------------------------|-----------------------------|--|--|--|------|
| 02-BWL/VWL:MSc-B11-1         |                             | <b>Text Mining</b>   |  | 1 <sup>st</sup> – 3 <sup>rd</sup> semester | 6 CP |
| Course                       |                             | Text Mining  |  |  |      |
| Code                         |                             | 02-BWL/VWL:MSc-B11-1   |  |  |      |
| Faculty / Department / Chair |                             | 02 / Business Administration / BWL XI – Data Science and Digitalisation  |  |  |      |
| Coordinator                  |                             | Prof. Nicolas Pröllochs  |  |  |      |
| Requirements                 |                             | None   |  |  |      |
| Learning Outcomes            |                             | <ul style="list-style-type: none"> <li>• understanding of methods and algorithms to extract insights and patterns from unstructured text data</li> <li>• interpretation of the outcomes of quantitative text analysis</li> <li>• ability to solve practical problems from text mining and present the results</li> </ul> |  |  |      |
| Course Contents              |                             | <ul style="list-style-type: none"> <li>• text processing, sentiment analysis, and text classification</li> <li>• extraction of insights from text data using the statistical software R</li> <li>• text mining for applications in research and practice</li> </ul>  |  |  |      |
| Teaching Method              |                             | Lecture and tutorial   |  |  |      |
| Workload (hours)             | Total                       | 180 hours  |  |  |      |
|                              | Course                      | Attendance   |  | Preview and review                         |      |
|                              | Lecture                     | 15   |  | 30   |      |
|                              | Tutorial                    | 15   |  | 30   |      |
|                              | Independent study           | 90   |  |  |      |
| Assessment                   |                             | In-course assessment   |  |  |      |
| Assessment                   | Requirements                | None   |  |  |      |
|                              | Type(s) (duration)          | Presentation (20-30 minutes) and assignment (10-15 pages) (to be announced in initial session)   |  |  |      |
|                              | Type of reassessment        | Equivalent to type of initial assessment   |  |  |      |
|                              | Contribution to final grade | 30-70% assignment and 30-70% presentation (to be announced in initial session)   |  |  |      |
| Frequency                    |                             | Winter semester  |  |  |      |
| Capacity                     |                             | 24   |  |  |      |
| Teaching language            |                             | <b>English</b>   |  |  |      |
| Note                         |                             | For further module information and required readings, see StudIP.  |  |  |      |



|                              |   |  |                    |
|------------------------------|---|--|--------------------|
| 02-BWL:MSc-B12-1             | <b>Design and Analysis of Experiments in Economics and Business Studies</b>   | 1 <sup>st</sup> – 3 <sup>rd</sup> semester | 6 CP               |
| Course                       | Design and Analysis of Experiments in Economics and Business Studies  |  |                    |
| Code                         | 02-BWL:MSc-B12-1  |  |                    |
| Faculty / Department / Chair | 02 / Business Administration / BWL XII – Digitalisation, E-Business and Operations Management   |  |                    |
| Coordinator                  | Prof. Jella Pfeiffer  |  |                    |
| Requirements                 | None  |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• evaluation and interpretation of scientific studies and their insights</li> <li>• critically reflect on the conclusions that can be drawn from the studies</li> <li>• independent and creative design of studies to verify facts</li> <li>• logical thinking and methodological competence in statistical procedures</li> <li>• exchanging information, ideas, problem areas, and solutions in the field being studied with both lay and specialist audiences</li> </ul> |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• procedures and design of experiments</li> <li>• laboratory, field, online, and virtual reality experiments</li> <li>• analysis of data with the help of software (SPSS)</li> <li>• interpretation of results of experimental studies</li> <li>• neurophysiological measurement methods</li> </ul>  |  |                    |
| Teaching Method              | Lecture and tutorial  |  |                    |
| Workload (hours)             | Total   | 180 hours                                  |                    |
|                              | Course  | Attendance                                 | Preview and review |
|                              | Lecture   | 30   | 60                 |
|                              | Tutorial  | 30   | 60                 |
| Assessment                   | End-of-course assessment  |  |                    |
| Assessment                   | Requirements  | None                                       |                    |
|                              | Type(s) (duration)  | Written examination                        |                    |
|                              | Type of reassessment  | Equivalent to type of initial assessment   |                    |
|                              | Contribution to final grade   | 100% written examination                   |                    |
| Frequency                    | Winter semester   |  |                    |
| Capacity                     | 40  |  |                    |
| Teaching language            | <b>German</b>   |  |                    |
| Note                         | For further module information and required readings, see StudIP.   |  |                    |

|                              |   |  |                    |
|------------------------------|---|--|--------------------|
| 02-BWL:MSc-B12-2             | <b>Data Science for Consumer Behavior</b>   | 1 <sup>st</sup> – 3 <sup>rd</sup> semester | 6 CP               |
| Course                       | Data Science for Consumer Behavior  |  |                    |
| Code                         | 02-BWL:MSc-B12-2  |  |                    |
| Faculty / Department / Chair | 02 / Business Administration / BWL XII – Digitalisation, E-Business and Operations Management   |  |                    |
| Coordinator                  | Prof. Jella Pfeiffer  |  |                    |
| Requirements                 | None  |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• ability to model and analyze consumer behavior</li> <li>• understanding of the process of data science projects</li> <li>• application competence in the field of statistics and machine learning methods</li> <li>• decision-making skills</li> <li>• ability to interpret and critically reflect on data analysis results</li> <li>• basic technical understanding of e-commerce and VR commerce</li> <li>• interaction with experts and laypersons about information, ideas, problem areas, and solutions of the covered field</li> <li>• ability to express and understand in English</li> </ul> |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• data science methods using established process models such as CRISP-DM</li> <li>• modeling of consumer behavior</li> <li>• basic programming concepts of statistical software (probably using R)</li> <li>• analysis of data from e-/m-/VR-commerce with statistical software</li> <li>• eye-tracking</li> <li>• data visualization and evaluation (probably with R)</li> </ul>  |  |                    |
| Teaching Method              | Lecture and tutorial  |  |                    |
| Workload (hours)             | Total   | 180 hours                                  |                    |
|                              | Course  | Attendance                                 | Preview and review |
|                              | Lecture   | 30   | 60                 |
|                              | Tutorial  | 30   | 60                 |
| Assessment                   | End-of-course assessment  |  |                    |
| Assessment                   | Requirements  | None                                       |                    |
|                              | Type(s) (duration)  | Written examination                        |                    |
|                              | Type of reassessment  | Equivalent to type of initial assessment   |                    |
|                              | Contribution to final grade   | 80% written examination and 20% exercises  |                    |
| Frequency                    | Summer semester   |  |                    |
| Capacity                     | 30  |  |                    |
| Teaching language            | <b>English</b>  |  |                    |
| Note                         | For further module information and required readings, see StudIP.   |  |                    |

|                              |   |  |                    |
|------------------------------|---|--|--------------------|
| 02-VWL:MSc-V1-1              | <b>Economics of Regulation</b>  | 1 <sup>st</sup> – 3 <sup>rd</sup> semester                               | 6 CP               |
| Course                       | Economics of Regulation   |  |                    |
| Code                         | 02-VWL:MSc-V1-1   |  |                    |
| Faculty / Department / Chair | 02 / Economics / VWL I – Industrial Economics, Competition Policy and Regulation  |  |                    |
| Coordinator                  | Prof. Georg Götz  |  |                    |
| Requirements                 | None  |  |                    |
| Learning Outcomes            | This course deals with network industries and how to regulate them. A special focus is laid on the consequences of the asymmetric distribution of information among the agents active in these sectors. Here, one might think of product markets characterized by uncertainty about qualities and prices as well as labor markets, insurance markets or financial markets. These markets are characterized by endogenous information that is generated by some market participants' behavior affecting other market participants' behavior. As a consequence, the market mechanism may be distorted or even fail. |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• introduction to the economics of regulation</li> <li>• cost theory (subadditivity etc.)</li> <li>• pricing in natural monopoly (Ramsey-Boiteux and peak-load)</li> <li>• regulation under asymmetric information with respect to cost and effort</li> <li>• rate of return regulation vs. price-cap regulation</li> <li>• introducing competition in network industries</li> </ul>   |  |                    |
| Teaching Method              | Lecture and tutorial  |  |                    |
| Workload (hours)             | Total   | 180 hours  |                    |
|                              | Course  | Attendance   | Preview and review |
|                              | Lecture   | 30   | 60                 |
|                              | Tutorial  | 30   | 60                 |
| Assessment                   | In-course assessment  |  |                    |
| Assessment                   | Requirements  | None   |                    |
|                              | Type(s) (duration)  | Written examination, assignments, active participation                   |                    |
|                              | Type of reassessment  | Equivalent to type of initial assessment                                 |                    |
|                              | Contribution to final grade   | 80%-90% written examination, 10-20% assignments and active participation |                    |
| Frequency                    | Summer semester   |  |                    |
| Teaching language            | <b>English</b>  |  |                    |
| Note                         | For further module information and required readings, see StudIP.   |  |                    |

|                              |  |  |                    |
|------------------------------|--|--|--------------------|
| 02-VWL:MSc-V1-2              | <b>Industrial Organization</b>   | 1 <sup>st</sup> – 3 <sup>rd</sup> semester                               | 6 CP               |
| Course                       | Industrial Organization  |  |                    |
| Code                         | 02-VWL:MSc-V1-2  |  |                    |
| Faculty / Department / Chair | 02 / Economics / VWL I – Industrial Economics, Competition Policy and Regulation   |  |                    |
| Coordinator                  | Prof. Georg Götz   |  |                    |
| Requirements                 | None   |  |                    |
| Learning Outcomes            | This course extends the basic concepts of industrial organization that are provided in the course ‘Competition policy and Strategy’. The focus is on business strategies such as price discrimination and product differentiation and on strategic interaction in oligopoly. Students will learn about the importance of the research and development activities of firms and how they are influenced by public policy in general and by the patent system in particular. The course models and evaluates business behaviour from both a public policy and a managerial perspective. |  |                    |
| Course Contents              | Course contents include, for example: <ul style="list-style-type: none"> <li>• strategic interaction in oligopoly</li> <li>• price discrimination</li> <li>• horizontal and vertical product differentiation</li> <li>• research and development</li> <li>• informative vs. persuasive advertising</li> <li>• cartels and mergers</li> </ul> More detailed information is available from the coordinator.  |  |                    |
| Teaching Method              | Lecture and tutorial   |  |                    |
| Workload (hours)             | Total  | 180 hours  |                    |
|                              | Course   | Attendance   | Preview and review |
|                              | Lecture  | 30   | 60                 |
|                              | Tutorial   | 30   | 60                 |
| Assessment                   | In-course assessment   |  |                    |
| Assessment                   | Requirements   | None   |                    |
|                              | Type(s) (duration)   | Written examination (90 minutes), assignments, active participation      |                    |
|                              | Type of reassessment   | Equivalent to type of initial assessment                                 |                    |
|                              | Contribution to final grade  | 80%-90% written examination, 10-20% assignments and active participation |                    |
| Frequency                    | Winter semester  |  |                    |
| Teaching language            | <b>English</b>   |  |                    |
| Note                         | For further module information and required readings, see StudIP.  |  |                    |

|                              |   |  |                    |
|------------------------------|---|--|--------------------|
| 02-VWL:MSc-V1-3              | <b>Economics of Innovation</b>  | 1 <sup>st</sup> – 3 <sup>rd</sup> semester                               | 6 CP               |
| Course                       | Economics of Innovation   |  |                    |
| Code                         | 02-VWL:MSc-V1-3   |  |                    |
| Faculty / Department / Chair | 02 / Economics / VWL I – Industrial Economics, Competition Policy and Regulation  |  |                    |
| Coordinator                  | Prof. Georg Götz  |  |                    |
| Requirements                 | None  |  |                    |
| Learning Outcomes            | <p>Knowledge and understanding of theoretical and applied questions of economics of innovation. Learning outcomes are as follow:</p> <ul style="list-style-type: none"> <li>• evaluation, interpretation and application of advanced scientific knowledge with regards to new resp. unfamiliar situations in a multi-disciplinary context</li> <li>• ability to integrate knowledge with other subjects of the course of studies with regard to social and ethical aspects</li> <li>• independent advanced learning process</li> <li>• independent implementation of theoretical and application-oriented projects within the subject</li> <li>• communication of knowledge and intellectual exchange about up-to-date topics with experts and non-experts</li> </ul> |  |                    |
| Course Contents              | <p>Course contents include, for example:</p> <ul style="list-style-type: none"> <li>• market structure and incentives for innovation</li> <li>• patent system, intellectual property and licensing</li> <li>• implementation and diffusion of new technologies</li> <li>• research joint ventures</li> <li>• innovation and growth</li> <li>• politics of technology</li> </ul> <p>More detailed information is available from the coordinator.</p>   |  |                    |
| Teaching Method              | Lecture and tutorial  |  |                    |
| Workload (hours)             | Total   | 180 hours  |                    |
|                              | Course  | Attendance   | Preview and review |
|                              | Lecture   | 30   | 60                 |
|                              | Tutorial  | 30   | 60                 |
| Assessment                   | In-course assessment  |  |                    |
| Assessment                   | Requirements  | None   |                    |
|                              | Type(s) (duration)  | Written examination (90 minutes), assignments, active participation      |                    |
|                              | Type of reassessment  | Equivalent to type of initial assessment                                 |                    |
|                              | Contribution to final grade   | 80%-90% written examination, 10-20% assignments and active participation |                    |
| Frequency                    | Summer semester   |  |                    |
| Teaching language            | <b>English</b>  |  |                    |
| Note                         | For further module information and required readings, see StudIP.   |  |                    |

|                              |   |  |                    |
|------------------------------|---|--|--------------------|
| 02-VWL:MSc-V2-1              | <b>Theory and Policy of Taxation</b>  | 1 <sup>st</sup> – 3 <sup>rd</sup> semester   | 6 CP               |
| Course                       | Theory and Policy of Taxation   |  |                    |
| Code                         | 02-VWL:MSc-V2-1   |  |                    |
| Faculty / Department / Chair | 02 / Economics / VWL II – Public Finance  |  |                    |
| Coordinator                  | Prof. Wolfgang Scherf   |  |                    |
| Requirements                 | None  |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• evaluation, interpretation and application of advanced scientific insights in new and/or multidisciplinary contexts</li> <li>• ability to structure advanced independent study and learning</li> <li>• ability to integrate insights with knowledge gained in other modules, including societal and ethical contexts</li> <li>• ability to conduct theoretical and applied research in this field</li> <li>• ability to convey factual knowledge and discuss state-of-the-art research with both lay and specialist audiences in this field</li> </ul> |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• tax theory (tax fairness, tax incidence, excess burden and efficiency, supply effects, limitations to tax regime)</li> <li>• the German tax system (income tax, company taxation, consumption tax, property tax, international taxation)</li> </ul>  |  |                    |
| Teaching Method              | Lecture and seminar   |  |                    |
| Workload (hours)             | Total   | 180 hours  |                    |
|                              | Course  | Attendance   | Preview and review |
|                              | Lecture   | 30   | 60                 |
|                              | Tutorial  | 30   | 60                 |
| Assessment                   | End-of-course assessment  |  |                    |
| Assessment                   | Requirements  | None   |                    |
|                              | Type(s) (duration)  | Written examination (90 minutes), assignments, active participation  |                    |
|                              | Type of reassessment  | Equivalent to type of initial assessment   |                    |
|                              | Contribution to final grade   | 50-100% written examination, 0-50% assignments and active participation (to be announced in initial session) |                    |
| Frequency                    | Winter semester   |  |                    |
| Capacity                     | 30  |  |                    |
| Teaching language            | <b>German</b>   |  |                    |
| Note                         | For further module information and required readings, see StudIP.   |  |                    |

|                              |   |  |                    |
|------------------------------|---|--|--------------------|
| 02-VWL:MSc-V3-1              | <b>Theory of International Trade</b>  | 1 <sup>st</sup> – 3 <sup>rd</sup> semester | 6 CP               |
| Course                       | Theory of International Trade   |  |                    |
| Code                         | 02-VWL:MSc-V3-1   |  |                    |
| Faculty / Department / Chair | 02 / Economics / VWL III – International Economics  |  |                    |
| Coordinator                  | Prof. Jürgen Meckl  |  |                    |
| Requirements                 | None  |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• advanced knowledge about theories of international trade and their empirical assessments including their methodological, decision theoretic and mathematical foundations and its historical development</li> <li>• ability to interpret and critically discuss simple models from this field</li> <li>• computational skills necessary for handling such models</li> </ul> |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• generalizations of the neoclassical foreign trade theory</li> <li>• trade in intermediate goods and fragmentation of production</li> <li>• integration of commodity markets and effects on labor markets</li> <li>• globalization and economic growth</li> </ul>   |  |                    |
| Teaching Method              | Lecture with tutorial   |  |                    |
| Workload (hours)             | Total   | 180 hours                                  |                    |
|                              | Course  | Attendance                                 | Preview and review |
|                              | Lecture   | 60   | 120                |
| Assessment                   | End-of-course assessment  |  |                    |
| Assessment                   | Requirements  | None                                       |                    |
|                              | Type(s) (duration)  | Written examination (60-90 minutes)        |                    |
|                              | Type of reassessment  | Equivalent to type of initial assessment   |                    |
|                              | Contribution to final grade   | 100% written examination                   |                    |
| Frequency                    | Winter semester   |  |                    |
| Teaching language            | <b>English</b>  |  |                    |
| Note                         | For further module information and required readings, see StudIP.   |  |                    |

|                              |  |  |                    |
|------------------------------|--|--|--------------------|
| 02-VWL:MSc-V3-2              | <b>Trade Policy and International Factor Movements</b>   | 1 <sup>st</sup> – 3 <sup>rd</sup> semester | 6 CP               |
| Course                       | Trade Policy and International Factor Movements  |  |                    |
| Code                         | 02-VWL:MSc-V3-2  |  |                    |
| Faculty / Department / Chair | 02 / Economics / VWL III – International Economics   |  |                    |
| Coordinator                  | Prof. Jürgen Meckl   |  |                    |
| Requirements                 | None   |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>advanced knowledge about international trade policies and the theory and empirics of international factor movements including their methodological, decision theoretic and mathematical foundations and its historical development</li> <li>ability to interpret and critically discuss simple models from this field</li> <li>computational skills necessary for handling such models</li> </ul> |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>gains from trade</li> <li>trade policy and market structure</li> <li>political economy of trade policy</li> <li>factor movements and multinational firms</li> </ul>   |  |                    |
| Teaching Method              | Lecture and tutorial   |  |                    |
| Workload (hours)             | Total  | 180 hours                                  |                    |
|                              | Course   | Attendance                                 | Preview and review |
|                              | Lecture  | 30   | 60                 |
|                              | Tutorial   | 30   | 60                 |
| Assessment                   | End-of-course assessment   |  |                    |
| Assessment                   | Requirements   | None                                       |                    |
|                              | Type(s) (duration)   | Written examination (60-90 minutes)        |                    |
|                              | Type of reassessment   | Equivalent to type of initial assessment   |                    |
|                              | Contribution to final grade  | 100% written examination                   |                    |
| Frequency                    | Summer semester  |  |                    |
| Teaching language            | <b>English</b>   |  |                    |
| Note                         | For further module information and required readings, see StudIP.  |  |                    |



|                              |   |  |                    |
|------------------------------|---|--|--------------------|
| 02-VWL:MSc-V3-3              | <b>Summer School in Economics</b>   | 1 <sup>st</sup> – 3 <sup>rd</sup> semester   | 6 CP               |
| Course                       | Summer School in Economics  |  |                    |
| Code                         | 02-VWL:MSc-V3-3   |  |                    |
| Faculty / Department / Chair | 02 / Economics / VWL III – International Economics  |  |                    |
| Coordinator                  | Prof. Jürgen Meckl  |  |                    |
| Requirements                 | None  |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• advanced knowledge about variable (current) economic fields and their empirical assessments including their methodological, decision theoretic and mathematical foundations and its historical development</li> <li>• ability to interpret and critically discuss simple models from relevant literature</li> <li>• computational skills necessary for handling such models</li> <li>• ability to formulate, defend and criticize field-specific positions and approaches</li> <li>• ability to discuss information, ideas, issues and solutions with both lay and specialist audiences in this field</li> </ul> |  |                    |
| Course Contents              | The course contents include economics topics in the field of theory, empiricism and / or methods.<br>Please take detailed information on concrete module contents from the notices about the attributed course.   |  |                    |
| Teaching Method              | Lecture and tutorial  |  |                    |
| Workload (hours)             | Total   | 180 hours  |                    |
|                              | Course  | Attendance   | Preview and review |
|                              | Lecture   | 24   | 50                 |
|                              | Seminar   | 26   | 30                 |
| Assessment                   | In-course assessment  |  |                    |
| Assessment                   | Requirements  | None   |                    |
|                              | Type(s) (duration)  | Written examinations (examination 1: 45 minutes / examination 2: 60-90 minutes), written assignment (15 pages) and presentation (45 minutes) |                    |
|                              | Type of reassessment  | Equivalent to type of initial assessment   |                    |
|                              | Contribution to final grade   | 10% written examination 1, 40% written examination 2, 40% written assignment, 10% presentation   |                    |
| Frequency                    | Summer semester   |  |                    |
| Capacity                     | 20  |  |                    |
| Teaching language            | <b>English</b>  |  |                    |
| Note                         | For further module information and required readings, see StudIP.   |  |                    |

|                              |  |  |                    |
|------------------------------|--|--|--------------------|
| 02-VWL:MSc-V4-1              | <b>Integration Economics</b>   | 1 <sup>st</sup> – 3 <sup>rd</sup> semester | 6 CP               |
| Course                       | Integration Economics  |  |                    |
| Code                         | 02-VWL:MSc-V4-1  |  |                    |
| Faculty / Department / Chair | 02 / Economics / VWL IV – Transition and Integration Economics   |  |                    |
| Coordinator                  | Prof. Matthias Göcke   |  |                    |
| Requirements                 | None   |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• understanding and own application of economic-theoretical explanatory models related to political and economic integration processes</li> <li>• independent critical reflection on specific integration processes and regions (such as European integration)</li> <li>• formulation and argumentative defense of the economic advantages and disadvantages of individual integration measures or of different integration strategies</li> <li>• ability to exchange ideas about problem areas and solutions with reference to the subject dealt with as well as to independently design further learning processes</li> </ul> |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• stages of economic integration</li> <li>• micro and macroeconomic effects of integration</li> <li>• history of European integration</li> <li>• institutions of the European Union</li> <li>• economic consequences of European integration</li> <li>• monetary integration in Europe</li> </ul>   |  |                    |
| Teaching Method              | Lecture and tutorial   |  |                    |
| Workload (hours)             | Total  | 180 hours                                  |                    |
|                              | Course   | Attendance                                 | Preview and review |
|                              | Lecture  | 30   | 60                 |
|                              | Tutorial   | 30   | 60                 |
| Assessment                   | End-of-course assessment   |  |                    |
| Assessment                   | Requirements   | None                                       |                    |
|                              | Type(s) (duration)   | Written examination (60-90 minutes)        |                    |
|                              | Type of reassessment   | Equivalent to type of initial assessment   |                    |
|                              | Contribution to final grade  | 100% written examination                   |                    |
| Frequency                    | Summer semester  |  |                    |
| Teaching language            | <b>German</b>  |  |                    |
| Note                         | For further module information and required readings, see StudIP.  |  |                    |

|                              |   |  |                    |
|------------------------------|---|--|--------------------|
| 02-VWL:MSc-V4-2              | <b>Transition and Reform Economics</b>  | 1 <sup>st</sup> – 3 <sup>rd</sup> semester | 6 CP               |
| Course                       | Transition and Reform Economics   |  |                    |
| Code                         | 02-VWL:MSc-V4-2   |  |                    |
| Faculty / Department / Chair | 02 / Economics / VWL IV – Transition and Integration Economics  |  |                    |
| Coordinator                  | Prof. Matthias Göcke  |  |                    |
| Requirements                 | None  |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• understanding and own application of economic-theoretical explanatory models related to political and economic reform and transformation processes</li> <li>• independent critical reflection on concrete economic systems as well as real reform processes, in particular on economic aspects of the political enforceability of reforms</li> <li>• formulation and argumentative defense of the advantages and disadvantages of individual economic systems or of different reform strategies</li> <li>• ability to exchange ideas about problem areas and solutions with reference to the subject dealt with as well as to independently design further learning processes</li> </ul> |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• privatization strategies and price liberalization in the transition to a market economy</li> <li>• creation of new institutions and organizations suitable for the market economy</li> <li>• theory of institutional change</li> <li>• political-economic restrictions on reforms and methods of political implementation of reform measures</li> <li>• sequencing of reforms and transformation strategies (e.g. big bang versus gradualism)</li> <li>• the economics of secessions</li> <li>• special problems with transformations (e.g. state capture and soft budget constraints)</li> </ul>  |  |                    |
| Teaching Method              | Lecture and tutorial  |  |                    |
| Workload (hours)             | Total   | 180 hours                                  |                    |
|                              | Course  | Attendance                                 | Preview and review |
|                              | Lecture   | 30   | 60                 |
|                              | Tutorial  | 30   | 60                 |
| Assessment                   | End-of-course assessment  |  |                    |
| Assessment                   | Requirements  | None                                       |                    |
|                              | Type(s) (duration)  | Written examination (60-90 minutes)        |                    |
|                              | Type of reassessment  | Equivalent to type of initial assessment   |                    |
|                              | Contribution to final grade   | 100% written examination                   |                    |
| Frequency                    | Winter semester   |  |                    |
| Teaching language            | <b>German</b>   |  |                    |
| Note                         | For further module information and required readings, see StudIP.   |  |                    |

|                              |  |  |                    |
|------------------------------|--|--|--------------------|
| 02-VWL:MSc-V5-1              | <b>Financial Markets and International Macroeconomics</b>  | 1 <sup>st</sup> – 3 <sup>rd</sup> semester | 6 CP               |
| Course                       | Financial Markets and International Macroeconomics   |  |                    |
| Code                         | 02-VWL:MSc-V5-1  |  |                    |
| Faculty / Department / Chair | 02 / Economics / VWL V – Monetary Economics  |  |                    |
| Coordinator                  | Prof. Peter Tillmann   |  |                    |
| Requirements                 | None   |  |                    |
| Learning Outcomes            | <p>Acquisition of theoretical knowledge and applied skills in financial markets and international macroeconomics resulting in improved methodological and regional competence (to be specified in initial course session):</p> <ul style="list-style-type: none"> <li>• evaluation, interpretation and application of advanced scientific insights in new and/or multidisciplinary contexts</li> <li>• ability to structure advanced independent study and learning</li> <li>• ability to integrate insights with knowledge gained in other modules, including societal and ethical contexts</li> <li>• ability to conduct theoretical and applied research in this field</li> <li>• ability to convey factual knowledge and discuss state-of-the-art research with both lay and specialist audiences in this field</li> </ul> |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• capital flows and current accounts balances</li> <li>• intertemporal modelling of the current account: theory and evidence</li> <li>• real and nominal exchange rates and interest rate parity conditions</li> <li>• exchange rate models: theory and empirical evidence</li> </ul>   |  |                    |
| Teaching Method              | Lecture and tutorial   |  |                    |
| Workload (hours)             | Total  | 180 hours                                  |                    |
|                              | Course   | Attendance                                 | Preview and review |
|                              | Lecture  | 30   | 60                 |
|                              | Tutorial   | 30   | 60                 |
| Assessment                   | End-of-course assessment   |  |                    |
| Assessment                   | Requirements   | None                                       |                    |
|                              | Type(s) (duration)   | Written examination (90 minutes)           |                    |
|                              | Type of reassessment   | Equivalent to type of initial assessment   |                    |
|                              | Contribution to final grade  | 100% written examination                   |                    |
| Frequency                    | Summer semester  |  |                    |
| Teaching language            | <b>English</b>   |  |                    |
| Note                         | For further module information and required readings, see StudIP.  |  |                    |

|                              |  |  |                    |
|------------------------------|--|--|--------------------|
| 02-VWL:MSc-V5-2              | <b>Advanced Macroeconomics</b>   | 3 <sup>rd</sup> semester                 | 6 CP               |
| Course                       | Advanced Macroeconomics  |  |                    |
| Code                         | 02-VWL:MSc-V5-2  |  |                    |
| Faculty / Department / Chair | 02 / Economics / VWL V – Monetary Economics  |  |                    |
| Coordinator                  | Prof. Peter Tillmann   |  |                    |
| Requirements                 | None   |  |                    |
| Learning Outcomes            | <p>Acquisition of theoretical knowledge and applied skills in advanced macroeconomics resulting in improved methodological and objective competence (to be specified in initial course session):</p> <ul style="list-style-type: none"> <li>• evaluation, interpretation and application of advanced scientific insights in new and/or multidisciplinary contexts</li> <li>• ability to structure advanced independent study and learning</li> <li>• ability to integrate insights with knowledge gained in other modules, including societal and ethical contexts</li> <li>• ability to conduct theoretical and applied research in this field</li> <li>• ability to convey factual knowledge and discuss state-of-the-art research with both lay and specialist audiences in this field</li> </ul> |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• advanced theories and problems of business cycles</li> <li>• methods for solving and simulating dynamic macroeconomic models</li> <li>• nominal and financial frictions and their consequences</li> <li>• empirical evidence on macroeconomic theories</li> </ul>   |  |                    |
| Teaching Method              | Lecture and tutorial   |  |                    |
| Workload (hours)             | Total  | 180 hours                                |                    |
|                              | Course   | Attendance                               | Preview and review |
|                              | Lecture  | 30                                       | 60                 |
|                              | Tutorial   | 30                                       | 60                 |
| Assessment                   | End-of-course assessment   |  |                    |
| Assessment                   | Requirements   | None                                     |                    |
|                              | Type(s) (duration)   | Written examination (90 minutes)         |                    |
|                              | Type of reassessment   | Equivalent to type of initial assessment |                    |
|                              | Contribution to final grade  | 100% written examination                 |                    |
| Frequency                    | Winter semester  |  |                    |
| Teaching language            | <b>English</b>   |  |                    |
| Note                         | For further module information and required readings, see StudIP.  |  |                    |

|                              |   |  |                    |
|------------------------------|---|--|--------------------|
| 02-VWL:MSc-V5-3              | <b>Risk and the Open Economy</b>  | 1 <sup>st</sup> - 3 <sup>rd</sup> semester           | 6 CP               |
| Course                       | Risk and the Open Economy   |  |                    |
| Code                         | 02-VWL:MSc-V5-3   |  |                    |
| Faculty / Department / Chair | 02 / Economics / VWL V – Monetary Economics   |  |                    |
| Coordinator                  | Prof. Peter Tillmann  |  |                    |
| Requirements                 | To be announced in course notice  |  |                    |
| Learning Outcomes            | <p>Acquisition of theoretical knowledge and applied skills in risk and the open economy resulting in improved methodological and object competence (to be specified in initial course session):</p> <ul style="list-style-type: none"> <li>• evaluation, interpretation and application of advanced scientific insights in new and/or multidisciplinary contexts</li> <li>• ability to structure advanced independent study and learning</li> <li>• ability to integrate insights with knowledge gained in other modules, including societal and ethical contexts</li> <li>• ability to conduct theoretical and applied research in this field</li> <li>• ability to convey factual knowledge and discuss state-of-the-art research with both lay and specialist audiences in this field</li> </ul> |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• international borrowing and lending of small open economies</li> <li>• asset pricing and risk premia</li> <li>• risk sharing and financial markets</li> <li>• debt and default</li> <li>• financial and currency crises</li> <li>• the international financial architecture</li> </ul>   |  |                    |
| Teaching Method              | Lecture with student presentations  |  |                    |
| Workload (hours)             | Total   | 180 hours  |                    |
|                              | Course  | Attendance   | Preview and review |
|                              | Lecture   | 40   | 80                 |
|                              | Student presentations   | 20   | 40                 |
| Assessment                   | In-course assessment  |  |                    |
| Assessment                   | Requirements  | None   |                    |
|                              | Type(s) (duration)  | Written examination (90 minutes) and presentation    |                    |
|                              | Type of reassessment  | Equivalent to type of initial assessment             |                    |
|                              | Contribution to final grade   | 70% written examination and 30% student presentation |                    |
| Frequency                    | Winter semester   |  |                    |
| Capacity                     | 30 students   |  |                    |
| Teaching language            | <b>English</b>  |  |                    |
| Note                         | For further module information and required readings, see StudIP.   |  |                    |

|                              |   |  |                    |
|------------------------------|---|--|--------------------|
| 02-VWL:MSc-V6-1              | <b>Microeconomics and Game Theory</b>   | 1 <sup>st</sup> – 3 <sup>rd</sup> semester | 6 CP               |
| Course                       | Microeconomics and Game Theory  |  |                    |
| Code                         | 02-VWL:MSc-V6-1   |  |                    |
| Faculty / Department / Chair | 02 / Economics / VWL VI – Behavioral and Institutional Economics  |  |                    |
| Coordinator                  | Prof. Max Albert  |  |                    |
| Requirements                 | None  |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• advanced knowledge of neoclassical economics and game theory including its methodological, decision-theoretic and mathematical foundations</li> <li>• ability to interpret models from this area and to critically discuss their explanatory value</li> <li>• computational skills necessary for handling such models</li> </ul> |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• non-linear optimization and decision theory</li> <li>• general equilibrium theory</li> <li>• game theory</li> </ul>  |  |                    |
| Teaching Method              | Lecture   |  |                    |
| Workload (hours)             | Total   | 180 hours                                  |                    |
|                              | Course  | Attendance                                 | Preview and review |
|                              | Lecture   | 60   | 120                |
| Assessment                   | End-of-course assessment  |  |                    |
| Assessment                   | Requirements  | None                                       |                    |
|                              | Type(s) (duration)  | Written examination (90 minutes)           |                    |
|                              | Type of reassessment  | Equivalent to type of initial assessment   |                    |
|                              | Contribution to final grade   | 100% written examination                   |                    |
| Frequency                    | Winter semester   |  |                    |
| Teaching language            | <b>German</b>   |  |                    |
| Note                         | For further module information and required readings, see StudIP.   |  |                    |

|                              |   |  |                    |
|------------------------------|---|--|--------------------|
| 02-VWL:MSc-V6-2              | <b>Behavioral Economics</b>   | 1 <sup>st</sup> – 3 <sup>rd</sup> semester | 6 CP               |
| Course                       | Behavioral Economics  |  |                    |
| Code                         | 02-VWL:MSc-V6-2   |  |                    |
| Faculty / Department / Chair | 02 / Economics / VWL VI – Behavioral and Institutional Economics  |  |                    |
| Coordinator                  | Prof. Max Albert  |  |                    |
| Requirements                 | None  |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>advanced knowledge of behavioral and experimental economics in contrast to neoclassical economics including their methodological, decision-theoretic and mathematical foundations and their historical development</li> <li>ability to interpret models from this area and to critically discuss their explanatory value</li> <li>computational skills necessary for handling such models</li> </ul> |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>introduction to behavioural and experimental economics</li> <li>decision theory: alternative approaches and experimental results</li> <li>game theory: alternative approaches and experimental results</li> </ul>  |  |                    |
| Teaching Method              | Lecture   |  |                    |
| Workload (hours)             | Total   | 180 hours                                  |                    |
|                              | Course  | Attendance                                 | Preview and review |
|                              | Lecture   | 60   | 120                |
| Assessment                   | End-of-course assessment  |  |                    |
| Assessment                   | Requirements  | None                                       |                    |
|                              | Type(s) (duration)  | Written examination (90 minutes)           |                    |
|                              | Type of reassessment  | Equivalent to type of initial assessment   |                    |
|                              | Contribution to final grade   | 100% written examination                   |                    |
| Frequency                    | Summer semester   |  |                    |
| Teaching language            | <b>German</b>   |  |                    |
| Note                         | For further module information and required readings, see StudIP.   |  |                    |



|                              |  |  |                    |
|------------------------------|--|--|--------------------|
| 02-VWL/BWL:MSc-St-1          | <b>Advanced Econometrics</b>   | 1 <sup>st</sup> – 3 <sup>rd</sup> semester                         | 6 CP               |
| Course                       | Advanced Econometrics  |  |                    |
| Code                         | 02-VWL/BWL:MSc-St-1  |  |                    |
| Faculty / Department / Chair | 02 / Economics / VWL VII – Statistics and Econometrics   |  |                    |
| Coordinator                  | Prof. Peter Winker   |  |                    |
| Requirements                 | None   |  |                    |
| Learning Outcomes            | <p>Acquisition of theoretical knowledge and applied skills in advanced econometrics, resulting in improved methodological competence (to be specified in initial course session):</p> <ul style="list-style-type: none"> <li>• evaluation, interpretation and application of advanced scientific insights in new and/or multidisciplinary contexts</li> <li>• ability to independently structure further learning</li> <li>• ability to integrate insights with knowledge gained in other modules, and from societal and ethical contexts</li> <li>• ability to carry out theoretical and applied research projects in this field</li> <li>• ability to convey factual knowledge and discuss state-of-the-art research with both lay and specialist audiences in this field</li> </ul> |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• basics of micro econometric analysis</li> <li>• estimation procedures and tests of hypothesis</li> <li>• models for panel data</li> <li>• models including discrete variables and bounded dependent variables</li> </ul>  |  |                    |
| Teaching Method              | Lecture and tutorial   |  |                    |
| Workload (hours)             | Total  | 180 hours  |                    |
|                              | Course   | Attendance   | Preview and review |
|                              | Lecture  | 30   | 60                 |
|                              | Tutorial   | 30   | 60                 |
| Assessment                   | In-course assessment   |  |                    |
| Assessment                   | Requirements   | None   |                    |
|                              | Type(s) (duration)   | Written examination (90 minutes) and midterm tests (20-30 minutes) |                    |
|                              | Type of reassessment   | Equivalent to type of initial assessment                           |                    |
|                              | Contribution to final grade  | 50-70% written examination and 30-50% midterm tests                |                    |
| Frequency                    | Winter semester  |  |                    |
| Teaching language            | <b>English</b>   |  |                    |
| Note                         | For further module information and required readings, see StudIP.  |  |                    |

|                              |  |  |                    |
|------------------------------|--|--|--------------------|
| 02-VWL:MSc-St-2              | <b>Time Series Econometrics and Computer Based Methods</b>   | 1 <sup>st</sup> – 3 <sup>rd</sup> semester                               | 6 CP               |
| Course                       | Time Series Econometrics and Computer Based Methods  |  |                    |
| Code                         | 02-VWL:MSc-St-2  |  |                    |
| Faculty / Department / Chair | 02 / Economics / VWL VII – Statistics and Econometrics   |  |                    |
| Coordinator                  | Prof. Peter Winker   |  |                    |
| Requirements                 | None   |  |                    |
| Learning Outcomes            | <p>Acquisition of theoretical knowledge and applied skills in time series econometrics and computer based methods resulting in improved methodological competence (to be specified in initial course session):</p> <ul style="list-style-type: none"> <li>• evaluation, interpretation and application of advanced scientific insights in new and/or multidisciplinary contexts</li> <li>• ability to independently structure further learning</li> <li>• ability to integrate insights with knowledge gained in other modules and from societal and ethical contexts</li> <li>• ability to carry out theoretical and applied research projects in this field</li> <li>• ability to convey factual knowledge and discuss state-of-the-art research with both lay and specialist audiences in this field</li> </ul> |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• multivariate dynamic models</li> <li>• computer based methods (e.g. Bootstrap)</li> <li>• non-linear models</li> <li>• modelling of financial market data</li> </ul>  |  |                    |
| Teaching Method              | Lecture and tutorial   |  |                    |
| Workload (hours)             | Total  | 180 hours  |                    |
|                              | Course   | Attendance   | Preview and review |
|                              | Lecture  | 30   | 60                 |
|                              | Tutorial   | 30   | 60                 |
| Assessment                   | In-course assessment   |  |                    |
| Assessment                   | Requirements   | None   |                    |
|                              | Type(s) (duration)   | Written examination (60-90 minutes), project assignment and presentation |                    |
|                              | Type of reassessment   | Equivalent to type of initial assessment                                 |                    |
|                              | Contribution to final grade  | 30% written examination, 20% presentation and 50% project assignment     |                    |
| Frequency                    | Summer semester  |  |                    |
| Capacity                     | 25 students  |  |                    |
| Teaching language            | <b>German</b>  |  |                    |
| Note                         | For further module information and required readings, see StudIP.  |  |                    |

|                              |   |  |                    |
|------------------------------|---|--|--------------------|
| 02-VWL:MSc-V8-1              | <b>Global Health Economics and Policy</b>   | 1 <sup>st</sup> – 3 <sup>rd</sup> semester | 6 CP               |
| Course                       | Global Health Economics and Policy  |  |                    |
| Code                         | 02-VWL:MSc-V8-1   |  |                    |
| Faculty / Department / Chair | 02 / General Economics / VWL VIII – Health Economics  |  |                    |
| Coordinator                  | Prof. Christian Gissel  |  |                    |
| Requirements                 | None  |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>Knowledge and systematic understanding of advanced health economic methods and models including an international perspective and recent developments.</li> </ul>   |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>incentive systems and price regulation in public health</li> <li>innovation, digitalization, mobile health</li> <li>impact of globalization and networking in public health</li> <li>advanced methods of health economics</li> </ul> |  |                    |
| Teaching Method              | Lecture and tutorial  |  |                    |
| Workload (hours)             | Total   | 180 hours                                  |                    |
|                              | Course  | Attendance                                 | Preview and review |
|                              | Lecture   | 30   | 60                 |
|                              | Tutorial  | 30   | 60                 |
| Assessment                   | End-of-course assessment  |  |                    |
| Assessment                   | Requirements  | None                                       |                    |
|                              | Type(s) (duration)  | Written examination (90 minutes)           |                    |
|                              | Type of reassessment  | Equivalent to type of initial assessment   |                    |
|                              | Contribution to final grade   | 100% written examination                   |                    |
| Frequency                    | Irregular   |  |                    |
| Teaching language            | <b>German</b>   |  |                    |
| Note                         | For further module information and required readings, see StudIP.   |  |                    |

|                              |   |  |                    |
|------------------------------|---|--|--------------------|
| 02-VWL:MSc-V9-1              | <b>Economics of Digitalisation</b>  | 1 <sup>st</sup> – 3 <sup>rd</sup> semester                                     | 6 CP               |
| Course                       | Economics of Digitalisation   |  |                    |
| Code                         | 02-VWL:MSc-V9-1   |  |                    |
| Faculty / Department / Chair | 02 / General Economics / VWL IX – Economics of Digitalisation   |  |                    |
| Coordinator                  | Prof. Irene Bertschek   |  |                    |
| Requirements                 | None  |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• ability to describe and understand digitalization and its impact on economic processes</li> <li>• knowledge about theoretical concepts as well as empirical approaches to measure digitalization and to analyze its economic impact.</li> <li>• ability to describe, interpret and assess empirical results</li> <li>• ability to critically discuss the economic and social consequences of digitalization</li> </ul> |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• information and communication technologies (ICT) as general purpose technologies</li> <li>• impact of digitalization on firms</li> <li>• impact of digitalization on employees</li> <li>• digital markets and platforms</li> </ul>   |  |                    |
| Teaching Method              | Lecture and tutorial  |  |                    |
| Workload (hours)             | Total   | 180 hours  |                    |
|                              | Course  | Attendance   | Preview and review |
|                              | Lecture   | 30   | 60                 |
|                              | Tutorial  | 30   | 60                 |
| Assessment                   | In-course assessment  |  |                    |
| Assessment                   | Requirements  | None   |                    |
|                              | Type(s) (duration)  | Written examination (90 minutes) and written assignment including presentation |                    |
|                              | Type of reassessment  | Equivalent to type of initial assessment                                       |                    |
|                              | Contribution to final grade   | 60-70% written examination, 30-40% written assignment                          |                    |
| Frequency                    | Irregular   |  |                    |
| Teaching language            | <b>English</b>  |  |                    |
| Note                         | For further module information and required readings, see StudIP.   |  |                    |

|                              |  |   |                    |
|------------------------------|--|---|--------------------|
| 02-Q:MSc-Englisch-2          | <b>Business Ethics</b>   | 1 <sup>st</sup> – 3 <sup>rd</sup> semester                                | 6 CP               |
| Course                       | Business Ethics  |   |                    |
| Code                         | 02-Q:MSc-Englisch-2  |   |                    |
| Faculty / Department / Chair | 02 / Business Administration and Economics / Managerial English  |   |                    |
| Coordinator                  | Thomas Wagner  |   |                    |
| Requirements                 | Proficiency in English at pre-intermediate (B1 CEFR) level   |   |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• ability to view business actions as embedded into broader, normative ethical contexts</li> <li>• self-critical review of one's own management role</li> <li>• improved critical thinking and socio-emotional skills</li> <li>• improved rhetorical and argumentative skills in English</li> </ul> |   |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• formulating, applying and critically evaluating essential normative ethical theories, concepts and principles with reference to management practice</li> </ul>  |   |                    |
| Teaching Method              | Seminar  |   |                    |
| Workload (hours)             | Total  | 180 hours   |                    |
|                              | Course   | Attendance  | Preview and review |
|                              | Seminar  | 45  | 90                 |
|                              | Independent study  | 15  | 30                 |
| Assessment                   | In-course assessment   |   |                    |
| Assessment                   | Requirements   | Regular attendance and active participation                               |                    |
|                              | Type(s) (duration)   | Written assessment (90-135 minutes) and student presentation (20 minutes) |                    |
|                              | Type of reassessment   | Equivalent to type of initial assessment                                  |                    |
|                              | Contribution to final grade  | 60% written assessment, 40% presentation                                  |                    |
| Frequency                    | Winter semester  |   |                    |
| Capacity                     | 20   |   |                    |
| Teaching language            | <b>English</b>   |   |                    |
| Note                         | For further module information and required readings, see StudIP.  |   |                    |

|                              |   |  |                    |
|------------------------------|---|--|--------------------|
| 02-Q:MSc-Englisch-3          | <b>Rhetoric for Managers</b>  | 1 <sup>st</sup> – 3 <sup>rd</sup> semester         | 6 CP               |
| Course                       | Rhetoric for Managers   |  |                    |
| Code                         | 02-Q:MSc-Englisch-3   |  |                    |
| Faculty / Department / Chair | 02 / Business Administration and Economics / Managerial English   |  |                    |
| Coordinator                  | Thomas Wagner   |  |                    |
| Requirements                 | Proficiency in English at pre-intermediate (B1 CEFR) level  |  |                    |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• ability to view business actions as embedded into broader communicative contexts</li> <li>• ability to tailor one's own communicative action to rhetorical requirements</li> <li>• improved critical thinking and communicative competence</li> <li>• improved rhetorical and argumentative skills in English</li> </ul> |  |                    |
| Course Contents              | <ul style="list-style-type: none"> <li>• formulating, applying and critically evaluating essential theories, concepts and principles of classical rhetoric with reference to management practice</li> </ul>   |  |                    |
| Teaching Method              | Seminar   |  |                    |
| Workload (hours)             | Total   | 180 hours  |                    |
|                              | Course  | Attendance   | Preview and review |
|                              | Seminar   | 45   | 90                 |
|                              | Independent study   | 15   | 30                 |
| Assessment                   | In-course assessment  |  |                    |
| Assessment                   | Requirements  | Regular attendance and active participation        |                    |
|                              | Type(s) (duration)  | Project assignment, paper and active participation |                    |
|                              | Type of reassessment  | Equivalent to type of initial assessment           |                    |
|                              | Contribution to final grade   | 50% written assessment, 50% oral assessment        |                    |
| Frequency                    | Winter semester   |  |                    |
| Capacity                     | 20  |  |                    |
| Teaching language            | <b>English</b>  |  |                    |
| Note                         | For further module information and required readings, see StudIP.   |  |                    |

**Additional courses (for subsidiary students)**

|                              |   |  |          |
|------------------------------|---|--|----------|
| 02-Wiwi:NF-VWL-1             | <b>Introduction to Economics / Microeconomics for subsidiary students</b>   | 1 <sup>st</sup> semester (for subsidiary students) | 6 CP     |
| Course                       | Introduction to Economics / Microeconomics for subsidiary students  |  |          |
| Code                         | 02-Wiwi:NF-VWL-1  |  |          |
| Faculty / Department / Chair | 02 / Economics / VWL IV – Transition and Integration Economics  |  |          |
| Coordinator                  | Prof. Matthias Göcke  |  |          |
| Recommended prior coursework | None  |  |          |
| Learning Outcomes            | <ul style="list-style-type: none"> <li>• Knowledge and systematic reproduction of fundamental economics</li> <li>• Understanding for lines of economic reasoning</li> <li>• (Practical) implementation of first calculations and evaluations of questions of economic theory and policy</li> </ul> <p>This lecture is the basis for other courses of the department that can be chosen as subsidiary.</p>   |  |          |
| Course Contents              | <p>The complexity of the market and price system of an economy is being explained. The microeconomic view of an economic system is based on the presentation of consumer and producer's decisions and of the price mechanism in markets for goods and factors. Allocation efficiency on markets is being dealt with and combined with distribution problems in theory and politics. Market failures (externalities, public goods) are theoretically explained as well as political consequences in the field of environmental policy. In addition to the lecture, exercise classes to prepare for exam are offered. More detailed information is available via coordinator's notices and announcements.</p> |  |          |
| Teaching Method              | Lecture and tutorial  |  |          |
| Assessment                   | In-course assessment  |  |          |
| Workload (hours)             | Total   | 180 hours  |          |
|                              | Of which A Course   | Lecture  | Tutorial |
|                              | Aa Attendance   | 30   | 30       |
|                              | Ab Preview and review, in-course assessment   | 45   | 45       |
|                              | B Independent study   |  |          |
| Assessment                   | C End-of-course assessment  | 30   |          |
|                              | Requirements  | None   |          |
|                              | Type(s) (duration)  | Written examination (60-90 minutes)                |          |
|                              | Type of alternative assessment  |  |          |
|                              | Type of reassessment  | Equivalent to type of initial assessment           |          |
| Contribution to final grade  | 100% examination  |  |          |
| Frequency                    | Summer semester   |  |          |
| Teaching Language            | <b>German</b>   |  |          |
| Note                         | For further module information and required readings, see StudIP  |  |          |