

Module Manual

Summer School Business Studies and Economics

Module Manual
Summer School Business Studies and Economics 2024
– as of March 2024 –
Ed.: Faculty 7 – Study Center

The 2024 Business and Economics Summer School takes place from May 27th until July 5th. All courses are on undergraduate level. Most courses are worth 6 ECTS credits points. Bremen students can have the courses recognized as general studies courses, major courses or as compulsory-elective subjects in agreement with the Examination Board (Prüfungsausschuss).

Courses:

Business Studies

Cases in Global Supply Chain Management	3
Case Studies in International Management.....	4
Financial Analysis	5
Management Accounting and Decision-Making	6
Consumer Insights and Basics of Consumer Behavior.....	7
Design Sprint for a Sustainable Future.....	7
Sales Management.....	8
Introduction to Digital Innovation Management	11
Startup Preschool: Migrant Entrepreneurship.....	12

Economics

Human Behavior in Organizations.....	13
International Public Finance and Digitization.....	14
Public Finance and Fiscal Sustainability in Multilevel Systems.....	15

Options for Recognition for Bremen Students	18
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Business Studies

Title of the course	Cases in Global Supply Chain Management																				
Lecturer	Gurumurthi Ravishankar																				
VAK No.	07-BS37-4-20-22																				
Preconditions / recommendations for attendance	Basic knowledge of business operations																				
Language	English																				
Workload / calculation of credit points	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;">presence:</td> <td style="width: 15%;">14 x 2 h</td> <td style="width: 10%; text-align: center;">=</td> <td style="width: 15%; text-align: right;">28 h</td> </tr> <tr> <td>preparation and follow-up:</td> <td></td> <td style="text-align: center;">=</td> <td style="text-align: right;">70 h</td> </tr> <tr> <td>self-study phases</td> <td></td> <td style="text-align: center;">=</td> <td style="text-align: right;">56 h</td> </tr> <tr> <td>preparation for exam:</td> <td></td> <td style="text-align: center;">=</td> <td style="text-align: right;">26 h</td> </tr> <tr> <td colspan="3">sum</td> <td style="text-align: right;">180 h</td> </tr> </table>	presence:	14 x 2 h	=	28 h	preparation and follow-up:		=	70 h	self-study phases		=	56 h	preparation for exam:		=	26 h	sum			180 h
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self-study phases		=	56 h																		
preparation for exam:		=	26 h																		
sum			180 h																		
Learning outcomes	<p>On completion of the subject the students will be able to identify and understand the importance of key components of a global supply chain. Students will learn about decision making using a variety of tools and techniques used in logistics networks, inventory management, supplier selection. Case studies of real companies will be used to illustrate supply chain management challenges. Students will perform analysis make recommendations and assume the role of decision makers for this purpose.</p> <p>Overall, the main learning objectives of the course are to:</p> <ul style="list-style-type: none"> • Demonstrate the understanding of the topics of the course • Learn basic tools and analytical techniques. • Demonstrate understanding of the case study method to analyse business problems • Demonstrate the application of the necessary tools to fulfil the overall objectives of the course 																				
Contents of the course	<p>The following key principles, functions, and activities within global supply chain management are covered:</p> <ol style="list-style-type: none"> a. Supply chain organization and strategy b. Location decisions in supply chains c. Logistics networks and decision making d. Inventory management and bullwhip effect e. Procurement and sourcing decisions f. Production planning 																				
Literature	<ul style="list-style-type: none"> • Selected case studies in supply chain. • Textbook- to be determined • Selected readings 																				

Title of the course	Case Studies in International Management																				
Lecturer	Prof. Dr. Peter Bican																				
VAK-Nr.	07-B37-4-13-18																				
Preconditions / recommendations for attendance	(none)																				
Language	English																				
Workload / calculation of credit points	<table> <tr> <td>Presence:</td> <td>14 x 2 h</td> <td>=</td> <td>28h</td> </tr> <tr> <td>Preparation & Follow-Up:</td> <td></td> <td>=</td> <td>70h</td> </tr> <tr> <td>Self-study phases:</td> <td></td> <td>=</td> <td>56h</td> </tr> <tr> <td>Preparation for exam:</td> <td></td> <td>=</td> <td>26h</td> </tr> <tr> <td colspan="3">Sum</td> <td>180h</td> </tr> </table>	Presence:	14 x 2 h	=	28h	Preparation & Follow-Up:		=	70h	Self-study phases:		=	56h	Preparation for exam:		=	26h	Sum			180h
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Self-study phases:		=	56h																		
Preparation for exam:		=	26h																		
Sum			180h																		
Learning outcomes	<p>The seminar explores the internationalization strategies of companies from various management perspectives, focusing on both the acquisition of theoretical knowledge and the development of practical skills in international business management. It covers several areas:</p> <ul style="list-style-type: none"> - Students will develop the ability to critically analyze international business cases. - They will cultivate strategic thinking and gain an understanding of the complexities of global business environments. - The seminar will enhance cross-cultural communication skills and emphasize the importance of cultural sensitivity in international business operations. - Participants will improve their decision-making skills by applying theoretical knowledge to real-world international business scenarios. - It will also encourage adaptability and innovation, teaching how businesses can navigate international challenges and opportunities with creative strategies and practices. 																				
Contents of the course	<p>The seminar provides an overview of important subjects within international management. It aims to equip students with a foundational understanding of different areas of international management, like strategic management, international innovation management, and how organizations are structured globally. Additionally, participants will learn skills essential for international business activities. The course will cover a range of topics, such as:</p> <ul style="list-style-type: none"> - Strategic Management in an International Context and Global Trends - International R&D and Innovation - Go-to-Market - Ethical and Sustainable Management - Case Studies in International Management 																				
Literature	To be announced.																				

Title of the course	Financial Analysis		
Lecturer	Prof. Dr. Mariya Shygun		
VAK-Nr.	07-BS37-4-14-09		
Preconditions / recommendations for attendance	(none)		
Language	English		
Workload / calculation of credit points	presence:	=	28 h
	preparation & follow-up:	=	70 h
	self-study phases:	=	56 h
	preparation for exam :	=	26 h
	sum		
Learning outcomes	<ul style="list-style-type: none"> - Understand the Financial Statements for Analysis. - Apply Appropriate Measures for Executing the Financial Analysis. - Make Financial Analysis through Financial Statements. - Demonstrate how Financial Analysis Tools and Techniques Enhance Users' Decisions. - Understand how Financial Analysis Reduces Uncertainty and Increases Confidence in Business Decisions. 		
Contents of the course	<ol style="list-style-type: none"> 1. Concept of Financial Analysis 2. Ratio Analysis Overview 3. Financial Statements as a Basis of Financial Analysis 4. Balance Sheet Analysis and Ratios 5. Income Statement Analysis: vertical, horizontal, ratios 6. Cash Flow Statement Analysis and Ratios 7. Return on Investment Capital and Profitability Analysis 8. Liquidity and Working Capital 9. Capital Structure and Solvency 		
Recommended literature	To be announced.		

Title of the course	Management Accounting and Decision-Making		
Lecturer	Prof. Dr. Thomas Loy		
VAK-Nr.	07-BS37-4-14-06		
Preconditions / recommendations for attendance	(none)		
Language	English		
Workload / calculation of credit points	presence:	=	28 h
	preparation & follow-up:	=	70 h
	self-study phases:	=	56 h
	preparation for exam :	=	26 h
	sum		180 h
Learning outcomes	<ul style="list-style-type: none"> • Understand the purposes and facilities of management accounting and difference between management accounting and financial accounting • Prepare and interpret information to make short-term and long-term decisions 		
Contents of the course	<ul style="list-style-type: none"> • Accounting as the language of Business • Management accounting • Cost identification and behavior • Overhead analysis • Cost-volume-profit analysis • Decision making • Understanding financial statements • Ratio analysis 		
Recommended literature	To be announced.		

Title of the course	Consumer Insights and Basics of Consumer Behavior		
Lecturer	Klein		
VAK-Nr.	07-B37-6-13-25		
Preconditions / recommendations for attendance	(none)		
Language	Englisch		
Workload / calculation of credit points	Seminar (Präsenz):	14 x 2 h	= 28 h
	Vor- und Nachbereitung:		= 84 h
	Selbstlernstudium:		= 80 h
	Prüfungsvorbereitung:		= 78 h
	Summe		270 h
Learning outcomes	This course will introduce the basic scientific reasons for the behaviour of the targeted groups within Marketing and in particular, the behaviour of the consumer. A systematic overview of terminology and theories of the Consumer Behaviour framework will be given.		
Contents of the course	<ul style="list-style-type: none"> • <i>Methodological Introduction, theoretical framework of consumer behaviour</i> • <i>The following topics will be covered (among others)</i> <ul style="list-style-type: none"> • <i>Involvement /Activation</i> • <i>Feelings / Emotions</i> • <i>Knowledge / Cognition</i> • <i>Motivation / Needs</i> • <i>Attitudes</i> • <i>Values</i> • <i>Lifestyles</i> • <i>Neuromarketing</i> • <i>Heuristics</i> 		
Literature	SOLOMON: Consumer Behavior/Konsumentenverhalten; Pearson Education TROMMSDORF: Konsumentenverhalten; Stuttgart 2004 KROBER-RIEL/WEINBERG: Konsumentenverhalten; München 2003		

Title of the course	Design Sprint for a Sustainable Future		
Lecturer	Dr. Jan Harima		
VAK-Nr.	07-BA35-510-01		
Preconditions / recommendations for attendance	(none)		
Language	English		
Workload / calculation of credit points	Seminar (Präsenz):	=	28 h
	Vor- und Nachbereitung:	=	70 h
	Selbstlernstudium/Gruppenarbeit:	=	50 h
	Prüfungsvorbereitung:	=	32 h
	Summe		180 h

Learning outcomes	<p>Students</p> <ul style="list-style-type: none"> • purposefully understand and expand the conveyed concepts and methods • apply conceptual and methodological principles in their own project • evaluate situations in the design sprint process and find and integrate fields of action and solutions • generate and review their own project-relevant hypotheses and derive suitable measures • reflect on their project based on applied concepts, project contributions and what has been learned
Contents of the course	<p>In the lecture</p> <ul style="list-style-type: none"> • basic concepts of the design sprint in connection to sustainability challenges are explained and discussed • conceptual basics are applied and expanded in a project • suitable business ideas are identified and evaluated and further developed in an iterative process • rudimentary prototypes are developed and tested • project progress is presented and discussed together based on conceptual foundations
Literature	<p>Banfield, R., Lombardo, C. T., & Wax, T. (2015). Design sprint: A practical guidebook for building great digital products. " O'Reilly Media, Inc."</p> <p>Freiling, J. & Harima, J. (2019): Entrepreneurship. Wiesbaden: Springer.</p> <p>Knapp, J., Zeratsky, J., & Kowitz, B. (2016). Sprint: How to solve big problems and test new ideas in just five days. Simon and Schuster.</p>

Title of the course	Sales Management		
Lecturer	Prof. Dr. Oleksii Oleksiuk		
VAK No.	07-BS37-4-20-25		
Preconditions / recommendations for attendance	<i>Recommendation:</i> <i>Knowledge in "Marketing", "Commerce", "Business Economics"</i>		
Language	English		
Workload / calculation of credit points	presence:	14 x 2 h	= 28 h
	preparation and follow-up:		= 70 h
	self study phases		= 56 h
	preparation for exam:		= 26 h
	sum		180 h
<i>Learning outcomes</i>	<p><i>The course "Sales Management" (SM) gives bachelor students an overview of the theoretical and methodical means of sale management under modern business conditions.</i></p> <p><i>The course deals with theoretical and practical tools to perform sale processes in retail and wholesales, under different market</i></p>		

	<p>conditions (B2C, B2B, B2G, C2C etc.). The separate module of the course focuses on training students in skills of developing personal business projects. Overall, the course is targeted at case learning and practical sales skills formation.</p> <p>The successfully performed SM course with individual project development at the end will establish a solid background for the following: analyzing sales processes and building sale scripts; preparing sales analytic data for decision making; integrate technical and financial indicators with sales data; KPI system development for sale staff etc.</p> <p>The SM course has a set of comprehensive methodical blocks:</p> <ul style="list-style-type: none"> – Learning key modern concepts in sale management – Developing analytical and technical skills to perform assessment of sale staff – Self-directed learning of project in sales management – Learning fundamentals of business data mining and visualization of sale analytics – Improving abilities to understand complex problems in the corporative, regional or global contexts, alongside sectoral value chains <p>Competences:</p> <ul style="list-style-type: none"> ▪ Students will be able to use key definitions, identify and analyze marketing trends in different market conditions ▪ Students will develop an ability to identify current problems, sectoral challenges and risks independently, to perform basic marketing research and develop sale projects ▪ Students will improve assessment skills, analytical processing of business data, analyze competitive advantages and develop risk mitigation measures. ▪ Students will be engaged in problem-oriented discussions targeted at critically considering business alternatives. ▪ Students will be asked to prepare and present scientific work and/or individual projects in sales.
<p><i>Contents of the course</i></p>	<p>The content of the course follows the lecture's outline:</p> <p>Chapter 1: Introduction to Sales Management. Chapter 2: Financial and marketing support, sales forecasting, budgeting and contracting issues Chapter 3: Management of sales staff: commission, base salaries, bonuses Chapter 4: Sales analytics and information provision Chapter 5: Sales innovations and digital solutions Chapter 6: Performance management and decision making Chapter 7: Case studies and/or students' project presentation</p>
<p><i>Literature</i></p>	<p>In alphabetical order: (Selected parts of textbooks)</p>

Barry Berman, Joel R. Evans, Patrali Chatterjee (2018) Retail Management: A Strategic Approach. Thirteenth Edition. Global Edition. Pearson Education Limited. 593 p.

Chunawalla ChS. A. (2011) Sales Management (With Personal Selling and Salesmanship). Himalaya Publishing House Pvt. Ltd., Mumbai. 344 p.

David Jobber, Geoffrey Lancaster (2009) Selling and Sales Management. 8th edition. Prentice Hall. 596 p.

Jason Jordan, Michelle Vazzana (2011) Cracking the Sales Management Code: The Secrets to Measuring and Managing Sales Performance. McGraw-Hill. 272 p.

Joseph P. Vaccaro, William Winston (2020) Managing Sales Professionals: The Reality of Profitability. Taylor & Francis. 422 p.

Kieran Shigan (2023) Sales Management: A Research Overview. Taylor & Francis. 92 p.

Matthew Schwartz. (2006) Fundamentals of sales management for the newly appointed sales manager. American Management Association. NY. 225 p.

Thomas N. Ingram, Raymond W. LaForge, Ramon A. Avila, Charles H. Schwepker, Jr., Michael R. Williams. (2006) Sales Management: Analysis and Decision Making, Sixth Edition. Thomson South-Western. 435 p.

Title of the course	Introduction to Digital Innovation Management		
Lecturer	Prof. Dr. Tobias Röth		
VAK-No.	0-B37-4-13-9		
Preconditions / recommendations for attendance	(none)		
Language	English		
Workload / calculation of credit points	Seminar (Präsenz):	=	22 h
	Vor- und Nachbereitung:	=	56 h
	Selbstlernstudium/Gruppenarbeit:	=	60 h
	Prüfungsvorbereitung:	=	42 h
	Summe		
<i>Learning outcomes</i>	<p>The lecture offers students an introduction to the topic of innovation management in companies. In times of disruptive and radical innovations, well-founded knowledge in innovation management is an elementary core competence of companies in order to stay competitive. After learning the conceptual basics, students learn about managing the different stages of the innovation process, from initiative to the adoption of an innovation. In addition, strategic aspects and the human side of innovation management will be introduced. The learning content is anchored in traditional innovation management and is deepened in a digression into the digital age. The lecture thus forms an excellent thematic orientation and introduction for undergraduate students for the advanced courses of the master studies.</p>		
<i>Contents of the course</i>	<ul style="list-style-type: none"> • <i>Introduction</i> • <i>Definitions</i> • <i>Innovation Strategy</i> • <i>Innovation Culture</i> • <i>Organizing Innovation</i> • <i>Front end of Innovation</i> • <i>Development</i> • <i>Market Introduction</i> • <i>Open Innovation</i> 		
<i>Literature</i>	Tidd, J. and Bessant, J.R. (2018) <i>Managing Innovation: Integrating Technological, Market and Organizational Change</i> . John Wiley & Sons, Hoboken, NJ.		

Title of the course	Startup Preschool: Migrant Entrepreneurship		
Veranstalter	Jörg Freiling		
VAK-Nr. (auf Basis des BWL-Studiengangs)	07-BS37-4-20-26		
Voraussetzungen zur Teilnahme/Empfehlungen	Keine		
Sprache	English		
Arbeitsaufwand (Workload) /Berechnung der Leistungspunkte	Seminar (Präsenz):	3 Tage	= 20 h
	Vor- und Nachbereitung:		= 10 h
	Projektarbeit		= 35 h
	Prüfungsvorbereitung:		= 25 h
	Summe		90 h
Learning Outcomes	<p><i>The course aims to equip the students, preferably with a migrant background, with the necessary skills to transform their business ideas. It will provide an in-depth understanding of the local business environment, help navigate the legal requirements to kickstart a new venture, and lay a conceptual groundwork for setting up a business in Germany. The course is designed to help students turn their business ideas into reality and nurture their entrepreneurial mindset. Additionally, students will be able to engage with entrepreneurs, gain insights into their experience of establishing a business at a local level, and learn how to establish a business network. Moreover, the course will empower students with the skills to connect with their local entrepreneurial ecosystem.</i></p>		
Contents of the course	<p><i>The core idea of this course builds upon the development of business ideas aimed at enhancing the integration of migrant students in Germany. Based on this, the students (migrants) will gain knowledge of the local entrepreneurial ecosystem, refine their business ideas, workshops on pitch decks, and acquire a comprehensive understanding of how to establish a business. Additionally, there will be a speaker from entrepreneurs who will share their entrepreneurial journey.</i></p> <p><i>This course ensures flexible formats such as workshops, interactions with entrepreneurs, lectures on business diversity, entrepreneurial ecosystem, building business networks, etc. Finally, the students will present their business concepts in a pitch presentation and receive a jury assessment.</i></p>		
Literature	<p><i>Freiling, J., & Harima, J. (2019). Entrepreneurship. Springer Gabler, Wiesbaden.</i></p> <p><i>Blank, S. (2017). Why the lean start-up changes everything. Harvard Business Review.</i></p> <p><i>Glinka, B., Freiling, J. (Eds.) (2024). De Gruyter Handbook on Migrant Entrepreneurship, Berlin: De Gruyter.</i></p> <p><i>Ram, M., Jones, T., & Villares-Varela, M. (2017). Migrant entrepreneurship: Reflections on research and practice. International Small Business Journal, 35(1), 3-18.</i></p>		

Economics

Title of the course	Human Behavior in Organizations															
Lecturer	Prof. Dr. Christian Cordes															
VAK-Nr.	07-BS35-4-17-02															
Preconditions / recommendations for attendance	(none)															
Language	English															
Workload / calculation of credit points	<table> <tr> <td>presence:</td> <td>=</td> <td>28 h</td> </tr> <tr> <td>preparation & follow-up:</td> <td>=</td> <td>70 h</td> </tr> <tr> <td>self-study phases:</td> <td>=</td> <td>56 h</td> </tr> <tr> <td>preparation for exam :</td> <td>=</td> <td>26 h</td> </tr> <tr> <td>sum</td> <td></td> <td>180 h</td> </tr> </table>	presence:	=	28 h	preparation & follow-up:	=	70 h	self-study phases:	=	56 h	preparation for exam :	=	26 h	sum		180 h
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sum		180 h														
Learning outcomes	This lecture will dwell on the determinants of human behavior in an organizational context. To do so, it takes an interdisciplinary perspective on human cognition and motivation. The students will be able to criticize the behavioral assumptions of standard approaches in economics. Moreover, they will be capable of enhancing these concepts by drawing on insights from other disciplines.															
Contents of the course	<ol style="list-style-type: none"> 1. Introduction The Motivational Basis of Organizational Behavior I: The Problem of "Crowding Out" 2. Principal Agent Theory 3. Transaction Cost Economics The Motivational Basis of Organizational Behavior II: Egoism and Opportunism 4. Path Dependencies in the Behavior of Organizations The Motivational Basis of Organizational Behavior III: Cognitive Constraints 5. Behavioral Approaches to Firm Behavior I The Motivational Basis of Organizational Behavior IV: Aspiration Adaptation Theory 6. Behavioral Approaches to Firm Behavior II The Motivational Basis of Organizational Behavior V: Identity 7. Developmental Approaches to the Firm The Motivational Basis of Organizational Behavior VI: Cognitive Frames 8. Case I: Southwest Airline 9. The Role of a Corporation's Culture The Motivational Basis of Organizational Behavior VII: Empathy and Human Cooperation The Motivational Basis of Organizational Behavior VIII: Trust 10. A Naturalistic Approach to the Firm The Motivational Basis of Organizational Behavior IX: Social Learning 11. Case II: Baxter Boys 12. Conclusions: Do We Now Better Understand Human Behavior in Organizations? Excursus: Education at Business Schools and Its Implications 															
Recommended literature	Ghoshal, S. and Moran, P. (1996): "Bad for Practice: A Critique of the Transaction Cost Theory", <i>Academy of Management Review</i> , Vol. 21, No. 1, pp. 13-47.															

	<p>Cordes, C., Richerson, P. J., McElreath, R. and Strimling, P. (2008): "A Naturalistic Approach to the Theory of the Firm: The Role of Cooperation and Cultural Evolution", <i>Journal of Economic Behavior & Organization</i>, Vol. 68, No. 1, pp. 125-139.</p> <p>Williamson, O. E. (2002): "The Theory of the Firm as Governance Structure: From Choice to Contract", <i>Journal of Economic Perspectives</i>, Vol. 16, No. 3, pp. 171-195.</p>
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Title of the course	International Public Finance and Digitization															
Lecturer	Prof. Dr. André W. Heinemann															
VAK-Nr.	07-BS35-6-17-19															
Preconditions / recommendations for attendance	Recommendation: Knowledge in "Microeconomics" and "Economic and Fiscal Policy"															
Language	English															
Workload / calculation of credit points	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 80%;">presence:</td> <td style="width: 10%; text-align: center;">=</td> <td style="width: 10%; text-align: right;">28 h</td> </tr> <tr> <td>preparation & follow-up:</td> <td style="text-align: center;">=</td> <td style="text-align: right;">70 h</td> </tr> <tr> <td>self-study phases:</td> <td style="text-align: center;">=</td> <td style="text-align: right;">102 (56) h</td> </tr> <tr> <td>preparation for exam:</td> <td style="text-align: center;">=</td> <td style="text-align: right;">70 (26) h</td> </tr> <tr> <td colspan="2" style="border-top: 1px solid black;">sum</td> <td style="text-align: right; border-top: 1px solid black;">270 (180) h</td> </tr> </table> <p style="text-align: right; margin-top: 5px;">(figures in brackets refer to Summer Lab participants)</p>	presence:	=	28 h	preparation & follow-up:	=	70 h	self-study phases:	=	102 (56) h	preparation for exam:	=	70 (26) h	sum		270 (180) h
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preparation & follow-up:	=	70 h														
self-study phases:	=	102 (56) h														
preparation for exam:	=	70 (26) h														
sum		270 (180) h														
Learning outcomes	<p>Basic problems of international public finance as well as the international tax competition are treated in the course. An analysis of the taxation of international trade as well as international incomes is carried out, including the discussion on tax harmonization. The financing system of the European Union will be analyzed. At least, new developments in international taxation (e.g. Digital Services Taxation) will be shown.</p> <p>The students receive a summary to problems of the international taxation in the context of the international tax competition as well as the financing of the budget of the European Union. The students will be able to analyze and to evaluate complex problems of public finance and international tax policy.</p>															
Contents of the course	<p>The content of the course follows the lecture's outline:</p> <p>Chapter 1: Introduction to International Tax Competition Chapter 2: International Problems of Taxation Chapter 3: Tax Competition and Tax Harmonization Chapter 4: Tax Analysis and Tax Incidence Chapter 5: Theory of Tarrifs Chapter 6: The Budget of the European Union (EU) Chapter 7: Developments in International Taxation: GILTI, Digital Tax and Co.</p>															
Recommended literature	<p><i>In alphabetical order:</i> <i>(Selected parts of textbooks)</i></p> <p>Baldwin, Richard E. and Paul Krugman (2004), Agglomeration, Integration and Tax Harmonisation, <i>European Economic Review</i> 48 (1), 1–23.</p> <p>Hindriks, Jean and Gareth D. Myles (2013), <i>Intermediate Public Finance</i>. 2nd Edition, Cambridge, MA, USA.</p>															

	<p>Krugman, Paul and Robin Wells (2018), <i>Economics</i>. 5th Edition, Palgrave Macmillan.</p> <p>Laffan, Brigid and Pierre Schlosser (2016), Public Finances in Europe: Fortifying EU Economic Governance in the Shadow of the Crisis, <i>Journal of European Integration</i> 38 (3), 237–249.</p> <p>Pindyck, Robert and Daniel Rubinfeld (2018), <i>Microeconomics</i>. 9th Global Edition, Pearson.</p> <p>Rosen, Harvey S. and Ted Gayer (2014), <i>Public Finance</i>. 10th Global Edition, McGraw-Hill, Maidenhead, UK.</p> <p>Tresch, Richard W. (2008), <i>Public Sector Economics</i>. Palgrave Macmillan.</p> <p>Wellisch, Dietmar (2004), <i>Theory of Public Finance in a Federal State</i>. Cambridge University Press, Cambridge, UK.</p> <p><i>In addition:</i></p> <p><i>Reading lists for the different topics.</i></p>
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Title of the course	Public Finance and Fiscal Sustainability in Multilevel Systems		
Lecturer	Assoc. Prof. Hanna Kotina Assoc. Prof. Maryna Stepura Prof. Dr. André W. Heinemann		
VAK-Nr.	07-BS37-4-20-23		
Preconditions / recommendations for attendance	Recommendation: Knowledge in “Microeconomics”		
Language	English		
Workload / calculation of credit points	presence:	=	28 h
	preparation and follow-up:	=	70 h
	self study phases	=	56 h
	preparation for exam:	=	26 h
	sum		180 h
Learning outcomes	<p>The course “Public Finance and Fiscal Sustainability in Multilevel Systems” gives bachelor’s degree students an overview of the theoretical and institutional foundations of the economic activities of local and regional governments within a multilevel system.</p> <p>The course deals with normative and positive theoretical approaches to identify and describe efficient assignments of competencies as well as efficient equalization systems in multilevel systems. Thus, the course also focuses on legal frameworks and institutions for local and regional decision-makers and fiscal sustainable developments of local and regional public budgets.</p> <p>After having studied the course, with comprehensive economic state-of-the-art analytical instruments, students will be able to identify economic reasons for local public finance and local self-governance in multilevel systems and assess the impact of specific current</p>		

	<p>local economic and fiscal policy instruments within a social market economy. Students understand the frameworks and conditions for fiscal sustainability of sub-level units in multilevel systems.</p> <ul style="list-style-type: none"> ▪ Teaching the ability to understand the economic justification of local and regional public activities and their problems to achieve fiscal sustainability. ▪ Teaching comprehensive economic state-of-the-art analysis. ▪ Get a comprehensive overview of the current relevant economic theory of local and regional public activities within a social market economy. ▪ Teaching the abilities to use and to improve acquired skills to understand current complex problems in the context of local and regional public expenditure ▪ Get a comprehensive overview of the specific situation of city-states in the German federal system and specific entities in Ukraine. <p>Competences:</p> <ul style="list-style-type: none"> ▪ Students will be able to identify and analyze local and regional public finance and its benefits in theoretical terms. ▪ Students can identify current economic problems on the level of municipalities and the level of regions in different countries. ▪ Students can analyze the circumstances, conditions and frameworks for fiscal sustainability of local and regional public budgets. ▪ Students can discuss reform options or economic alternatives. ▪ Students can prepare and present scientific work.
<p>Contents of the course</p>	<p>The content of the course follows the lecture’s outline:</p> <p>Chapter 1: An Introduction to Public Finance and Provision of Public Goods</p> <p>Chapter 2: Basics of Fiscal Federalism Theory</p> <p>Chapter 3: Concept of Fiscal sustainability</p> <p>Chapter 4: Basic Elements of Municipal Equalization Schemes</p> <p>Chapter 5: Municipal Equalization System in Germany</p> <p>Chapter 6: Municipal Equalization System in Ukraine</p> <p>Chapter 7: Economic Problems, Alternative Solutions, and Reforms</p>
<p>Literature</p>	<p><i>In alphabetical order:</i> <i>(Selected parts of textbooks)</i></p> <p>Blankart, Charles B. and Rainald Borck (2004), Local Public Finance, in Backhaus, Jürgen G. and Richard E. Wagner (eds.), <i>Handbook of Public Finance</i>. Kluwer Academic Publishers, Boston, 441–476.</p> <p>Blanchard, Olivier et al. (1990), <i>The Sustainability of Fiscal Policy: New Answers to an Old Question</i>. OECD Economic Studies No. 15, 1990.</p> <p>Geißler, René, Hammerschmid, Gerhard and Christian Haffer (eds.) (2019), <i>Local Public Finance in Europe</i>. Country Reports, Bertelsmann Foundation, Gütersloh, Germany.</p>

	<p>Glaeser, Edward L. (2013), Urban Public Finance, in Auerbach, Alan J. et al. (eds.), <i>Handbook of Public Economics</i>. Vol. 5, Elsevier, 195–256.</p> <p>Hindriks, Jean and Gareth D. Myles (2013), <i>Intermediate Public Finance</i>. 2nd edition, MIT Press, Cambridge, MA, USA (Chap. 19, 20 and 21).</p> <p>Kitchen, Harry, McMillan, Melville and Anwar Shah (2019), <i>Local Public Finance: An International Perspective</i>. Palgrave Macmillan.</p> <p>Rosen, Harvey S. and Ted Gayer (2014), <i>Public Finance</i>. 10th Global edition, McGraw-Hill, Maidenhead, UK.</p> <p>Tresch, Richard W. (2008), <i>Public Sector Economics</i>. Palgrave Macmillan.</p>
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Options for Recognition for Bremen Students

The list below shows the options for recognition for this year's Summer School courses. If you want your course to be recognized in the field of **General Studies**, please follow the following procedure:

- Fill in the form „Nachweis über den Erwerb von Credit Points“ and send it to summercampus@uni-bremen.de before September 15th, 2024. Please send the file as “pdf document”, not as “pdf form”.
- We will fill in the rest, have it sealed by our faculty's administration (Fachbereichsverwaltung), and send your grading information to the central examination office (ZPA) for recognition.
- We will not need the paper document for this year's recognition process.

Veranstaltung	Lehrende	VAK Nr.	Anerkennungsmöglichkeiten		Anmeldung	Anmerkung
			weitere Bereiche (BPO 2016/2021)	weitere Bereiche (BPO 2023)		
Cases in Global Supply Chain Management	Prof. Gurumurthi Ravishankar (University of Colorado, Boulder, USA)	07-BS37-4-20-22				
Case Studies in International Management	Prof. Dr. Peter Bican	07-B37-4-13-18			PABO	
Consumer Insights and Basics of Consumer Behavior	Prof. Dr. Kristina Klein	07-B37-6-13-25		BWL General Management und Logistik Modul 1 oder 2	PABO	ACHTUNG 9 CP
Design Sprint for a Sustainable Future	Dr. Jan Harma	07-BS37-4-20-24	x		PABO	
Financial Analysis	Prof. Dr. Maryna Shygun (KNEU, Ukraine)	07-BS37-4-14-09	x	BWL FIRSI Modul 1 oder 2	PABO / Leistungsachweis für GS	
Human Behavior in Organizations	Prof. Dr. Christian Cordes	07-BS35-4-17-02		BWL FIRSI Modul 1 oder 2	PABO	
International Public Finance and Digitalization	Prof. Dr. André W. Heinemann	07-BS35-6-17-19		WWI Evolution der Ökonomie Modul 1	PABO	ACHTUNG 9 CP
Introduction to Digital Innovation Management	Prof. Dr. Tobias Röth	07-B37-4-13-19		WWI Evolution der Ökonomie Modul 3	PABO	
Management Accounting and Decision Making	Prof. Dr. Thomas Loy	07-BS37-4-14-06		BWL IEM ² Modul 1	PABO	
Public Finance and Fiscal Sustainability in Multilevel Systems	Ass. Prof. Dr. Hanna Kolina, Ass. Prof. Dr. Maryna Slepura (KNEU, Ukraine); Dr. Constance Molsitsi (UFS, Südafrika)	07-BS37-4-20-23	x	BWL FIRSI Modul 1	PABO	
Sales Management	Prof. Dr. Oleksii Oleksiuk (KNEU, Ukraine)	07-BS37-4-20-25	x		PABO	
Startup Preschool: Migrant Entrepreneurship	Prof. Dr. Jörg-Rainer Freiling	07-BS37-4-20-26	x		PABO	ACHTUNG 3 CP
Interkulturelles Training für die Wirtschaftswissenschaft	Ulrike Schumann-Stöckert	07-B37-4-73-01	x		PABO	ACHTUNG 3 CP

14.03.2024

Universität Bremen

Fachbereich Wirtschaftswissenschaft