

# Program Handbook

of the

## Bachelor Program Management and Economics



at the

Otto-von-Guericke-Universität Magdeburg  
Fakultät für Wirtschaftswissenschaft/  
Faculty of Economics and Management

09.04.2013

### What are the objectives of this study program?

This program is intended for students seeking a first academic degree in the sector of management and economic studies. It will provide preparation for the many career opportunities in the diverse fields of management, including, for ex., managerial communication, organisational behaviour, international management, human resource management, and economics, including banking and finance. Beyond the teaching of basics in economics and management, the program emphasizes international aspects. In addition, students receive language training on scientific level in “English for Management and Economics” and a second foreign language. The language of instruction is English, and the student community is international, German and international to equal halves.

<b>Degree conferred:</b>	Bachelor of Science (B.Sc.)
<b>Course duration:</b>	6 semester
<b>Enrollment:</b>	Winter semester (October)
<b>Entry requirements:</b>	University entrance qualification (Abitur certificate, or other) English language proficiency (TOEFL, or other equivalent certificate as accepted by the program)

**Application details:** No local N. C. on admission.

#### **International applicants:**

Study applications are to be submitted to uni-assist directly.  
May 31 (last day of receipt)

#### **German applicants:**

Study applications are to be submitted to OvG-University directly.  
September 15 (last day of receipt)

### **Career perspectives:**

Managerial or entrepreneurial occupation in foreign or multi-national companies, consultancy firms, international organizations, banks and financial institutions.

### **What kind of knowledge/experience/interest should I exhibit?**

We welcome your interest in management and economic theory/problems, and proficiency in Mathematics and English.

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# ***Program Structure/Curriculum***

## **Bachelor Program "Management an Economics"**

<i>1st semester</i>	<i>2nd semester</i>	<i>3rd semester</i>	<i>4th semester</i>	<i>5th semester</i>	<i>6th semester</i>
Introduction to Management 9 CP*	Introduction to Law 3 CP	Statistics II 8 CP	Marketing Management 6 CP	Management Accounting 6 CP	Production Management and Operations Research 6 CP
Principles of Economics 9 CP	Financial Accounting 8 CP	Decision Analysis 6 CP	Human Resource Management 6 CP	Financial Management 6 CP	Introduction to International Management 5 CP
Mathematics I 7 CP	Mathematics II 7 CP	Microeconomics 9 CP	Macroeconomics 9 CP	Introduction to International Economics 6 CP	Economic Policy 6 CP
English in Management and Economics 4 CP	Statistics I 7 CP	English in Management and Economics 4 CP	Skills 3 CP	Seminar in Management and Economics 6 CP	Bachelor Seminar with Bachelor Thesis 12 CP
	English in Management and Economics 4 CP	2 <sup>nd</sup> foreign language 4 CP	English in Management and Economics 4 CP	Elective Course 6 CP	
			2 <sup>nd</sup> foreign language 4 CP		
<b>29 CP</b>	<b>29 CP</b>	<b>31 CP</b>	<b>32 CP</b>	<b>30 CP</b>	<b>29 CP</b>

\*CP: Credit Points according to the European Credit Transfer System (ECTS)

Basics in Management & Economics	
Basics in Mathematics & Statistics	
Management	Economics
Foreign Language	Compulsory elective courses

## ***Compulsory modules***

*Basics in Management and Economics*

<b>Module:</b>
Introduction to Management
<b>Applicability of the module:</b>
Compulsory module
<b>Qualification Targets (Competencies):</b>
<p>The students</p> <ul style="list-style-type: none"> <li>- learn the major tools of modern business management,</li> <li>- immediately apply these tools in a business plan simulation, which insures better understanding and a sense for real business life,</li> <li>- develop a sound foundation in the economic theory of business management,</li> <li>- acquire social, self-management and IT skills during their coached multicultural teamwork and presentations,</li> <li>- are introduced to important software-tools (Word, Excel, PowerPoint).</li> </ul>
<b>Contents:</b>
<ul style="list-style-type: none"> <li>- Development of a Business Idea: Value creation, Business Plan</li> <li>- Aspects of Marketing: Definition of the Target Group, Sales Plan, SWOT, Brainstorming Techniques, Marketing Mix</li> <li>- Staffing a Corporation: Demand, Recruiting, Property Right Assignment</li> <li>- Fundamentals of Accounting: The Annual Report, Financial Statements</li> <li>- Incorporating a Firm: Alternative Legal Options, Tax Aspects</li> <li>- Production and Logistics: Production Programs, Costs of Production</li> <li>- Financial Planning: Financial Effects of Staffing, Investment, Production</li> <li>- Managerial Economics: Creating and Capturing Value, Game Theory</li> <li>- Organizational Architecture: Allocation of Decision Rights, Incentive Compensation, Reward Systems, Vertical Integration and Outsourcing, Leadership, Business Environment and Ethics</li> </ul>
<b>References:</b>
<ul style="list-style-type: none"> <li>- Brickley, J. A.; Smith, C. W.; Zimmerman, J. L. (2009): Managerial Economics and Organizational Architecture. 5<sup>th</sup> edition, McGraw-Hill: Boston [Mass.] et al.</li> </ul>
<b>Forms of Instruction / Course Language:</b>
4L, 2T (lectures, tutorials and optional team tutorials) / English
<b>Previous Knowledge:</b>
<ul style="list-style-type: none"> <li>- None</li> </ul>
<b>Work Load:</b>
84 hours attendance time and 186 learning hours
<b>Frequency:</b>
Each winter semester
<b>Assessments/Exams/Credits:</b>
Team assignments, presentations, mid-term, final exam (120 min), 9 CP
<b>Responsible for the Module:</b>
Chair of Economics of Business and Law

<b>Module:</b>
Principles of Economics
<b>Applicability of the module:</b>
Compulsory module
<b>Qualification Targets (Competencies):</b>
The students <ul style="list-style-type: none"> <li>- acquire basic knowledge of the fundamental concepts of economic analysis without recourse to advanced mathematical methods,</li> <li>- develop an understanding of the scientific questions posed by economic theory, of the economic perspective in dealing with social and political problems,</li> <li>- are able to comprehend how economics can contribute to their solution.</li> </ul>
<b>Contents:</b>
<ul style="list-style-type: none"> <li>- What is economics? Human behavior and institutions from an economic perspective</li> <li>- Individuals, markets, companies, and governments: The role of knowledge, property rights and competition in the allocation of resources</li> <li>- Market structures (from monopoly to perfect competition)</li> <li>- Production and costs</li> <li>- Private households and consumer demand</li> <li>- Factor markets: Land, labor and capital</li> <li>- Efficient allocations and market failure</li> <li>- National income accounting</li> <li>- Stylized facts and basic problems of macroeconomics</li> </ul>
<b>References:</b>
<ul style="list-style-type: none"> <li>- Samuelson, P. A.; Nordhaus, W. D. (2005): Economics. 18<sup>th</sup> edition, McGraw-Hill: Boston [Mass.].</li> </ul>
<b>Forms of Instruction / Course Language:</b>
6L / English
<b>Previous Knowledge:</b>
<ul style="list-style-type: none"> <li>- None</li> </ul>
<b>Work Load:</b>
84 hours attendance time and 186 learning hours
<b>Frequency:</b>
Each winter semester
<b>Assessments/Exams/Credits:</b>
Final written exam (120 min), 9 CP
<b>Responsible for the Module:</b>
Chair of Economic Theory



<b>Module:</b>
Introduction to Law
<b>Applicability of the module:</b>
Compulsory module
<b>Qualification Targets (Competencies):</b>
<p>The students</p> <ul style="list-style-type: none"> <li>- develop an understanding of the most important fields of law,</li> <li>- get to know basic principles of law,</li> <li>- gain insight into the main aspects of certain legal provisions,</li> <li>- acquire knowledge on the application of law,</li> <li>- are able to solve cases on their own.</li> </ul>
<b>Contents:</b>
<p>The lecture</p> <ul style="list-style-type: none"> <li>- will give an overview of the most important fields of Law: Constitutional Law, European Law, Civil Law, Company Law,</li> <li>- will provide the basics in these fields and point out the structures of law.</li> <li>- Besides the application of law will be exercised.</li> <li>- The Company Law Lecture will take place as a part of the Lecture Introduction to Management.</li> </ul>
<b>References:</b>
<ul style="list-style-type: none"> <li>- Foster, N.; Sule, S. (2010): German Legal System and Laws. 4<sup>th</sup> edition (June 2010), Oxford University Press: Oxford et al.</li> </ul>
<b>Forms of Instruction / Course Language:</b>
2L / English
<b>Previous Knowledge:</b>
<ul style="list-style-type: none"> <li>- None</li> </ul>
<b>Work Load:</b>
28 hours attendance time and 62 learning hours
<b>Frequency:</b>
Each summer semester
<b>Assessments/Exams/Credits:</b>
Final written exam (120 min), 3 CP
<b>Responsible for the Module:</b>
Chair of Law and Economics

<b>Module:</b>
Financial Accounting
<b>Applicability of the module:</b>
Compulsory module
<b>Qualification Targets (Competencies):</b>
<p>The students</p> <ul style="list-style-type: none"> <li>- learn and practice double-entry bookkeeping, get a basic acquaintance with financial statements according to International Accounting Standards,</li> <li>- gain an insight into the fundamentals of accounting valuation of assets and liabilities and learn how to make adequate accrual accounting judgements,</li> <li>- are able to devise an accounting system for a small and simple business from a given set of transactions occurring in it apart from taxation specialties,</li> <li>- develop an understanding for the significance of the line entries commonly found in published financial statements.</li> </ul>
<b>Contents:</b>
<ul style="list-style-type: none"> <li>- Basic notions: accounting vs. legal entity, users of accounting information, desirable features</li> <li>- Balance sheet, income statement, statement of owners' equity, cash flow statement and their articulation; typical line items</li> <li>- Formalism of double-entry bookkeeping and procedure of record keeping, also with a brief look at EDP-based accounting</li> <li>- Revenue and expense recognition and accrual adjustments</li> <li>- closing the accounts and preparing the financial statements</li> <li>- Valuation and disclosure of individual asset and liability classes: Fixed assets, tangible and intangible; inventory valuation; receivables and revenue recognition; liabilities (on and off balance sheet), cost of debt; leasing; Equity capital of corporations; financial investments.</li> </ul>
<b>References:</b>
<ul style="list-style-type: none"> <li>- Sutton, T. (2004): Corporate Financial Accounting and Reporting. Financial Times/Prentice Hall: Harlow et al., chapters 1-6, 8-13.</li> </ul>
<b>Forms of Instruction / Course Language:</b>
3L, 2T / English
<b>Previous Knowledge:</b>
<p>The contents of the following module are recommended</p> <ul style="list-style-type: none"> <li>- Introduction to Management.</li> </ul>
<b>Work Load:</b>
70 hours attendance time and 170 learning hours
<b>Frequency:</b>
Each summer semester
<b>Assessments/Exams/Credits:</b>
Presentation of solutions to exercises (up to 20% weight; final exam (60 min) weighted at the complement to 100%), 8 CP
<b>Responsible for the Module:</b>
Chair of Accounting and Control

*Basics in Mathematics and Statistics*

<b>Module:</b>
Mathematics I
<b>Applicability of the module:</b>
Compulsory module
<b>Qualification Targets (Competencies):</b>
The students <ul style="list-style-type: none"> <li>- acquire an understanding of the basic mathematical methods and algorithms required for economics and business,</li> <li>- get to know Mathematics I which covers some introductory parts and all relevant topics from calculus,</li> <li>- are enabled to apply mathematical methods to economic problems.</li> </ul>
<b>Contents:</b>
<ul style="list-style-type: none"> <li>- Introduction <ul style="list-style-type: none"> <li>- Logic and Propositional Calculus, Sets and Operations on Sets, Combinatorics, Real and Complex Numbers</li> </ul> </li> <li>- Sequences, Series, Finance</li> <li>- Relations, Mappings, Functions of a Real Variable</li> <li>- Differentiation <ul style="list-style-type: none"> <li>- Limit and Continuity</li> <li>- Difference Quotient and Derivative, Derivatives of Elementary Functions, Differentiation Rules, Differential, Rate of Change, Elasticity, Graphing Functions, Mean-Value Theorem, Taylor Polynomials, Approximate Determination of Zeroes</li> </ul> </li> <li>- Integration <ul style="list-style-type: none"> <li>- Indefinite Integrals, Integration Formulas and Methods, Definite Integral, Approximation of Definite Integrals, Improper Integrals</li> </ul> </li> </ul>
<b>References:</b>
<ul style="list-style-type: none"> <li>- Werner, F.; Sotskov, Y. N. (2006): Mathematics of Economics and Business. 1<sup>st</sup> edition, Routledge: London et al.</li> </ul>
<b>Forms of Instruction / Course Language:</b>
4L, 2T / English
<b>Previous Knowledge:</b>
<ul style="list-style-type: none"> <li>- None</li> </ul>
<b>Work Load:</b>
84 hours attendance time and 126 learning hours
<b>Frequency:</b>
Each winter semester
<b>Assessments/Exams/Credits:</b>
Final written exam (120 min), 7 CP
<b>Responsible for the Module:</b>
Institute for Mathematical Optimization (FMA)

<b>Module:</b>
Mathematics II
<b>Applicability of the module:</b>
Compulsory module
<b>Qualification Targets (Competencies):</b>
<p>The students</p> <ul style="list-style-type: none"> <li>- acquire an understanding of the mathematical methods and algorithms required for economics and business,</li> <li>- get to know all major topics from linear algebra as well as functions of several variables and differential equations,</li> <li>- are enabled to apply mathematical methods to economic problems.</li> </ul>
<b>Contents:</b>
<ul style="list-style-type: none"> <li>- Vectors <ul style="list-style-type: none"> <li>- Operations on Vectors, Linear Dependence and Independence, Vector Spaces</li> </ul> </li> <li>- Matrices and Determinants <ul style="list-style-type: none"> <li>- Matrix Operations, Determinants, Linear Mappings, Inverse Matrix</li> </ul> </li> <li>- Linear Equations and Inequalities <ul style="list-style-type: none"> <li>- Systems of Linear Equations, Systems of Linear Inequalities</li> </ul> </li> <li>- Linear Programming <ul style="list-style-type: none"> <li>- Graphical Solution, Two-Phase Simplex Algorithm</li> </ul> </li> <li>- Eigenvalues and Eigenvectors</li> <li>- Functions of Several Variables <ul style="list-style-type: none"> <li>- Partial Derivatives, Total Differential, Generalized Chain Rule, Directional Derivatives, Partial Rate of Change and Elasticity, Implicit Functions, Unconstrained and Constrained Optimization</li> </ul> </li> <li>- Differential Equations <ul style="list-style-type: none"> <li>- Differential Equations of the First Order; Linear Differential Equations of Order n</li> </ul> </li> </ul>
<b>References:</b>
<ul style="list-style-type: none"> <li>- Werner, F.; Sotskov, Y. N. (2006): Mathematics of Economics and Business. 1<sup>st</sup> edition, Routledge: London et al.</li> </ul>
<b>Forms of Instruction / Course Language:</b>
4L, 2T / English
<b>Previous Knowledge:</b>
<p>The contents of the following module are recommended</p> <ul style="list-style-type: none"> <li>- Mathematics I.</li> </ul>
<b>Work Load:</b>
84 hours attendance time and 126 learning hours
<b>Frequency:</b>
Each summer semester
<b>Assessments/Exams/Credits:</b>
Final written exam (120 min), 7 CP
<b>Responsible for the Module:</b>
Institute for Mathematical Optimization (FMA)

<b>Module:</b>
Statistics I
<b>Applicability of the module:</b>
Compulsory module
<b>Qualification Targets (Competencies):</b>
The students <ul style="list-style-type: none"> <li>- are able to understand and apply basic techniques of data exploration and visualization,</li> <li>- acquire knowledge in fundamental concepts of probabilistic modelling and probability calculus.</li> </ul>
- Contents:
<ul style="list-style-type: none"> <li>- Descriptive Statistics (Explanatory Data Analysis) <ul style="list-style-type: none"> <li>- Levels of measurements</li> <li>- Grouping of univariate data</li> <li>- Empirical distribution function</li> <li>- One-dimensional summary characteristics</li> <li>- Some concepts for multivariate data</li> </ul> </li> <li>- Probability Theory <ul style="list-style-type: none"> <li>- Probability spaces</li> <li>- Random variables</li> <li>- Discrete and continuous distributions</li> <li>- Expectation, variance and quantiles</li> <li>- Multivariate random variables</li> <li>- Conditional probability and independence</li> <li>- Sums of random variables</li> </ul> </li> </ul>
<b>References:</b>
<ul style="list-style-type: none"> <li>- Newbold, P. (2010): Statistics for Business and Economics. 7<sup>th</sup> edition, Pearson: Upper Saddle River [N.J.].</li> </ul>
<b>Forms of Instruction / Course Language:</b>
4L, 2T / English
<b>Previous Knowledge:</b>
The contents of the following module are recommended <ul style="list-style-type: none"> <li>- Mathematics I.</li> </ul>
<b>Work Load:</b>
84 hours attendance time and 126 learning hours
<b>Frequency:</b>
Each summer semester
<b>Assessments/Exams/Credits:</b>
Final exam (120 min), 7 CP
<b>Responsible for the Module:</b>
Institute for Mathematical Stochastics (FMA)

<b>Module:</b>
Statistics II
<b>Applicability of the module:</b>
Compulsory module
<b>Qualification Targets (Competencies):</b>
The students <ul style="list-style-type: none"> <li>- gain insight into the fundamental tools of statistical inference,</li> <li>- develop the ability to transfer real-world questions in economics and management into the framework of statistics,</li> <li>- are able to transfer the derived answers back to the real-world problem.</li> </ul>
<b>Contents:</b>
<ul style="list-style-type: none"> <li>- Point estimation</li> <li>- Confidence intervals</li> <li>- Testing statistical hypotheses – parametric tests</li> <li>- Non-parametric tests of goodness of fit and independence</li> <li>- Basic econometric models, regression</li> </ul>
<b>References:</b>
<ul style="list-style-type: none"> <li>- Griffiths, W. E.; Hill, R. C.; Judge, G. G. (1993): Learning and Practicing Econometrics. John Wiley &amp; Sons: New York et al.</li> <li>- Newbold, P. (2010): Statistics for Business and Economics. 7<sup>th</sup> edition, Pearson: Upper Saddle River [N.J.].</li> </ul>
<b>Forms of Instruction / Course Language:</b>
4L, 2T / English
<b>Previous Knowledge:</b>
The contents of the following modules are recommended <ul style="list-style-type: none"> <li>- Mathematics I,</li> <li>- Mathematics II,</li> <li>- Statistics I.</li> </ul>
<b>Work Load:</b>
84 hours attendance time and 156 learning hours
<b>Frequency:</b>
Each winter semester
<b>Assessments/Exams/Credits:</b>
Written exam (120 min), 8 CP
<b>Responsible for the Module:</b>
Institute for Mathematical Stochastics (FMA)

*Management*



<b>Module:</b>
Decision Analysis
<b>Applicability of the module:</b>
Compulsory module
<b>Qualification Targets (Competencies):</b>
<p>The students</p> <ul style="list-style-type: none"> <li>- acquire the basic knowledge of management decision making, in particular, of structuring techniques and solution methods,</li> <li>- develop the ability to deal with decision problems including multiple (conflicting) objectives, uncertainty, and individual preferences,</li> <li>- develop an understanding of the subjective judgments often required in decision making and are able to counter common biases and pitfalls.</li> </ul>
<b>Contents:</b>
<ul style="list-style-type: none"> <li>- Views of Decision Making</li> <li>- Elements of Decisions Problems</li> <li>- Decision Trees and Influence Diagrams</li> <li>- Rationality</li> <li>- Expected Monetary Value</li> <li>- Decision Making under Uncertainty</li> <li>- Decision Making under Risk: Probabilities, Probability Distributions, Risk Simulation</li> <li>- Subjective Expected Utility Theory</li> <li>- Multi-Attribute Utility Theory (MAUT)</li> </ul>
<b>References:</b>
<ul style="list-style-type: none"> <li>- Baird, B. F. (1989): Managerial decisions under uncertainty: An introduction to the analysis of decision making. John Wiley &amp; Sons: New York et al.</li> <li>- Clemen, R. T.; Reilly, T. (2001): Making Hard Decisions with Decision Tools. 2<sup>nd</sup> edition, Duxbury/Thomson Learning: Pacific Grove [Calif.].</li> <li>- Wisniewski, M. (2006): Quantitative methods for decision makers. 4<sup>th</sup> edition, Financial Times/Prentice Hall: Harlow et al.</li> </ul>
<b>Forms of Instruction / Course Language:</b>
2L, 2T / English
<b>Previous Knowledge:</b>
<ul style="list-style-type: none"> <li>- Sound knowledge of Probability (uniform distribution, normal distribution, means and risk measures) and Algebra.</li> </ul>
<b>Work Load:</b>
56 hours attendance time and 124 learning hours
<b>Frequency</b>
Each winter semester
<b>Assessments/Exams/Credits:</b>
Written final and mid-term exam (120 min in total), 6 CP
<b>Responsible for the Module:</b>
Chair of Production Management and Logistics

<b>Module:</b>
Marketing Management
<b>Applicability of the module:</b>
Compulsory module
<b>Qualification Targets (Competencies):</b>
The students <ul style="list-style-type: none"> <li>- acquire a basic understanding of marketing as a business function as well as a strategic management concept,</li> <li>- gain insights into market structures and consumer behavior, and</li> <li>- develop skills to analyze markets and develop a marketing plan.</li> </ul>
<b>Contents:</b>
<ul style="list-style-type: none"> <li>- Defining marketing and the marketing process</li> <li>- Customer relationship</li> <li>- Marketplace and consumers (consumer behavior and marketing information)</li> <li>- Customer-driven marketing strategy (customer value)</li> <li>- Product, pricing, retailing, communication (4 P's)</li> </ul>
<b>References:</b>
<ul style="list-style-type: none"> <li>- Armstrong, G.; Kotler, P. (2011): Marketing- An Introduction. 10<sup>th</sup> edition, Pearson/Prentice Hall: Boston et al.</li> </ul>
<b>Forms of Instruction / Course Language:</b>
2L, 2T / English
<b>Previous Knowledge:</b>
<ul style="list-style-type: none"> <li>- None</li> </ul>
<b>Work Load:</b>
56 hours attendance time and 124 learning hours
<b>Frequency</b>
Each summer semester
<b>Assessments/Exams/Credits:</b>
Written exam (60 min), 6 CP
<b>Responsible for the Module:</b>
Chair of Marketing

<b>Module:</b>
Human Resource Management
<b>Applicability of the module:</b>
Compulsory module
<b>Qualification Targets (Competencies):</b>
<p>The students:</p> <ul style="list-style-type: none"> <li>- are aware of the importance of Human Resource Management (HRM) and understand basic HRM principles,</li> <li>- are familiar with basic leadership theories and are able to apply these theories in a given context,</li> <li>- are informed about process-oriented HRM approaches and understand the political dimension of HRM,</li> <li>- understand the basic design of the legal framework that determines the scope of action for HRM,</li> <li>- gain first insight into the mode of operation of personnel information systems as well as basic processes of personnel administration.</li> </ul>
<b>Contents:</b>
<p>The lecture gives an overview on basic challenges and principles of HRM. In detail, the lecture deals with:</p> <ul style="list-style-type: none"> <li>- importance and general impact of HRM,</li> <li>- basic principles of leadership and leadership theories that provide a framework for an effective utilization of HRM practices,</li> <li>- process-oriented HRM approaches,</li> <li>- basic legal aspects of HRM,</li> <li>- cultural aspects of HRM,</li> <li>- the question of how to establish adequate HRM in business practice.</li> </ul>
<b>References:</b>
<ul style="list-style-type: none"> <li>- Armstrong, M. (2012): Armstrong´s handbook of human resource management practice. 12<sup>th</sup> edition, Kogan Page: London.</li> <li>- Dowling, P. J.; Festing, M.; Engle, A. D. (2008): International human resource management. 5<sup>th</sup> edition, Thomson Learning: London.</li> <li>- Foot, M.; Hook, C. (2011): Introducing human resource management. 6<sup>th</sup> edition, Prentice Hall: Upper Saddle River, NJ.</li> <li>- Northouse, P. G. (2012): Leadership: theory and practice. 6<sup>th</sup> edition, Sage Publications: New York.</li> <li>- Yukl, G. (2009): Leadership in organizations. 7<sup>th</sup> edition, Prentice Hall: Upper Saddle River, NJ.</li> </ul>
<b>Forms of Instruction / Course Language:</b>
2L, 1T / English
<b>Previous Knowledge:</b>
- None
<b>Work Load:</b>
42 hours attendance time and 138 learning hours
<b>Frequency</b>
Each summer semester
<b>Assessments/Exams/Credits:</b>
Written final exam (60 min), 6 CP
<b>Responsible for the Module:</b>
Chair of International Management

<b>Module:</b>
Management Accounting
<b>Applicability of the module:</b>
Compulsory module
<b>Qualification Targets (Competencies):</b>
The students <ul style="list-style-type: none"> <li>- develop an understanding of Cost Accounting and Budgeting as instruments of planning and control in a management perspective,</li> <li>- are able to derive managerial information from an analysis of different budget variances and to derive managerial consequences,</li> <li>- get to know recent developments in cost accounting such as activity-based costing and learn to assess the adequacy of the information generated for different managerial decision problems.</li> </ul>
<b>Contents:</b>
<ul style="list-style-type: none"> <li>- Concepts of cost</li> <li>- Influences on cost</li> <li>- Cost functions</li> <li>- Cost-volume-profit analysis</li> <li>- Activity-based costing as opposed to traditional systems</li> <li>- Budgeting and variances</li> <li>- Flexible budgets,</li> <li>- Analysis of and allocating capacity costs</li> <li>- Concept of relevant costs for decision making</li> <li>- Cost information and Pricing</li> <li>- Customer profitability analysis and contribution margin accounting</li> <li>- Allocating common costs, esp.</li> <li>- The cost of service departments</li> </ul>
<b>References:</b>
<ul style="list-style-type: none"> <li>- Horngren, C. T.; Foster, G.; Datar, S. M. (2006): Cost Accounting – A Managerial Emphasis. 12<sup>th</sup> edition, Prentice Hall: Upper Saddle River [N.J.].</li> </ul>
<b>Forms of Instruction / Course Language:</b>
2L, 2T / English
<b>Previous Knowledge:</b>
The contents of the following module are recommended <ul style="list-style-type: none"> <li>- Financial Accounting.</li> </ul>
<b>Work Load:</b>
56 hours attendance time and 124 learning hours
<b>Frequency:</b>
Each winter semester
<b>Assessments/Exams/Credits:</b>
Presentation of solutions to exercises (up to 20% weight; written final exam (60 min) weighted at the complement to 100%), 6 CP
<b>Responsible for the Module:</b>
Chair of Accounting and Control

<b>Module:</b>
Financial Management
<b>Applicability of the module:</b>
Compulsory module
<b>Qualification Targets (Competencies):</b>
The students <ul style="list-style-type: none"> <li>- are able to decide what investments should be made and how to finance them,</li> <li>- have knowledge about analytical techniques which are used to value investment projects and financial assets including bond valuation based on the term structure and the valuation of risky assets based on the capital asset pricing model,</li> <li>- know the different forms of financing and the influence to the capital structure of the firm.</li> </ul>
<b>Content:</b>
<ul style="list-style-type: none"> <li>- Capital Budgeting</li> <li>- Term Structure of Interest Rates</li> <li>- Duration</li> <li>- Capital Asset Pricing Model</li> <li>- Capital Structure</li> <li>- Sources of Financing</li> <li>- Basics of Firm Valuation</li> </ul>
<b>Literature:</b>
<ul style="list-style-type: none"> <li>- Brealey, R. A.; Myers S. C.; Allen, F. (2008): Principles of Corporate Finance. 9<sup>th</sup> edition, McGraw-Hill: Boston [Mass.].</li> <li>- Ross, S. A.; Westerfield, R. W.; Jordan, B. D. (2007): Fundamentals of Corporate Finance. 8<sup>th</sup> edition, McGraw-Hill: Boston [Mass.].</li> </ul>
<b>Forms of Teaching:</b>
2L, 2T / English
<b>Prerequisites:</b>
The contents of the following modules are recommended <ul style="list-style-type: none"> <li>- Mathematics I,</li> <li>- Statistics I,</li> <li>- Decision Analysis,</li> <li>- Microeconomics.</li> </ul>
<b>Work Load:</b>
56 hours attendance time and 124 learning hours
<b>Frequency:</b>
Each winter semester
<b>Assessments/Exams/Credits:</b>
Written exam (120 min), 6 CP
<b>Responsible for the Module:</b>
Chair of Economics of Business and Law

<b>Module:</b>
Production Management & Operations Research
<b>Applicability of the module:</b>
Compulsory module
<b>Qualification Targets (Competencies):</b>
<p>The students</p> <ul style="list-style-type: none"> <li>- get introduced into the fundamentals of both Production/Operations Management and Operations Research,</li> <li>- become acquainted with decision problems which a production manager faces in his/her day-to-day business,</li> <li>- gain insight into typical problems like product-mix problems, lot-sizing problems, and order scheduling and sequencing problems,</li> <li>- acquire knowledge about different production-type settings, e.g. job-shop production, flow-line production systems etc.,</li> <li>- are enabled to apply methods from Operations Research to these problems.</li> </ul>
<b>Contents:</b>
<ul style="list-style-type: none"> <li>- Product Mix Problem</li> <li>- Linear Programming</li> <li>- Classic and Dynamic Lot Sizing Problems</li> <li>- Scheduling</li> <li>- Order Sequencing</li> <li>- Assembly Line Balancing</li> <li>- Lot Sequencing</li> </ul>
<b>References:</b>
<ul style="list-style-type: none"> <li>- Heizer, J.; Render, B. (2006): Operations management, 8<sup>th</sup> edition, Prentice-Hall: Upper Saddle River [N.J.].</li> <li>- Krajewski, L. J.; Ritzman, L. P. (2002): Operations management: Strategy and Analysis, 6<sup>th</sup> edition, Pearson's Higher Education: London.</li> <li>- Nahmias, S. (2009): Production and operations analysis, 6<sup>th</sup> edition, McGraw-Hill: Boston [Mass.].</li> </ul>
<b>Forms of Instruction / Course Language:</b>
2L, 2T / English
<b>Previous Knowledge:</b>
<ul style="list-style-type: none"> <li>- Sound knowledge of Linear Algebra and Linear Programming.</li> </ul>
<b>Work Load:</b>
56 hours attendance time and 124 learning hours
<b>Frequency:</b>
Each summer semester
<b>Assessments/Exams/Credits:</b>
Two written exams (mid-term and final exam: 60 min each), 6 CP
<b>Responsible for the Module:</b>
Chair of Management Science

<b>Module:</b>
Introduction to International Management
<b>Applicability of the module:</b>
Compulsory module
<b>Qualification Targets (Competencies):</b>
<p>The students:</p> <ul style="list-style-type: none"> <li>- understand relevance and general nature of international business activities,</li> <li>- are made aware of contextual and/or cultural influences on international business activities,</li> <li>- get insights into basic theories and concepts that aim at explaining why and how companies carry out international business activities,</li> <li>- know basic elements and functions of International Management,</li> <li>- are enabled to deal with basic practical problems of International Management.</li> </ul>
<b>Contents:</b>
<p>The lecture gives a general overview on basic challenges and principles of International Management. In detail, the lecture deals with:</p> <ul style="list-style-type: none"> <li>- nature and importance of International Management,</li> <li>- basic opportunities and challenges of international business activities,</li> <li>- theories and concepts that aim at explaining motives and procedures of internationalization,</li> <li>- internationalization strategy,</li> <li>- characteristics of specific foreign market entry modes,</li> <li>- managerial tools employed to safeguard international business activities.</li> </ul>
<b>References:</b>
<ul style="list-style-type: none"> <li>- Bartlett, C. A.; Beamish, P. W. (2013): Transnational management: text and readings in cross-border management. 7<sup>th</sup> edition, McGraw-Hill: Irving, TX.</li> <li>- Cullen, J. B.; Parboteeah, K. P. (2010): Multinational management - A strategic approach. 5<sup>th</sup> edition, Cengage South-Western: Mason, OH.</li> <li>- Czinkota, M. R.; Ronkainen, I. A.; Moffett, M. H. (2010): International business. 8<sup>th</sup> edition, John Wiley &amp; Sons: Chichester.</li> <li>- Daniels, J. D.; Radebaugh, L. H.; Sullivan, D. P. (2010): International business - Environments and operations. 13<sup>th</sup> edition, Prentice Hall: Upper Saddle River, NJ.</li> <li>- Luthans, F.; Doh, J. (2011): International management: culture, strategy, and behavior. 8<sup>th</sup> edition, McGraw-Hill: Irving, TX.</li> </ul>
<b>Forms of Instruction / Course Language:</b>
2L, 1T / English
<b>Previous Knowledge:</b>
- None
<b>Work Load:</b>
42 hours attendance time and 138 learning hours
<b>Frequency</b>
Each summer semester
<b>Assessments/Exams/Credits:</b>
Written final exam (60 min), 6 CP
<b>Responsible for the Module:</b>
Chair of International Management

*Economics*



<b>Module:</b>
Microeconomics
<b>Applicability of the module:</b>
Compulsory module
<b>Qualification Targets (Competencies):</b>
<p>The students</p> <ul style="list-style-type: none"> <li>- become aware of the functioning of the market economy, the role of prices in determining the allocation of resources, the functioning of the firm in the economy and the forces governing the production and consumption of economic goods,</li> <li>- are introduced to microeconomic models,</li> <li>- are able to understand and solve basic real world microeconomic problems,</li> <li>- acquire the ability to develop critical thinking about economic matters.</li> </ul>
<b>Contents:</b>
<ul style="list-style-type: none"> <li>- Important economic concepts</li> <li>- Consumer Theory: Household choice, Preference revelation, Decomposition, Economic Dual, Endowment Economies, Market demand, Consumer Surplus</li> <li>- Producer Theory: Technology and Production, Optimization, Market Supply, Producer Surplus</li> <li>- Market Equilibrium</li> <li>- Welfare Theorems</li> <li>- Imperfect competition</li> <li>- Game Theory</li> </ul>
<b>References:</b>
<ul style="list-style-type: none"> <li>- Varian, H. (2006): Intermediate Microeconomics. 7<sup>th</sup> edition, W.W. Norton: New York. (main reference)</li> <li>- Varian, H. (1992): Microeconomic Analysis. 3<sup>rd</sup> edition, W.W. Norton: New York. (used occasionally)</li> </ul>
<b>Forms of Instruction / Course Language:</b>
4L, 2T (moodle) / English
<b>Previous Knowledge:</b>
<p>The contents of the following modules are recommended</p> <ul style="list-style-type: none"> <li>- Mathematics I,</li> <li>- Mathematics II,</li> <li>- Principles of Economics.</li> </ul>
<b>Work Load:</b>
84 hours attendance time (classroom and moodle) and 186 learning hours
<b>Frequency:</b>
Each winter semester
<b>Assessments/Exams/Credits:</b>
Two written exams (mid-term (60 min); final exam (120 min)), 9 CP
<b>Responsible for the Module:</b>
Chair of Economic Policy

<b>Module:</b>
Macroeconomics
<b>Applicability of the module:</b>
Compulsory module
<b>Qualification Targets (Competencies):</b>
<p>The students</p> <ul style="list-style-type: none"> <li>- acquire an analytical understanding of the determinants of economic growth and business cycles,</li> <li>- become acquainted with the empirical evidence on growth, cycles, and the impact of government economic policies,</li> <li>- are enabled to assess the possibilities and limitations of government policies aiming at controlling employment, inflation, and growth.</li> </ul>
<b>Contents:</b>
<ul style="list-style-type: none"> <li>- Stylized facts on aggregate fluctuations</li> <li>- Goods market and effective demand</li> <li>- Financial market and the role of money</li> <li>- IS-LM model (as a tool of analyzing fiscal and monetary policy)</li> <li>- Labor market</li> <li>- AS-AD model</li> <li>- Phillips curve</li> <li>- Money and inflation</li> <li>- Stylized facts of growth and growth accounting</li> <li>- Saving, capital accumulation, growth and distribution (Harrod-Domar and Solow models)</li> <li>- Technological progress and growth</li> <li>- Expectations</li> </ul>
<b>References:</b>
<ul style="list-style-type: none"> <li>- Blanchard, O. (2009): Macroeconomics. 5<sup>th</sup> edition, Pearson/Prentice Hall: Upper Saddle River [N.J.].</li> </ul>
<b>Forms of Instruction / Course Language:</b>
4L, 2T / English
<b>Previous Knowledge:</b>
<p>The contents of the following modules are recommended</p> <ul style="list-style-type: none"> <li>- Mathematics I,</li> <li>- Mathematics II,</li> <li>- Microeconomics,</li> <li>- Principles of Economics.</li> </ul>
<b>Work Load:</b>
84 hours attendance time and 186 learning hours
<b>Frequency:</b>
Each summer semester
<b>Assessments/Exams/Credits:</b>
Final written exam (120 min), 9 CP
<b>Responsible for the Module:</b>
Chair of Economic Theory

<b>Module:</b>
Introduction to International Economics
<b>Applicability of the module:</b>
Compulsory module
<b>Qualification Targets (Competencies):</b>
The students <ul style="list-style-type: none"> <li>- get introduced into the fundamentals of international trade and finance theories,</li> <li>- develop a thorough understanding of the real and monetary aspects of globalization (international trade, factor movements, financial markets and exchange rules),</li> <li>- are enabled to analyze the options for and limitations to national economic policy.</li> </ul>
<b>Contents:</b>
<ul style="list-style-type: none"> <li>- International Trade <ul style="list-style-type: none"> <li>- Some Basics</li> <li>- Trade Theories</li> <li>- Trade Policies</li> </ul> </li> <li>- International Finance <ul style="list-style-type: none"> <li>- Some Basics</li> <li>- Exchange Rate Determination</li> <li>- Open Economy Macroeconomics</li> </ul> </li> <li>- Facts, History, Institutions <ul style="list-style-type: none"> <li>- International Trade Policy in Practice</li> <li>- International Finance in Practice</li> </ul> </li> <li>- Challenges of Globalisation</li> </ul>
<b>References:</b>
<ul style="list-style-type: none"> <li>- Krugman, P. R.; Obstfeld, M. (2009): Internationale Wirtschaft. 8. Auflage, Pearson Studium: München et al.</li> </ul>
<b>Forms of Instruction / Course Language:</b>
3L, 1T / English
<b>Previous Knowledge:</b>
The contents of the following module are recommended <ul style="list-style-type: none"> <li>- Macroeconomics,</li> <li>- Microeconomics.</li> </ul>
<b>Work Load:</b>
56 hours attendance time and 124 learning hours
<b>Frequency:</b>
Each winter semester
<b>Assessments/Exams/Credits:</b>
Written exam (120 min), 6 CP
<b>Responsible for the Module:</b>
Chair of International Trade

<b>Module:</b>
Economic Policy
<b>Applicability of the module:</b>
Compulsory module
<b>Qualification Targets (Competencies):</b>
The students <ul style="list-style-type: none"> <li>- acquire knowledge how to identify the main causes for market failures,</li> <li>- are able to discuss possible policy measures to correct for these market failures.</li> </ul>
<b>Contents:</b>
<ul style="list-style-type: none"> <li>- Introduction</li> <li>- Methodological Basics</li> <li>- Perfect Competition and the Welfare Optimum</li> <li>- Prisoners' Dilemma and Market Failures</li> <li>- Public Goods and External Effects</li> <li>- Market Power</li> <li>- Asymmetric Information</li> <li>- Redistribution as a Collective Decision</li> <li>- Financing the Public Sector</li> <li>- Excess Burden of Taxation and Tax Incidence</li> <li>- Incentive Effects of Specific Taxes</li> <li>- Collective Decision Making</li> </ul>
<b>References:</b>
<ul style="list-style-type: none"> <li>- Stiglitz, J. E. (2000): Economics of the Public Sector. 3<sup>rd</sup> edition, Norton: New York.</li> </ul>
<b>Forms of Instruction / Course Language:</b>
2L, 2T / English
<b>Previous Knowledge:</b>
The contents of the following modules are recommended <ul style="list-style-type: none"> <li>- Macroeconomics,</li> <li>- Mathematics I,</li> <li>- Mathematics II,</li> <li>- Microeconomics,</li> <li>- Principles of Economics.</li> </ul>
<b>Work Load:</b>
56 hours attendance time and 124 learning hours
<b>Frequency:</b>
Each summer semester
<b>Assessments/Exams/Credits:</b>
Written mid-term exam, written final exam (120 min), 6 CP
<b>Responsible for the Module:</b>
Chair of Economic Policy

*Foreign Language*

<b>Module:</b>
English UNiCert® III Part A
<b>Applicability of the module:</b>
Compulsory module
<b>Qualification Targets (Competencies):</b>
<p>The students</p> <ul style="list-style-type: none"> <li>- are able to cope linguistically and communicate effectively in the context of studying at a university in Germany and abroad,</li> <li>- develop their competence in subject-specific language (comprehension, active use of lexical items and phraseology, knowledge of the structures of text varieties),</li> <li>- acquire knowledge of the use of linguistic means in the subject-specific language.</li> </ul>
<b>Contents:</b>
<p>Learning and work strategies in the four language skills (writing, speaking, reading, listening) comprising the development of both the active and receptive activities as well as developing academic writing skills based on relevant subject areas, as for example:</p> <ul style="list-style-type: none"> <li>- Management</li> <li>- Marketing</li> <li>- Finance</li> <li>- Business Ethics</li> </ul>
<b>References:</b>
<ul style="list-style-type: none"> <li>- Materials from authoritative contemporary economics and business publications.</li> </ul>
<b>Forms of Instruction / Course Language:</b>
4T / English
<b>Previous Knowledge:</b>
<ul style="list-style-type: none"> <li>- Good Abitur-level (and equivalent) English (comparable to B2 CEFR) and successful completion of the entry test.</li> </ul>
<b>Work Load:</b>
56 hours attendance time and 64 learning hours
<b>Frequency:</b>
Each winter semester
<b>Assessments/Exams/Credits:</b>
Written/oral exam (end of term: 60/30 min), 4 CP
<b>Responsible for the Module:</b>
Language Centre, Head of English Department

<b>Module:</b>
English UNIcert® III Part B
<b>Applicability of the module:</b>
Compulsory module
<b>Qualification Targets (Competencies):</b>
<p>The students</p> <ul style="list-style-type: none"> <li>- are able to cope linguistically and communicate effectively in the context of studying at a university in Germany and abroad,</li> <li>- acquire competence in subject-specific language (comprehension, active use of lexical items and phraseology, knowledge of the structures of text varieties),</li> <li>- acquire knowledge of the use of linguistic means in the subject-specific language,</li> <li>- acquire academic writing skills in accordance with accepted norms,</li> <li>- develop intercultural awareness and the ability to act appropriately in intercultural contexts.</li> </ul>
<b>Contents:</b>
<ul style="list-style-type: none"> <li>- Learning and work strategies focusing on themes such as: <ul style="list-style-type: none"> <li>- Sustainable management and CSR</li> <li>- Demographics and resulting problems</li> <li>- Labour Market Developments</li> <li>- Intercultural issues presented within a broad hermeneutic approach providing students with an understanding of selected thematic areas relevant to English-speaking regions and cultures</li> </ul> </li> </ul>
<b>References:</b>
<ul style="list-style-type: none"> <li>- Materials from authoritative contemporary publications from the spheres of economics, business and politics.</li> </ul>
<b>Forms of Instruction / Course Language:</b>
2L, 4T / English
<b>Previous Knowledge:</b>
<ul style="list-style-type: none"> <li>- Successful completion of the UNIcert III Part A module.</li> </ul>
<b>Work Load:</b>
84 hours attendance time and 96 learning hours
<b>Frequency:</b>
Each summer semester
<b>Assessments/Exams/Credits:</b>
Written/oral exams (end of term: 150/60 min), Academic paper, 4 CP
<b>Responsible for the Module:</b>
Language Centre, Head of English Department

<b>Module:</b>
English UNIcert® IV Part A
<b>Applicability of the module:</b>
Compulsory module
<b>Qualification Targets (Competencies):</b>
<p>The students</p> <ul style="list-style-type: none"> <li>- are able to cope linguistically and communicate effectively approaching the level of an academically educated native speaker,</li> <li>- develop their competence in communication situations in the academic domain,</li> <li>- acquire knowledge and mastery of lexical items and phrases in the context of the relevant subject areas,</li> <li>- master standard grammatical, phonetic and orthographic models,</li> <li>- demonstrate oral and written mastery of the language,</li> <li>- acquire the ability to use linguistic means in a manner appropriate both to context and intention and with the necessary stylistic variation,</li> <li>- develop the linguistic and cultural competence to enable them to act effortlessly both within the English-speaking world and internationally.</li> </ul>
<b>Contents:</b>
<ul style="list-style-type: none"> <li>- Learning and work strategies in the four language skills, primarily for the development of reading comprehension and writing competence in dealing with contemporary themes of economic research.</li> <li>- Work with diverse written and oral styles of communication.</li> <li>- Skills required for the completion of an extensive piece of scientific coursework in accordance with the academic conventions typical of the Anglo-Saxon countries (e.g. correct structuring, formulation of conclusions and appropriate argumentation, quoting and correct use of sources; production of an abstract and a table of contents, completion of a correct list of references).</li> </ul>
<b>References:</b>
<ul style="list-style-type: none"> <li>- Related to current themes of economic research.</li> </ul>
<b>Forms of Instruction / Course Language:</b>
4T / English
<b>Previous Knowledge:</b>
<ul style="list-style-type: none"> <li>- Successful completion of the UNIcert® III course.</li> </ul>
<b>Work Load:</b>
56 hours attendance time and 64 learning hours
<b>Frequency:</b>
Each semester
<b>Assessments/Exams/Credits:</b>
Written exams (end of term) completion of academic paper, 4 CP
<b>Responsible for the Module:</b>
Language Centre, Head of English Department



<b>Module:</b>
English UNicert® IV Part B
<b>Applicability of the module:</b>
Compulsory module
<b>Qualification Targets (Competencies):</b>
<p>The students</p> <ul style="list-style-type: none"> <li>- are able to cope linguistically and communicate effectively approaching the level of an academically educated native speaker,</li> <li>- develop their competence in communication situations in the academic domain,</li> <li>- acquire knowledge and mastery of lexical items and phrases in the context of the relevant subject areas,</li> <li>- master standard grammatical, phonetic and orthographic models,</li> <li>- demonstrate oral and written mastery of the language,</li> <li>- acquire the ability to use linguistic means in a manner appropriate both to context and intention and with the necessary stylistic variation,</li> </ul> <p>develop the linguistic and cultural competence to enable them to act effortlessly both within the English-speaking world and internationally.</p>
<b>Contents:</b>
<ul style="list-style-type: none"> <li>- Learning and work strategies in the four language skills focusing on the development of efficient reading and listening comprehension strategies and writing competence in dealing with contemporary themes of economic research</li> <li>- Skills required for <ul style="list-style-type: none"> <li>- comprehensive academic presentations on subject-related themes demonstrating competence in handling appropriate academic discourse in a subsequent discussion and the ability to defend own positions effectively and convincingly</li> </ul> </li> </ul>
<b>References:</b>
<ul style="list-style-type: none"> <li>- Contemporary themes of economic and politico-economic research.</li> </ul>
<b>Forms of Instruction / Course Language:</b>
4T / English
<b>Previous Knowledge:</b>
<ul style="list-style-type: none"> <li>- Successful completion of the Unicert IV® Part A module.</li> </ul>
<b>Work Load:</b>
56 hours attendance time and 64 learning hours
<b>Frequency:</b>
Each semester
<b>Assessments/Exams/Credits:</b>
Written/oral exams (end of term: 240/30 min), 4 CP
<b>Responsible for the Module:</b>
Language Centre, Head of English Department

## ***Compulsory elective modules***

<b>Module:</b>
Behavioral Economics of Business Strategy
<b>Applicability of the module:</b>
Compulsory elective module (for PSP: M_E)
<b>Qualification Targets (Competencies):</b>
The students <ul style="list-style-type: none"> <li>- know basic concepts of Strategic Management,</li> <li>- are able to analyze these concepts using the toolbox of Microeconomics,</li> <li>- understand the impact that the assumptions of Behavioral Economics may have on the results of such analyses.</li> </ul>
<b>Contents:</b>
<ul style="list-style-type: none"> <li>- Basic concepts of Strategic Management, Game Theory, and Behavioral Economics</li> <li>- Firms' behaviour in markets</li> <li>- Joint ventures and OEM production</li> <li>- Pricing strategies</li> <li>- Incorporation</li> <li>- Capital structure</li> <li>- Corporate governance</li> <li>- Strategic delegation</li> <li>- Compensation schemes</li> </ul>
<b>References:</b>
<ul style="list-style-type: none"> <li>- Baye, M. R. (2009): Managerial Economics and Business Strategy. McGraw-Hill: Boston et al.</li> <li>- Holt, C. (2007): Markets, Games &amp; Strategic Behavior. Pearson: Boston et al.</li> <li>- Porter, M. E. (2007): Competitive Strategy. Free press: New York et al.</li> </ul>
<b>Forms of Instruction / Course Language:</b>
2L, 1T / English
<b>Previous Knowledge:</b>
The contents of the following module are recommended <ul style="list-style-type: none"> <li>- Introduction to Management.</li> </ul>
<b>Work Load:</b>
42 hours attendance time and 138 learning hours
<b>Frequency:</b>
Each summer semester
<b>Assessments/Exams/Credits:</b>
Term paper, final exam (60 min), 6 CP
<b>Responsible for the Module:</b>
Chair of Economics of Business and Law

<b>Module:</b>
Doing Business in Emerging Markets
<b>Applicability of the module:</b>
Compulsory elective module
<b>Qualification Targets (Competencies):</b>
<p>The students</p> <ul style="list-style-type: none"> <li>- Identify and understand the main differences and similarities that characterize emerging markets,</li> <li>- Understand and analyze the challenges and opportunities presented by emerging markets,</li> <li>- identify the institutions of emerging markets that are relevant to managers and stakeholders,</li> <li>- Comprehend how cultural differences and similarities affect business operations in emerging markets,</li> <li>- Gain an understanding of the distinct strategy options for emerging markets.</li> </ul>
<b>Contents:</b>
<ul style="list-style-type: none"> <li>- Understanding emerging economies: <ul style="list-style-type: none"> <li>- What are emerging economies?</li> <li>- Why are emerging economies important?</li> <li>- Perspectives for evaluating emerging market potential</li> </ul> </li> <li>- Managing challenges in emerging economies: <ul style="list-style-type: none"> <li>- Identifying risks in emerging economies</li> <li>- PESTEL framework in emerging markets</li> </ul> </li> <li>- Doing business in emerging economies: <ul style="list-style-type: none"> <li>- Strategies for emerging markets</li> <li>- Market entry strategies</li> <li>- Marketing and sourcing</li> <li>- Managing joint-ventures and partnerships</li> </ul> </li> </ul>
<b>References:</b>
<ul style="list-style-type: none"> <li>- Merchant, H. (2007): Competing in Emerging Markets. Cases and Readings. Routledge: Taylor &amp; Francis Group.</li> <li>- Cavusgil, S. T.; Ghauri, P. N.; Agarwal, M. R. (2002): Doing Business in Emerging Markets. Sage Publications: Thousand Oaks, Calif.</li> </ul>
<b>Forms of Instruction / Course Language:</b>
2L, 2T / English
<b>Previous Knowledge:</b>
- None
<b>Work Load:</b>
56 hours attendance time and 124 learning hours
<b>Frequency</b>
Each winter semester
<b>Assessments/Exams/Credits:</b>
Written final exam (60 min), 6 CP
<b>Responsible for the Module:</b>
Juniorprofessur International Business

<b>Module:</b>
International Supply Chain Management
<b>Applicability of the module:</b>
Compulsory elective module (for PSP: O)
<b>Qualification Targets (Competencies):</b>
The students <ul style="list-style-type: none"> <li>- learn which types of models are used to formulate management problems in international supply chains,</li> <li>- achieve knowledge about solution methods for designing and operating international supply chain systems,</li> <li>- acquire the ability to assess management concepts in the supply chain context.</li> </ul>
<b>Contents:</b>
<ul style="list-style-type: none"> <li>- Supply Chain Concepts and Perspectives</li> <li>- Globalization and International Supply Chains</li> <li>- Information Technology in Supply Chain Management</li> <li>- Quantitative Support for Supply Chain Integration</li> <li>- Organizational Support for Supply Chain Integration</li> </ul>
<b>References:</b>
<ul style="list-style-type: none"> <li>- Dornier, P. P.; Ernst, R.; Felder, M.; Kouvelis, P. (1998): Global Operations and Logistics, Text and Cases. John Wiley and Sons: New York.</li> <li>- Simchi-Levi, D.; Kaminski, P.; Simchi-Levi, E. (2003): Designing and Managing the Supply Chain. 2<sup>nd</sup> edition, Irwin/McGraw Hill: New York.</li> </ul>
<b>Forms of Instruction / Course Language:</b>
3L / English
<b>Previous Knowledge:</b>
<ul style="list-style-type: none"> <li>- None</li> </ul>
<b>Work Load:</b>
42 hours attendance time and 138 learning hours
<b>Frequency</b>
Each summer semester
<b>Assessments/Exams/Credits:</b>
In general, the participants should prepare one or more seminar papers/assignments. Additionally, case studies and written exams are possible for grading as well as oral exams in form of presentations etc., 6 CP
<b>Responsible for the Module:</b>
Chair of Production and Logistics

<b>Module:</b>
Labor Economics
<b>Applicability of the module:</b>
Compulsory elective module
<b>Qualification Targets (Competencies):</b>
The students <ul style="list-style-type: none"> <li>- gain insight into basic terms and concepts of labor economics,</li> <li>- explain current labor market phenomena,</li> <li>- are enabled to analyze the possibilities of national labor market policies.</li> </ul>
<b>Contents:</b>
<ul style="list-style-type: none"> <li>- Labor Supply and Demand</li> <li>- Equilibrium on the Labor Market</li> <li>- Wage Structure</li> <li>- Efficiency Wage</li> <li>- Unions and Collective Bargaining</li> <li>- Theory and Evaluation of Labor Market Policy</li> </ul>
<b>References:</b>
<ul style="list-style-type: none"> <li>- Borjas, G. J. (2008): Labor Economics. 4<sup>th</sup> edition, McGraw-Hill: New York et al.</li> <li>- Ehrenberg, R.; Smith, R. (2006): Modern Labor Economics. 9<sup>th</sup> edition, Pearson: Upper Saddle River [N.J.].</li> <li>- MacConnell, C.; Brue, S.; Macpherson, D. (2008): Contemporary Labor Economics. 8<sup>th</sup> edition, McGraw-Hill: New York et al.</li> </ul>
<b>Forms of Instruction:</b>
2L, 1T / English
<b>Previous Knowledge:</b>
The contents of the following module are recommended <ul style="list-style-type: none"> <li>- Macroeconomics,</li> <li>- Microeconomics.</li> </ul>
<b>Work Load:</b>
42 hours attendance time and 138 learning hours
<b>Frequency:</b>
Each winter semester
<b>Assessments/Exams/Credits:</b>
Written exam (endterm, 120 min), 6 CP
<b>Responsible for the Module:</b>
Chair of Public Economics

<b>Module:</b>
Second Foreign Language
<b>Applicability of the module:</b>
Compulsory elective module
<b>Qualification Targets (Competencies):</b>
<p>According to their qualifications the students</p> <ul style="list-style-type: none"> <li>- acquire basic knowledge of a foreign language,</li> <li>- develop skills in the utilization of a language with respect to speaking and writing,</li> <li>- are able to cope linguistically and communicate effectively in the context of everyday and academic situations,</li> <li>- develop their competence in the subject-specific language (comprehension, active use of lexical items and phraseology, knowledge of the structures of text varieties)</li> <li>- acquire knowledge of the use of linguistic means in the subject-specific language.</li> </ul>
<b>Contents:</b>
<ul style="list-style-type: none"> <li>- According to their qualification the students may acquire a UNICERT I, II or III degree in French, Italian, Russian or Spanish.</li> <li>- Alternatively they can also choose Latin or Greek courses with the degrees “Kleines Latinum, Latinum, Großes Latinum, Graecum” or Swedish courses with a B1 degree.</li> <li>- Degree A1 – C2 for German as a foreign language are possible as well for students who are not native speakers of German.</li> <li>- Contents of the courses are (among others): Learning and work strategies in the four language skills (writing, speaking, reading, listening) comprising the development of both the active and receptive activities.</li> </ul>
<b>References:</b>
<ul style="list-style-type: none"> <li>- Course dependent</li> </ul>
<b>Forms of Instruction / Course Language:</b>
<ul style="list-style-type: none"> <li>- Course dependent (2-12 L) / English</li> </ul>
<b>Previous Knowledge:</b>
<ul style="list-style-type: none"> <li>- Course dependent</li> </ul>
<b>Work Load:</b>
<ul style="list-style-type: none"> <li>- Course dependent</li> </ul>
<b>Frequency:</b>
Each semester
<b>Assessments/Exams/Credits:</b>
Written/oral exams (end of term: Course dependent) / 8 CP
<b>Responsible for the Module:</b>
Language Centre

<b>Module:</b>
Seminar: Business Economics
<b>Applicability of the module:</b>
Compulsory elective module (for PSP: M_E)
<b>Qualification Targets (Competencies):</b>
The students <ul style="list-style-type: none"> <li>- learn how to identify and describe problems and challenges for theoretical reasoning,</li> <li>- get to know academic research methods and sources of information,</li> <li>- acquire the ability to write academic papers and to present their results,</li> <li>- develop an ability to participate in academic discussions.</li> </ul>
<b>Contents:</b>
<ul style="list-style-type: none"> <li>- During the first session of the seminar, guidelines for writing academic papers will be introduced.</li> <li>- The student will write a seminar paper in which they discuss the application of the instruments of theoretical economics to a management problem.</li> <li>- The paper has to be presented and discussed with the other students in the seminar.</li> </ul>
<b>References:</b>
<ul style="list-style-type: none"> <li>- Milgrom, P. R.; Roberts, J. (1992): Economics, Organization, and Management. Prentice Hall: Englewood Cliffs, NJ.</li> <li>- A list of articles will be announced with the current seminar topics.</li> </ul>
<b>Forms of Instruction / Course Language:</b>
2S / English
<b>Previous Knowledge:</b>
<ul style="list-style-type: none"> <li>- Successful completion of the courses in Management of the semesters 1 through 4.</li> </ul>
<b>Work Load:</b>
28 hours attendance time and 152 learning hours
<b>Frequency:</b>
Each winter semester
<b>Assessments/Exams/Credits:</b>
Seminar paper and presentation, 6 CP
<b>Responsible for the Module:</b>
Chair of Economics of Business and Law



<b>Module:</b>
Seminar: Conflictive Views on Firm Internationalization
<b>Applicability of the module:</b>
Compulsory elective module
<b>Qualification Targets (Competencies):</b>
The students: <ul style="list-style-type: none"> <li>- acquire a basic understanding of strategic relevance as well as challenges and opportunities of firm internationalization,</li> <li>- get insights into specific forms of firm internationalization,</li> <li>- are able to analyze structural and process-related consequences of firm internationalization,</li> <li>- understand concepts that allow for measuring the degree of firm internationalization,</li> <li>- are aware of the need to manage and coordinate firm internationalization in a proper way.</li> </ul>
<b>Contents:</b>
The seminar addresses selected aspects of firm internationalization that are critically analyzed and discussed. In detail, the seminar deals with: <ul style="list-style-type: none"> <li>- basic motives and challenges of firm internationalization,</li> <li>- process-related approaches to firm internationalization (Uppsala-, Helsinki-, and Wisconsin-School),</li> <li>- fast track internationalization and international entrepreneurship: born globals and international new ventures,</li> <li>- one-dimensional concepts to measure the degree of firm internationalization,</li> <li>- multi-dimensional concepts to measure the degree of firm internationalization.</li> </ul>
<b>References:</b>
<ul style="list-style-type: none"> <li>- Andersen, O. (1993): On the internationalization process of firms: a critical analysis. In: Journal of International Business Studies, 37(2): 27-42.</li> <li>- Dunning, J. H. (1988): The eclectic paradigm of international production: a restatement and some possible extensions. In: Journal of International Business Studies, 19(1): 1-31.</li> <li>- Fisch, J. H.; Oesterle, M.-J. (2003): Exploring the globalization of German MNCs with the complex spread and diversity measure. In: Schmalenbach Business Review, 55(1): 2-21.</li> <li>- Johanson, J.; Vahlne, J.-E. (1977): The internationalization process of the firm – a model of knowledge development and increasing foreign market commitments. In: Journal of International Business Studies, 8(1): 23-32.</li> <li>- Oviatt, B. M.; McDougall, P. P. (1994): Toward a theory of international new ventures. In: Journal of International Business Studies, 25(1): 45-64.</li> <li>- Ruigrok, W.; Wagner, H. (2003): Internationalization and performance. An organizational learning perspective. In: Management International Review, 43(1): 63-83.</li> </ul>
<b>Forms of Instruction / Course Language:</b>
3 S / English
<b>Previous Knowledge:</b>
- None
<b>Work Load:</b>
42 hours attendance time and 138 learning hours
<b>Frequency</b>
Summer term 2013
<b>Assessments/Exams/Credits:</b>
Seminar paper (40%), paper presentation (40%), discussion and participation (20%), 6 CP
<b>Responsible for the Module:</b>
Chair of International Management

<b>Module:</b>
Seminar: Introduction to Law and Economics
<b>Applicability of the module:</b>
Compulsory elective module (for PSP: M_E)
<b>Qualification Targets (Competencies):</b>
The students <ul style="list-style-type: none"> <li>- are introduced to the basic concepts of the economic analysis of legal institutions,</li> <li>- learn how to identify and describe problems and challenges for theoretical reasoning,</li> <li>- get to know academic research methods and sources of information,</li> <li>- acquire the ability to write academic papers and to present their results,</li> <li>- develop an ability to participate in academic discussions.</li> </ul>
<b>Contents:</b>
<ul style="list-style-type: none"> <li>- During the first session of the seminar, guidelines for writing an academic paper will be introduced.</li> <li>- The student will write a seminar paper in which they discuss a chapter of the textbook by Polinsky "Introduction to Law and Economics" and additional academic papers related to their topic.</li> <li>- Students critically assess how the instruments of theoretical economics are applied to analyzing the incentive effect of legal rules or institutions.</li> <li>- The paper has to be presented in class and discussed with the other students in the seminar.</li> </ul>
<b>References:</b>
<ul style="list-style-type: none"> <li>- Polinsky, A. M. (2011): An Introduction to Law and Economics. 4<sup>th</sup> edition, Wolters Kluwer Law &amp; Business: Aspen.</li> <li>- Additional academic papers related to the topics of the book chapters.</li> </ul>
<b>Forms of Instruction / Course Language:</b>
2S / English
<b>Previous Knowledge:</b>
<ul style="list-style-type: none"> <li>- Successful completion of the Economics and Management courses of semesters 1-4.</li> </ul>
<b>Work Load:</b>
28 hours attendance time and 152 learning hours
<b>Frequency:</b>
Each winter semester
<b>Assessments/Exams/Credits:</b>
Seminar paper and presentation, 6 CP
<b>Responsible for the Module:</b>
Chair of Economics of Business and Law

<b>Module:</b>
Skills
<b>Applicability of the module:</b>
Compulsory elective module
<b>Qualification Targets (Competencies):</b>
The students <ul style="list-style-type: none"> <li>- learn how to organize themselves and their cooperation with others in projects that can be of academic or “real life” nature, namely: <ul style="list-style-type: none"> <li>- academic skills: how to write and present academic research papers,</li> <li>- social skills: how to organize projects independently and in cooperation with others, who may come from different cultural backgrounds,</li> <li>- application skills: how to write job applications and manage the assessment processes.</li> </ul> </li> </ul>
<b>Contents:</b>
Principles and practical exercises in aspects of: <ul style="list-style-type: none"> <li>- Academic project organization: introduction into the peculiarities of the scientific community, research methods, analysis tools, writing, discourse, presentations</li> <li>- Self management: time management, self-analysis, applications, interviews, assessment centers</li> <li>- Social Skills: teamwork, leadership, mentoring, presentation, moderation, meta-plan, rhetoric</li> </ul>
<b>References:</b>
<ul style="list-style-type: none"> <li>- Covey, S. (2004): The Seven Habits of Highly Effective People. Simon &amp; Schuster: London et al.</li> <li>- Hofstede, G. (2001): Culture's consequences: Comparing values, behaviors, institutions and organizations across nations. 2<sup>nd</sup> edition, Sage Pub.: Thousand Oaks [CA].</li> </ul>
<b>Forms of Instruction / Course Language:</b>
IT / English
<b>Previous Knowledge:</b>
<ul style="list-style-type: none"> <li>- Human Resource Management must be attended simultaneously.</li> </ul>
<b>Work Load:</b>
14 hours attendance time and 76 learning hours
<b>Frequency:</b>
Each summer semester
<b>Assessments/Exams/Credits:</b>
One academic paper in teams, one individual exercise on job applications, participation in classroom discussions, 3 CP
<b>Responsible for the Module:</b>
Chair of International Management

## ***Bachelor- Thesis***

<b>Module:</b>
Bachelor Seminar with Bachelor-Thesis
<b>Applicability of the module:</b>
Compulsory module
<b>Qualification Targets (Competencies):</b>
<p>The students</p> <ul style="list-style-type: none"> <li>- get to know an understanding of research projects as an exercise in self-development and a tool to position oneself in the labor market or for graduate studies,</li> <li>- are able to identifying and describing problems and challenges for theoretical reasoning,</li> <li>- acquire knowledge about different academic research methods, sources of information, academic paper writing, and result presentation (in writing and talking),</li> <li>- develop an ability to participate in academic discussions.</li> </ul>
<b>Contents:</b>
<ul style="list-style-type: none"> <li>- All Bachelor candidates who will be writing their theses in the related semester must participate in the seminar.</li> <li>- The individual theses are supervised by that professor whose area of research is closest to the topic of the student's thesis.</li> <li>- The thesis may focus on theoretical or applied topics, which the student formulates in cooperation with his/her advisor.</li> <li>- The individual topics can vary across all fields of management and economics.</li> <li>- The respective professors are responsible for supervising and evaluating the thesis.</li> <li>- The candidates will be required to present in the thesis colloquium.</li> </ul>
<b>References:</b>
<ul style="list-style-type: none"> <li>- Thesis dependent</li> </ul>
<b>Forms of Instruction / Course Language:</b>
2S / English
<b>Previous Knowledge:</b>
<ul style="list-style-type: none"> <li>- Successful completion of Seminar in Management and Economics.</li> </ul>
<b>Work Load:</b>
28 hours attendance time and 332 learning hours
<b>Frequency:</b>
Each semester
<b>Assessments/Exams/Credits:</b>
<p>Presentation and thesis, 12 CP</p> <p>The time between the issue of the topic and submission of the Bachelor thesis is eight weeks (including two weeks reading time).</p>
<b>Responsible for the Module:</b>
Course Coordinator, Chair which offers the module