



Sommersemester 24

# Module Guide

for the study of

**Business Studies (sole subject)**

**Bachelor of Science**

valid in connection with the examination regulations BPO 2024

Modulhandbuch des Bachelorstudiengangs Betriebswirtschaftslehre (PO 2023)

Generated: January 17, 2024

## Studienverlaufsplan „Betriebswirtschaftslehre“ (Vollfach)

Der Studienverlaufsplan stellt eine Empfehlung für den Ablauf des Studiums dar. Module können von den Studierenden in einer anderen Reihenfolge besucht werden.

Betriebswirtschaftslehre, 36 CP		Volkswirtschaftslehre, 12 CP	Data Literacy, 36 CP		Profilbereich, 48 CP			General Studies-Bereich, 36 CP		Bachelorarbeit, 12 CP	Σ 180 CP Semesterverlauf
Pflichtmodule, 30 CP		Wahlpflichtmodule, 6 CP	Pflichtmodule, 24 CP		Wahlpflichtmodule, 12 CP	Wahlpflichtmodule, 18 CP	Pflichtmodul, 12 CP	Freie Wahl, 18 CP	Pflichtmodule, 24 CP		
37-110, Rechnungswesen und Abschluss, 6 CP			37-510, Mathematik, 6 CP	37-520, Datenanalyse, 6 CP					37-710,WiWi Onboarding Challenge, 6 CP	Gemäß § 2 Absatz 1, Satz 3, 6 CP	1. Sem. 30 CP
37-120, Marketing, 6 CP	37-130, Finanzierung und Investition, 6 CP		37-530, Statistik, 6 CP						37-720, Recht, 6 CP		2. Sem. 30 CP
37-140, Personal und Organisation, 6 CP	37-161, Unternehmensbesteuerung, 6 CP oder 37-162, International Business, 6 CP	35-320, Makroökonomie, 6 CP	37-540, Data Management, 6 CP		37-551, Empiriepraktikum für quantitative Forschung, 12 CP oder 37-552, Empiriepraktikum für qualitative Forschung, 12 CP						3. Sem. 30 CP
37-150, Wertschöpfungsprozesse, 6 CP						Profilierungsmodul 1 gemäß Anlage 2.5 BPO, 6 CP	Profilierungsmodul 2 gemäß Anlage 2.5 BPO, 6 CP		37-730, Projektmanagement, 6 CP		4. Sem. 30 CP
						Profilierungsmodul 3 gemäß Anlage 2.5 BPO, 6 CP		37-260, Projektmodul, 12 CP	Angebote gemäß § 2 Absatz 1 BPO, 6 CP	Gemäß § 2 Absatz 1, Satz 3 BPO, 6 CP	5. Sem. 30 CP
								37-620, Praktikum oder Angebote gemäß § 2 Absatz 1 BPO, 12 CP	37-740, Nachhaltiges Management, 6 CP	37-010, Modul Bachelorarbeit, 12 CP	6. Sem. 30 CP

Sem.: Semester, CP: Credit Points

## Index by areas of study

### 1) Bachelor Thesis (12 CP)

07-WW-BA-37-010: Module Bachelor Thesis (12 CP).....	4
--	---

### 2) Business Studies (42 CP)

07-WW-BA-37-110: Accounting and Accounts (6 CP).....	6
07-WW-BA-37-120: Marketing (6 CP).....	8
07-WW-BA-37-130: Finance and Investment (6 CP).....	10
07-WW-BA-37-140: Human Resource Management and Organization (6 CP).....	12
07-WW-BA-37-150: Value Creation Processes (6 CP).....	14
07-WW-BA-37-161: Company Taxation (6 CP).....	16
07-WW-BA-37-162: International Business (6 CP).....	18

### 3) Economics (12 CP)

07-WW-BA-35-310: Microeconomics (6 CP).....	20
07-WW-BA-35-320: Macroeconomics (6 CP).....	22

### 4) Data Literacy (36 CP)

07-WW-BA-37-510: Mathematics (6 CP).....	24
07-WW-BA-37-520: Data Analysis (6 CP).....	26
07-WW-BA-37-530: Statistics (6 CP).....	28
07-WW-BA-37-540: Data Management (6 CP).....	30
07-WW-BA-37-551: Empirical Training for Quantitative Research (12 CP).....	32
07-WW-BA-37-552: Empirical Training for Qualitative Research (12 CP).....	34

### 5) Major (48 CP)

#### a) Finance, Accounting and Taxation (0 - 30 CP)

07-WW-BA-37-211: Finance, Accounting and Taxation Module 1 (6 CP).....	36
07-WW-BA-37-221: Finance, Accounting and Taxation Module 2 (6 CP).....	38
07-WW-BA-37-231: Finance, Accounting and Taxation Module 3 (6 CP).....	40
07-WW-BA-37-260: Project Module (12 CP).....	56

---

**b) Marketing (0 - 30 CP)**

07-WW-BA-37-212: Marketing Module 1 (6 CP).....	42
07-WW-BA-37-222: Marketing Module 2 (6 CP).....	44
07-WW-BA-37-232: Marketing Module 3 (6 CP).....	46
07-WW-BA-37-260: Project Module (12 CP).....	56

**c) General Management and Logistics (0 - 30 CP)**

07-WW-BA-37-213: General Management and Logistics Module 1 (6 CP).....	48
07-WW-BA-37-223: General Management and Logistics Module 2 (6 CP).....	50
07-WW-BA-37-233: General Management and Logistics Module 3 (6 CP).....	52
07-WW-BA-37-243: Logistics Module 3 (6 CP).....	54
07-WW-BA-37-260: Project Module (12 CP).....	56

**d) Electives (18 CP)**

07-WW-BA-37-620: Internship (12 CP).....	58
--	----

**6) General Studies Area (36 CP)****a) General Studies Compulsory Modules (24 CP)**

07-WW-BA-37-710: WiWi Onboarding Challenge (6 CP).....	60
07-WW-BA-37-720: Law (6 CP).....	62
07-WW-BA-37-730: Project Management (6 CP).....	64
07-WW-BA-37-740: Sustainable Management (6 CP).....	66

**b) General Studies Electives (12 CP)****7) Extracurricular Offers**

07-WW-BA-37-0: Extracurricular Offers (0 CP).....	68
---	----

---

**Module 07-WW-BA-37-010: Modul Bachelorarbeit**

## Module Bachelor Thesis

**Assignment to areas of study:**

- Bachelor Thesis

**Content-related prior knowledge or skills:**

none

**Learning content:**

Students conduct an independent research project and write an academic thesis. Topics are to be selected according to prior agreements with supervisors.

**Learning outcomes / competencies / targeted competencies:**

Students prove that they are capable of working on a self-chosen research topic in an independent way. They learn to conduct a limited research project, beginning with the choice and discussion of topics and methods, the development of a structure, a sound literature recherche, the formulation of concrete research questions and hypotheses, the testing of hypotheses or creative extension of theoretical concepts, up to the completion of the scientific thesis according to formal academic standards.

**Calculation of student workload:**

360 h SWS / presence time / working hours

**Are there optional courses in the modules?**

no

**Language(s) of instruction:**

German / English

**Responsible for the module:**

N.N.

**Frequency:**

each semester

**Duration:**

1 semester[s]

**The module is valid since / The module is valid until:**

WiSe 23/24 / -

**Credit points / Workload:**

12 / 360 hours

**Module examinations****Module examination:** Modul Bachelorarbeit**Type of examination:** module exam**Form of examination:**

Bachelor Thesis

**The examination is ungraded?**

no

**Number of graded components / ungraded components / prerequisites of the examination:**

1 / - / -

**Language(s) of instruction:**

Deutsch / English

**Module courses****Course:** Modul Bachelorarbeit

<b>Frequency:</b> each semester	<b>Are there parallel courses?</b> no
<b>Contact hours:</b>	<b>University teacher:</b>
<b>Language(s) of instruction:</b> Deutsch / English	
<b>Teaching method(s):</b>	<b>Associated module examination:</b>

**Module 07-WW-BA-37-110: Rechnungswesen und Abschluss****Accounting and Accounts****Assignment to areas of study:**

- Business Studies

**Content-related prior knowledge or skills:**

None

Participation in the Preliminary Accounting & Financial Statements course is recommended.

**Learning content:**

- Introduction
- Double entry book-keeping
- General IFRS valuation rules
- Fundamental reporting problems (immaterial and material assets, current assets such as debtors and stocks, liabilities)
- Gains, profits and losses
- Statement of changes in equity
- Cash flow statement

**Learning outcomes / competencies / targeted competencies:**

Students will know the most important reporting instruments, the norms governing the reporting process and the pertaining definitions. Students can apply their knowledge to practical cases, can prepare basic reporting instruments and can evaluate them. Students are further familiar with the most important definitions of IFRS accounting. They can reproduce the pertaining accounting rules, can apply them to real-world cases and are able to draw up reporting instruments. The most familiar problems of financial reports are known and can be identified for single events.

**Calculation of student workload:**

56 h SWS / presence time / working hours

32 h Exam preparation

32 h Self-study

32 h Preparation / follow-up work

28 h Tutorial

**Are there optional courses in the modules?**

no

**Language(s) of instruction:**

German

**Responsible for the module:**

Prof. Dr. Jochen Zimmermann

**Frequency:**

winter semester, yearly

**Duration:**

1 semester[s]

**The module is valid since / The module is valid until:**

SoSe 24 / -

**Credit points / Workload:**

6 / 180 hours

**Module examinations****Module examination:** Accounting and Accounts**Type of examination:** module exam

<b>Form of examination:</b> Written examination	<b>The examination is ungraded?</b> no
<b>Number of graded components / ungraded components / prerequisites of the examination:</b> 1 / - / -	
<b>Language(s) of instruction:</b> Deutsch	

## Module courses

<b>Course:</b> Rechnungswesen und Abschluss	
<b>Frequency:</b> winter semester, yearly	<b>Are there parallel courses?</b> no
<b>Contact hours:</b> 2	<b>University teacher:</b> Prof. Dr. Jochen Zimmermann
<b>Language(s) of instruction:</b> Deutsch	
<b>Literature:</b> Zimmermann/Werner/Hitz: Buchführung und Jahresabschluss nach IFRS, 2. Aufl.	
<b>Teaching method(s):</b> Lecture Tutorial	<b>Associated module examination:</b> Modulprüfung Rechnungswesen und Abschluss



## Module 07-WW-BA-37-120: Marketing

### Marketing

**Assignment to areas of study:**

- Business Studies

**Content-related prior knowledge or skills:**

none

**Learning content:**

- Marketing principles
- Environment and market of the enterprise
- Marketing decision and marketing conception
- Market segmentation
- Product and marketing mix
- Pricing
- Promotion
- Distribution
- Strategic marketing
- Branding
- Marketing coordination

**Learning outcomes / competencies / targeted competencies:**

Students have a basic knowledge of marketing principles and are able to apply it. They gain knowledge about conceptual basics, frameworks, strategic decisions, marketing instruments and coordination. This methodical knowledge provides students with the ability to analyze and solve decision problems in the context of marketing.

**Calculation of student workload:**

46 h Preparation / follow-up work

46 h Self-study

32 h Exam preparation

56 h SWS / presence time / working hours

**Are there optional courses in the modules?**

no

**Language(s) of instruction:**

German

**Responsible for the module:**

N.N.

**Frequency:**

summer semester, yearly

**Duration:**

1 semester[s]

**The module is valid since / The module is valid until:**

WiSe 23/24 / -

**Credit points / Workload:**

6 / 180 hours

## Module examinations

**Module examination:** Marketing

**Type of examination:** module exam

<b>Form of examination:</b> Written examination	<b>The examination is ungraded?</b> no
<b>Number of graded components / ungraded components / prerequisites of the examination:</b> 1 / - / -	
<b>Language(s) of instruction:</b> Deutsch	

## Module courses

<b>Course:</b> Marketing	
<b>Frequency:</b> summer semester, yearly	<b>Are there parallel courses?</b> no
<b>Contact hours:</b> 2	<b>University teacher:</b> Prof. Dr. Kristina Klein Prof. Dr. Christoph Burmann Prof. Dr. Maik Eisenbeiß
<b>Language(s) of instruction:</b> Deutsch	
<b>Literature:</b> <ul style="list-style-type: none"> <li>• Meffert, Heribert; 2 0 T U Burmann, ChristophU20T; 2 0 T Kirchgeorg, Manfred20T : Marketing – Grundlagen marktorientierter Unternehmensführung, 11. Aufl., Gabler-Verlag, Wiesbaden 2011.</li> <li>• Meffert, Heribert; 2 0 T Burmann, Christoph20T; 2 0 T Kirchgeorg, Manfred20T: Marketing Arbeitsbuch – Aufgaben – Fallstudien – Lösungen, 10. Aufl., Gabler-Verlag, Wiesbaden 2009.</li> </ul> <p>Alternativen zur Pflichtlektüre:</p> <ul style="list-style-type: none"> <li>• Homburg, C./Krohmer, H.: Marketingmanagement, 3. Aufl., Wiesbaden 2009.</li> <li>• Kotler, P., et al.: Marketing-Management. Strategien für wertschaffendes Handeln, 12. Aktualisierte Aufl., München 2010</li> </ul>	
<b>Teaching method(s):</b> Lecture Tutorial	<b>Associated module examination:</b>

## Module 07-WW-BA-37-130: Finanzierung und Investition

### Finance and Investment

**Assignment to areas of study:**

- Business Studies

**Content-related prior knowledge or skills:**

none

**Learning content:**

This seminar deals with the basic principles of corporate finance. First, it gives an introduction in corporations, their governance and the role they play on capital markets. Core topics of the seminar are time, money, arbitrage and interest rates. Students learn how to analyze investment projects and how to finance them. Different discounted cash flow methods are introduced. Finally, we will discuss principles of equity and debt financing, financial instruments, and principles of financial management. The basic outline of the lecture is as follows:

- The corporation
- Introduction to financial statement analysis
- Financial decision making and the law of one price
- The time value of money
- Interest rates
- Valuing bonds
- Investment decision rules
- Fundamentals of capital budgeting
- Valuing stocks

**Learning outcomes / competencies / targeted competencies:**

Students learn basic principles of corporate finance and can apply their knowledge to elementary problems.

**Calculation of student workload:**

63 h Preparation / follow-up work

63 h Self-study

26 h Exam preparation

28 h SWS / presence time / working hours

**Are there optional courses in the modules?**

no

**Language(s) of instruction:**

German

**Responsible for the module:**

Prof. Dr. Thorsten Poddig

**Frequency:**

summer semester, yearly

**Duration:**

1 semester[s]

**The module is valid since / The module is valid until:**

WiSe 23/24 / -

**Credit points / Workload:**

6 / 180 hours

## Module examinations

**Module examination:** Finance and Investment

**Type of examination:** module exam

<b>Form of examination:</b> Written examination	<b>The examination is ungraded?</b> no
<b>Number of graded components / ungraded components / prerequisites of the examination:</b> 1 / - / -	
<b>Language(s) of instruction:</b> Deutsch	

## Module courses

<b>Course:</b> Finanzierung und Investition	
<b>Frequency:</b> summer semester, yearly	<b>Are there parallel courses?</b> no
<b>Contact hours:</b> 2	<b>University teacher:</b> Prof. Dr. Thorsten Poddig
<b>Language(s) of instruction:</b> Deutsch	
<b>Literature:</b> Literature to be announced.	
<b>Teaching method(s):</b> Lecture	<b>Associated module examination:</b>

## Module 07-WW-BA-37-140: Personal und Organisation

### Human Resource Management and Organization

**Assignment to areas of study:**

- Business Studies

**Content-related prior knowledge or skills:**

none

**Learning content:**

The course focuses on the basic concepts of human resource management and their application to practical phenomena.

Topics include

- Theoretical approaches to personnel and organization
- Strategic human resource management
- Personnel planning, recruitment, and selection
- Personnel planning and job design
- Leadership
- Personnel developmen

**Learning outcomes / competencies / targeted competencies:**

After completing the module, students will be able to...

- ... recognize, classify and differentiate between the most important approaches of personnel management.
- ... critically question established approaches of personnel and organizational management and apply them to practical problems.
- ... solve unstructured situations that companies encounter in the course of organization and/or personnel management on the basis of established theories.

**Calculation of student workload:**

26 h Exam preparation

28 h SWS / presence time / working hours

63 h Preparation / follow-up work

63 h Self-study

**Are there optional courses in the modules?**

no

**Language(s) of instruction:**

German

**Responsible for the module:**

Prof. Dr. Julia Maria Kensbock

**Frequency:**

winter semester, yearly

**Duration:**

1 semester[s]

**The module is valid since / The module is valid until:**

WiSe 23/24 / -

**Credit points / Workload:**

6 / 180 hours

## Module examinations

**Module examination:** Human Resource Management and Organization

**Type of examination:** module exam

<b>Form of examination:</b> Written examination	<b>The examination is ungraded?</b> no
<b>Number of graded components / ungraded components / prerequisites of the examination:</b> 1 / - / -	
<b>Language(s) of instruction:</b> Deutsch	

## Module courses

<b>Course:</b> Personal und Organisation	
<b>Frequency:</b> winter semester, yearly	<b>Are there parallel courses?</b> no
<b>Contact hours:</b> 2	<b>University teacher:</b> Prof. Dr. Julia Maria Kensbock
<b>Language(s) of instruction:</b> Deutsch	
<b>Literature:</b> Oechsler, W. A. & Paul, C. (2019). Personal und Arbeit. 11. Auflage, De Gruyter Oldenbourg.	
<b>Teaching method(s):</b> Lecture	<b>Associated module examination:</b>

## Module 07-WW-BA-37-150: Wertschöpfungsprozesse

### Value Creation Processes

**Assignment to areas of study:**

- Business Studies

**Content-related prior knowledge or skills:**

none

**Learning content:**

The general structure of the course is as follows:

- Introduction to production, sourcing, logistics
- network design and transport planning
- demand forecasting
- deterministic inventory management
- stochastic inventory management
- portfolio models for material management
- Aggregate Planning
- Master Production Schedule
- Material Requirement Planning
- Scheduling

**Learning outcomes / competencies / targeted competencies:**

The students should know and understand the design and planning possibilities in production and logistics as well as understand, present, evaluate and develop their own suggestions for solutions.

**Calculation of student workload:**

32 h Exam preparation

46 h Self-study

65 h SWS / presence time / working hours

46 h Preparation / follow-up work

**Are there optional courses in the modules?**

no

**Language(s) of instruction:**

German

**Responsible for the module:**

Prof. Dr. Tobias Witt

**Frequency:**

summer semester, yearly

**Duration:**

1 semester[s]

**The module is valid since / The module is valid until:**

WiSe 23/24 / -

**Credit points / Workload:**

6 / 180 hours

## Module examinations

**Module examination:** Value Creation Processes

**Type of examination:** module exam

**Form of examination:**

Written examination

**The examination is ungraded?**

no

**Number of graded components / ungraded components / prerequisites of the examination:**

1 / - / -

**Language(s) of instruction:**

Deutsch

## Module courses

**Course:** Wertschöpfungsprozesse

**Frequency:**

summer semester, yearly

**Are there parallel courses?**

no

**Contact hours:**

2

**University teacher:**

Prof. Dr. Tobias Witt

**Language(s) of instruction:**

Deutsch

**Literature:**

CORSTEN, H.: Produktionswirtschaft, Einführung in das industrielle Produktionsmanagement, München, 2000

SCHNEEWEISS, C.: Einführung in die Produktionswirtschaft, Berlin u. a., 2002

GÜNTHER H.-O., TEMPELMEIER, H.: Produktion und Logistik, Berlin u. a., 2000

PFOHL, H.-C.: Logistiksysteme – betriebswirtschaftliche Grundlagen, Berlin u. a., 2000

GÖPFERT, I.: Logistik Führungskonzeptionen des Logistikmanagements und –controllings, München, 2000

THONEMANN, U.: Operations Management, München 2005

VAHRENKAMP, R.: Logistik, München 2005

**Teaching method(s):**

Lecture

Tutorial

**Associated module examination:**



## Module 07-WW-BA-37-161: Unternehmensbesteuerung

### Company Taxation

**Assignment to areas of study:**

- Business Studies

**Content-related prior knowledge or skills:**

none

**Learning content:**

This course presents different types of taxes concerning companies and shareholders. The focus is on successful taxation of joint partnerships and corporate entities. Students should afterwards be sensitive to tax effects in economic decisions.

**Learning outcomes / competencies / targeted competencies:**

After having attended the course, students will be familiar with possible structures of business taxation. They will be able to describe its economic qualities. They will understand elementary economic tax effects. They will be able to solve taxation scenarios and have a critical view on results. Students will judge value concepts of company taxation.

**Calculation of student workload:**

42 h Self-study  
 40 h Exam preparation  
 28 h SWS / presence time / working hours  
 28 h Tutorial  
 42 h Preparation / follow-up work

**Are there optional courses in the modules?**

no

**Language(s) of instruction:**

German

**Responsible for the module:**

Prof. Dr. Franz Jürgen Marx

**Frequency:**

winter semester, yearly

**Duration:**

1 semester[s]

**The module is valid since / The module is valid until:**

WiSe 23/24 / -

**Credit points / Workload:**

6 / 180 hours

## Module examinations

**Module examination:** Company Taxation

**Type of examination:** module exam

**Form of examination:**

Written examination

**The examination is ungraded?**

no

**Number of graded components / ungraded components / prerequisites of the examination:**

1 / - / -

**Language(s) of instruction:**

Deutsch

## Module courses

<b>Course:</b> Unternehmensbesteuerung	
<b>Frequency:</b> winter semester, yearly	<b>Are there parallel courses?</b> no
<b>Contact hours:</b> 2	<b>University teacher:</b> Prof. Dr. Franz Jürgen Marx
<b>Language(s) of instruction:</b> Deutsch	
<b>Literature:</b> Grefe, Cord: Unternehmenssteuern, 22. Aufl., Ludwigshafen 2019. Jacobs, Otto H.: Unternehmensbesteuerung und Rechtsform, 5. Aufl., München 2015. König, Rolf/Wosnitza, Michael: Betriebswirtschaftliche Steuerplanungs- und Steuerwirkungslehre, Heidelberg 2004. Kraft, Cornelia/Kraft, Gerhard: Grundlagen der Unternehmensbesteuerung, 5. Aufl., Wiesbaden 2017. Kußmaul, Heinz: Betriebswirtschaftliche Steuerlehre, 8. Aufl., München 2020. Marx, Franz Jürgen/Kläne, Sebastian/Korff, Matthias/Schlarmann, Bernd: Unternehmensbesteuerung, 3. Aufl., Herne 2018. Scheffler, Wolfram: Besteuerung von Unternehmen, Band I, 14. Aufl., Heidelberg 2020. Schneider, Dieter: Steuerlast und Steuerwirkung, München/Wien 2002. Scholes, Myron S. et. Al.: Taxes and Business Strategy, A Planning approach, 5th edition, Upper Saddle River /N.J. 2016. Schreiber, Ulrich/Kahle, Holger/Ruf, Martin: Besteuerung der Unternehmen, 5. Aufl., Berlin/Heidelberg/New York 2021. Tipke, Klaus u.a.: Steuerrecht, 24. Aufl., Köln 2021. Wagner, Franz W., Besteuerung, in: Vahlens Kompendium der Betriebswirtschaftslehre, hrsg. V. Michael Bitz u.a., Band 2, 5. Aufl., München 2005, S. 407-477.	
<b>Teaching method(s):</b> Lecture Tutorial	<b>Associated module examination:</b> Modulprüfung Unternehmensbesteuerung

**Module 07-WW-BA-37-162: International Business**

## International Business

**Assignment to areas of study:**

- Business Studies

**Content-related prior knowledge or skills:**

none

**Learning content:**

The module's content focuses on companies' internationalization process from different management perspectives, including an introduction to entry modalities, the strategic balance of local and global pressures, and the organization of international business relationships. In addition to this basic theoretical knowledge, the module offers an up-to-date overview of the role of multinational enterprises in the globalized world.

**Learning outcomes / competencies / targeted competencies:**

The module provides an introduction to international management. In addition to acquiring critical knowledge of various aspects of international management (e.g., strategic management, human resource management, organizational forms), students learn to apply this knowledge through case studies. After completing this module, students can better navigate the tension between local and global factors in international management.

**Calculation of student workload:**

63 h Preparation / follow-up work  
 28 h SWS / presence time / working hours  
 26 h Exam preparation  
 63 h Self-study

**Are there optional courses in the modules?**

no

**Language(s) of instruction:**

English

**Responsible for the module:**

Prof. Dr. Sarianna Maarit Lundan

**Frequency:**

winter semester, yearly

**Duration:**

1 semester[s]

**The module is valid since / The module is valid until:**

WiSe 23/24 / -

**Credit points / Workload:**

6 / 180 hours

**Module examinations****Module examination:** International Business**Type of examination:** module exam**Form of examination:**

Written examination

**The examination is ungraded?**

no

**Number of graded components / ungraded components / prerequisites of the examination:**

1 / - / -

**Language(s) of instruction:**

Englisch

## Module courses

<b>Course:</b> International Business	
<b>Frequency:</b> winter semester, yearly	<b>Are there parallel courses?</b> no
<b>Contact hours:</b> 2	<b>University teacher:</b> Prof. Dr. Sarianna Maarit Lundan
<b>Language(s) of instruction:</b> Englisch	
<b>Literature:</b> Cavusgil, S. Tamer; Knight, Gary; Riesenberger, John R. (2020): International business. The new realities. Fifth edition. Harlow, England: Pearson Education Limited.	
<b>Teaching method(s):</b> Lecture	<b>Associated module examination:</b>

**Module 07-WW-BA-35-310: Mikroökonomie**

## Microeconomics

**Assignment to areas of study:**

- Economics

**Content-related prior knowledge or skills:**

none

**Learning content:**

Based on basic microeconomic concepts and assumptions, we start the lecture by introducing partial equilibria models in consumption and production theory. Next, we focus on microeconomic decision theory and address the transition from partial to general equilibria models. Building on these insights, we discuss the occurrence of market failures due to asymmetric information and related issues such as the role played by knowledge, learning and innovation. Finally, we provide a brief introduction into basic game-theoretical concepts, network theory as well as complex system approaches.

**Learning outcomes / competencies / targeted competencies:**

The lecture introduces basic concepts of microeconomic theory. The neoclassical standard framework is complemented by a discussion of contemporary theoretical advancements. Students attending this course will gain a comprehensive overview of economic concepts and models that explain the behavior of economic actors at the micro-level.

The contents covered by the lecture will be deepened in an exercise course on the basis of examples. In the tutorial courses students themselves will apply previously introduced concepts under the guidance of tutors.

**Calculation of student workload:**

56 h SWS / presence time / working hours

32 h Exam preparation

28 h Tutorial

32 h Self-study

32 h Preparation / follow-up work

**Are there optional courses in the modules?**

no

**Language(s) of instruction:**

German

**Responsible for the module:**

N.N.

**Frequency:**

summer semester, yearly

**Duration:**

1 semester[s]

**The module is valid since / The module is valid until:**

WiSe 23/24 / -

**Credit points / Workload:**

6 / 180 hours

**Module examinations****Module examination:** Microeconomics**Type of examination:** module exam**Form of examination:**

Written examination

**The examination is ungraded?**

no

**Number of graded components / ungraded components / prerequisites of the examination:**

1 / - / -

**Language(s) of instruction:**

Deutsch

## Module courses

**Course:** Mikroökonomie

**Frequency:**

summer semester, yearly

**Are there parallel courses?**

no

**Contact hours:**

4

**University teacher:**

N.N.

**Language(s) of instruction:**

Deutsch

**Literature:**

Pindyck, R. S./Rubinfeld, D. L.: Mikroökonomie.

Additional literature will be announced throughout the lectures.

**Teaching method(s):**

Lecture

Tutorial

**Associated module examination:**

Modulprüfung Mikroökonomie

## Module 07-WW-BA-35-320: Makroökonomie

### Macroeconomics

#### Assignment to areas of study:

- Economics

#### Content-related prior knowledge or skills:

It is recommended to have completed the module "Microeconomics". In addition, we assume sufficient basic knowledge of mathematics and statistics.

#### Learning content:

- Introduction
- National Accounts
- Goods Market
- Money and Financial Markets
- Taylor Rule
- Time inconsistency of Monetary politics
- Labor Market
- Phillips Curve
- Expectations
- IS-LM-PC Model
- Financial and Economic Crises

#### Learning outcomes / competencies / targeted competencies:

The lecture provides the students with the necessary tools in order to analyze the short-run and medium-term impact of economic policy in closed and small open economies. The students acquire a comprehensive knowledge of the functioning of goods, money, financial and labor markets from a macroeconomic perspective. The effectiveness of monetary and fiscal policy measures is assessed with respect to its success in reducing unemployment and inflation, and in stabilizing the economy.

#### Calculation of student workload:

28 h Tutorial  
 56 h SWS / presence time / working hours  
 26 h Exam preparation  
 35 h Self-study  
 35 h Preparation / follow-up work

#### Are there optional courses in the modules?

no

#### Language(s) of instruction:

German

#### Responsible for the module:

Prof. Dr. Torben Klarl

#### Frequency:

winter semester, yearly

#### Duration:

1 semester[s]

#### The module is valid since / The module is valid until:

WiSe 23/24 / -

#### Credit points / Workload:

6 / 180 hours

## Module examinations

<b>Module examination:</b> Macroeconomics	
<b>Type of examination:</b> module exam	
<b>Form of examination:</b> Written examination	<b>The examination is ungraded?</b> no
<b>Number of graded components / ungraded components / prerequisites of the examination:</b> 1 / - / -	
<b>Language(s) of instruction:</b> Deutsch	

## Module courses

<b>Course:</b> Makroökonomie	
<b>Frequency:</b> winter semester, yearly	<b>Are there parallel courses?</b> no
<b>Contact hours:</b> 4	<b>University teacher:</b> Prof. Dr. Torben Klarl
<b>Language(s) of instruction:</b> Deutsch	
<b>Literature:</b> Blanchard, O.; Illing, G. (2017). Makroökonomie. Pearson (7., akt. und erw. Auflage) Mankiw, N. G. (2011). Makroökonomik. Stuttgart: Schäffer-Poeschel	
<b>Teaching method(s):</b> Lecture Tutorial	<b>Associated module examination:</b> Modulprüfung Makroökonomie



## Module 07-WW-BA-37-510: Mathematik Mathematics

**Assignment to areas of study:**

- Data Literacy

**Content-related prior knowledge or skills:**

none

**Learning content:**

The mathematics lecture is divided into approximately two parts, the first part consisting essentially of analysis and the second of linear algebra. Following a general introduction and concept formation the following themes will be broached; arithmetic as well as geometric sequences and progressions, financial mathematical relationships, functions, limiting values and differential calculus as well as functions of several variables. The second part will then focus on the aspects of linear algebra including vectors, matrices, equation systems, quadratic forms and eigenvalues. The constant use of the aforementioned accounting techniques, with the help of many examples from current economic practice, will facilitate the understanding of many relationships within economics.

**Learning outcomes / competencies / targeted competencies:**

The students should have a good command of the mathematic principles and equations on which the foundations of economics are based. In addition to this, the students should be able to apply the mathematical models in clearly demonstrating complex economic and socio-scientific relationships. The understanding and ability to apply the mathematical principles is the basis for a successful course of study within economics.

**Calculation of student workload:**

32 h Exam preparation  
56 h SWS / presence time / working hours  
32 h Preparation / follow-up work  
32 h Self-study  
28 h Tutorial

**Are there optional courses in the modules?**

no

**Language(s) of instruction:**

German

**Responsible for the module:**

Dr. Lothar Walter

**Frequency:**

winter semester, yearly

**Duration:**

1 semester[s]

**The module is valid since / The module is valid until:**

SoSe 24 / -

**Credit points / Workload:**

6 / 180 hours

## Module examinations

**Module examination:** Mathematics

**Type of examination:** module exam

**Form of examination:**

Written examination

**The examination is ungraded?**

no

**Number of graded components / ungraded components / prerequisites of the examination:**

1 / - / -

**Language(s) of instruction:**

Deutsch

## Module courses

**Course:** Mathematik

**Frequency:**

winter semester, yearly

**Are there parallel courses?**

no

**Contact hours:**

4

**University teacher:**

Dr. Lothar Walter

**Language(s) of instruction:**

Deutsch

**Literature:**

SYDSAETER, K.; HAMMOND, J.P. (1995): Mathematics for Economic Analysis, Prentice Hal Inc.

Walter, Lothar (2020). Mathematik im Studium der Wirtschaftswissenschaften – Hinführung – Vorlesungen – Prüfung. De Gruyter Verlag. ISBN: 9783110643749

**Teaching method(s):**

Lecture

Tutorial

**Associated module examination:**

Modulprüfung Mathematik

**Module 07-WW-BA-37-520: Datenanalyse****Data Analysis****Assignment to areas of study:**

- Data Literacy

**Content-related prior knowledge or skills:**

none

**Learning content:**

Understanding data and extracting knowledge from data are of growing importance for science, business and society. To this end, the course imparts knowledge of basic quantitative methods that are proving to be central to economic science. The spectrum of methods ranges from descriptive statistical methods to artificial intelligence algorithms. Thus, fundamental concepts of data literacy are addressed and discussed on the basis of specific methods. These include in detail:

- Information concepts in data analysis
- Representation for data distributions
- Measuring location, dispersion and inequality
- Working with discrete and continuous rates of change
- Index calculation and time series analysis
- Multidimensional dependence measurement
- Algorithmic classification methods

**Learning outcomes / competencies / targeted competencies:**

Students are able to graphically represent data sets in a meaningful way and to recognise and describe data structures. They are aware that quantitative data have different information contents and know central aspects of data evaluation as well as typical economic applications. They can distinguish between correlation and causality and are aware of the problems of multidimensional dependency structures. Furthermore, they can confidently take into account the information differences of various quantitative measures and data structures in data-related argumentation and the discussion of statistical findings and thus avoid erroneous conclusions in data analysis. Finally, they are able to communicate data findings in an informed manner.

**Calculation of student workload:**

28 h Tutorial  
 28 h Preparation / follow-up work  
 28 h Self-study  
 40 h Exam preparation  
 56 h SWS / presence time / working hours

**Are there optional courses in the modules?**

no

**Language(s) of instruction:**

German

**Responsible for the module:**

Prof. Dr. Martin Missong

**Frequency:**

winter semester, yearly

**Duration:**

1 semester[s]

**The module is valid since / The module is valid until:**

SoSe 24 / -

**Credit points / Workload:**

6 / 180 hours

## Module examinations

<b>Module examination:</b> Data Analysis	
<b>Type of examination:</b> module exam	
<b>Form of examination:</b> Electronic written exam (in presence)	<b>The examination is ungraded?</b> no
<b>Number of graded components / ungraded components / prerequisites of the examination:</b> 1 / - / -	
<b>Language(s) of instruction:</b> Deutsch	

## Module courses

<b>Course:</b> Datenanalyse	
<b>Frequency:</b> winter semester, yearly	<b>Are there parallel courses?</b> no
<b>Contact hours:</b> 4	<b>University teacher:</b> Prof. Dr. Martin Missong
<b>Language(s) of instruction:</b> Deutsch	
<b>Literature:</b> There exists a lecture notes and a workbook.	
<b>Teaching method(s):</b> Lecture Tutorial	<b>Associated module examination:</b> Modulprüfung Datenanalyse

## Module 07-WW-BA-37-530: Statistik Statistics

### Assignment to areas of study:

- Data Literacy

### Content-related prior knowledge or skills:

Successful participation in the module "Data Analysis"

### Learning content:

The generalisation of data-inherent structures and information frequently serves as basis of economic decision-making. Here, quantitative procedures of inferential statistics form the methodological basis. The module teaches appropriate inferential statistical procedures based on probability theory. The following topics are dealt with:

- Fundamentals of probability theory
- Univariate and multivariate random variables
- Parametric probability distributions
- Random samples and their distribution
- Parametric estimation and test procedures
- Non-parametric test methods

### Learning outcomes / competencies / targeted competencies:

The students know the basic analysis methods of inferential statistics. They know the prerequisites that allow the transfer of sample findings to related populations. As a result, they are able to deal with common economic questions on the basis of the evaluation of sample findings with the help of adequate statistical methods in a proper using suitable computer programmes (programming language R, statistics programme pqr). In particular, they are confident in the application of basic statistical estimation and testing methods. They can correctly interpret their own analysis results, defend them argumentatively and communicate them transparently. They are also able to evaluate published results of quantitative-statistical studies appropriately.

### Calculation of student workload:

56 h SWS / presence time / working hours

26 h Exam preparation

35 h Self-study

35 h Preparation / follow-up work

28 h Tutorial

### Are there optional courses in the modules?

no

### Language(s) of instruction:

German

### Responsible for the module:

Prof. Dr. Martin Missong

### Frequency:

summer semester, yearly

### Duration:

1 semester[s]

### The module is valid since / The module is valid until:

SoSe 24 / -

### Credit points / Workload:

6 / 180 hours

## Module examinations

<b>Module examination:</b> Statistics	
<b>Type of examination:</b> module exam	
<b>Form of examination:</b> Electronic written exam (in presence)	<b>The examination is ungraded?</b> no
<b>Number of graded components / ungraded components / prerequisites of the examination:</b> 1 / - / -	
<b>Language(s) of instruction:</b> Deutsch	

## Module courses

<b>Course:</b> Statistik	
<b>Frequency:</b> winter semester, yearly	<b>Are there parallel courses?</b> no
<b>Contact hours:</b> 4	<b>University teacher:</b> Prof. Dr. Martin Missong
<b>Language(s) of instruction:</b> Deutsch	
<b>Literature:</b> There is a lecture notes and a workbook with exercises for this module.	
<b>Teaching method(s):</b> Lecture Tutorial	<b>Associated module examination:</b> Modulprüfung Statistik

**Module 07-WW-BA-37-540: Data Management****Data Management****Assignment to areas of study:**

- Data Literacy

**Content-related prior knowledge or skills:**

none

**Learning content:**

to be announced

**Learning outcomes / competencies / targeted competencies:**

to be announced

**Calculation of student workload:**

41 h Self-study

41 h Preparation / follow-up work

28 h SWS / presence time / working hours

70 h Exam preparation

**Are there optional courses in the modules?**

no

**Language(s) of instruction:**

German

**Responsible for the module:**

Prof. Dr. Benjamin Müller

**Frequency:**

winter semester, yearly

**Duration:**

1 semester[s]

**The module is valid since / The module is valid until:**

WiSe 23/24 / -

**Credit points / Workload:**

6 / 180 hours

**Module examinations****Module examination:** Data Management**Type of examination:** module exam**Form of examination:**

Written examination

**The examination is ungraded?**

no

**Number of graded components / ungraded components / prerequisites of the examination:**

1 / - / -

**Language(s) of instruction:**

Deutsch

**Module courses****Course:** Data Management**Frequency:**

winter semester, yearly

**Are there parallel courses?**

no

<b>Contact hours:</b> 2	<b>University teacher:</b> Prof. Dr. Benjamin Müller
<b>Language(s) of instruction:</b> Deutsch	
<b>Literature:</b> Literature to be announced	
<b>Teaching method(s):</b> Lecture	<b>Associated module examination:</b>



## Module 07-WW-BA-37-551: Empiriepraktikum für quantitative Forschung

### Empirical Training for Quantitative Research

#### Assignment to areas of study:

- Data Literacy

#### Content-related prior knowledge or skills:

English proficiency at the B2 level is strongly recommended.

#### Learning content:

The course takes place over two semesters and is held in several parallel courses, which deal with the following topics:

- Overview to empirical research
- How to come from a research question to an empirical investigation
- Primary and secondary collection of quantitative data
- Calculation of sample sizes
- Quantitative data analysis methods
- Preparation of content, planning, evaluation, implementation and presentation (e.g. report, poster) of an empirical study in a team
- Handling of statistical analysis software (e.g. R)

#### Learning outcomes / competencies / targeted competencies:

Students will be equipped to research, understand, and independently conduct empirical research projects. Students acquire these competencies with the objective to be capable to collect and analyze data as well as to communicate these results adequately either in a scientific and/or commercial context. Students also get basic competencies for using statistical software for quantitative research approaches. The learning outcomes refer to all steps of scientific empirical research. After successful completion of the module

- students acquire initial practical experience in basic and applied research through selfdirected literature research and data analysis.
- students gain knowledge of the requirements of quantitative research.
- students can read scientific articles and independently generate research questions and hypotheses on a topic area and develop a research rationale/study design suitable for testing them.
- students will be able to plan and conduct a simple empirical investigation in a timely manner and prepare tables and graphs for statistical descriptive purposes, interpret statistical results, apply statistical analysis programs, and prepare a scientific report.

#### Calculation of student workload:

56 h SWS / presence time / working hours

90 h Preparation / follow-up work

90 h Self-study

124 h Exam preparation

#### Are there optional courses in the modules?

yes

The course offerings may change annually. In addition to German-language courses, English-language options may be offered.

#### Language(s) of instruction:

German / English

#### Responsible for the module:

Prof. Dr. André Heinemann

<b>Frequency:</b> winter semester, yearly	<b>Duration:</b> 2 semester[s]
<b>The module is valid since / The module is valid until:</b> WiSe 23/24 / -	<b>Credit points / Workload:</b> 12 / 360 hours

## Module examinations

<b>Module examination:</b> Empirical Training for Quantitative Research	
<b>Type of examination:</b> partial exam	
<b>Form of examination:</b> See free text	<b>The examination is ungraded?</b> no
<b>Number of graded components / ungraded components / prerequisites of the examination:</b> 1 / - / 1	
<b>Language(s) of instruction:</b> Deutsch / English (Es werden deutsch- und englischsprachige Lehrveranstaltungen angeboten. Die Prüfungsleistungen werden regulär in der Unterrichtssprache erbracht. Es wird sichergestellt, dass das Modul inklusive Prüfung in deutscher Sprache absolviert werden kann)	
<b>Description:</b> Teilprüfung 1 (unbenotet): Portfolio Teilprüfung 2 (benotet): Projektbericht  Ggf. weitere Erläuterungen zu den Prüfungs- und Studienleistungen: Während des ersten Semesters ist eine Prüfungsvorleistung zu erbringen, die in Form einer Portfolioprüfung abgelegt wird. Nach dem zweiten Semester wird das Modul mit einer Prüfungsleistung in Form einer Projektarbeit benotet abgeschlossen.	

## Module courses

<b>Course:</b> Empiriepraktikum für quantitative Forschung	
<b>Frequency:</b> winter semester, yearly	<b>Are there parallel courses?</b> no
<b>Contact hours:</b> 2	<b>University teacher:</b> Prof. Dr. André Heinemann
<b>Language(s) of instruction:</b> Deutsch / English	
<b>Literature:</b> Literature to be announced.	
<b>Teaching method(s):</b> Seminar Laboratory class	<b>Associated module examination:</b>

## Module 07-WW-BA-37-552: Empiriepraktikum für qualitative Forschung

### Empirical Training for Qualitative Research

#### Assignment to areas of study:

- Data Literacy

#### Content-related prior knowledge or skills:

English proficiency at the B2 level is strongly recommended.

#### Learning content:

The course takes place over two semesters and is held in several parallel courses, which deal with the following topics:

- Overview to empirical research
- How to come from a research question to an empirical investigation
- Primary and secondary collection of quantitative data
- Calculation of sample sizes
- Quantitative data analysis methods
- Preparation of content, planning, evaluation, implementation and presentation (e.g. report, poster) of an empirical study in a team
- Handling of statistical analysis software (e.g. R)

#### Learning outcomes / competencies / targeted competencies:

Students will be equipped to research, understand, and independently conduct empirical research projects. Students acquire these competencies with the objective to be capable to collect and analyze data as well as to communicate these results adequately either in a scientific and/or commercial context. Students also get basic competencies for using statistical software for quantitative research approaches. The learning outcomes refer to all steps of scientific empirical research. After successful completion of the module

- students acquire initial practical experience in basic and applied research through selfdirected literature research and data analysis.
- students gain knowledge of the requirements of quantitative research.
- students can read scientific articles and independently generate research questions and hypotheses on a topic area and develop a research rationale/study design suitable for testing them.
- students will be able to plan and conduct a simple empirical investigation in a timely manner and prepare tables and graphs for statistical descriptive purposes, interpret statistical results, apply statistical analysis programs, and prepare a scientific report.

#### Calculation of student workload:

124 h Exam preparation  
 56 h SWS / presence time / working hours  
 90 h Preparation / follow-up work  
 90 h Self-study

#### Are there optional courses in the modules?

yes

The course offerings may change annually. In addition to German-language courses, English-language options may be offered.

#### Language(s) of instruction:

German / English

#### Responsible for the module:

Prof. Dr. André Heinemann

<b>Frequency:</b> winter semester, yearly	<b>Duration:</b> 2 semester[s]
<b>The module is valid since / The module is valid until:</b> WiSe 23/24 / -	<b>Credit points / Workload:</b> 12 / 360 hours

## Module examinations

<b>Module examination:</b> Empirical Training for Qualitative Research	
<b>Type of examination:</b> partial exam	
<b>Form of examination:</b> See free text	<b>The examination is ungraded?</b> no
<b>Number of graded components / ungraded components / prerequisites of the examination:</b> 1 / - / 1	
<b>Language(s) of instruction:</b> Deutsch / English (Es werden deutsch- und englischsprachige Lehrveranstaltungen angeboten. Die Prüfungsleistungen werden regulär in der Unterrichtssprache erbracht. Es wird sichergestellt, dass das Modul inklusive Prüfung in deutscher Sprache absolviert werden kann.)	
<b>Description:</b> Teilprüfung 1 (unbenotet): Portfolio Teilprüfung 2 (benotet): Projektbericht  Ggf. weitere Erläuterungen zu den Prüfungs- und Studienleistungen: Während des ersten Semesters ist eine Prüfungsvorleistung zu erbringen, die in Form einer Portfolioprüfung abgelegt wird. Nach dem zweiten Semester wird das Modul mit einer Prüfungsleistung in Form einer Projektarbeit benotet abgeschlossen.	

## Module courses

<b>Course:</b> Empiriepraktikum für qualitative Forschung	
<b>Frequency:</b> winter semester, yearly	<b>Are there parallel courses?</b> no
<b>Contact hours:</b> 2	<b>University teacher:</b> Prof. Dr. André Heinemann
<b>Language(s) of instruction:</b> Deutsch / English	
<b>Literature:</b> Literatur wird angekündigt.	
<b>Teaching method(s):</b> Seminar Laboratory class	<b>Associated module examination:</b>

## Module 07-WW-BA-37-211: Finanzen, Rechnungswesen und Steuern Modul 1

### Finance, Accounting and Taxation Module 1

#### Assignment to areas of study:

- Major / Finance, Accounting and Taxation

#### Content-related prior knowledge or skills:

It is recommended to have completed the basic modules "Accounting and Financial Statements", "Financing and Investment" and "Corporate Taxation".

#### Learning content:

Theories and concepts specific to the area of specialization are taught and advanced problems from the areas of finance, accounting and taxation are dealt with. Depending on the courses chosen, students acquire an in-depth understanding of various thematic areas and can thereby train to become specialists in the areas of finance, accounting or taxation according to personal preference, or they can take a broader thematic focus.

#### Learning outcomes / competencies / targeted competencies:

In the courses of the major modules, students of the major in Finance, Accounting and Taxation expand their basic knowledge acquired in the basics courses and gain a deeper understanding of the subject areas of the selected courses. Their skills in the following areas will be enhanced:

- Expert knowledge: Students will become familiar with different approaches and theories in their major courses and will be able to understand concepts and interrelationships in their chosen thematic areas.
- Methodological knowledge: Students become familiar with relevant methods in their chosen subjects and learn to apply them.
- Transfer skills: Students will be able to apply what they have learned to simple questions from their chosen areas of focus

#### Calculation of student workload:

41 h Preparation / follow-up work  
 41 h Self-study  
 70 h Exam preparation  
 28 h SWS / presence time / working hours

#### Are there optional courses in the modules?

no

#### Language(s) of instruction:

German / English

#### Responsible for the module:

N.N.

#### Frequency:

summer semester, yearly

#### Duration:

1 semester[s]

#### The module is valid since / The module is valid until:

WiSe 23/24 / -

#### Credit points / Workload:

6 / 180 hours

## Module examinations

<b>Module examination:</b> Finance, Accounting and Taxation Module 1	
<b>Type of examination:</b> module exam	
<b>Form of examination:</b> Announcement at the beginning of the semester	<b>The examination is ungraded?</b> no
<b>Number of graded components / ungraded components / prerequisites of the examination:</b> - / - / -	
<b>Language(s) of instruction:</b> Deutsch / English	

## Module courses

<b>Course:</b> Finanzen, Rechnungswesen und Steuern Modul 1	
<b>Frequency:</b> summer semester, yearly	<b>Are there parallel courses?</b> yes
<b>Contact hours:</b> 2	<b>University teacher:</b> Prof. Dr. Franz Jürgen Marx Prof. Dr. Thorsten Poddig Prof. Dr. Jochen Zimmermann
<b>Language(s) of instruction:</b> Deutsch / English	
<b>Literature:</b> Literature will be announced in the courses.	
<b>Teaching method(s):</b> Seminar	<b>Associated module examination:</b>

## Module 07-WW-BA-37-221: Finanzen, Rechnungswesen und Steuern Modul 2

### Finance, Accounting and Taxation Module 2

#### Assignment to areas of study:

- Major / Finance, Accounting and Taxation

#### Content-related prior knowledge or skills:

It is recommended to have completed the basic modules "Accounting and Financial Statements", "Financing and Investment" and "Corporate Taxation".

#### Learning content:

Theories and concepts specific to the area of specialization are taught and advanced problems from the areas of finance, accounting and taxation are dealt with. Depending on the courses chosen, students acquire an in-depth understanding of various thematic areas and can thereby train to become specialists in the areas of finance, accounting or taxation according to personal preference, or they can take a broader thematic focus.

#### Learning outcomes / competencies / targeted competencies:

In the courses of the major modules, students of the major in Finance, Accounting and Taxation expand their basic knowledge acquired in the basics courses and gain a deeper understanding of the subject areas of the selected courses. Their skills in the following areas will be enhanced:

- Expert knowledge: Students will become familiar with different approaches and theories in their major courses and will be able to understand concepts and interrelationships in their chosen thematic areas.
- Methodological knowledge: Students become familiar with relevant methods in their chosen subjects and learn to apply them.
- Transfer skills: Students will be able to apply what they have learned to simple questions from their chosen areas of focus.

#### Calculation of student workload:

28 h SWS / presence time / working hours

70 h Exam preparation

41 h Self-study

41 h Preparation / follow-up work

#### Are there optional courses in the modules?

no

#### Language(s) of instruction:

German / English

#### Responsible for the module:

N.N.

#### Frequency:

summer semester, yearly

#### Duration:

1 semester[s]

#### The module is valid since / The module is valid until:

WiSe 23/24 / -

#### Credit points / Workload:

6 / 180 hours

## Module examinations

**Module examination:** Finance, Accounting and Taxation Module 2

<b>Type of examination:</b> module exam	
<b>Form of examination:</b> Announcement at the beginning of the semester	<b>The examination is ungraded?</b> no
<b>Number of graded components / ungraded components / prerequisites of the examination:</b> 1 / - / -	
<b>Language(s) of instruction:</b> Deutsch / English	

## Module courses

<b>Course:</b> Finanzen, Rechnungswesen und Steuern Modul 2	
<b>Frequency:</b> summer semester, yearly	<b>Are there parallel courses?</b> yes
<b>Contact hours:</b> 2	<b>University teacher:</b> Prof. Dr. Franz Jürgen Marx Prof. Dr. Thorsten Poddig Prof. Dr. Jochen Zimmermann
<b>Language(s) of instruction:</b> Deutsch / English	
<b>Literature:</b> Literature will be announced in the courses.	
<b>Teaching method(s):</b> Seminar	<b>Associated module examination:</b>



## Module 07-WW-BA-37-231: Finanzen, Rechnungswesen und Steuern Modul 3

### Finance, Accounting and Taxation Module 3

#### Assignment to areas of study:

- Major / Finance, Accounting and Taxation

#### Content-related prior knowledge or skills:

It is recommended to have completed the basic long modules "Accounting and Financial Statements", "Financing and Investment" and "Corporate Taxation" before starting the studies in the profile area.

#### Learning content:

Theories and concepts specific to the area of specialization are taught and advanced problems from the areas of finance, accounting and taxation are dealt with. Depending on the courses chosen, students acquire an in-depth understanding of various thematic areas and can thereby train to become specialists in the areas of finance, accounting or taxation according to personal preference, or they can take a broader thematic focus.

#### Learning outcomes / competencies / targeted competencies:

In the courses of the major modules, students of the major in Finance, Accounting and Taxation expand their basic knowledge acquired in the basics courses and gain a deeper understanding of the subject areas of the selected courses. Their skills in the following areas will be enhanced:

- Expert knowledge: Students will become familiar with different approaches and theories in their major courses and will be able to understand concepts and interrelationships in their chosen thematic areas.
- Methodological knowledge: Students become familiar with relevant methods in their chosen subjects and learn to apply them.
- Transfer skills: Students will be able to apply what they have learned to simple questions from their chosen areas of focus.

#### Calculation of student workload:

41 h Preparation / follow-up work

70 h Exam preparation

41 h Self-study

28 h SWS / presence time / working hours

#### Are there optional courses in the modules?

yes

One course from the current course offerings must be taken. The catalog of these courses is subject to change and will be updated on a semester-by-semester basis.

#### Language(s) of instruction:

German / English

#### Responsible for the module:

N.N.

#### Frequency:

winter semester, yearly

#### Duration:

1 semester[s]

#### The module is valid since / The module is valid until:

WiSe 23/24 / -

#### Credit points / Workload:

6 / 180 hours

## Module examinations

<b>Module examination:</b> Finance, Accounting and Taxation Module 3	
<b>Type of examination:</b> module exam	
<b>Form of examination:</b> Announcement at the beginning of the semester	<b>The examination is ungraded?</b> no
<b>Number of graded components / ungraded components / prerequisites of the examination:</b> 1 / - / -	
<b>Language(s) of instruction:</b> Deutsch / English	

## Module courses

<b>Course:</b> Finanzen, Rechnungswesen und Steuern Modul 3	
<b>Frequency:</b> winter semester, yearly	<b>Are there parallel courses?</b> no
<b>Contact hours:</b> 2	<b>University teacher:</b> Prof. Dr. Franz Jürgen Marx Prof. Dr. Thorsten Poddig Prof. Dr. Jochen Zimmermann
<b>Language(s) of instruction:</b> Deutsch / English	
<b>Literature:</b> Literatur wird angekündigt.	
<b>Teaching method(s):</b> Seminar	<b>Associated module examination:</b>

## Module 07-WW-BA-37-212: Marketing Modul 1

### Marketing Module 1

#### Assignment to areas of study:

- Major / Marketing

#### Content-related prior knowledge or skills:

It is recommended to have completed the basic long module "Marketing" before starting the studies in the profile area.

#### Learning content:

Theories and concepts specific to the focus area are taught and advanced problems from the field of marketing are dealt with. Depending on the selected courses, students acquire an in-depth understanding of various marketing areas and can be trained as specialists in the field of digital marketing, brand management or consumer behavior according to personal preference, or they can take a broader thematic focus.

#### Learning outcomes / competencies / targeted competencies:

In the courses of the major modules, students of the Marketing major expand their basic knowledge acquired in the basics courses and gain a deeper understanding of the subject areas of the selected courses. Their skills in the following areas will be enhanced:

- Expert knowledge: Students will become familiar with different approaches and theories in their major courses and will be able to understand concepts and interrelationships in their chosen marketing areas.
- Methodological knowledge: Students become familiar with relevant methods in their chosen subjects and learn to apply them.
- Transfer skills: Students will be able to apply what they have learned to simple questions from their chosen areas of focus.

#### Calculation of student workload:

41 h Preparation / follow-up work  
 28 h SWS / presence time / working hours  
 41 h Self-study  
 70 h Exam preparation

#### Are there optional courses in the modules?

yes

One course from the current course offerings must be taken at a time. The catalog of these courses is subject to change and is updated on a semester-by-semester basis.

#### Language(s) of instruction:

German / English

#### Responsible for the module:

N.N.

#### Frequency:

summer semester, yearly

#### Duration:

1 semester[s]

#### The module is valid since / The module is valid until:

WiSe 23/24 / -

#### Credit points / Workload:

6 / 180 hours

## Module examinations

**Module examination:** Marketing Module 1

<b>Type of examination:</b> module exam	
<b>Form of examination:</b> Announcement at the beginning of the semester	<b>The examination is ungraded?</b> no
<b>Number of graded components / ungraded components / prerequisites of the examination:</b> 1 / - / -	
<b>Language(s) of instruction:</b> Deutsch / English	

## Module courses

<b>Course:</b> Marketing Modul 1	
<b>Frequency:</b> summer semester, yearly	<b>Are there parallel courses?</b> no
<b>Contact hours:</b> 2	<b>University teacher:</b> Prof. Dr. Kristina Klein Prof. Dr. Christoph Burmann Prof. Dr. Maik Eisenbeiß
<b>Language(s) of instruction:</b> Deutsch / English	
<b>Literature:</b> Literatur wird angekündigt.	
<b>Teaching method(s):</b> Seminar	<b>Associated module examination:</b>

**Module 07-WW-BA-37-222: Marketing Modul 2****Marketing Module 2****Assignment to areas of study:**

- Major / Marketing

**Content-related prior knowledge or skills:**

It is recommended to have completed the basic long module "Marketing" before starting the studies in the profile area.

**Learning content:**

Theories and concepts specific to the focus area are taught and advanced problems from the field of marketing are dealt with. Depending on the selected courses, students acquire an in-depth understanding of various marketing areas and can be trained as specialists in the field of digital marketing, brand management or consumer behavior according to personal preference, or they can take a broader thematic focus.

**Learning outcomes / competencies / targeted competencies:**

In the courses of the major modules, students of the Marketing major expand their basic knowledge acquired in the basics courses and gain a deeper understanding of the subject areas of the selected courses. Their skills in the following areas will be enhanced:

- Expert knowledge: Students will become familiar with different approaches and theories in their major courses and will be able to understand concepts and interrelationships in their chosen marketing areas.
- Methodological knowledge: Students become familiar with relevant methods in their chosen subjects and learn to apply them.
- Transfer skills: Students will be able to apply what they have learned to simple questions from their chosen areas of focus.

**Calculation of student workload:**

70 h Exam preparation

28 h SWS / presence time / working hours

41 h Preparation / follow-up work

41 h Self-study

**Are there optional courses in the modules?**

yes

One course from the current course offerings must be taken at a time. The catalog of these courses is subject to change and is updated on a semester-by-semester basis.

**Language(s) of instruction:**

German / English

**Responsible for the module:**

N.N.

**Frequency:**

summer semester, yearly

**Duration:**

1 semester[s]

**The module is valid since / The module is valid until:**

WiSe 23/24 / -

**Credit points / Workload:**

6 / 180 hours

**Module examinations**

**Module examination:** Marketing Module 2

<b>Type of examination:</b> module exam	
<b>Form of examination:</b> Announcement at the beginning of the semester	<b>The examination is ungraded?</b> no
<b>Number of graded components / ungraded components / prerequisites of the examination:</b> 1 / - / -	
<b>Language(s) of instruction:</b> Deutsch / English	

## Module courses

<b>Course:</b> Marketing Modul 2	
<b>Frequency:</b> summer semester, yearly	<b>Are there parallel courses?</b> no
<b>Contact hours:</b> 2	<b>University teacher:</b> Prof. Dr. Kristina Klein Prof. Dr. Christoph Burmann Prof. Dr. Maik Eisenbeiß
<b>Language(s) of instruction:</b> Deutsch / English	
<b>Literature:</b> Literatur wird angelündigt.	
<b>Teaching method(s):</b> Seminar	<b>Associated module examination:</b>

**Module 07-WW-BA-37-232: Marketing Modul 3****Marketing Module 3****Assignment to areas of study:**

- Major / Marketing

**Content-related prior knowledge or skills:**

It is recommended to have completed the basic long module "Marketing" before starting the studies in the profile area.

**Learning content:**

Theories and concepts specific to the focus area are taught and advanced problems from the field of marketing are dealt with. Depending on the selected courses, students acquire an in-depth understanding of various marketing areas and can be trained as specialists in the field of digital marketing, brand management or consumer behavior according to personal preference, or they can take a broader thematic focus.

**Learning outcomes / competencies / targeted competencies:**

In the courses of the major modules, students of the Marketing major expand their basic knowledge acquired in the basics courses and gain a deeper understanding of the subject areas of the selected courses. Their skills in the following areas will be enhanced:

- Expert knowledge: Students will become familiar with different approaches and theories in their major courses and will be able to understand concepts and interrelationships in their chosen marketing areas.
- Methodological knowledge: Students become familiar with relevant methods in their chosen subjects and learn to apply them.
- Transfer skills: Students will be able to apply what they have learned to simple questions from their chosen areas of focus.

**Calculation of student workload:**

28 h SWS / presence time / working hours

41 h Self-study

70 h Exam preparation

41 h Preparation / follow-up work

**Are there optional courses in the modules?**

no

**Language(s) of instruction:**

German / English

**Responsible for the module:**

N.N.

**Frequency:**

winter semester, yearly

**Duration:**

1 semester[s]

**The module is valid since / The module is valid until:**

WiSe 23/24 / -

**Credit points / Workload:**

6 / 180 hours

**Module examinations**

**Module examination:** Marketing Module 3

**Type of examination:** module exam

<b>Form of examination:</b> Announcement at the beginning of the semester	<b>The examination is ungraded?</b> no
<b>Number of graded components / ungraded components / prerequisites of the examination:</b> 1 / - / -	
<b>Language(s) of instruction:</b> Deutsch / English	

## Module courses

<b>Course:</b> Marketing Modul 3	
<b>Frequency:</b> winter semester, yearly	<b>Are there parallel courses?</b> no
<b>Contact hours:</b> 2	<b>University teacher:</b> Prof. Dr. Kristina Klein Prof. Dr. Christoph Burmann Prof. Dr. Maik Eisenbeiß
<b>Language(s) of instruction:</b> Deutsch / English	
<b>Literature:</b> Literatur wird angekündigt.	
<b>Teaching method(s):</b> Seminar	<b>Associated module examination:</b>



## Module 07-WW-BA-37-213: General Management und Logistik Modul 1

### General Management and Logistics Module 1

#### Assignment to areas of study:

- Major / General Management and Logistics

#### Content-related prior knowledge or skills:

It is recommended to have completed the basic long modules "Human Resources and Organization" and "International Business" before starting the studies in the profile area.

#### Learning content:

Theories and concepts specific to the area of specialization are taught and advanced problems from the field of general management and logistics are dealt with. Depending on the selected courses, students acquire an in-depth understanding of different management areas and can be trained as specialists in the areas of logistics, digitization, entrepreneurship, international management, human resources or organization, according to personal preference, or they can take a broader thematic focus.

#### Learning outcomes / competencies / targeted competencies:

In the courses of the major modules, students of the General Management and Logistics major expand their basic knowledge acquired in the basics courses and gain a deeper understanding of the subject areas of the selected courses. Their skills in the following areas will be enhanced:

- Expert knowledge: Students will become familiar with different approaches and theories in their major courses and will be able to understand concepts and interrelationships in their chosen management areas.
- Methodological knowledge: Students become familiar with relevant methods in their chosen subjects and learn to apply them.
- Transfer skills: Students will be able to apply what they have learned to simple questions from their chosen areas of focus.

#### Calculation of student workload:

41 h Preparation / follow-up work  
 70 h Exam preparation  
 41 h Self-study  
 28 h SWS / presence time / working hours

#### Are there optional courses in the modules?

no

#### Language(s) of instruction:

German / English

#### Responsible for the module:

N.N.

#### Frequency:

summer semester, yearly

#### Duration:

1 semester[s]

#### The module is valid since / The module is valid until:

WiSe 23/24 / -

#### Credit points / Workload:

6 / 180 hours

## Module examinations

**Module examination:** General Management and Logistics Module 1

**Type of examination:** module exam

<b>Form of examination:</b> Announcement at the beginning of the semester	<b>The examination is ungraded?</b> no
<b>Number of graded components / ungraded components / prerequisites of the examination:</b> 1 / - / -	
<b>Language(s) of instruction:</b> Deutsch / English	

## Module courses

<b>Course:</b> General Management Modul 1	
<b>Frequency:</b> summer semester, yearly	<b>Are there parallel courses?</b> no
<b>Contact hours:</b> 2	<b>University teacher:</b> Prof. Dr. Jörg Freiling Prof. Dr. Vera Hagemann Prof. Dr. Julia Maria Kensbock Prof. Dr. Sarianna Maarit Lundan Prof. Dr. Georg Müller-Christ
<b>Language(s) of instruction:</b> Deutsch / English	
<b>Literature:</b> Literature to be announced.	
<b>Teaching method(s):</b> Seminar	<b>Associated module examination:</b>

## Module 07-WW-BA-37-223: General Management und Logistik Modul 2

### General Management and Logistics Module 2

#### Assignment to areas of study:

- Major / General Management and Logistics

#### Content-related prior knowledge or skills:

It is recommended to have completed the basic long modules "Human Resources and Organization" and "International Business" before starting the studies in the profile area.

#### Learning content:

Theories and concepts specific to the area of specialization are taught and advanced problems from the field of general management and logistics are dealt with. Depending on the selected courses, students acquire an in-depth understanding of different management areas and can be trained as specialists in the areas of logistics, digitization, entrepreneurship, international management, human resources or organization, according to personal preference, or they can take a broader thematic focus.

#### Learning outcomes / competencies / targeted competencies:

In the courses of the major modules, students of the General Management and Logistics major expand their basic knowledge acquired in the basics courses and gain a deeper understanding of the subject areas of the selected courses. Their skills in the following areas will be enhanced:

- Expert knowledge: Students will become familiar with different approaches and theories in their major courses and will be able to understand concepts and interrelationships in their chosen management areas.
- Methodological knowledge: Students become familiar with relevant methods in their chosen subjects and learn to apply them.
- Transfer skills: Students will be able to apply what they have learned to simple questions from their chosen areas of focus.

#### Calculation of student workload:

28 h SWS / presence time / working hours

70 h Exam preparation

41 h Self-study

41 h Preparation / follow-up work

#### Are there optional courses in the modules?

yes

One course from the current course offerings must be taken at a time. The catalog of these courses is subject to change and is updated on a semester-by-semester basis.

#### Language(s) of instruction:

German / English

#### Responsible for the module:

N.N.

#### Frequency:

summer semester, yearly

#### Duration:

1 semester[s]

#### The module is valid since / The module is valid until:

WiSe 23/24 / -

#### Credit points / Workload:

6 / 180 hours

## Module examinations

<b>Module examination:</b> General Management and Logistics Module 2	
<b>Type of examination:</b> module exam	
<b>Form of examination:</b> Announcement at the beginning of the semester	<b>The examination is ungraded?</b> no
<b>Number of graded components / ungraded components / prerequisites of the examination:</b> 1 / - / -	
<b>Language(s) of instruction:</b> Deutsch / English	

## Module courses

<b>Course:</b> General Management Modul 2	
<b>Frequency:</b> summer semester, yearly	<b>Are there parallel courses?</b> no
<b>Contact hours:</b> 2	<b>University teacher:</b> Prof. Dr. Jörg Freiling Prof. Dr. Vera Hagemann Prof. Dr. Julia Maria Kensbock Prof. Dr. Sarianna Maarit Lundan Prof. Dr. Georg Müller-Christ
<b>Language(s) of instruction:</b> Deutsch / English	
<b>Literature:</b> Literature to be announced.	
<b>Teaching method(s):</b> Seminar	<b>Associated module examination:</b>

**Module 07-WW-BA-37-233: General Management und Logistik Modul 3**  
 General Management and Logistics Module 3

**Assignment to areas of study:**

- Major / General Management and Logistics

**Content-related prior knowledge or skills:**

It is recommended to have completed the basic long modules "Human Resources and Organization" and "International Business" before starting the studies in the profile area.

**Learning content:**

Theories and concepts specific to the area of specialization are taught and advanced problems from the field of general management are dealt with. Depending on the selected courses, students acquire an in-depth understanding of different management areas and can be trained as specialists in the areas of digitization, entrepreneurship, international management, human resources or organization, according to personal preference, or they can take a broader thematic focus.

**Learning outcomes / competencies / targeted competencies:**

In the courses of the major modules, students of the General Management major expand their basic knowledge acquired in the basics courses and gain a deeper understanding of the subject areas of the selected courses. Their skills in the following areas will be enhanced:

- Expert knowledge: Students will become familiar with different approaches and theories in their major courses and will be able to understand concepts and interrelationships in their chosen management areas.
- Methodological knowledge: Students become familiar with relevant methods in their chosen subjects and learn to apply them.
- Transfer skills: Students will be able to apply what they have learned to simple questions from their chosen areas of focus.

**Calculation of student workload:**

41 h Self-study  
 41 h Preparation / follow-up work  
 28 h SWS / presence time / working hours  
 70 h Exam preparation

**Are there optional courses in the modules?**

yes

One course from the current course offerings must be taken at a time. The catalog of these courses is subject to change and is updated on a semester-by-semester basis.

**Language(s) of instruction:**

German / English

**Responsible for the module:**

N.N.

**Frequency:**

winter semester, yearly

**Duration:**

1 semester[s]

**The module is valid since / The module is valid until:**

WiSe 23/24 / -

**Credit points / Workload:**

6 / 180 hours

## Module examinations

<b>Module examination:</b> General Management Module 3	
<b>Type of examination:</b> module exam	
<b>Form of examination:</b> Announcement at the beginning of the semester	<b>The examination is ungraded?</b> no
<b>Number of graded components / ungraded components / prerequisites of the examination:</b> 1 / - / -	
<b>Language(s) of instruction:</b> Deutsch / English	

## Module courses

<b>Course:</b> General Management Modul 3	
<b>Frequency:</b> winter semester, yearly	<b>Are there parallel courses?</b> no
<b>Contact hours:</b> 2	<b>University teacher:</b> Prof. Dr. Jörg Freiling Prof. Dr. Vera Hagemann Prof. Dr. Julia Maria Kensbock Prof. Dr. Sarianna Maarit Lundan Prof. Dr. Georg Müller-Christ
<b>Language(s) of instruction:</b> Deutsch / English	
<b>Literature:</b> Literature to be announced.	
<b>Teaching method(s):</b> Seminar	<b>Associated module examination:</b>

**Module 07-WW-BA-37-243: Logistik Modul 3**  
 Logistics Module 3

**Assignment to areas of study:**

- Major / General Management and Logistics

**Content-related prior knowledge or skills:**

It is recommended to have completed the basic long modules "Human Resources and Organization" and "International Business" before starting the studies in the profile area.

**Learning content:**

Theories and concepts specific to the area of specialization are taught and advanced problems from the field of general management are dealt with. Depending on the selected courses, students acquire an in-depth understanding of different management areas and can be trained as specialists in the areas of digitization, entrepreneurship, international management, human resources or organization, according to personal preference, or they can take a broader thematic focus.

**Learning outcomes / competencies / targeted competencies:**

In the courses of the major modules, students of the General Management major expand their basic knowledge acquired in the basics courses and gain a deeper understanding of the subject areas of the selected courses. Their skills in the following areas will be enhanced:

- Expert knowledge: Students will become familiar with different approaches and theories in their major courses and will be able to understand concepts and interrelationships in their chosen management areas.
- Methodological knowledge: Students become familiar with relevant methods in their chosen subjects and learn to apply them.
- Transfer skills: Students will be able to apply what they have learned to simple questions from their chosen areas of focus.

**Calculation of student workload:**

41 h Preparation / follow-up work  
 41 h Self-study  
 70 h Exam preparation  
 28 h SWS / presence time / working hours

**Are there optional courses in the modules?**

yes

One course from the current course offerings must be taken at a time. The catalog of these courses is subject to change and is updated on a semester-by-semester basis.

**Language(s) of instruction:**

German / English

**Responsible for the module:**

N.N.

**Frequency:**

winter semester, yearly

**Duration:**

1 semester[s]

**The module is valid since / The module is valid until:**

WiSe 23/24 / -

**Credit points / Workload:**

6 / 180 hours

## Module examinations

<b>Module examination:</b> Logistics Module 3	
<b>Type of examination:</b> module exam	
<b>Form of examination:</b> Announcement at the beginning of the semester	<b>The examination is ungraded?</b> no
<b>Number of graded components / ungraded components / prerequisites of the examination:</b> 1 / - / -	
<b>Language(s) of instruction:</b> Deutsch / English	

## Module courses

<b>Course:</b> Logistik Modul 3	
<b>Frequency:</b> winter semester, yearly	<b>Are there parallel courses?</b> no
<b>Contact hours:</b> 2	<b>University teacher:</b> Prof. Dr. Jörg Freiling N.N. Prof. Dr. Vera Hagemann Prof. Dr. Julia Maria Kensbock Prof. Dr. Sarianna Maarit Lundan Prof. Dr. Georg Müller-Christ
<b>Language(s) of instruction:</b> Deutsch / English	
<b>Literature:</b> Literature to be announced.	
<b>Teaching method(s):</b> Seminar	<b>Associated module examination:</b> Logistik Modul 3



## Module 07-WW-BA-37-260: Projektmodul

### Project Module

#### Assignment to areas of study:

- Major / General Management and Logistics
- Major / Finance, Accounting and Taxation
- Major / Marketing

#### Content-related prior knowledge or skills:

It is recommended to have completed a methodologically appropriate empirical internship.

#### Learning content:

In the project module, students work on a larger research project. Depending on the selected project, they work on different tasks and subject-specific focal points, they use different methods and aim for different results. The knowledge acquired in the major modules is deepened and applied to an overarching question.

#### Learning outcomes / competencies / targeted competencies:

Students expand their subject-specific knowledge and test the application of their specialist knowledge to complex problems. In addition to expanding their technical expertise, students learn other job-relevant and social skills such as:

- Working independently, coordination and time management
- Teamwork, coping with role and group dynamics
- Presentation techniques (oral and written)
- Dealing with complexity

#### Calculation of student workload:

28 h SWS / presence time / working hours

32 h Exam preparation

150 h Self-study

150 h Preparation / follow-up work

#### Are there optional courses in the modules?

yes

Either a profiling-related project or a topic project must be taken. The range of projects changes annually and can be found in the current course offerings.

#### Language(s) of instruction:

German / English

#### Responsible for the module:

Prof. Dr. André Heinemann

#### Frequency:

winter semester, yearly

#### Duration:

1 semester[s]

#### The module is valid since / The module is valid until:

WiSe 23/24 / -

#### Credit points / Workload:

12 / 360 hours

## Module examinations

**Module examination:** Project Module

**Type of examination:** module exam

#### Form of examination:

Announcement at the beginning of the semester

#### The examination is ungraded?

no

**Number of graded components / ungraded components / prerequisites of the examination:**

1 / - / -

**Language(s) of instruction:**

Deutsch / English

## Module courses

**Course:** Projektmodul

**Frequency:**

winter semester, yearly

**Are there parallel courses?**

no

**Contact hours:**

2

**University teacher:**

Prof. Dr. André Heinemann

**Language(s) of instruction:**

Deutsch / English

**Literature:**

Literature to be announced.

**Teaching method(s):**

Seminar

**Associated module examination:**

## Module 07-WW-BA-37-620: Praktikum Internship

**Assignment to areas of study:**

- Major / Electives

**Content-related prior knowledge or skills:**

none

**Learning content:**

During the internship, students learn to work on practical issues under real conditions. They get to know the everyday work in relevant fields of activity and work on auxiliary and independent tasks on the basis of the knowledge they have acquired so far in their studies. In this way, they gain insights into the professional activity after graduation, experience the organizational and social processes in everyday work, and test the application of the skills learned in practice.

**Learning outcomes / competencies / targeted competencies:**

Students apply the knowledge they have acquired in their studies to practical issues and work on typical tasks for graduates of business studies. In doing so, they deepen their technical knowledge both in theory and in application. They learn and consolidate soft skills such as teamwork, time management and working independently. Documenting their findings from the internship allows them to reflect on what they have experienced. The experience prepares students for their future fields of activity, provides orientation and facilitates career entry due to the proof of practical experience.

**Calculation of student workload:**

320 h SWS / presence time / working hours

**Are there optional courses in the modules?**

no

**Language(s) of instruction:**

German / English

**Responsible for the module:**

Maren Hartstock

**Frequency:**

each semester

**Duration:**

1 semester[s]

**The module is valid since / The module is valid until:**

WiSe 23/24 / -

**Credit points / Workload:**

12 / 360 hours

## Module examinations

**Module examination:** Internship

**Type of examination:** module exam

**Form of examination:**

Internship report

**The examination is ungraded?**

yes

**Number of graded components / ungraded components / prerequisites of the examination:**

- / 1 / -

**Language(s) of instruction:**

Deutsch / English

**Description:**

Registration, deadlines, and guidelines for the preparation of the internship report are detailed in the Internship Regulations Information Sheet.

**Module courses**

<b>Course:</b> Praktikum	
<b>Frequency:</b> each semester	<b>Are there parallel courses?</b> no
<b>Contact hours:</b>	<b>University teacher:</b> Maren Hartstock
<b>Language(s) of instruction:</b> Deutsch / English	
<b>Teaching method(s):</b> Laboratory class	<b>Associated module examination:</b> Praktikum

**Module 07-WW-BA-37-710: WiWi Onboarding Challenge**

## WiWi Onboarding Challenge

**Assignment to areas of study:**

- General Studies Area / General Studies Compulsory Modules

**Content-related prior knowledge or skills:**

none

**Learning content:**

The module takes up the entire first week of the first semester. The students receive an assignment to be solved in groups, which is identical for all students. The task is to solve a decision problem that is as current as it is interesting for the students and that relates to business and economics issues. Within this week several lectures take place:

- from different professional perspectives on the problem to be solved from the point of view of lecturers of the faculty
- from a practical perspective by company and NGO members
- on formal regulations and processing instructions for structuring and organizing the project task

The tasks are then worked on in small groups and closely supervised. The module concludes with a student competition for the best solution to the problem

**Learning outcomes / competencies / targeted competencies:**

- Introduction to studies based on current topics, learning on the practical object
- Early learning of group work processes and problem solving
- Overview of the scope of economic topics
- Learning with innovative teaching methods (productive learning, gamification)
- Getting to know different soft skills
- Knowledge about the new environment and the actors at the university, in the faculty as well as in real-life projects
- Networking, socializing

**Calculation of student workload:**

70 h Exam preparation

28 h SWS / presence time / working hours

41 h Preparation / follow-up work

41 h Self-study

**Are there optional courses in the modules?**

no

**Language(s) of instruction:**

German

**Responsible for the module:**

Prof. Dr. Christoph Burmann

**Frequency:**

winter semester, yearly

**Duration:**

1 semester[s]

**The module is valid since / The module is valid until:**

WiSe 23/24 / -

**Credit points / Workload:**

6 / 180 hours

## Module examinations

<b>Module examination:</b> WiWi Onboarding Challenge	
<b>Type of examination:</b> module exam	
<b>Form of examination:</b> Group examination, oral	<b>The examination is ungraded?</b> yes
<b>Number of graded components / ungraded components / prerequisites of the examination:</b> - / 1 / -	
<b>Language(s) of instruction:</b> Deutsch	
<b>Description:</b> Gruppenprüfung wird als Gruppenpräsentation durchgeführt.	

## Module courses

<b>Course:</b> WiWi Onboarding Challenge	
<b>Frequency:</b> winter semester, yearly	<b>Are there parallel courses?</b> no
<b>Contact hours:</b> 2	<b>University teacher:</b> Prof. Dr. Jörg Freiling Prof. Dr. Vera Hagemann Prof. Dr. Christoph Burmann Maren Hartstock Prof. Dr. Christian Cordes
<b>Language(s) of instruction:</b> Deutsch	
<b>Literature:</b> Literature will be announced.	
<b>Teaching method(s):</b> Lecture	<b>Associated module examination:</b>

## Module 07-WW-BA-37-720: Recht Law

### Assignment to areas of study:

- General Studies Area / General Studies Compulsory Modules

### Content-related prior knowledge or skills:

none

### Learning content:

The students know and understand the legal transaction theory of the German Civil Code (BGB) and the different types of legal transactions, the most important legal obligations, the main features of property law, the German Commercial Code (HGB) as a supplementary legal system to the German Civil Code for merchants with its modifications, the terms merchant and commercial transaction, the importance of the commercial register, the basic differences between private companies and corporations, the main forms of corporations as well as their specifics with regard to formation, liability, governing bodies, etc., the main forms of private companies and their specifics in terms of incorporation, liability, governing bodies, etc.

### Learning outcomes / competencies / targeted competencies:

Introduction to the basics of civil law: conclusion of contract, rescission, representation, law of minors

- BGB – general part: law of obligations, debtor and creditor default, impossibility, law of obligations
- BGB – Special Part: in particular law of sale
- HGB: Commercial transactions, characteristics of private companies
- AktG and GmbHG: characteristics of corporations

### Calculation of student workload:

59 h Self-study  
20 h Exam preparation  
42 h SWS / presence time / working hours  
59 h Preparation / follow-up work

### Are there optional courses in the modules?

no

### Language(s) of instruction:

German

### Responsible for the module:

Irene Pötting

### Frequency:

summer semester, yearly

### Duration:

1 semester[s]

### The module is valid since / The module is valid until:

WiSe 23/24 / -

### Credit points / Workload:

6 / 180 hours

## Module examinations

### Module examination: Law

### Type of examination: module exam

### Form of examination:

Electronic written exam (in presence)

### The examination is ungraded?

no

**Number of graded components / ungraded components / prerequisites of the examination:**

1 / - / -

**Language(s) of instruction:**

Deutsch

## Module courses

**Course:** Recht

**Frequency:**

summer semester, yearly

**Are there parallel courses?**

no

**Contact hours:**

4

**University teacher:**

Irene Pötting

**Language(s) of instruction:**

Deutsch

**Literature:**

Literature will be announced.

**Teaching method(s):**

Lecture

Tutorial

**Associated module examination:**



**Module 07-WW-BA-37-730: Projektmanagement****Project Management****Assignment to areas of study:**

- General Studies Area / General Studies Compulsory Modules

**Content-related prior knowledge or skills:**

none

**Learning content:**

This course procures practice-oriented knowledge about project management. Details of gained knowledge:

- Development of project proposal
- Project organization: leadership, teamwork, social and cultural competencies
- Techniques of project planning and controlling
- Evaluating of project risks
- Project documentation
- Use of project management software

**Learning outcomes / competencies / targeted competencies:**

Students should internalize project management as an important organizational form and they should learn to organize projects by themselves. They should value capability for teamwork, get to know the techniques of project planning and project controlling, should know how to rate the risk of projects and furthermore should be able to use project management software.

**Calculation of student workload:**

26 h SWS / presence time / working hours

26 h Exam preparation

63 h Self-study

63 h Preparation / follow-up work

**Are there optional courses in the modules?**

no

**Language(s) of instruction:**

German

**Responsible for the module:**

Prof. Dr. Martin Möhrle

**Frequency:**

summer semester, yearly

**Duration:**

1 semester[s]

**The module is valid since / The module is valid until:**

WiSe 23/24 / -

**Credit points / Workload:**

6 / 180 hours

**Module examinations****Module examination:** Project Management**Type of examination:** module exam**Form of examination:**

Portfolio (AT § 8 Abs. 8)

**The examination is ungraded?**

no

**Number of graded components / ungraded components / prerequisites of the examination:**

1 / - / -

**Language(s) of instruction:**

Deutsch

**Module courses****Course:** Projektmanagement**Frequency:**

summer semester, yearly

**Are there parallel courses?**

no

**Contact hours:**

2

**University teacher:**

Prof. Dr. Martin Möhrle

**Language(s) of instruction:**

Deutsch

**Literature:**

Ausgewählte Aufsätze aus:

Projektmanagement-Fachmann, 2008, Verl. Wiss. &amp; Praxis, Sternenfels.

Gessler, Michael: Kompetenzbasiertes Projektmanagement (PM 3).

Handbuch für die Projektarbeit, Qualifizierung und Zertifizierung auf Basis der IPMA Competence Baseline Version 3.0. Nürnberg: GPM Deutsche Gesellschaft für Projektmanagement

**Teaching method(s):**

Lecture

**Associated module examination:**

## Module 07-WW-BA-37-740: Nachhaltiges Management Sustainable Management

### Assignment to areas of study:

- General Studies Area / General Studies  
Compulsory Modules

### Content-related prior knowledge or skills:

none

### Learning content:

The course provides the historical background of sustainability as well as its different meanings and justifications for it such as a societal as well as a corporate understanding of sustainability. Building on an economic understanding of sustainability, a resource-oriented framework is developed which contrasts the traditional efficiency-oriented model. As contradictions arise due to contrasting efficiency and sustainability, strategies on how to deal with contradictions are developed. In addition, strategic tools are offered (such as the Sustainable Balanced Scorecard, sustainability reporting or the concept of Corporate Social Responsibility) and discussed.

### Learning outcomes / competencies / targeted competencies:

The objective of this course is that students understand the difference between a normative and rational understanding of sustainability. By using efficiency and sustainability as economic rationalities students can describe complementary but contradictory economic rationalities as well as their psychological preconditions. Students are being offered theoretical rationales for describing, understanding and analysing corporate actions and communication on the sustainability topic.

### Calculation of student workload:

63 h Preparation / follow-up work  
26 h Exam preparation  
63 h Self-study  
28 h SWS / presence time / working hours

### Are there optional courses in the modules?

no

### Language(s) of instruction:

German

### Responsible for the module:

Prof. Dr. Georg Müller-Christ

### Frequency:

summer semester, yearly

### Duration:

1 semester[s]

### The module is valid since / The module is valid until:

WiSe 23/24 / -

### Credit points / Workload:

6 / 180 hours

## Module examinations

**Module examination:** Sustainable Management

**Type of examination:** module exam

### Form of examination:

Portfolio (AT § 8 Abs. 8)

### The examination is ungraded?

no

**Number of graded components / ungraded components / prerequisites of the examination:**

1 / - / -

**Language(s) of instruction:**

Deutsch

## Module courses

**Course:** Nachhaltiges Management

**Frequency:**

summer semester, yearly

**Are there parallel courses?**

no

**Contact hours:**

2

**University teacher:**

Prof. Dr. Georg Müller-Christ

**Language(s) of instruction:**

Deutsch

**Literature:**

Literature to be announced.

**Teaching method(s):**

Lecture

**Associated module examination:**

**Module 07-WW-BA-37-0: Extracurriculare Angebote****Extracurricular Offers****Assignment to areas of study:**

- Extracurricular Offers

**Content-related prior knowledge or skills:**

none

**Learning content:**

The extracurricular offers include all offers of the faculty that are not included in the curricula. These include information from the Study Center, the Office for International Affairs and the Office for Practice and Transfer, information events, one-off events, research seminars and other lectures, seminars and workshops that prepare students for starting a career or remaining in academia.

**Learning outcomes / competencies / targeted competencies:****Calculation of student workload:****Are there optional courses in the modules?**

yes

**Language(s) of instruction:**

German / English

**Responsible for the module:**

N.N.

**Frequency:**

each semester

**Duration:****The module is valid since / The module is valid until:**

SoSe 24 / -

**Credit points / Workload:**

0 / 0 hours

**Module examinations****Module courses****Course:** Extracurriculare Angebote**Frequency:**

each semester

**Are there parallel courses?**

no

**Contact hours:****University teacher:****Language(s) of instruction:**

Deutsch

**Teaching method(s):****Associated module examination:**