

# **Module Catalogue**

## **Austauschstudium WiWi**

### **Faculty of Business and Economics**

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**You can see the other use cases of the modules in Digicampus.**

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\* = At least one course for this module is offered in the current semester

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\* = At least one course for this module is offered in the current semester

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\* = At least one course for this module is offered in the current semester

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\* = At least one course for this module is offered in the current semester

<b>Module WIW-0007: Management Information Systems</b> <i>Wirtschaftsinformatik</i>		5 ECTS/LP
Version 5.3.0 (since WS16/17) Person responsible for module: Prof. Dr. Daniel Veit		
<b>Learning Outcomes / Competences:</b> The module communicates the fundamentals of information systems. Upon the successful completion of this module, students can differentiate between types of information systems. They are aware of the tools or processes of IT project and business process management. Students have an understanding of the impacts of information systems on firms and society and are able to discuss their consequences for strategic decision making. They are also able to critically reflect on the associated challenges. As a result, students have the fundamental skills and abilities necessary to make informed strategic and operational IT management decisions and to understand their implications for a variety of stakeholders.		
<b>Workload:</b> Total: 150 h 48 h studying of course content through exercises / case studies (self-study) 30 h studying of course content using provided materials (self-study) 30 h studying of course content using literature (self-study) 42 h lecture and exercise course (attendance)		
<b>Conditions:</b> none		<b>Credit Requirements:</b> written exam
<b>Frequency:</b> each winter semester	<b>Recommended Semester:</b> 3.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 4	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	
<b>Parts of the Module</b>		
<b>Part of the Module: Management Information Systems (Wirtschaftsinformatik) (Vorlesung)</b> <b>Mode of Instruction:</b> lecture <b>Language:</b> English <b>Contact Hours:</b> 2		
<b>Literature:</b> Laudon, K. C., and Laudon, J. P. 2021. Management Information Systems: Managing the Digital Firm, 17th Edition.  Piccoli, G., and Pigni, F. 2021. Information Systems for Managers (With Cases), 5th Edition, Prospect Press Inc. Further readings will be given in the lecturing materials.		
<b>Assigned Courses:</b> <b>Management Information Systems (dt. Wirtschaftsinformatik)</b> (lecture + exercise) **		
<b>Part of the Module: Management Information Systems (Wirtschaftsinformatik) (Übung)</b> <b>Mode of Instruction:</b> exercise course <b>Language:</b> German / English <b>Contact Hours:</b> 2		
<b>Assigned Courses:</b> <b>Management Information Systems (dt. Wirtschaftsinformatik)</b> (lecture + exercise) **		

**Examination**

**Wirtschaftsinformatik**

written exam / length of examination: 90 minutes, graded

**Test Frequency:**

each semester

<b>Module WIW-0262: Electronic Commerce</b> <i>Electronic Commerce (5 LP)</i>		5 ECTS/LP
Version 1.5.0 (since WS16/17) Person responsible for module: Prof. Dr. Daniel Veit		
<b>Learning Outcomes / Competences:</b> Upon the successful completion of this module, the students are familiar with the forces driving electronic commerce. They understand the impact of technology change on the way businesses operate in electronic channels. They can assess challenges in business development for such companies and are familiar with appropriate models and theories to address these challenges. The awareness of social and ethical issues attached to technology enables them to make sound strategic decisions in the field of electronic commerce.		
<b>Workload:</b> Total: 150 h 40 h studying of course content using provided materials (self-study) 30 h studying of course content using literature (self-study) 18 h studying of course content through exercises / case studies (self-study) 20 h preparation of presentations (self-study) 42 h lecture and exercise course (attendance)		
<b>Conditions:</b> Working knowledge of English is necessary.		<b>Credit Requirements:</b> passing the module examination
<b>Frequency:</b> each winter semester	<b>Recommended Semester:</b> from 5.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 2	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	
<b>Parts of the Module</b>		
<b>Part of the Module: Electronic Commerce (5 LP)</b> <b>Mode of Instruction:</b> lecture + exercise <b>Language:</b> English <b>Contact Hours:</b> 2		
<b>Literature:</b> Chaffey, D., Hemphill T., and Edmundson-Bird, D. Digital business and e-commerce management. Pearson 2019. Laudon, K. C., and Traver, C.G. 2019. E-commerce 2019: business. technology. society (15th ed.). Pearson Further readings are provided during the lecture.		
<b>Assigned Courses:</b> <b>Electronic Commerce</b> (lecture + exercise)		
<b>Examination</b> <b>Electronic Commerce</b> written exam / length of examination: 60 minutes, graded <b>Test Frequency:</b> each semester		



<b>Module WIW-0268: International Accounting</b> <i>International Accounting (5 LP)</i>		5 ECTS/LP
Version 1.1.0 (since SoSe17) Person responsible for module: Prof. Dr. Wolfgang Schultze		
<p><b>Learning Outcomes / Competences:</b> The main objective of this course is to prepare students to work as accounting professionals in international corporations and groups. After passing the course students will be able to:</p> <p><b>Subject-related competencies</b></p> <ul style="list-style-type: none"> <li>• understand the differences between international and national accounting principles</li> <li>• understand the importance of international trade and international organizations in the global economy</li> <li>• solve challenges international corporations and groups face</li> </ul> <p><b>Methodological competencies</b></p> <ul style="list-style-type: none"> <li>• analyze international trades and process the consequences</li> <li>• further develop discussion skills</li> </ul> <p><b>Interdisciplinary competencies</b></p> <ul style="list-style-type: none"> <li>• apply problem solving techniques</li> <li>• communicate within multinational corporations and groups</li> </ul> <p><b>Key competencies</b></p> <ul style="list-style-type: none"> <li>• critically reflect on experiences, especially regarding international accounting problems</li> <li>• analyze problems and extract the underlying information</li> </ul>		
<b>Remarks:</b> Restriction on participation		
<b>Workload:</b> Total: 150 h 21 h lecture (attendance) 44 h studying of course content using literature (self-study) 40 h studying of course content through exercises / case studies (self-study) 45 h studying of course content using provided materials (self-study)		
<b>Conditions:</b> Solid knowledge of managerial and financial accounting from previous lectures. Good command of English.		<b>Credit Requirements:</b> passing the module examination
<b>Frequency:</b> each summer semester	<b>Recommended Semester:</b> 4. - 6.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 2	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	
<b>Parts of the Module</b>		
<b>Part of the Module: International Accounting (5 LP)</b> <b>Mode of Instruction:</b> lecture <b>Language:</b> English <b>Contact Hours:</b> 2		
<b>Literature:</b> Will be announced in the course.		

**Examination**

**International Accounting**

written exam / length of examination: 60 minutes, graded

**Test Frequency:**

each semester

<b>Module WIW-0269: International Entrepreneurship</b> <i>International Entrepreneurship (5 LP)</i>		5 ECTS/LP
Version 1.5.0 (since SoSe17) Person responsible for module: Prof. Dr. Marcus Wagner		
<p><b>Learning Outcomes / Competences:</b></p> <p><b>Subject-related competencies</b></p> <p>After successful completion of this module students know and understand facts, concepts, methods and tools for realising internationally sustainable ventures and to implement these. Furthermore, students develop competencies which enable the recognition and evaluation of internationally sustainable entrepreneurial opportunities (e.g. based on global trends) as well as on the steps needed for founding and managing an internationally sustainable venture.</p> <p><b>Methodological competencies</b></p> <p>Students learn how to recognize entrepreneurial opportunities competently and how to evaluate them on. Furthermore, students know the different elements of a business plan and are able to develop one on their own.</p> <p><b>Interdisciplinary competencies</b></p> <p>The students can not only apply their knowledge in further courses at the chair (e.g. Bachelor seminar) or the faculty of business and economics, but furthermore apply it to implement their own start-up ideas.</p> <p><b>Key competencies</b></p> <p>Students are able to understand the opportunities and risks of a business idea, to transfer them into practice and to present them competently to a critical audience (investors, customers, other stakeholders).</p>		
<p><b>Workload:</b></p> <p>Total: 150 h</p> <p>34 h studying of course content through exercises / case studies (self-study)</p> <p>15 h preparation of presentations (self-study)</p> <p>30 h studying of course content using provided materials (self-study)</p> <p>50 h studying of course content using literature (self-study)</p> <p>21 h lecture (attendance)</p>		
<p><b>Conditions:</b></p> <p>There are no prerequisites.</p>		
<b>Frequency:</b> each summer semester	<b>Recommended Semester:</b> from 4.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 2	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	
<b>Parts of the Module</b>		
<p><b>Part of the Module: International Entrepreneurship (5 LP)</b></p> <p><b>Mode of Instruction:</b> lecture</p> <p><b>Language:</b> English</p> <p><b>Contact Hours:</b> 2</p>		
<p><b>Literature:</b></p> <p>Hisrich, R. D. (2016). International Entrepreneurship: Starting, Developing, and Managing a Global Venture. Sage.</p> <p>Hisrich, R. D., Peters, M.P., &amp; Shepherd, D.A. (2017). Entrepreneurship. McGraw-Hill.</p> <p>Dean, T. (2014). Sustainable Venturing. Entrepreneurial Opportunity in the Transition to a Sustainable Economy. Pearson.</p>		

**Examination**

**International Entrepreneurship**

written exam / length of examination: 60 minutes, graded

**Test Frequency:**

each semester

<b>Module WIW-0270: International Finance</b> <i>International Finance</i>		5 ECTS/LP
Version 1.4.0 (since WS21/22) Person responsible for module: Prof. Dr. Marco Wilkens Prof. Dr. Yarema Okhrin		
<p><b>Learning Outcomes / Competences:</b></p> <p><b>Subject-related competencies:</b> After successfully completing this module, students understand the challenges of international finance and how to make optimal corporate financial decisions concerning investments, financing, and hedging against risks in the international corporate environment.</p> <p><b>Methodological competencies:</b> After successfully completing this module, students are able to use Excel to analyze finance-related data using various quantitative methods. They are able to calculate and interpret statistical measures and to use the multiple linear regression model in different variants for forecasting. They will also be able to use quantitative methods, particularly in the international currency environment, and interpret the results of the methods.</p> <p><b>Interdisciplinary competencies:</b> After successfully completing this module, students are able to apply the knowledge they have acquired in any area of their studies that deal with empirical questions in the field of finance and international economics. Students are able to apply quantitative approaches and models for international finance problems to other empirical and theoretical issues.</p> <p><b>Key competencies:</b> After successfully completing this module, students are able to interpret relationships in the international financial environment with regard to their statements at different levels. This includes, for example, finding causal relationships in economic systems or assessing the quality of statistics. Students are able to use quantitative tools to manage international financial risks.</p>		
<p><b>Workload:</b> Total: 150 h 20 h studying of course content through exercises / case studies (self-study) 50 h studying of course content using literature (self-study) 42 h lecture and exercise course (attendance) 38 h studying of course content using provided materials (self-study)</p>		
<p><b>Conditions:</b> Students should have basic knowledge of financial mathematics. In particular, the knowledge of financing and investment calculation taught in the basic course "Investition und Finanzierung" is assumed to be known.</p>		<p><b>Credit Requirements:</b> passing the module examination</p>
<p><b>Frequency:</b> each winter semester</p>	<p><b>Recommended Semester:</b> 4. - 6.</p>	<p><b>Minimal Duration of the Module:</b> 1 semester[s]</p>
<p><b>Contact Hours:</b> 4</p>	<p><b>Repeat Exams Permitted:</b> according to the examination regulations of the study program</p>	
<p><b>Parts of the Module</b></p>		
<p><b>Part of the Module: International Finance (Vorlesung)</b> <b>Mode of Instruction:</b> lecture <b>Language:</b> English <b>Contact Hours:</b> 2</p>		

**Literature:**

Eun, C. / Resnick, B: International Financial Management, 8th Edition, McGraw Hill.

Selected publications

**Assigned Courses:**

**International Finance (Bachelor)** (lecture)

**Part of the Module: International Finance (Übung)**

**Mode of Instruction:** exercise course

**Language:** English

**Contact Hours:** 2

**Assigned Courses:**

**International Finance (Bachelor)** (exercise course)

**Examination**

**International Finance**

written exam / length of examination: 60 minutes, graded

**Test Frequency:**

each semester

<b>Module WIW-0271: International Taxation</b> <i>International Taxation (5 LP)</i>		5 ECTS/LP
Version 1.1.0 (since SoSe17) Person responsible for module: Prof. Dr. Robert Ullmann		
<p><b>Learning Outcomes / Competences:</b></p> <p><b>Subject-related competencies:</b></p> <p>After successfully completing this course, students are able to recognize and discuss major principles in international taxation. In the first part of this course, this covers particularly different international tax systems, the effect of taxation on investments and the effect of taxation on international allocation of profits by multinational enterprises. After the second part of this course, students are familiar with the principles and methods of transfer pricing within multinational enterprises as well as their practical implications.</p> <p><b>Methodological competencies:</b></p> <p>Students are able to discuss and critically reflect on current empirical research on international taxation published in academic journals. They are also familiar with how to select the most appropriate transfer pricing method and are able to justify the model selection.</p> <p><b>Interdisciplinary competencies:</b></p> <p>Students are able to apply the knowledge on international taxation they have acquired in this course to several research and business problems beyond this course.</p> <p><b>Key competencies:</b></p> <p>In the course, students learn to approach complex tasks in a goal-oriented manner. Independent study of empirical research articles encourages personal responsibility and self-discipline. Students are able to understand and critically reflect on a wide range of topics in the field of international taxation.</p>		
<p><b>Workload:</b></p> <p>Total: 150 h</p> <p>21 h lecture (attendance)</p> <p>31 h studying of course content through exercises / case studies (self-study)</p> <p>38 h studying of course content using literature (self-study)</p> <p>60 h studying of course content using provided materials (self-study)</p>		
<b>Conditions:</b> There are no prerequisites.		<b>Credit Requirements:</b> passing the module examination
<b>Frequency:</b> each summer semester	<b>Recommended Semester:</b> from 4.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 2	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	
<b>Parts of the Module</b>		
<b>Part of the Module: International Taxation (5 LP)</b>		
<b>Mode of Instruction:</b> lecture		
<b>Language:</b> English		
<b>Contact Hours:</b> 2		
<b>Literature:</b> Will be announced in class.		

**Examination**

**International Taxation**

written exam / length of examination: 60 minutes, graded

**Test Frequency:**

each semester



<b>Module WIW-0289: Service Operations</b> <i>Service Operations</i>		5 ECTS/LP
Version 1.11.0 (since WS16/17) Person responsible for module: Prof. Dr. Sebastian Schiffels		
<p><b>Learning Outcomes / Competences:</b></p> <p><b>Subject-related competencies:</b></p> <p>The students are familiar with the standard problems and models in service operations management. They are able to model service operations management problems and to solve these models with appropriate mathematical methods.</p> <p><b>Methodological competencies:</b></p> <p>Students are able to analyze service operations management problems and to make sound decisions in the field of service operations. Students are familiar with methods of workforce planning, demand forecasting, inventory management, waiting line management, and revenue management.</p> <p><b>Interdisciplinary competencies:</b></p> <p>Students are able to apply what they have learned to other subjects of their course of study. Students are able to apply these skills in everyday life. In particular, students are familiar with sound decision-making and they are able to translate complex problems into efficient decision-making processes.</p> <p><b>Key competencies:</b></p> <p>Students are able to analyze questions from business life and problems from everyday life. In doing so, they understand how to manage tasks, inventory, offerings, and employees.</p>		
<p><b>Workload:</b></p> <p>Total: 150 h</p> <p>42 h lecture and exercise course (attendance)</p> <p>40 h studying of course content using literature (self-study)</p> <p>30 h studying of course content through exercises / case studies (self-study)</p> <p>38 h studying of course content using provided materials (self-study)</p>		
<b>Conditions:</b> Basic knowledge in service management, mathematics, and statistics is required.		<b>Credit Requirements:</b> passing the module examination
<b>Frequency:</b> each summer semester	<b>Recommended Semester:</b> 4. - 6.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 4	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	
<b>Parts of the Module</b>		
<b>Part of the Module: Service Operations (Übung)</b>		
<b>Mode of Instruction:</b> exercise course		
<b>Language:</b> English / German		
<b>Contact Hours:</b> 2		
<b>Part of the Module: Service Operations (Vorlesung)</b>		
<b>Mode of Instruction:</b> lecture		
<b>Language:</b> English / German		
<b>Contact Hours:</b> 2		

**Literature:**

Fitzsimmons JA and Fitzsimmons MJ: Service Management: Operations, Strategy, Information Technology, McGraw-Hill.

The most recent edition is relevant.

Additional literature will be announced in the semester.

**Examination**

**Service Operations**

written exam / length of examination: 60 minutes, graded

**Test Frequency:**

each semester

<b>Module WIW-0297: Corporate Governance II</b> <i>Unternehmensführung &amp; Organisation II (5 LP)</i>		5 ECTS/LP
Version 1.7.0 (since WS16/17) Person responsible for module: Prof. Dr. Erik Lehmann		
<p><b>Learning Outcomes / Competences:</b> Students will develop an in-depth understanding of the structures, methods, benefits and innovation opportunities as well as risks of corporate entrepreneurship (internal entrepreneurship) of internationally operating companies by attending the course Corporate Governance II. After successful participation in this module, students will be familiar with basic corporate entrepreneurship and will be able to:</p> <p><b>Subject-related competencies</b></p> <ul style="list-style-type: none"> <li>• understand the difference between entrepreneurship, strategic entrepreneurship, corporate venturing and corporate entrepreneurship</li> <li>• understand the need for corporate entrepreneurship in light of economic Darwinism in a globalized world</li> <li>• focus on the central management functions of organization, planning, leadership, human resources and control</li> <li>• evaluate specific organizational arrangements in the form of corporate entrepreneurship</li> <li>• make recommendations on the design of corporate entrepreneurship in national and international organizations</li> </ul> <p><b>Methodological competencies</b></p> <ul style="list-style-type: none"> <li>• work on complex case studies in a goal-oriented manner</li> <li>• conduct systematic analyses of needs and actions from different perspectives.</li> </ul> <p><b>Interdisciplinary competencies</b></p> <ul style="list-style-type: none"> <li>• apply multi-perspective thinking</li> <li>• perceive and drive opportunities for business improvement from different perspectives from within</li> <li>• implement innovative solutions in an international business context</li> </ul> <p><b>Key qualifications</b></p> <ul style="list-style-type: none"> <li>• reflect on strategies of internationally operating companies</li> <li>• independently design and justify strategic considerations</li> </ul>		
<p><b>Workload:</b> Total: 150 h 99 h studying of course content using literature (self-study) 30 h studying of course content using provided materials (self-study) 21 h lecture (attendance)</p>		
<b>Conditions:</b> none		<b>Credit Requirements:</b> written exam
<b>Frequency:</b> each winter semester	<b>Recommended Semester:</b> 3. - 5.	<b>Minimal Duration of the Module:</b> semester[s]
<b>Contact Hours:</b> 2	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	
<b>Parts of the Module</b>		
<p><b>Part of the Module: Unternehmensführung &amp; Organisation II (5 LP) (Vorlesung)</b> <b>Mode of Instruction:</b> lecture <b>Language:</b> German <b>Contact Hours:</b> 2</p>		

**Literature:**

Engelen, A., Engelen, M., Bachmann, J.-T. (2015): Corporate Entrepreneurship. Unternehmerisches Management in etablierten Unternehmen. Springer.

Kuratko, D., M. H. Morris, und J. Covin. (2011): Corporate Entrepreneurship & Innovation. 3. Aufl.: Cengage Learning Emea.

Burns, P. (2013): Corporate Entrepreneurship - Innovation and Strategy in Large Organizations. 3. Aufl.: Palgrave.

Steinmann, H., und G. Schreyögg. (2005): Management: Grundlagen der Unternehmensführung. 6. Aufl. Wiesbaden: Gabler.

**Assigned Courses:**

**Unternehmensführung & Organisation II (Vorlesung)** (lecture)

**Examination**

**Unternehmensführung & Organisation II (5 LP)**

written exam / length of examination: 60 minutes, graded

**Test Frequency:**

each semester

<b>Module WIW-0302: International Monetary Economics</b> <i>International Monetary Economics</i>		5 ECTS/LP
Version 1.0.0 (since SoSe17) Person responsible for module: Prof. Dr. Burkhard Heer		
<p><b>Learning Outcomes / Competences:</b></p> <p><b>Subject-related competencies:</b> After successful participation in this module, students understand the basic theoretical relationships of the goods and financial markets of an open economy, in particular the interaction of international flows of goods and capital as well as the functioning of foreign exchange markets. They can analyse the interdependencies between these markets and their effects on the external balance and the balance of payments. Students understand the impact of the exchange rate system on economic development, either historically or theoretically. Moreover, they can explain both the behaviour of exchange rates and develop the consequences of trade, monetary and fiscal policies within the framework of various open economy models such as the Mundell-Fleming model.</p> <p><b>Methodological competencies:</b> Students are able to determine equilibria of different markets within an open economy graphically and analytically. They can independently make changes to individual model elements (e.g., tariffs, exchange rates, trade flows, interest rates, taxes, consumption preferences) and forecast their effects mathematically and based on experience. Furthermore, students are familiar with the method of the comparative-static analysis of the Mundell-Fleming model and various exchange rate theories such as interest parity or the Dornbusch overshooting model.</p> <p><b>Interdisciplinary competencies:</b> Students are able to understand basic foreign economic relationships and relate these to practical issues and economic policy interventions of international organisations such as the International Monetary Fund and the European Central Bank and their international effects. The knowledge acquired in the course is not only fundamental for the advanced courses of the Faculty of Economic Sciences, but is also applicable to political and economic issues of the Euro zone and the international monetary system, either historically or currently.</p> <p><b>Key competencies:</b> Students are able to analyse current and historical developments on the foreign exchange markets and in the balance of payments and to explain these to interested non-professionals as well as to an informed audience. They can take a well-founded position in discussions on these topics and defend their point of view competently.</p>		
<p><b>Workload:</b> Total: 150 h 42 h lecture and exercise course (attendance) 30 h studying of course content using provided materials (self-study) 20 h studying of course content through exercises / case studies (self-study) 58 h studying of course content using literature (self-study)</p>		
<p><b>Conditions:</b> Basic knowledge in macroeconomics (Makroökonomik I und II). Knowledge in Mathematics (Solution of optimization problems and systems of equations).</p>		<p><b>Credit Requirements:</b> written exam</p>
<p><b>Frequency:</b> each winter semester</p>	<p><b>Recommended Semester:</b> 3. - 5.</p>	<p><b>Minimal Duration of the Module:</b> 1 semester[s]</p>
<p><b>Contact Hours:</b> 4</p>	<p><b>Repeat Exams Permitted:</b> according to the examination regulations of the study program</p>	
<p><b>Parts of the Module</b></p>		
<p><b>Part of the Module: International Monetary Economics (Vorlesung)</b> <b>Mode of Instruction:</b> lecture <b>Language:</b> English <b>Contact Hours:</b> 2</p>		

**Literature:**

Blanchard, Olivier, Macroeconomics (4. Edition or higher).

Krugmann, Obstfeld, Melitz, 2011, International Economics: Theory and Policy, 9th ed.

Gärtner, Lutz, 2009, Makroökonomik flexibler and fester Wechselkurse. 4. Aufl. De Grauwe, 2009, Economics of Monetary Union, 8th ed.

**Assigned Courses:**

**International Monetary Economics (Vorlesung)** (lecture)

**Part of the Module: International Monetary Economics (Übung)**

**Mode of Instruction:** exercise course

**Language:** English

**Contact Hours:** 2

**Assigned Courses:**

**International Monetary Economics (Übung)** (exercise course)

**Examination**

**International Monetary Economics**

written exam / length of examination: 60 minutes, graded

**Test Frequency:**

each semester

<b>Module WIW-0326: Summer School on Global Perspectives of Public and Private Sector Interaction I (5 LP)</b> <i>Summer School on Global Perspectives of Public and Private Sector Interaction I (5 LP)</i>		5 ECTS/LP
Version 1.10.0 (since SoSe17) Person responsible for module: Prof. Dr. Erik Lehmann		
<b>Learning Outcomes / Competences:</b> <p>In this seminar course taught in English, students learn the content-related and methodological basics that are required for potential specialists and managers to evaluate "controversial" economic issues that need to be clarified with regard to their ethical relevance and moral consequences. Using various economic regions as examples, students learn to apply the knowledge they have gained about the economic development of regions and to plan and justify strategies and activities that can be implemented. The insights gained in this process enable students to:</p> <p><b>Subject-related competencies:</b></p> <ul style="list-style-type: none"> <li>• explain regional economic development in the context of strategic management.</li> <li>• identify social, economic, and sustainability factors that influence the economic development of a region and to develop context-based solution strategies based on these factors.</li> </ul> <p><b>Methodological competencies:</b></p> <ul style="list-style-type: none"> <li>• systematically analyze a region using theoretical frameworks in the fields of "Factors of Production", "Spatial &amp; Organizational Dimension" and "Human Dimension".</li> <li>• develop and present strategies for promoting the economic region based on theoretical knowledge.</li> </ul> <p><b>Interdisciplinary competencies:</b></p> <ul style="list-style-type: none"> <li>• work in interdisciplinary and international teams to solve regional problems using action-oriented policy recommendations.</li> <li>• look at problems in other subject areas from the perspective of path-dependent developments.</li> </ul> <p><b>Key competencies:</b></p> <ul style="list-style-type: none"> <li>• work in a goal-oriented manner in an international team environment, especially with regard to different disciplines.</li> <li>• independently design long-term strategies.</li> <li>• self-critically discuss work progress and team experiences/dynamics in feedback sessions.</li> </ul>		
<b>Remarks:</b> <p>Restriction on participation.</p> <p>This course is a special 3-week compact seminar that includes a roughly 1-week travel component outside of Augsburg. Because of the travel component, participating students are required to submit a payment which covers the transport and lodging costs. The course requires an application to be submitted by <b>March 1<sup>st</sup></b>. Please contact <a href="mailto:incoming@wiwi.uni-augsburg.de">incoming@wiwi.uni-augsburg.de</a> for more information and to apply.</p>		
<b>Workload:</b> <p>Total: 150 h  18 h studying of course content using provided materials (self-study)  10 h preparation of presentations (self-study)  90 h preparation of written term papers (self-study)  32 h seminar (attendance)</p>		
<b>Conditions:</b> none		<b>Credit Requirements:</b> passing the module examination
<b>Frequency:</b> each summer semester	<b>Recommended Semester:</b> 4. - 6.	<b>Minimal Duration of the Module:</b> 1 semester[s]

<b>Contact Hours:</b> 3	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program
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**Parts of the Module**

**Part of the Module: Summer School on Global Perspectives of Public and Private Sector Interaction I (5 LP)**

**Mode of Instruction:** seminar

**Language:** English

**Literature:**

Audretsch, David. Everything in Its Place: Entrepreneurship and the Strategic Management of Cities, Regions, and States. New York: Oxford University Press, (2015).

Audretsch, David; Lehmann, Erik. The seven secrets of Germany. Economic Resilience in an Era of Global Turbulence. New York: Oxford University Press, (2016).

**Examination**

**Summer School on Global Perspectives of Public and Private Sector Interaction I (5 LP)**

written/oral exam, graded

**Test Frequency:**

only in the summer semester

**Description:**

seminar paper (20 pages) and presentation (15-20 minutes)



<b>Module WIW-0338: Services Marketing: Principles (5 LP)</b> <i>Services Marketing: Principles (5 LP)</i>		5 ECTS/LP
Version 1.1.0 (since WS17/18) Person responsible for module: Prof. Dr. Michael Paul		
<b>Learning Outcomes / Competences:</b> After the successful participation in this module, students are able to understand essential concepts and theories of services marketing. In particular, they understand how services differ from other products; how service quality and customer satisfaction are conceptualized, measured, and managed; how to manage relationships with service customers; and how to brand services. Students are able to apply the concepts and theories to analyze simple case examples and research findings in services marketing. They can apply their knowledge on service quality and customer satisfaction to several business and research problems beyond this module. Overall, students are able to analyze and critically evaluate services marketing phenomena and to explain their ideas to experts and others.		
<b>Workload:</b> Total: 150 h 62 h studying of course content using provided materials (self-study) 46 h studying of course content using literature (self-study) 42 h lecture and exercise course (attendance)		
<b>Conditions:</b> WIW-0005: Marketing (in particular, basic concepts of Marketing and basics of the Marketing Mix).		<b>Credit Requirements:</b> passing the module examination
<b>Frequency:</b> each winter semester	<b>Recommended Semester:</b> from 5.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 4	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	
<b>Parts of the Module</b>		
<b>Part of the Module: Services Marketing: Principles (5 LP) (Vorlesung)</b> <b>Mode of Instruction:</b> lecture <b>Language:</b> English <b>Contact Hours:</b> 2		
<b>Literature:</b> Zeithaml, Valerie A., Mary Jo Bitner, and Dwayne D. Gremler (2017): Services Marketing - Integrating Customer Focus across the Firm, 7th edition, New York: McGraw-Hill.		
<b>Assigned Courses:</b> <b>Services Marketing: Principles</b> (lecture)		
<b>Part of the Module: Services Marketing: Principles (5 LP) (Übung)</b> <b>Mode of Instruction:</b> exercise course <b>Language:</b> English		
<b>Assigned Courses:</b> <b>Services Marketing: Tutorial</b> (exercise course)		
<b>Examination</b> <b>Services Marketing: Principles (5 LP)</b> written exam / length of examination: 60 hours, graded <b>Test Frequency:</b> only in the winter semester		

<b>Module WIW-0343: Industrial Services Management</b> <i>Industrial Services Management (5 LP)</i>		5 ECTS/LP
Version 1.3.0 (since SoSe18) Person responsible for module: Prof. Dr. Michael Paul		
<b>Learning Outcomes / Competences:</b> After the successful participation in this module, students are able to understand essential concepts and theories of services management in an industrial market setting. In particular, they understand the scope and challenges of industrial markets; the industrial purchasing process of services; critical elements of value offerings for industrial services; and behavioral interactions among industrial service buyers and sellers. Students are able to apply the concepts and theories to analyze simple case examples and research findings in industrial services management. They can apply their knowledge on industrial markets and industrial buying behavior to several business and research problems beyond this module. Overall, students are able to analyze and critically evaluate industrial services management phenomena and to explain their ideas to experts and others.		
<b>Workload:</b> Total: 150 h 31 h studying of course content through exercises / case studies (self-study) 21 h lecture (attendance) 38 h studying of course content using literature (self-study) 60 h studying of course content using provided materials (self-study)		
<b>Conditions:</b> None		
<b>Frequency:</b> einmalig SoSe	<b>Recommended Semester:</b> 4. - 6.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 2	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	
<b>Parts of the Module</b>		
<b>Part of the Module: Industrial Services Management (5 LP)</b> <b>Mode of Instruction:</b> lecture <b>Language:</b> English <b>Contact Hours:</b> 2		

**Literature:**

- Anderson, J. C. and J.A. Narus (1984). A Model of the Distributor's Perspective of Distributor-Manufacturer Working Relationships. *Journal of Marketing*, 48 (January), 62-74.
- Anderson, J. C. and J.A. Narus (1990). Model of Distributor Firm and Manufacturer Firm Working Partnerships. *Journal of Marketing*, 54 (January), 42-58.
- Bonoma, T.V. (2006). Major Sales: Who Really Does the Buying? *Harvard Business Review*, 84 (July-August), 172-181.
- Dwyer, R.F. and J. Tanner (1999). *Business Marketing*. McGraw-Hill, USA.
- Dwyer, R.F., P.H. Schurr, and S. Oh (1987). Developing Buyer-Seller Relationships. *Journal of Marketing*, 51 (April), 11-27.
- El-Ansary, A. and L.W. Stern (1972). Power Measurement in the Distribution Channel. *Journal of Marketing Research* 9(1), 47-52.
- Ford, D., L. Gadde, H. Håkansson, and I. Snehota (2006). *The Business Marketing Course*. West Sussex: John Wiley & Sons.
- Ford, D., L. Gadde, H. Håkansson, and I. Snehota (2010). *Managing Business Relationships*. West Sussex: John Wiley & Sons.
- Frazier, G.L. (1983). On the Measurement of Interfirm Power in Channels of Distribution. *Journal of Marketing Research*, 20 (May), 158-166.
- Gundlach, G.T. and E.R. Cadotte, (1994). Exchange Interdependence and Interfirm Interaction: Research in a Simulated Channel Setting. *Journal of Marketing Research*, 31(4), 516-532.
- Leonidou, L.C., D. Paliawadana and M. Theodosiou (2006). An Integrated Model of the Behavioural Dimensions of Industrial Buyer-Seller Relationships, *European Journal of Marketing*, 40 (1/2), 145-173.
- Leonidou, L.C., S. Samiee, B. Aykol, and M. Talias (2014), Antecedents and Outcomes of Exporter-Importer Relationship Quality: Synthesis, Meta-Analysis, and Directions. *Journal of International Marketing*, 22 (2), 21-46.
- Lovelock, C. and J. Wirtz (2011). *Services Marketing*. Upper Saddle River NJ: Pearson.
- Rangan, V.K. and B.Isaacson (1994). Scope and Challenge of Business-to-Business Marketing, in Rangan et al. (Eds), *Business Marketing Strategy: Concepts and Applications*. Irwin, USA, pp. 3-13.
- Shapiro, B.P. and R.S. Posner (2006). Making the Major Sale. *Harvard Business Review*, 84 (Jul-Aug), 140-148.
- Webster, F.E. and Y. Wind (1972). A General Model for Understanding Organizational Buying Behavior. *Journal of Marketing*, 36 (2), 12-19.

**Examination**

**Industrial Services Management (5 LP)**

written exam / length of examination: 60 minutes, graded

**Test Frequency:**

only in the summer semester

**Description:**

Unique offer in the respective term

<b>Module WIW-0344: International Marketing</b> <i>International Marketing</i>		5 ECTS/LP
Version 1.12.0 (since SoSe18) Person responsible for module: Prof. Dr. Michael Paul		
<p><b>Learning Outcomes / Competences:</b> The main objective of this module is to prepare students to successfully apply, analyze, and evaluate international marketing concepts and phenomena as managers in different industries or as business consultants. After the successful participation in this module, students are able to</p> <p><b>Subject-related competencies</b></p> <ul style="list-style-type: none"> <li>• understand essential concepts and theories of international marketing</li> <li>• understand the influence of environmental forces (e.g., economic, social, cultural, political, legal) and approaches of market research in an international setting</li> <li>• understand international marketing strategies and international marketing mix decisions</li> <li>• understand the sources of competitiveness in international marketing</li> </ul> <p><b>Methodological competencies</b></p> <ul style="list-style-type: none"> <li>• apply the concepts and theories to analyze simple case examples</li> <li>• formulate international marketing strategies and marketing mix decisions</li> <li>• analyze and critically evaluate international marketing phenomena</li> <li>• analyze research findings in international marketing</li> </ul> <p><b>Interdisciplinary competencies</b></p> <ul style="list-style-type: none"> <li>• apply knowledge on international marketing to several business problems beyond this module</li> <li>• apply knowledge on international marketing to several research problems beyond this module</li> </ul> <p><b>Key competencies</b></p> <ul style="list-style-type: none"> <li>• explain their ideas to experts and others</li> <li>• work in teams and present results to others</li> <li>• critically reflect their own decisions and consequences.</li> </ul>		
<p><b>Workload:</b> Total: 150 h 60 h studying of course content using provided materials (self-study) 38 h studying of course content using literature (self-study) 31 h studying of course content through exercises / case studies (self-study) 21 h lecture (attendance)</p>		
<b>Conditions:</b> None		<b>Credit Requirements:</b> passing the module examination
<b>Frequency:</b> each summer semester	<b>Recommended Semester:</b> 4. - 6.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 2	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	
<b>Parts of the Module</b>		
<p><b>Part of the Module: International Marketing</b> <b>Mode of Instruction:</b> lecture <b>Language:</b> English <b>Contact Hours:</b> 2</p>		

**Literature:**

Cateora, P., Graham, J., and Gilly, M. (2020). International Marketing. 18th Edition. McGraw-Hill.

Terpstra, V., Foley, J., and Sarathy, R. (2016). International Marketing. 11th Edition. Naper Press.

Keegan, W.J. and Green, M.C. (2020). Global Marketing. 10th Edition. Pearson.

Hill, C.W.L. (2021). International Business: Competing in the Global Marketplace. 13th Edition. McGraw-Hill.

**Examination**

**International Marketing**

written exam / length of examination: 60 minutes, graded

**Test Frequency:**

each semester

<b>Module WIW-0355: Cases in Business Analytics</b> <i>Cases in Business Analytics</i>		5 ECTS/LP
Version 1.8.0 (since SoSe19) Person responsible for module: Prof. Dr. Sebastian Schiffels		
<p><b>Learning Outcomes / Competences:</b></p> <p><b>Subject-related competencies:</b></p> <p>Students are able to use in-depth methods of data manipulation in Excel. They learn to apply modeling of mathematical optimization and to correctly interpret obtained results. The students are capable of implementing the introduced methods using suitable software.</p> <p><b>Methodological competencies:</b></p> <p>Students are able to implement different data problems and solve mathematical programming problems using Excel. At the end of the module, the students are able to understand the approaches to tackle planning problems in service operations and they understand different data structures in business life. Furthermore, the students are able to assess the modeling approaches in terms of effectiveness and efficiency, and to present their findings in class.</p> <p><b>Interdisciplinary competencies:</b></p> <p>Students are able to apply what they have learned to other subjects of their course of study. Students are able to apply these skills in everyday life. In particular, students develop skills for critical understanding of the capabilities and limitations of the utilized methods, which can be applied to other situations in life.</p> <p><b>Key competencies:</b></p> <p>Students are able to analyze questions from business life and problems from everyday life. In doing so, they develop critical thinking skills. Students develop the skills to present achieved results. Finally, they are able to make sound decisions in complex situations.</p>		
<p><b>Workload:</b></p> <p>Total: 150 h</p> <p>30 h preparation of presentations (self-study)</p> <p>48 h studying of course content through exercises / case studies (self-study)</p> <p>10 h studying of course content using literature (self-study)</p> <p>30 h studying of course content using provided materials (self-study)</p> <p>32 h lecture and exercise course (attendance)</p>		
<b>Conditions:</b> Basic knowledge in mathematics and statistics is required.		<b>Credit Requirements:</b> passing the module examination
<b>Frequency:</b> each semester	<b>Recommended Semester:</b> 4. - 6.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 3	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	
<b>Parts of the Module</b>		
<p><b>Part of the Module: Cases in Business Analytics</b></p> <p><b>Mode of Instruction:</b> lecture + exercise</p> <p><b>Language:</b> English / German</p> <p><b>Contact Hours:</b> 3</p>		
<b>Literature:</b> Literature will be announced in the course		
<b>Assigned Courses:</b> <b>Cases in Business Analytics</b> (lecture + exercise)		

**Examination**

**Cases in Business Analytics**

portfolio exam, graded

**Test Frequency:**

when a course is offered

**Description:**

Module examination: 50% task sheets, 30% presentation of the results of the task sheets, 20% participation

<b>Module WIW-0363: Summer School on Strategic Management in the International Context: Public, Private and Nonprofit Organizations I</b> <i>Summer School on Strategic Management in the International Context: Public, Private and Nonprofit Organizations I</i>	5 ECTS/LP
Version 1.7.0 (since SoSe20) Person responsible for module: Prof. Dr. Erik Lehmann	
<p><b>Learning Outcomes / Competences:</b></p> <p>This course focuses on the strategic management of organizations in the public, private, and nonprofit sector, with an emphasis on the international context. As internationalization and globalization bring people, nations, and economies of the world ever closer together, there are significant implications for organizations in all three sectors. These effects manifest both inside and outside the organization and are best managed through focused strategic management and planning at all levels of the organization. Examples include digitization and disruption, demographic change, political upheaval, and economic ups and downs, to name just a few. While many principles of strategic management are common knowledge, their application in the international context and in the workplace is less clear. This course offers students the opportunity to build basic knowledge in strategic management and learn what it means for organizations in our global age operating within and across the three sectors of the economy. The insights gained in this process enable students to:</p> <p><b>Subject-related competencies:</b></p> <ul style="list-style-type: none"> <li>• gain understanding of strategic management theory at the organizational level across all three sectors - public, private, and nonprofit.</li> <li>• gain insight into the complexities of multinational organizations in all three sectors, with a focus on managing diversity, inclusion, and cultural competence in the workplace.</li> </ul> <p><b>Methodological competencies:</b></p> <ul style="list-style-type: none"> <li>• critically analyze the interaction between public policy, government regulation, and strategic management of organizations.</li> <li>• examine sustainable and ethical considerations in the context of strategic decision making.</li> </ul> <p><b>Interdisciplinary competencies:</b></p> <ul style="list-style-type: none"> <li>• work in interdisciplinary and international teams to solve organizational problems using action-oriented policy recommendations.</li> <li>• look at problems in other subject areas from the perspective of path-dependent developments.</li> </ul> <p><b>Key competencies:</b></p> <ul style="list-style-type: none"> <li>• work in a goal-oriented manner in an international team environment, especially with regard to different disciplines.</li> <li>• self-critically discuss work progress and team experiences/dynamics in feedback sessions.</li> </ul>	
<p><b>Remarks:</b></p> <p>Restriction on participation.</p> <p>This course is a special 3-week compact seminar that includes a roughly 1-week travel component outside of Augsburg. Because of the travel component, participating students are required to submit a payment which covers the transport and lodging costs. The course requires an application to be submitted by <b>March 1<sup>st</sup></b>. Please contact <a href="mailto:incoming@wiwi.uni-augsburg.de">incoming@wiwi.uni-augsburg.de</a> for more information and to apply.</p>	
<p><b>Workload:</b></p> <p>Total: 150 h</p>	
<p><b>Conditions:</b></p> <p>none</p>	<p><b>Credit Requirements:</b></p> <p>Passing the module examination</p>



<b>Frequency:</b> each summer semester	<b>Recommended Semester:</b> 4. - 6.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 3	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	

**Parts of the Module**

**Part of the Module: Summer School on Strategic Management in the International Context: Public, Private and Nonprofit Organizations I**

**Mode of Instruction:** seminar

**Language:** English

**Contact Hours:** 3

**Literature:**

Audretsch, David; Lehmann, Erik. The Seven Secrets of Germany: Economic Resilience in an Era of Global Turbulence. New York: Oxford University Press, (2015).

Deresky, Helen. International Management: Managing Across Borders and Cultures. 9th edition. New Jersey: Pearson, (2016).

**Examination**

**Summer School on Strategic Management in the International Context: Public, Private and Nonprofit Organizations I**

written/oral exam, graded

**Test Frequency:**

only in the summer semester

**Description:**

seminar paper (20 pages) and presentation (15-20 minutes)

<b>Module WIW-0367: Systematic Creativity (Design Thinking/Lean Startup/SCRUM)</b> <i>Systematic Creativity (Design Thinking/Lean Startup/SCRUM)</i>		5 ECTS/LP
Version 2.0.0 (since WS23/24) Person responsible for module: Prof. Dr. Daniel Veit		
<b>Learning Outcomes / Competences:</b> <b>Subject-related competencies</b> After successful participation in this module, students will be able to apply the basics of user-centered development methods. The learning content imparted in the course is closely coupled with examples from practice in order to convey to the students the benefits but also the risks of applying methods and instruments in a clear manner. <b>Methodical competencies</b> The methods range from identifying customer problems to develop evidence-based, iterative solutions to meet customer needs. Here, students will sense the benefits of state-of-the-art innovation management techniques, namely design thinking, lean startup and SCRUM. Students will learn how to approach and apply the methods in a de-risked environment. <b>Interdisciplinary competencies</b> Students can apply the learnt concepts and methods not only in advanced courses at the Faculty of Business and Economics, but also beyond - including the students' future professional practice. Thus, students are able to analyze problems, develop solutions using design thinking, lean startup and SCRUM and evaluate possibilities for action. <b>Key competencies</b> Besides fostering method competencies, this seminar will also facilitate the improvement of English skills, as the entire seminar is held in English. Thus, after the successful completion of this module, students will have improved their writing, presentation and discussion skills in English.		
<b>Remarks:</b> This course is limited to a maximum of 20 participants. You can find further information on Digicampus.		
<b>Workload:</b> Total: 150 h 30 h studying of course content using provided materials (self-study) 40 h preparation of presentations (self-study) 32 h seminar (attendance) 48 h preparation of written term papers (self-study)		
<b>Conditions:</b> Working knowledge of English is necessary to understand the literature provided in this module and to prepare and present own findings.		<b>Credit Requirements:</b> Passing the module examination
<b>Frequency:</b> einmalig SoSe	<b>Recommended Semester:</b> 4. - 6.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 3	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	
<b>Parts of the Module</b>		
<b>Part of the Module: Systematic Creativity (Design Thinking/Lean Startup/SCRUM)</b> <b>Mode of Instruction:</b> seminar <b>Language:</b> English <b>Contact Hours:</b> 3		

**Literature:**

Individual readings are assigned during the lecture.

**Assigned Courses:**

**Systematic Creativity (Design Thinking/Lean Startup/SCRUM)** (seminar)

**Examination**

**Systematic Creativity (Design Thinking/Lean Startup/SCRUM)**

written/oral exam, graded

**Test Frequency:**

only in the summer semester

<b>Module WIW-0370: Metropolitan Development</b> <i>Metropolitan Development</i>		5 ECTS/LP
Version 1.1.0 (since WS20/21) Person responsible for module: Prof. Dr. Erik Lehmann		
<p><b>Learning Outcomes / Competences:</b></p> <p>In this course, the process of economic development of cities, regions, and countries is studied. The sources of competitiveness and growth are identified. Public policies to promote competitiveness and economic development are analyzed in both historical and contemporary contexts. Some attention is given to the process of economic development and development strategies in an international context. This course is taught in a global classroom context. It is incorporated with a related course at Indiana University in the USA. The insights gained in this process enable students to:</p> <p><b>Subject-related competencies:</b></p> <ul style="list-style-type: none"> <li>• apply knowledge of the process of economic development of cities, regions, and countries in a historical and contemporary context.</li> <li>• evaluate the effectiveness of public policy in addressing the unique economic development challenges of a region.</li> </ul> <p><b>Methodological competencies:</b></p> <ul style="list-style-type: none"> <li>• critically analyze the interaction between public policy, government regulation, and strategic management within the contexts of location policy and economic development.</li> <li>• examine sustainable and ethical considerations in the context of strategic decision making for cities, regions, and federal states.</li> </ul> <p><b>Interdisciplinary competencies:</b></p> <ul style="list-style-type: none"> <li>• work in interdisciplinary and international teams to solve organizational problems using action-oriented policy recommendations.</li> <li>• look at problems in other subject areas from the perspective of path-dependent developments.</li> </ul> <p><b>Key competencies:</b></p> <ul style="list-style-type: none"> <li>• work in a goal-oriented manner in an international team environment, especially with regard to different disciplines.</li> <li>• self-critically discuss work progress and team experiences/dynamics in feedback sessions.</li> </ul>		
<p><b>Remarks:</b></p> <p>Students have to apply with CV and STUDIS report This course will follow the schedule of the Indiana University "spring semester" (January - May).</p>		
<p><b>Workload:</b></p> <p>Total: 150 h  20 h studying of course content using literature (self-study)  44 h studying of course content through exercises / case studies (self-study)  42 h lecture (attendance)  44 h preparation of written term papers (self-study)</p>		
<b>Conditions:</b> none		
<b>Frequency:</b> each winter semester	<b>Recommended Semester:</b> 4. - 6.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 4	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	

<b>Parts of the Module</b>
<b>Part of the Module: Metropolitan Development</b> <b>Mode of Instruction:</b> lecture <b>Language:</b> English
<b>Literature:</b> Audretsch, David. Everything in Its Place: Entrepreneurship and the Strategic Management of Cities, Regions, and States. New York: Oxford University Press, (2015).
<b>Assigned Courses:</b> <b>Metropolitan Development (Anmeldung)</b>
<b>Examination</b> <b>Metropolitan Development</b> , graded <b>Test Frequency:</b> only in the winter semester

<b>Module WIW-0372: Green Finance</b> <i>Green Finance</i>		5 ECTS/LP
Version 1.9.0 (since WS20/21) Person responsible for module: Prof. Dr. Marco Wilkens		
<b>Learning Outcomes / Competences:</b>		
<b>Subject-related competencies</b>		
After successfully completing this module, students understand the challenges of green finance and how to make private and corporate financial decisions considering climate targets and environmental objectives. The students are familiar with the theoretical foundations of green finance and how climate and environmental aspects fit into classic financial frameworks. Students know how climate related decisions can influence firm values. Students know which green financial products exist, critically reflect their climate effectiveness, and know how to evaluate their risks and returns.		
<b>Methodological competencies</b>		
After successfully completing this module, students are able to use Excel to analyze green finance related problems. They are able to calculate and interpret statistical measures. Students are able to discuss and critically reflect green finance related topics based on specific articles from academic and practitioner journals.		
<b>Interdisciplinary competencies</b>		
After successfully completing this module, students are able to apply the knowledge they have acquired in any area of their studies that deal with financial economics in general as well as environmental economics, climate economics, sustainable business administration, and corporate social responsibility.		
<b>Key competencies</b>		
After successfully completing this module, students are able to critically reflect and interpret relationships in the green and climate finance environment. They are able to evaluate how climate related financial decisions affect firm values. Students are able to use quantitative tools to manage financial risks and opportunities resulting from climate change. After successful participation, students are able to independently apply statistical methods to data-driven problems. They will be able to interpret the results, present them in a meaningful way and present them in a comprehensible way to a critical audience.		
<b>Workload:</b>		
Total: 150 h		
38 h studying of course content using provided materials (self-study)		
20 h studying of course content through exercises / case studies (self-study)		
50 h studying of course content using literature (self-study)		
42 h lecture and exercise course (attendance)		
<b>Conditions:</b>		<b>Credit Requirements:</b>
Students should have basic knowledge of financial mathematics. In particular, the knowledge of financing and investment calculation taught in the basic course "Investition und Finanzierung" is assumed to be known. Furthermore, basic statistical knowledge is necessary.		Passing the module examination
<b>Frequency:</b> each winter semester	<b>Recommended Semester:</b> 4. - 6.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 4	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	

<p><b>Parts of the Module</b></p>
<p><b>Part of the Module: Green Finance (Vorlesung)</b></p> <p><b>Mode of Instruction:</b> lecture</p> <p><b>Language:</b> English</p> <p><b>Contact Hours:</b> 2</p>
<p><b>Literature:</b></p> <p>Amel-Zadeh/Serafeim (2018): Why and how investors use ESG information: Evidence from a Global Survey. Financial Analyst Journal (74), 3, 87-103.</p> <p>Swiss Sustainable Finance (2017) Handbook on Sustainable Investments. CFA Institute Research Foundation.</p> <p>Worldbank (2019): State and Trends of Carbon Pricing 2019, <a href="https://openknowledge.worldbank.org/handle/10986/31755">https://openknowledge.worldbank.org/handle/10986/31755</a>.</p> <p>Blitz/Fabozzi (2017): Sin Stocks Revisited: Resolving the Sin Stock Anomaly. Journal of Portfolio Management 44 (1), 105-111.</p> <p>Friede et al (2015): ESG and financial performance: aggregated evidence from more than 2000 empirical studies. Journal of Sustainable Finance &amp; Investments (5), 4, 210-233</p> <p>Görge et al. (2019): Carbon Risk. WP Uni Augsburg.</p> <p>Khan (2019): Corporate Governance, ESG, and Stock Returns around the World. Financial Analyst Journal (75), 4, 103-123 • EU Action Plan for sustainable finance, <a href="https://ec.europa.eu/info/business-economy-euro/banking-and-finance/sustainable-finance_de">https://ec.europa.eu/info/business-economy-euro/banking-and-finance/sustainable-finance_de</a>.</p> <p>Matos (2020): ESG and responsible institutional investing around the world. CFA Institute Research Foundation.</p> <p>Zerbib (2019): The effect of pro-environmental preferences on bond prices: Evidence from green bonds. Journal of Banking and Finance, 98, pp 39-60.</p> <p>IPCC (2018): Special Report: Global Warming of 1.5°C: Summary for Policymakers. • European Commission (2020): Sustainable Finance - TEG final report on the EU taxonomy.</p> <p>Fama/French (1993) Common risk factors in the returns on stocks and bonds. Journal of Financial Economics, 33 (1), 3–56.</p> <p>Further selected publications.</p>
<p><b>Assigned Courses:</b></p> <p><b>Green Finance (Bachelor)</b> (lecture)</p>
<p><b>Part of the Module: Green Finance (Übung)</b></p> <p><b>Mode of Instruction:</b> exercise course</p> <p><b>Language:</b> English</p> <p><b>Contact Hours:</b> 2</p>
<p><b>Assigned Courses:</b></p> <p><b>Green Finance (Bachelor)</b> (exercise course)</p>
<p><b>Examination</b></p> <p><b>Green Finance</b></p> <p>written exam / length of examination: 60 minutes, graded</p> <p><b>Test Frequency:</b></p> <p>only in the winter semester</p>

<b>Module WIW-0377: International Environmental Policy</b> <i>International Environmental Policy</i>		5 ECTS/LP
Version 1.3.0 (since SoSe22) Person responsible for module: Prof. Dr. Peter Michaelis		
<b>Learning Outcomes / Competences:</b> After completing this module successfully - the students learn to know the difference between national and international environmental policy; - they learn to know the reasons that cause international environmental problems like climate change, loss of biodiversity or damage of the ozone layer; - they learn to know instruments that can be used to prevent international environmental problems like climate change, loss of biodiversity or damage of the ozone layer; - they learn to know why it is difficult to convince enough nations to cooperate and implement the instruments to prevent international environmental problems like climate change, loss of biodiversity or damage of the ozone layer.		
<b>Workload:</b> Total: 150 h 80 h studying of course content using literature (self-study) 49 h studying of course content using provided materials (self-study) 21 h lecture (attendance)		
<b>Conditions:</b> none		<b>Credit Requirements:</b> Passing the module examination
<b>Frequency:</b> each semester	<b>Recommended Semester:</b> 4. - 6.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 2	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	
<b>Parts of the Module</b>		
<b>Part of the Module: International Environmental Policy</b> <b>Mode of Instruction:</b> lecture <b>Language:</b> English <b>Contact Hours:</b> 2		



**Literature:**

- Barrett, Scott, Environment and Statecraft, The Strategy of Environmental Treaty-making, Oxford 2003.
- Boehmer-Christiansen, Sonja, International Environmental Policy: Interests and the Failure of the Kyoto Process, Cheltenham et al. 2002.
- Finus, Michael, Game Theoretic Research on the Design of International Environmental Agreements: Insights, Critical Remarks and Future Challenges, Discussion paper No. 414, Hagen 2007.
- Fotis, P. and M. Polenus, Sustainable development, environmental policy and renewable energy use: A dynamic panel data approach, Sustainable Development, No. 26, 2018, p. 726-740.
- Fujimori, S. and Co-authors, Will international emissions trading help achieve the objectives of the Paris Agreement? Environmental Research Letter, 11, 2016.
- Gillingham, K. and J.H. Stock, The cost of reducing greenhouse gas emissions, J. Econ. Perspect., 32 2018.
- Glanemann, N. et al., Paris Climate Agreement passes the cost-benefit test, Nat. Commun., 11, 2020.
- Heister, Johannes, Economic and Legal Aspects of International Environmental Agreements: the Case of Enforcing and Stabilising an International CO2 Agreement, Institut für Weltwirtschaft, Working paper Nr. 711, Kiel 1995.
- Marsiliani, Laura, et al., Ed., Environmental Policy in an International Perspective, Dordrecht 2003.
- Perman, Roger, et al., Natural Resource and Environmental Economics, 3. Edition, Harlow et al. 2003 (Chapter 10: International environmental problems).
- Rasmusen, Eric, Games and Information, An Introduction to Game Theory, Cambridge et al. 1989.
- Rübelke, Dirk T.G., International Climate Policy to Combat Global Warming, Cheltenham et al. 2002.
- Schulze, Günther G., Ed., International Environmental Economics, Oxford 2001.
- Siebert, Horst, Ed., The Economics of International Environmental Problems, Tübingen 2000.

**Assigned Courses:****International Environmental Policy** (lecture)**Examination****International Environmental Policy**

written exam, graded

**Test Frequency:**

each semester

<b>Module WIW-0378: Cases in Resilient Supply Chains: A business game application</b> <i>Cases in Resilient Supply Chains: A business game application</i>		5 ECTS/LP
Version 1.1.0 (since SoSe22) Person responsible for module: Prof. Dr. Manuel Ostermeier		
<b>Learning Outcomes / Competences:</b> The students will first obtain a practice-oriented overview of basics, decisions and interrelations in supply chain management. They will learn the importance of different stages in the supply chain and the interaction between these stages. The students will achieve the ability to understand influencing factors and consequences of supply chain decisions with the help of the business simulation "The Fresh Connection". In a second step, students will understand the importance of resilience in supply chains. Students will learn about risks that need to be taken into account within the supply chain and the corresponding implications and trade-offs for a company's strategy & operations (using again the business simulation). The students will achieve the competence for autonomous academic self-study and application-oriented presentation of content. A focus of the mediation of competences is on work in cross-functional teams.		
<b>Workload:</b> Total: 150 h 38 h studying of course content using provided materials (self-study) 40 h studying of course content through exercises / case studies (self-study) 30 h preparation of presentations (self-study) 42 h lecture and exercise course (attendance)		
<b>Conditions:</b> <ul style="list-style-type: none"> <li>• A basic understanding of logistics and supply chain management can be of advantage.</li> <li>• Willingness to work in a team and the motivation for self-reliant working.</li> </ul>		<b>Credit Requirements:</b> Passing the module examination
<b>Frequency:</b> each summer semester	<b>Recommended Semester:</b> from 4.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 4	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	
<b>Parts of the Module</b>		
<b>Part of the Module: Cases in Resilient Supply Chains: A business game application</b> <b>Mode of Instruction:</b> lecture + exercise <b>Language:</b> English <b>Contact Hours:</b> 4		
<b>Literature:</b> To be announced.		
<b>Examination</b> <b>Cases in Resilient Supply Chains: A business game application</b> portfolio exam, graded <b>Test Frequency:</b> only in the summer semester		

<b>Module WIW-4701: Macroeconomics</b> <i>Grundlagen der Makroökonomik</i>		5 ECTS/LP
Version 2.2.0 (since WS16/17) Person responsible for module: Prof. Dr. Burkhard Heer		
<b>Contents:</b> Goods, labor and financial markets, closed and open economies, fiscal policy, monetary policy, inflation, economic growth, unemployment		
<b>Learning Outcomes / Competences:</b> <b>Subject-related competencies:</b> After successful participation in this module, students understand the basic theoretical relationships of macroeconomics, in particular the interaction of goods, financial and labour markets. Students can analyse interdependencies between these markets and their effects on output growth, inflation, consumption and investment decisions. Furthermore, they can evaluate both the effects of technical progress on growth and the labour market in the Solow model and develop the consequences of monetary and fiscal policy in the framework of the IS-LM model. <b>Methodological competencies:</b> The students are able to determine equilibria of different markets within an economy graphically and analytically. They can independently make changes to individual model elements (e.g., savings rate, unemployment, inflation) and forecast their effects mathematically and based on experience. Furthermore, the students are familiar with the method of comparative-static analysis. <b>Interdisciplinary competencies:</b> Students are able to understand basic macroeconomic relationships and relate these to practical issues and economic policy interventions within a country. The knowledge acquired in the course is not only fundamental for the advanced courses of the Faculty of Economic Sciences, but also applicable to political and economic issues, either historically or currently. <b>Key competencies:</b> Students are able to analyse state and institutional interventions on the goods, labour and financial markets under various model-theoretical assumptions and to explain these to interested non-professionals as well as to an informed audience. They can take a well-founded position in discussions on these topics and defend their point of view competently.		
<b>Remarks:</b> Course for students of the GBM program and exchange students		
<b>Workload:</b> Total: 150 h 38 h studying of course content through exercises / case studies (self-study) 30 h studying of course content using literature (self-study) 40 h studying of course content using provided materials (self-study) 42 h lecture and exercise course (attendance)		
<b>Conditions:</b> Basic knowledge in microeconomics. Knowledge in mathematics (solution of optimization problems and systems of equations).		<b>Credit Requirements:</b> Passing the module examination
<b>Frequency:</b> each summer semester	<b>Recommended Semester:</b> 2.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 4	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	

<b>Parts of the Module</b>
<b>Part of the Module: Macroeconomics (Vorlesung)</b> <b>Mode of Instruction:</b> lecture <b>Language:</b> English <b>Contact Hours:</b> 2
<b>Literature:</b> Olivier Blanchard, 2017, Macroeconomics, 7. (updated) Edition, Pearson Education.
<b>Part of the Module: Macroeconomics (Übung)</b> <b>Mode of Instruction:</b> exercise course <b>Language:</b> English <b>Frequency:</b> each semester <b>Contact Hours:</b> 2
<b>Examination</b> <b>Macroeconomics</b> written exam / length of examination: 90 minutes, graded <b>Test Frequency:</b> each semester

<b>Module WIW-4706: Intercultural Management</b> <i>Intercultural Management</i>		5 ECTS/LP
Version 1.3.0 (since SoSe14) Person responsible for module: Prof. Dr. Wolfgang Schultze Prof. Dr. Abdellatif A. Filali		
<b>Learning Outcomes / Competences:</b>		
<b>Subject-related competencies:</b>		
After successful participation in the course, students will be familiar with diverse theories and constructs in the field of intercultural management. Students will develop an in-depth understanding of various cultural dimensions as well as the conflict potential and enrichment associated with cultural diversity in the context of international business relationships.		
<b>Methodological competencies:</b>		
Students are able to analyze business issues from the perspective of different cultural circumstances and present approaches to solutions in a structured manner, taking into account different cultural dimensions. They are familiar with relevant practices for dealing with intercultural encounters and issues.		
<b>Interdisciplinary competencies:</b>		
Students learn to think multi-perspectively and to solve problems considering different cultural dimensions. Students are sensitized to cultural and religious diversity and are able to apply what they have learned not only in more advanced courses at the Faculty of Business and Economics, but beyond - including the students' everyday lives.		
<b>Key competencies:</b>		
Students are able to systematically analyze issues from international business life as well as problems from everyday professional life in an international context. In doing so, they understand how to reduce international issues to their core and to view them from the perspective of different cultural backgrounds.		
<b>Remarks:</b>		
This course is exclusively held for GBM students and students studying the IBE Track. The number of participants is limited. Further information concerning the application procedure is provided via Digicampus. Attendance is compulsory for all dates.		
<b>Workload:</b>		
Total: 150 h 60 h preparation of written term papers (self-study) 21 h lecture (attendance) 35 h studying of course content using provided materials (self-study) 34 h studying of course content using literature (self-study)		
<b>Conditions:</b>		<b>Credit Requirements:</b>
Participants must be fluent in English, both written and spoken.		Term paper
<b>Frequency:</b> each semester	<b>Recommended Semester:</b> 2. - 6.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 2	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	
<b>Parts of the Module</b>		
<b>Part of the Module: Intercultural Management</b>		
<b>Mode of Instruction:</b> lecture		
<b>Language:</b> English		
<b>Contact Hours:</b> 2		

**Literature:**

Hampden-Turner, C. (2012). Riding the Waves of Culture: Understanding Diversity in Global Business. 3rd Edition. McGraw Hill.

Hofstede, G. (2010). Cultures and Organizations, Software of the Mind: Intercultural Cooperation and its Importance for Survival. 3rd Edition. McGraw Hill USA.

Jacob, N. (2003). Intercultural Management. Kogan Page Ltd.

Luthans, F./Doh, J. (2015). International Management: Culture, Strategy, and Behavior. McGraw Hill. 9th Edition.

**Assigned Courses:**

**Intercultural Management** (lecture)

**Examination**

**Intercultural Management**

term paper, graded

**Test Frequency:**

each semester

<b>Module WIW-4707: International Business and Economics (= Comparative International Business and Economics)</b> <i>International Business and Economics</i>		5 ECTS/LP
Version 4.0.0 (since WS23/24) Person responsible for module: Prof. Dr. Susanne Warning Prof. Dr. Peter Welzel		
<p><b>Learning Outcomes / Competences:</b> After successfully completing this module, students are able to conduct international comparisons in business and economics. They are able to identify and use data, and to recognize, understand, and apply concepts in economics and business in an international context.</p> <p><b>Subject-related competencies:</b> Students analyze, understand, and evaluate differences between countries relevant for decision-making in business and economic policy in an international context. They know concepts of international economics and business administration and understand the underlying mechanisms.</p> <p><b>Methodological competencies:</b> Students are able to use theoretical concepts in an international environment. They are able to identify and collect data, using it in comparisons of few and many countries as well as in single-country studies for contextual description, classification, and hypothesis testing.</p> <p><b>Interdisciplinary competencies:</b> This course integrates aspects of institutional design, international management, international trade, and international finance. It combines theoretical concepts, institutional factors, and data.</p> <p><b>Key competencies:</b> Students are able to consider and connect aspects grounded in both economics and business administration and to apply them in decision-making in an international context.</p>		
<p><b>Workload:</b> Total: 150 h 49 h studying of course content using provided materials (self-study) 25 h studying of course content using literature (self-study) 55 h studying of course content through exercises / case studies (self-study) 21 h lecture (attendance)</p>		
<p><b>Conditions:</b> Basic knowledge in Business Administration, Economics and Statistics Good English skills (reading, writing, speaking)</p>		<p><b>Credit Requirements:</b> Passing the module examination</p>
<p><b>Frequency:</b> each winter semester</p>	<p><b>Recommended Semester:</b> 3. - 5.</p>	<p><b>Minimal Duration of the Module:</b> 1 semester[s]</p>
<p><b>Contact Hours:</b> 2</p>	<p><b>Repeat Exams Permitted:</b> according to the examination regulations of the study program</p>	
<p><b>Parts of the Module</b></p>		
<p><b>Part of the Module: Comparative International Business and Economics (Vorlesung)</b> <b>Mode of Instruction:</b> lecture <b>Language:</b> English <b>Contact Hours:</b> 2</p>		

**Literature:**

Hill, Charles W.L. (2021): International Business: Competing in the Global Marketplace. International Student Edition. New York: McGraw-Hill Education. 13th Edition.

Landman, T. and Carvalho, E. (2017): Issues and Methods in Comparative Politics. London, New York: Routledge. 4th Edition.

**Assigned Courses:**

**Comparative International Business and Economics (GBM)** (lecture)

**Examination**

**Comparative International Business and Economics**

written exam / length of examination: 60 minutes, graded

**Test Frequency:**

each semester



<b>Module WIW-4708: Project Management</b> <i>Project Management (5 LP)</i>		5 ECTS/LP
Version 2.2.0 (since WS16/17) Person responsible for module: Prof. Dr. Sebastian Schiffels		
<p><b>Learning Outcomes / Competences:</b></p> <p><b>Subject-related competencies:</b></p> <p>Students understand the importance of project management and are familiar with the fundamentals and the specific tasks of project management. In particular, they are able to understand how to evaluate, select, plan, and control projects.</p> <p><b>Methodological competencies:</b></p> <p>Students are able to establish a project organization and to plan the project portfolio and schedule. They are able to plan project tasks, milestones and recognize potential bottlenecks. In order to realistically plan and evaluate a project, students are familiar with project cost estimation and project controlling methods. Furthermore, they will understand how to use software systems like Microsoft Project in order to accomplish these tasks.</p> <p><b>Interdisciplinary competencies:</b></p> <p>Students are able to apply what they have learned to other subjects of their course of study. Students are also able to apply these skills in everyday life. In particular, students are able to decide on the importance of various tasks, and they know how to fulfill them efficiently.</p> <p><b>Key competencies:</b></p> <p>Students are able to analyze questions from business life and problems from everyday life. In doing so, they understand how to manage tasks and how to successfully guide colleagues to finish important tasks together on time and on budget.</p>		
<p><b>Workload:</b></p> <p>Total: 150 h</p> <p>30 h studying of course content through exercises / case studies (self-study)</p> <p>38 h studying of course content using provided materials (self-study)</p> <p>40 h studying of course content using literature (self-study)</p> <p>42 h lecture and exercise course (attendance)</p>		
<b>Conditions:</b> Basic knowledge in mathematics and statistics is required.		<b>Credit Requirements:</b> Passing the module examination
<b>Frequency:</b> each winter semester	<b>Recommended Semester:</b> 4. - 6.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 4	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	
<b>Parts of the Module</b>		
<p><b>Part of the Module: Project Management (Vorlesung)</b></p> <p><b>Mode of Instruction:</b> lecture</p> <p><b>Language:</b> English / German</p> <p><b>Contact Hours:</b> 2</p>		
<b>Literature:</b> Shtub, Bard and Globerson: Project Management, Pearson Prentice Hall (latest Version)		
<b>Assigned Courses:</b> <b>Project Management</b> (lecture + exercise)		

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**Part of the Module: Project Management (Übung)**

**Mode of Instruction:** exercise course

**Language:** English / German

**Contact Hours:** 2

**Assigned Courses:**

**Project Management** (lecture + exercise)

**Examination**

**Project Management**

written exam / length of examination: 60 minutes, graded

**Test Frequency:**

each semester

<b>Module WIW-4714: Global Business Ethics</b> <i>Global Business Ethics</i>		5 ECTS/LP
Version 2.2.0 (since SoSe17) Person responsible for module: Prof. Dr. Erik Lehmann Prof. Dr. Thomas Schwartz		
<p><b>Learning Outcomes / Competences:</b> After successful participation in this module, students will understand the basics of ethical dialectics and will be able to apply them to areas of conflict in business ethics - especially in the context of international management. Based on central concepts of modern business and corporate ethics, students will develop a general evaluation and orientation framework with the help of which practical recommendations for action, management and strategy can be systematically derived or assessed. After successful participation in this module, students will be able to:</p> <p><b>Subject-related competences:</b></p> <ul style="list-style-type: none"> <li>• Understand the basics of ethical dialectics and understand how to apply them to problem areas of international management.</li> <li>• Develop an evaluation and orientation framework based on central concepts of modern business and economic ethics.</li> <li>• Derive practical recommendations for action and management.</li> </ul> <p><b>Methodological competencies:</b></p> <ul style="list-style-type: none"> <li>• Use organizational analysis tools on a case-by-case basis.</li> <li>• Identify ethical issues at an early stage.</li> <li>• Systematically derive possible solution strategies.</li> </ul> <p><b>Interdisciplinary competencies:</b></p> <ul style="list-style-type: none"> <li>• Analyze the effects of organizational, communication and leadership structures at all levels of the company and understand or critically evaluate them against the background of (responsibility-) ethical conflicts that may arise.</li> </ul> <p><b>Key competencies:</b></p> <ul style="list-style-type: none"> <li>• Discuss alternative forms of organizational and process design and derive theoretically sound alternatives for action.</li> <li>• Reflect on business and corporate ethical issues.</li> </ul>		
<p><b>Workload:</b> Total: 120 h 21 h lecture (attendance) 59 h studying of course content using literature (self-study) 70 h studying of course content using provided materials (self-study)</p>		
<b>Conditions:</b> Students should have basic knowledge of strategic as well as international management.		<b>Credit Requirements:</b> written exam
<b>Frequency:</b> each summer semester	<b>Recommended Semester:</b> 4. - 6.	<b>Minimal Duration of the Module:</b> semester[s]
<b>Contact Hours:</b> 2	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	

<b>Parts of the Module</b>
<b>Part of the Module: Global Business Ethics (Vorlesung)</b> <b>Mode of Instruction:</b> lecture <b>Language:</b> German <b>Contact Hours:</b> 2
<b>Literature:</b> Asländer, M. S. (2011): Handbuch Wirtschaftsethik. Metzler : Stuttgart. Blowfield, M. und Murray, A. (2008): Corporate responsibility: a critical introduction; Oxford University Press: Oxford, N.Y., 2008. Carroll, A.B. (1979): A three-dimensional conceptual model of corporate social performance. Academy of Management Review, 4, S.497-505. Donaldson, T. (1982): Corporations and Morality. Englewood Cliffs: Prentice, NJ. Freeman, R.E. (1984): Strategic Management: A stakeholder approach. Pitman: Boston, M., 1984. Noll, B. (2010): Grundriss der Wirtschaftsethik: Von der Stammesmoral zur Ethik der Globalisierung. Kohlhammer: Stuttgart.
<b>Examination</b> <b>Global Business Ethics</b> written exam / length of examination: 60 minutes, graded <b>Test Frequency:</b> each semester

<b>Module WIW-4721: New Media Marketing: Principles</b> <i>New Media Marketing: Principles (5 LP)</i>		5 ECTS/LP
Version 3.5.0 (since SoSe17) Person responsible for module: Prof. Dr. Michael Paul		
<p><b>Learning Outcomes / Competences:</b></p> <p>The main objective of this module is to prepare students to successfully apply, analyze, and evaluate new (i.e., digital) media marketing concepts and phenomena as managers in different industries or as business consultants. After the successful participation in this module, students are able to</p> <p><b>Subject-related competencies</b></p> <ul style="list-style-type: none"> <li>• understand essential concepts and theories of new media marketing</li> <li>• understand how new media differ from traditional media and by which concepts and theories new media phenomena can be explained</li> <li>• understand which challenges, opportunities, and communication formats exist in the era of new media</li> <li>• understand how to manage multichannel companies</li> </ul> <p><b>Methodological competencies</b></p> <ul style="list-style-type: none"> <li>• apply the concepts and theories to analyze simple case examples</li> <li>• gather and interpret case-relevant information</li> <li>• analyze and critically evaluate new media marketing phenomena</li> <li>• analyze research findings in new media marketing</li> </ul> <p><b>Interdisciplinary competencies</b></p> <ul style="list-style-type: none"> <li>• apply knowledge on new media marketing to several business problems beyond this module</li> <li>• apply knowledge on new media marketing to several research problems beyond this module</li> </ul> <p><b>Key competencies</b></p> <ul style="list-style-type: none"> <li>• explain their ideas to experts and others</li> <li>• work in teams and present results to others</li> <li>• critically reflect their own decisions and consequences.</li> </ul>		
<p><b>Workload:</b></p> <p>Total: 150 h</p> <p>42 h lecture and exercise course (attendance)</p> <p>10 h studying of course content through exercises / case studies (self-study)</p> <p>60 h studying of course content using provided materials (self-study)</p> <p>38 h studying of course content using literature (self-study)</p>		
<p><b>Conditions:</b></p> <p>WIW-0005: Marketing (especially basic marketing terms and basics of the marketing mix)</p>		<p><b>Credit Requirements:</b></p> <p>Passing the module examination</p>
<p><b>Frequency:</b> each summer semester</p>	<p><b>Recommended Semester:</b></p> <p>4. - 6.</p>	<p><b>Minimal Duration of the Module:</b></p> <p>1 semester[s]</p>
<p><b>Contact Hours:</b></p> <p>2</p>	<p><b>Repeat Exams Permitted:</b></p> <p>according to the examination regulations of the study program</p>	
<p><b>Parts of the Module</b></p> <p><b>Part of the Module: New Media Marketing: Principles (5 LP) (Vorlesung)</b></p> <p><b>Mode of Instruction:</b> lecture</p> <p><b>Language:</b> English</p> <p><b>Contact Hours:</b> 2</p>		

**Literature:**

Lauden, Kenneth C. and Carol G. Traver (2021), E-Commerce 2020-2021: Business, Technology, Society. Pearson: Harlow.

Kotler, Philip, Hermawan Kartajaya, and Iwan Setiawan (2021), Marketing 5.0: Technology for Humanity. Wiley: Hoboken.

**Examination**

**New Media Marketing: Principles**

written exam / length of examination: 60 minutes, graded

**Test Frequency:**

each semester

<b>Module WIW-4723: Digital Government Management</b> <i>Digital Government Management (5 LP)</i>		5 ECTS/LP
Version 2.6.0 (since SoSe17) Person responsible for module: Prof. Dr. Daniel Veit		
<p><b>Learning Outcomes / Competences:</b></p> <p><b>Subject-related competencies</b></p> <p>Upon the successful completion of this module, students understand the implications of the internet for government and society. They are able to discuss the purposeful use of information and communication technology to reinvent the relationship between government and society by making governments more responsive, accessible, transparent, responsible, participatory, efficient, and effective than before.</p> <p><b>Methodical competencies</b></p> <p>Students are able to differentiate and address technical, organizational, legal, and societal challenges of moving public services online and can describe possible strategies and countermeasures. They are also able to discuss the concept and opportunities of digital democracy as well as current issues such as digital participation and open data.</p> <p><b>Interdisciplinary competencies</b></p> <p>The students can apply the theories and concepts delivered in class not only in further courses offered by the Faculty of Business and Economics, but also in their everyday political lives as well as in their future professional practice. Thus, students are able to analyze problems concerning the digital transformation of governmental and other political entities, discuss current issues, and evaluate possibilities for action.</p> <p><b>Key competencies</b></p> <p>Students develop communication and argumentation skills by participating in in-class discussions. Furthermore, students deepen group work and presentation skills by addressing a specific problem in Digital Government Management in a group case study.</p>		
<p><b>Workload:</b></p> <p>Total: 150 h</p> <p>40 h studying of course content using literature (self-study)</p> <p>24 h studying of course content through exercises / case studies (self-study)</p> <p>20 h studying of course content using provided materials (self-study)</p> <p>24 h preparation of presentations (self-study)</p> <p>42 h lecture and exercise course (attendance)</p>		
<p><b>Conditions:</b></p> <p>Working knowledge of English is necessary.</p>		<p><b>Credit Requirements:</b></p> <p>Passing the module examination</p>
<p><b>Frequency:</b> each summer semester</p>	<p><b>Recommended Semester:</b></p> <p>4. - 6.</p>	<p><b>Minimal Duration of the Module:</b></p> <p>1 semester[s]</p>
<p><b>Contact Hours:</b></p> <p>4</p>	<p><b>Repeat Exams Permitted:</b></p> <p>according to the examination regulations of the study program</p>	
<p><b>Parts of the Module</b></p>		
<p><b>Part of the Module: Digital Government Management (Vorlesung)</b></p> <p><b>Mode of Instruction:</b> lecture</p> <p><b>Language:</b> English</p> <p><b>Contact Hours:</b> 2</p>		

**Literature:**

Primary Literature:

Veit, D., and Huntgeburth, J. 2014. Foundations of Digital Government: Leading and Managing in the Digital Era, Berlin, Heidelberg: Springer Berlin Heidelberg.

Secondary Literature:

Bishop, P., Kane, J., and Patapan, H. 2002. "The Theory and Practice of E-Democracy: Agency, Trusteeship and Participation on The Web," International Review of Public Administration (7:2), pp. 21-31.

Jetzek, T., Avital, M., & Bjorn-Andersen, N. 2019. "The sustainable value of open government data", Journal of the Association for Information Systems (20:6), 702–734.

Kitchens, B., Johnson, S.L., and Gray, P. 2020. "Understanding Echo Chambers and Filter Bubbles: The Impact of Social Media on Diversification and Partisan Shifts in News Consumption", MIS Quarterly (44:4), pp. 1619–1649.

Further journal and conference papers will be referenced by the course material.

**Part of the Module: Digital Government Management (Übung)**

**Mode of Instruction:** exercise course

**Language:** English

**Contact Hours:** 2

**Examination**

**Digital Government Management**

written exam / length of examination: 60 minutes, graded

**Test Frequency:**

each semester



<b>Module WIW-4725: International Trade</b> <i>International Trade (5 LP)</i>		5 ECTS/LP
Version 2.5.0 (since SoSe17) Person responsible for module: Prof. Dr. Peter Welzel		
<p><b>Learning Outcomes / Competences:</b></p> <p><b>Subject-related competencies:</b></p> <p>The module introduces students to the theory and policy of international trade. Against the background of stylized facts from the world economy students get to understand why countries engage in international trade and what economic consequences they can expect. The module also develops a comprehensive understanding of instruments of trade policies, like tariffs and import quotas, and enables students to evaluate their economic effects.</p> <p><b>Methodological competencies:</b></p> <p>Students are able to use microeconomic models to analyze international trade, to explain trade patterns and identify winners and losers of international trade. Besides, students are able to illustrate their findings graphically.</p> <p><b>Interdisciplinary competencies:</b></p> <p>By successfully completing this module, students are able to critically evaluate current decisions concerning international trade as well as trade instruments introduced by political institutions. In addition, they learn to solve problem sets independently and discuss solutions in the classroom. Since the module is taught in English, students improve their language skills.</p> <p><b>Key competencies:</b></p> <p>This module provides students with the ability to analyze international trade and trade policy, including regional integration and supra-national trade policy.</p>		
<p><b>Workload:</b></p> <p>Total: 150 h</p> <p>40 h studying of course content using provided materials (self-study)</p> <p>30 h studying of course content through exercises / case studies (self-study)</p> <p>38 h studying of course content using literature (self-study)</p> <p>42 h lecture and exercise course (attendance)</p>		
<p><b>Conditions:</b></p> <p>Basic knowledge in microeconomics (indifference curve, utility function, demand function, market power in monopoly/oligopoly, profit and utility maximization, social welfare), good English skills (reading, writing, speaking)</p>		<p><b>Credit Requirements:</b></p> <p>written exam</p>
<p><b>Frequency:</b> each summer semester</p>	<p><b>Recommended Semester:</b></p> <p>4. - 6.</p>	<p><b>Minimal Duration of the Module:</b></p> <p>1 semester[s]</p>
<p><b>Contact Hours:</b></p> <p>4</p>	<p><b>Repeat Exams Permitted:</b></p> <p>according to the examination regulations of the study program</p>	
<p><b>Parts of the Module</b></p>		
<p><b>Part of the Module: International Trade (5 LP) (Vorlesung)</b></p> <p><b>Mode of Instruction:</b> lecture</p> <p><b>Language:</b> English</p> <p><b>Contact Hours:</b> 2</p>		
<p><b>Literature:</b></p> <p>Krugman, P.R., Obstfeld, M., Melitz, M. (2023), International Trade: Theory and Policy, 12th ed., Pearson.</p>		

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**Part of the Module: International Trade (5 LP) (Übung)**

**Mode of Instruction:** exercise course

**Language:** English

**Contact Hours:** 2

**Examination**

**International Trade**

written exam / length of examination: 60 minutes, graded

**Test Frequency:**

each semester

**Description:**

<b>Module WIW-4729: International Human Resource Management</b> <i>Internationales Personalmanagement</i>		5 ECTS/LP
Version 3.5.0 (since SoSe22) Person responsible for module: Prof. Dr. Susanne Warning		
<p><b>Learning Outcomes / Competences:</b> After completing this module successfully, students are able to understand, empirically analyze, and examine concepts in personnel policy in an international context.</p> <p><b>Subject-related competencies:</b> Students are able to theoretically understand HR policy instruments across countries. Building on central concepts in HR policy, students develop an analytical framework to evaluate and derive strategic recommendations for organizations and politics in the context of different institutions and cultures.</p> <p><b>Methodological competencies:</b> Students are able to analyze elements in HR policies across countries by applying statistical procedures. Students are able to interpret empirical evidence for international comparison from the literature and are familiar with the basic use of data analysis in Excel. After completing this module successfully, students are able to understand and critically evaluate quantitative models in the context of HR policy.</p> <p><b>Interdisciplinary competencies:</b> Students are able to apply learnings and in particular the methodological approaches of international and institutional issues in more advanced courses at the Faculty of Economics and Business Administration as well as derive recommendations for internationally operating companies.</p> <p><b>Key competencies:</b> Students are able to understand theories in personnel policy and interpret empirical results. Students are also able to conduct statistical analysis in Excel and present them in a conclusive way.</p>		
<p><b>Workload:</b> Total: 150 h 42 h lecture and exercise course (attendance) 50 h studying of course content using literature (self-study) 38 h studying of course content through exercises / case studies (self-study) 20 h studying of course content using provided materials (self-study)</p>		
<p><b>Conditions:</b> Basic knowledge in Human Resource Management and Organisation; Good English skills (reading)</p>		<p><b>Credit Requirements:</b> Passing the module examination</p>
<p><b>Frequency:</b> each summer semester</p>	<p><b>Recommended Semester:</b> 4. - 6.</p>	<p><b>Minimal Duration of the Module:</b> 1 semester[s]</p>
<p><b>Contact Hours:</b> 4</p>	<p><b>Repeat Exams Permitted:</b> according to the examination regulations of the study program</p>	
<p><b>Parts of the Module</b></p>		
<p><b>Part of the Module: Internationales Personalmanagement (Vorlesung)</b> <b>Mode of Instruction:</b> lecture <b>Language:</b> German <b>Contact Hours:</b> 2</p>		

**Literature:**

Reiche, Sebastian B.; Harzing, Anne-Wil; Tenzer, Helene (2019): International Human Resource Management. London u.a.: Sage Publications. 5. Auflage.

Schneider, Martin; Sadowski, Dieter; Frick, Bernd; Warning, Susanne (2020): Personalökonomie und Personalpolitik. Grundlagen einer evidenzbasierten Praxis. Stuttgart: Schäffer-Poeschel.

Wissenschaftliche Beiträge, die in der Vorlesung angegeben werden.

**Examination**

**International Human Resource Management**

written exam / length of examination: 60 minutes, graded

**Test Frequency:**

each semester

**Parts of the Module**

**Part of the Module: Internationales Personalmanagement (Übung)**

**Language:** German

**Contact Hours:** 2

<b>Module WIW-4738: Startup Challenge (Bachelor) (5 LP)</b> <i>Startup Challenge (Bachelor) (5 LP)</i>		5 ECTS/LP
Version 2.2.0 (since WS18/19) Person responsible for module: Prof. Dr. Erik Lehmann		
<p><b>Learning Outcomes / Competences:</b> The main objective of the module is to prepare students to recognize entrepreneurial opportunities and to think and act as entrepreneurs. With the help of various methods and tools, innovative business ideas are elaborated and business concepts are developed. After successful participation in this module, students will be able to</p> <p><b>Subject-related competencies</b></p> <ul style="list-style-type: none"> <li>• apply methods and concepts for the development, analysis and evaluation of business models, pricing, strategies, sales and marketing.</li> <li>• identify and analyze entrepreneurial topics and problems and derive suitable solution strategies.</li> </ul> <p><b>Methodological competencies</b></p> <ul style="list-style-type: none"> <li>• develop a business model from a problem</li> <li>• continuously analyze and innovate the business model</li> <li>• develop a marketing and sales strategy</li> <li>• create and present a business plan and a company presentation</li> </ul> <p><b>Interdisciplinary competencies</b></p> <ul style="list-style-type: none"> <li>• approach complex tasks in a solution-oriented manner</li> <li>• apply their knowledge to further practical problems from other subject areas</li> </ul> <p><b>Key qualification</b></p> <ul style="list-style-type: none"> <li>• communicate in a solution-oriented manner</li> <li>• develop target group oriented concepts</li> <li>• work effectively in interdisciplinary teams</li> </ul>		
<p><b>Workload:</b> Total: 150 h 10 h studying of course content using provided materials (self-study) 18 h preparation of presentations (self-study) 80 h preparation of written term papers (self-study) 42 h seminar (attendance)</p>		
<b>Conditions:</b> none		
<b>Frequency:</b> each semester	<b>Recommended Semester:</b> from 1.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 4	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	
<b>Parts of the Module</b>		
<b>Part of the Module: Startup Challenge (Bachelor) (5 LP)</b>		
<b>Mode of Instruction:</b> seminar		
<b>Language:</b> German		
<b>Contact Hours:</b> 4		
<b>Literature:</b> To be announced in class.		
<b>Assigned Courses:</b>		

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**Startup Challenge (Projektstudium)**

**Examination**

**Startup Challenge (Bachelor) (5 LP)**

written/oral exam, graded

**Test Frequency:**

each semester

<b>Module WIW-4994: Industry Analysis</b> <i>Industry Analysis</i>		5 ECTS/LP
Version 1.1.0 (since SoSe15) Person responsible for module: Prof. Dr. Michael Paul		
<p><b>Learning Outcomes / Competences:</b> The main objective of this module is to prepare students to successfully apply, analyze, and evaluate industry analysis concepts and phenomena as managers in different industries or as business consultants. After the successful participation in this module, students are able to ...</p> <p><b>Subject-related competencies</b></p> <ul style="list-style-type: none"> <li>• understand essential concepts, methods, and managerial tools to analyze the external environment of companies (e.g., markets, industries, competition) and identify key trends</li> <li>• understand concepts, methods, and managerial tools to analyze companies and their strategies</li> <li>• understand concepts, methods, and managerial tools to identify strategic issues, reveal strategic alternatives, and derive strategic recommendations</li> </ul> <p><b>Methodological competencies</b></p> <ul style="list-style-type: none"> <li>• apply methods and managerial tools of industry analysis to companies in different industries</li> <li>• gather, evaluate, and interpret relevant information to derive statements and arguments</li> <li>• identify business problems and write basic reports</li> <li>• create relevant managerial insights</li> </ul> <p><b>Interdisciplinary competencies</b></p> <ul style="list-style-type: none"> <li>• apply knowledge on methods and managerial tools to several business problems beyond this module</li> <li>• apply knowledge on methods and managerial tools to several research problems beyond this module</li> </ul> <p><b>Key competencies</b></p> <ul style="list-style-type: none"> <li>• explain and defend their position towards managers, experts, and others</li> <li>• work in (inter)national teams and present results to others</li> <li>• develop a professional self-image that is oriented toward goals and standards of professional action in companies and other organizations</li> <li>• critically reflect their own decisions and consequences.</li> </ul>		
<p><b>Workload:</b> Total: 150 h 21 h seminar (attendance) 28 h preparation of written term papers (self-study) 46 h studying of course content through exercises / case studies (self-study) 24 h preparation of presentations (self-study) 15 h studying of course content using provided materials (self-study) 16 h studying of course content using literature (self-study)</p>		
<b>Conditions:</b> none		<b>Credit Requirements:</b> Term paper, presentation and discussion participation
<b>Frequency:</b> each summer semester	<b>Recommended Semester:</b> 4. - 6.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 2	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	

<b>Parts of the Module</b>
<b>Part of the Module: Industry Analysis (Seminar)</b> <b>Mode of Instruction:</b> project seminar <b>Language:</b> English <b>Contact Hours:</b> 2
<b>Contents:</b> <ul style="list-style-type: none"><li>• Introductory lecture on industry analysis.</li><li>• Visits of companies from different industries (e.g., Audi, Siemens, or Kuka).</li><li>• US and German students work in international teams on a presentation on their assigned companies.</li><li>• US and German students discuss the company presentations.</li><li>• German students write seminar papers which include the application of course contents to the analysis of the assigned companies.</li></ul>
<b>Literature:</b> <p>To be announced in the first session.</p>
<b>Examination</b> <b>Industry Analysis</b> project work, graded <b>Test Frequency:</b> only in the summer semester <b>Description:</b> Term paper, presentation and discussion participation



<b>Module WIW-9000: International Seminar Business and Economics</b> <i>International Seminar Business and Economics</i>		5 ECTS/LP
Version 1.0.1 Person responsible for module: Prof. Dr. Wolfgang Schultze		
<b>Contents:</b> Selected topics in business and economics. Topics include (but are not limited to): - Business Analytics and Operations - Strategy, Marketing and Management - Finance, Accounting, Controlling and Taxation - Economics		
<b>Learning Outcomes / Competences:</b> At the end of the module, the students are able to understand the approaches to tackle several problems in business and economics. The students are able to understand procedures, assess these approaches in terms of effectiveness and efficiency, present their findings in class.		
<b>Workload:</b> Total: 150 h		
<b>Conditions:</b> <ul style="list-style-type: none"> <li>• Basic knowledge in mathematics and statistics is required.</li> <li>• Must be enrolled as an exchange student (WeltWeit, Erasmus+ or Freemover) at the University of Augsburg with enrollment permissions for the Faculty of Business and Economics.</li> </ul>		<b>Credit Requirements:</b> Passing the examination
<b>Frequency:</b> each semester	<b>Recommended Semester:</b>	<b>Minimal Duration of the Module:</b> semester[s]
	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	

<b>Parts of the Module</b>
<b>Part of the Module: International Seminar Business and Economics</b> <b>Language:</b> English / German
<b>Assigned Courses:</b> <b>Bachelorseminar Accounting (Seminar)</b> (seminar) <b>Bachelorseminar Climate Finance</b> (seminar) <b>Digital Transformation Research Seminar (cohort 2023/24 WS)</b> (seminar) <b>IT Innovation Research Seminar (cohort 2023/24 WS)</b> (seminar) <b>New Media Marketing: Research (Bachelor)</b> (seminar) <b>Projektseminar Industrial Economics and Information</b> (seminar) <b>Projektseminar Personal und Global Business</b> (seminar) <b>Seminar Empirische Ökonomik (Bachelor)</b> (seminar) <b>Seminar Finanzierung, Banken und Kapitalmarkt (Bachelor BWL/VWL/WIN/WING/ReWi)</b> (advanced seminar) <b>Seminar Service Operations Management (BSc)</b> (seminar) <b>Seminar Umwelt- und Klimaökonomie (Bachelor)</b> (seminar)

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**Examination**

**International Seminar Business and Economics**

written/oral exam, Seminar paper and presentation, graded

<b>Module WIW-9001: International Project</b> <i>International Project</i>		5 ECTS/LP
Version 1.0.0 Person responsible for module: Prof. Dr. Erik Lehmann		
<b>Contents:</b> For exchange students – WeltWeit, Erasmus+ or Freemovers: <ul style="list-style-type: none"> <li>• Students work independently with a faculty member to design and complete their own research project based on the international/comparative aspects of the individual student's field of study</li> <li>• In doing so, students regularly meet with the responsible faculty member to discuss research best practices and receive discipline-specific guidance</li> <li>• Students determine their own semester schedule, but all deliverables must be completed before the end of the lecture period</li> <li>• Deliverables include: <ul style="list-style-type: none"> <li>- Detailed research proposal (1-2 pages) to be submitted before beginning the research proposal</li> <li>- Research paper (12-14 pages) to be submitted before completing the presentation</li> <li>- Presentation (10-12 minutes) of the research paper</li> </ul> </li> </ul>		
<b>Learning Outcomes / Competences:</b> After successful participation in this module, students are able to apply subject-related competences by identifying and defining relevant themes in the literature. They are able to apply the skills and abilities they have acquired in their studies to these themes and understand how to select relevant sub-areas from their knowledge in order to produce evidence-based theoretical arguments. Using basic time and project management techniques, students are able to structure and prioritize projects into task bundles. Furthermore, students then possess interdisciplinary skills or a deeper understanding of interdisciplinary problems in modern research topics. Students are also able to display information literacy and critical thinking skills in order to analyze and present underlying issues and nuances in their academic discipline. Students are able to then more effectively communicate (written and verbally) on complex topics within their field.		
<b>Workload:</b> Total: 150 h		
<b>Conditions:</b> Must be enrolled as an exchange student (WeltWeit, Erasmus+ or Freemover) at the University of Augsburg with enrollment permissions for the Faculty of Business and Economics.		<b>Credit Requirements:</b> Receiving a passing grade for the research project
<b>Frequency:</b> each semester	<b>Recommended Semester:</b>	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 3	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	
<b>Parts of the Module</b>		
<b>Part of the Module: International Project</b>		
<b>Language:</b> English		
<b>Assigned Courses:</b> <b>International Project (Erasmus/WeltWeit/Freemovers only)</b> (lecture)		

**Examination**

**International Project**

project work, graded

**Test Frequency:**

each semester

<b>Module WIW-9002: Corporate Finance I</b> <i>Corporate Finance I</i>		5 ECTS/LP
Version 1.0.0 Person responsible for module: Prof. Dr. Wolfgang Schultze Dr. Diether Maack		
<b>Learning Outcomes / Competences:</b> After a short introduction of corporations and the role of a financial manager, the Law of One Price and net present value are introduced as the basis of the unifying framework that will guide students through the course. Following up with the time value of money, methods for estimating the timing of cash flows and computing the net present value of various types of cash flow patterns are described. As interest rates are key to discounting, the course provides an extensive overview of issues that arise in estimating the appropriate discount rate. Continuing with critique alternatives to net present value for evaluating projects, the course covers the internal rate of return as well as the payback rule. After a thorough look on the fundamentals of capital budgeting, students will learn the basics of valuation for capital projects, bonds, and stocks.		
<b>Workload:</b> Total: 150 h		
<b>Conditions:</b> Must be enrolled as an exchange student (WeltWeit, Erasmus+ or Freemover) at the University of Augsburg with enrollment permissions for the Faculty of Business and Economics.		<b>Credit Requirements:</b> Passing the examination
<b>Frequency:</b> each winter semester	<b>Recommended Semester:</b>	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 2	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	
<b>Parts of the Module</b>		
<b>Part of the Module: Corporate Finance I</b> <b>Language:</b> English <b>Contact Hours:</b> 2		
<b>Literature:</b> Berk, DeMarzo: Corporate Finance, 2nd edition		
<b>Examination</b> <b>Corporate Finance I</b> written exam, graded <b>Test Frequency:</b> only in the winter semester		

<b>Module WIW-9003: Corporate Finance III</b> <i>Corporate Finance III</i>		5 ECTS/LP
Version 1.0.0 Person responsible for module: Prof. Dr. Wolfgang Schultze Dr. Diether Maack		
<b>Learning Outcomes / Competences:</b> While bonds and stocks are basic securities, there are many securities derived from them. The most important so-called derivative is a financial option. This course focuses on these options and their valuation. Students will learn what financial options are and which factors affect option prices. Based on these insights, students will acquire methods to value financial options such as the Binomial Option Pricing Model and the Black Scholes formula. Students will transfer this knowledge to real options, which are rights to make particular business decisions and are tied to capital budgeting. Real options are usually not traded in competitive markets and thus do not have market prices. In order to analyze them, students will apply decision trees and will learn several rules of thumb for a quick evaluation.		
<b>Workload:</b> Total: 150 h		
<b>Conditions:</b> Must be enrolled as an exchange student (WeltWeit, Erasmus+ or Freemover) at the University of Augsburg with enrollment permissions for the Faculty of Business and Economics.		<b>Credit Requirements:</b> Passing the examination
<b>Frequency:</b> each summer semester	<b>Recommended Semester:</b>	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 2	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	

<b>Parts of the Module</b>
<b>Part of the Module: Corporate Finance III</b> <b>Language:</b> English <b>Contact Hours:</b> 2
<b>Literature:</b> Berk, DeMarzo: Corporate Finance, 2nd edition

<b>Examination</b> <b>Corporate Finance III</b> written exam, graded <b>Test Frequency:</b> only in the summer semester
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<b>Module WIW-9004: Cases in Strategic Management I: Principles</b> <i>Cases in Strategic Management I: Principles</i>		5 ECTS/LP
Version 1.0.0 (since SoSe23) Person responsible for module: Prof. Dr. Erik Lehmann		
<b>Contents:</b> This course will provide you with an introduction to the strategic management of public and private organizations with a focus on practical applications of strategic management concepts. The course begins with a general overview of strategic management rationale and context, discussing its composition and use. Next, specific strategic management tools and frameworks will be introduced and explained. We will then use this foundational understanding of strategic management to investigate case studies from European and North American organizations. Students will finish the course by completing a paper where they use a strategic management tool to analyze an organization. They will also present their findings through a verbal presentation. The course uses a combination of readings, lectures, case studies, and exercises to provide opportunities to apply classroom material to real world situations.		
<b>Learning Outcomes / Competences:</b> Through individual written and oral assignments, you will learn: <ul style="list-style-type: none"> <li>• Public awareness: A deep understanding of the cause-effect relationship of decision-making, outcomes, and public perception.</li> <li>• Critical Thinking: How to think like a manager in the day-to-day tasks of meeting mission objectives, motivating supporters, thinking strategically, planning effectively, setting/meeting performance objectives, and - most of all - earning trust through effective decision-making.</li> <li>• Information Literacy: How to identify high-quality, objective sources of information and then use it to create evidence-driven arguments.</li> <li>• Writing Skills: How to use information to produce professional-quality writing.</li> <li>• The Importance of Context: How to use "best practices" in the most relevant and realistic way - meaning, avoiding generalizations and accounting for different contexts as well as size, resources, stakeholder groups, and missions.</li> </ul>		
<b>Workload:</b> Total: 150 h 21 h lecture (attendance) 65 h preparation of written term papers (self-study) 64 h studying of course content using provided materials (self-study)		
<b>Conditions:</b> Must be enrolled as an exchange student (WeltWeit, Erasmus+ or Freemover) at the University of Augsburg with enrollment permissions for the Faculty of Business and Economics.		<b>Credit Requirements:</b> Passing the examination
<b>Frequency:</b> each summer semester	<b>Recommended Semester:</b>	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 2	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	
<b>Parts of the Module</b>		
<b>Part of the Module: Cases in Strategic Management I: Principles</b> <b>Language:</b> English <b>Contact Hours:</b> 2		
<b>Literature:</b> Case studies, as assigned.		

**Examination**

**Cases in Strategic Management I: Principles**

, graded

**Test Frequency:**

only in the summer semester



<b>Module WIW-9005: Cases in Strategic Management II: Smart Region Development</b> <i>Cases in Strategic Management II: Smart Region Development</i>		5 ECTS/LP
Version 1.0.0 (since WS23/24) Person responsible for module: Prof. Dr. Erik Lehmann		
<b>Contents:</b> This course focuses on some of the important current issues of regions in terms of strategic management. Where in the private sector good strategic management is often well governed, in the public sector good strategic management sometimes is undeveloped or even missing. Especially, when it comes to strategic management of places, policy makers in cities, regions or states are asking for strategic management consulting to improve the performance of a place. In the case study seminar, students jump in the role of policy makers/policy consultants ("strategic managers of places") and use strategic management tools to analyze regional performance and improve current policies. All case studies are focusing on specific cities/regions. Besides improving strategic management skills, participants will also learn more about the importance of culture and context for managing in the public sector. The course uses a combination of readings, lectures, case studies, and exercises to provide opportunities to apply classroom material to real world situations.		
<b>Learning Outcomes / Competences:</b> Through individual written and oral assignments, you will learn: <ul style="list-style-type: none"> <li>• Public awareness: A deep understanding of the cause-effect relationship of decision-making, outcomes, and public perception.</li> <li>• Critical Thinking: How to think like a manager in the day-to-day tasks of meeting mission objectives, motivating supporters, thinking strategically, planning effectively, setting/meeting performance objectives, and - most of all - earning trust through effective decision-making.</li> <li>• Information Literacy: How to identify high-quality, objective sources of information and then use it to create evidence-driven arguments.</li> <li>• Writing Skills: How to use information to produce professional-quality writing.</li> <li>• The Importance of Context: How to use "best practices" in the most relevant and realistic way - meaning, avoiding generalizations and accounting for different contexts as well as size, resources, stakeholder groups, and missions.</li> </ul>		
<b>Workload:</b> Total: 150 h 65 h preparation of written term papers (self-study) 64 h studying of course content using provided materials (self-study) 21 h lecture (attendance)		
<b>Conditions:</b> Must be enrolled as an exchange student (WeltWeit, Erasmus+ or Freemover) at the University of Augsburg with enrollment permissions for the Faculty of Business and Economics.		<b>Credit Requirements:</b> Passing the examination
<b>Frequency:</b> each winter semester	<b>Recommended Semester:</b>	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 2	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	
<b>Parts of the Module</b>		
<b>Part of the Module: Cases in Strategic Management II: Smart Region Development</b> <b>Language:</b> English <b>Contact Hours:</b> 2		

**Literature:**

Audretsch, David. Everything in Its Place: Entrepreneurship and the Strategic Management of Cities, Regions, and States. New York: Oxford University Press, (2015).

**Assigned Courses:**

**Cases in Strategic Management II: Smart Region Development (Erasmus/WeltWeit/Freemovers only)** (seminar)

**Examination**

**Cases in Strategic Management II: Smart Region Development**

, graded

**Test Frequency:**

only in the winter semester

<b>Module WIW-9006: International Internship Experience I</b> <i>International Internship Experience I</i>		5 ECTS/LP
Version 1.0.0 (since WS23/24) Person responsible for module: Prof. Dr. Erik Lehmann		
<b>Contents:</b> For exchange students – WeltWeit, Erasmus+ or Freemovers: <ul style="list-style-type: none"> <li>• Students work independently with a faculty member to design and complete their own research project based on an international internship completed by the student, therefore combining theory and practice</li> <li>• Students regularly meet with the responsible faculty member to discuss research best practices and receive discipline-specific guidance</li> <li>• Students determine their own semester schedule, but all deliverables must be completed before the end of the lecture period of the semester of enrollment</li> <li>• For this course, 'international internship' means an internship experience completed outside of the student's country of birth/nationality</li> <li>• Students are individually responsible for finding, receiving and completing the international internship itself</li> <li>• Deliverable include: Research paper (12-14 pages)</li> </ul>		
<b>Learning Outcomes / Competences:</b> After successful participation in this module, students are able to apply subject-related competences by identifying and defining relevant themes in the literature. They are able to apply the skills and abilities they have acquired in their studies to these themes and understand how to select relevant sub-areas from their knowledge in order to produce evidence-based theoretical arguments. Using basic time and project management techniques, students are able to structure and prioritize projects into task bundles. Furthermore, students then possess interdisciplinary skills or a deeper understanding of interdisciplinary problems in modern research topics. Students are also able to display information literacy and critical thinking skills in order to analyze and present underlying issues and nuances in their academic discipline. Students are able to then more effectively communicate (written and verbally) on complex topics within their field. Students are keenly aware of the application of theory in the practical workplace.		
<b>Workload:</b> Total: 150 h		
<b>Conditions:</b> Must be enrolled as an exchange student (WeltWeit, Erasmus+ or Freemover) at the University of Augsburg with enrollment permissions for the Faculty of Business and Economics.		<b>Credit Requirements:</b> Receiving a passing grade for the research project
<b>Frequency:</b> each semester	<b>Recommended Semester:</b>	<b>Minimal Duration of the Module:</b> 1 semester[s]
	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	
<b>Parts of the Module</b>		
<b>Part of the Module: International Internship Experience I</b>		
<b>Language:</b> English		
<b>Assigned Courses:</b> <b>International Internship Experience I (Erasmus/WeltWeit/Freemovers only)</b> (lecture)		

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**Examination**

**International Internship Experience I**

term paper, graded

**Test Frequency:**

each semester

<b>Module WIW-9099: Individual Study in Business and Economics (in German language)</b> <i>Individual Study in Business and Economics (in German language)</i>		5 ECTS/LP
Version 1.0.0 Person responsible for module: Prof. Dr. Wolfgang Schultze		
<b>Contents:</b> By individual arrangement with the Center for International Relations (CIR), students may take modules from the entire range of courses offered by the Faculty of Business and Economics. If you are interested in taking courses (in German language) other than those listed in this module catalog, please contact <a href="mailto:cir-incoming@wiwi.uni-augsburg.de">cir-incoming@wiwi.uni-augsburg.de</a> .		
<b>Workload:</b> Total: 150 h		
<b>Conditions:</b> <ul style="list-style-type: none"> <li>• German language skills</li> <li>• Must be enrolled as an exchange student (WeltWeit, Erasmus+ or Freemover) at the University of Augsburg with enrollment permissions for the Faculty of Business and Economics.</li> </ul>		<b>Credit Requirements:</b> Passing the examination
<b>Frequency:</b> each semester	<b>Recommended Semester:</b>	<b>Minimal Duration of the Module:</b> 1 semester[s]
	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	
<b>Parts of the Module</b>		
<b>Part of the Module: Individual Study in Business and Economics (in German language)</b> <b>Language:</b> German		
<b>Examination</b> <b>Individual Study in Business and Economics (in German language)</b> portfolio exam, graded <b>Test Frequency:</b> each semester		

<b>Module WIW-9636: Franco-german intercultural management</b> <i>Deutsch-französisches interkulturelles Management (Bachelor)</i>		5 ECTS/LP
Version 2.1.0 (since SoSe17) Person responsible for module: Prof. Dr. Wolfgang Schultze		
<p><b>Contents:</b> Intercultural cooperation in the German-French business context. Causes, presentation and effects of cultural differences between Germans and French, especially in the field of economic relations.</p> <p>In a first step, Intercultural Management (IM) will be defined and relevant theoretical approaches will be examined. This is followed by a concrete discussion of IM in the Franco-German context. The focus is on four main topics: dealing with rules, leadership style, communication style and dealing with time. The underlying cultural standards (e.g. consensus vs. authority orientation) are illustrated in concrete cases and discussed. Current Franco-German economic and political topics will be discussed. Mutual exchange of experience and dialogue plays a special role in the course.</p>		
<p><b>Learning Outcomes / Competences:</b></p> <p>Subject-Related Competencies: After successful participation, students will be able to recognize, understand and internalize the cultural differences between Germans and French. Students learn to define intercultural management and to examine it under relevant theoretical approaches. Students are familiar in dealing with rules, with different leadership and communication styles as well as with differences in time management in the German-French context.</p> <p>Methodological competencies: Students acquire intercultural competence with the aim of being able to contribute effectively to optimizing Franco-German cooperation in general and business relations in particular. Students work together in groups and examine different cultural standards (e.g., object vs. person orientation or consensus vs. authority orientation) using concrete practical cases.</p> <p>Cross-disciplinary competencies: Students learn to think multi-perspectively and to solve problems considering different cultural dimensions. Students are sensitized to cultural diversity and are able to apply what they have learned not only in more advanced courses at the Faculty of Business and Economics, but beyond - including the students' everyday lives.</p> <p>Key Qualifications: Students are able to systematically analyze issues from Franco-German business life as well as problems from everyday professional life in a team with international fellow students, to jointly develop and present approaches to solutions. In doing so, they understand how to reduce international issues to their core and to view them from the perspective of different cultural backgrounds.</p>		
<p><b>Remarks:</b> Restricted number of participants. Registration via digicampus required.</p>		
<p><b>Workload:</b> Total: 150 h 24 h preparation of presentations (self-study) 35 h preparation of written term papers (self-study) 30 h studying of course content using provided materials (self-study) 20 h studying of course content using literature (self-study) 20 h studying of course content through exercises / case studies (self-study) 21 h lecture and exercise course (attendance)</p>		
<p><b>Conditions:</b> Willingness to engage in dialogue and exchange experiences.</p>		<p><b>Credit Requirements:</b> Passing the module examination</p>
<p><b>Frequency:</b> each winter semester</p>	<p><b>Recommended Semester:</b> from 4.</p>	<p><b>Minimal Duration of the Module:</b> 1 semester[s]</p>

<b>Contact Hours:</b> 4	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program
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**Parts of the Module****Part of the Module: Deutsch-französisches interkulturelles Management****Mode of Instruction:** lecture**Lecturers:** N.N.**Language:** German / French**Contact Hours:** 2**Learning Outcome:**

Subject-Related Competencies:

After successful participation, students will be able to recognize, understand and internalize the cultural differences between Germans and French. Students learn to define intercultural management and to examine it under relevant theoretical approaches. Students are familiar in dealing with rules, with different leadership and communication styles as well as with differences in time management in the German-French context.

Methodological competencies:

Students acquire intercultural competence with the aim of being able to contribute effectively to optimizing Franco-German cooperation in general and business relations in particular. Students work together in groups and examine different cultural standards (e.g., object vs. person orientation or consensus vs. authority orientation) using concrete practical cases.

Cross-disciplinary competencies:

Students learn to think multi-perspectively and to solve problems considering different cultural dimensions. Students are sensitized to cultural diversity and are able to apply what they have learned not only in more advanced courses at the Faculty of Business and Economics, but beyond - including the students' everyday lives.

Key Qualifications:

Students are able to systematically analyze issues from Franco-German business life as well as problems from everyday professional life in a team with international fellow students, to jointly develop and present approaches to solutions. In doing so, they understand how to reduce international issues to their core and to view them from the perspective of different cultural backgrounds.

**Contents:**

Intercultural cooperation in the German-French business context. Causes, presentation and effects of cultural differences between Germans and French, especially in the field of economic relations.

In a first step, Intercultural Management (IM) will be defined and relevant theoretical approaches will be examined. This is followed by a concrete discussion of IM in the Franco-German context. The focus is on four main topics: dealing with rules, leadership style, communication style and dealing with time. The underlying cultural standards (e.g. consensus vs. authority orientation) are illustrated in concrete cases and discussed. Current Franco-German economic and political topics will be discussed. Mutual exchange of experience and dialogue plays a special role in the course.

**Lehr-/Lernmethoden:**

-

**Literature:**

The list of literature will be announced in the course.

**Assigned Courses:**

**Deutsch-Französisches interkulturelles Management** (lecture)

**Examination**

**Deutsch-französisches interkulturelles Management**

module exam, presentation & discussion and term paper, graded

**Test Frequency:**

only in the winter semester

**Examination Prerequisites:**

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**Description:**

group presentation (30%) and group term paper (70%)



<b>Module WIW-9637: Business simulation</b> <i>Jeu et simulation d'entreprise (Bachelor)</i>		5 ECTS/LP
Version 1.15.0 (since SoSe17) Person responsible for module: Prof. Dr. Wolfgang Schultze Prof. Dr. Eric Darmon (Université Paris Nanterre)		
<b>Contents:</b> This course takes the form of a business simulation (business game). Students are required to form binational groups, each group representing a company. Students take strategic decisions (in particular referring to finance, marketing and human resources) concerning their company. They analyse the results of these decisions to take further decisions, etc. Various events occur during the course of the game and influence the students' decisions. The focus is on the intercultural dimension (French-German relationship).		
<b>Learning Outcomes / Competences:</b> The course aims at putting students in a quasi-real situation. A business game simulates strategic decision situations. Students analyse different situations, develop suitable strategies and implement those strategies. They work on the binational and intercultural dimension. After successful participation in this course, students can apply skills and knowledge acquired during the student's master's degree and previous courses. Students have acquired additional skills in business strategies (development of strategies, implementation of monitoring indicators and adaptation of strategies). Students understand how to analyse accounting information of firms. Furthermore, students developed generic skills (teamwork, justification of decisions, decision-making under time pressure) that can be used in any professional context.		
<b>Remarks:</b> Restricted number of participants. Registration via Digicampus required.		
<b>Workload:</b> Total: 150 h 20 h studying of course content using provided materials (self-study) 35 h studying of course content using literature (self-study) 20 h studying of course content through exercises / case studies (self-study) 54 h preparation of written term papers (self-study) 21 h lecture and exercise course (attendance)		
<b>Conditions:</b> French language skills		<b>Credit Requirements:</b> Passing the module examination
<b>Frequency:</b> each summer semester	<b>Recommended Semester:</b> 2. - 4.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 2	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	
<b>Parts of the Module</b>		
<b>Part of the Module: Jeu et simulation d'entreprise (Bachelor)</b> <b>Mode of Instruction:</b> lecture <b>Language:</b> French <b>Contact Hours:</b> 2 <b>ECTS Credits:</b> 5.0		

**Learning Outcome:**

The course aims at putting students in a quasi-real situation. A business game simulates strategic decision situations. Students analyse different situations, develop suitable strategies and implement those strategies. They work on the binational and intercultural dimension. After successful participation in this course, students can apply skills and knowledge acquired during the student's master's degree and previous courses. Students have acquired additional skills in business strategies (development of strategies, implementation of monitoring indicators and adaptation of strategies). Students understand how to analyse accounting information of firms. Furthermore, students developed generic skills (teamwork, justification of decisions, decision-making under time pressure) that can be used in any professional context.

**Contents:**

This course takes the form of a business simulation (business game). Students are required to form binational groups, each group representing a company. Students take strategic decisions (in particular referring to finance, marketing and human resources) concerning their company. They analyse the results of these decisions to take further decisions, etc. Various events occur during the course of the game and influence the students' decisions. The focus is on the intercultural dimension (French-German relationship).

**Lehr-/Lernmethoden:**

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**Literature:**

- Johnson/Whittington/Scholes/Angwin/Regnér (2014): Stratégique, 10. Auflage, 2014.
- Bazet/Faucher (2010): Analyse financière, 2010.
- Mendoza/Cauvin/Delmond/Dobler/Malleret/Zilberberg (2009): Coûts et Décisions, 3. Auflage, 2009.

**Examination**

**Jeu et simulation d'entreprise**

module exam, Oral participation (25%), group term paper (50%), company performance (25%), graded

**Test Frequency:**

only in the summer semester

**Examination Prerequisites:**

-

**Description:**

Oral participation (25%), group term paper (50%), company performance (25%)

<b>Module WIW-9638: French Financial Accounting</b> <i>Comptabilité française (5 LP)</i>		5 ECTS/LP
Version 2.19.0 (since WS17/18) Person responsible for module: Prof. Dr. Wolfgang Schultze Julien L'Hostis (Université de Rennes)		
<b>Contents:</b> Course contents: - Legal provisions - Components of the French annual financial statements - Structure of the French annual financial statements - Accounting methods - Comparison between German and French accounting methods - Practical examples of annual financial statements of French companies		
<b>Learning Outcomes / Competences:</b> Subject-Related Competencies: Students gain knowledge of accounting and financial reporting according to French accounting standards (French GAAP). They are able to describe the structure and functioning of the French accounting system as well as the basic interrelationships of the various sub-areas in accounting. Upon successful completion, students will be able to record all basic business transactions according to French accounting standards. Students will expand their French vocabulary to include accounting terminology. Methodological Competencies: Students will be able to map the most important business facts and apply the necessary techniques for preparing and drawing up the annual financial statements. Students will be able to distinguish between business transactions that affect profit or loss and those that do not affect profit or loss in the areas of production management, fixed assets management and human resources management, and will be able to correctly record the various business transactions in the balance sheet and income statement. Interdisciplinary Competencies: Students will learn about and understand differences and parallels between Germany and France in the area of accounting. Awareness of differences in the German and French contexts is also useful to students in their everyday lives. Through the course taught in French style, students are sensitized to cultural differences at the level of higher education systems. Key skills: Students learn to adapt to the French teaching style and to follow a subject-specific course in French. Students are excellently prepared for a study visit to a French university or an internship in a French-speaking country.		
<b>Remarks:</b> Restricted number of participants. Application via Digicampus required.		
<b>Workload:</b> Total: 150 h 21 h lecture and exercise course (attendance) 40 h (self-study) 30 h studying of course content using literature (self-study) 19 h studying of course content using provided materials (self-study) 40 h studying of course content through exercises / case studies (self-study)		
<b>Conditions:</b> French language skills		<b>Credit Requirements:</b> Passing the module examination
<b>Frequency:</b> each summer semester	<b>Recommended Semester:</b> 4.	<b>Minimal Duration of the Module:</b> 1 semester[s]

<b>Contact Hours:</b> 2	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program
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**Parts of the Module****Part of the Module: Comptabilité française (5 LP)****Mode of Instruction:** lecture**Language:** French**Contact Hours:** 2**ECTS Credits:** 5.0**Learning Outcome:**

## Subject-Related Competencies:

Students gain knowledge of accounting and financial reporting according to French accounting standards (French GAAP). They are able to describe the structure and functioning of the French accounting system as well as the basic interrelationships of the various sub-areas in accounting. Upon successful completion, students will be able to record all basic business transactions according to French accounting standards. Students will expand their French vocabulary to include accounting terminology.

## Methodological Competencies:

Students will be able to map the most important business facts and apply the necessary techniques for preparing and drawing up the annual financial statements. Students will be able to distinguish between business transactions that affect profit or loss and those that do not affect profit or loss in the areas of production management, fixed assets management and human resources management, and will be able to correctly record the various business transactions in the balance sheet and income statement.

## Interdisciplinary Competencies:

Students will learn about and understand differences and parallels between Germany and France in the area of accounting. Awareness of differences in the German and French contexts is also useful to students in their everyday lives. Through the course taught in French style, students are sensitized to cultural differences at the level of higher education systems.

## Key skills:

Students learn to adapt to the French teaching style and to follow a subject-specific course in French. Students are excellently prepared for a study visit to a French university or an internship in a French-speaking country.

**Contents:**

## Course contents:

- Legal provisions
- Components of the French annual financial statements
- Structure of the French annual financial statements
- Accounting methods
- Comparison between German and French accounting methods
- Practical examples of annual financial statements of French companies

**Lehr-/Lernmethoden:**

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**Literature:**

- GUILLOUZO R., JAFFRE L., JUGUET P., (2010): Comptabilité générale, Hachette Supérieur, collection Les Fondamentaux, 4ème édition.
- GRANDGUILLOT F. et B., (2011): Comptabilité générale, éditeur Gualino, 11ème édition, collection Mémentos LMD - Fac - Université.
- GRANDGUILLOT F. et B., (2011): Comptabilité générale : exercices corrigés, éditeur Gualino, 12ème édition, collection Exos LMD.
- RICHARD J. et al., (2011): Comptabilité financière - Normes IFRS versus normes françaises, éditeur Dunod, 9ème édition.
- COLASSE B., (2011): Introduction à la comptabilité, éditeur Economica, 11ème édition.

**Examination**

**Comptabilité française**

written exam, exam / length of examination: 60 minutes, graded

**Test Frequency:**

only in the summer semester

**Examination Prerequisites:**

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**Description:**

exam (60 minutes)

<b>Module WIW-5016: Advanced Management Information Systems</b> <i>Seminar Advanced Management Information Systems</i>		6 ECTS/LP
Version 2.1.0 (since WS16/17) Person responsible for module: Prof. Dr. Daniel Veit		
<b>Learning Outcomes / Competences:</b> Upon the successful completion of this module, students have extended their knowledge on management information systems and empirical research in the information systems field. Topics of this seminar pertain to strategic questions on innovation, adoption and continued use of management information systems. Students learn how to conduct, write and present a systematic and academic literature review on their individually assigned topic. By doing so, students gain a fundamental understanding of the principles of empirical academic work and obtain the ability to systematically and independently address a research topic. Accordingly, the knowledge and methodological skills acquired in this seminar are a necessary foundation to write a master thesis at the chair. Besides fostering analytical thinking, this seminar will also facilitate the improvement of English skills, as the entire seminar is held in English. Thus, after the successful completion of this module, students will have improved their writing, presentation and discussion skills in English.		
<b>Workload:</b> Total: 180 h 30 h preparation of presentations (self-study) 42 h seminar (attendance) 108 h preparation of written term papers (self-study)		
<b>Conditions:</b> Basic knowledge of the topics (e.g., from attending our lectures) is beneficial. Good command of English is useful for understanding the provided literature and preparing presentation and seminar paper. We furthermore recommend attending introductory courses offered by the university library.		<b>Credit Requirements:</b> Passing the module examination
<b>Frequency:</b> each winter semester	<b>Recommended Semester:</b> 1.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 4	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	
<b>Parts of the Module</b>		
<b>Part of the Module: Seminar Advanced Management Information Systems</b> <b>Mode of Instruction:</b> seminar <b>Language:</b> English <b>Contact Hours:</b> 4		
<b>Literature:</b> Initial readings are provided during the seminar.		
<b>Examination</b> <b>Seminar Advanced Management Information Systems</b> , graded <b>Test Frequency:</b> only in the winter semester <b>Description:</b>		

<b>Module WIW-5023: International Accounting Advanced I</b> <i>International Accounting Advanced I: Rechnungslegung Internationaler Unternehmen</i>		6 ECTS/LP
Version 3.4.0 (since WS16/17) Person responsible for module: Prof. Dr. Wolfgang Schultze		
<b>Contents:</b> 1. Design Science Research 2. Motivation 3. Delimitation 4. State-of-the-Art Analysis 5. Artifact design 6. Evaluation		
<b>Learning Outcomes / Competences:</b> After successfully completing this module, students will be able to apply the methods of preparing consolidated financial statements and consolidation under German GAAP (HGB) and international financial reporting standards (IFRS). Students will be able to prepare consolidated financial statements and carry out significant consolidation measures independently. They will be able to assess the essential requirements (legal restrictions, publication rules, accounting treatment) of preparing the consolidated financial statement.		
<b>Workload:</b> Total: 180 h 50 h studying of course content using provided materials (self-study) 40 h studying of course content using literature (self-study) 48 h studying of course content through exercises / case studies (self-study) 42 h lecture and exercise course (attendance)		
<b>Conditions:</b> Good knowledge of accounting according to HGB and IFRS. Understanding of the accounting and consolidation system.		<b>Credit Requirements:</b> schriftliche Prüfung
<b>Frequency:</b> each winter semester	<b>Recommended Semester:</b> 1.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 4	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	
<b>Parts of the Module</b>		
<b>Part of the Module: International Accounting Advanced I: Rechnungslegung Internationaler Unternehmen (Vorlesung)</b> <b>Mode of Instruction:</b> lecture <b>Language:</b> German <b>Contact Hours:</b> 2		

**Literature:**

Adler/Düring/Schmaltz (2002): Rechnungslegung nach internationalen Standards, Stuttgart 2002.

Baetge/Kirsch/Thiele (2021): Konzernbilanzen, 14. Auflage, Düsseldorf 2021.

Baetge/Dörner/Kleekämper/Wollmert (Hrsg.) (2002 ff.): Rechnungslegung nach International Accounting Standards (IAS) - Kommentar auf der Grundlage des deutschen Bilanzrechts, 2. Auflage, Stuttgart 2002 ff.

Coenenberg/Haller/Schultze (2021a): Jahresabschluss und Jahresabschlussanalyse, 26. Auflage, Stuttgart 2021.

Coenenberg/Haller/Schultze (2021b): Jahresabschluss und Jahresabschlussanalyse - Aufgaben und Lösungen, 18. Auflage, Stuttgart 2021.

Küting/Weber (2018): Der Konzernabschluss, 14. Auflage, Stuttgart 2018.

Pellens/Fülbier/Gassen/Sellhorn (2021): Internationale Rechnungslegung, 11. Auflage, Stuttgart 2021.

**Assigned Courses:**

**International Accounting Advanced I: Rechnungslegung Internationaler Unternehmen (Vorlesung)** (lecture)

**Part of the Module: International Accounting Advanced I: Rechnungslegung Internationaler Unternehmen (Übung)**

**Mode of Instruction:** exercise course

**Language:** German

**Contact Hours:** 2

**Assigned Courses:**

**International Accounting Advanced I: Rechnungslegung Internationaler Unternehmen (Übung)** (exercise course)

**Examination**

**International Accounting Advanced I: Rechnungslegung Internationaler Unternehmen**

written exam / length of examination: 60 minutes, graded

**Test Frequency:**

each semester

**Description:**



<b>Module WIW-5024: Accounting Research Seminar</b> <i>Hauptseminar (Accounting Research Seminar)</i>		6 ECTS/LP
Version 3.0.0 (since WS18/19) Person responsible for module: Prof. Dr. Wolfgang Schultze		
<b>Contents:</b> The seminar teaches critical reading and evaluation of scientific texts on current research topics in accounting. The seminar starts with an introduction into understanding and conducting accounting research, which equips students with the necessary information to independently elaborate on their own designated topic. The aim is to provide participants with a deeper understanding of scientific work processes. The format is designed to encourage critical thinking, problem solving and providing constructive feedback, which is crucial both in academia and in the corporate world. The small, informal setting fosters the exchange of individual ideas and experiences.		
<b>Learning Outcomes / Competences:</b> The seminar examines current issues of international accounting and corporate management. Each seminar addresses specific questions. These include questions like:: What are the concrete advantages and disadvantages of fair value accounting? How do different remuneration systems affect the behaviour of managers? What role do analyst forecasts play in the context of financial reporting? How reliable is information from supplementary, voluntary disclosures? Which factors favour balance sheet policy measures and what are the consequences of active balance sheet structuring for companies, investors and capital markets?  Translated with <a href="http://www.DeepL.com/Translator">www.DeepL.com/Translator</a> The seminar serves as an ideal preparation for writing a Master Thesis in the area of accounting. It makes students familiar with accounting research methods and prepares them for conducting their own research project. Sstudents learn to critically read and evaluate scientific texts on current research topics in accounting. Participants gain a deeper understanding of what accounting research at the international level means. They generate research ideas for a subsequent Master's thesis and obtain an overview of the current state of research with respect to the topic of the seminar. They develop important methodological skills and are able to critically question research approaches and conclusions. The small, individual setting of the seminar promotes an interactive exchange, through which students learn to discuss scientific questions on an academic level. Participation in the seminar enables students to evaluate various scientific papers with regard to the underlying research question and motivation, differences in methodological research approaches, research contribution, and implications for future research and practice. Such analytical skills are equally fundamental for scientific work as well as for problem solving in a professional environment.		
<b>Remarks:</b> The number of places is limited, there is a selection process (see Digicampus).		
<b>Workload:</b> Total: 180 h 42 h seminar (attendance) 30 h studying of course content using literature (self-study) 50 h preparation of written term papers (self-study) 30 h preparation of presentations (self-study) 28 h studying of course content using provided materials (self-study)		
<b>Conditions:</b> Participants should have good knowledge of national and international accounting and controlling. In addition, they should be able to work scientifically.		<b>Credit Requirements:</b> Seminar, presentation of the written work (seminar paper) and written work (seminar paper)
<b>Frequency:</b> each semester	<b>Recommended Semester:</b> 1. - 3.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 4	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	

<b>Parts of the Module</b>
<b>Part of the Module: Hauptseminar (Accounting Research Seminar)</b> <b>Mode of Instruction:</b> seminar <b>Language:</b> German <b>Contact Hours:</b> 4
<b>Literature:</b> To be announced in class.
<b>Assigned Courses:</b> <b>Hauptseminar (Accounting Research Seminar)</b> (seminar)
<b>Examination</b> <b>Hauptseminar (Accounting Research Seminar)</b> written/oral exam, graded <b>Test Frequency:</b> each semester <b>Description:</b> Seminar, presentation of the written work (seminar paper) and written work (seminar paper)

<b>Module WIW-5029: International Accounting Basic I: IFRS</b> <i>International Accounting Basic I: Internationale Rechnungslegung: IFRS</i>		6 ECTS/LP
Version 3.3.0 (since WS16/17) Person responsible for module: Prof. Dr. Wolfgang Schultze		
<b>Contents:</b> The course deals with accounting according to the International Financial Reporting Standards (IFRS). Contents of the lecture: - Fundamentals of the International Financial Reporting - Non-current assets - Financial instruments - Current assets - Liabilities - Specific regulations		
<b>Learning Outcomes / Competences:</b> After successful participation in this module, the students will be familiar with the essential components of annual financial statements according to the International Financial Reporting Standards (IFRS). They will understand how current and non-current assets, equity and liabilities are dealt with according to IFRS. They can book selected facts. The students will be able to evaluate the differences to the German Commercial Code (HGB).		
<b>Workload:</b> Total: 180 h 40 h studying of course content using literature (self-study) 48 h studying of course content through exercises / case studies (self-study) 50 h studying of course content using provided materials (self-study) 42 h lecture and exercise course (attendance)		
<b>Conditions:</b> Understanding of accounting system. Good knowledge of HGB accounting.		<b>Credit Requirements:</b> passing the module examination
<b>Frequency:</b> each winter semester	<b>Recommended Semester:</b> 1.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 4	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	
<b>Parts of the Module</b>		
<b>Part of the Module: International Accounting Basic I: Internationale Rechnungslegung: IFRS (Vorlesung)</b> <b>Mode of Instruction:</b> lecture <b>Language:</b> German <b>Contact Hours:</b> 2		

**Literature:**

- Adler/Düring/Schmaltz (2002): Rechnungslegung nach internationalen Standards, Stuttgart 2002.
- Baetge/Wollmert/Kirsch/Oser/Bischof (2002) (Hrsg.): Rechnungslegung nach IFRS, Kommentar auf Grundlage des deutschen Bilanzrechts, 2. Auflage, Stuttgart 2002 ff.
- Bohl/Riese/Schlüter (2020) (Hrsg.): Beck'sches IFRS-Handbuch, Kommentierung der IFRS/IAS, 6. Auflage, München 2020.
- Coenenberg/Haller/Schultze (2021a): Jahresabschluss und Jahresabschlussanalyse, 26. Auflage, Stuttgart 2021.
- Coenenberg/Haller/Schultze (2021b): Jahresabschluss und Jahresabschlussanalyse - Aufgaben und Lösungen, 18. Auflage, Stuttgart 2021.
- Lüdenbach/Hoffmann/Freiberg (2020): IFRS Kommentar, 18. Auflage, München 2020.
- Pellens/Fülber/Gassen/Sellhorn (2017): Internationale Rechnungslegung, 10. Auflage, Stuttgart 2017.

**Assigned Courses:**

**International Accounting Basic I: Internationale Rechnungslegung: IFRS (Vorlesung)** (lecture)

**Part of the Module: International Accounting Basic I: Internationale Rechnungslegung: IFRS (Übung)**

**Mode of Instruction:** exercise course

**Language:** German

**Contact Hours:** 2

**Assigned Courses:**

**International Accounting Basic I: Internationale Rechnungslegung: IFRS (Übung)** (exercise course)

**Examination**

**International Accounting Basic I: Internationale Rechnungslegung: IFRS**

written exam / length of examination: 60 minutes, graded

**Test Frequency:**

only in the winter semester

**Description:**

<b>Module WIW-5040: Transfer Pricing</b> <i>Transfer Pricing</i>		6 ECTS/LP
Version 3.3.0 (since SoSe17) Person responsible for module: Prof. Dr. Wolfgang Schultze		
<b>Learning Outcomes / Competences:</b> After passing this course students know the most important institutions of cross border income allocation (e.g. OECD). They are able to apply different transfer pricing methodologies and can analyze related party transactions. Students are able to conduct an arm's length analysis and are familiar with the requirement of transfer pricing documentation. Presenting selected topics by themselves helps students to improve their presentation skills.		
<b>Workload:</b> Total: 180 h 28 h studying of course content through exercises / case studies (self-study) 30 h studying of course content using literature (self-study) 38 h studying of course content using provided materials (self-study) 20 h preparation of written term papers (self-study) 22 h preparation of presentations (self-study) 42 h lecture and exercise course (attendance)		
<b>Conditions:</b> Good command of the English language. Knowledge of managerial accounting and international taxation from previous lectures.		<b>Credit Requirements:</b> Passing the module examination
<b>Frequency:</b> each summer semester	<b>Recommended Semester:</b> from 2.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 4	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	

<b>Parts of the Module</b>
<b>Part of the Module: Transfer Pricing (Vorlesung)</b> <b>Mode of Instruction:</b> lecture <b>Language:</b> English <b>Contact Hours:</b> 2
<b>Literature:</b> Will be announced in the course.
<b>Examination</b> <b>Transfer Pricing</b> written exam / length of examination: 60 minutes, graded <b>Test Frequency:</b> only in the summer semester <b>Description:</b>

<b>Module WIW-5058: Investment Funds</b> <i>Investment Funds</i>		6 ECTS/LP
Version 2.5.0 (since SoSe17) Person responsible for module: Prof. Dr. Marco Wilkens		
<p><b>Learning Outcomes / Competences:</b></p> <p><b>Subject-related competencies:</b> After successful participation in this module, students know the advantages and disadvantages of investing in investment funds. They know which different types of investment funds exist and how they differ. Students will be able to evaluate and interpret the performance of these different types of investment funds using the appropriate methods. Students know the most important factors influencing the performance of investment funds.</p> <p><b>Methodological competencies:</b> After successful participation in this module, students know the most important performance measures for evaluating investment funds and can apply them and interpret the results. This includes return-based approaches as well as holdings-based and cash flow-based performance measures. The course is essay-based. Therefore, after successful participation, the students are able to work out the most important contents of a subject area on the basis of literature, especially on the basis of scientific articles.</p> <p><b>Interdisciplinary competencies:</b> After successful participation in this module, students will be able to transfer the acquired knowledge, especially methodological knowledge, to other topics within finance and banking as well as to numerous other economic research fields.</p> <p><b>Key competencies:</b> After successful participation in this module, students will be able to pursue numerous career paths related to investment funds. In addition to a career in fund management, this also includes investing in funds as a professional investor or taking on functions in financial and stock exchange supervision.</p>		
<p><b>Workload:</b> Total: 180 h 20 h studying of course content through exercises / case studies (self-study) 42 h lecture and exercise course (attendance) 80 h studying of course content using literature (self-study) 38 h studying of course content using provided materials (self-study)</p>		
<p><b>Conditions:</b> Students should have basic knowledge of financial mathematics. In particular, the knowledge of financing and investment calculation taught in typical Bachelor's foundation courses (e.g. "Investition und Finanzierung") is assumed to be known. In addition, basic statistical knowledge is necessary. Previous or simultaneous attendance of the courses "Kapitalmarktorientierte Unternehmenssteuerung" and "Empirische Kapitalmarktforschung" is also recommended.</p>		<p><b>Credit Requirements:</b> Passing the module examination</p>
<p><b>Frequency:</b> each summer semester</p>	<p><b>Recommended Semester:</b> from 2.</p>	<p><b>Minimal Duration of the Module:</b> 1 semester[s]</p>
<p><b>Contact Hours:</b> 4</p>	<p><b>Repeat Exams Permitted:</b> according to the examination regulations of the study program</p>	
<p><b>Parts of the Module</b></p> <p><b>Part of the Module: Investment Funds (Vorlesung)</b> <b>Mode of Instruction:</b> lecture <b>Language:</b> German / English <b>Contact Hours:</b> 2</p>		

**Literature:**

Grinblatt, M. and Titman, S. (1993) Performance Measurement without Benchmarks: An Examination of Mutual Fund Returns. *Journal of Business* 66, 47-68.

Pollet, J. M. and Wilson, M. (2008) How Does Size Affect Mutual Fund Behavior? *Journal of Finance* 58, 2941-2969.

Agarwal, V., Naik, N. Y. (2004) Risks and Portfolio Decisions Involving Hedge Funds. *Review of Financial Studies* 17, 63-98.

Unpublished Working Paper (under review).

Rohleder, M., Scholz, H., and Wilkens, M. (2011) Survivorship Bias and Mutual Fund Performance: Relevance, Significance, and Methodical Differences. *Review of Finance* 15, 441-474.

**Part of the Module: Investment Funds (Übung)**

**Mode of Instruction:** exercise course

**Language:** German

**Contact Hours:** 2

**Examination**

**Investment Funds**

written exam / length of examination: 60 minutes, graded

**Test Frequency:**

only in the summer semester

**Description:**

<b>Module WIW-5089: Health Care Operations Management</b> <i>Health Care Operations Management</i>		6 ECTS/LP
Version 2.1.0 (since SoSe17) Person responsible for module: Prof. Dr. Sebastian Schiffels		
<p><b>Learning Outcomes / Competences:</b></p> <p><b>Subject-related competencies:</b></p> <p>The students are familiar with the standard problems and models in health care operations management. They are able to model problems and to solve these models with appropriate mathematical methods.</p> <p><b>Methodological competencies:</b></p> <p>Students are able to analyze health operations management problems and to make sound decisions in the field of health services. Students are familiar with strategic, tactical and operational planning and scheduling steps in a hospital and in patient care in general.</p> <p><b>Interdisciplinary competencies:</b></p> <p>Students are able to apply what they have learned to other subjects of their course of study. Students are able to apply these skills in everyday life. In particular, students are familiar with sound decision-making and they are able to translate complex problems into efficient decision-making processes.</p> <p><b>Key competencies:</b></p> <p>Students are able to analyze questions from business life and problems from everyday life. In doing so, they understand how to manage tasks, inventory, services, and employees.</p>		
<p><b>Workload:</b></p> <p>Total: 180 h</p> <p>60 h studying of course content using literature (self-study)</p> <p>60 h studying of course content using provided materials (self-study)</p> <p>18 h studying of course content through exercises / case studies (self-study)</p> <p>42 h lecture and exercise course (attendance)</p>		
<p><b>Conditions:</b></p> <p>(Advanced) knowledge in operations management, mathematics (including Linear Programming), and statistics, knowledge in optimization (e.g. OPL)/ simulation (e.g. Arena) software is an advantage.</p>		<p><b>Credit Requirements:</b></p> <p>Passing the module examination</p>
<p><b>Frequency:</b> each summer semester</p>	<p><b>Recommended Semester:</b></p> <p>1. - 3.</p>	<p><b>Minimal Duration of the Module:</b></p> <p>1 semester[s]</p>
<p><b>Contact Hours:</b></p> <p>4</p>	<p><b>Repeat Exams Permitted:</b></p> <p>according to the examination regulations of the study program</p>	
<p><b>Parts of the Module</b></p>		
<p><b>Part of the Module: Health Care Operations Management (Vorlesung)</b></p> <p><b>Mode of Instruction:</b> lecture</p> <p><b>Language:</b> English / German</p> <p><b>Contact Hours:</b> 2</p>		



**Literature:**

Busse, R., J. Schreyögg und C. Gericke: Management im Gesundheitswesen. Springer.

Hall R: Handbook of Health Care System Scheduling, in International Series in Operations

Langabeer II JR: Health Care Operations Management: A Quantitative Approach to Business and Logistics, Jones & Bartlett Publishers.

Ozcan YA: Quantitative Methods in Health Care Management: Techniques and Applications, Wiley.

Vissers, J.M.H. und Beech R.: Health Operations Management: Patient Flow Logistics in Health Care, Taylor & Francis.

For all books, the most recent edition is relevant. Additional literature will be announced in the semester.

**Part of the Module: Health Care Operations Management (Übung)**

**Mode of Instruction:** exercise course

**Language:** English / German

**Contact Hours:** 2

**Examination**

**Health Care Operations Management**

written exam / length of examination: 60 minutes, graded

**Test Frequency:**

each semester

<b>Module WIW-5090: Seminar Health Care Operations Management</b> <i>Seminar Health Care Operations Management</i>		6 ECTS/LP
Version 2.2.0 (since WS16/17) Person responsible for module: Prof. Dr. Sebastian Schiffels		
<p><b>Learning Outcomes / Competences:</b></p> <p><b>Subject-related competencies:</b></p> <p>The students are able to understand the approaches to tackle several planning problems in health care and they are able to understand more complex solution approaches in operations management.</p> <p><b>Methodological competencies:</b></p> <p>The students are able to implement such procedures, assess these approaches in terms of effectiveness and efficiency, and present their findings in class.</p> <p><b>Interdisciplinary competencies:</b></p> <p>The students are able to make sound decisions. They are able to work with scientific literature and understand complex problems.</p> <p><b>Key competencies:</b></p> <p>Students are able to present their finding under consideration of audience and situation. They are able to question scientific literature and achieved results.</p>		
<p><b>Workload:</b></p> <p>Total: 180 h</p> <p>28 h studying of course content using provided materials (self-study)</p> <p>42 h seminar (attendance)</p> <p>30 h preparation of presentations (self-study)</p> <p>80 h preparation of written term papers (self-study)</p>		
<p><b>Conditions:</b></p> <p>(Advanced) Knowledge in operations management, mathematics (including Linear Programming), and statistics, knowlegde in optimization (e.g. OPL)/ simulation (e.g. Arena) software is an advantage.</p>		<p><b>Credit Requirements:</b></p> <p>Passing the module examination</p>
<p><b>Frequency:</b> each semester</p>	<p><b>Recommended Semester:</b></p> <p>1. - 3.</p>	<p><b>Minimal Duration of the Module:</b></p> <p>1 semester[s]</p>
<p><b>Contact Hours:</b></p> <p>4</p>	<p><b>Repeat Exams Permitted:</b></p> <p>according to the examination regulations of the study program</p>	
<p><b>Parts of the Module</b></p> <p><b>Part of the Module: Seminar Health Care Operations Management</b></p> <p><b>Mode of Instruction:</b> seminar</p> <p><b>Language:</b> English / German</p> <p><b>Contact Hours:</b> 4</p>		
<p><b>Literature:</b></p> <p>Literature will be announced in the semester.</p>		
<p><b>Assigned Courses:</b></p> <p><b>Seminar Health Care Operations Management</b> (seminar)</p>		

**Examination**

**Seminar Health Care Operations Management**

, graded

**Test Frequency:**

each semester

<b>Module WIW-5093: Global E-Business and Electronic Markets</b> <i>Global E-Business and Electronic Markets</i>		6 ECTS/LP
Version 2.2.0 (since SoSe17) Person responsible for module: Prof. Dr. Daniel Veit		
<b>Learning Outcomes / Competences:</b> This module covers the fundamentals of E-Business and Electronic Markets. Students will be able to apply this knowledge to critically analyze and evaluate the opportunities and threats of the growing digital channel. Moreover it equips them with the necessary understanding to develop strategies in the area of E-Business and Electronic Markets. The course enables students to understand, evaluate and apply the most important E-Commerce business models, their components and their success factors. Moreover, emergent issues like internet pricing for tangible goods, services and information goods are covered. The course contributes to an understanding of the importance of ethical topics like privacy, fairness and transparency. Within the second part of the course, students are applying the knowledge acquired to real life cases in today's businesses. Therefore, students are provided with an understanding of the role of information for business strategies by reviewing transaction cost theory, principal agent theory and related economic concepts. Network effects on the internet are complementing these theoretical components. Based on these theories, students are empowered to analyze the impact of information technology and the internet on industry structure. Overall, students will be made aware in what way the online channel differentiates from the offline channel. The aim is to create an understanding of the associated opportunities and threats. During the course, organizational level of analysis and the impact on economic activity stands in the foreground. This view is complemented by individual level theories. Students will also be enabled to discuss, evaluate and apply the fundamentals of E-Business strategy, business models and success factor research and to conceptualize key aspects of electronic markets. Moreover, students will be equipped with the capability to work in a group on a specific problem and to develop solutions for it.		
<b>Workload:</b> Total: 180 h 30 h preparation of presentations (self-study) 48 h studying of course content through exercises / case studies (self-study) 30 h studying of course content using literature (self-study) 30 h studying of course content using provided materials (self-study) 42 h lecture and exercise course (attendance)		
<b>Conditions:</b> Working knowledge of English is necessary.		<b>Credit Requirements:</b> Passing the module examination
<b>Frequency:</b> each summer semester	<b>Recommended Semester:</b> 2.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 4	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	
<b>Parts of the Module</b>		
<b>Part of the Module: Global E-Business and Electronic Markets (Vorlesung)</b> <b>Mode of Instruction:</b> lecture <b>Language:</b> English <b>Contact Hours:</b> 2		

**Literature:**

Amit, R., & Zott, C. (2001). Value creation in E-business. *Strategic Management Journal*, 22(6–7), 493–520.

Bakos, J. Y. (1998). The emerging Role of Electronic Marketplaces on the Internet. *Communications of the ACM*, 41(8), 35-42.

Laudon, K., & Traver, C. (2021). *E-Commerce 2021-2022 : Business, Technology and Society, Global Edition*. (17th ed.), Pearson.

Porter, M. E. (2001). Strategy and the Internet. *Harvard Business Review*, 79(3), 62–78.

Porter, M. E. (2008). The Five Competitive Forces That Shape Strategy. *Harvard Business Review*, 86(1), 24–41.

Shapiro, C., & Varian, H. R. (1999). *Information rules: a strategic guide to the network economy*. Harvard Business School Press.

Additional literature will be provided in the course.

**Part of the Module: Global E-Business and Electronic Markets (Übung)**

**Mode of Instruction:** exercise course

**Language:** English

**Contact Hours:** 2

**Examination**

**Global E-Business and Electronic Markets**

written exam / length of examination: 60 minutes, graded

**Test Frequency:**

each semester

<b>Module WIW-5094: Information Systems Research</b> <i>Information Systems Research</i>		6 ECTS/LP
Version 3.0.0 (since WS18/19) Person responsible for module: Prof. Dr. Daniel Veit		
<b>Learning Outcomes / Competences:</b> Upon the successful completion of this module, students have a basic understanding of empirical research in information systems. Topics will be chosen and assigned to students to familiarize them with the information systems research discipline. These topics include IT innovation, IT adoption and continuance, digital strategy, business models, pricing, cloud computing, information privacy, electronic healthcare and others. Students learn how to conduct, write and present a systematic and academic literature review on their individually assigned topic. By doing so, students gain a fundamental understanding of the principles of empirical academic work and obtain the ability to systematically and independently address a research topic. Accordingly, the knowledge and methodological skills acquired in this seminar are a necessary foundation to write a master thesis at the chair. Besides fostering analytical thinking, this seminar will also facilitate the improvement of English skills, as the entire seminar is held in English. Thus, after the successful completion of this module, students will have improved their writing, presentation and discussion skills in English.		
<b>Workload:</b> Total: 180 h 42 h seminar (attendance) 108 h preparation of written term papers (self-study) 30 h preparation of presentations (self-study)		
<b>Conditions:</b> Basic knowledge of the topics (e.g., from attending our lectures) is beneficial. Good command of English is useful for understanding the provided literature and preparing presentation and seminar paper. We furthermore recommend attending introductory courses offered by the university library.		<b>Credit Requirements:</b> Passing the module examination
<b>Frequency:</b> each semester	<b>Recommended Semester:</b> 3.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 4	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	
<b>Parts of the Module</b>		
<b>Part of the Module: Information Systems Research Seminar</b> <b>Mode of Instruction:</b> seminar <b>Language:</b> English <b>Contact Hours:</b> 4		
<b>Literature:</b> Initial readings are provided during the seminar.		
<b>Assigned Courses:</b> <b>Information Systems Research (cohort 2023/24 WS)</b> (seminar)		

**Examination**

**Information Systems Research Seminar**

, graded

**Test Frequency:**

each semester

**Description:**

<b>Module WIW-5096: Performance Analysis of Stochastic Systems</b> <i>Performance Analysis of Stochastic Systems</i>		6 ECTS/LP
Version 3.0.0 (since WS23/24) Person responsible for module: Prof. Dr. Michael Krapp		
<p><b>Learning Outcomes / Competences:</b></p> <p><b>Subject-related competencies:</b></p> <p>The students are familiar with basic stochastic systems, i.e. discrete-time Markov chains (DTMCs) and continuous-time Markov chains (CTMC), thereupon simulation models and performance analysis. They are able to model problems and to solve these models with appropriate mathematical methods. This enables them to analyze (health care) operations management problems and to make sound decisions in the field of (health care) operations management.</p> <p><b>Methodological competencies:</b></p> <p>Students are able to understand possibilities and difficulties of modelling stochastic systems. They are able to choose the right method for specific problem types and they develop the skills to solve complex problems in demanding problem environments.</p> <p><b>Interdisciplinary competencies:</b></p> <p>Students are able to apply what they have learned to other subjects of their course of study. Students are able to apply these skills in everyday life. In particular, students are familiar with sound decision-making and they are able to translate complex problems into efficient decision-making processes.</p> <p><b>Key competencies:</b></p> <p>Students are able to analyze complex questions from business life and problems from everyday life.</p>		
<p><b>Workload:</b></p> <p>Total: 180 h</p> <p>42 h lecture and exercise course (attendance)</p> <p>30 h studying of course content through exercises / case studies (self-study)</p> <p>40 h studying of course content using literature (self-study)</p> <p>68 h studying of course content using provided materials (self-study)</p>		
<p><b>Conditions:</b></p> <p>Mathematical and statistical knowledge, especially of probability theory, which is taught in courses on mathematics and statistics in quantitatively oriented bachelor's degree programs. Basic knowledge of decision theory is an advantage.</p>		
<p><b>Frequency:</b> each winter semester</p>	<p><b>Recommended Semester:</b></p> <p>1. - 3.</p>	<p><b>Minimal Duration of the Module:</b></p> <p>1 semester[s]</p>
<p><b>Contact Hours:</b></p> <p>4</p>	<p><b>Repeat Exams Permitted:</b></p> <p>according to the examination regulations of the study program</p>	
<p><b>Parts of the Module</b></p>		
<p><b>Part of the Module: Performance Analysis of Stochastic Systems</b></p> <p><b>Mode of Instruction:</b> lecture + exercise</p> <p><b>Language:</b> German</p> <p><b>Contact Hours:</b> 4</p>		



**Literature:**

Hillier, F./Lieberman, G.: Introduction to Operations Research, McGraw-Hill. Ibe, O. C.: Fundamentals of Stochastic Networks, Wiley.

Klenke, A.: Wahrscheinlichkeitstheorie, Springer.

Stewart, W. J.: Probability, Markov Chains, Queues, and Simulation: The Mathematical Basis of Performance Modeling, Princeton University Press.

Waldmann, K.-H./Stocker, U. M.: Stochastische Modelle, Springer. Relevant sind die jeweils aktuellsten Auflage.

**Assigned Courses:**

**Stochastische Modelle (Vorlesung)** (lecture)

**Stochastische Modelle (Übung)** (exercise course)

**Examination**

**Performance Analysis of Stochastic Systems**

written exam / length of examination: 60 minutes, graded

**Test Frequency:**

each semester

<b>Module WIW-5102: Advanced Management Support</b> <i>Advanced Management Support</i>	6 ECTS/LP
Version 4.1.0 (since SoSe23) Person responsible for module: Prof. Dr. Marco Meier	
<b>Contents:</b> Agenda 1 - Current challenges of digitization for management 2 - Basic management models and orientation frameworks 3 - Task management 4 - Relationship management (communication) 5 - Self-management 6 - Selected focus topics	
<b>Learning Outcomes / Competences:</b> The main objective of this course is to introduce students (via a practice context) to application-oriented research. For this purpose, the participants sharpen their awareness of problems, requirements and challenges against the background of increasing digitalization, dynamics and complexity. In relation to this, they learn to apply selected models and methods that help to make appropriate decisions and thus fulfill leadership responsibilities. A special focus is on human factors in the sense of human-centered management support.  Subject-related skills The participants know and understand the connections between (quantitative) facts, essential terms/models and selected approaches in the following subject areas: - basics of management, - task management, - relationship management, - self-management and - selected focus topics  Methodical skills Within the subject areas, participants apply selected methods in the areas of: - goal definition and documentation - as-is analysis - decision and implementation of measures  Interdisciplinary skills In the sense of a techno-economic education, subject knowledge and application skills extend to models and methods from business administration as well as to models and methods from (business) informatics. Where appropriate and possible, the course encourages participants to creatively synthesize these elements from different disciplines.  Soft skills The didactic concept also promotes - experiential learning (self-reflection), - teamwork, - appropriate oral and written communication, and - multi-perspective thinking; especially including ethical and sustainability-related aspects	
<b>Remarks:</b> -	
<b>Workload:</b> Total: 180 h 69 h studying of course content through exercises / case studies (self-study) 42 h lecture and exercise course (attendance) 30 h studying of course content using literature (self-study)	

39 h studying of course content using provided materials (self-study)		
<b>Conditions:</b> Fundamental knowledge about the purpose of management support systems, current challenges in decision making, data transformation, multidimensional data modeling as well as analytics.		
<b>Frequency:</b> each summer semester	<b>Recommended Semester:</b> from 2.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 4	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	

<b>Parts of the Module</b>
<p><b>Part of the Module: <a href="#">Advanced Management Support</a></b></p> <p><b>Mode of Instruction:</b> lecture + exercise</p> <p><b>Language:</b> German</p> <p><b>Contact Hours:</b> 4</p>
<p><b>Literature:</b></p> <p>To be announced on Digicampus.</p>
<p><b>Examination</b></p> <p><b>Advanced Management Support</b> written exam / length of examination: 60 minutes, graded</p> <p><b>Test Frequency:</b> each semester</p>

<b>Module WIW-5113: Corporate Governance: Strategy</b> <i>Corporate Governance: Strategie</i>		6 ECTS/LP
Version 5.0.0 (since WS23/24) Person responsible for module: Prof. Dr. Erik Lehmann		
<b>Learning Outcomes / Competences:</b> After successful participation in this module, students will be able to identify corporate crises and develop restructuring concepts based on them. They will be able to understand crisis situations, apply methods for crisis detection, understand restructuring mechanisms and develop restructuring concepts based on these, as well as evaluate possibilities for crisis avoidance. Furthermore, they are able to understand causes and the course of corporate insolvencies, to analyze the special reorganization mechanisms in insolvency and to evaluate the chances of reorganization and to develop appropriate strategies in the context of insolvency proceedings. Overall, the aim is to awaken a critical understanding of the risks, but also the opportunities, of corporate reorganization.		
<b>Workload:</b> Total: 180 h 38 h studying of course content using provided materials (self-study) 50 h studying of course content using literature (self-study) 50 h studying of course content through exercises / case studies (self-study) 42 h lecture and exercise course (attendance)		
<b>Conditions:</b> Fundamentals of corporate governance (especially control mechanisms and knowledge of corporate governance mechanisms), accounting (especially balance sheet analysis, ratio determination and analysis).		<b>Credit Requirements:</b> Hausarbeit
<b>Frequency:</b> each winter semester	<b>Recommended Semester:</b> 3.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 4	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	

<b>Parts of the Module</b>	
<b>Part of the Module: Corporate Governance: Strategie (Vorlesung)</b> <b>Mode of Instruction:</b> lecture <b>Language:</b> German <b>Contact Hours:</b> 2	
<b>Literature:</b> Hess, H. (2013). Sanierungshandbuch, Luchterhand Verlag, 6. Auflage. Buth, A. & Hermanns, M. (2014). Restrukturierung, Sanierung, Insolvenz, C.H.Beck Verlag, 4. Auflage.	
<b>Assigned Courses:</b> <b>Corporate Governance: Strategie (Vorlesung)</b> (lecture)	
<b>Part of the Module: Corporate Governance: Strategie (Übung)</b> <b>Mode of Instruction:</b> exercise course <b>Language:</b> English / German <b>Contact Hours:</b> 2	

**Examination**

**Corporate Governance: Strategie**

term paper, graded

**Test Frequency:**

only in the winter semester

<b>Module WIW-5114: Corporate Governance: Theory</b> <i>Corporate Governance: Theorie</i>		6 ECTS/LP
Version 3.1.0 (since WS16/17) Person responsible for module: Prof. Dr. Erik Lehmann		
<b>Learning Outcomes / Competences:</b> After successful participation in this module, students will be able to understand basic terminology, definitions and categories of corporate governance and, building on this, develop strategies in the field of corporate governance independently. They will become familiar with concepts of corporate governance and be able to reproduce, compare, develop them argumentatively and apply them to specific situations. Students are analytically able to name reasons and motives of different governance configurations, to subdivide them into individual elements and to analyze and evaluate their relationship to each other. In addition, questions of white-collar crime are dealt with, causes and motives are analyzed and possible solution mechanisms are worked out. Overall, the knowledge acquired will be used to develop solutions to corporate governance problems and to evaluate solutions developed by others.		
<b>Workload:</b> Total: 180 h 60 h studying of course content through exercises / case studies (self-study) 30 h studying of course content using literature (self-study) 48 h studying of course content using provided materials (self-study) 42 h lecture and exercise course (attendance)		
<b>Conditions:</b> Basic knowledge of organizational theory, corporate governance and corporate finance (helpful)		<b>Credit Requirements:</b> written exam
<b>Frequency:</b> each winter semester	<b>Recommended Semester:</b> 1.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 4	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	
<b>Parts of the Module</b>		
<b>Part of the Module: Corporate Governance: Theorie (Vorlesung)</b> <b>Mode of Instruction:</b> lecture <b>Language:</b> German <b>Contact Hours:</b> 2		

**Literature:**

Audretsch, D. B. and E. E. Lehmann (2011): Corporate Governance in Small and Medium-Sized Firms, Edward Elgar.

Audretsch, D. B. and E. E. Lehmann (2013): Corporate Governance in Newly Listed Companies, in: Levis, M. and S. Vismara (eds): Handbook of Research on IPOs, Edward Elgar: Cheltenham, 268-316.

Becker, G. S. (1968): Crime and Punishment: An Economic Approach, Journal of Political Economy, 169-217.

Frick, B. and E. E. Lehmann (2005): Corporate Governance in Germany: Ownership, Codetermination, and Firm Performance in a Stakeholder Economy. In: Gospel, Howard und Andrew Pendleton (Hrsg.), Corporate Governance and Human Ressource Management, Oxford: Oxford University Press, 2005, 122-147.

Jensen, M. and W. H. Meckling (1976): Theory of the Firm: Managerial Behavior, Agency Costs, and Ownership Structure, Journal of Financial Economics 3, 305-360.

Jost, Peter J. (2000): Ökonomische Organisationstheorie, Wiesbaden: Gabler (bzw. neuere Auflagen).

Lehmann, E. E. (2009): Bindungswirkung von Standards im Corporate Governance Bereich, in: Möllers, T.M.J. (Hrsg.), Geltung und Faktizität von Standards, Baden-Baden: Nomos, 2009, 37-64.

Lehmann, E. E. (2009): Größe und Zusammensetzung von Aufsichtsräten, in: Möllers, T.M.J. (Hrsg.), Standardisierung durch Markt und Recht, Baden-Baden: Nomos, 2008, 177-190.

Lehmann, E. E. (2012): Corporate Governance, Compliance & Crime, in: Rotsch, Th. (Hrsg.): Wissenschaftliche und praktische Aspekte der nationalen und internationalen Compliance-Diskussion, Nomos: Baden-Baden, 43-61.

Lehmann, E. E., and J. Weigand (2000): Does the Governed Corporation Perform Better? Governance Structures and Corporate Performance in Germany, European Finance Review, Vol. 4, 2000, 157-195.

Lehmann, E. E.; Braun, T. and S. Krispin (2012): Entrepreneurial Human Capital, Complementary Assets, and Takeover Probability, Journal of Technology Transfer 37 (5), 589-608.

Shleifer, A. and R. Vishney (1997): A Survey of Corporate Governance, Journal of Finance 52, 737-783.

Zingales, Luigi (1998): Corporate Governance, in: Newman, P. (Hrsg.): The New Palgrave Dictionary of Economics and the Law, Vol. 1, London: MacMillan, 497-503.

**Assigned Courses:**

**Corporate Governance: Theorie (Vorlesung und Übung)** (lecture + exercise)

**Part of the Module: Corporate Governance: Theorie (Übung)**

**Mode of Instruction:** exercise course

**Language:** German

**Contact Hours:** 2

**Assigned Courses:**

**Corporate Governance: Theorie (Vorlesung und Übung)** (lecture + exercise)

**Examination**

**Corporate Governance: Theorie**

written exam / length of examination: 60 minutes, graded

**Test Frequency:**

each semester

<b>Module WIW-5115: Corporate Governance: Research</b> <i>Corporate Governance: Research</i>		6 ECTS/LP
Version 2.2.0 (since WS16/17) Person responsible for module: Prof. Dr. Erik Lehmann		
<b>Learning Outcomes / Competences:</b> After successful participation in this module, students will be able to understand, interpret and evaluate scientific articles and included analyses. They are able to independently classify the papers read into meaningful literature categories. Students will be able to independently identify existing research gaps, derive meaningful research questions, and write up the current state of the empirical literature based on these research questions and the knowledge they have gained. Overall, students will gain a critical understanding regarding existing research in the field of corporate governance. Furthermore, students should develop the ability to work independently in the field of corporate governance.		
<b>Workload:</b> Total: 180 h 19 h studying of course content using literature (self-study) 94 h preparation of written term papers (self-study) 25 h preparation of presentations (self-study) 42 h seminar (attendance)		
<b>Conditions:</b> Basic knowledge of empirical economic research, basic knowledge of corporate governance and organizational theory.		<b>Credit Requirements:</b> Combined written/oral exam/ presentation.
<b>Frequency:</b> each semester	<b>Recommended Semester:</b> 1.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 4	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	
<b>Parts of the Module</b>		
<b>Part of the Module: Corporate Governance: Research</b> <b>Mode of Instruction:</b> seminar <b>Language:</b> German / English <b>Contact Hours:</b> 4		
<b>Literature:</b> To be announced at the kick-off date		
<b>Assigned Courses:</b> <b>Corporate Governance: Research (Seminar)</b> (seminar)		
<b>Examination</b> <b>Corporate Governance: Research</b> written/oral exam, graded <b>Test Frequency:</b> each semester		



<b>Module WIW-5116: Corporate Governance: Independent Research</b> <i>Corporate Governance: Independent Research</i>		6 ECTS/LP
Version 2.1.0 (since WS16/17) Person responsible for module: Prof. Dr. Erik Lehmann		
<b>Learning Outcomes / Competences:</b> After successful participation in this module, students are familiar with the scientific publication process. They are able to conduct their own research and to summarize and present it in research papers and presentations. They are able to participate in professional discussions in their field related to corporate governance topics and to critically comment on their own and others' work in writing and orally. Overall, the ability is developed to analyze, evaluate and ultimately publish independently, reflectively and scientifically.		
<b>Workload:</b> Total: 180 h 42 h seminar (attendance) 20 h preparation of presentations (self-study) 100 h preparation of written term papers (self-study) 18 h studying of course content using literature (self-study)		
<b>Conditions:</b> Knowledge of scientific work, knowledge of English scientific language, knowledge of econometric and statistical methods, knowledge of common statistical software (e.g.: STATA, SPSS, R).		<b>Credit Requirements:</b> term paper and presentation
<b>Frequency:</b> each semester	<b>Recommended Semester:</b> 3.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 4	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	
<b>Parts of the Module</b>		
<b>Part of the Module: Corporate Governance: Independent Research</b> <b>Mode of Instruction:</b> seminar <b>Language:</b> German / English <b>Contact Hours:</b> 4		
<b>Literature:</b> Plümper, T. (2008): Effizient Schreiben, 2. Auflage, Oldenbourg. Booth, W.C., Colomb, G.G., Williams, J.M. (2003): The Craft of Research, University of Chicago Press. Huff, A.S. (2009): Designing Research for Publication, Sage Publications. Stock, J.H., Watson, M.W. (2003): Introduction to Econometrics, Addison-Wesley. Greene, W.H. (2011): Econometric Analysis, Perntice Hall. Wooldridge, J.M. (2010): Econometric Analysis of Cross Section and Panel Data, MIT Press.		
<b>Assigned Courses:</b> <b>Corporate Governance: Independent Research (Seminar)</b> (seminar)		

**Examination**

**Corporate Governance: Independent Research**

term paper, graded

**Test Frequency:**

each semester

**Description:**

term paper and presentation

<b>Module WIW-5123: Services Marketing: Case Studies</b> <i>Services Marketing: Case Studies</i>		6 ECTS/LP
Version 2.0.0 (since WS16/17) Person responsible for module: Prof. Dr. Michael Paul		
<b>Learning Outcomes / Competences:</b> After the successful participation in this module, students are able to understand current theories, methods, and managerial tools of services marketing. In particular, they are able to apply research methods and managerial tools to solve case studies and are able to create novel managerial insights in a services marketing context. Students are able to integrate information and to deal with complexity and limited information. They are able to acquire knowledge, information, and skills independently and to write sound case reports. Students can apply their knowledge on methods and managerial tools to several business problems beyond this module. Overall, students are able to conduct case study projects in a largely autonomous way and to clearly defend their position towards managers, experts, and others on an academic level.		
<b>Workload:</b> Total: 180 h 20 h studying of course content using literature (self-study) 46 h studying of course content through exercises / case studies (self-study) 40 h preparation of presentations (self-study) 28 h preparation of written term papers (self-study) 4 h studying of course content using provided materials (self-study) 42 h seminar (attendance)		
<b>Conditions:</b> Basic methodological skills and basic knowledge of marketing (e.g., descriptive and inductive statistics, regression analysis, marketing research, services marketing).		
<b>Frequency:</b> each winter semester	<b>Recommended Semester:</b> 1. - 3.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 4	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	
<b>Parts of the Module</b>		
<b>Part of the Module: Services Marketing: Case Studies</b> <b>Mode of Instruction:</b> seminar <b>Language:</b> English <b>Contact Hours:</b> 4		
<b>Literature:</b> To be announced in the first session.		
<b>Assigned Courses:</b> <b>Services Marketing: Case Studies</b> (seminar)		
<b>Examination</b> <b>Services Marketing: Case Studies</b> , graded <b>Test Frequency:</b> only in the winter semester <b>Description:</b>		

<b>Module WIW-5124: New Media Marketing: Research (Master)</b> <i>New Media Marketing: Research (Master)</i>		6 ECTS/LP
Version 2.1.0 (since WS16/17) Person responsible for module: Prof. Dr. Michael Paul		
<b>Learning Outcomes / Competences:</b> After the successful participation in this module, students are able to understand current theories and methods of new media marketing research. In particular, they are able to apply scientific methods to create novel insights in new media marketing research. Students are able to integrate knowledge and to deal with complexity and limited information. They are able to acquire knowledge and skills independently and to write sound conceptual or empirical research papers. Students can apply their knowledge on scientific methods to any research problem beyond this module. Overall, students are able to conduct research projects in a largely autonomous way and to clearly defend their position towards experts and others on an academic level.		
<b>Workload:</b> Total: 180 h 15 h preparation of presentations (self-study) 70 h preparation of written term papers (self-study) 42 h seminar (attendance) 8 h studying of course content using provided materials (self-study) 40 h studying of course content using literature (self-study) 5 h studying of course content through exercises / case studies (self-study)		
<b>Conditions:</b> Basic knowledge of marketing.		<b>Credit Requirements:</b> Passing the module examination
<b>Frequency:</b> each winter semester	<b>Recommended Semester:</b> 1. - 3.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 4	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	

<b>Parts of the Module</b>
<b>Part of the Module: New Media Marketing: Research</b> <b>Mode of Instruction:</b> seminar <b>Language:</b> English <b>Contact Hours:</b> 4
<b>Literature:</b> To be announced in the first session.
<b>Assigned Courses:</b> <b>New Media Marketing: Research (Master)</b> (seminar)
<b>Examination</b> <b>New Media Marketing: Research</b> , graded <b>Test Frequency:</b> only in the winter semester <b>Description:</b>

<b>Module WIW-5133: Human Resources: Human Resource Management</b> <i>Human Resources: Personalmanagement</i>		6 ECTS/LP
Version 3.3.0 (since SoSe17) Person responsible for module: Prof. Dr. Susanne Warning		
<b>Contents:</b> -Recruiting -Personnel development -Compensation -Discrimination -Fairness		
<b>Learning Outcomes / Competences:</b> After completing this module successfully, students will be able to understand the economic principles that lie behind the procedures of practical human resource management. They will be able to develop theoretically founded design recommendations and formulate empirically testable hypotheses. Students will be able to analyze problems from personnel economics and transfer solutions to practical problems in an organizational context. They will be able to assess concepts of practical human resource management critically and to develop and reflect on economically founded design recommendations in varying contexts.		
<b>Workload:</b> Total: 180 h 42 h lecture and exercise course (attendance) 58 h studying of course content through exercises / case studies (self-study) 35 h studying of course content using provided materials (self-study) 45 h studying of course content using literature (self-study)		
<b>Conditions:</b> <ul style="list-style-type: none"> <li>• Good knowledge in Mathematics, Statistics and Microeconomics</li> <li>• Good English skills (reading)</li> </ul>		
<b>Frequency:</b> each summer semester	<b>Recommended Semester:</b> 2.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 4	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	
<b>Parts of the Module</b>		
<b>Part of the Module: Human Resources: Personalmanagement (Vorlesung)</b> <b>Mode of Instruction:</b> lecture <b>Language:</b> German <b>Contact Hours:</b> 2		
<b>Literature:</b> Schneider, Martin; Sadowski, Dieter; Frick, Bernd; Warning, Susanne (2020): Personalökonomie und Personalpolitik. Grundlagen einer evidenzbasierten Praxis. Stuttgart: Schäffer-Poeschel.  Wissenschaftliche Beiträge, die in der Vorlesung angegeben werden.		
<b>Part of the Module: Human Resources: Personalmanagement (Übung)</b> <b>Mode of Instruction:</b> exercise course <b>Language:</b> German <b>Contact Hours:</b> 2		

**Examination**

**Human Resources: Personalmanagement**

written exam / length of examination: 60 minutes, graded

**Test Frequency:**

each semester

<b>Module WIW-5134: New Media Marketing: Case Studies</b> <i>New Media Marketing: Case Studies</i>		6 ECTS/LP
Version 2.2.0 (since SoSe17) Person responsible for module: Prof. Dr. Michael Paul		
<b>Learning Outcomes / Competences:</b> After the successful participation in this module, students are able to understand current theories, methods, and managerial tools of new media marketing. In particular, they are able to apply research methods and managerial tools to solve case studies and are able to create novel managerial insights in a new media marketing context. Students are able to integrate information and to deal with complexity and limited information. They are able to acquire knowledge, information, and skills independently and to write sound case reports. Students can apply their knowledge on methods and managerial tools to several business problems beyond this module. Overall, students are able to conduct case study projects in a largely autonomous way and to clearly defend their position towards managers, experts, and others on an academic level.		
<b>Workload:</b> Total: 180 h 42 h seminar (attendance) 4 h studying of course content using provided materials (self-study) 40 h preparation of presentations (self-study) 28 h preparation of written term papers (self-study) 20 h studying of course content using literature (self-study) 46 h studying of course content through exercises / case studies (self-study)		
<b>Conditions:</b> Basic knowledge of methods and fundamentals of marketing from bachelor's degree (especially descriptive and inductive statistics, regression analysis, marketing research, new media marketing if applicable)		
<b>Frequency:</b> each summer semester	<b>Recommended Semester:</b> 2. - 4.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 4	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	
<b>Parts of the Module</b>		
<b>Part of the Module: New Media Marketing: Case Studies</b> <b>Mode of Instruction:</b> seminar <b>Language:</b> English <b>Contact Hours:</b> 4		
<b>Literature:</b> To be announced in the first session.		
<b>Examination</b> <b>New Media Marketing: Case Studies</b> portfolio exam, graded <b>Test Frequency:</b> only in the summer semester		

<b>Module WIW-5135: Advanced Value Based Marketing</b> <i>Advanced Value Based Marketing</i>		6 ECTS/LP
Version 4.2.0 (since SoSe17) Person responsible for module: Prof. Dr. Michael Paul		
<b>Learning Outcomes / Competences:</b> After the successful participation in this module, students are able to understand important concepts, theories, and methods of advanced value based marketing with a focus on the brand asset. In particular, they understand brand concepts and theories, brand strategies, and methods for measuring brand performance. Students apply the concepts, theories, and methods to reflect and discuss case studies and research findings, generate ideas for research, and to develop research designs. They can apply their knowledge on performance measurement and research designs to any topic where they are applicable. Overall, students are able to critically analyze and evaluate phenomena related to the management of brands and to create solutions for business and research problems in a largely autonomous way. They are able to exchange their ideas with experts and others on an academic level.		
<b>Workload:</b> Total: 180 h 42 h lecture and exercise course (attendance) 8 h preparation of presentations (self-study) 30 h studying of course content using literature (self-study) 12 h studying of course content through exercises / case studies (self-study) 88 h studying of course content using provided materials (self-study)		
<b>Conditions:</b> Basic knowledge of methods and fundamentals of marketing from bachelor studies (especially descriptive and inductive statistics, ANOVA, regression analysis, marketing research).		
<b>Frequency:</b> each summer semester	<b>Recommended Semester:</b> from 2.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 4	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	
<b>Parts of the Module</b>		
<b>Part of the Module: Advanced Value Based Marketing (Vorlesung)</b> <b>Mode of Instruction:</b> lecture <b>Language:</b> English <b>Contact Hours:</b> 2		
<b>Literature:</b> Keller, Kevin Lane (2013), Strategic Brand Management. Building, Measuring, and Managing Brand Equity, 4th ed., Upper Saddle River, NJ: Pearson. Sattler, Henrik and Franziska Völckner (2013), Markenpolitik, 3. Aufl., Stuttgart: Kohlhammer.		
<b>Part of the Module: Advanced Value Based Marketing (Übung)</b> <b>Mode of Instruction:</b> exercise course <b>Language:</b> English <b>Contact Hours:</b> 2		



**Examination**

**Advanced Value Based Marketing**

portfolio exam / length of examination: 60 minutes, graded

**Test Frequency:**

only in the summer semester

<b>Module WIW-5136: Services Marketing: Research (Master)</b> <i>Services Marketing: Research (Master)</i>		6 ECTS/LP
Version 2.1.0 (since SoSe17) Person responsible for module: Prof. Dr. Michael Paul		
<b>Learning Outcomes / Competences:</b> After the successful participation in this module, students are able to understand current theories and methods of services marketing research. In particular, they are able to apply scientific methods to create novel insights in services marketing research. Students are able to integrate knowledge and to deal with complexity and limited information. They are able to acquire knowledge and skills independently and to write sound conceptual or empirical research papers. Students can apply their knowledge on scientific methods to any research problem beyond this module. Overall, students are able to conduct research projects in a largely autonomous way and to clearly defend their position towards experts and others on an academic level.		
<b>Workload:</b> Total: 180 h 8 h studying of course content using provided materials (self-study) 40 h studying of course content using literature (self-study) 70 h preparation of written term papers (self-study) 5 h studying of course content through exercises / case studies (self-study) 15 h preparation of presentations (self-study) 42 h seminar (attendance)		
<b>Conditions:</b> Basic knowledge of methods and fundamentals of marketing from Bachelor's degree (especially descriptive and inductive statistics, regression analysis, marketing research, if applicable services marketing)		<b>Credit Requirements:</b> Passing the module examination
<b>Frequency:</b> each summer semester	<b>Recommended Semester:</b> 2. - 4.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 4	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	

<b>Parts of the Module</b>	
<b>Part of the Module: Services Marketing: Research</b> <b>Mode of Instruction:</b> seminar <b>Language:</b> English <b>Contact Hours:</b> 4	
<b>Literature:</b> To be announced in the first session.	
<b>Examination</b> <b>Services Marketing: Research</b> portfolio exam, graded <b>Test Frequency:</b> only in the summer semester <b>Description:</b> every year term paper, presentation and discussion participation	

<b>Module WIW-5137: Corporate Governance: Concepts</b> <i>Corporate Governance: Konzepte</i>		6 ECTS/LP
Version 4.3.0 (since SoSe20) Person responsible for module: Prof. Dr. Erik Lehmann		
<b>Learning Outcomes / Competences:</b> The aim of the course is to enable students to know, analyze and apply different concepts of corporate governance in the context of (corporate) entrepreneurship. Theoretical aspects as well as thoughts behind will be highlighted and students will learn to understand and evaluate their impact on performance. Of particular focus will be key governance theories, the role and influence of market and institutional mechanisms and future developments within the field. Overall, students should learn to use and interpret governance concepts as well as to apply them to concrete situations.		
<b>Remarks:</b> Open to German students as well as Erasmus/Incoming/Freemovers		
<b>Workload:</b> Total: 180 h 48 h studying of course content using provided materials (self-study) 42 h lecture (attendance) 90 h preparation of written term papers (self-study)		
<b>Conditions:</b> -		
<b>Frequency:</b> each summer semester	<b>Recommended Semester:</b> from 2.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 4	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	

<b>Parts of the Module</b>
<b>Part of the Module: Corporate Governance: Konzepte</b> <b>Mode of Instruction:</b> lecture <b>Language:</b> English <b>Contact Hours:</b> 4
<b>Literature:</b> Adams, R, Hermalin BE and MS Weisbach (2010): The Role of Boards of Directors in Corporate Governance: A Conceptual Framework and Survey, Journal of Economic Literature 48, 55-107. Audretsch DB and EE Lehmann (2011), "Introduction", in: Audretsch/Lehmann (eds): Corporate Governance in Small and Medium-Sized Firms, Edward Elgar. Audretsch DB and EE Lehmann (2013), "Corporate Governance in Newly Listed Firms", in: Levis/Vismara (eds): Handbook of Research on IPO, Edward Elgar (forthcoming). Gabrielsson, J. (2017). Handbook of research on corporate governance and entrepreneurship. Edward Elgar Publishing. Hart, O (2011): Thinking about the Firm: A Review of Daniel Spulbers "The Theory of the Firm", Journal of Economic Literature, p. 101-113. (in particular pp 101-108). Jensen, MC and WH Meckling (1976) : Theory of the Firm: Managerial behavior, Agency Costs, and Ownership Structure, Journal of Financial economics 3, 305-360. Morris, M. H., Kuratko, D. F., & Covin, J. G. (2010). Corporate entrepreneurship & innovation. Cengage Learning. Shleifer A and R Vishney (1997): A Survey of Corporate Governance, Journal of Finance 52, 737-780.

**Examination**

**Corporate Governance: Konzepte**

term paper, graded

**Test Frequency:**

only in the summer semester

**Description:**

<b>Module WIW-5138: Advanced Services Marketing</b> <i>Advanced Services Marketing</i>		6 ECTS/LP
Version 4.3.0 (since WS16/17) Person responsible for module: Prof. Dr. Michael Paul		
<b>Learning Outcomes / Competences:</b> After the successful participation in this module, students are able to understand important concepts, theories, and methods of services marketing. In particular, they understand the management of people involved in service delivery (i.e., frontline employees and customers) and experimentation in services marketing. Students apply the concepts and theories to reflect and discuss case studies and research findings, generate ideas for research, and develop experimental research designs. They can apply their knowledge on research designs to any topic where experimentation is applicable. Overall, students are able to critically analyze and evaluate phenomena at the service employee-customer interface and to create solutions for business and research problems in a largely autonomous way. They are able to exchange their ideas with experts and others on an academic level.		
<b>Workload:</b> Total: 180 h 26 h studying of course content using literature (self-study) 84 h studying of course content using provided materials (self-study) 42 h lecture and exercise course (attendance) 16 h preparation of presentations (self-study) 12 h studying of course content through exercises / case studies (self-study)		
<b>Conditions:</b> Basic methodological skills and basic knowledge of marketing (e.g., descriptive and inductive statistics, ANOVA, regression analysis, marketing research, services marketing).		<b>Credit Requirements:</b> Passing the module examination
<b>Frequency:</b> each winter semester	<b>Recommended Semester:</b> 1. - 3.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 4	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	
<b>Parts of the Module</b>		
<b>Part of the Module: Advanced Services Marketing (Vorlesung)</b> <b>Mode of Instruction:</b> lecture <b>Language:</b> English <b>Contact Hours:</b> 2		
<b>Literature:</b> Bordoloi, Sanjeev, James A. Fitzsimmons, and Mona J. Fitzsimmons (2019), Service Management: Operations, Strategy, and Information Technology, 9th ed., NY: McGraw-Hill. Shadish, William R., Thomas D. Cook, and Donald T. Campbell (2002), Experimental and Quasi-Experimental Designs for Generalized Causal Inference, 1st ed., Boston: Houghton Mifflin. Zeithaml, Valerie M., Mary Jo Bitner, and Dwayne D. Gremler (2020), Services Marketing - Integrating Customer Focus across the Firm, 4th ed., London: McGraw-Hill.		
<b>Assigned Courses:</b> <b>Advanced Services Marketing</b> (lecture + exercise)		

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**Part of the Module: Advanced Services Marketing (Übung)**

**Mode of Instruction:** exercise course

**Language:** English

**Contact Hours:** 2

**Assigned Courses:**

**Advanced Services Marketing** (lecture + exercise)

**Examination**

**Advanced Services Marketing**

written exam / length of examination: 60 minutes, graded

**Test Frequency:**

each semester

<b>Module WIW-5147: Summer School on Global Perspectives of Public and Private Sector Interaction II</b> <i>Summer School on Global Perspectives of Public and Private Sector Interaction II</i>		6 ECTS/LP
Version 2.6.0 (since SoSe17) Person responsible for module: Prof. Dr. Erik Lehmann		
<b>Learning Outcomes / Competences:</b> <p>In this seminar course taught in English, students learn the content-related and methodological basics that are required for potential specialists and managers to evaluate "controversial" economic issues that need to be clarified with regard to their ethical relevance and moral consequences. Using various economic regions as examples, students learn to apply the knowledge they have gained about the economic development of regions and to plan and justify strategies and activities that can be implemented. The insights gained in this process enable students to:</p> <p><b>Subject-related competencies:</b></p> <ul style="list-style-type: none"> <li>• explain regional economic development in the context of strategic management.</li> <li>• identify social, economic, and sustainability factors that influence the economic development of a region and to develop context-based solution strategies based on these factors.</li> </ul> <p><b>Methodological competencies:</b></p> <ul style="list-style-type: none"> <li>• systematically analyze a region using theoretical frameworks in the fields of "Factors of Production", "Spatial &amp; Organizational Dimension" and "Human Dimension".</li> <li>• develop and present strategies for promoting the economic region based on theoretical knowledge.</li> </ul> <p><b>Interdisciplinary competencies:</b></p> <ul style="list-style-type: none"> <li>• work in interdisciplinary and international teams to solve regional problems using action-oriented policy recommendations.</li> <li>• look at problems in other subject areas from the perspective of path-dependent developments.</li> </ul> <p><b>Key competencies:</b></p> <ul style="list-style-type: none"> <li>• work in a goal-oriented manner in an international team environment, especially with regard to different disciplines.</li> <li>• independently design long-term strategies.</li> <li>• self-critically discuss work progress and team experiences/dynamics in feedback sessions.</li> </ul>		
<b>Remarks:</b> <p>Restriction on participation.</p> <p>This course is a special 3-week compact seminar that includes a roughly 1-week travel component outside of Augsburg. Because of the travel component, participating students are required to submit a payment which covers the transport and lodging costs. The course requires an application to be submitted by <b>March 1<sup>st</sup></b>. Please contact <a href="mailto:incoming@wiwi.uni-augsburg.de">incoming@wiwi.uni-augsburg.de</a> for more information and to apply.</p>		
<b>Workload:</b> <p>Total: 180 h  28 h studying of course content using literature (self-study)  20 h preparation of presentations (self-study)  90 h preparation of written term papers (self-study)  42 h seminar (attendance)</p>		
<b>Conditions:</b> none		<b>Credit Requirements:</b> Passing the module examination
<b>Frequency:</b> each summer semester	<b>Recommended Semester:</b> 2. - 4.	<b>Minimal Duration of the Module:</b> 1 semester[s]

<b>Contact Hours:</b> 4	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program
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<b>Parts of the Module</b>
<b>Part of the Module: Summer School on Global Perspectives of Public and Private Sector Interaction</b> <b>Mode of Instruction:</b> seminar <b>Language:</b> English <b>Contact Hours:</b> 4
<b>Literature:</b> Audretsch, David. Everything in Its Place: Entrepreneurship and the Strategic Management of Cities, Regions, and States. New York: Oxford University Press, (2015).  Audretsch, David; Lehmann, Erik. The seven secrets of Germany. Economic Resilience in an Era of Global Turbulence. New York: Oxford University Press, (2016).
<b>Examination</b> <b>Summer School on Global Perspectives of Public and Private Sector Interaction</b> , graded <b>Test Frequency:</b> only in the summer semester



<b>Module WIW-5179: International Business Taxation</b> <i>MTax1 - Internationale Unternehmensbesteuerung</i>		6 ECTS/LP
Version 2.3.0 (since WS16/17) Person responsible for module: Prof. Dr. Robert Ullmann		
<b>Contents:</b> This module deals in particular with the taxation of international firm groups. For this purpose, the module introduces - building on the bachelor modules' foundation - specific international tax law.		
<b>Learning Outcomes / Competences:</b> After successful participation in this module, students will be able to assess the tax consequences of international corporate structures. To do so, students confidently apply tax regulations to determine the tax burden of internationally active companies. They are familiar with national tax laws as well as international double taxation agreements, which apply in parallel.		
<b>Remarks:</b> In exercise components, the theoretical lecture content is processed using exercise cases.		
<b>Workload:</b> Total: 180 h 42 h lecture and exercise course (attendance) 60 h studying of course content using provided materials (self-study) 38 h studying of course content using literature (self-study) 40 h studying of course content through exercises / case studies (self-study)		
<b>Conditions:</b> Basic knowledge of methods from the bachelor's degree.		<b>Credit Requirements:</b> Passing the module examination
<b>Frequency:</b> each winter semester	<b>Recommended Semester:</b> 1. - 3.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 4	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	

<b>Parts of the Module</b>		
<b>Part of the Module: Internationale Unternehmensbesteuerung (Vorlesung)</b>		
<b>Mode of Instruction:</b> lecture		
<b>Language:</b> German		
<b>Contact Hours:</b> 2		
<b>Literature:</b> Rose/Watrin: Ertragsteuerrecht, aktuelle Auflage. Für Repetitorium: Rose/Watrin: Internationales Steuerrecht, aktuelle Auflage. Brähler: Internationales Steuerrecht, aktuelle Auflage.		
<b>Assigned Courses:</b>		
<b>MTax1 - Internationale Unternehmensbesteuerung</b> (lecture + exercise)		
<b>Part of the Module: Internationale Unternehmensbesteuerung (Übung)</b>		
<b>Mode of Instruction:</b> exercise course		
<b>Language:</b> German		
<b>Contact Hours:</b> 2		
<b>Assigned Courses:</b>		
<b>MTax1 - Internationale Unternehmensbesteuerung</b> (lecture + exercise)		

**Examination**

**Internationale Unternehmensbesteuerung**

written exam / length of examination: 60 minutes, graded

**Test Frequency:**

each semester

<b>Module WIW-5200: Management: Innovation and International Business</b> <i>Management: Innovation and International Business</i>		6 ECTS/LP
Version 2.7.0 (since SoSe17) Person responsible for module: Prof. Dr. Marcus Wagner		
<b>Learning Outcomes / Competences:</b> On successful completion of this module students should be able to understand selected topics of strategic management related to sustainably supporting innovation and international business. Furthermore, students should be able to apply theoretical concepts to novel and complex situations provided in case studies to develop and evaluate feasible solutions to identified problems. Students should be able to apply presentation techniques to present their own work and to understand and evaluate the work of their fellows.		
<b>Remarks:</b> Note: We recommend visiting "Management: Innovation and international Business" BEFORE visiting "Management: Globale Nachhaltigkeit". The password for the registration and further information will be provided in the first lecture.		
<b>Workload:</b> Total: 180 h 40 h studying of course content through exercises / case studies (self-study) 54 h studying of course content using literature (self-study) 16 h preparation of presentations (self-study) 42 h lecture and exercise course (attendance) 28 h studying of course content using provided materials (self-study)		
<b>Conditions:</b> There are no prerequisites.		<b>Credit Requirements:</b> Passing the module examination
<b>Frequency:</b> each summer semester	<b>Recommended Semester:</b> 2. - 3.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 4	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	
<b>Parts of the Module</b>		
<b>Part of the Module: Management: Innovation and International Business (Vorlesung)</b> <b>Mode of Instruction:</b> lecture <b>Language:</b> English <b>Contact Hours:</b> 2		
<b>Literature:</b> Helfat, C. E., Finkelstein, S., Mitchell, W., Peteraf, M., Singh, H., Teece, D., & Winter, S. G. (2007). Dynamic capabilities: Understanding strategic change in organizations. John Wiley & Sons.  Case studies will be announced as appropriate.		
<b>Part of the Module: Management: Innovation and International Business (Übung)</b> <b>Mode of Instruction:</b> exercise course <b>Language:</b> English <b>Contact Hours:</b> 2		
<b>Examination</b> <b>Management: Innovation and International Business</b> written exam / length of examination: 60 minutes, graded <b>Test Frequency:</b> only in the summer semester		

<b>Module WIW-5224: Analytics &amp; Optimization: Methods &amp; Software</b> <i>Analytics &amp; Optimization: Methods &amp; Software</i>		6 ECTS/LP
Version 1.1.0 (since WS17/18) Person responsible for module: Prof. Dr. Robert Klein		
<b>Contents:</b> Selected subject areas, e. g.: Pricing & Revenue Management Smart Mobility & Logistics		
<b>Learning Outcomes / Competences:</b> After successfully participating in the module, the students are able to understand advanced optimization methods of the seminar's area and to apply them to practical questions. The questions examined originate from, e. g., the following areas: Pricing & Revenue Management, and Smart Mobility & Logistics. As working with relevant technical literature and implementing the methods with standard software (e.g., Python and Gurobi), the participants are also able to assess and apply procedures in terms of their possible applications in practice. The concluding presentation enables the students to explain their results in a structured manner, to take a founded position, and to discuss the conclusions drawn.		
<b>Workload:</b> Total: 180 h 42 h seminar (attendance) 40 h studying of course content using literature (self-study) 70 h preparation of written term papers (self-study) 28 h preparation of presentations (self-study)		
<b>Conditions:</b> Basic knowledge of mathematical modeling and linear (integer) optimization		
<b>Frequency:</b> each semester	<b>Recommended Semester:</b> from 2.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 4	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	

<b>Parts of the Module</b>		
<b>Part of the Module: Analytics &amp; Optimization: Methods &amp; Software</b> <b>Mode of Instruction:</b> seminar <b>Language:</b> German / English <b>Contact Hours:</b> 4		
<b>Literature:</b> To be announced in the course.		
<b>Assigned Courses:</b> <b>Analytics &amp; Optimization: Methods &amp; Software</b> (seminar)		
<b>Examination</b> <b>Analytics &amp; Optimization: Methods &amp; Software</b> , graded <b>Test Frequency:</b> each semester		

<b>Module WIW-5225: Management: Global Sustainability</b> <i>Management: Globale Nachhaltigkeit</i>		6 ECTS/LP
Version 1.7.0 (since WS17/18) Person responsible for module: Prof. Dr. Marcus Wagner		
<b>Contents:</b> Contents: - Introduction - Framework conditions - System theory - Environmental and sustainability innovation - Operational sustainability management - Sustainability performance & company success - Integrated strategies - Sustainability management in global value chains		
<b>Learning Outcomes / Competences:</b> After successful completion of this module students should be able to remember an overview of the essential contents of operational and strategic sustainability management in an international context. Furthermore, they should be able to understand the relationship between environmental management and social sustainability, corporate success and international competitiveness, and how to apply corresponding models and concepts in practice.		
<b>Remarks:</b> Note: We recommend attending "Management: Innovation and International Business" BEFORE attending "Management: Global Sustainability".		
<b>Workload:</b> Total: 180 h 54 h studying of course content using literature (self-study) 28 h studying of course content using provided materials (self-study) 42 h lecture and exercise course (attendance) 16 h preparation of presentations (self-study) 40 h studying of course content through exercises / case studies (self-study)		
<b>Conditions:</b> -		<b>Credit Requirements:</b> Passing the module examination
<b>Frequency:</b> each winter semester	<b>Recommended Semester:</b>	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 4	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	
<b>Parts of the Module</b>		
<b>Part of the Module: Management: Globale Nachhaltigkeit (Vorlesung)</b> <b>Mode of Instruction:</b> lecture <b>Language:</b> German <b>Contact Hours:</b> 2		
<b>Literature:</b> Schaltegger, S. / Wagner, M. (2006): Managing the Business Case for Sustainability, Greenleaf. Weitere Literatur wird zu Beginn der Veranstaltung bekannt gegeben.		
<b>Assigned Courses:</b> <b>Management: Globale Nachhaltigkeit</b> (lecture + exercise)		

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**Part of the Module: Management: Globale Nachhaltigkeit (Übung)**

**Mode of Instruction:** exercise course

**Language:** German

**Contact Hours:** 2

**Assigned Courses:**

**Management: Globale Nachhaltigkeit** (lecture + exercise)

**Examination**

**Management: Globale Nachhaltigkeit**

written exam / length of examination: 60 minutes, graded

**Test Frequency:**

each semester

<b>Module WIW-5227: Revenue Management</b> <i>Revenue Management</i>		6 ECTS/LP
Version 1.4.0 (since SoSe18) Person responsible for module: Prof. Dr. Robert Klein		
<b>Contents:</b> 1. Basics of Revenue Management 2. Price Discrimination 3. Capacity Control 4. Dynamic Pricing		
<b>Learning Outcomes / Competences:</b> Revenue management represents a concept for the revenue-oriented design of sales processes that has its origins in air traffic and has numerous fields of applications for other manufacturing and service companies.  After successful participation, the students are able to mathematically capture sales processes in the context of revenue management, but also the closely related dynamic pricing and, based on this, to formulate and solve stochastic, dynamic optimization models for the revenue-optimized control of the processes. Furthermore, they are able to assess advanced models (e.g., complex customer choice behavior, consideration of risk) with regard to their suitability for specific application situations and, if necessary, apply them.		
<b>Workload:</b> Total: 180 h 42 h lecture and exercise course (attendance) 63 h studying of course content using provided materials (self-study) 12 h studying of course content using literature (self-study) 63 h studying of course content through exercises / case studies (self-study)		
<b>Conditions:</b> Basic knowledge of mathematical modeling and linear optimization		<b>Credit Requirements:</b> Passing the module examination
<b>Frequency:</b> each summer semester	<b>Recommended Semester:</b> from 2.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 4	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	

**Parts of the Module****Part of the Module: Revenue Management (Vorlesung)****Mode of Instruction:** lecture**Language:** German**Contact Hours:** 2**Literature:**

Klein, R. und C. Steinhardt (2008): Revenue Management- Grundlagen und Mathematische Methoden. Springer, Berlin.

Talluri, K.T. und G.J. van Ryzin (2004): The Theory and Practice of Revenue Management. Springer, New York.

Further literature to be announced in the course.

**Part of the Module: Revenue Management (Übung)****Mode of Instruction:** exercise course**Language:** German**Contact Hours:** 2

**Examination**

**Revenue Management**

written exam / length of examination: 60 minutes, graded

**Test Frequency:**

each semester



<b>Module WIW-5232: Analytics &amp; Optimization: Applications</b> <i>Analytics &amp; Optimization: Applications</i>		6 ECTS/LP
Version 1.6.0 (since WS17/18) Person responsible for module: Prof. Dr. Robert Klein		
<b>Contents:</b> Selected subject areas, e. g.: Pricing & Revenue Management Smart Mobility & Logistics		
<b>Learning Outcomes / Competences:</b> After successfully participating in this module, the students are able to understand basic and advanced optimization models of the related subject area. The questions examined originate, among others, from the following areas: Pricing & Revenue Management and Smart Mobility & Logistics. The students acquire the ability to research and evaluate existing publications in relation to their own topic. By working with relevant technical literature, the participants are able to assess and apply methods for solving the considered models. The final presentation enables the students to explain their results in a structured manner, to take a founded position, and to discuss the conclusions drawn.		
<b>Workload:</b> Total: 180 h 42 h seminar (attendance) 70 h preparation of presentations (self-study) 68 h studying of course content using literature (self-study)		
<b>Conditions:</b> Basic knowledge of mathematical modeling and linear (integer) optimization		<b>Credit Requirements:</b> Passing the module examination
<b>Frequency:</b> unique (winter semester)	<b>Recommended Semester:</b> from 2.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 4	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	

<b>Parts of the Module</b>		
<b>Part of the Module: Analytics &amp; Optimization: Applications</b>		
<b>Mode of Instruction:</b> seminar		
<b>Language:</b> German / English		
<b>Frequency:</b> einmalig SoSe		
<b>Contact Hours:</b> 4		
<b>Literature:</b> To be announced in the course.		
<b>Assigned Courses:</b>		
<b>Analytics &amp; Optimization: Applications</b> (seminar)		
<b>Examination</b>		
<b>Analytics &amp; Optimization: Applications</b> , graded		
<b>Test Frequency:</b> when a course is offered		

<b>Module WIW-5239: Startup Challenge (Master)</b> <i>Startup Challenge (Master)</i>		6 ECTS/LP
Version 1.1.0 (since SoSe18) Person responsible for module: Prof. Dr. Erik Lehmann		
<p><b>Learning Outcomes / Competences:</b> The main objective of the module is to prepare students to recognize entrepreneurial opportunities and to think and act as entrepreneurs. With the help of various methods and tools, innovative business ideas are elaborated and business concepts are developed. After successful participation in this module, students will be able to</p> <p><b>Subject-related competencies</b></p> <ul style="list-style-type: none"> <li>• apply methods and concepts for the development, analysis and evaluation of business models, pricing, strategies, sales and marketing.</li> <li>• identify and analyze entrepreneurial topics and problems and derive suitable solution strategies.</li> </ul> <p><b>Methodological competencies</b></p> <ul style="list-style-type: none"> <li>• develop a business model from a problem</li> <li>• continuously analyze and innovate the business model</li> <li>• develop a marketing and sales strategy</li> <li>• create and present a business plan and a company presentation</li> </ul> <p><b>Interdisciplinary competencies</b></p> <ul style="list-style-type: none"> <li>• approach complex tasks in a solution-oriented manner</li> <li>• apply their knowledge to further practical problems from other subject areas</li> </ul> <p><b>Key qualification</b></p> <ul style="list-style-type: none"> <li>• communicate in a solution-oriented manner</li> <li>• develop target group oriented concepts</li> <li>• work effectively in interdisciplinary teams</li> </ul>		
<p><b>Workload:</b> Total: 180 h 20 h studying of course content using provided materials (self-study) 18 h preparation of presentations (self-study) 100 h preparation of written term papers (self-study) 42 h seminar (attendance)</p>		
<b>Conditions:</b> none		
<b>Frequency:</b> each semester	<b>Recommended Semester:</b> from 1.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 4	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	
<b>Parts of the Module</b>		
<b>Part of the Module: Startup Challenge (Master)</b>		
<b>Mode of Instruction:</b> seminar		
<b>Language:</b> German		
<b>Contact Hours:</b> 4		
<b>Literature:</b> To be announced in class.		

**Examination**

**Startup Challenge (Master)**

written/oral exam, graded

**Test Frequency:**

each semester

<b>Module WIW-5250: Master Seminar in Taxation IV</b> <i>MTax11 - Masterseminar Taxation IV (Empirical Research Seminar)</i>		6 ECTS/LP
Version 1.1.0 (since WS19/20) Person responsible for module: Prof. Dr. Robert Ullmann		
<b>Contents:</b> - Recapitulation of statistical fundamentals - Principles of regression analysis - Advanced topics in regression analysis - Research Theory / Positive Accounting Theory - Introduction in how to conduct an empirical paper - Presentations and discussions about tax related research papers		
<b>Learning Outcomes / Competences:</b> After successful participation in this class, students will be able to prepare a scientific paper and defend it within a critical scientific discussion. Therefor, they apply fundamental empirical instruments (descriptive analyses, OLS) or create a compilation of empirical literature within the framework of a targeted overview of topics. In addition, they acquire a sound knowledge of the key competences relevant in this context, whereby the students' communication and rhetorical skills are in the foreground. The seminar also serves as preparation for an empirical master thesis.		
<b>Remarks:</b> Information on registration can be found on the website of the chair.		
<b>Workload:</b> Total: 180 h 20 h studying of course content using literature (self-study) 28 h studying of course content through exercises / case studies (self-study) 42 h seminar (attendance) 40 h preparation of presentations (self-study) 50 h preparation of written term papers (self-study)		
<b>Conditions:</b> -		<b>Credit Requirements:</b> Passing the module examination.
<b>Frequency:</b> each semester	<b>Recommended Semester:</b> 1. - 3.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 4	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	
<b>Parts of the Module</b>		
<b>Part of the Module:</b> <i>MTax11 - Masterseminar Taxation IV (Empirical Research Seminar)</i> <b>Mode of Instruction:</b> seminar <b>Language:</b> English / German <b>Contact Hours:</b> 4		
<b>Literature:</b> To be announced in class.		
<b>Assigned Courses:</b> <b>MTax11 - Masterseminar Taxation II + IV (Empirical Research Seminar)</b> (seminar)		

**Examination**

**MTax11 - Masterseminar Taxation IV (Empirical Research Seminar)**

written/oral exam, graded

**Test Frequency:**

each semester

<b>Module WIW-5252: Health Economics – Financing</b> <i>Health Economics – Financing</i>	6 ECTS/LP
Version 1.1.0 (since WS15/16) Person responsible for module: Prof. Dr. Robert Nuscheler	
<p><b>Learning Outcomes / Competences:</b></p> <p><b>Professional competences:</b></p> <p>Students are able to analyze insurance markets and to determine the equilibrium of the insurance market under alternate information constraints and equilibrium concepts. They will be able to distinguish between important market failures in health insurance markets, namely, the free-riding problem, adverse selection, ex ante moral hazard, and ex post moral hazard. Students will be able to pin down the respective market failures and to develop public policy responses that are suited to mitigate the associated welfare losses. Moreover, students need to understand the problem of risk selection in regulated competitive health insurance markets and be aware of the prime policy responses that aim at reducing the health insurers' incentives to engage in risk selection, namely, risk adjustment and risk sharing. Students will be able to explain that imperfect risk adjustment requires a tradeoff between the inefficiencies arising from direct and indirect risk selection. Finally, students understand the principles of the political economy of health care financing and are familiar with the most important financing aspects of the German health care system.</p> <p><b>Methodological competences:</b></p> <p>After completing this course, students will be able to apply the concepts of welfare economics, information economics and incentives to health insurance markets and to health care financing more generally. This includes the identification of market failures and the development of suited public policy responses. The presentation of empirical research papers enables students to apply their econometric competences to assess the validity of hypotheses derived from economic theory.</p> <p><b>Interdisciplinary skills:</b></p> <p>A solid understanding of welfare economics and information economics is crucial for understanding the pitfalls and challenges in the field of health economics and beyond. After all, many markets of public concern are plagued by information constraints, e.g., the labor market and, rather generally, markets for goods with imperfect competition. The methods acquired in this course can easily be applied to these markets.</p> <p><b>Key competences:</b></p> <p>Students are able to analyze relevant markets, assess their efficiency properties, and suggest - if necessary - optimal public policy responses or regulations. As part of this, students are able to reduce research questions to their core, analyze them using modern microeconomic theory, and competently present and defend their results.</p>	
<p><b>Workload:</b></p> <p>Total: 180 h</p> <p>42 h lecture and exercise course (attendance)</p> <p>50 h studying of course content using literature (self-study)</p> <p>28 h studying of course content through exercises / case studies (self-study)</p> <p>60 h studying of course content using provided materials (self-study)</p>	
<p><b>Conditions:</b></p> <p>A solid understanding of the concepts of microeconomics and constrained optimization is an advantage. Ideally, participants should have attended the course "Mikroökonomik (Master)" (Advanced Microeconomics). While the content of the lecture is largely applied micro economic theory, the assigned research papers for presentations will have an empirical focus. Basic knowledge of econometrics is an advantage. Participation in the course "Mikroökonomie" (Microeconomics) is recommended.</p>	<p><b>Credit Requirements:</b></p> <p>Passing the module examination</p>

<b>Frequency:</b> each summer semester	<b>Recommended Semester:</b> from 2.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 4	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	

**Parts of the Module****Part of the Module: Health Economics – Financing****Mode of Instruction:** lecture + exercise**Language:** English**Literature:**

Zweifel, Breyer und Kifmann (2009): Health Economics, 2nd edition. Springer-Verlag, Heidelberg.

Supplementary material will be announced in class.

**Examination****Health Economics – Financing**

portfolio exam, graded

**Test Frequency:**

each semester

**Description:**

Students are evaluated on the basis of an assignment, a paper presentation, and an oral exam. The paper presentation is in English. For the assignment and the oral presentation, students can choose between English and German.

<b>Module WIW-5253: Health Economics – Topics</b> <i>Health Economics – Topics</i>	6 ECTS/LP
Version 1.0.0 (since WS15/16) Person responsible for module: Prof. Dr. Robert Nuscheler	
<p><b>Learning Outcomes / Competences:</b></p> <p><b>Professional competences:</b></p> <p>Students understand what factors and individual traits shape health behaviors and how this relates to the inefficiencies that arise in the presence of health externalities. This includes smoking and the over-use of antibiotics as examples for negative health externalities and vaccinations as an example for positive health externalities. In the context of the latter, students understand the economic epidemiology of infectious diseases and how preventive measures affect the spread of diseases taking Sars-Cov-2 as an example. Students are able to assess the incentive effects of alternative payment schemes for healthcare providers and competently discuss their pros and cons. Students are aware of the most important concepts of the economic evaluation of healthcare services, namely, cost-effectiveness analysis, cost-utility analysis, and cost-benefit analysis. Students can competently discuss the pros and cons of deceased versus living organ donation. The students can identify the differences between different regulations on organ donation (e.g. consent and opt-out) and assess the incentives resulting from these regulations for willingness to donate. Finally, students are aware of the peculiarities of the market for long-term care.</p> <p><b>Methodological competences:</b></p> <p>After completing this course, students will be able to apply the concepts of welfare economics, information economics and incentives to various areas in the field of health economics, including individual health production, health externalities, economic epidemiology, provider payment, economic evaluation, organ donation, and long-term care. This includes the identification of market failures and the development of suited public policy responses. The presentation of empirical research papers enables students to apply their econometric competences to assess the validity of hypotheses derived from economic theory.</p> <p><b>Interdisciplinary skills:</b></p> <p>A solid understanding of welfare economics and information economics is crucial for understanding the pitfalls and challenges in the field of health economics and beyond. After all, many markets of public concern are plagued by information constraints, e.g., the labor market and, rather generally, markets for goods with imperfect competition. The methods acquired in this course can easily be applied to these markets.</p> <p><b>Key competences:</b></p> <p>Students are able to analyze relevant markets, assess their efficiency properties, and suggest - if necessary - optimal public policy responses or regulations. As part of this, students are able to reduce research questions to their core, analyze them using modern microeconomic theory, and competently present and defend their results.</p>	
<p><b>Workload:</b></p> <p>Total: 180 h</p> <p>50 h studying of course content using literature (self-study)</p> <p>60 h studying of course content using provided materials (self-study)</p> <p>28 h studying of course content through exercises / case studies (self-study)</p> <p>42 h lecture and exercise course (attendance)</p>	
<p><b>Conditions:</b></p> <p>A solid understanding of the concepts of microeconomics and constrained optimization is an advantage. Ideally, participants should have attended the course "Mikroökonomik (Master)" (Advanced Microeconomics). While the content of the lecture is largely applied micro economic theory, the assigned research papers for presentations will have an empirical focus. Basic knowledge of econometrics is an advantage. Participation in the course "Mikroökonomie" (Microeconomics) is recommended.</p>	<p><b>Credit Requirements:</b></p> <p>Passing the module examination</p>



<b>Frequency:</b> each winter semester	<b>Recommended Semester:</b> 1. - 3.	<b>Minimal Duration of the Module:</b> semester[s]
<b>Contact Hours:</b> 4	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	

<b>Parts of the Module</b>
<p><b>Part of the Module: Health Economics – Topics</b></p> <p><b>Mode of Instruction:</b> lecture + exercise</p> <p><b>Language:</b> English</p> <p><b>Contact Hours:</b> 4</p>
<p><b>Literature:</b> will be announced in class</p>
<p><b>Assigned Courses:</b></p> <p><b>Health Economics - Topics</b> (lecture + exercise)</p>
<p><b>Examination</b></p> <p><b>Health Economics – Topics</b> portfolio exam, graded</p> <p><b>Test Frequency:</b> each semester</p> <p><b>Description:</b> Students are evaluated on the basis of an assignment, a paper presentation, and an oral exam. The paper presentation is in English. For the assignment and the oral presentation, students can choose between English and German.</p>

<p><b>Module WIW-5257: Summer School on Strategic Management in the International Context: Public, Private and Nonprofit Organizations II</b>  <i>Summer School on Strategic Management in the International Context: Public, Private and Nonprofit Organizations II</i></p>	6 ECTS/LP
<p>Version 1.4.0 (since SoSe20)          Person responsible for module: Prof. Dr. Erik Lehmann</p>	
<p><b>Learning Outcomes / Competences:</b></p> <p>This course focuses on the strategic management of organizations in the public, private, and nonprofit sector, with an emphasis on the international context. As internationalization and globalization bring people, nations, and economies of the world ever closer together, there are significant implications for organizations in all three sectors. These effects manifest both inside and outside the organization and are best managed through focused strategic management and planning at all levels of the organization. Examples include digitization and disruption, demographic change, political upheaval, and economic ups and downs, to name just a few. While many principles of strategic management are common knowledge, their application in the international context and in the workplace is less clear. This course offers students the opportunity to build basic knowledge in strategic management and learn what it means for organizations in our global age operating within and across the three sectors of the economy. The insights gained in this process enable students to:</p> <p><b>Subject-related competencies:</b></p> <ul style="list-style-type: none"> <li>• gain understanding of strategic management theory at the organizational level across all three sectors - public, private, and nonprofit.</li> <li>• gain insight into the complexities of multinational organizations in all three sectors, with a focus on managing diversity, inclusion, and cultural competence in the workplace.</li> </ul> <p><b>Methodological competencies:</b></p> <ul style="list-style-type: none"> <li>• critically analyze the interaction between public policy, government regulation, and strategic management of organizations.</li> <li>• examine sustainable and ethical considerations in the context of strategic decision making.</li> </ul> <p><b>Interdisciplinary competencies:</b></p> <ul style="list-style-type: none"> <li>• work in interdisciplinary and international teams to solve organizational problems using action-oriented policy recommendations.</li> <li>• look at problems in other subject areas from the perspective of path-dependent developments.</li> </ul> <p><b>Key competencies:</b></p> <ul style="list-style-type: none"> <li>• work in a goal-oriented manner in an international team environment, especially with regard to different disciplines.</li> <li>• self-critically discuss work progress and team experiences/dynamics in feedback sessions.</li> </ul>	
<p><b>Remarks:</b>          Restriction on participation.</p> <p>This course is a special 3-week compact seminar that includes a roughly 1-week travel component outside of Augsburg. Because of the travel component, participating students are required to submit a payment which covers the transport and lodging costs. The course requires an application to be submitted by <b>March 1<sup>st</sup></b>. Please contact <a href="mailto:incoming@wiwi.uni-augsburg.de">incoming@wiwi.uni-augsburg.de</a> for more information and to apply.</p>	
<p><b>Workload:</b>          Total: 180 h          42 h seminar (attendance)          90 h preparation of written term papers (self-study)          28 h studying of course content using literature (self-study)          20 h preparation of presentations (self-study)</p>	

<b>Conditions:</b> none		<b>Credit Requirements:</b> Passing the module examination
<b>Frequency:</b> each summer semester	<b>Recommended Semester:</b> from 2.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 4	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	

<b>Parts of the Module</b>
<p><b>Part of the Module: Summer School on Strategic Management in the International Context: Public, Private and Nonprofit Organizations II</b></p> <p><b>Mode of Instruction:</b> seminar</p> <p><b>Language:</b> English</p> <p><b>Contact Hours:</b> 4</p>
<p><b>Literature:</b></p> <p>Audretsch, David; Lehmann, Erik. The Seven Secrets of Germany: Economic Resilience in an Era of Global Turbulence. New York: Oxford University Press, (2015).</p> <p>Deresky, Helen. International Management: Managing Across Borders and Cultures. 9th edition. New Jersey: Pearson, (2016).</p>
<p><b>Examination</b></p> <p><b>Summer School on Strategic Management in the International Context: Public, Private and Nonprofit Organizations II</b></p> <p>written/oral exam, graded</p> <p><b>Test Frequency:</b></p> <p>only in the summer semester</p>

<b>Module WIW-5262: Advanced Topics in Service Operations Management</b> <i>Advanced Topics in Service Operations Management</i>		6 ECTS/LP
Version 1.0.0 (since SoSe20) Person responsible for module: Prof. Dr. Sebastian Schiffels		
<b>Learning Outcomes / Competences:</b> <b>Subject-related competencies:</b> Students are familiar with optimization problems arising in many practical applications and functional areas. They are able to model these problems mathematically, to understand the problem complexity, and to implement their models in order to solve the problems and interpret the solutions. <b>Methodological competencies:</b> The students are able to assess different modeling approaches and solution approaches in terms of effectiveness and efficiency, and they are able to apply them to a practical setting. This enables them to analyze service operations management problems and to make sound decisions in term of effectiveness and efficiency. <b>Interdisciplinary competencies:</b> Students are able to apply what they have learned to other subjects of their course of study. Students are able to apply these skills in everyday life. In particular, students develop skills for critical understanding of the capabilities and limitations of the utilized methods, which can be applied to other situations in life and they learn to plan and implement a project on their own. <b>Key competencies:</b> Students are able to analyze questions from business life and problems from everyday life. In doing so, they develop critical thinking skills. Students develop the skills to present achieved results. Finally, they are able to make sound decisions in complex situations.		
<b>Workload:</b> Total: 180 h 28 h studying of course content using provided materials (self-study) 80 h preparation of written term papers (self-study) 30 h preparation of presentations (self-study) 42 h seminar (attendance)		
<b>Conditions:</b> (Advanced) Knowledge in service operations management, operations research, modeling, and mathematics (including Linear Programming); knowledge in optimization (e.g. IBM ILOG) software is assumed; knowledge of a programming language (e.g. Java) is beneficial.		<b>Credit Requirements:</b> Passing the module examination
<b>Frequency:</b> each semester	<b>Recommended Semester:</b> from 3.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 4	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	
<b>Parts of the Module</b>		
<b>Part of the Module: Advanced Topics in Service Operations Management</b> <b>Mode of Instruction:</b> seminar <b>Language:</b> English / German <b>Contact Hours:</b> 4		

**Literature:**

The literature depends on the specific topic of the course.

**Assigned Courses:**

**Advanced Topics in Service Operations Management** (seminar)

**Examination**

**Advanced Topics in Service Operations Management**

written/oral exam, graded

**Test Frequency:**

each semester

<b>Module WIW-5263: Machine Learning</b> <i>Machine Learning</i>		6 ECTS/LP
Version 1.3.0 (since WS20/21) Person responsible for module: Prof. Dr. Yarema Okhrin		
<p><b>Learning Outcomes / Competences:</b></p> <p><b>Subject-related competencies:</b></p> <p>After the successful participation in this module, students have a good understanding of the objectives, tools and potential applications of supervised and unsupervised Machine Learning. The students understand the mathematical and statistical background of the models, can apply the discussed techniques in R and interpret the results correctly. Furthermore, the students understand the key steps of a modelling/learning process, its reasoning and requirements.</p> <p><b>Methodological competencies:</b></p> <p>The students learn the key approaches to performance measurement of supervised learning techniques with a focus on the separation between explanatory and predictive modelling. The feature engineering for large data sets is discussed on the example of lasso and elasticnet regressions. The students understand and can apply tree-based models such as regression trees, bagging and random forests as well as models stemming from neural networks, such as MLP, recurrent NN and basics of deep learning. The students can solve classification problems using support vector machines and Bayes' classifiers. Furthermore, ensemble models and super learners will be discussed based on the previously learned techniques. Finally, the students become familiar with the most popular ideas and tools of interpretable machine learning, (LIME and Shapley measures). Relying on the methods discussed in the second part of the course the students will be able to apply methods of unsupervised learning for pattern recognition using advanced clustering techniques. The participants can apply and interpret correctly the PCA for the purpose of dimension reduction. From the last part of the module, the students will be familiar with such advanced areas of machine learning for unstructured data as text mining and image processing.</p> <p><b>Interdisciplinary competencies:</b></p> <p>For practical applications, we use the statistical software R. The students can apply the ML methods to solve practical questions of modelling, forecasting or classification for large data with a focus on applications in business and economics. The students can draw economic conclusions from complex ML models and learn the potential of these methods in practice.</p> <p><b>Key competencies:</b></p> <p>The students are able to correctly assess data structures, select appropriate modelling methods and apply them using the software R. Furthermore, they are able to present and interpret the results in a conclusive manner.</p>		
<p><b>Workload:</b></p> <p>Total: 180 h</p> <p>42 h lecture and exercise course (attendance)</p> <p>70 h studying of course content using provided materials (self-study)</p> <p>34 h studying of course content using literature (self-study)</p> <p>34 h studying of course content through exercises / case studies (self-study)</p>		
<p><b>Conditions:</b></p> <p>The key prerequisite for a successful participation in the course is a good background in mathematical and statistical methods and a basic experience with software R. This is covered by the modules Mathematics I/II and Statistics I/II. A successfully passed Data Mining course (Bachelor) and Econometrics (Master) are of advantage. The willingness to attend the lecture regularly, as well as independent preparation and follow-up of the lectures are necessary.</p>		<p><b>Credit Requirements:</b></p> <p>Passing the module examination</p>
<p><b>Frequency:</b> each winter semester</p>	<p><b>Recommended Semester:</b></p> <p>1. - 3.</p>	<p><b>Minimal Duration of the Module:</b></p> <p>1 semester[s]</p>

<b>Contact Hours:</b> 4	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program
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<b>Parts of the Module</b>
<p><b>Part of the Module: Machine Learning (Übung)</b>  <b>Mode of Instruction:</b> exercise course  <b>Language:</b> English / German  <b>Contact Hours:</b> 2</p>
<p><b>Assigned Courses:</b>  <b>Machine Learning (Übung)</b> (exercise course)</p>
<p><b>Part of the Module: Machine Learning (Vorlesung)</b>  <b>Mode of Instruction:</b> lecture  <b>Language:</b> English / German  <b>Contact Hours:</b> 2</p>
<p><b>Literature:</b>  James, Witten, Hastie, Tibshirani (2013): An Introduction to Statistical Learning - with Applications in R, Springer.  Hastie, Tibshirani, Friedman (2009): The Elements of Statistical Learning – Data Mining, Inference and Prediction, Springer.  Hothorn, Everitt (2014) A Handbook of Statistical Analyses using R, Chapman and Hall/CRC; 3 edition-  Efron and Hastie (2016), Computer Age Statistical Inference: Algorithms, Evidence and Data Science.  Bishop (2007) Pattern Recognition and Machine Learning.  Goodfellow, Bengio, Courville (2017) Deep Learning.  Molnar (2020) Interpretable Machine Learning: A Guide for Making Black Box Models Explainable.</p>
<p><b>Assigned Courses:</b>  <b>Machine Learning</b> (lecture)</p>
<p><b>Examination</b>  <b>Machine Learning</b>  written exam, graded  <b>Test Frequency:</b>  only in the winter semester</p>

<b>Module WIW-5268: Topics in Behavioural Controlling</b> <i>Topics in Behavioural Controlling</i>		6 ECTS/LP
Version 1.0.0 (since WS21/22) Person responsible for module: Prof. Dr. Jennifer Kunz		
<b>Learning Outcomes / Competences:</b> <b>Subject-related competencies</b> <p>After successfully completing this module, students will be able to critically evaluate scientific texts and understand the use of different methodological approaches in research on management accounting and management control systems.</p> <b>Methodological competencies</b> <p>Students can practice the critical use of scientific knowledge and develop their discursive skills. After successful participation in this course, students also understand the use of different methodological approaches.</p> <b>Interdisciplinary competencies</b> <p>After successfully completing this module, students acquire analytical skills that are of great relevance both for scientific work and for responsible work in a business context.</p> <b>Key competencies</b> <p>Students deeply understand behavioral approaches in the context of the design of management control systems.</p>		
<b>Remarks:</b> <p>There is an introduction date and a presentation date. The number of participants is limited.</p>		
<b>Workload:</b> <p>Total: 180 h  90 h preparation of written term papers (self-study)  30 h studying of course content using literature (self-study)  18 h preparation of presentations (self-study)  42 h seminar (attendance)</p>		
<b>Conditions:</b> <p>Knowledge of controlling or accounting is recommended.</p>		<b>Credit Requirements:</b> <p>Passing the module examination</p>
<b>Frequency:</b> each winter semester	<b>Recommended Semester:</b> from 2.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 4	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	
<b>Parts of the Module</b>		
<b>Part of the Module: Topics in Behavioural Controlling</b> <b>Mode of Instruction:</b> seminar <b>Language:</b> English <b>Contact Hours:</b> 4		
<b>Literature:</b> Articles will be announced depending on the topic.		
<b>Assigned Courses:</b> <b>Topics in Behavioural Controlling (Masterseminar)</b> (seminar)		



**Examination**

**Topics in Behavioural Controlling**

, graded

**Test Frequency:**

only in the winter semester

<b>Module WIW-5283: Financial Data Analytics</b> <i>Financial Data Analytics</i>		6 ECTS/LP
Version 1.4.0 (since WS22/23) Person responsible for module: Professor Dr. Jan Muntermann		
<b>Learning Outcomes / Competences:</b> After successfully passing this course, students have expertise in the most important methodological aspects of advanced data analytics in financial contexts. First, they understand the most relevant data structures, models, and standards in finance. Further, they understand the basic principles of descriptive, predictive, and prescriptive analytic approaches to support financial decision-making processes. Students know and apply a skill set suited for addressing related unstructured decision situations that require advanced data processing and analysis. Based on the introduced methodological foundations, the students are enabled to apply and evaluate different methodological approaches for advanced data analytics, especially data and text mining techniques to support decision-making in financial contexts.		
<b>Workload:</b> Total: 180 h 50 h studying of course content using provided materials (self-study) 40 h studying of course content using literature (self-study) 48 h studying of course content through exercises / case studies (self-study) 42 h lecture and exercise course (attendance)		
<b>Conditions:</b> Fundamental knowledge in finance and information systems.		<b>Credit Requirements:</b> Passing the module examination
<b>Frequency:</b> each winter semester	<b>Recommended Semester:</b> 1. - 3.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 4	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	
<b>Parts of the Module</b>		
<b>Part of the Module: Financial Data Analytics</b> <b>Mode of Instruction:</b> lecture + exercise <b>Language:</b> English <b>Contact Hours:</b> 4		
<b>Literature:</b> M. Alvarez (2007) Market Data Explained: A Practical Guide to Global Capital Markets Information, Oxford, Elsevier- Sharda, R.; Delen, D.; Turban, E. (2020) Analytics, Data Science, & Artificial Intelligence: Systems for Decision Support, 11th Ed., Prentice Hall, NJ. Sabherwal, R.; Becerra-Fernandez, I. (2013) Business Intelligence: Practices, technologies and management, John Wiley & Sons, NY. Tan, P.; Steinbach, M.; Karpatne, A.; Kumar, V. (2018) Introduction to Data Mining, 2nd Ed., Addison Wesley, Boston. Han, J.; Pei, J.; Tong, H. (2022) Data Mining: Concepts and Techniques, 4th Ed., Morgan Kaufmann, Waltham, MA.		
<b>Assigned Courses:</b> <b>Financial Data Analytics</b> (lecture + exercise)		

**Examination**

**Financial Data Analytics**

written exam, graded

**Test Frequency:**

only in the winter semester

<b>Module WIW-5286: Sustainable Fund Management</b> <i>Nachhaltiges Fondsmanagement</i>		6 ECTS/LP
Version 1.0.0 (since WS22/23) Person responsible for module: Prof. Dr. Sebastian Utz		
<b>Contents:</b> The focus of the seminar is to familiarize the students with sustainable fund management. Students develop a new sustainable fund strategy, implement it, and reflect on it critically.		
<b>Learning Outcomes / Competences:</b> After successful participation in this module, students will be able to independently develop and implement sustainable fund strategies. The students will also have familiarized themselves with the regulatory framework for launching a sustainability fund. In addition, students learn how to prepare and conduct a scientific presentation in a team. After successful participation in the seminar, they are able to create a scientifically sound fund product and present the fund idea to a critical audience.		
<b>Workload:</b> Total: 180 h 42 h seminar (attendance) 38 h preparation of presentations (self-study) 60 h preparation of written term papers (self-study) 40 h studying of course content using provided materials (self-study)		
<b>Conditions:</b> - Attendance of the lecture Sustainable Finance - Interest in the development and implementation of a sustainable fund strategy		<b>Credit Requirements:</b> Passing the module examination.
<b>Frequency:</b> each winter semester	<b>Recommended Semester:</b> 1. - 3.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 4	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	
<b>Parts of the Module</b>		
<b>Part of the Module: Nachhaltiges Fondsmanagement</b> <b>Mode of Instruction:</b> seminar <b>Language:</b> German / English <b>Contact Hours:</b> 4		
<b>Literature:</b> To be announced in class.		
<b>Assigned Courses:</b> <b>Nachhaltiges Fondsmanagement</b> (advanced seminar)		
<b>Examination</b> <b>Nachhaltiges Fondsmanagement</b> / length of examination: 60 minutes, graded <b>Test Frequency:</b> when a course is offered		

<b>Module WIW-5300: Economics of Sustainable Resource Use</b> <i>Economics of Sustainable Resource Use</i>		6 ECTS/LP
Version 1.0.0 (since WS23/24) Person responsible for module: Prof. Dr. Florian Diekert		
<b>Contents:</b> The course is divided into three parts. In the first part, we will study the optimal management of non-renewable resources such as oil or minerals. We begin with the simplest model and sequentially consider relevant extensions (uncertainty, market structure, extraction costs, externalities etc.). In the second part, we consider renewable resources such as forests or fisheries and compare optimal management under perfect property rights with the rent-dissipation that occurs under open-access. In the third part, we learn about recent empirical and theoretical advances that look at the two-way interactions between the institutional setting and natural resource management.		
<b>Learning Outcomes / Competences:</b> Students learn to analyze policy problems related to the exhaustion of non-renewable natural resources and overutilization of renewable resources. The course familiarizes students with the central analytical models, the core contributions, and the recent empirical and theoretical advances in natural resource economics. The course furthermore prepares students to write conduct own independent research (e.g. writing a Master thesis) in the field. After taking the course, students can competently contribute to the public debate on policies that aim to combat climate change, conserve biodiversity, or regulate resource and energy use. They can evaluate the pros and cons of a given policy proposal for sustainable resource use and they can suggest new policies that draw on the scientific research in the field of natural resource economics.		
<b>Workload:</b> Total: 180 h 42 h lecture and exercise course (attendance) 60 h studying of course content using provided materials (self-study) 50 h studying of course content using literature (self-study) 28 h studying of course content through exercises / case studies (self-study)		
<b>Conditions:</b> Statistics and Econometrics (students should be able to assess internal and external validity of results and be able to discuss different identification strategies). Microeconomics and Game Theory (students should be able to solve for the Nash equilibrium in static games with and without uncertainty, be familiar with principal-agent problems and expected utility maximisation). Macroeconomics (students should be familiar with solving optimization problems, the Ramsey-growth model, and simple dynamic equations in discrete and continuous time).		<b>Credit Requirements:</b> Passing the module examination
<b>Frequency:</b> each winter semester	<b>Recommended Semester:</b> 1. - 3.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 4	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	

**Parts of the Module****Part of the Module: Economics of Sustainable Resource Use****Mode of Instruction:** lecture + exercise**Language:** English / German**Contact Hours:** 4

**Literature:**

The main text for this course is:

Perman, R., Y. Ma, M. Common, D. Maddison, and J. McGilvray (2011): Natural Resource and Environmental Economics. 4th edition. Addison-Wesley.

Lecture notes and scientific articles will complement this textbook.

**Assigned Courses:**

**Economics of Sustainable Resource Use** (lecture)

**Examination**

**Economics of Sustainable Resource Use**

written exam / length of examination: 60 minutes, graded

**Test Frequency:**

when a course is offered

<b>Module WIW-9100: International Internship Experience II</b> <i>International Internship Experience II</i>		6 ECTS/LP
Version 1.0.0 (since WS23/24) Person responsible for module: Prof. Dr. Erik Lehmann		
<b>Contents:</b> For exchange students – WeltWeit, Erasmus+ or Freemovers: <ul style="list-style-type: none"> <li>• Students work independently with a faculty member to design and complete their own research project based on an international internship completed by the student, therefore combining theory and practice</li> <li>• Students regularly meet with the responsible faculty member to discuss research best practices and receive discipline-specific guidance</li> <li>• Students determine their own semester schedule, but all deliverables must be completed before the end of the lecture period of the semester of enrollment</li> <li>• For this course, 'international internship' means an internship experience completed outside of the student's country of birth/nationality</li> <li>• Students are individually responsible for finding, receiving and completing the international internship itself</li> <li>• Deliverable include: Research paper (16-18 pages)</li> </ul>		
<b>Learning Outcomes / Competences:</b> After successful participation in this module, students are able to apply subject-related competences by identifying and defining relevant themes in the literature. They are able to apply the skills and abilities they have acquired in their studies to these themes and understand how to select relevant sub-areas from their knowledge in order to produce evidence-based theoretical arguments. Using basic time and project management techniques, students are able to structure and prioritize projects into task bundles. Furthermore, students then possess interdisciplinary skills or a deeper understanding of interdisciplinary problems in modern research topics. Students are also able to display information literacy and critical thinking skills in order to analyze and present underlying issues and nuances in their academic discipline. Students are able to then more effectively communicate (written and verbally) on complex topics within their field. Students are keenly aware of the application of theory in the practical workplace.		
<b>Workload:</b> Total: 180 h		
<b>Conditions:</b> Must be enrolled as an exchange student (WeltWeit, Erasmus+ or Freemover) at the University of Augsburg with enrollment permissions for the Faculty of Business and Economics.		<b>Credit Requirements:</b> Receiving a passing grade for the research project
<b>Frequency:</b> each semester	<b>Recommended Semester:</b>	<b>Minimal Duration of the Module:</b> 1 semester[s]
	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	
<b>Parts of the Module</b>		
<b>Part of the Module: International Internship Experience II</b>		
<b>Language:</b> English		
<b>Assigned Courses:</b> <b>International Internship Experience II (Erasmus/WeltWeit/Freemovers only)</b> (seminar)		

**Examination**

**International Internship Experience II**

term paper, graded

**Test Frequency:**

each semester



<b>Module WIW-9198: Individual Study in Business and Economics (in German language, 3 ECTS)</b> <i>Individual Study in Business and Economics (in German language, 3 ECTS)</i>		3 ECTS/LP
Version 1.0.0 Person responsible for module: Prof. Dr. Wolfgang Schultze		
<b>Contents:</b> By individual arrangement with the Center for International Relations (CIR), students may take modules from the entire range of courses offered by the Faculty of Business and Economics. If you are interested in taking courses (in German language) other than those listed in this module catalog, please contact cir-incoming@wiwi.uni-augsburg.de.		
<b>Workload:</b> Total: 90 h		
<b>Conditions:</b> <ul style="list-style-type: none"> <li>• German language skills</li> <li>• Must be enrolled as an exchange student (WeltWeit, Erasmus+ or Freemover) at the University of Augsburg with enrollment permissions for the Faculty of Business and Economics.</li> </ul>		<b>Credit Requirements:</b> Passing the examination
<b>Frequency:</b> each semester	<b>Recommended Semester:</b>	<b>Minimal Duration of the Module:</b> 1 semester[s]
	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	
<b>Parts of the Module</b>		
<b>Part of the Module: Individual Study in Business and Economics (in German language, 3 ECTS)</b> <b>Language:</b> German		
<b>Examination</b> <b>Individual Study in Business and Economics (in German language, 3 ECTS)</b> portfolio exam, graded <b>Test Frequency:</b> each semester		

<b>Module WIW-9199: Individual Study in Business and Economics (in German language, 6 ECTS)</b> <i>Individual Study in Business and Economics (in German language, 6 ECTS)</i>		6 ECTS/LP
Version 1.0.0 Person responsible for module: Prof. Dr. Wolfgang Schultze		
<b>Contents:</b> By individual arrangement with the Center for International Relations (CIR), students may take modules from the entire range of courses offered by the Faculty of Business and Economics. If you are interested in taking courses (in German language) other than those listed in this module catalog, please contact <a href="mailto:cir-incoming@wiwi.uni-augsburg.de">cir-incoming@wiwi.uni-augsburg.de</a> .		
<b>Workload:</b> Total: 180 h		
<b>Conditions:</b> <ul style="list-style-type: none"> <li>• German language skills</li> <li>• Must be enrolled as an exchange student (WeltWeit, Erasmus+ or Freemover) at the University of Augsburg with enrollment permissions for the Faculty of Business and Economics.</li> </ul>		<b>Credit Requirements:</b> Passing the examination
<b>Frequency:</b> each semester	<b>Recommended Semester:</b>	<b>Minimal Duration of the Module:</b> 1 semester[s]
	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	
<b>Parts of the Module</b>		
<b>Part of the Module: Individual Study in Business and Economics (in German language, 6 ECTS)</b> <b>Language:</b> German		
<b>Examination</b> <b>Individual Study in Business and Economics (in German language, 6 ECTS)</b> portfolio exam, graded <b>Test Frequency:</b> each semester		

<b>Module WIW-9631: Leadership Ethics - a franco-german comparison</b> <i>Führungsethik - ein deutsch-französischer Vergleich</i>		6 ECTS/LP
Version 1.0.0 (since WS13/14) Person responsible for module: Prof. Dr. Wolfgang Schultze Prof. Dr. Thomas Schwartz		
<b>Contents:</b> - Leadership style - Diversity - CSR - Time Management - Human Resources Management - Project Management - Compliance - Local culture and leadership - Conflict management		
<b>Learning Outcomes / Competences:</b> After successful participation in the seminar, students will be able to identify fundamental ethical leadership problems, analyze their causes and develop suitable solution strategies. The students learn in particular to critically evaluate the role of intercultural differences and their conflict potential.		
<b>Remarks:</b> -		
<b>Workload:</b> Total: 180 h 21 h seminar (attendance) 39 h studying of course content using literature (self-study) 20 h studying of course content through exercises / case studies (self-study) 20 h preparation of presentations (self-study) 80 h preparation of written term papers (self-study)		
<b>Conditions:</b> German language skills		<b>Credit Requirements:</b> Passing the module examination
<b>Frequency:</b> each winter semester	<b>Recommended Semester:</b> 1. - 4.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 2	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	
<b>Parts of the Module</b>		
<b>Part of the Module: Führungsethik – ein ein deutsch-französischer Vergleich</b> <b>Mode of Instruction:</b> seminar <b>Lecturers:</b> N.N. <b>Language:</b> German <b>Contact Hours:</b> 2 <b>ECTS Credits:</b> 6.0		

<b>Learning Outcome:</b> After successful participation in the seminar, students will be able to identify fundamental ethical leadership problems, analyze their causes and develop suitable solution strategies. The students learn in particular to critically evaluate the role of intercultural differences and their conflict potential.
<b>Contents:</b> <ul style="list-style-type: none"><li>- Leadership style</li><li>- Diversity</li><li>- CSR</li><li>- Time Management</li><li>- Human Resources Management</li><li>- Project Management</li><li>- Compliance</li><li>- Local culture and leadership</li><li>- Conflict management</li></ul>
<b>Lehr-/Lernmethoden:</b> -
<b>Literature:</b> The list of literature will be announced in the course.
<b>Assigned Courses:</b> <b>Führungsethik - ein deutsch-französischer Vergleich (DFM) (Seminar) (seminar)</b>
<b>Examination</b> <b>Führungsethik – ein deutsch-französischer Vergleich</b> seminar, term paper & presentation, graded <b>Test Frequency:</b> only in the winter semester <b>Description:</b> group term paper (80%) and group presentation (20%)

<b>Module WIW-9633: Franco-german intercultural management</b> <i>Deutsch-französisches interkulturelles Management</i>		6 ECTS/LP
Version 4.1.0 (since WS17/18) Person responsible for module: Prof. Dr. Wolfgang Schultze		
<p><b>Contents:</b> Intercultural cooperation in the German-French business context. Causes, presentation and effects of cultural differences between Germans and French, especially in the field of economic relations.</p> <p>In a first step, Intercultural Management (IM) will be defined and relevant theoretical approaches will be examined. This is followed by a concrete discussion of IM in the Franco-German context. The focus is on four main topics: dealing with rules, leadership style, communication style and dealing with time. The underlying cultural standards (e.g. consensus vs. authority orientation) are illustrated in concrete cases and discussed. Current Franco-German economic and political topics will be discussed. Mutual exchange of experience and dialogue plays a special role in the course.</p>		
<p><b>Learning Outcomes / Competences:</b></p> <p>Subject-Related Competencies: After successful participation, students will be able to recognize, understand and internalize the cultural differences between Germans and French. Students learn to define intercultural management and to examine it under relevant theoretical approaches. Students are familiar in dealing with rules, with different leadership and communication styles as well as with differences in time management in the German-French context.</p> <p>Methodological competencies: Students acquire intercultural competence with the aim of being able to contribute effectively to optimizing Franco-German cooperation in general and business relations in particular. Students work together in groups and examine different cultural standards (e.g., object vs. person orientation or consensus vs. authority orientation) using concrete practical cases.</p> <p>Cross-disciplinary competencies: Students learn to think multi-perspectively and to solve problems considering different cultural dimensions. Students are sensitized to cultural diversity and are able to apply what they have learned not only in more advanced courses at the Faculty of Business and Economics, but beyond - including the students' everyday lives.</p> <p>Key Qualifications: Students are able to systematically analyze issues from Franco-German business life as well as problems from everyday professional life in a team with international fellow students, to jointly develop and present approaches to solutions. In doing so, they understand how to reduce international issues to their core and to view them from the perspective of different cultural backgrounds.</p>		
<p><b>Remarks:</b> Restricted number of participants. Registration via Digicampus required.</p>		
<p><b>Workload:</b> Total: 180 h 20 h studying of course content using literature (self-study) 24 h studying of course content using provided materials (self-study) 35 h studying of course content through exercises / case studies (self-study) 80 h preparation of written term papers (self-study) 21 h lecture and exercise course (attendance)</p>		
<p><b>Conditions:</b> German language skills required</p>		<p><b>Credit Requirements:</b> Passing the module examination</p>
<p><b>Frequency:</b> each winter semester</p>	<p><b>Recommended Semester:</b> 1. - 2.</p>	<p><b>Minimal Duration of the Module:</b> 1 semester[s]</p>

<b>Contact Hours:</b> 2	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program
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**Parts of the Module****Part of the Module: Deutsch-französisches interkulturelles Management****Mode of Instruction:** lecture**Language:** German / English**Contact Hours:** 2**ECTS Credits:** 6.0**Learning Outcome:**

Subject-Related Competencies:

After successful participation, students will be able to recognize, understand and internalize the cultural differences between Germans and French. Students learn to define intercultural management and to examine it under relevant theoretical approaches. Students are familiar in dealing with rules, with different leadership and communication styles as well as with differences in time management in the German-French context.

Methodological competencies:

Students acquire intercultural competence with the aim of being able to contribute effectively to optimizing Franco-German cooperation in general and business relations in particular. Students work together in groups and examine different cultural standards (e.g., object vs. person orientation or consensus vs. authority orientation) using concrete practical cases.

Cross-disciplinary competencies:

Students learn to think multi-perspectively and to solve problems considering different cultural dimensions. Students are sensitized to cultural diversity and are able to apply what they have learned not only in more advanced courses at the Faculty of Business and Economics, but beyond - including the students' everyday lives.

Key Qualifications:

Students are able to systematically analyze issues from Franco-German business life as well as problems from everyday professional life in a team with international fellow students, to jointly develop and present approaches to solutions. In doing so, they understand how to reduce international issues to their core and to view them from the perspective of different cultural backgrounds.

**Contents:**

Intercultural cooperation in the German-French business context. Causes, presentation and effects of cultural differences between Germans and French, especially in the field of economic relations.

In a first step, Intercultural Management (IM) will be defined and relevant theoretical approaches will be examined. This is followed by a concrete discussion of IM in the Franco-German context. The focus is on four main topics: dealing with rules, leadership style, communication style and dealing with time. The underlying cultural standards (e.g. consensus vs. authority orientation) are illustrated in concrete cases and discussed. Current Franco-German economic and political topics will be discussed. Mutual exchange of experience and dialogue plays a special role in the course.

**Lehr-/Lernmethoden:**

Intercultural cooperation in the German-French business context. Causes, presentation and effects of cultural differences between Germans and French, especially in the field of economic relations.

In a first step, Intercultural Management (IM) will be defined and relevant theoretical approaches will be examined. This is followed by a concrete discussion of IM in the Franco-German context. The focus is on four main topics: dealing with rules, leadership style, communication style and dealing with time. The underlying cultural standards (e.g. consensus vs. authority orientation) are illustrated in concrete cases and discussed. Current Franco-German economic and political topics will be discussed. Mutual exchange of experience and dialogue plays a special role in the course.

**Literature:**

The list of literature will be announced in the course.

**Assigned Courses:**

**Deutsch-Französisches interkulturelles Management** (lecture)

**Examination**

**Deutsch-französisches interkulturelles Management**

term paper, presentation & discussion and term paper, graded

**Test Frequency:**

only in the winter semester

**Examination Prerequisites:**

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**Description:**

group presentation & discussion (30%) and group term paper (70%).

<b>Module WIW-9634: Business simulation</b> <i>Jeu et simulation d'entreprise</i>		6 ECTS/LP
Version 3.14.0 (since SoSe17) Person responsible for module: Prof. Dr. Wolfgang Schultze Prof. Dr. Eric Darmon (Université Paris Nanterre)		
<b>Contents:</b> This course takes the form of a business simulation (business game). Students are required to form binational groups, each group representing a company. Students take strategic decisions (in particular referring to finance, marketing and human resources) concerning their company. They analyse the results of these decisions to take further decisions, etc. Various events occur during the course of the game and influence the students' decisions. The focus is on the intercultural dimension (French-German relationship).		
<b>Learning Outcomes / Competences:</b> The course aims at putting students in a quasi-real situation. A business game simulates strategic decision situations. Students analyse different situations, develop suitable strategies and implement those strategies. They work on the binational and intercultural dimension. After successful participation in this course, students can apply skills and knowledge acquired during the student's master's degree and previous courses. Students have acquired additional skills in business strategies (development of strategies, implementation of monitoring indicators and adaptation of strategies). Students understand how to analyse accounting information of firms. Furthermore, students developed generic skills (teamwork, justification of decisions, decision-making under time pressure) that can be used in any professional context.		
<b>Remarks:</b> Restricted number of participants. Registration via Digicampus required.		
<b>Workload:</b> Total: 180 h 21 h lecture and exercise course (attendance) 34 h studying of course content through exercises / case studies (self-study) 34 h studying of course content using literature (self-study) 55 h preparation of written term papers (self-study) 36 h studying of course content using provided materials (self-study)		
<b>Conditions:</b> French language skills		<b>Credit Requirements:</b> Passing the module examination
<b>Frequency:</b> each summer semester	<b>Recommended Semester:</b> 2. - 4.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 2	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	
<b>Parts of the Module</b>		
<b>Part of the Module: Jeu et simulation d'entreprise</b> <b>Mode of Instruction:</b> lecture <b>Lecturers:</b> N.N. <b>Language:</b> French <b>Contact Hours:</b> 2 <b>ECTS Credits:</b> 6.0		



**Learning Outcome:**

The course aims at putting students in a quasi-real situation. A business game simulates strategic decision situations. Students analyse different situations, develop suitable strategies and implement those strategies. They work on the binational and intercultural dimension. After successful participation in this course, students can apply skills and knowledge acquired during the student's master's degree and previous courses. Students have acquired additional skills in business strategies (development of strategies, implementation of monitoring indicators and adaptation of strategies). Students understand how to analyse accounting information of firms. Furthermore, students developed generic skills (teamwork, justification of decisions, decision-making under time pressure) that can be used in any professional context.

**Contents:**

This course takes the form of a business simulation (business game). Students are required to form binational groups, each group representing a company. Students take strategic decisions (in particular referring to finance, marketing and human resources) concerning their company. They analyse the results of these decisions to take further decisions, etc. Various events occur during the course of the game and influence the students' decisions. The focus is on the intercultural dimension (French-German relationship).

**Lehr-/Lernmethoden:**

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**Literature:**

- Johnson/Whittington/Scholes/Angwin/Regnér (2014): Stratégique, 10. Auflage, 2014.
- Bazet/Faucher (2010): Analyse financière, 2010.
- Mendoza/Cauvin/Delmond/Dobler/Malleret/Zilberberg (2009): Coûts et Décisions, 3. Auflage, 2009.

**Examination****Jeu et simulation d'entreprise**

module exam, Oral participation (25%), group term paper (50%), company performance (25%), graded

**Test Frequency:**

only in the summer semester

**Examination Prerequisites:**

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**Description:**

Oral participation (25%), group term paper (50%), company performance (25%)

<b>Module WIW-9644: Economics and Regulation of Digital Markets</b> <i>Economie et Régulation des Marchés Numériques</i>		6 ECTS/LP
Version 1.9.0 (since SoSe23) Person responsible for module: Prof. Dr. Wolfgang Schultze		
<b>Contents:</b>  Upon the successful completion of this module, students understand the key theories and concepts of digital markets and their characteristics. These theoretical approaches will be illustrated by the means of case studies (e.g. start-ups) or market research. This course will also present the regulatory terms and challenges of regulation of digital players and markets in Europe with the recent evolutions around the Digital Market Act. Students will work in groups on case studies (presenting French and German start-ups) and on decisions of Europe's competition authorities (cases involve companies operating on the French and German market).		
<b>Learning Outcomes / Competences:</b>  Understand the characteristics of digital markets and the strategies of digital players - Understand the business models of companies engaging in digital markets - Understand the challenges and debates on the regulation of digital markets - Get to know the regulatory environment in terms of controlling the behaviour of digital leaders and recent developments in Europe - Be able to analyse the practices of digital leaders such as Amazon, Apple, Meta or Google (mergers or acquisitions, contractual terms, pricing, ...) and their effects on competitors and the economy		
<b>Remarks:</b> Restricted number of participants. Registration via Digicampus required.		
<b>Workload:</b> Total: 180 h		
<b>Conditions:</b> French language skills		<b>Credit Requirements:</b> Passing the module examination
<b>Frequency:</b> each summer semester	<b>Recommended Semester:</b> from 2.	<b>Minimal Duration of the Module:</b> 1 semester[s]
<b>Contact Hours:</b> 2	<b>Repeat Exams Permitted:</b> three times	
<b>Parts of the Module</b>		
<b>Part of the Module: <i>Economie et Régulation des Marchés Numériques</i></b> <b>Mode of Instruction:</b> lecture + exercise <b>Lecturers:</b> Prof. Dr. Wolfgang Schultze <b>Language:</b> French <b>Contact Hours:</b> 2 <b>ECTS Credits:</b> 6.0		

**Learning Outcome:**

- Understand the characteristics of digital markets and the strategies of digital players
- Understand the business models of companies engaging in digital markets
  - Understand the challenges and debates on the regulation of digital markets
  - Get to know the regulatory environment in terms of controlling the behaviour of digital leaders and recent developments in Europe
  - Be able to analyse the practices of digital leaders such as Amazon, Apple, Meta or Google (mergers or acquisitions, contractual terms, pricing, ...) and their effects on competitors and the economy

**Contents:**

Upon the successful completion of this module, students understand the key theories and concepts of digital markets and their characteristics. These theoretical approaches will be illustrated by the means of case studies (e.g. start-ups) or market research.

This course will also present the regulatory terms and challenges of regulation of digital players and markets in Europe with the recent evolutions around the Digital Market Act.

Students will work in groups on case studies (presenting French and German start-ups) and on decisions of Europe's competition authorities (cases involve companies operating on the French and German market).

**Lehr-/Lernmethoden:**

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**Literature:**

- Bacache-Beauvallet, M. et Bourreau M. (2021) Economie des plateformes, Editions Repères La découverte
- Malin E. et Pénard T. (2010) Economie du numérique et de l'Internet, Edition Vuibert,

**Examination**

**WIW-9644 Economie et Régulation des Marchés Numériques**

portfolio exam, Oral presentations (25%), group term paper (50%) and written exam (25%), graded

**Test Frequency:**

only in the summer semester

**Examination Prerequisites:**

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**Description:**

Oral presentations (25%), group term paper (50%) and written exam (25%)

<b>Module WIW-9700: Independent Research Project</b> <i>Independent Research Project</i>		12 ECTS/LP
Version 1.0.0 (since SoSe13) Person responsible for module: Prof. Dr. Erik Lehmann		
<b>Contents:</b> Introduction to the scientific publication process Independent writing of an empirical scientific article Presentation of "work in progress" Preparation and holding of co-presentations Preparation of peer-reviewed articles		
<b>Learning Outcomes / Competences:</b> Enables students to develop an awareness of the social, cultural, scientific and ethical implications of management decisions. Critical reflection on the task at hand enables them to align their own decision-making behavior with the welfare of those involved and to assume social, professional and organizational responsibility in international working groups. They learn to integrate their knowledge in such a way that both research and application-oriented projects can be carried out largely autonomously.		
<b>Workload:</b> 360 h preparation of written term papers (self-study)		
<b>Conditions:</b> Knowledge of scientific work, knowledge of English scientific language, knowledge of econometric and statistical methods, knowledge of common statistical software (e.g.: STATA, SPSS, R).		
<b>Frequency:</b> each semester	<b>Recommended Semester:</b> 1. - 2.	<b>Minimal Duration of the Module:</b> 1 semester[s]
	<b>Repeat Exams Permitted:</b> according to the examination regulations of the study program	

<b>Parts of the Module</b>
<b>Part of the Module: Independent Research Project</b> <b>Language:</b> German / English <b>ECTS Credits:</b> 12.0
<b>Contents:</b> Einführung in den wissenschaftlichen Veröffentlichungsprozess Selbstständiges Verfassen eines empirischen wissenschaftlichen Artikels Präsentation von „work in progress“ Anfertigen und Halten von Koreferaten Anfertigen von Gutachten im Rahmen des peer-review
<b>Assigned Courses:</b> <b>Independent Research Project (Seminar)</b> (seminar)