

Program Handbook

of the

Bachelor Program
International Business and
Economics



at the

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

29.09.2015



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)

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 “International Business and 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>
Principles of Economics 8 CP*	Introduction to Law 4 CP	Statistical Estimation and Testing 8 CP	Marketing Management 6 CP	Management Accounting 6 CP	Production Management and Operations Research 6 CP
Principles of Management 5 CP	Financial Accounting 7 CP	Decision Analysis 6 CP	Introduction to International Management 5 CP	Financial Management 6 CP	Elective Course Intern. Business/Economics 6 CP
Business Strategy and Business Plan 5 CP	Human Resource Management 6 CP	Microeconomics 8 CP	Macroeconomics 8 CP	Introduction to International Economics 6 CP	Economic Policy 6 CP
Mathematical Methods in Business & Economics 8 CP	Statistical Data Analysis 8 CP	English in Business and Economics 4 CP	Academic Skills 4 CP	Elective Course Intern. Business/Economics 6 CP	Bachelor Seminar with Bachelor Thesis 12 CP
English in Business and Economics 4 CP	English in Business and Economics 4 CP	2nd foreign language 4 CP	English in Business and Economics 4 CP	Elective Course Intern. Business/Economics 6 CP	
			2nd foreign language 4 CP		
30 CP	29 CP	30 CP	31 CP	30 CP	29 CP

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

<i>Basics in International Business and Economics</i>	
<i>Basics in Mathematics & Statistics</i>	
<i>Management</i>	<i>Economics</i>
<i>Foreign Language</i>	<i>Compulsory elective courses</i>

Compulsory modules

Basics in Management and Economics

Module:
Principles of 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 developing a business idea, a product idea, and a marketing strategy, - acquire basic knowledge about incorporation, organization, and financial funding of a business, - become familiar with basic tools for staffing and production planning, - acquire a sound foundation in the economic theory of business management.
Contents:
<ul style="list-style-type: none"> - Development of a Business Idea: Value creation, Business Plan - Aspects of Marketing: Target Group, Sales Plan, SWOT, 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: Decision Rights, Incentives, - 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. (2008): Managerial Economics and Organizational Architecture. 5th edition, McGraw-Hill: Boston [Mass.].
Forms of Instruction / Course Language:
2L, 1T / English
Previous Knowledge:
<ul style="list-style-type: none"> - none
Work Load:
42 hours attendance time and 93 learning hours
Frequency:
Each winter semester
Assessments/Exams/Credits:
Final exam (60 min), 5 CP
Responsible for the Module:
Chair of Economics of Business and Law Lectureship of Business Economics

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, 1T / English
Previous Knowledge:
<ul style="list-style-type: none"> - none
Work Load:
42 hours attendance time and 78 learning hours
Frequency:
Each summer semester
Assessments/Exams/Credits:
Final written exam (120 min), 4 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"> - Principles of Management.
Work Load:
70 hours attendance time and 140 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%), 7 CP
Responsible for the Module:
Chair of Accounting and Control

Basics in Mathematics and Statistics

Module:
Statistical Data Analysis
Applicability of the module:
Compulsory module
Qualification Targets (Competencies):
<p>The students</p> <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:
<p>The contents of the following module are recommended</p> <ul style="list-style-type: none"> - Mathematical Methods in Business & Economics.
Work Load:
84 hours attendance time and 156 learning hours
Frequency:
Each summer semester
Assessments/Exams/Credits:
Final exam (120 min), 8 CP
Responsible for the Module:
Institute for Mathematical Stochastics (FMA)

Module:
Statistical Estimation and Testing
Applicability of the module:
Compulsory module
Qualification Targets (Competencies):
<p>The students</p> <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:
<p>The contents of the following modules are recommended</p> <ul style="list-style-type: none"> - Mathematical Methods in Business & Economics, - Statistical Data Analysis.
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 Decision Problems - Rationality - Multi-Attribute Value Theory (MAVT) - Decision Making under Complete Uncertainty - Decision Making under Risk: Probabilities, Probability Distributions, Risk Simulation - Subjective Expected Utility Theory - Decision Trees - Group Decision Making
References:
<ul style="list-style-type: none"> - Anderson, D. R.; Sweeney, D. J.; Williams, T. A. (2005): An Introduction to Management Science, Quantitative Approaches to Decision Making, 11th edition. Mason: Thomson/South-Western. - Clemen, R. T.; Reilly, T. (1996): Making Hard Decisions with Decision Tools, 2nd edition. Pacific Grove: Duxbury. - French, S. (1986): Decision Theory: And Introduction to the Mathematics of Rationality. Chichester: Horwood.
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 Linear Algebra (linear equations, linear programming).
Work Load:
56 hours of attendance time and 124 learning hours
Frequency:
Each winter semester
Assessments / Exams / Credits:
Written mid-term and final exam (120 min in total), 6 CP
Responsible for the Module:
Chair of Operations Management

Module:
Marketing Management
Applicability of the module:
Compulsory module
Qualification Targets (Competencies):
<p>The students</p> <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"> - Marketing approaches - Market research - Marketing mix decisions (4 P's)
References:
<ul style="list-style-type: none"> - Armstrong, G.; Kotler, P. (2011). Marketing – An Introduction, 10th edition, Pearson/Prentice Hall: Boston [Mass.] 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 final exam (60 min), 6 CP
Responsible for the Module:
<p>Junior Professorship of Consumer Behavior Chair of Marketing</p>

Module:
Human Resource Management
Applicability of the module:
Compulsory module
Qualification Targets (Competencies):
The students <ul style="list-style-type: none"> - learn to master the different components and tasks of human resource management, - acquire the knowledge and skills to use the economic concepts, theories and methods to improve decision making in the field of human resource management.
Contents:
<ul style="list-style-type: none"> - Human Resource Management as a Process of Value Creation - Recruiting - Motivation and Evaluation - Investing in Human Capital - Fluctuation of Employees - Job Definition - Team Management - Change Management: Reengineering, Empowerment - Effects of Institutional Frameworks on Industrial Relations - International Human Resource Management
References:
<ul style="list-style-type: none"> - Backes-Gellner, U.; Lazear, E. P.; Wolff, B. (2001): Personalökonomik: Fortgeschrittene Anwendungen für das Management. Schäffer-Poeschel Verlag: Stuttgart. - Baye, M. R. (2010): Managerial Economics and Business Strategy. McGraw-Hill: Boston, [Mass.]. - Lazear, E. P. (2011): Inside the Firm: Contributions to Personnel Economics. Oxford University Press: Oxford. - Lazear, E. P. (1998): Personnel Economics for Managers. John Wiley & Sons: New York, NJ.; or, in German: Wolff, B.; Lazear, E. P. (2001): Einführung in die Personalökonomik. Schäffer-Poeschel Verlag: Stuttgart. - Lazear, E. P.; Gibbs, M. (2008): Personnel Economics in Practice. 2nd edition, John Wiley & Sons: New York [NJ].
Forms of Instruction / Course Language:
2L, 2T / English
Previous Knowledge:
The contents of the following module are recommended <ul style="list-style-type: none"> - Principles of Management.
Work Load:
56 hours attendance time and 124 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):
<p>The students</p> <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:
<p>The contents of the following module are recommended</p> <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):
<p>The students</p> <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 / Course Language:
2L, 2T / English
Prerequisites:
<p>The contents of the following modules are recommended</p> <ul style="list-style-type: none"> - Decision Analysis, - Mathematical Methods in Business & Economics, - Microeconomics, - Statistical Data Analysis.
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):
The students <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]. - Morschett, D.; Schramm-Klein, H.; Zentes, J. (2010): Strategic International Management. 2nd edition, Gabler Verlag: Wiesbaden.
Forms of Instruction / Course Language:
2L, 1T / English
Previous Knowledge:
- Not required
Work Load:
42 hours attendance time and 108 learning hours
Frequency
Each summer semester
Assessments/Exams/Credits:
Written final exam (60 min), 5 CP
Responsible for the Module:

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 / English
Previous Knowledge:
<p>The contents of the following modules are recommended</p> <ul style="list-style-type: none"> - Mathematical Methods in Business & Economics, - Principles of Economics.
Work Load:
84 hours attendance time (classroom and moodle) and 156 learning hours
Frequency:
Each winter semester
Assessments/Exams/Credits:
Two written exams (mid-term (60 min); final exam (120 min)), 8 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, technological progress and growth
References:
<ul style="list-style-type: none"> - Blanchard, O.; Johnson, D. R. (2012): Macroeconomics. 6th 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"> - Mathematical Methods in Business & Economics, - Microeconomics, - Principles of Economics.
Work Load:
84 hours attendance time and 156 learning hours
Frequency:
Each summer semester
Assessments/Exams/Credits:
Final written exam (120 min), 8 CP
Responsible for the Module:
Chair of Economics, esp. Applied Economics

Module:
Introduction to International Economics
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 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:
<p>The contents of the following module are recommended</p> <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):
<p>The students</p> <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:
<p>The contents of the following modules are recommended</p> <ul style="list-style-type: none"> - Macroeconomics, - Mathematical Methods in Business & Economics, - 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 Public Economics

Foreign Language

Module:
English UNICert® III/A: <i>English in Business and Economics</i> (EBE) and <i>Cultural Studies</i>
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 academic writing skills in accordance with accepted norms, - acquire knowledge of the use of linguistic means in the subject-specific language, - develop intercultural awareness and the ability to act appropriately in intercultural contexts.
Contents:
<ul style="list-style-type: none"> - Learning and work strategies in the four language skills based on relevant subject areas, as for example: <ul style="list-style-type: none"> - Management (motivation, company structure, managing across cultures, recruitment) - Production (logistics, quality, products) - Marketing (plc, promotional tools, advertising) - Finance (banking, venture capital, stocks and shares) - Introduction to the development of academic writing - Intercultural issues presented within a broad hermeneutic approach providing students with an understanding of selected thematic areas relevant to English-speaking cultures and media
References:
<ul style="list-style-type: none"> - MacKenzie, I. (2010): <i>English for Business Studies: A Course for Business Studies and Economic Students</i>. 3rd edition, Cambridge UP: Cambridge. - Oshima, A.; Oshima A. (2006): <i>Writing Academic English</i>. 4th edition, Pearson: New York.
Forms of Instruction / Course Language:
2L, 4T / English
<i>EBE</i> comprises 4 hrs/wk and is taught twice a week for 90 minutes each. <i>Cultural Studies</i> with 2 hrs/wk is offered once a week as a 90-minute lecture or seminar. Components of the courses are assignments and case studies as individual or group work as well as presenting results in class.
Previous Knowledge:
<ul style="list-style-type: none"> - Good Abitur-level English (comparable to B2 CEFR) and successful completion of the entry test
Work Load:
84 hours attendance time and 96 learning hours
Frequency:
Each winter semester
Assessments/Exams/Credits:
<i>EBE</i> : academic paper; <i>Cultural Studies</i> : individual or group project; 6 CP altogether
Responsible for the Module:

Module:
English UNICert® III/B: <i>Presentations</i> and <i>English in Business and Economics</i>
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.
Contents:
<ul style="list-style-type: none"> - Continuation of learning and work strategies in the four language skills based on relevant subject areas - Preparation for UNICert® III final exams - Introduction to the development of presentation techniques
References:
<ul style="list-style-type: none"> - MacKenzie, I. (2010): <i>English for Business Studies: A Course for Business Studies and Economic Students</i>. 3rd edition, Cambridge UP: Cambridge. - Materials from authoritative contemporary publications from the spheres of economics, business and politics.
Forms of Instruction / Course Language:
4T / English
<i>Presentations</i> with 2 hrs/wk is offered once a week as a 90-minute class. <i>EBE</i> comprises 2 hrs/wk and is taught once a week for 90 minutes.
Previous Knowledge:
<ul style="list-style-type: none"> - Successful completion of the UNICert® III/A module
Work Load:
56 hours attendance time and 64 learning hours
Frequency:
Each summer semester
Assessments/Exams/Credits:
<i>Presentations</i> : Presentation (20 min); <i>EBE</i> : final exams in listening (30 min), reading (60 min) and essay (90 min); 4 CP altogether
Responsible for the Module:
Language Centre, Head of English Department

Module:
English UNIcert® IV/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 UNIcert® III
Work Load:
56 hours attendance time and 64 learning hours
Frequency:
Each winter semester
Assessments/Exams/Credits:
Academic paper, 4 CP altogether
Responsible for the Module:
Language Centre, Head of English Department

Module:
English UNIcert® IV/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, - 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 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 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/A module
Work Load:
56 hours attendance time and 64 learning hours
Frequency:
Each summer semester
Assessments/Exams/Credits:
Final exams: writing (240 min) and presentation (30 min), 4 CP altogether
Responsible for the Module:
Language Centre, Head of English Department

Academic Skills

Module:
Academic Skills
Applicability of the module:
Compulsory module
Qualification Targets (Competencies):
The students <ul style="list-style-type: none"> - acquire advanced knowledge and abilities of academic research, - learn to identify and describe scientific problems and challenges for theoretical reasoning, - get introduced to academic research methods and information sources, - 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"> - overview of the main protagonists in research - development, planning, and organisation of research projects - research methods - skills for scientific working: research, analysis, writing, discussion, and presentation
References:
<ul style="list-style-type: none"> - Course-dependent
Forms of Instruction / Course Language:
2S / English (part in a style as a lecture and part in a style of a seminar combined with assignments (short written projects))
Previous Knowledge:
<ul style="list-style-type: none"> - Successful completion of the International Business and Economics courses of semester 1-3
Work Load:
28 hours attendance time and 92 learning hours
Frequency
Each summer semester
Assessments/Exams/Credits:
Academic Paper, presentation, participation in classroom discussions, case studies, written examination, class test, work on literature and research sources, using computational programs (statistics, numerical simulations, etc.), 4 CP
Responsible for the Module:
Course Coordinator, Chair which offers the module

Compulsory elective modules

***International Business /
International Economics***

Module:
Doing Business in Eastern Europe: The case of Ukraine
Applicability of the module:
Compulsory elective module
Qualification Targets (Competencies):
The students <ul style="list-style-type: none"> - analyze the opportunities and challenges of doing business in Eastern Europe, - assess an environment for doing business in Ukraine, - identify success factors for international companies doing business in Ukraine - evaluate how differences in culture and institutions impact international business decisions, - gain cross-cultural communication experience.
Contents:
<ul style="list-style-type: none"> - Attractiveness of doing business in Eastern Europe - Ukraine's Business environment - The influence of institutions and post-communist mindset - Human capital in Ukraine: Education and Training - National culture and its influence on organization - Effective cross-cultural communication between managers - The role and experience of expatriate managers working in Ukraine - International companies in Ukraine - Ukraine Business Outlook: possibilities for International partnerships
References:
<ul style="list-style-type: none"> - Literature will be conveyed during the lecture
Forms of Instruction / Course Language:
2L, 1T / English
Previous Knowledge:
<ul style="list-style-type: none"> - None
Work Load:
42 hours attendance time and 138 learning hours
Frequency
Winter semester 2015/2016
Assessments/Exams/Credits:
Written final exam (60 min) 60%, group projects 30%, attendance 10%; 6 CP
Responsible for the Module:
Chair of International Management

Module:
Economic Analysis of Law
Applicability of the module:
Compulsory elective module
Qualification Targets (Competencies):
<p>The students</p> <ul style="list-style-type: none"> - know the basic concepts of normative and positive collective decision-making, - understand the basic principles of the economic analysis of legal institutions, - are familiar with the Coase theorem and the idea of transaction structures, - apply these basic ideas to the analysis of several law areas, - reflect the relation of Law and Economic principles to the economic analysis of management problems.
Contents:
<ul style="list-style-type: none"> - Basic concepts: normative and methodological individualism, positive and normative analysis. - Welfare, efficiency, equilibrium. - Coase theorem and Calabresi's idea of transaction structures. - Applications 1: Nuisance law, breach of contract, tort law, penal law, legal procedure. - Applications 2: Consumer protection, environmental law, labor law.
References:
<ul style="list-style-type: none"> - Polinsky, A. M. (2011): An Introduction to Law and Economics. 4th edition, Wolters Kluwer Law & Business: New York [NY]. - Cooter, R.; Ulen, T. (2011): Law and Economics. 6th edition, Pearson Education: Boston [Mass.] et al. - Further articles will be conveyed during the lecture.
Forms of Instruction / Course Language:
2L, 1T / English
Previous Knowledge:
<p>The contents of the following module is recommended</p> <ul style="list-style-type: none"> - Microeconomics.
Work Load:
42 hours attendance time and 138 learning hours
Frequency:
Each summer semester
Assessments/Exams/Credits:
Written exam (60 min), 6 CP
Responsible for the Module:
Chair of Economics of Business and Law

Module:
Financial Markets and Bank Management
Applicability of the module:
Compulsory elective module
Qualification Targets (Competencies):
<p>The students</p> <ul style="list-style-type: none"> - get to know the main functions of financial markets and intermediaries, - examine the role of banks in the financial system and the economy, - learn about the main risks faced by banks and how they can be managed.
Contents:
<ul style="list-style-type: none"> - Overview of financial markets and institutions - Types of banks and their functions (commercial banks, investment banks, retail banks) - Measurement and management of the main risks faced by banks (interest rate risk, liquidity risk, credit risk, market risk) - Introduction to bank regulation (capital and liquidity requirements, systemic risk and macroprudential regulation, accounting standards, corporate governance)
References:
<ul style="list-style-type: none"> - Saunders, A.; Cornett, M.M. (2014), <i>Financial Institutions Management: A Risk Management Approach</i>, 8th edition, McGraw-Hill Higher Education: Boston, MA. - Mishkin, F.; Eakins, S. (2015): <i>Financial Markets and Institutions</i>, 8th edition, Pearson: Upper Saddle River, NJ. - Further articles will be conveyed during the lecture.
Forms of Instruction / Course Language:
2L, 2T / English
Previous Knowledge:
<p>The contents of the following module are recommended</p> <ul style="list-style-type: none"> - Investition und Finanzierung or Financial Management - Statistical Data Analysis - Statistical Estimation and Testing
Work Load:
56 hours attendance time and 124 learning hours
Frequency
Winter semester 2015/2016
Assessments/Exams/Credits:
Written final exam (120 min), 6 CP
Responsible for the Module:
Junior professorship for Financial Economics

Module:
International Tax Planning
Applicability of the module:
Compulsory elective module
Qualification Targets (Competencies):
<p>The students</p> <ul style="list-style-type: none"> - become aware of basic problems and terms of international taxation, - attain knowledge on international tax regulations, - learn how to take into account taxation in international business transactions and how to measure tax burdens, - gain knowledge of international tax planning strategies, - learn how investment and financing decisions are affected by profit taxation.
Contents:
<ul style="list-style-type: none"> - Basic principles and terms of business taxation - Measurement of tax burdens - Double tax convention: OECD Model Convention - Transfer pricing guidelines - European principles and regulations of profit taxation - International tax planning and profit shifting - Taxation of multinational firms and cross-border investments - Taxation of international mergers and acquisitions
References:
<ul style="list-style-type: none"> - Schreiber, U. (2013), International company taxation: An introduction to the legal and economic principles, Springer: Berlin Heidelberg. - Schanz, D., Schanz, S. (2011), Business taxation and financial decisions, Springer: Berlin Heidelberg.
Forms of Instruction / Course Language:
2L, 1T / English
Previous Knowledge:
<ul style="list-style-type: none"> - Basic skills in finance and accounting are recommended. - Skills in taxation are helpful but not a necessary prerequisite.
Work Load:
42 hours attendance time and 138 learning hours
Frequency
Each winter semester
Assessments/Exams/Credits:
Written final exam (60 min), 6 CP
Responsible for the Module:
Chair of Business Taxation

Module:
Introduction to Applied Econometrics I
Applicability of the module:
Compulsory elective module
Qualification Targets (Competencies):
<p>The students</p> <ul style="list-style-type: none"> - acquire a basic understanding of econometrics from an applied perspective, in particular regression analysis and how to apply econometrics to real-world problems, - know and understand basic testing and estimation methods and how to apply these with the help of econometric software packages to real world data, - learn about the various challenges that arise in economic applications and how to deal with them.
Contents:
<ul style="list-style-type: none"> - The Nature of Econometrics and Economic Data - The Simple Regression Model - Multiple Regression Analysis: Estimation - Multiple Regression Analysis: Inference - Multiple Regression Analysis: OLS Asymptotics - Multiple Regression Analysis: Data Scaling, Functional Form, Goodness-of-Fit
References:
<ul style="list-style-type: none"> - Wooldridge, J.M. (2013), Introductory Econometrics. A Modern Approach, 5th international edition, South-Western, Cengage Learning.
Forms of Instruction / Course Language:
2L, 2T / English
Previous Knowledge:
Knowledge of basic mathematical tools and of fundamentals of probability and mathematical statistics is recommended. The textbook for this course contains concise reviews of these.
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:
Chair of Economics, esp. Applied Economics

Module:
Introduction to Econometrics II
Applicability of the module:
Compulsory elective module
Qualification Targets (Competencies):
<p>The students</p> <ul style="list-style-type: none"> - acquire an intermediate understanding of econometrics from an applied perspective, in particular regression analysis and how to apply econometrics to real-world problems, - deepen their understanding of testing and estimation methods and how to apply these with the help of econometric software packages to real world data, - deepen their understanding of the various challenges that arise in economic applications and how to deal with them, - acquire knowledge of basic regression analysis with time series data, - acquire knowledge of simple panel data methods.
Contents:
<ul style="list-style-type: none"> - Multiple Regression Analysis with Qualitative Information: Binary Variables - Heteroskedasticity - Specification and Data Issues - Basic Regression Analysis with Time Series Data - Pooling Cross Sections across Time: Simple Panel Data Methods
References:
<ul style="list-style-type: none"> - Wooldridge, J.M. (2013), <i>Introductory Econometrics. A Modern Approach</i>, 5th international edition, South-Western, Cengage Learning.
Forms of Instruction / Course Language:
2L, 2T / English
Previous Knowledge:
<p>Course "Introduction to Applied Econometrics I" or equivalently knowledge of an introductory econometrics course which covers basics of simple and multiple regression analysis.</p> <p>Knowledge of basic mathematical tools and of fundamentals of probability and mathematical statistics is recommended. The textbook for this course contains concise reviews of these.</p>
Work Load:
56 hours attendance time and 124 learning hours
Frequency
Each summer semester
Assessments/Exams/Credits:
Written final exam (60 min), 6 CP
Responsible for the Module:
Chair of Economics, esp. Applied Economics

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 - Incentive Pay and Efficiency Wages - Unions and Collective Bargaining
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 / Course Language:
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:
Winter semester 2015/2016
Assessments/Exams/Credits:
Written exam (endterm, 60 min), 6 CP
Responsible for the Module:
Chair of Economics: Productivity and Innovations

Module:
Multinational Finance
Applicability of the module:
Compulsory elective module
Qualification Targets (Competencies):
The students <ul style="list-style-type: none"> - learn to develop solutions to practical problems in financial management for multinational enterprises, - deepen their methodological skills for the assessment of hedging instruments, foreign direct investments and international portfolios, - get knowledge about further key financial products to hedge export activities and foreign direct investments against exchange rate risks.
Contents:
<ul style="list-style-type: none"> - Multinational enterprises, financial markets, interest and exchange rate parity relations, evaluation of foreign direct investment, - External financing alternatives and the equity structure of foreign subsidiaries, - Management of country risk, exchange rate and interest rate risks, risk management of multinationals, - International portfolio management and capital asset pricing model.
References:
<ul style="list-style-type: none"> - Moffett, M.; Stonehill, A.; Eiteman, P. (2012): Multinational Business Finance. 13th edition, Pearson: Upper Saddle River, NJ. - Shapiro, A. C. (2009): Multinational Financial Management. 9th edition, John Wiley & Sons: Boston, MA. - Moffett, M.; Stonehill, A. (2011); Eiteman, P.: Fundamentals of Multinational Finance. 4th edition, Pearson: Upper Saddle River, NJ. (Primarily current editions)
Forms of Instruction / Course Language:
2L, 1T / English
Previous Knowledge:
The contents of the following modules are recommended <ul style="list-style-type: none"> - Investition und Finanzierung or Financial Management.
Work Load:
42 hours attendance time and 138 learning hours
Frequency:
Each winter semester
Assessments/Exams/Credits:
Written exam (60 min), 6 CP
Responsible for the Module:
Chair of Financial Management and Innovation Finance

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
Qualification Targets (Competencies):
<p>The students</p> <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:
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 summer semester
Assessments/Exams/Credits:
Seminar paper and presentation, 6 CP
Note:
A withdrawal of the exam registration is not possible for this module.
Responsible for the Module:
Chair of Economics of Business and Law

Module:
Seminar: Current Research in International Business
Applicability of the module:
Compulsory elective module
Qualification Targets (Competencies):
<p>This seminar will address current research issues in international business research. As a dynamic and multidisciplinary field, international business research explores many facets of managing multinational enterprises and doing business in different institutional contexts. In the seminar the students will read and discuss articles on current international business research domains, theoretical perspectives, and methodology. Moreover, the students will conduct an empirical study in the international business domain.</p> <p>The students</p> <ul style="list-style-type: none"> - will be able to summarize theories and frameworks used in international business research, - will be able to analyze opportunities and challenges in emerging market countries, - will be able to identify primary data collection techniques as well as secondary data sources for empirically testing international business research questions.
Contents:
There are varying actual topics offered. The seminar does not only emphasize contextual competences but also methodological skills.
References:
- depend on the topic
Forms of Instruction / Course Language:
2 S, 1 T / English
Previous Knowledge:
- none
Work Load:
42 hours attendance time and 138 learning hours
Frequency:
Winter semester 2015/2016
Assessments/Exams/Credits:
Academic paper, presentation, and classroom discussions, 6 CP
Note:
A withdrawal of the exam registration is not possible for this module.
Responsible for the Module:
Junior Professorship for International Business

Module:
Seminar: Gender and Commercials
Applicability of the module:
Compulsory elective module
Qualification Targets (Competencies):
<p>The students will</p> <ul style="list-style-type: none"> - gain knowledge about gender theory and practice - learn to apply a gender perspective when reflecting upon and analysing advertisements and TV commercials - gain knowledge about the nature of stereotypes in society and how to deal with them.
Contents:
<p>..."Men act and women appear." Does John Berger's famous statement hold true in the world of commercials?</p> <p>In this course, we will examine and discuss the world of advertising and commercials in a gendered perspective. Based on the assumption that advertisements and TV commercials not only reflect, but may also enforce gender stereotypes, we will look into popular strategies to attract consumers' attention (and create their needs). As advertisers often use women as "decoratives", we will examine how and in what situations women – and also men – are portrayed in commercials. While these ads often give us a false view of reality, gender-biased advertising affects the way we think about the roles of gender in society. The course will start with a discussion of important terms (such as "gender", "stereotypes", and "consumerism"), we will continue with examining constructions of femininity as well as masculinity, and then focus on specific topics, e.g. advertising and violence, the use of the body, and images of youth and beauty in both commercials and print ads.</p>
References:
<ul style="list-style-type: none"> - Allan, Kenneth, Scott Coltrane (1996). "Gender Displaying Television Commercials: A Comparative Study of Television Commercials in the 1950s and 1980s", <i>Sex Roles</i>, vol. 35, 185-203. (available online) - Berger, John (1972). <i>Ways of Seeing</i>. Harmondsworth: Penguin 2001. - Bretl, D. J., Cantor, J. (1988). "The portrayal of men and women in U.S. television commercials: A recent content analysis and trends over 15 years", <i>Sex Roles</i>, vol. 18, 595-609. - Bronfen, Elisabeth (1992). <i>Over Her Dead Body</i>. - Butler, Judith (1990). <i>Gender Trouble</i>. New York and London: Routledge. - Butler, Judith (1993). <i>Bodies That Matter: On the Discursive Limits of 'Sex'</i>. New York and London: Routledge. - Cixous, Hélène (1976). "The Laugh of the Medusa". <i>Signs</i>, vol. 1/4 (summer 1976), 875-893. - Courtney, A. E., & Whipple, T W (1974). "Women in TV commercials". <i>Journal of Communication</i>, 24, 110-118. - Courtney, A. E., & Whipple, T W (1982). <i>Sex stereotyping in advertising</i>. Lexington, MA: Lexington Books. - Foucault, Michel. <i>The History of Sexuality</i>, vol. 1 <i>The Will to Knowledge</i> (1976); [dt. Sexualität und Wahrheit, Bd. 1, Der Wille zum Wissen] - Horlacher, Stefan, Kevin Floyd (ed.), 2013. <i>Post-World War II Masculinities in British and American Literature and Culture: Towards Comparative Masculinity Studies</i>, Farnham: Ashgate. - Rifon, Nora J., Marla B. Royne, Les Carlson (eds.), 2015. <i>Advertising and Violence: Concepts and Perspectives</i>, New York: Routledge. - Showalter, Elaine (1989). <i>Speaking of Gender</i>, New York: Routledge.
Forms of Instruction / Course Language:
2S / English
Previous Knowledge:
- none
Work Load:
28 hours attendance time and 152 learning hours
Frequency

Assessments/Exams/Credits:

6 CPs will be awarded for either

– a *Hausarbeit* on a topic we will discuss and agree upon during office hours. This will have to be handed in by March 15th, 2016. A style sheet is available on the IFPH homepage.

or

– a substantial oral presentation (60 minutes) plus a learning portfolio

4 CPs (not graded) will be awarded for regular attendance and a 20-minute presentation.

A detailed syllabus will be distributed at the beginning of term. Participants are expected to purchase a copy of John Berger's essay collection *Ways of Seeing* (2001). Please consult the titles on the reading list at your earliest convenience. Except for a *Hausarbeit*, team work is encouraged.

Note:

A withdrawal of the exam registration is not possible for this module.

Responsible for the Module:

Chair of Anglophone Studies (FHW)

Module:
Seminar: Introduction to Postcolonial Studies
Applicability of the module:
Compulsory elective module
Qualification Targets (Competencies):
<p>The students</p> <ul style="list-style-type: none"> - will gain basic knowledge about the theory and practice of postcolonial studies - will learn how to apply theoretical assumptions within the relevant areas of postcolonial reasoning - will gain detailed knowledge about a key postcolonial narrative
Contents:
<p>Over the past three or four decades, the analysis of the relationship between western imperialist nations and the exploitation of their colonies around the globe has emerged as an important transdisciplinary field of enquiry. However, even after the official termination of colonial rule (mostly around the 1950s), this relationship often continues to be marked by vast imbalances of power. Postcolonial Studies examines such relationships in a great variety of contexts (among them eurocentric, economical, scientific, cultural, and literary) and seeks to help us understand the impact of colonization on postcolonial history. In this seminar, we will focus on the strategies of justification of colonial (and neocolonial) discourse as well as on the reactions to colonial rule within the indigenous nations. We will have a geographical focus with particular emphasis on selected regions of Africa, India, Canada, Australia/New Zealand, and the Caribbean. We will complement our theoretical and historical approaches with a key postcolonial text: Rudy Wiebe's novel <i>A Discovery of Strangers</i> (1994). Participants of this course are kindly, yet firmly, requested to purchase a copy of that book and have it read by the beginning of term.</p>
References:
<p>*Ashcroft, Bill, Gareth Griffiths, and Helen Tiffin. <i>The Empire Writes Back: Theory and Practice in Post-Colonial Literatures</i>. London: Routledge, 1989.</p> <p>*---. <i>Post-Colonial Studies: The Key Concepts</i>. London: Routledge, 2007.</p> <p>*---. <i>The Postcolonial Studies Reader</i>. London & New York: Routledge, 1995. (downloadable from internet sources)</p> <p>*Ashcroft, Bill, <i>Literature for our times: Postcolonial Studies in the twenty-first Century</i>, Amsterdam: Rodopi 2012.</p> <p>Banerjee, Mita. <i>The Chutneyfication of History: Salman Rushdie, Michael Ondaatje, Bharati Mukherjee and the Postcolonial Debate</i>, Heidelberg: Winter 2002.</p> <p>Bhabha, Homi. <i>The Location of Culture</i>. London: Routledge, 1994.</p> <p>Hall, Stuart. <i>Stuart Hall: Critical Dialogues in Cultural Studies</i>. Ed. Chen and Morley. London: Routledge, 2005.</p> <p>Hawley, John C. <i>Writing the Nation: Self and Country in the Post-Colonial Imagination</i>. Amsterdam: Rodopi 1996.</p> <p>*Huggan, Graham. <i>The Postcolonial Exotic: Marketing the Margins</i>. London: Routledge, 2001.</p> <p>---. <i>Interdisciplinary Measures: Literature and the Future of Postcolonial Studies</i>. Liverpool: Liverpool UP 2008.</p> <p>McPhee, Graham. <i>Postwar British Literature and Postcolonial Studies</i>, Edinburgh: Edinburgh UP 2011.</p> <p>McLeod, John. <i>Beginning Postcolonialism</i>. Manchester: Manchester UP, 2004.</p> <p>Mignolo, Walter D. <i>Local Histories/Global Designs: Coloniality, Subaltern Knowledges, and Border Thinking</i>. Princeton, NJ: Princeton UP, 2000.</p> <p>Mudimbe-Boyi, M. Elisabeth. <i>Beyond Dichotomies: Histories, Identities, Cultures, and the challenge of Globalization</i>. Albany: State of New York Press 2002 (electronic access).</p> <p>Parry, Benita. <i>Postcolonial Studies: A Materialist Critique</i>. London: Routledge 2005.</p> <p>Peters, Susanne, et.al. <i>Teaching Contemporary Literature and Culture: Film I & II</i>, vol. 3, Trier: WVT 2013.</p> <p>Peters, Susanne, Klaus Stierstorfer, Laurenz Volkmann, <i>Teaching Contemporary Literature and Culture: Drama I & II</i>, vol. 1, Trier: WVT 2006.</p> <p>Peters, Susanne, Klaus Stierstorfer, Laurenz Volkmann, <i>Teaching Contemporary Literature and Culture: Novels I & II</i>, vol. 2, Trier: WVT 2008.</p> <p>*Rushdie, Salman. <i>Imaginary Homelands: Essays and Criticism 1981-1991</i>. London: Granta Books, 1991.</p> <p>---. <i>East, West</i>. London: Vintage 1995.</p>

<p>*Said, Edward. <i>Orientalism</i>. New York: Pantheon Books, 1978. ---. <i>Culture and Imperialism</i>. New York: Vintage Books, 1993. Schwarz, Henry. <i>A Companion to Postcolonial Studies</i>. Malden, Mass.: Blackwell 2000. Spivak, G. C. <i>A Critique of Postcolonial Reason</i>. Cambridge, Mass.: Harvard UP, 1999. *Wiebe, Rudy, <i>A Discovery of Strangers</i>. Toronto: Vintage 1994. Young, Robert J. C. <i>Postcolonialism: A Very Short Introduction</i>. New York: Oxford UP, 2003.</p>
Forms of Instruction / Course Language:
2S / English
Previous Knowledge:
The contents of the following module are recommended -
Work Load:
28 hours attendance time and 152 learning hours
Frequency
Winter semester 2015/2016
Assessments/Exams/Credits:
<p>6CPs will be awarded for a <i>Hausarbeit</i> on a topic we will discuss and agree upon during office hours (see LSF for up-to-date information on dates/times). This will have to be handed in by March 15th, 2015. A style sheet is available on the IFPH homepage.</p> <p>4 CPs will be awarded for regular attendance, a presentation (15-20 minutes) plus a short critical reflection (500 words) handed in during term time.</p> <p>A detailed syllabus will be distributed at the beginning of term. Please consult the titles on the reading list at your earliest convenience. Mandatory texts are marked with an asterisk.</p>
Note:
A withdrawal of the exam registration is not possible for this module.
Responsible for the Module:
Chair of Anglophone Studies (FHW)

Module:
Seminar: Raising Economies after WWII
Applicability of the module:
Compulsory elective module
Qualification Targets (Competencies):
The students <ul style="list-style-type: none"> - Basic knowledge of economics - Basic understanding of international trade - Basic knowledge of post WWII world history
Contents:
<ul style="list-style-type: none"> - Post WWII Europe: Germany and Spain - Post WWII Asia: Japan - Four Asian Dragons: Hongkong, Singapore, South Korea and Taiwan - Basic development theory - Basic trade theory
References:
<ul style="list-style-type: none"> - Introduction to Modern Economic Growth – Daron Acemoglu - International Economics: Theory and Policy -- Krugman, Paul, and Maurice Obstfeld.
Forms of Instruction / Course Language:
3S / English
Previous Knowledge:
The contents of the following module are recommended <ul style="list-style-type: none"> - Microeconomics(11066) but not necessary
Work Load:
42 hours attendance time and 84 learning hours
Frequency
Winter semester 2015/2016
Assessments/Exams/Credits:
Writing course essay, presentation 6 CP
Note:
A withdrawal of the exam registration is not possible for this module.
Responsible for the Module:
Dr. Xiong

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 Academic Skills.
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