

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.

Degree conferred:	Bachelor of Science (B.Sc.)
Course duration:	6 semester
Enrollment:	Winter semester (October)
Entry requirements:	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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Table of Contents

Program Structure/Curriculum	4
Compulsory modules	5
<i>Basics in Management and Economics</i>	6
Introduction to Management	7
Principles of Economics	8
Introduction to Law	9
Financial Accounting	10
<i>Basics in Mathematics and Statistics</i>	11
Mathematics I.....	12
Mathematics II.....	13
Statistics I	14
Statistics II.....	15
<i>Management</i>	16
Decision Analysis	17
Marketing Management.....	18
Human Resource Management	19
Management Accounting.....	20
Financial Management.....	21
Production Management & Operations Research	22
Introduction to International Management.....	23
<i>Economics</i>	24
Microeconomics	25
Macroeconomics	26
Introduction to International Economics	27
Economic Policy.....	28
<i>Foreign Language</i>	29
English UNlcert® III Part A	30
English UNlcert® III Part B.....	31
English UNlcert® IV Part A.....	32
English UNlcert® IV Part B	33
Compulsory elective modules	34
Behavioral Economics of Business Strategy	35
Doing Business in Emerging Markets	36
International Supply Chain Management.....	37
Labor Economics	38
Second Foreign Language.....	39
Seminar: Business Economics	40
Seminar: Conflictive Views on Firm Internationalization	41
Seminar: Introduction to Law and Economics	42
Skills.....	43
Bachelor- Thesis	44
Bachelor Seminar with Bachelor-Thesis	45

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 nd foreign language 4 CP	English in Management and Economics 4 CP	Elective Course 6 CP	
			2 nd foreign language 4 CP		
29 CP	29 CP	31 CP	32 CP	30 CP	29 CP

*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

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

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

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

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

Basics in Mathematics and Statistics

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

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

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

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

Management

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

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

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

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

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

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

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

Economics

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

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

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

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

Foreign Language

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

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

Module:
English UNIcert® IV Part A
Applicability of the module:
Compulsory module
Qualification Targets (Competencies):
<p>The students</p> <ul style="list-style-type: none"> - are able to cope linguistically and communicate effectively approaching the level of an academically educated native speaker, - develop their competence in communication situations in the academic domain, - acquire knowledge and mastery of lexical items and phrases in the context of the relevant subject areas, - master standard grammatical, phonetic and orthographic models, - demonstrate oral and written mastery of the language, - acquire the ability to use linguistic means in a manner appropriate both to context and intention and with the necessary stylistic variation, - develop the linguistic and cultural competence to enable them to act effortlessly both within the English-speaking world and internationally.
Contents:
<ul style="list-style-type: none"> - 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. - Work with diverse written and oral styles of communication. - 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).
References:
<ul style="list-style-type: none"> - Related to current themes of economic research.
Forms of Instruction / Course Language:
4T / English
Previous Knowledge:
<ul style="list-style-type: none"> - Successful completion of the UNIcert® III course.
Work Load:
56 hours attendance time and 64 learning hours
Frequency:
Each semester
Assessments/Exams/Credits:
Written exams (end of term) completion of academic paper, 4 CP
Responsible for the Module:
Language Centre, Head of English Department

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

Compulsory elective modules

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

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

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

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

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

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

Module:
Seminar: Conflictive Views on Firm Internationalization
Applicability of the module:
Compulsory elective module
Qualification Targets (Competencies):
The students: <ul style="list-style-type: none"> - acquire a basic understanding of strategic relevance as well as challenges and opportunities of firm internationalization, - get insights into specific forms of firm internationalization, - are able to analyze structural and process-related consequences of firm internationalization, - understand concepts that allow for measuring the degree of firm internationalization, - are aware of the need to manage and coordinate firm internationalization in a proper way.
Contents:
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"> - basic motives and challenges of firm internationalization, - process-related approaches to firm internationalization (Uppsala-, Helsinki-, and Wisconsin-School), - fast track internationalization and international entrepreneurship: born globals and international new ventures, - one-dimensional concepts to measure the degree of firm internationalization, - multi-dimensional concepts to measure the degree of firm internationalization.
References:
<ul style="list-style-type: none"> - Andersen, O. (1993): On the internationalization process of firms: a critical analysis. In: Journal of International Business Studies, 37(2): 27-42. - 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. - 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. - 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. - Oviatt, B. M.; McDougall, P. P. (1994): Toward a theory of international new ventures. In: Journal of International Business Studies, 25(1): 45-64. - Ruigrok, W.; Wagner, H. (2003): Internationalization and performance. An organizational learning perspective. In: Management International Review, 43(1): 63-83.
Forms of Instruction / Course Language:
3 S / English
Previous Knowledge:
- None
Work Load:
42 hours attendance time and 138 learning hours
Frequency
Summer term 2013
Assessments/Exams/Credits:
Seminar paper (40%), paper presentation (40%), discussion and participation (20%), 6 CP
Responsible for the Module:
Chair of International Management

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

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

Bachelor- Thesis

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