

Module Catalogue

**Exchange Studies Faculty
of Business and Economics**

Faculty of Business and Economics

Winter Semester 2026/27

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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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Module WIW-0007: Management Information Systems <i>Wirtschaftsinformatik</i>		5 ECTS/LP
Version 5.4.0 (since WS16/17) Person responsible for module: Prof. Dr. Daniel Veit		
Learning Outcomes / Competences: 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.		
Workload: 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)		
Conditions: None		Credit Requirements: written exam
Frequency: each winter semester	Recommended Semester: 3.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 4,00	Repeat Exams Permitted: according to the examination regulations of the study program	
Parts of the Module		
Part of the Module: Management Information Systems (Wirtschaftsinformatik) (Vorlesung) Mode of Instruction: lecture Language: English Frequency: each winter semester Contact Hours: 2,00		
Literature: 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.		
Part of the Module: Management Information Systems (Wirtschaftsinformatik) (Übung) Mode of Instruction: exercise course Language: German / English Frequency: each winter semester Contact Hours: 2,00		
Examination Wirtschaftsinformatik written exam / length of examination: 90 minutes, graded Test Frequency: each semester		

Module WIW-0262: Electronic Commerce <i>Electronic Commerce (5 LP)</i>		5 ECTS/LP
Version 1.8.0 (since WS16/17) Person responsible for module: Prof. Dr. Daniel Veit		
Learning Outcomes / Competences: 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.		
Workload: 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)		
Conditions: Working knowledge of English is necessary.		Credit Requirements: passing the module examination
Frequency: each winter semester	Recommended Semester: from 5.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 2,00	Repeat Exams Permitted: according to the examination regulations of the study program	
Parts of the Module		
Part of the Module: Electronic Commerce (5 LP) Mode of Instruction: lecture + exercise Language: English Frequency: each winter semester Contact Hours: 2,00		
Literature: Chaffey, D., Hemphill T., and Edmundson-Bird, D. 2024. Digital business and e-commerce management. (8th ed.) Pearson. Laudon, K. C., and Traver, C.G. 2023. E-commerce 2023-2024: business. technology. society. (18th ed.) Pearson. Further readings are provided during the lecture.		
Examination Electronic Commerce written exam / length of examination: 60 minutes, graded Test Frequency: each semester		

Module WIW-0267: Econometrics <i>Ökonometrie (5 LP)</i>		5 ECTS/LP
Version 1.8.0 (since SoSe15) Person responsible for module: Prof. Dr. Florian Diekert		
Learning Outcomes / Competences: Specialized competences: After completing this module successfully, students know the statistical basics of regression analysis. They understand the classic assumptions for the linear regression model with independent and identically distributed observations and know the characteristics of the least-squares estimator and the maximum Likelihood estimator. The students are able to perform and interpret statistical hypothesis tests. They understand the problems which may arise if the data-generating process does not fulfill the classic assumptions, and they know solutions to these problems. They know common features for time series data, and they understand the appropriate modifications to the model framework that become necessary. Methodical competences: The students are able to use the statistic software R for regression analysis. They know how to interpret the results given by the software and are able to test if the data fit the requirements of the model. Interdisciplinary competences and key qualifications: The students are able to understand empirical studies, critically scrutinize results and explain them to other persons. They are able to perform basic empirical studies on their own.		
Workload: Total: 150 h 42 h lecture and exercise course (attendance) 36 h studying of course content using provided materials (self-study) 40 h studying of course content through exercises / case studies (self-study) 32 h studying of course content using literature (self-study)		
Conditions: Some basic knowledge in probability theory and statistics is expected.		Credit Requirements: written examination
Frequency: each winter semester	Recommended Semester: from 5.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 4,00	Repeat Exams Permitted: according to the examination regulations of the study program	

Parts of the Module	
Part of the Module: Ökonometrie (5 LP) (Vorlesung) Mode of Instruction: lecture Language: English / German Frequency: each winter semester Contact Hours: 2,00	
Literature: Greene, William H. 2017. Econometric Analysis, 8th Ed. Pearson: Boston. Stock, James H. und Mark Watson. 2012. Introduction to Econometrics, 3rd Ed. Pearson: Boston. Wooldridge, Jeffrey M. 2013. Introductory Econometrics. 5thEd. South-Western Cengage.	

Part of the Module: Ökonometrie (5 LP) (Übung)

Mode of Instruction: exercise course

Language: English / German

Frequency: each winter semester

Contact Hours: 2,00

Examination

Ökonometrie

written exam / length of examination: 60 minutes, graded

Test Frequency:

each semester

Module WIW-0268: International Accounting <i>International Accounting (5 LP)</i>		5 ECTS/LP
Version 1.1.0 (since SoSe17) Person responsible for module: Prof. Dr. Wolfgang Schultze		
Learning Outcomes / Competences: 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: Subject-related competencies • understand the differences between international and national accounting principles • understand the importance of international trade and international organizations in the global economy • solve challenges international corporations and groups face Methodological competencies • analyze international trades and process the consequences • further develop discussion skills Interdisciplinary competencies • apply problem solving techniques • communicate within multinational corporations and groups Key competencies • critically reflect on experiences, especially regarding international accounting problems • analyze problems and extract the underlying information		
Remarks: Restriction on participation		
Workload: 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)		
Conditions: Solid knowledge of managerial and financial accounting from previous lectures. Good command of English.		Credit Requirements: passing the module examination
Frequency: each summer semester	Recommended Semester: 4. - 6.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 2,00	Repeat Exams Permitted: according to the examination regulations of the study program	

Parts of the Module
Part of the Module: International Accounting (5 LP) Mode of Instruction: lecture Language: English Frequency: each summer semester Contact Hours: 2,00
Literature: Will be announced in the course.

Examination

International Accounting

written exam / length of examination: 60 minutes, graded

Test Frequency:

each semester

Module WIW-0269: International Entrepreneurship <i>International Entrepreneurship (5 LP)</i>		5 ECTS/LP
Version 1.7.0 (since SoSe17) Person responsible for module: Prof. Dr. Marcus Wagner		
Learning Outcomes / Competences: Subject-related competencies 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. Methodological competencies 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. Interdisciplinary competencies 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. Key competencies 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).		
Workload: Total: 150 h 34 h studying of course content through exercises / case studies (self-study) 15 h preparation of presentations (self-study) 30 h studying of course content using provided materials (self-study) 50 h studying of course content using literature (self-study) 21 h lecture (attendance)		
Conditions: There are no prerequisites.		
Frequency: each summer semester	Recommended Semester: from 4.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 2,00	Repeat Exams Permitted: according to the examination regulations of the study program	

Parts of the Module
Part of the Module: International Entrepreneurship (5 LP) Mode of Instruction: lecture Language: English Frequency: each summer semester Contact Hours: 2,00
Literature: Hisrich, R. D. (2016). International Entrepreneurship: Starting, Developing, and Managing a Global Venture. Sage. Hisrich, R. D., Peters, M.P., & Shepherd, D.A. (2017). Entrepreneurship. McGraw-Hill. Dean, T. (2014). Sustainable Venturing. Entrepreneurial Opportunity in the Transition to a Sustainable Economy. Pearson.

Examination

International Entrepreneurship

written exam / length of examination: 60 minutes, graded

Test Frequency:

each semester

Module WIW-0270: International Finance <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		
Learning Outcomes / Competences: Subject-related competencies: 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. Methodological competencies: 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. Interdisciplinary competencies: 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. Key competencies: 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.		
Workload: 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)		
Conditions: 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.		Credit Requirements: passing the module examination
Frequency: each winter semester	Recommended Semester: 4. - 6.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 4,00	Repeat Exams Permitted: according to the examination regulations of the study program	
Parts of the Module Part of the Module: International Finance (Vorlesung) Mode of Instruction: lecture Language: English Frequency: each winter semester Contact Hours: 2,00		

Literature:

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

Selected publications

Assigned Courses:**International Finance (Bachelor)** (lecture + exercise)

**(in attendance) **

Subject-related competencies: 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 environment. Methodological competencies: 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. Interdisciplinary competencies: 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 fi...

Part of the Module: International Finance (Übung)

Mode of Instruction: exercise course

Language: English

Frequency: each winter semester

Contact Hours: 2,00

Assigned Courses:**International Finance (Bachelor)** (lecture + exercise)

**(in attendance) **

Subject-related competencies: 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 environment. Methodological competencies: 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. Interdisciplinary competencies: 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 fi...

Examination**International Finance**

written exam / length of examination: 60 minutes, graded

Test Frequency:

each semester

Module WIW-0271: International Taxation <i>International Taxation (5 LP)</i>		5 ECTS/LP
Version 1.1.0 (since SoSe17) Person responsible for module: Prof. Dr. Robert Ullmann		
Learning Outcomes / Competences: Subject-related competencies: 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. Methodological competencies: 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. Interdisciplinary competencies: 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. Key competencies: 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.		
Workload: Total: 150 h 21 h lecture (attendance) 31 h studying of course content through exercises / case studies (self-study) 38 h studying of course content using literature (self-study) 60 h studying of course content using provided materials (self-study)		
Conditions: There are no prerequisites.		Credit Requirements: passing the module examination
Frequency: each summer semester	Recommended Semester: from 4.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 2,00	Repeat Exams Permitted: according to the examination regulations of the study program	

Parts of the Module
Part of the Module: International Taxation (5 LP) Mode of Instruction: lecture Language: English Frequency: each summer semester Contact Hours: 2,00
Literature: Will be announced in class.

Examination

International Taxation

written exam / length of examination: 60 minutes, graded

Test Frequency:

each semester

Module WIW-0289: Service Operations <i>Service Operations</i>		5 ECTS/LP
Version 1.11.0 (since WS16/17) Person responsible for module: Prof. Dr. Sebastian Schiffels		
Learning Outcomes / Competences: Subject-related competencies: 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. Methodological competencies: 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. Interdisciplinary competencies: 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. Key competencies: 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.		
Workload: Total: 150 h 42 h lecture and exercise course (attendance) 40 h studying of course content using literature (self-study) 30 h studying of course content through exercises / case studies (self-study) 38 h studying of course content using provided materials (self-study)		
Conditions: Basic knowledge in service management, mathematics, and statistics is required.		Credit Requirements: passing the module examination
Frequency: each summer semester	Recommended Semester: 4. - 6.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 4,00	Repeat Exams Permitted: according to the examination regulations of the study program	

Parts of the Module
Part of the Module: Service Operations (Übung) Mode of Instruction: exercise course Language: English / German Frequency: each summer semester Contact Hours: 2,00
Part of the Module: Service Operations (Vorlesung) Mode of Instruction: lecture Language: English / German Frequency: each summer semester Contact Hours: 2,00

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

Module WIW-0297: Corporate Governance II <i>Unternehmensführung & Organisation II (5 LP)</i>		5 ECTS/LP
Version 1.8.0 (since WS16/17) Person responsible for module: Prof. Dr. Erik Lehmann		
Learning Outcomes / Competences: 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: Subject-related competencies • understand the difference between entrepreneurship, strategic entrepreneurship, corporate venturing and corporate entrepreneurship • understand the need for corporate entrepreneurship in light of economic Darwinism in a globalized world • focus on the central management functions of organization, planning, leadership, human resources and control • evaluate specific organizational arrangements in the form of corporate entrepreneurship • make recommendations on the design of corporate entrepreneurship in national and international organizations Methodological competencies • work on complex case studies in a goal-oriented manner • conduct systematic analyses of needs and actions from different perspectives. Interdisciplinary competencies • apply multi-perspective thinking • perceive and drive opportunities for business improvement from different perspectives from within • implement innovative solutions in an international business context Key qualifications • reflect on strategies of internationally operating companies • independently design and justify strategic considerations		
Workload: 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)		
Conditions: none		Credit Requirements: written exam
Frequency: each winter semester	Recommended Semester: 3. - 5.	Minimal Duration of the Module: semester[s]
Contact Hours: 2,00	Repeat Exams Permitted: according to the examination regulations of the study program	
Parts of the Module		
Part of the Module: <i>Unternehmensführung & Organisation II (5 LP) (Vorlesung)</i> Mode of Instruction: lecture Language: German Frequency: each winter semester Contact Hours: 2,00		

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)

**(in attendance) **

Vorlesung im Raum K: 1002 - Strukturen, Methoden, Ertrags- und Innovationsmöglichkeiten sowie Risiken von Corporate Entrepreneurship international agierender Unternehmen - Ursachen für die Notwendigkeit von Corporate Entrepreneurship - Theorien zum internen Unternehmertum - Strategische Optionen zur Ausgestaltung von Corporate Entrepreneurship - Managementfunktionen Organisation, Planung, Führung, Personal und Kontrolle im Rahmen von Corporate Entrepreneurship

Examination

Unternehmensführung & Organisation II (5 LP)

written exam / length of examination: 60 minutes, graded

Test Frequency:

each semester

Module WIW-0302: International Monetary Economics <i>International Monetary Economics</i>		5 ECTS/LP
Version 1.0.0 (since SoSe17) Person responsible for module: Prof. Dr. Burkhard Heer		
Learning Outcomes / Competences: Subject-related competencies: 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. Methodological competencies: 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. Interdisciplinary competencies: 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. Key competencies: 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.		
Workload: 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)		
Conditions: Basic knowledge in macroeconomics (Makroökonomik I und II). Knowledge in Mathematics (Solution of optimization problems and systems of equations).		Credit Requirements: written exam
Frequency: each winter semester	Recommended Semester: 3. - 5.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 4,00	Repeat Exams Permitted: according to the examination regulations of the study program	

Parts of the Module
Part of the Module: International Monetary Economics (Vorlesung) Mode of Instruction: lecture Language: English Frequency: each winter semester Contact Hours: 2,00
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 Gruyter, 2009, Economics of Monetary Union, 8th ed.
Assigned Courses: International Monetary Economics (Vorlesung) (lecture) <i>*(in attendance) *</i> After successfully completing this module, students are able to understand basic interrelationships in an open economy and to explain the behavior of exchange rates and balances of payments. They can correctly apply the models developed in the course in accordance with the respective model assumptions and use them to critically analyze and evaluate fiscal, monetary, and exchange-rate policy measures taken by the government.
Part of the Module: International Monetary Economics (Übung) Mode of Instruction: exercise course Language: English Frequency: each winter semester Contact Hours: 2,00
Assigned Courses: International Monetary Economics (Übung) (exercise course) <i>*(in attendance) *</i> After successfully completing this module, students are able to understand basic interrelationships in an open economy and to explain the behavior of exchange rates and balances of payments. They can correctly apply the models developed in the course in accordance with the respective model assumptions and use them to critically analyze and evaluate fiscal, monetary, and exchange-rate policy measures taken by the government.
Examination International Monetary Economics written exam / length of examination: 60 minutes, graded Test Frequency: each semester

Module WIW-0304: Cases in Optimization <i>Cases in Optimization</i>		5 ECTS/LP
Version 3.9.0 (since WS21/22) Person responsible for module: Prof. Dr. Manuel Ostermeier		
Learning Outcomes / Competences: Subject-related competencies: Students are able to apply modeling of mathematical optimization and to correctly interpret obtained results. The students are capable of implementing the introduced methods using suitable optimization software. Methodological competencies: Students are able to implement and solve mathematical programming problems using the standard optimizations software IBM ILOG CPLEX. At the end of the module, the students are able to understand the approaches to tackle deterministic planning problems in service operations. Furthermore, the students are able to assess the modeling approaches in terms of effectiveness and efficiency, and to present their findings in class. Interdisciplinary competencies: 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. Key competencies: 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.		
Workload: Total: 150 h 32 h lecture and exercise course (attendance) 48 h studying of course content through exercises / case studies (self-study) 10 h studying of course content using literature (self-study) 30 h preparation of presentations (self-study) 30 h studying of course content using provided materials (self-study)		
Conditions: Basic knowledge of operations & information management, mathematical modeling and optimization		
Frequency: each summer semester	Recommended Semester: 4. - 6.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 3,00	Repeat Exams Permitted: according to the examination regulations of the study program	
Parts of the Module		
Part of the Module: Cases in Optimization Mode of Instruction: lecture + exercise Language: German / English Frequency: each summer semester Contact Hours: 3,00		
Literature: The relevant literature will be announced in the respective course.		

Examination

Cases in Optimization

portfolio exam, graded

Test Frequency:

when a course is offered

Module WIW-0326: Summer School on Global Perspectives of Public and Private Sector Interaction I <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		
Learning Outcomes / Competences: 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: Subject-related competencies: • explain regional economic development in the context of strategic management. • 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. Methodological competencies: • systematically analyze a region using theoretical frameworks in the fields of "Factors of Production", "Spatial & Organizational Dimension" and "Human Dimension". • develop and present strategies for promoting the economic region based on theoretical knowledge. Interdisciplinary competencies: • work in interdisciplinary and international teams to solve regional problems using action-oriented policy recommendations. • look at problems in other subject areas from the perspective of path-dependent developments. Key competencies: • work in a goal-oriented manner in an international team environment, especially with regard to different disciplines. • independently design long-term strategies. • self-critically discuss work progress and team experiences/dynamics in feedback sessions.		
Remarks: Restriction on participation. 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 March 1st. Please contact cir-incoming@wiwi.uni-augsburg.de for more information and to apply.		
Workload: 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)		
Conditions: none		Credit Requirements: passing the module examination
Frequency: each summer semester	Recommended Semester: 4. - 6.	Minimal Duration of the Module: 1 semester[s]

Contact Hours: 3,00	Repeat Exams Permitted: 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

Frequency: each summer semester

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:

when a course is offered

Description:

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

Module WIW-0338: Services Marketing: Principles <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		
Learning Outcomes / Competences: 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.		
Workload: 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)		
Conditions: WIW-0005: Marketing (in particular, basic concepts of Marketing and basics of the Marketing Mix).		Credit Requirements: passing the module examination
Frequency: each winter semester	Recommended Semester: from 5.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 4,00	Repeat Exams Permitted: according to the examination regulations of the study program	
Parts of the Module		
Part of the Module: Services Marketing: Principles (5 LP) (Vorlesung) Mode of Instruction: lecture Language: English Frequency: each winter semester Contact Hours: 2,00		
Literature: 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.		
Part of the Module: Services Marketing: Principles (5 LP) (Übung) Mode of Instruction: exercise course Language: English Frequency: each winter semester		
Examination Services Marketing: Principles (5 LP) written exam / length of examination: 60 hours, graded Test Frequency: only in the winter semester		

Module WIW-0343: Industrial Services Management <i>Industrial Services Management (5 LP)</i>		5 ECTS/LP
Version 1.5.0 (since SoSe18) Person responsible for module: Prof. Dr. Michael Paul		
Learning Outcomes / Competences: 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.		
Remarks: Participation is limited.		
Workload: 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)		
Conditions: None		
Frequency: einmalig SoSe	Recommended Semester: 4. - 6.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 2,00	Repeat Exams Permitted: according to the examination regulations of the study program	
Parts of the Module		
Part of the Module: Industrial Services Management (5 LP) Mode of Instruction: lecture Language: English Frequency: einmalig SoSe Contact Hours: 2,00		

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:

when a course is offered

Module WIW-0344: International Marketing <i>International Marketing</i>		5 ECTS/LP
Version 1.15.0 (since SoSe18) Person responsible for module: Prof. Dr. Michael Paul		
Learning Outcomes / Competences: 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 Subject-related competencies • understand essential concepts and theories of international marketing • understand the influence of environmental forces (e.g., economic, social, cultural, political, legal) and approaches of market research in an international setting • understand international marketing strategies and international marketing mix decisions • understand the sources of competitiveness in international marketing Methodological competencies • apply the concepts and theories to analyze simple case examples • formulate international marketing strategies and marketing mix decisions • analyze and critically evaluate international marketing phenomena • analyze research findings in international marketing Interdisciplinary competencies • apply knowledge on international marketing to several business problems beyond this module • apply knowledge on international marketing to several research problems beyond this module Key competencies • explain their ideas to experts and others • work in teams and present results to others • critically reflect their own decisions and consequences.		
Remarks: Participation is limited.		
Workload: 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)		
Conditions: None		Credit Requirements: passing the module examination
Frequency: each summer semester	Recommended Semester: 4. - 6.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 2,00	Repeat Exams Permitted: according to the examination regulations of the study program	

Parts of the Module
Part of the Module: International Marketing Mode of Instruction: lecture Language: English Frequency: each summer semester Contact Hours: 2,00
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

Module WIW-0367: Systematic Creativity (Design Thinking/Lean Startup/SCRUM) <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		
Learning Outcomes / Competences: Subject-related competencies 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. Methodical competencies 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. Interdisciplinary competencies 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. Key competencies 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.		
Remarks: This course is limited to a maximum of 20 participants. You can find further information on Digicampus.		
Workload: 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)		
Conditions: Working knowledge of English is necessary to understand the literature provided in this module and to prepare and present own findings.		Credit Requirements: Passing the module examination
Frequency: each winter semester	Recommended Semester: 3. - 5.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 3,00	Repeat Exams Permitted: according to the examination regulations of the study program	
Parts of the Module		
Part of the Module: Systematic Creativity (Design Thinking/Lean Startup/SCRUM) Mode of Instruction: seminar Language: English Frequency: each winter semester Contact Hours: 3,00		

Literature:

Individual readings are assigned during the lecture.

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

written/oral exam, graded

Test Frequency:

when a course is offered

Module WIW-0372: Green Finance <i>Green Finance</i>		5 ECTS/LP
Version 1.10.0 (since WS20/21) Person responsible for module: Prof. Dr. Marco Wilkens		
Learning Outcomes / Competences: Subject-related competencies 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. Methodological competencies 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. Interdisciplinary competencies 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. Key competencies 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.		
Workload: 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)		
Conditions: 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.		Credit Requirements: Passing the module examination
Frequency: each summer semester	Recommended Semester: 4. - 6.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 4,00	Repeat Exams Permitted: according to the examination regulations of the study program	

Parts of the Module**Part of the Module: Green Finance (Vorlesung)****Mode of Instruction:** lecture**Language:** English**Frequency:** each summer semester**Contact Hours:** 2,00**Literature:**

Amel-Zadeh/Serafeim (2018): Why and how investors use ESG information: Evidence from a Global Survey. Financial Analyst Journal (74), 3, 87-103.

Swiss Sustainable Finance (2017) Handbook on Sustainable Investments. CFA Institute Research Foundation.

Worldbank (2019): State and Trends of Carbon Pricing 2019, <https://openknowledge.worldbank.org/handle/10986/31755>.

Blitz/Fabozzi (2017): Sin Stocks Revisited: Resolving the Sin Stock Anomaly. Journal of Portfolio Management 44 (1), 105-111.

Friede et al (2015): ESG and financial performance: aggregated evidence from more than 2000 empirical studies. Journal of Sustainable Finance & Investments (5), 4, 210-233

Görge et al. (2019): Carbon Risk. WP Uni Augsburg.

Khan (2019): Corporate Governance, ESG, and Stock Returns around the World. Financial Analyst Journal (75), 4, 103-123 • EU Action Plan for sustainable finance, https://ec.europa.eu/info/business-economy-euro/banking-and-finance/sustainable-finance_de.

Matos (2020): ESG and responsible institutional investing around the world. CFA Institute Research Foundation.

Zerbib (2019): The effect of pro-environmental preferences on bond prices: Evidence from green bonds. Journal of Banking and Finance, 98, pp 39-60.

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.

Fama/French (1993) Common risk factors in the returns on stocks and bonds. Journal of Financial Economics, 33 (1), 3–56.

Further selected publications.

Part of the Module: Green Finance (Übung)**Mode of Instruction:** exercise course**Language:** English**Frequency:** each summer semester**Contact Hours:** 2,00**Examination****Green Finance**

written exam / length of examination: 60 minutes, graded

Test Frequency:

when a course is offered

Module WIW-0377: International Environmental Policy <i>International Environmental Policy</i>		5 ECTS/LP
Version 1.4.0 (since SoSe22) Person responsible for module: Prof. Dr. Martin Kesternich		
Learning Outcomes / Competences: 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.		
Workload: 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)		
Conditions: none		Credit Requirements: Passing the module examination
Frequency: each semester	Recommended Semester: 4. - 6.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 2,00	Repeat Exams Permitted: according to the examination regulations of the study program	
Parts of the Module		
Part of the Module: <i>International Environmental Policy</i> Mode of Instruction: lecture Language: English Frequency: each semester Contact Hours: 2,00		

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.
- Rübbelke, 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.

Examination

International Environmental Policy

written exam, graded

Test Frequency:

each semester

Module WIW-0394: Marketing Strategy Simulation <i>Marketing Strategy Simulation</i>		5 ECTS/LP
Version 1.0.0 (since SoSe26 to SoSe26) Person responsible for module: Prof. Dr. Michael Paul		
Learning Outcomes / Competences: The main objective of this module is to prepare students to successfully apply, analyze, and evaluate marketing strategy concepts and decisions in a managerial context. Through a hands-on, simulation-based learning environment, students design and implement marketing strategies, make complex managerial decisions, and understand the interconnections between different business functions. After the successful participation in this module, students are able to... Subject-related competencies ...understand the essential concepts of marketing strategy. ...demonstrate their knowledge of marketing strategy through decision-making in the simulation. ...understand how strategic decisions affect product plans, competitive dynamics, and firm performance. ...understand the role of information, competition, and interdependent functional decisions in strategy formulation. Methodological competencies ...develop skills in gathering, analyzing, and interpreting information relevant for strategic decisions. ...apply marketing strategy concepts to analyze business situations in the simulation. ...use information to make complex decisions under uncertainty. ...evaluate the outcomes of strategic decisions and derive managerial implications. Interdisciplinary competencies ...apply knowledge of marketing strategy to broader business problems beyond this module. ...recognize how strategic marketing decisions interact with finance, operations, and other business functions. ...transfer insights from the simulation to real-world strategic challenges. Key competencies ...work effectively and efficiently within a team while managing a simulated company. ...prepare clearly written reports and develop effective, persuasive presentations. ...communicate their ideas convincingly to peers and instructors. ...critically reflect on their own decisions and understand their consequences.		
Workload: Total: 150 h 21 h seminar (attendance) 19 h studying of course content using provided materials (self-study) 28 h studying of course content through exercises / case studies (self-study) 42 h preparation of written term papers (self-study) 40 h preparation of presentations (self-study)		
Conditions: WIW-0005: Marketing (especially basic marketing terms and basics of the marketing mix)		Credit Requirements: Passing the module examination
Frequency: einmalig SoSe	Recommended Semester: 4. - 6.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 2,00	Repeat Exams Permitted: according to the examination regulations of the study program	

Parts of the Module
Part of the Module: Marketing Strategy Simulation Language: English Frequency: einmalig SoSe Contact Hours: 2,00
Literature: To be announced in the first session.
Examination Marketing Strategy Simulation portfolio exam, graded Test Frequency: when a course is offered Description: In-class quiz on game characteristics (10%); Written strategy outlines due by class time (20%); Presentations (50%); Results in game (10%); Participation/discussion (10%)

Module WIW-4701: Macroeconomics <i>Grundlagen der Makroökonomik</i>		5 ECTS/LP
Version 2.2.0 (since WS16/17) Person responsible for module: Prof. Dr. Burkhard Heer		
Contents: Goods, labor and financial markets, closed and open economies, fiscal policy, monetary policy, inflation, economic growth, unemployment		
Learning Outcomes / Competences: Subject-related competencies: 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. Methodological competencies: 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. Interdisciplinary competencies: 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. Key competencies: 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.		
Remarks: Course for students of the GBM program and exchange students		
Workload: 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)		
Conditions: Basic knowledge in microeconomics. Knowledge in mathematics (solution of optimization problems and systems of equations).		Credit Requirements: Passing the module examination
Frequency: each summer semester	Recommended Semester: 2.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 4,00	Repeat Exams Permitted: according to the examination regulations of the study program	

Parts of the Module
Part of the Module: Macroeconomics (Vorlesung) Mode of Instruction: lecture Language: English Frequency: each summer semester Contact Hours: 2,00
Literature: Olivier Blanchard, 2017, Macroeconomics, 7. (updated) Edition, Pearson Education.
Part of the Module: Macroeconomics (Übung) Mode of Instruction: exercise course Language: English Frequency: each semester Contact Hours: 2,00
Examination Macroeconomics written exam / length of examination: 90 minutes, graded Test Frequency: each semester

Module WIW-4706: Intercultural Management <i>Intercultural Management</i>		5 ECTS/LP
Version 1.6.0 (since SoSe14) Person responsible for module: Prof. Dr. Wolfgang Schultze Prof. Dr. Abdellatif A. Filali		
Learning Outcomes / Competences: Subject-related competencies: 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. Methodological competencies: 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. Interdisciplinary competencies: 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. Key competencies: 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.		
Remarks: 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.		
Workload: 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)		
Conditions: Participants must be fluent in English, both written and spoken.		Credit Requirements: Term paper
Frequency: each semester	Recommended Semester: 2. - 6.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 2,00	Repeat Exams Permitted: according to the examination regulations of the study program	

Parts of the Module
Part of the Module: Intercultural Management Mode of Instruction: lecture Language: English Frequency: each semester Contact Hours: 2,00
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.
Examination Intercultural Management term paper, graded Test Frequency: each semester Description: Term paper: 5-7 pages

Module WIW-4707: International Business and Economics (= Comparative International Business and Economics) <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		
Learning Outcomes / Competences: 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. Subject-related competencies: 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. Methodological competencies: 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. Interdisciplinary competencies: This course integrates aspects of institutional design, international management, international trade, and international finance. It combines theoretical concepts, institutional factors, and data. Key competencies: 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.		
Workload: 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)		
Conditions: Basic knowledge in Business Administration, Economics and Statistics Good English skills (reading, writing, speaking)		Credit Requirements: Passing the module examination
Frequency: each winter semester	Recommended Semester: 3. - 5.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 2,00	Repeat Exams Permitted: according to the examination regulations of the study program	
Parts of the Module		
Part of the Module: Comparative International Business and Economics (Vorlesung) Mode of Instruction: lecture Language: English Frequency: each winter semester Contact Hours: 2,00		

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.

Examination

Comparative International Business and Economics

written exam / length of examination: 60 minutes, graded

Test Frequency:

each semester

Module WIW-4708: Project Management <i>Project Management (5 LP)</i>		5 ECTS/LP
Version 2.2.0 (since WS16/17) Person responsible for module: Prof. Dr. Sebastian Schiffels		
Learning Outcomes / Competences: Subject-related competencies: 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. Methodological competencies: 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. Interdisciplinary competencies: 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. Key competencies: 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.		
Workload: Total: 150 h 30 h studying of course content through exercises / case studies (self-study) 38 h studying of course content using provided materials (self-study) 40 h studying of course content using literature (self-study) 42 h lecture and exercise course (attendance)		
Conditions: Basic knowledge in mathematics and statistics is required.		Credit Requirements: Passing the module examination
Frequency: each winter semester	Recommended Semester: 4. - 6.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 4,00	Repeat Exams Permitted: according to the examination regulations of the study program	
Parts of the Module		
Part of the Module: Project Management (Vorlesung) Mode of Instruction: lecture Language: English / German Frequency: each winter semester Contact Hours: 2,00		
Literature: Shtub, Bard and Globerson: Project Management, Pearson Prentice Hall (latest Version)		
Assigned Courses: Project Management (lecture + exercise)		

<i>*(in attendance) *</i> The course deals with the following topics: - Fundamentals of project management - Project evaluation - Project portfolio planning - Project organization - Project planning - Cost estimation - Project scheduling - Resource management - Controlling projects - Project management with software systems
Part of the Module: Project Management (Übung) Mode of Instruction: exercise course Language: English / German Frequency: each winter semester Contact Hours: 2,00
Assigned Courses: Project Management (lecture + exercise) <i>*(in attendance) *</i> The course deals with the following topics: - Fundamentals of project management - Project evaluation - Project portfolio planning - Project organization - Project planning - Cost estimation - Project scheduling - Resource management - Controlling projects - Project management with software systems
Examination Project Management written exam / length of examination: 60 minutes, graded Test Frequency: each semester

Module WIW-4714: Global Business Ethics <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		
Learning Outcomes / Competences: 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: Subject-related competences: • Understand the basics of ethical dialectics and understand how to apply them to problem areas of international management. • Develop an evaluation and orientation framework based on central concepts of modern business and economic ethics. • Derive practical recommendations for action and management. Methodological competencies: • Use organizational analysis tools on a case-by-case basis. • Identify ethical issues at an early stage. • Systematically derive possible solution strategies. Interdisciplinary competencies: • 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. Key competencies: • Discuss alternative forms of organizational and process design and derive theoretically sound alternatives for action. • Reflect on business and corporate ethical issues.		
Workload: 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)		
Conditions: Students should have basic knowledge of strategic as well as international management.		Credit Requirements: written exam
Frequency: each summer semester	Recommended Semester: 4. - 6.	Minimal Duration of the Module: semester[s]
Contact Hours: 2,00	Repeat Exams Permitted: according to the examination regulations of the study program	

Parts of the Module
Part of the Module: Global Business Ethics (Vorlesung) Mode of Instruction: lecture Language: German Frequency: each summer semester Contact Hours: 2,00
Literature: Aßländer, 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.
Examination Global Business Ethics written exam / length of examination: 60 minutes, graded Test Frequency: each semester

Module WIW-4721: New Media Marketing: Principles <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		
Learning Outcomes / Competences: 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 Subject-related competencies • understand essential concepts and theories of new media marketing • understand how new media differ from traditional media and by which concepts and theories new media phenomena can be explained • understand which challenges, opportunities, and communication formats exist in the era of new media • understand how to manage multichannel companies Methodological competencies • apply the concepts and theories to analyze simple case examples • gather and interpret case-relevant information • analyze and critically evaluate new media marketing phenomena • analyze research findings in new media marketing Interdisciplinary competencies • apply knowledge on new media marketing to several business problems beyond this module • apply knowledge on new media marketing to several research problems beyond this module Key competencies • explain their ideas to experts and others • work in teams and present results to others • critically reflect their own decisions and consequences.		
Workload: Total: 150 h 42 h lecture and exercise course (attendance) 10 h studying of course content through exercises / case studies (self-study) 60 h studying of course content using provided materials (self-study) 38 h studying of course content using literature (self-study)		
Conditions: WIW-0005: Marketing (especially basic marketing terms and basics of the marketing mix)		Credit Requirements: Passing the module examination
Frequency: each summer semester	Recommended Semester: 4. - 6.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 2,00	Repeat Exams Permitted: according to the examination regulations of the study program	

Parts of the Module**Part of the Module: New Media Marketing: Principles (5 LP) (Vorlesung)****Mode of Instruction:** lecture**Language:** English**Frequency:** each summer semester**Contact Hours:** 2,00**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

Module WIW-4723: Digital Government Management <i>Digital Government Management (5 LP)</i>		5 ECTS/LP
Version 2.6.0 (since SoSe17) Person responsible for module: Prof. Dr. Daniel Veit		
Learning Outcomes / Competences: Subject-related competencies 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. Methodical competencies 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. Interdisciplinary competencies 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. Key competencies 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.		
Workload: Total: 150 h 40 h studying of course content using literature (self-study) 24 h studying of course content through exercises / case studies (self-study) 20 h studying of course content using provided materials (self-study) 24 h preparation of presentations (self-study) 42 h lecture and exercise course (attendance)		
Conditions: Working knowledge of English is necessary.		Credit Requirements: Passing the module examination
Frequency: each summer semester	Recommended Semester: 4. - 6.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 4,00	Repeat Exams Permitted: according to the examination regulations of the study program	
Parts of the Module		
Part of the Module: Digital Government Management (Vorlesung) Mode of Instruction: lecture Language: English Frequency: each summer semester Contact Hours: 2,00		

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

Frequency: each summer semester

Contact Hours: 2,00

Examination**Digital Government Management**

written exam / length of examination: 60 minutes, graded

Test Frequency:

each semester

Module WIW-4725: International Trade <i>International Trade (5 LP)</i>		5 ECTS/LP
Version 2.5.0 (since SoSe17) Person responsible for module: Prof. Dr. Peter Welzel		
Learning Outcomes / Competences: Subject-related competencies: 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. Methodological competencies: 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. Interdisciplinary competencies: 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. Key competencies: This module provides students with the ability to analyze international trade and trade policy, including regional integration and supra-national trade policy.		
Remarks: This lecture will be offered for the last time in the summer term 2026.		
Workload: Total: 150 h 40 h studying of course content using provided materials (self-study) 30 h studying of course content through exercises / case studies (self-study) 38 h studying of course content using literature (self-study) 42 h lecture and exercise course (attendance)		
Conditions: 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)		Credit Requirements: written exam
Frequency: each summer semester	Recommended Semester: 4. - 6.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 4,00	Repeat Exams Permitted: according to the examination regulations of the study program	
Parts of the Module		
Part of the Module: International Trade (5 LP) (Vorlesung) Mode of Instruction: lecture Language: English Frequency: each summer semester Contact Hours: 2,00		

Literature:

Krugman, P.R., Obstfeld, M., Melitz, M. (2023), International Trade: Theory and Policy, 12th ed., Pearson.

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

Mode of Instruction: exercise course

Language: English

Frequency: each summer semester

Contact Hours: 2,00

Examination**International Trade**

written exam / length of examination: 60 minutes, graded

Test Frequency:

each semester

Description:

Module WIW-4729: International Human Resource Management <i>Internationales Personalmanagement</i>		5 ECTS/LP
Version 3.5.0 (since SoSe22) Person responsible for module: Prof. Dr. Susanne Warning		
Learning Outcomes / Competences: After completing this module successfully, students are able to understand, empirically analyze, and examine concepts in personnel policy in an international context. Subject-related competencies: 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. Methodological competencies: 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. Interdisciplinary competencies: 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. Key competencies: 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.		
Workload: 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)		
Conditions: Basic knowledge in Human Resource Management and Organisation; Good English skills (reading)		Credit Requirements: Passing the module examination
Frequency: each summer semester	Recommended Semester: 4. - 6.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 4,00	Repeat Exams Permitted: according to the examination regulations of the study program	
Parts of the Module Part of the Module: Internationales Personalmanagement (Vorlesung) Mode of Instruction: lecture Language: German Frequency: each summer semester Contact Hours: 2,00		

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

Frequency: each summer semester

Contact Hours: 2,00

Module WIW-4733: Innovation Management <i>Innovationsmanagement (5 LP)</i>		5 ECTS/LP
Version 1.0.0 (since WS15/16) Person responsible for module: Prof. Dr. Marcus Wagner		
Learning Outcomes / Competences: After successful completion of this module students should be able to remember an overview of the essential contents of innovation management. They are also able to understand and apply important models and concepts in practice.		
Workload: Total: 150 h 42 h lecture and exercise course (attendance) 10 h preparation of presentations (self-study) 26 h studying of course content through exercises / case studies (self-study) 54 h studying of course content using literature (self-study) 18 h studying of course content using provided materials (self-study)		
Conditions: There are no prerequisites.		Credit Requirements: written exam
Frequency: each winter semester	Recommended Semester: from 3.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 4,00	Repeat Exams Permitted: according to the examination regulations of the study program	

Parts of the Module	
Part of the Module: Innovationsmanagement (Vorlesung) (5 LP) Mode of Instruction: lecture Language: German Frequency: each winter semester Contact Hours: 2,00	
Literature: Hauschildt, J. & Salomo, S. (2011) Innovationsmanagement, Vahlen.	
Assigned Courses: Innovationsmanagement (lecture + exercise) <i>*(in attendance) *</i> Inhalte: - Einführung - Schutz des geistigen Eigentums - Innovationsarten: Wer innoviert? - Management des "Fuzzy Front End" bei Innovationen - Diffusion von Innovationen - Appropriierung von Innovationsrenten - Die F&E-Funktion - Promotoren und Innovationskooperation - Innovationscontrolling und Stage-Gate-Prozesse	
Part of the Module: Innovationsmanagement (Übung) (5 LP) Mode of Instruction: exercise course Language: German Frequency: each winter semester Contact Hours: 2,00	
Assigned Courses: Innovationsmanagement (lecture + exercise) <i>*(in attendance) *</i>	

Inhalte: - Einführung - Schutz des geistigen Eigentums - Innovationsarten: Wer innoviert? - Management des "Fuzzy Front End" bei Innovationen - Diffusion von Innovationen - Appropriierung von Innovationsrenten - Die F&E-Funktion - Promotoren und Innovationskooperation - Innovationscontrolling und Stage-Gate-Prozesse

Examination

Innovationsmanagement

written exam / length of examination: 60 minutes, graded

Test Frequency:

each semester

Module WIW-4738: Startup Challenge (Bachelor) <i>Startup Challenge (Bachelor) (5 LP)</i>		5 ECTS/LP
Version 2.3.0 (since WS18/19) Person responsible for module: Prof. Dr. Erik Lehmann		
Learning Outcomes / Competences: 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 Subject-related competencies • apply methods and concepts for the development, analysis and evaluation of business models, pricing, strategies, sales and marketing. • identify and analyze entrepreneurial topics and problems and derive suitable solution strategies. Methodological competencies • develop a business model from a problem • continuously analyze and innovate the business model • develop a marketing and sales strategy • create and present a business plan and a company presentation Interdisciplinary competencies • approach complex tasks in a solution-oriented manner • apply their knowledge to further practical problems from other subject areas Key qualification • communicate in a solution-oriented manner • develop target group oriented concepts • work effectively in interdisciplinary teams		
Workload: 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)		
Conditions: none		
Frequency: each semester	Recommended Semester: 3. - 6.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 4,00	Repeat Exams Permitted: according to the examination regulations of the study program	
Parts of the Module		
Part of the Module: Startup Challenge (Bachelor) (5 LP) Mode of Instruction: seminar Language: German Frequency: each semester Contact Hours: 4,00		
Literature: To be announced in class.		

Assigned Courses:

Startup Challenge (Projektstudium) - Bachelor

**(hybrid/mixed) **

Die Startup Challenge bereitet Sie darauf vor, unternehmerische Chancen zu erkennen sowie unternehmerisch zu denken und zu handeln. Mithilfe verschiedener Methoden und Tools werden innovative Geschäftsideen erarbeitet und Geschäftskonzepte entwickelt. Nach der erfolgreichen Teilnahme sind Sie u.a. in der Lage:

- Methoden und Konzepte zur Entwicklung, Analyse und Bewertung von Geschäftsmodellen, Pricing, Strategien, Vertrieb und Marketing anzuwenden.
- unternehmerische Themen- und Problemstellungen zu identifizieren, zu analysieren und geeignete Lösungsstrategien abzuleiten.
- aus einer Problemstellung ein Geschäftsmodell zu entwickeln.
- das Geschäftsmodell kontinuierlich zu analysieren und zu innovieren.
- eine Marketing- und Vertriebsstrategie zu entwickeln.
- einen Businessplan sowie eine Unternehmenspräsentation zu erstellen und zu präsentieren....

Examination

Startup Challenge (Bachelor) (5 LP)

written/oral exam, graded

Test Frequency:

each semester

Description:

20 pages, 20 minutes presentation

Module WIW-4994: Industry Analysis <i>Industry Analysis</i>		5 ECTS/LP
Version 1.2.0 (since SoSe15) Person responsible for module: Prof. Dr. Michael Paul		
Learning Outcomes / Competences: 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 ...		
Subject-related competencies • understand essential concepts, methods, and managerial tools to analyze the external environment of companies (e.g., markets, industries, competition) and identify key trends • understand concepts, methods, and managerial tools to analyze companies and their strategies • understand concepts, methods, and managerial tools to identify strategic issues, reveal strategic alternatives, and derive strategic recommendations		
Methodological competencies • apply methods and managerial tools of industry analysis to companies in different industries • gather, evaluate, and interpret relevant information to derive statements and arguments • identify business problems and write basic reports • create relevant managerial insights		
Interdisciplinary competencies • apply knowledge on methods and managerial tools to several business problems beyond this module • apply knowledge on methods and managerial tools to several research problems beyond this module		
Key competencies • explain and defend their position towards managers, experts, and others • work in (inter)national teams and present results to others • develop a professional self-image that is oriented toward goals and standards of professional action in companies and other organizations • critically reflect their own decisions and consequences.		
Remarks: Participation is limited.		
Workload: Total: 150 h 32 h seminar (attendance) 26 h preparation of written term papers (self-study) 42 h studying of course content through exercises / case studies (self-study) 22 h preparation of presentations (self-study) 14 h studying of course content using provided materials (self-study) 14 h studying of course content using literature (self-study)		
Conditions: none		Credit Requirements: Term paper, presentation and discussion participation
Frequency: each summer semester	Recommended Semester: 4. - 6.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 2,00	Repeat Exams Permitted: according to the examination regulations of the study program	

Parts of the Module
Part of the Module: Industry Analysis (Seminar) Mode of Instruction: project seminar Language: English Frequency: each summer semester Contact Hours: 2,00
Contents: • Introductory lecture on industry analysis. • Visits of companies from different industries (e.g., Audi, Siemens, or Kuka). • US and German students work in international teams on a presentation on their assigned companies. • US and German students discuss the company presentations. • German students write seminar papers which include the application of course contents to the analysis of the assigned companies.
Literature: To be announced in the first session.
Examination Industry Analysis project work, graded Test Frequency: when a course is offered Description: Term paper (22,000 characters), presentation (40 minutes per group incl. discussion), participation in discussion

Module WIW-9000: International Seminar Business and Economics <i>International Seminar Business and Economics</i>		5 ECTS/LP
Version 1.0.1 Person responsible for module: Prof. Dr. Wolfgang Schultze All professors of the Faculty of Business and Economics		
Contents: 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		
Learning Outcomes / Competences: 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.		
Workload: Total: 150 h		
Conditions: - Basic knowledge in mathematics and statistics is required. - 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.		Credit Requirements: Passing the examination
Frequency: each semester	Recommended Semester:	Minimal Duration of the Module: semester[s]
	Repeat Exams Permitted: according to the examination regulations of the study program	

Parts of the Module
Part of the Module: International Seminar Business and Economics Language: English / German
Assigned Courses: Seminar Finanzierung, Banken und Kapitalmarkt (Bachelor BWL/VWL/WIN/WING/ReWi) (advanced seminar) <i>*(in attendance) *</i> Im Mittelpunkt des Seminars stehen aktuelle praxisrelevante Themen, zum Beispiel aus dem Bereich Sustainable Finance, KI in der Finanzindustrie, innovative Wertpapiere usw. Durch den Besuch des Seminars erlernen die Studierenden den Umgang mit komplexen Sachverhalten und deren kritische Reflexion. Über die Recherche für ein mit der Forschungsarbeit in Verbindung stehendes Themengebiet lernen die Studierenden die wesentlichen aktuellen Forschungsinhalte kennen. Fachbezogene Kompetenzen: Nach der erfolgreichen Teilnahme an diesem Modul sind die Studierenden in der Lage, sich in klassische und aktuelle Forschungsthemen der Finanzierung einzuarbeiten, mit komplexen Sachverhalten umzugehen und diese kritisch zu reflektieren. Außerdem sind sie in der Lage, zentrale, dort eingesetzte Methoden anzuwenden und deren Ergebnisse zu interpretieren. Methodische Kompetenzen: Durch die intensive Einarbeitung in wissenschaftliche Artikel oder durch ggf. eigene empirische Untersuchungen erlernen die Stu... Seminar Service Operations Management (BSc) (seminar) <i>*(online/digital) *</i>

At the end of the module, the students are able to understand the approaches to tackle several planning problems in service operations. The students are able to implement such procedures, assess these approaches in terms of effectiveness and efficiency, present their findings in class. Finally, they are able to make sound decisions.

Examination

International Seminar Business and Economics

written/oral exam, Seminararbeit und Präsentation, graded

Test Frequency:

when a course is offered

Description:

Seminar paper (22,000-50,000 characters) and presentation (10-30 minutes)

Module WIW-9001: International Project <i>International Project</i>		5 ECTS/LP
Version 1.0.0 Person responsible for module: Prof. Dr. Erik Lehmann		
Contents: For exchange students – WeltWeit, Erasmus+ or Freemovers: • 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 • In doing so, students regularly meet with the responsible faculty member to discuss research best practices and receive discipline-specific guidance • Students determine their own semester schedule, but all deliverables must be completed before the end of the lecture period • Deliverables include: - Detailed research proposal (1-2 pages) to be submitted before beginning the research proposal - Research paper (12-14 pages) to be submitted before completing the presentation - Presentation (10-12 minutes) of the research paper		
Learning Outcomes / Competences: 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.		
Workload: Total: 150 h 140 h preparation of written term papers (self-study) 10 h preparation of presentations (self-study)		
Conditions: 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.		Credit Requirements: Receiving a passing grade for the research project
Frequency: each semester	Recommended Semester:	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 3,00	Repeat Exams Permitted: according to the examination regulations of the study program	

Parts of the Module
Part of the Module: International Project Language: English Frequency: each semester
Assigned Courses: International Project (Erasmus/WeltWeit/Freemovers only) (lecture) <i>*(in attendance) *</i>

For exchange students – WeltWeit, Erasmus+ or Freemovers: • 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 • In doing so, students regularly meet with the responsible faculty member to discuss research best practices and receive discipline-specific guidance • Students determine their own semester schedule, but all deliverables must be completed before the end of the lecture period The course is conducted in English. • Deliverables include: - Detailed research proposal (1-2 pages) to be submitted before beginning the research paper - Research paper (12-14 pages) to be submitted before completing the presentation - Presentation (10-12 minutes) of the research paper

Examination

International Project

homework, graded

Test Frequency:

when a course is offered

Description:

24,000-28,000 characters incl. spaces

Module WIW-9002: Corporate Finance I <i>Corporate Finance I</i>		5 ECTS/LP
Version 1.0.0 Person responsible for module: Prof. Dr. Wolfgang Schultze Dr. Diether Maack		
Learning Outcomes / Competences: 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.		
Workload: Total: 150 h		
Conditions: 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.		Credit Requirements: Passing the examination
Frequency: each winter semester	Recommended Semester:	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 2,00	Repeat Exams Permitted: according to the examination regulations of the study program	

Parts of the Module
Part of the Module: Corporate Finance I Language: English Frequency: each winter semester Contact Hours: 2,00
Literature: Berk, DeMarzo: Corporate Finance, 2nd edition
Assigned Courses: Corporate Finance I: Tools and Basic Valuation (lecture) <i>*(online/digital) *</i> 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.

Examination

Corporate Finance I

written exam, graded

Test Frequency:

when a course is offered

Module WIW-9003: Corporate Finance III <i>Corporate Finance III</i>		5 ECTS/LP
Version 1.0.0 Person responsible for module: Prof. Dr. Wolfgang Schultze Dr. Diether Maack		
Learning Outcomes / Competences: 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.		
Workload: Total: 150 h		
Conditions: 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.		Credit Requirements: Passing the examination
Frequency: each summer semester	Recommended Semester:	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 2,00	Repeat Exams Permitted: according to the examination regulations of the study program	
Parts of the Module		
Part of the Module: Corporate Finance III Language: English Frequency: each summer semester Contact Hours: 2,00		
Literature: Berk, DeMarzo: Corporate Finance, 2nd edition		
Examination Corporate Finance III written exam, graded Test Frequency: when a course is offered		

Module WIW-9004: Cases in Strategic Management I: Principles <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		
Contents: 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.		
Learning Outcomes / Competences: Through individual written and oral assignments, you will learn: • Public awareness: A deep understanding of the cause-effect relationship of decision-making, outcomes, and public perception. • 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. • Information Literacy: How to identify high-quality, objective sources of information and then use it to create evidence-driven arguments. • Writing Skills: How to use information to produce professional-quality writing. • 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.		
Workload: 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)		
Conditions: 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.		Credit Requirements: Passing the examination
Frequency: each summer semester	Recommended Semester:	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 2,00	Repeat Exams Permitted: according to the examination regulations of the study program	
Parts of the Module		
Part of the Module: Cases in Strategic Management I: Principles Language: English Frequency: each summer semester Contact Hours: 2,00		
Literature: Case studies, as assigned.		

Examination

Cases in Strategic Management I: Principles

homework, graded

Test Frequency:

when a course is offered

Description:

24,000-28,000 characters incl. spaces

Module WIW-9005: Cases in Strategic Management II: Smart Region Development <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		
Contents: 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.		
Learning Outcomes / Competences: Through individual written and oral assignments, you will learn: • Public awareness: A deep understanding of the cause-effect relationship of decision-making, outcomes, and public perception. • 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. • Information Literacy: How to identify high-quality, objective sources of information and then use it to create evidence-driven arguments. • Writing Skills: How to use information to produce professional-quality writing. • 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.		
Workload: 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)		
Conditions: 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.		Credit Requirements: Passing the examination
Frequency: each winter semester	Recommended Semester:	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 2,00	Repeat Exams Permitted: according to the examination regulations of the study program	

Parts of the Module
Part of the Module: Cases in Strategic Management II: Smart Region Development Language: English Frequency: each winter semester Contact Hours: 2,00
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) <i>*(in attendance) *</i> 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 opportuni...
Examination Cases in Strategic Management II: Smart Region Development homework, graded Test Frequency: when a course is offered Description: 24,000-28,000 characters incl. spaces

Module WIW-9099: Individual Study in Business and Economics (in German language) <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		
Contents: 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.		
Workload: Total: 150 h		
Conditions: • German language skills • 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.		Credit Requirements: Passing the examination
Frequency: each semester	Recommended Semester:	Minimal Duration of the Module: 1 semester[s]
	Repeat Exams Permitted: according to the examination regulations of the study program	
Parts of the Module		
Part of the Module: Individual Study in Business and Economics (in German language) Language: German Frequency: each semester		
Examination Individual Study in Business and Economics (in German language) portfolio exam, graded Test Frequency: when a course is offered		

Module WIW-9637: Business Simulation <i>Jeu et simulation d'entreprise (Bachelor)</i>		5 ECTS/LP
Version 1.18.0 (since SoSe17) Person responsible for module: Prof. Dr. Wolfgang Schultze Prof. Dr. Eric Darmon (Université Paris Nanterre)		
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).		
Learning Outcomes / Competences: 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.		
Remarks: Restricted number of participants. Registration via Digicampus required.		
Workload: 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)		
Conditions: French language skills		Credit Requirements: Passing the module examination
Frequency: each summer semester	Recommended Semester: 2. - 4.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 2,00	Repeat Exams Permitted: according to the examination regulations of the study program	
Parts of the Module		
Part of the Module: <i>Jeu et simulation d'entreprise (Bachelor)</i> Mode of Instruction: lecture Language: French Frequency: each summer semester - Contact Hours: 2,00 ECTS Credits: 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**

Combined written and oral exam, Oral participation (25%), group term paper (50%), company performance (25%), graded

Test Frequency:

when a course is offered

Examination Prerequisites:

-

Description:

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

Module WIW-9638: French Financial Accounting <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)		
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		
Learning Outcomes / Competences: 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.		
Remarks: Restricted number of participants. Application via Digicampus required.		
Workload: 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)		
Conditions: French language skills		Credit Requirements: Passing the module examination
Frequency: each summer semester	Recommended Semester: 4.	Minimal Duration of the Module: 1 semester[s]

Contact Hours: 2,00	Repeat Exams Permitted: 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**Frequency:** each summer semester -**Contact Hours:** 2,00**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.
- GRANDGUILLLOT F. et B., (2011): Comptabilité générale, éditeur Gualino, 11ème édition, collection Mémentos LMD - Fac - Université.
- GRANDGUILLLOT 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:

when a course is offered

Examination Prerequisites:

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Description:

exam (60 minutes)

Module WIW-5023: International Accounting Advanced I: Financial Reporting of International Firms <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		
Contents: Building on the course "Financial Accounting III", the lecture deals with the international accounting principles and standards that are of increasing importance for globally oriented companies for external accounting as well as for internal management due to the internationalisation of product and capital markets. In particular, the lecture focuses on the accounting standards developed by the International Accounting Standards Board (IASB). Contents of the lecture: - Internationalization of accounting - Consolidated Financial Statements: Bases and Principles - Mandatory regulations to prepare a financial statement and consolidated companies - Preparation of consolidated financial statements (from HBI to HBII) - Consolidation of equity - Consolidation of receivables and liabilities - Elimination of intermediate successes - Consolidation of the income statement - Deferred taxes in consolidated financial statements		
Learning Outcomes / Competences: 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.		
Workload: 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)		
Conditions: Good knowledge of accounting according to HGB and IFRS. Understanding of the accounting and consolidation system.		
Frequency: each winter semester	Recommended Semester: 1.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 4,00	Repeat Exams Permitted: according to the examination regulations of the study program	

Parts of the Module
Part of the Module: International Accounting Advanced I: Rechnungslegung Internationaler Unternehmen (Vorlesung) Mode of Instruction: lecture Language: German Frequency: each winter semester Contact Hours: 2,00
Literature: Adler/Düring/Schmaltz (2002 ff.): Rechnungslegung nach internationalen Standards, Stuttgart 2002 ff. 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 (2024a): Jahresabschluss und Jahresabschlussanalyse, 27. Auflage, Stuttgart 2024. Coenenberg/Haller/Schultze (2024b): Jahresabschluss und Jahresabschlussanalyse - Aufgaben und Lösungen, 19. Auflage, Stuttgart 2024. Coenenberg/Haller/Mattner/Schultze (2024): Einführung in das Rechnungswesen, 9. Auflage, Stuttgart 2024. Küting/Weber (2018): Der Konzernabschluss, 14. Auflage, Stuttgart 2018 Pellens/Fülbier/Gassen/Sellhorn (2021): Internationale Rechnungslegung, 11. Auflage, Stuttgart 2021.
Part of the Module: International Accounting Advanced I: Rechnungslegung Internationaler Unternehmen (Übung) Mode of Instruction: exercise course Language: German Frequency: each winter semester Contact Hours: 2,00
Examination International Accounting Advanced I: Rechnungslegung Internationaler Unternehmen written exam / length of examination: 60 minutes, graded Test Frequency: each semester Description:

Module WIW-5024: Accounting Research Seminar <i>Hauptseminar (Accounting Research Seminar)</i>		6 ECTS/LP
Version 3.0.0 (since WS18/19) Person responsible for module: Prof. Dr. Wolfgang Schultze		
Contents: 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.		
Learning Outcomes / Competences: The seminar examines current issues of international accounting and corporate management. Each seminar addresses specific questions. These include questions like: What are the specific 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? 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, prepares them for conducting their own research project. Students learn to critically read and evaluate scientific texts on current research topics in accounting and improve their writing skills. 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.		
Remarks: The number of places is limited, there is a selection process (see Digicampus).		
Workload: 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)		
Conditions: Participants should have good knowledge of national and international accounting and controlling. In addition, they should be able to work scientifically.		Credit Requirements: Seminar, presentation of the written work (seminar paper) and written work (seminar paper)
Frequency: each semester	Recommended Semester: 1. - 3.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 4,00	Repeat Exams Permitted: according to the examination regulations of the study program	

Parts of the Module**Part of the Module: Hauptseminar (Accounting Research Seminar)****Mode of Instruction:** seminar**Language:** German**Frequency:** each semester**Contact Hours:** 4,00**Literature:**

To be announced in class.

Examination**Hauptseminar (Accounting Research Seminar)**

Combined written and oral exam, graded

Test Frequency:

each semester

Description:

Seminar paper: 10 pages, presentation: 20-25 minutes, participation

Module WIW-5029: International Accounting Basic I: IFRS <i>International Accounting Basic I: Internationale Rechnungslegung: IFRS</i>		6 ECTS/LP
Version 3.5.0 (since WS16/17) Person responsible for module: Prof. Dr. Wolfgang Schultze		
Contents: 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		
Learning Outcomes / Competences: 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).		
Workload: 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)		
Conditions: Understanding of accounting system. Good knowledge of HGB accounting.		Credit Requirements: passing the module examination
Frequency: each winter semester	Recommended Semester: 1.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 4,00	Repeat Exams Permitted: according to the examination regulations of the study program	
Parts of the Module		
Part of the Module: International Accounting Basic I: Internationale Rechnungslegung: IFRS (Vorlesung) Mode of Instruction: lecture Language: German Frequency: each winter semester Contact Hours: 2,00		

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 (2024a): Jahresabschluss und Jahresabschlussanalyse, 27. Auflage, Stuttgart 2024.

Coenenberg/Haller/Schultze (2024b): Jahresabschluss und Jahresabschlussanalyse - Aufgaben und Lösungen, 19. Auflage, Stuttgart 2024.

Lüdenbach/Hoffmann/Freiberg (2023): IFRS Kommentar, 21. Auflage, München 2023.

Pellens/Fülbier/Gassen/Sellhorn (2021): Internationale Rechnungslegung, 11. Auflage, Stuttgart 2017.

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

Mode of Instruction: exercise course

Language: German

Frequency: each winter semester

Contact Hours: 2,00

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

written exam / length of examination: 60 minutes, graded

Test Frequency:

when a course is offered

Description:

Module WIW-5040: Transfer Pricing <i>Transfer Pricing</i>		6 ECTS/LP
Version 3.3.0 (since SoSe17) Person responsible for module: Prof. Dr. Wolfgang Schultze		
Learning Outcomes / Competences: 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.		
Workload: 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)		
Conditions: Good command of the English language. Knowledge of managerial accounting and international taxation from previous lectures.		Credit Requirements: Passing the module examination
Frequency: each summer semester	Recommended Semester: from 2.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 4,00	Repeat Exams Permitted: according to the examination regulations of the study program	
Parts of the Module		
Part of the Module: Transfer Pricing (Vorlesung) Mode of Instruction: lecture Language: English Frequency: each summer semester Contact Hours: 2,00		
Literature: Will be announced in the course.		
Examination Transfer Pricing written exam / length of examination: 60 minutes, graded Test Frequency: when a course is offered Description:		

Module WIW-5058: Investment Funds <i>Investment Funds</i>		6 ECTS/LP
Version 2.5.0 (since SoSe17) Person responsible for module: Prof. Dr. Marco Wilkens		
Learning Outcomes / Competences: Subject-related competencies: 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. Methodological competencies: 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. Interdisciplinary competencies: 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. Key competencies: 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.		
Workload: 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)		
Conditions: 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.		Credit Requirements: Passing the module examination
Frequency: each summer semester	Recommended Semester: from 2.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 4,00	Repeat Exams Permitted: according to the examination regulations of the study program	

Parts of the Module
Part of the Module: Investment Funds (Vorlesung) Mode of Instruction: lecture Language: German / English Frequency: each summer semester Contact Hours: 2,00
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 Frequency: each summer semester Contact Hours: 2,00
Examination Investment Funds written exam / length of examination: 60 minutes, graded Test Frequency: when a course is offered Description:

Module WIW-5089: Health Care Operations Management <i>Health Care Operations Management</i>		6 ECTS/LP
Version 2.1.0 (since SoSe17) Person responsible for module: Prof. Dr. Sebastian Schiffels		
Learning Outcomes / Competences: Subject-related competencies: 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. Methodological competencies: 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. Interdisciplinary competencies: 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. Key competencies: 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.		
Workload: Total: 180 h 60 h studying of course content using literature (self-study) 60 h studying of course content using provided materials (self-study) 18 h studying of course content through exercises / case studies (self-study) 42 h lecture and exercise course (attendance)		
Conditions: (Advanced) knowledge in operations management, mathematics (including Linear Programming), and statistics, knowledge in optimization (e.g., Gurobi or OPL)/simulation (e.g. Arena) software is an advantage.		Credit Requirements: Passing the module examination
Frequency: each summer semester	Recommended Semester: 1. - 3.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 4,00	Repeat Exams Permitted: according to the examination regulations of the study program	
Parts of the Module Part of the Module: Health Care Operations Management (Vorlesung) Mode of Instruction: lecture Language: English / German Frequency: each summer semester Contact Hours: 2,00		

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

Frequency: each summer semester

Contact Hours: 2,00

Examination**Health Care Operations Management**

written exam / length of examination: 60 minutes, graded

Test Frequency:

each semester

Module WIW-5090: Seminar: Health Care Operations Management <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		
Learning Outcomes / Competences: Subject-related competencies: 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. Methodological competencies: The students are able to implement such procedures, assess these approaches in terms of effectiveness and efficiency, and present their findings in class. Interdisciplinary competencies: The students are able to make sound decisions. They are able to work with scientific literature and understand complex problems. Key competencies: Students are able to present their finding under consideration of audience and situation. They are able to question scientific literature and achieved results. Written expression: Students are free to write their thesis in German or English. Attention is paid to correct scientific and neutral expression.		
Workload: Total: 180 h 28 h studying of course content using provided materials (self-study) 42 h seminar (attendance) 30 h preparation of presentations (self-study) 80 h preparation of written term papers (self-study)		
Conditions: (Advanced) Knowledge in operations management, mathematics (including Linear Programming), and statistics, knowlegde in optimization (e.g., Gurobi and OPL)/simulation (e.g. Arena) software is an advantage.		Credit Requirements: Passing the module examination
Frequency: each semester	Recommended Semester: 1. - 3.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 4,00	Repeat Exams Permitted: according to the examination regulations of the study program	
Parts of the Module		
Part of the Module: Seminar Health Care Operations Management Mode of Instruction: seminar Language: English / German Frequency: each semester Contact Hours: 4,00		
Literature: Literature will be announced in the semester.		
Assigned Courses: Seminar Health Care Operations Management (seminar) *(online/digital) *		

Selected topics in health care operations management. Topics include (but are not limited to): - Hospital management - Scheduling in health care - Personnel planning in health care - Transportation and routing in health care - Therapy planning and scheduling - Home care management

Examination

Seminar Health Care Operations Management

Combined written and oral exam, graded

Test Frequency:

each semester

Module WIW-5093: Global E-Business and Electronic Markets <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		
Learning Outcomes / Competences: 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.		
Workload: 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)		
Conditions: Working knowledge of English is necessary.		Credit Requirements: Passing the module examination
Frequency: each summer semester	Recommended Semester: 2.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 4,00	Repeat Exams Permitted: according to the examination regulations of the study program	
Parts of the Module		
Part of the Module: Global E-Business and Electronic Markets (Vorlesung) Mode of Instruction: lecture Language: English Frequency: each summer semester Contact Hours: 2,00		

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. (2023). E-Commerce 2023-2024 : Business, Technology and Society, Global Edition. (18th 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

Frequency: each summer semester

Contact Hours: 2,00

Examination

Global E-Business and Electronic Markets

written exam / length of examination: 60 minutes, graded

Test Frequency:

each semester

Module WIW-5094: Information Systems Research <i>Information Systems Research</i>		6 ECTS/LP
Version 3.1.0 (since WS18/19) Person responsible for module: Prof. Dr. Daniel Veit		
Learning Outcomes / Competences: 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 presentation, discussion, and written expression skills in English.		
Workload: Total: 180 h 42 h seminar (attendance) 108 h preparation of written term papers (self-study) 30 h preparation of presentations (self-study)		
Conditions: Basic knowledge of the topics (e.g., from attending our lectures) is beneficial. Furthermore, working knowledge of English, and written expression skills are necessary to understand the literature provided in this module and to prepare and present own findings in a seminar thesis. We furthermore recommend attending introductory courses offered by the university library.		Credit Requirements: Passing the module examination
Frequency: each semester	Recommended Semester: 3.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 4,00	Repeat Exams Permitted: according to the examination regulations of the study program	

Parts of the Module
Part of the Module: Information Systems Research Seminar Mode of Instruction: seminar Language: English Frequency: each semester Contact Hours: 4,00
Literature: Initial readings are provided during the seminar.
Examination Information Systems Research Seminar Combined written and oral exam, graded Test Frequency: each semester Description: seminar paper (15-20 pages) and presentation

Module WIW-5102: Advanced Management Support <i>Advanced Management Support</i>	6 ECTS/LP
Version 4.1.0 (since SoSe23) Person responsible for module: Prof. Dr. Marco Meier	
Contents: 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	
Learning Outcomes / Competences: 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	
Remarks: -	
Workload: Total: 180 h 62 h studying of course content through exercises / case studies (self-study) 42 h lecture and exercise course (attendance) 36 h studying of course content using literature (self-study)	

40 h studying of course content using provided materials (self-study)		
Conditions: Fundamental knowledge about the purpose of management support systems, current challenges in decision making, data transformation, multidimensional data modeling as well as analytics.		
Frequency: each summer semester	Recommended Semester: from 2.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 4,00	Repeat Exams Permitted: according to the examination regulations of the study program	

Parts of the Module
Part of the Module: Advanced Management Support Mode of Instruction: lecture + exercise Language: German Frequency: each summer semester Contact Hours: 4,00
Literature: To be announced on Digicampus.
Examination Advanced Management Support written exam / length of examination: 60 minutes, graded Test Frequency: each semester

Module WIW-5113: Corporate Governance: Strategy <i>Corporate Governance: Strategie</i>		6 ECTS/LP
Version 6.1.0 (since SoSe24) Person responsible for module: Prof. Dr. Erik Lehmann		
Learning Outcomes / Competences: 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.		
Workload: Total: 180 h 42 h seminar (attendance) 118 h preparation of written term papers (self-study) 20 h studying of course content using provided materials (self-study)		
Conditions: Fundamentals of corporate governance (especially control mechanisms and knowledge of corporate governance mechanisms), accounting (especially balance sheet analysis, ratio determination and analysis).		
Frequency: each winter semester	Recommended Semester: 1. - 3.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 4,00	Repeat Exams Permitted: according to the examination regulations of the study program	

Parts of the Module
Part of the Module: Corporate Governance: Strategie Language: German Frequency: each winter semester Contact Hours: 4,00
Literature: Chapman, Bob; Sisodia, Raj (2015). Everybody Matters. Portfolio Penguin. ISBN 978-1591847793 Collins, Jim (2001). Good to Great. Harper Business. ISBN 978-0066620992 Lehmann, Erik und Wilhelm, Dominik (2018). Digitalisierung, Disruption und Corporate Entrepreneurship. Keuper et al. (Hrsg.): Disruption und Transformation Management, 239-266. Sinek, Simon (2009). Start with Why: How great leaders inspire everyone to take action. Portfolio Penguin. ISBN 978-1591846444 Shane, Scott (2010). Born Entrepreneurs, Born Leaders. Oxford University Press. ISBN 978-0195373424
Assigned Courses: Corporate Governance: Strategie (Vorlesung) (lecture) <i>*(hybrid/mixed) *</i> Der aus Militär und Politik bekannte, autoritäre Führungsstil prägte im frühen 20. Jahrhundert die Führungskultur von Unternehmen. Darauf aufbauend wurden erste Managementtheorien entwickelt, was u.a. zur gezielten Einführung von Anreizsystemen führte. Hierbei wurde häufig das Maschinenmodell zu Grunde gelegt (Input: Bonus, Firmenwagen, Titel,... Output: Unternehmenserfolg), um Reaktion zu beschreiben. In den vergangenen Jahren entwickelt sich allerdings eine Revolution von Führung. Gleichbleibend ist, dass auch heute Führungskräfte

die treibende Kraft hinter dem Erfolg von Unternehmen sind. Allerdings verändern sich die Führungsprinzipien, die diesen Erfolg sichern sollen. Die moderne Führungskraft inspiriert, statt zu diktieren (Sinek, 2009). Sie ermutigt statt zu manipulieren. Sie befähigt (Empowerment), statt autoritär die Details zu bestimmen (Scientific Management). Die moderne Führungskraft muss dafür sorgen, dass Menschen entsprechend ihrer Stärken richtig im Unternehmenskontext...

Examination

Corporate Governance: Strategie

Combined written and oral exam, graded

Test Frequency:

when a course is offered

Description:

20 pages

Module WIW-5114: Corporate Governance: Theory <i>Corporate Governance: Theorie</i>		6 ECTS/LP
Version 3.1.0 (since WS16/17) Person responsible for module: Prof. Dr. Erik Lehmann		
Learning Outcomes / Competences: 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.		
Workload: 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)		
Conditions: Basic knowledge of organizational theory, corporate governance and corporate finance (helpful)		Credit Requirements: written exam
Frequency: each winter semester	Recommended Semester: 1.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 4,00	Repeat Exams Permitted: according to the examination regulations of the study program	
Parts of the Module		
Part of the Module: Corporate Governance: Theorie (Vorlesung) Mode of Instruction: lecture Language: German Frequency: each winter semester Contact Hours: 2,00		

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)

*(in attendance) *

- Einführung und Motivation - Organisationen und Corporate Governance - Fehlverhalten in Organisationen - Corporate Governance Mechanismen

Part of the Module: Corporate Governance: Theorie (Übung)**Mode of Instruction:** exercise course**Language:** German**Frequency:** each winter semester**Contact Hours:** 2,00**Assigned Courses:****Corporate Governance: Theorie (Vorlesung und Übung)** (lecture + exercise)

*(in attendance) *

- Einführung und Motivation - Organisationen und Corporate Governance - Fehlverhalten in Organisationen - Corporate Governance Mechanismen

Examination

Corporate Governance: Theorie

written exam / length of examination: 60 minutes, graded

Test Frequency:

each semester

Module WIW-5115: Corporate Governance: Research <i>Corporate Governance: Research</i>		6 ECTS/LP
Version 2.2.0 (since WS16/17) Person responsible for module: Prof. Dr. Erik Lehmann		
Learning Outcomes / Competences: 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.		
Workload: 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)		
Conditions: Basic knowledge of empirical economic research, basic knowledge of corporate governance and organizational theory.		Credit Requirements: Combined written/oral exam/ presentation.
Frequency: each semester	Recommended Semester: 1.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 4,00	Repeat Exams Permitted: according to the examination regulations of the study program	

Parts of the Module
Part of the Module: Corporate Governance: Research Mode of Instruction: seminar Language: German / English Frequency: each semester Contact Hours: 4,00
Literature: To be announced at the kick-off date
Assigned Courses: Corporate Governance: Research (Seminar) (seminar) <i>*(in attendance) *</i> - Understand and assess scientific articles - Analyzing modern problems - Writing scientific articles
Examination Corporate Governance: Research written/oral exam, graded Test Frequency: each semester Description: 15-page seminar paper, 30-minute presentation

Module WIW-5116: Corporate Governance: Independent Research <i>Corporate Governance: Independent Research</i>		6 ECTS/LP
Version 2.2.0 (since WS16/17) Person responsible for module: Prof. Dr. Erik Lehmann		
Learning Outcomes / Competences: 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.		
Workload: 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)		
Conditions: 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).		Credit Requirements: term paper and presentation
Frequency: each semester	Recommended Semester: 3.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 4,00	Repeat Exams Permitted: according to the examination regulations of the study program	

Parts of the Module
Part of the Module: Corporate Governance: Independent Research Mode of Instruction: seminar Language: German / English Frequency: each semester Contact Hours: 4,00
Literature: 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.
Assigned Courses: Corporate Governance: Independent Research (Seminar) (seminar) <i>*(in attendance) *</i> - 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

Examination

Corporate Governance: Independent Research

term paper, graded

Test Frequency:

each semester

Description:

15-page seminar paper, 30-minute presentation

Module WIW-5123: Services Marketing: Case Studies <i>Services Marketing: Case Studies</i>		6 ECTS/LP
Version 2.0.0 (since WS16/17) Person responsible for module: Prof. Dr. Michael Paul		
Learning Outcomes / Competences: 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.		
Workload: 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)		
Conditions: Basic methodological skills and basic knowledge of marketing (e.g., descriptive and inductive statistics, regression analysis, marketing research, services marketing).		
Frequency: each winter semester	Recommended Semester: 1. - 3.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 4,00	Repeat Exams Permitted: according to the examination regulations of the study program	
Parts of the Module		
Part of the Module: Services Marketing: Case Studies Mode of Instruction: seminar Language: English Frequency: each winter semester Contact Hours: 4,00		
Literature: To be announced in the first session.		
Examination Services Marketing: Case Studies Combined written and oral exam, graded Test Frequency: when a course is offered Description:		

Module WIW-5124: New Media Marketing: Research (Master) <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		
Learning Outcomes / Competences: 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.		
Workload: 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)		
Conditions: Basic knowledge of marketing.		Credit Requirements: Passing the module examination
Frequency: each winter semester	Recommended Semester: 1. - 3.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 4,00	Repeat Exams Permitted: according to the examination regulations of the study program	

Parts of the Module
Part of the Module: New Media Marketing: Research Mode of Instruction: seminar Language: English Frequency: each winter semester Contact Hours: 4,00
Literature: To be announced in the first session.
Examination New Media Marketing: Research Combined written and oral exam, graded Test Frequency: when a course is offered Description: Presentation: 15 minutes, seminar paper: 14 weeks, 15 pages +/- 10%

Module WIW-5133: Human Resources: Human Resource Management <i>Human Resources: Personalmanagement</i>		6 ECTS/LP
Version 3.3.0 (since SoSe17) Person responsible for module: Prof. Dr. Susanne Warning		
Contents: -Recruiting -Personnel development -Compensation -Discrimination -Fairness		
Learning Outcomes / Competences: 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.		
Workload: 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)		
Conditions: • Good knowledge in Mathematics, Statistics and Microeconomics • Good English skills (reading)		
Frequency: each summer semester	Recommended Semester: 2.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 4,00	Repeat Exams Permitted: according to the examination regulations of the study program	
Parts of the Module		
Part of the Module: Human Resources: Personalmanagement (Vorlesung) Mode of Instruction: lecture Language: German Frequency: each summer semester Contact Hours: 2,00		
Literature: 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.		

Part of the Module: Human Resources: Personalmanagement (Übung)

Mode of Instruction: exercise course

Language: German

Frequency: each summer semester

Contact Hours: 2,00

Examination

Human Resources: Personalmanagement

written exam / length of examination: 60 minutes, graded

Test Frequency:

each semester

Module WIW-5134: New Media Marketing: Case Studies <i>New Media Marketing: Case Studies</i>		6 ECTS/LP
Version 2.2.0 (since SoSe17) Person responsible for module: Prof. Dr. Michael Paul		
Learning Outcomes / Competences: 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.		
Workload: 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)		
Conditions: 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)		
Frequency: each summer semester	Recommended Semester: 2. - 4.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 4,00	Repeat Exams Permitted: according to the examination regulations of the study program	
Parts of the Module		
Part of the Module: New Media Marketing: Case Studies Mode of Instruction: seminar Language: English Frequency: each summer semester Contact Hours: 4,00		
Literature: To be announced in the first session.		
Examination New Media Marketing: Case Studies Combined written and oral exam, graded Test Frequency: when a course is offered Description: presentation: 15 Minuten, seminar paper: 14 weeks		

Module WIW-5135: Advanced Value Based Marketing <i>Advanced Value Based Marketing</i>		6 ECTS/LP
Version 4.2.0 (since SoSe17) Person responsible for module: Prof. Dr. Michael Paul		
Learning Outcomes / Competences: 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.		
Workload: 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)		
Conditions: Basic knowledge of methods and fundamentals of marketing from bachelor studies (especially descriptive and inductive statistics, ANOVA, regression analysis, marketing research).		
Frequency: each summer semester	Recommended Semester: from 2.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 4,00	Repeat Exams Permitted: according to the examination regulations of the study program	
Parts of the Module		
Part of the Module: Advanced Value Based Marketing (Vorlesung) Mode of Instruction: lecture Language: English Frequency: each summer semester Contact Hours: 2,00		
Literature: 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.		
Part of the Module: Advanced Value Based Marketing (Übung) Mode of Instruction: exercise course Language: English Frequency: each summer semester Contact Hours: 2,00		

Examination

Advanced Value Based Marketing

portfolio exam / length of examination: 60 minutes, graded

Test Frequency:

only in the summer semester

Module WIW-5136: Services Marketing: Research (Master) <i>Services Marketing: Research (Master)</i>		6 ECTS/LP
Version 2.1.0 (since SoSe17) Person responsible for module: Prof. Dr. Michael Paul		
Learning Outcomes / Competences: 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.		
Workload: 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)		
Conditions: 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)		Credit Requirements: Passing the module examination
Frequency: each summer semester	Recommended Semester: 2. - 4.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 4,00	Repeat Exams Permitted: according to the examination regulations of the study program	

Parts of the Module
Part of the Module: Services Marketing: Research Mode of Instruction: seminar Language: English Frequency: each summer semester Contact Hours: 4,00
Literature: To be announced in the first session.
Examination Services Marketing: Research Combined written and oral exam, graded Test Frequency: when a course is offered Description: every year term paper, presentation and discussion participation

Module WIW-5137: Corporate Governance: Concepts <i>Corporate Governance: Konzepte</i>		6 ECTS/LP
Version 4.4.0 (since SoSe20) Person responsible for module: Prof. Dr. Erik Lehmann		
Learning Outcomes / Competences: 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.		
Remarks: Open to German students as well as Erasmus/Incoming/Freemovers		
Workload: Total: 180 h 48 h studying of course content using provided materials (self-study) 42 h seminar (attendance) 90 h preparation of written term papers (self-study)		
Conditions: -		
Frequency: each summer semester	Recommended Semester: from 2.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 4,00	Repeat Exams Permitted: according to the examination regulations of the study program	
Parts of the Module		
Part of the Module: Corporate Governance: Konzepte Mode of Instruction: lecture Language: English Frequency: each summer semester Contact Hours: 4,00		

Literature:

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

Combined written and oral exam, graded

Test Frequency:

only in the summer semester

Description:

seminar paper (25 pages) and presentation (10-15 minutes)

Module WIW-5138: Advanced Services Marketing <i>Advanced Services Marketing</i>		6 ECTS/LP
Version 4.3.0 (since WS16/17) Person responsible for module: Prof. Dr. Michael Paul		
Learning Outcomes / Competences: 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.		
Workload: 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)		
Conditions: Basic methodological skills and basic knowledge of marketing (e.g., descriptive and inductive statistics, ANOVA, regression analysis, marketing research, services marketing).		Credit Requirements: Passing the module examination
Frequency: each winter semester	Recommended Semester: 1. - 3.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 4,00	Repeat Exams Permitted: according to the examination regulations of the study program	

Parts of the Module
Part of the Module: Advanced Services Marketing (Vorlesung) Mode of Instruction: lecture Language: English Frequency: each winter semester Contact Hours: 2,00
Literature: 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.

Part of the Module: Advanced Services Marketing (Übung)

Mode of Instruction: exercise course

Language: English

Frequency: each winter semester

Contact Hours: 2,00

Examination

Advanced Services Marketing

written exam / length of examination: 60 minutes, graded

Test Frequency:

each semester

Module WIW-5147: Summer School on Global Perspectives of Public and Private Sector Interaction II <i>Summer School on Global Perspectives of Public and Private Sector Interaction II</i>		6 ECTS/LP
Version 2.7.0 (since SoSe17) Person responsible for module: Prof. Dr. Erik Lehmann		
Learning Outcomes / Competences: 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: Subject-related competencies: • explain regional economic development in the context of strategic management. • 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. Methodological competencies: • systematically analyze a region using theoretical frameworks in the fields of "Factors of Production", "Spatial & Organizational Dimension" and "Human Dimension". • develop and present strategies for promoting the economic region based on theoretical knowledge. Interdisciplinary competencies: • work in interdisciplinary and international teams to solve regional problems using action-oriented policy recommendations. • look at problems in other subject areas from the perspective of path-dependent developments. Key competencies: • work in a goal-oriented manner in an international team environment, especially with regard to different disciplines. • independently design long-term strategies. • self-critically discuss work progress and team experiences/dynamics in feedback sessions.		
Remarks: Restriction on participation. 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 March 1st. Please contact cir-incoming@wiwi.uni-augsburg.de for more information and to apply.		
Workload: 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)		
Conditions: none		Credit Requirements: Passing the module examination
Frequency: each summer semester	Recommended Semester: 2. - 4.	Minimal Duration of the Module: 1 semester[s]

Contact Hours: 4,00	Repeat Exams Permitted: 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

Mode of Instruction: seminar

Language: English

Frequency: each summer semester

Contact Hours: 4,00

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

Combined written and oral exam, graded

Test Frequency:

only in the summer semester

Description:

seminar paper (25 pages) and presentation (15-20 minutes)

Module WIW-5151: Seminar: Health Economics (Master) <i>Seminar Gesundheitsökonomik (Master)</i>		6 ECTS/LP
Version 2.5.0 (since WS16/17) Person responsible for module: Prof. Dr. Robert Nuscheler		
Learning Outcomes / Competences: After successful participation in the seminar, students will be able to apply the methods and knowledge they have learned so far in their studies to new topics and therefore, they will be able to analyze a scientific question. For this purpose, students read current and/or pioneering articles from journals and develop an understanding of the topics presented. Using a given topic and starting literature, students develop a research question and answer it in a seminar paper followed by an oral presentation and discussion. The main goal of this module is to introduce students to systematic scientific work. In addition, they selectively acquire knowledge of the current state of research in the field they are working on. Furthermore, their writing skills will be trained.		
Remarks: This seminar is offered alternately with the seminar "Empirical Health Economics" in the winter semester - thus, only every other winter semester.		
Workload: Total: 180 h 18 h preparation of presentations (self-study) 25 h studying of course content using literature (self-study) 35 h studying of course content using provided materials (self-study) 60 h preparation of written term papers (self-study) 42 h seminar (attendance)		
Conditions: Health Economics and Econometrics or Microeconometrics.		Credit Requirements: Term paper and presentation
Frequency: unique (winter semester)	Recommended Semester: 1.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 4,00	Repeat Exams Permitted: according to the examination regulations of the study program	
Parts of the Module		
Part of the Module: Seminar Gesundheitsökonomik (Master) Mode of Instruction: seminar Language: German Frequency: unique (winter semester) Contact Hours: 4,00		
Literature: Depends on the topic.		
Examination Seminar Gesundheitsökonomik (Master) written/oral exam, graded Test Frequency: when a course is offered Description: presentation ca. 30 mins. pages: 15-18.		

Module WIW-5179: International Business Taxation <i>MTax1 - Internationale Unternehmensbesteuerung</i>		6 ECTS/LP
Version 2.3.0 (since WS16/17) Person responsible for module: Prof. Dr. Robert Ullmann		
Contents: 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.		
Learning Outcomes / Competences: 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.		
Remarks: In exercise components, the theoretical lecture content is processed using exercise cases.		
Workload: 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)		
Conditions: Basic knowledge of methods from the bachelor's degree.		Credit Requirements: Passing the module examination
Frequency: each winter semester	Recommended Semester: 1. - 3.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 4,00	Repeat Exams Permitted: according to the examination regulations of the study program	

Parts of the Module	
Part of the Module: Internationale Unternehmensbesteuerung (Vorlesung) Mode of Instruction: lecture Language: German Frequency: each winter semester Contact Hours: 2,00	
Literature: Rose/Watrin: Ertragsteuerrecht, aktuelle Auflage. Für Repetitorium: Rose/Watrin: Internationales Steuerrecht, aktuelle Auflage. Brähler: Internationales Steuerrecht, aktuelle Auflage.	
Part of the Module: Internationale Unternehmensbesteuerung (Übung) Mode of Instruction: exercise course Language: German Frequency: each winter semester Contact Hours: 2,00	

Examination

Internationale Unternehmensbesteuerung

written exam / length of examination: 60 minutes, graded

Test Frequency:

each semester

Module WIW-5200: Management: Innovation and International Business <i>Management: Innovation and International Business</i>		6 ECTS/LP
Version 2.11.0 (since SoSe17) Person responsible for module: Prof. Dr. Marcus Wagner		
Learning Outcomes / Competences: 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, including knowledge on digitalization and artificial intelligence. Additionally, 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.		
Remarks: 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.		
Workload: 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)		
Conditions: There are no prerequisites.		Credit Requirements: Passing the module examination
Frequency: each winter semester	Recommended Semester: from 1.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 4,00	Repeat Exams Permitted: according to the examination regulations of the study program	

Parts of the Module	
Part of the Module: Management: Innovation and International Business (Vorlesung) Mode of Instruction: lecture Language: English Frequency: each winter semester Contact Hours: 2,00	
Literature: 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.	
Assigned Courses: Management: Innovation and International Business (lecture + exercise) <i>*(in attendance) *</i> We recommend visiting "Management: Innovation and International Business" BEFORE visiting "Management: Globale Nachhaltigkeit". Content: - Introduction, definitions & schools of thought - The Resource-Based View - Organizational Processes and Change - Alliances and Relational Capabilities - Acquisition-Related Dynamic	

Capabilities - Systems and Innovation Capabilities - Planning and Forecasting Capabilities - Management and Internationalization
Part of the Module: Management: Innovation and International Business (Übung) Mode of Instruction: exercise course Language: English Frequency: each winter semester Contact Hours: 2,00
Assigned Courses: Management: Innovation and International Business (lecture + exercise) <i>*(in attendance) *</i> We recommend visiting "Management: Innovation and International Business" BEFORE visiting "Management: Globale Nachhaltigkeit". Content: - Introduction, definitions & schools of thought - The Resource-Based View - Organizational Processes and Change - Alliances and Relational Capabilities - Acquisition-Related Dynamic Capabilities - Systems and Innovation Capabilities - Planning and Forecasting Capabilities - Management and Internationalization
Examination Management: Innovation and International Business written exam / length of examination: 60 minutes, graded Test Frequency: when a course is offered

Module WIW-5225: Management: Global Sustainability <i>Management: Globale Nachhaltigkeit</i>		6 ECTS/LP
Version 1.11.0 (since WS17/18) Person responsible for module: Prof. Dr. Marcus Wagner		
Contents: 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		
Learning Outcomes / Competences: 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.		
Remarks: Note: We recommend attending "Management: Innovation and International Business" BEFORE attending "Management: Global Sustainability".		
Workload: 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)		
Conditions: -		Credit Requirements: Passing the module examination
Frequency: each summer semester	Recommended Semester: 2. - 3.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 4,00	Repeat Exams Permitted: according to the examination regulations of the study program	

Parts of the Module
Part of the Module: Management: Globale Nachhaltigkeit (Vorlesung) Mode of Instruction: lecture Language: German Frequency: each summer semester Contact Hours: 2,00
Literature: Schaltegger, S. / Wagner, M. (2006): Managing the Business Case for Sustainability, Greenleaf. Weitere Literatur wird zu Beginn der Veranstaltung bekannt gegeben.

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

Mode of Instruction: exercise course

Language: German

Frequency: each summer semester

Contact Hours: 2,00

Examination

Management: Globale Nachhaltigkeit

written exam / length of examination: 60 minutes, graded

Test Frequency:

each semester

Module WIW-5227: Revenue Management <i>Revenue Management</i>		6 ECTS/LP
Version 1.4.0 (since SoSe18) Person responsible for module: Prof. Dr. Robert Klein		
Contents: 1. Basics of Revenue Management 2. Price Discrimination 3. Capacity Control 4. Dynamic Pricing		
Learning Outcomes / Competences: 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.		
Workload: 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)		
Conditions: Basic knowledge of mathematical modeling and linear optimization		Credit Requirements: Passing the module examination
Frequency: each summer semester	Recommended Semester: from 2.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 4,00	Repeat Exams Permitted: 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 Frequency: each summer semester Contact Hours: 2,00	
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

Frequency: each summer semester

Contact Hours: 2,00

Examination

Revenue Management

written exam / length of examination: 60 minutes, graded

Test Frequency:

each semester

Module WIW-5239: Startup Challenge (Master) <i>Startup Challenge (Master)</i>		6 ECTS/LP
Version 1.2.0 (since SoSe18) Person responsible for module: Prof. Dr. Erik Lehmann		
Learning Outcomes / Competences: 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 Subject-related competencies • apply methods and concepts for the development, analysis and evaluation of business models, pricing, strategies, sales and marketing. • identify and analyze entrepreneurial topics and problems and derive suitable solution strategies. Methodological competencies • develop a business model from a problem • continuously analyze and innovate the business model • develop a marketing and sales strategy • create and present a business plan and a company presentation Interdisciplinary competencies • approach complex tasks in a solution-oriented manner • apply their knowledge to further practical problems from other subject areas Key qualification • communicate in a solution-oriented manner • develop target group oriented concepts • work effectively in interdisciplinary teams		
Workload: 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)		
Conditions: none		
Frequency: each semester	Recommended Semester: from 1.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 4,00	Repeat Exams Permitted: according to the examination regulations of the study program	
Parts of the Module		
Part of the Module: Startup Challenge (Master) Mode of Instruction: seminar Language: German Frequency: each semester Contact Hours: 4,00		
Literature: To be announced in class.		

Assigned Courses:

Startup Challenge (Seminar) - Master (seminar)

**(hybrid/mixed) **

Die Startup Challenge bereitet Sie darauf vor, unternehmerische Chancen zu erkennen sowie unternehmerisch zu denken und zu handeln. Mithilfe verschiedener Methoden und Tools werden innovative Geschäftsideen erarbeitet und Geschäftskonzepte entwickelt. Nach der erfolgreichen Teilnahme sind Sie u.a. in der Lage:

- Methoden und Konzepte zur Entwicklung, Analyse und Bewertung von Geschäftsmodellen, Pricing, Strategien, Vertrieb und Marketing anzuwenden.
- unternehmerische Themen- und Problemstellungen zu identifizieren, zu analysieren und geeignete Lösungsstrategien abzuleiten.
- aus einer Problemstellung ein Geschäftsmodell zu entwickeln.
- das Geschäftsmodell kontinuierlich zu analysieren und zu innovieren.
- eine Marketing- und Vertriebsstrategie zu entwickeln.
- einen Businessplan sowie eine Unternehmenspräsentation zu erstellen und zu präsentieren.

Examination

Startup Challenge (Master)

written/oral exam, graded

Test Frequency:

each semester

Description:

Seminar paper (25 pages), presentation (20 minutes)

Module WIW-5250: Master Seminar in Taxation IV (Empirical Research Seminar) <i>MTax11 - Masterseminar Taxation IV (Empirical Research Seminar)</i>		6 ECTS/LP
Version 1.2.0 (since WS19/20) Person responsible for module: Prof. Dr. Robert Ullmann		
Contents: - 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		
Learning Outcomes / Competences: 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 as well as their academic writing are in the foreground. The seminar also serves as preparation for an empirical master thesis.		
Remarks: Information on registration can be found on the website of the chair.		
Workload: 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)		
Conditions: -		Credit Requirements: Passing the module examination.
Frequency: each semester	Recommended Semester: 1. - 3.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 4,00	Repeat Exams Permitted: according to the examination regulations of the study program	
Parts of the Module		
Part of the Module: MTax11 - Masterseminar Taxation IV (Empirical Research Seminar) Mode of Instruction: seminar Language: English / German Frequency: each semester Contact Hours: 4,00		
Literature: To be announced in class.		

Examination

MTax11 - Masterseminar Taxation IV (Empirical Research Seminar)

written/oral exam, graded

Test Frequency:

each semester

Description:

Seminar paper (10-15 pages + source code) and presentation (30 minutes + discussion)

Module WIW-5252: Health Economics – Financing <i>Health Economics – Financing</i>	6 ECTS/LP
Version 1.6.0 (since WS15/16) Person responsible for module: Prof. Dr. Robert Nuscheler	
Learning Outcomes / Competences: Professional competences: 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. Methodological competences: 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. Interdisciplinary skills: 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. Key competences: 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.	
Remarks: Students will be assessed on the basis of a paper presentation, an optional mid-term exam and an oral exam. The paper presentation will be in English. For the oral exam, students may choose between English and German.	
Workload: Total: 180 h 42 h lecture and exercise course (attendance) 50 h studying of course content using literature (self-study) 28 h studying of course content through exercises / case studies (self-study) 60 h studying of course content using provided materials (self-study)	
Conditions: 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.	Credit Requirements: Passing the module examination

Basic knowledge of econometrics is an advantage. Participation in the course "Mikroökonomie" (Microeconomics) is recommended.		
Frequency: each summer semester	Recommended Semester: from 2.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 4,00	Repeat Exams Permitted: 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 Frequency: each summer semester
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. Presentation: 60 minutes, oral exam: 30 minutes, homework (approx. 8 pages)

Module WIW-5253: Health Economics – Topics <i>Health Economics – Topics</i>	6 ECTS/LP
Version 1.4.0 (since WS15/16) Person responsible for module: Prof. Dr. Robert Nuscheler	
Learning Outcomes / Competences: Professional competences: 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 deceases 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. Methodological competences: 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. Interdisciplinary skills: 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. Key competences: 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.	
Remarks: Students will be assessed on the basis of a paper presentation, an optional mid-term exam and an oral exam. The paper presentation will be in English. For the oral exam, students may choose between English and German.	
Workload: Total: 180 h 50 h studying of course content using literature (self-study) 60 h studying of course content using provided materials (self-study) 28 h studying of course content through exercises / case studies (self-study) 42 h lecture and exercise course (attendance)	
Conditions: 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	Credit Requirements: Passing the module examination

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.		
Frequency: each winter semester	Recommended Semester: 1. - 3.	Minimal Duration of the Module: semester[s]
Contact Hours: 4,00	Repeat Exams Permitted: according to the examination regulations of the study program	

Parts of the Module
Part of the Module: Health Economics – Topics Mode of Instruction: lecture + exercise Language: English Frequency: each winter semester Contact Hours: 4,00
Literature: will be announced in class
Examination Health Economics – Topics 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. Presentation: 60 minutes, oral exam: 30 minutes, homework (approx. 8 pages)

Module WIW-5263: Machine Learning <i>Machine Learning</i>		6 ECTS/LP
Version 1.3.0 (since WS20/21) Person responsible for module: Prof. Dr. Yarema Okhrin		
Learning Outcomes / Competences: Subject-related competencies: 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. Methodological competencies: 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. Interdisciplinary competencies: 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. Key competencies: 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.		
Workload: Total: 180 h 42 h lecture and exercise course (attendance) 70 h studying of course content using provided materials (self-study) 34 h studying of course content using literature (self-study) 34 h studying of course content through exercises / case studies (self-study)		
Conditions: 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.		Credit Requirements: Passing the module examination
Frequency: each winter semester	Recommended Semester: 1. - 3.	Minimal Duration of the Module: 1 semester[s]

Contact Hours: 4,00	Repeat Exams Permitted: according to the examination regulations of the study program
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Parts of the Module**Part of the Module: Machine Learning (Übung)****Mode of Instruction:** exercise course**Language:** English / German**Frequency:** each winter semester**Contact Hours:** 2,00**Part of the Module: Machine Learning (Vorlesung)****Mode of Instruction:** lecture**Language:** English / German**Frequency:** each winter semester**Contact Hours:** 2,00**Literature:**

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.

Examination**Machine Learning**

written exam, graded

Test Frequency:

only in the winter semester

Module WIW-5283: Financial Data Analytics <i>Financial Data Analytics</i>		6 ECTS/LP
Version 1.12.0 (since WS22/23) Person responsible for module: Professor Dr. Jan Muntermann		
Learning Outcomes / Competences: Subject-related Competencies: Upon successful completion of this module, students will have expertise in the key methodological aspects of advanced data analysis in financial contexts. They will be able to differentiate between the most relevant data structures, models and standards in finance. They will also be able to apply the basic principles of descriptive, predictive and prescriptive analytical approaches to support financial decision making. Methodological Competencies: Based on the introduced methodological foundations, students will be able to apply and evaluate different methodological approaches for advanced data analytics, in particular data and text mining techniques, to support decision-making in various financial contexts. Interdisciplinary Competencies: The expertise gained in this course allows students to bridge methodological knowledge with practical applications in financial decision-making, thereby acquiring interdisciplinary competencies. Key Competencies: Students demonstrate critical thinking and problem-solving skills in addressing complex decision situations. They will be able to apply advanced data analytics techniques to real-world challenges.		
Workload: 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)		
Conditions: Fundamental knowledge in finance and information systems.		Credit Requirements: Passing the module examination
Frequency: each winter semester	Recommended Semester: 1. - 3.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 4,00	Repeat Exams Permitted: according to the examination regulations of the study program	
Parts of the Module		
Part of the Module: Financial Data Analytics Mode of Instruction: lecture + exercise Language: English Frequency: each winter semester Contact Hours: 4,00		

Literature:

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.; Karpadne, 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.

Examination**Financial Data Analytics**

portfolio exam / length of examination: 60 minutes, graded

Test Frequency:

when a course is offered

Description:

Written exam (60 minutes) and at least one optional, graded exercise sheet

Module WIW-5290: Seminar Empirical Health Economics <i>Seminar Empirische Gesundheitsökonomik</i>		6 ECTS/LP
Version 1.2.0 (since WS22/23) Person responsible for module: Prof. Dr. Robert Nuscheler		
Learning Outcomes / Competences: Building on basic econometrics courses, this seminar expands or deepens empirical methodological skills. This can be done by elaborating new methods, for example the evaluation of public programs, or by replicating empirical studies. Students will also develop their writing and presentation skills.		
Remarks: This seminar is offered alternately with the seminar "Health Economics" in the winter semester - thus, only every other winter semester.		
Workload: Total: 180 h 60 h preparation of written term papers (self-study) 35 h studying of course content using provided materials (self-study) 25 h studying of course content using literature (self-study) 18 h preparation of presentations (self-study) 42 h seminar (attendance)		
Conditions: Econometrics or Microeconometrics.		Credit Requirements: Passing the module examination.
Frequency: each winter semester	Recommended Semester: 1. - 3.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 4,00	Repeat Exams Permitted: according to the examination regulations of the study program	

Parts of the Module
Part of the Module: Seminar Empirische Gesundheitsökonomik Mode of Instruction: seminar Language: German Frequency: each winter semester Contact Hours: 4,00
Literature: Depends on the topic.
Examination Seminar Empirische Gesundheitsökonomik Combined written and oral exam, graded Test Frequency: when a course is offered Description: presentation ca. 30 mins. pages: 15-18.

Module WIW-5299: Seminar Environmental and Climate Economics <i>Seminar Umwelt- und Klimaökonomie</i>		6 ECTS/LP
Version 1.1.0 (since SoSe23) Person responsible for module: Prof. Dr. Florian Diekert		
Learning Outcomes / Competences: Subject-related competencies After successfully completing this module, students will be able to work independently on a branch of environmental and climate economics literature by reviewing, understanding and critically thinking through the relevant literature. Methodological competencies Students are able to understand economic models and critically examine the validity of the empirical relationships presented. They know how to find scientific articles and can select the articles relevant to their research question. Students are able to systematize the arguments cited in the literature and present them in a comprehensible manner in their own work. Furthermore, students can present their findings in a short presentation and reflect on them in a discussion. Finally, students are able to develop independent, further-reaching scientific questions. Interdisciplinary competencies The knowledge and methods taught in this module form the basis for writing their own academic work, such as the Master's thesis. The development of relevant contributions on specific topics as well as a short and concise presentation in written and verbal form is practiced. Students also learn to present their findings to an audience and to constructively discuss the contributions of others. Key competencies After successfully completing this module, students will be able to understand, critically think through and evaluate connections between theoretical and empirical environmental and climate economics literature at a scientifically adequate level, as well as summarize and explain the findings in writing.		
Workload: Total: 180 h 35 h studying of course content using provided materials (self-study) 25 h studying of course content using literature (self-study) 60 h preparation of written term papers (self-study) 18 h preparation of presentations (self-study) 42 h seminar (attendance)		
Conditions: Basic knowledge of statistics/econometrics and game theory as well as a good command of English.		Credit Requirements: Passing the module examination.
Frequency: each winter semester	Recommended Semester: 1. - 3.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 4,00	Repeat Exams Permitted: according to the examination regulations of the study program	
Parts of the Module		
Part of the Module: Seminar Umwelt- und Klimaökonomie Mode of Instruction: seminar Language: German / English Frequency: each winter semester		

Literature:

Will be announced in the introductory course. The literature is exclusively English-language specialist articles.

Examination**Seminar Umwelt- und Klimaökonomie**

Combined written and oral exam, graded

Test Frequency:

when a course is offered

Description:

The seminar paper can be written in English or German.

Module WIW-5300: Economics of Sustainable Resource Use <i>Economics of Sustainable Resource Use</i>		6 ECTS/LP
Version 1.3.0 (since WS23/24) Person responsible for module: Prof. Dr. Florian Diekert		
Contents: 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.		
Learning Outcomes / Competences: 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.		
Workload: 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)		
Conditions: Students should have a solid understanding of microeconomic theory, such as principal-agent problems, the concept of optimization, and expected utility maximization as well as Game Theory. Students should have prior experience in interpreting and critically evaluating econometric models. This course also requires students to be familiar with dynamic equations in discrete and continuous time. Sound knowledge of Macroeconomics and Statistics is an advantage.		Credit Requirements: Passing the module examination
Frequency: each winter semester	Recommended Semester: 1. - 3.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 4,00	Repeat Exams Permitted: 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 Frequency: each winter semester Contact Hours: 4,00		

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.

Examination**Economics of Sustainable Resource Use**

portfolio exam / length of examination: 60 minutes, graded

Test Frequency:

when a course is offered

Description:

Written work on a problem (< 20,000 characters) and a 20-minute presentation during the lecture period.

Module WIW-5305: Capstone Projects Taxation <i>MTax12 - Capstone Projects Taxation</i>		12 ECTS/LP
Version 1.0.0 (since SoSe24) Person responsible for module: Prof. Dr. Robert Ullmann		
Learning Outcomes / Competences: After successful participation in this class, students will be able to prepare a scientific paper and defend it in a critical scientific discussion. They will use advanced scientific instruments (e.g. regressions, natural language processing). In addition, they acquire a sound knowledge of the key competences relevant in this context, whereby the students' communication and rhetorical skills as well as their academic writing are of particularly high relevance. The seminar serves in particular as preparation for an empirical master thesis.		
Remarks: Information on registration can be found on the chair's website.		
Workload: Total: 360 h 78 h studying of course content using provided materials (self-study) 108 h studying of course content using literature (self-study) 80 h studying of course content through exercises / case studies (self-study) 52 h preparation of presentations (self-study) 42 h seminar (attendance)		
Conditions: No prerequisites are required.		Credit Requirements: Passing the module examination
Frequency: each semester	Recommended Semester: 1. - 3.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 4,00	Repeat Exams Permitted: according to the examination regulations of the study program	
Parts of the Module		
Part of the Module: MTax12 - Capstone Projects Taxation Language: English / German Frequency: each semester Contact Hours: 4,00		
Literature: Will be announced in the course.		
Examination MTax12 - Capstone Projects Taxation portfolio exam, graded Test Frequency: each semester		

Module WIW-5307: Seminar Dynamic Macroeconomics <i>Seminar Dynamic Macroeconomics</i>		6 ECTS/LP
Version 1.0.0 (since WS24/25) Person responsible for module: Prof. Dr. Christoph Görtz		
Learning Outcomes / Competences: Subject-related Competencies: The students will be able to - critically analyze and evaluate current research; - to understand complex macroeconomic models such as DSGE models or VAR models and use them to validate recent research findings; - apply advanced methods of econometrics. Methodological Competencies, Interdisciplinary Competencies and Key Competencies: The students learn to write and present academic texts.		
Workload: Total: 180 h 70 h studying of course content using literature (self-study) 8 h preparation of presentations (self-study) 60 h preparation of written term papers (self-study) 42 h seminar (attendance)		
Conditions: The course Macroeconomics or Macroeconomics II is required.		Credit Requirements: Passing the module examination
Frequency: each winter semester	Recommended Semester: from 3.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 4,00	Repeat Exams Permitted: according to the examination regulations of the study program	
Parts of the Module		
Part of the Module: Seminar Dynamic Macroeconomics Language: English Frequency: each winter semester Contact Hours: 4,00		
Literature: Depending on the topic selection.		
Assigned Courses: Seminar Dynamic Macroeconomics (seminar) <i>*(in attendance) *</i> Das Seminar von Prof. Dr. Christoph Görtz (Lehrstuhl Empirische Makroökonomik) beschäftigt sich mit makroökonomischen Forschungsfragen. Weitere Informationen bekommen Sie in der Infoveranstaltung am 22.10.2025.		

Examination

Seminar Dynamic Macroeconomics

Combined written and oral exam, graded

Test Frequency:

when a course is offered

Description:

Seminararbeit: Bearbeitungszeit 10 Wochen im Semester, Umfang 20 Seiten, Präsentation ca. 20 Minuten

Module WIW-5308: Sustainability and Digitalization <i>Sustainability and Digitalization</i>		6 ECTS/LP
Version 1.1.0 (since WS24/25) Person responsible for module: Prof. Dr. Daniel Veit		
Learning Outcomes / Competences: As part of the seminar, various case studies and specific questions regarding the use of digitalization to achieve sustainability goals of specific companies will be presented. In addition, the sustainability dimensions of digitalization itself will be examined. Students work in small groups (2-4 students) or individually on innovative and prospective case studies for the future design of business models and processes. There is a supervisor from the company for each case study. Prof. Veit supervises the seminar topics on behalf of the faculty. The topics are worked on throughout the semester. The results are presented partly at the company and partly on site at the faculty. Supervision takes place both in personal meetings and via video calls. The specific case studies will be announced during the semester break in summer 2024. It will be possible to apply for the specific topics at the beginning of the winter semester 2024 (end of the first week of the semester). The papers can be written in either English or German.		
Workload: Total: 180 h 108 h preparation of written term papers (self-study) 30 h preparation of presentations (self-study) 42 h seminar (attendance)		
Conditions: Basic knowledge of the topics (e.g., from attending our lectures) is beneficial. Furthermore, working knowledge of English, and written expression skills are necessary to understand the literature provided in this module and to prepare and present own findings in a seminar thesis.		Credit Requirements: Passing the module examination
Frequency: each semester	Recommended Semester: 1. - 3.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 4,00	Repeat Exams Permitted: according to the examination regulations of the study program	

Parts of the Module
Part of the Module: Sustainability and Digitalization Language: German / English Frequency: each semester
Literature: Veit, Daniel J. & Thatcher, Jason B. (2023). Digitalization as a problem or solution? Charting the path for research on sustainable information systems. <i>Journal of Business Economics</i>, 93, 1231-1253. https://doi.org/10.1007/s11573-023-01143-x Veit, Daniel, Clemons, Eric, Benlian, Alexander, Buxmann, Peter, Hess, Thomas, Kundisch, Dennis, Leimeister, Jan Marco, Loos, Peter, & Spann, Martin (2014). Business models: an information systems research agenda. <i>Business & Information Systems Engineering</i>, 6(1), 45-53. https://doi.org/10.1007/s12599-013-0308-y Additional literature is provided for each individual seminar topic at the beginning of the semester.

Examination

Sustainability and Digitalization

Combined written and oral exam, graded

Test Frequency:

each semester

Description:

Seminar paper (15-20 pages) and presentation (10 minutes presentation, 10 minutes discussion)

Module WIW-5317: Marketing Analytics <i>Marketing Analytics</i>		6 ECTS/LP
Version 1.0.0 (since SoSe25) Person responsible for module: Prof. Dr. Michael Paul		
Learning Outcomes / Competences: After the successful participation in this module, students are able to understand important concepts and methods of marketing analytics with a focus on managerial decision-making. In particular, they understand methods to manage customer heterogeneity (e.g., perceptual and preference mapping), customer dynamics (e.g., customer lifetime value analysis), sustainable competitive advantage (e.g., sales forecasting), and resource trade-offs (e.g., marketing mix models). Students use R and Tableau to apply these methods and to reflect on and discuss case studies. They can apply their knowledge of data analysis methods and software to any relevant topic. Overall, students can critically analyze and evaluate marketing data and independently derive data-driven recommendations for managerial decision-making. They can exchange their ideas with experts and others on an academic level.		
Workload: Total: 180 h 42 h lecture and exercise course (attendance) 30 h preparation of presentations (self-study) 30 h studying of course content through exercises / case studies (self-study) 40 h studying of course content using literature (self-study) 38 h studying of course content using provided materials (self-study)		
Conditions: Basic knowledge of methods and fundamentals of marketing from bachelor studies (especially descriptive and inductive statistics, ANOVA, regression analysis, marketing research).		Credit Requirements: passing the module examination
Frequency: each winter semester	Recommended Semester: 1. - 3.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 4,00	Repeat Exams Permitted: according to the examination regulations of the study program	
Parts of the Module		
Part of the Module: Marketing Analytics Language: English Frequency: each winter semester Contact Hours: 4,00		
Literature: Palmatier, Robert W., J. Andrew Peterson, and Frank Germann (2022), Marketing Analytics: Based on First Principles, New York: Bloomsbury Publishing.		
Examination Marketing Analytics portfolio exam, graded Test Frequency: when a course is offered		

Module WIW-5323: Using Big Data to Solve Economic, Social and Environmental Problems <i>Using Big Data to Solve Economic, Social and Environmental Problems</i>		6 ECTS/LP
Version 1.0.0 (since SoSe26) Person responsible for module: Prof. Dr. Martin Kesternich		
Learning Outcomes / Competences: Subject-related competencies Students familiarize themselves with methods of econometric causal analysis of „big data“ using the statistical software STATA. They can apply econometric estimation techniques to prepare their own empirical projects (e.g. for a term paper or a master thesis). Methodical competencies Students can understand and critically evaluate empirical articles and scientific findings reported in the daily news. They will also acquire new strategies for knowledge acquisition through a combination of video lectures, group exercises, and preparation and follow-up work on the lecture material provided. Interdisciplinary competencies Students will recognize the connections between the module content and other econometric and data-science courses. Key competencies Students learn to present and discuss their empirical findings and solutions during collaborative work in the lecture hall. They improve their problem-solving and time management skills by independently shaping the learning process (video lectures, flipped classroom).		
Workload: Total: 180 h 38 h studying of course content using provided materials (self-study) 42 h lecture (attendance) 58 h studying of course content using literature (self-study) 42 h studying of course content through exercises / case studies (self-study)		
Conditions: Basic knowledge of econometrics is assumed. If you are not already familiar with the statistical software STATA, you should be motivated to learn/improve your skills in STATA and practice on your own.		Credit Requirements: Passing the module examination
Frequency: each summer semester	Recommended Semester: 1. - 3.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 4,00	Repeat Exams Permitted: according to the examination regulations of the study program	
Parts of the Module		
Part of the Module: Using Big Data to Solve Economic, Social and Environmental Problems Language: English Frequency: each summer semester Contact Hours: 4,00		
Literature: The course is based on a course from Prof. Raj Chetty (Harvard University) and is adapted to the need of the students. Lecture videos from Prof. Raj Chetty and additional material can be used at https://opportunityinsights.org/course/.		

Examination

Using Big Data to Solve Economic, Social and Environmental Problems

written exam / length of examination: 60 minutes, graded

Test Frequency:

when a course is offered

Module WIW-5324: Marketing Strategy: Cases and Projects <i>Marketing Strategy: Cases and Projects</i>		6 ECTS/LP
Version 1.0.0 (since SoSe26 to SoSe26) Person responsible for module: Prof. Dr. Michael Paul		
Learning Outcomes / Competences: After the successful participation in this module, students are able to understand key concepts of marketing strategy. In particular, they are able to apply marketing strategy concepts in the analysis of business cases, assigned readings, current events, and research projects. Students are able to work effectively and efficiently within a team, to prepare clear reports, and to develop effective and persuasive presentations. They gain exposure to American-style, experientially focused business education and can transfer the acquired knowledge and skills beyond this module.		
Workload: Total: 180 h 4 h studying of course content using provided materials (self-study) 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) 42 h seminar (attendance)		
Conditions: Basic knowledge of methods and fundamentals of marketing mix from bachelor's degree (especially descriptive and inductive statistics, regression analysis, marketing research)		Credit Requirements: Passing the module examination
Frequency: einmalig SoSe	Recommended Semester: 2.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 4,00	Repeat Exams Permitted: according to the examination regulations of the study program	
Parts of the Module		
Part of the Module: Marketing Strategy: Cases and Projects Language: English Frequency: einmalig SoSe Contact Hours: 4,00		
Literature: To be announced in the first session.		
Examination Marketing Strategy: Cases and Projects portfolio exam, graded Test Frequency: when a course is offered Description: Write-ups of two of the assigned cases (30%); Individual contribution to group presentation of industry briefing research project (50%); Participation in class discussions (20%)		

Module WIW-5342: Seminar Topics in Environmental Economics <i>Seminar Topics in Environmental Economics</i>	6 ECTS/LP
Version 1.0.0 (since WS26/27) Person responsible for module: Prof. Dr. Florian Diekert	
Learning Outcomes / Competences: Subject-related competencies Upon successful completion of this seminar, students will be able to independently analyze and critically assess central economic questions related to international environmental agreements and behavioral environmental policy. They will acquire advanced knowledge of the economic foundations of international environmental cooperation, particularly with regard to externalities, public goods, collective action, free-riding behavior, bargaining processes, coalition formation, and the stability and enforceability of international agreements. In addition, students will engage with behavioral economic approaches to environmental policy. These include “nudges” such as default rules, social norms, information interventions, framing, feedback mechanisms, and salience. Students will learn how such instruments can influence environmentally relevant behavior and how they relate to classical environmental policy instruments such as taxes, subsidies, regulation, and emissions trading. Students will be able to understand and analyze complex economic and political questions in the context of environmental and climate policy and situate them within the relevant theoretical and empirical research literature. Methodological competencies Students will be able to understand, critically evaluate, and apply academic literature from environmental economics, behavioral economics, and political economy to specific research questions. They will be able to comprehend theoretical models of international environmental agreements, social dilemmas, and cooperative behavior, and to reflect on their assumptions, scope, and limitations. Furthermore, students will learn to critically analyze empirical studies on environmental policy interventions and nudging measures. They will be able to classify different methodological approaches, such as theoretical modeling, laboratory experiments, field experiments, and empirical evaluation studies, and assess their explanatory power. Students will be able to systematically organize the arguments presented in the literature, present them in a scientifically sound manner in their own seminar paper, and develop independent conclusions. They will also be able to present their findings clearly in an oral presentation and defend them in an academic discussion. Key competencies The seminar strengthens students' ability to conduct independent academic work, critically engage with demanding academic literature, and present complex economic relationships in a structured written and oral form. Through presentations, discussions, and feedback sessions, students develop communication, argumentation, and discussion skills. They learn to present academic positions clearly and convincingly, respond to counterarguments, and constructively integrate different perspectives into their own analysis. In addition, the seminar strengthens problem-solving and decision-making skills in dealing with complex, uncertain, and interdependent environmental problems. Students should be able to independently develop relevant research questions, critically synthesize academic literature, and derive well-founded economic policy implications.	
Workload: Total: 180 h 25 h studying of course content using literature (self-study) 35 h studying of course content using provided materials (self-study) 18 h preparation of presentations (self-study) 42 h seminar (attendance) 60 h preparation of written term papers (self-study)	

Conditions: Basic knowledge of micro- and macroeconomics, as well as basic knowledge of environmental economic principles and models. An understanding of externalities, public goods, and environmental policy is also helpful.		
Frequency: each winter semester	Recommended Semester: 1. - 3.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 4,00	Repeat Exams Permitted: according to the examination regulations of the study program	

Parts of the Module
Part of the Module: Seminar Topics in Environmental Economics Language: English / German Frequency: each winter semester Contact Hours: 4,00
Literature: Will be announced in the introductory session. The literature consists exclusively of English-language specialist articles.
Examination Seminar Topics in Environmental Economics Combined written and oral exam, graded Test Frequency: when a course is offered Description: 1 oral assignment (graded) and 1 written assignment (graded)

Module WIW-9198: Individual Study in Business and Economics (in German language, 3 ECTS) <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		
Contents: 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 .		
Workload: Total: 90 h		
Conditions: • German language skills • 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.		Credit Requirements: Passing the examination
Frequency: each semester	Recommended Semester:	Minimal Duration of the Module: 1 semester[s]
	Repeat Exams Permitted: according to the examination regulations of the study program	
Parts of the Module		
Part of the Module: Individual Study in Business and Economics (in German language, 3 ECTS) Language: German Frequency: each semester		
Examination Individual Study in Business and Economics (in German language, 3 ECTS) portfolio exam, graded Test Frequency: when a course is offered		

Module WIW-9199: Individual Study in Business and Economics (in German language, 6 ECTS) <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		
Contents: 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.		
Workload: Total: 180 h		
Conditions: • German language skills • 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.		Credit Requirements: Passing the examination
Frequency: each semester	Recommended Semester:	Minimal Duration of the Module: 1 semester[s]
	Repeat Exams Permitted: according to the examination regulations of the study program	
Parts of the Module		
Part of the Module: Individual Study in Business and Economics (in German language, 6 ECTS) Language: German Frequency: each semester		
Examination Individual Study in Business and Economics (in German language, 6 ECTS) portfolio exam, graded Test Frequency: when a course is offered		

Module WIW-9634: Business Simulation <i>Jeu et simulation d'entreprise</i>		6 ECTS/LP
Version 3.17.0 (since SoSe17) Person responsible for module: Prof. Dr. Wolfgang Schultze Prof. Dr. Eric Darmon (Université Paris Nanterre)		
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).		
Learning Outcomes / Competences: 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.		
Remarks: Verpflichtende und verbindliche Anmeldung über Digicampus. Die Anmeldefrist sowie Kurstermine entnehmen Sie bitte Digicampus. Dieses Modul kann nicht von Studierenden belegt werden, die das Modul WIW-9637 bereits bestanden haben.		
Workload: 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)		
Conditions: French language skills		Credit Requirements: Passing the module examination
Frequency: each summer semester	Recommended Semester: 2. - 4.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 2,00	Repeat Exams Permitted: according to the examination regulations of the study program	
Parts of the Module		
Part of the Module: Jeu et simulation d'entreprise Mode of Instruction: lecture Lecturers: N.N. Language: French Frequency: each summer semester - Contact Hours: 2,00 ECTS Credits: 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**

Combined written and oral exam, Oral participation (25%), group term paper (50%), company performance (25%), graded

Test Frequency:

when a course is offered

Examination Prerequisites:

-

Description:

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

Module WIW-9644: Economics and Regulation of Digital Markets <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		
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).		
Learning Outcomes / Competences: 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		
Remarks: Restricted number of participants. Registration via Digicampus required.		
Workload: Total: 180 h		
Conditions: French language skills		Credit Requirements: Passing the module examination
Frequency: each summer semester	Recommended Semester: from 2.	Minimal Duration of the Module: 1 semester[s]
Contact Hours: 2,00	Repeat Exams Permitted: three times	
Parts of the Module		
Part of the Module: <i>Economie et Régulation des Marchés Numériques</i> Mode of Instruction: lecture + exercise Lecturers: Prof. Dr. Wolfgang Schultze Language: French Frequency: each summer semester - Contact Hours: 2,00 ECTS Credits: 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:

-

Description:

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

Module WIW-9700: Independent Research Project <i>Independent Research Project</i>		12 ECTS/LP
Version 1.0.0 (since SoSe13) Person responsible for module: Prof. Dr. Daniel Veit		
Contents: 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		
Learning Outcomes / Competences: 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.		
Workload: 360 h preparation of written term papers (self-study)		
Conditions: 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).		
Frequency: each semester	Recommended Semester: 1. - 2.	Minimal Duration of the Module: 1 semester[s]
	Repeat Exams Permitted: according to the examination regulations of the study program	

Parts of the Module
Part of the Module: Independent Research Project Language: German / English Frequency: each semester ECTS Credits: 12.0
Contents: 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