

Module Manual

Business Studies (International Advanced Student Program)

Module Manual
Business Studies (International Advanced Student Program)
– as of February 2022 –
Ed.: Faculty 7 – Study Center

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Study plan

Study plan International Advanced Student Program "Business Studies" (IFP-BWL) at the University of Bremen

Recognition Area					University of Bremen			Σ 180 CP
Field Course Business Studies (Compulsory Modules): 30 CP	Field Course Economics (Compulsory Modules): 18 CP	Methods (Compulsory Modules): 21 CP	Electives of Economic Sciences: 33 CP	General Studies Area: 18 CP	Area of Specialization (Compulsory-Elective Modules): 45 CP		Bachelor Thesis (Compulsory Module): 15 CP	
Accounting and Accounts (9 CP)	Microeconomics (6 CP)	Mathematics (6 CP)	Analysis of Economic Data (3 CP) or/ Law (6 CP) or/ Sustainable Management (6 CP) or/ Operations Research (6 CP) or/ Basics of Economics (6 CP) or/ Introductory Econometrics (6 CP) or/ Field Courses (3 CP) or/ Field Courses (6 CP)	Language courses, Internship, other offers of the faculty, complementing, studies etc.				Sem. 1 to 4: 120 CP
Marketing (6 CP)	Macroeconomics Basics (6 CP)	Statistics (9 CP)						5 th Sem.: 30 CP
Company Taxation (9 CP)	Economic and Financial Policy (6 CP)	Project Management (6 CP)						6 th Sem.: 30 CP
Production and Logistics or Theory of the Firm (6 CP)					Area of Specialization (Elective Compulsory Modules 1) (18 CP)	Teaching Project Module (12 CP)		
					Area of Specialization (Elective Compulsory Modules 1) (6 CP)	Area of Specialization (Elective Compulsory Modules 2) (9 CP)	Module Bachelor Thesis (15 CP)	

Sem. = Semester, CP = credit points

The study plan is structured as follows:

- a) The recognition area in the amount of 120 CP is provided at partner universities and recognized at the University of Bremen on the basis of a cooperation agreement. This is divided into:
 - Field Course Business Studies, 30 CP;
 - Field Course Economics, 18 CP;
 - Methods, 21 CP;
 - Electives of Economic Sciences, 33 CP; and
 - General Studies Area, 18 CP.

The conversion of grades earned is based on the current grade equivalency table adopted by the Faculty Council of Faculty 7.
- b) The course of study to be completed at the University of Bremen is divided into:
 - Bachelor Thesis, 15 CP and
 - Area of Specialization, 45 CP. In this elective area, four modules of 6 CP each and one module of 9 CP are to be completed. In addition, an elective module of 12 CP must be completed. The modules are picked from the list of courses presented in this module manual.

Area of Specialization (Compulsory Elective Modules), 45 CP

Elective Compulsory Modules 1, 24 CP

Title of the course	Strategic Management
Lecturer	Kensbock
VAK-Nr.	07-B37-5-13-09
Term	Winter term
Preconditions / recommendations for attendance	None
Language	English
Workload / calculation of credit points	Presence: 7 x 4 h = 28 h
	Preparation & follow-up: = 70 h
	Self-study phases: = 82 h
	Preparation for exam:
	Sum 180 h
Learning outcomes	<p>This course prepares students for the following learning objectives and competencies:</p> <ul style="list-style-type: none"> • Basic knowledge: Students are familiar with the most important theoretical and practical approaches to strategic management and are able to use them, particularly against the background of digital transformation. • Methodological knowledge: Students are familiar with established methods of strategic management and can apply them to real-life case studies. <p>Transfer knowledge: Students will be able to assess the possibilities and limitations of established theories. They can formulate managerial recommendations based on the theories.</p>
Contents of the course	The course focuses on the fundamental theories of strategic management with a special emphasis on digital transformation.
Recommended literature	<p>David, F., & David, F. R. (2016). <i>Strategic management: A competitive advantage approach, concepts and cases</i>. Florence: Pearson-Prentice Hall.</p> <p>(Additional literature will be announced during the course)</p>

Title of the course	International Business Environment
Lecturer	Lundan
VAK-Nr.	07-B37-5-13-12
Term	Winter term
Preconditions / recommendations for attendance	None
Language	English
Workload / calculation of credit points	Presence: 14 x 2 h = 28 h
	Preparation & follow-up: = 70 h
	Self-study phases: = 56 h
	Preparation for exam: = 26 h
	Sum 180 h
Learning outcomes	An understanding of the 'costs of distance', how formal and informal institutional differences between countries can be measured, and in

	what ways does this impact on the strategies of firms. An appreciation of the economic and non-economic roles of multinational enterprises and their impact on the home and host economies.
Contents of the course	The origins and impact of the economic, social and institutional differences between countries, and their implications for firm strategy. The political and social role of multinational enterprises in their home and host countries.
Recommended literature	Textbook and readings, to be announced.

Title of the course	Service Management																				
Lecturer	N.N.																				
VAK-Nr.	07-B37-5-13-15 – no offer in winter term 21/22																				
Term	Winter term																				
Preconditions / recommendations for attendance	None																				
Language	English																				
Workload / calculation of credit points	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;">Presence:</td> <td style="width: 20%; text-align: right;">14 x 2 h</td> <td style="width: 10%; text-align: center;">=</td> <td style="width: 10%; text-align: right;">28 h</td> </tr> <tr> <td>Preparation & follow-up:</td> <td></td> <td style="text-align: center;">=</td> <td style="text-align: right;">70 h</td> </tr> <tr> <td>Self-study phases:</td> <td></td> <td style="text-align: center;">=</td> <td style="text-align: right;">56 h</td> </tr> <tr> <td>Preparation for exam:</td> <td></td> <td style="text-align: center;">=</td> <td style="text-align: right;">26 h</td> </tr> <tr> <td colspan="3">Sum</td> <td style="text-align: right;">180 h</td> </tr> </table>	Presence:	14 x 2 h	=	28 h	Preparation & follow-up:		=	70 h	Self-study phases:		=	56 h	Preparation for exam:		=	26 h	Sum			180 h
Presence:	14 x 2 h	=	28 h																		
Preparation & follow-up:		=	70 h																		
Self-study phases:		=	56 h																		
Preparation for exam:		=	26 h																		
Sum			180 h																		
Learning outcomes	<p>After the course, the students will be able to do the following:</p> <ul style="list-style-type: none"> • Explain the characteristics of the service economy, • Describe the economic importance of the services sector, • Know and apply basic concepts of service research, • explain and exemplarily apply strategic and operational approaches of service management, • Explain complaint management as a means for establishing long-term customer relationships, <p>Explain and exemplarily apply approaches to service innovation.</p>																				
Contents of the course	<ul style="list-style-type: none"> • Characteristics and relevance of services • Foundations of service systems and value creation through services • Foundations of the management of services, service processes and service organizations • Complaint management • Service innovation 																				
Recommended literature	Literature will be announced during the course.																				

Title of the course	Supply Chain Operations Management
Lecturer	Kotzab
VAK-Nr.	07-B37-4-15-04
Term	Winter term
Preconditions / recommendations for attendance	None
Language	German – course is offered in German in winter term 21/22

Workload / calculation of credit points	Presence:	14 x 2 h	=	28 h
	Preparation & follow-up:		=	70 h
	Self-study phases:		=	56 h
	Preparation for exam:		=	26 h
	Sum			
Learning outcomes	After having completed the course, students are capable to to solve strategic, tactical and operative operations and logistics management problems. These include: location and transportation problems, demand forecast, inventory management and aggregate planning.			
Contents of the course	Some of the central issues of the course are: <ul style="list-style-type: none"> • The concepts of logistics and supply chain management • Structuring and designing value chains • Demand forecast (adaptive and static approaches) • MRP, MPS and aggregate planning • deterministic and stochastic inventory management 			
Recommended literature	Bozarth, C. and Handfield, R (2013): Introduction to Operations and Supply Chain Management, 3rd edition, Prentice Hall Drake, M. (2014): Applied Business Analytics Case Book: Applications in Supply Chain Management, Operations Management, and Operations Research, Prentice-Hall Heizer, J., Render, B. (2014): Principles of Operations Management, Prentice-Hall.			

Title of the course	Transport Economics			
Lecturer	Kinra			
VAK-Nr.	07-B37-5-15-05			
Term	Winter term			
Preconditions / recommendations for attendance	None			
Language	English			
Workload / calculation of credit points	Presence:	14 x 2 h	=	28 h
	Preparation & follow-up:		=	70 h
	Self-study phases:		=	56 h
	Preparation for exam:		=	26 h
	Sum			
Learning outcomes	The students should know and understand the formation and the planning interrelations in transport and logistics economics and management as well as understand, present, evaluate and develop their own solutions.			
Contents of the course	The general structure of the course is as follows: <ul style="list-style-type: none"> • Management orientated classification • Transport modes and their relevance for logistics • Planning objectives and interrelations • Cooperation and competition in transportation • Sustainability and security • Relations to supply chain management and meso-logistics 			
Recommended literature	Mangan, J., Lalwani, C., Butcher, T. and Roya Javadpour (2012), <i>Global Logistics and Supply Chain Management</i> , 2 nd edition, Wiley & Sons.			

Title of the course	Management Accounting and Decision Making																				
Lecturer	Loy																				
VAK-Nr.	07-BS37-4-14-06																				
Term	Summer term																				
Preconditions / recommendations for attendance	None																				
Language	English																				
Workload / calculation of credit points	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;">Presence:</td> <td style="width: 20%; text-align: right;">14 x 2 h</td> <td style="width: 10%; text-align: center;">=</td> <td style="width: 10%; text-align: right;">28 h</td> </tr> <tr> <td>Preparation & follow-up:</td> <td></td> <td style="text-align: center;">=</td> <td style="text-align: right;">70 h</td> </tr> <tr> <td>Self-study phases:</td> <td></td> <td style="text-align: center;">=</td> <td style="text-align: right;">56 h</td> </tr> <tr> <td>Preparation for exam:</td> <td></td> <td style="text-align: center;">=</td> <td style="text-align: right;">26 h</td> </tr> <tr> <td colspan="3">Sum</td> <td style="text-align: right;">180 h</td> </tr> </table>	Presence:	14 x 2 h	=	28 h	Preparation & follow-up:		=	70 h	Self-study phases:		=	56 h	Preparation for exam:		=	26 h	Sum			180 h
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Preparation for exam:		=	26 h																		
Sum			180 h																		
Learning outcomes	<ul style="list-style-type: none"> • Understand the purposes and facilities of management accounting and difference between management accounting and financial accounting • Prepare and interpret information to make short-term and long-term decisions 																				
Contents of the course	<ul style="list-style-type: none"> • Accounting as the language of Business • Management accounting • Cost identification and behavior • Overhead analysis • Cost-volume-profit analysis • Decision making • Understanding financial statements • Ratio analysis 																				
Recommended literature	Literature will be announced during the course.																				

Title of the course	International Management																				
Lecturer	Lundan																				
VAK-Nr.	07-B37-4-13-01																				
Term	Summer term																				
Preconditions / recommendations for attendance	None																				
Language	English																				
Workload / calculation of credit points	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;">Presence:</td> <td style="width: 20%; text-align: right;">14 x 2 h</td> <td style="width: 10%; text-align: center;">=</td> <td style="width: 10%; text-align: right;">28 h</td> </tr> <tr> <td>Preparation & follow-up:</td> <td></td> <td style="text-align: center;">=</td> <td style="text-align: right;">70 h</td> </tr> <tr> <td>Self-study phases:</td> <td></td> <td style="text-align: center;">=</td> <td style="text-align: right;">56 h</td> </tr> <tr> <td>Preparation for exam:</td> <td></td> <td style="text-align: center;">=</td> <td style="text-align: right;">26 h</td> </tr> <tr> <td colspan="3">Sum</td> <td style="text-align: right;">180 h</td> </tr> </table>	Presence:	14 x 2 h	=	28 h	Preparation & follow-up:		=	70 h	Self-study phases:		=	56 h	Preparation for exam:		=	26 h	Sum			180 h
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Sum			180 h																		
Learning outcomes	The theoretical foundations of understanding the boundary choices and the geographical spread of firms, and an appreciation of the heterogeneity of the universe of multinational enterprises.																				
Contents of the course	This course is concerned with the internationalization process of firms, their choice of the mode of entry, and the different methods and forms of cross-border organization.																				
Recommended literature	Textbook and readings, to be announced.																				

Title of the course	Customer Relationship Management																				
Lecturer	Eisenbeiß																				
VAK-Nr.	07-BS37-4-13-11																				
Term	Summer term																				
Preconditions / recommendations for attendance	None																				
Language	English																				
Workload / calculation of credit points	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;">Presence:</td> <td style="width: 15%;">14 x 2 h</td> <td style="width: 10%; text-align: center;">=</td> <td style="width: 15%; text-align: right;">28 h</td> </tr> <tr> <td>Preparation & follow-up:</td> <td></td> <td style="text-align: center;">=</td> <td style="text-align: right;">70 h</td> </tr> <tr> <td>Self-study phases:</td> <td></td> <td style="text-align: center;">=</td> <td style="text-align: right;">56 h</td> </tr> <tr> <td>Preparation for exam:</td> <td></td> <td style="text-align: center;">=</td> <td style="text-align: right;">26 h</td> </tr> <tr> <td colspan="3">Sum</td> <td style="text-align: right;">180 h</td> </tr> </table>	Presence:	14 x 2 h	=	28 h	Preparation & follow-up:		=	70 h	Self-study phases:		=	56 h	Preparation for exam:		=	26 h	Sum			180 h
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Sum			180 h																		
Learning outcomes	<p>Students learn</p> <ul style="list-style-type: none"> • the differences between transaction-based and relationship-based marketing, • the importance of a leadership in customer relationship as a strategic success factor, • theoretical and conceptual basics of customer relationship management (CRM), • to apply and systemize metrics to operationalize customer relationships, • to explain and evaluate selected phase-specific instruments of CRM, • to understand CRM as a systematic management approach, and to develop as well as to implement CRM strategies. • 																				
Contents of the course	<ul style="list-style-type: none"> • Basics and a theoretical foundation of CRM • Conceptualization of CRM • Strategic direction of CRM • Analytic components of CRM • Operational components of CRM <p>Institutional characteristics of CRM, in particular regarding e-commerce business models</p>																				
Recommended literature	Kumar, V., & Reinartz, W. (2018). Customer relationship management: Concept, strategy, and tools. Springer-Verlag.																				

Title of the course	Innovation and New Product Management																				
Lecturer	Klein																				
VAK-Nr.	07-BS37-4-13-12 - no offer in summer term 2022																				
Term	Summer term																				
Preconditions / recommendations for attendance	None																				
Language	English																				
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Self-study phases:		=	56 h																		
Preparation for exam:		=	26 h																		
Sum			180 h																		
Learning outcomes	Students...																				

	<p>... receive a comprehensive overview of the basic concepts, theories and methods in product innovation management. ...acquire the ability to critically examine innovation procedures in organizations. ...apply their knowledge in a case study project.</p> <p>The learning objectives of this course include:</p> <ul style="list-style-type: none"> • Understand core issues in new product management • Apply basic and advanced innovation techniques • Understand and apply key ideation techniques • Manage projects with agile project tools • Ability to critically assess innovation ideas • Understand product development challenges in the context of digital transformation • Understand the role of organizational models for new product success
Contents of the course	<p>The course offers a comprehensive overview on the processes of innovation management</p> <p>Perspectives on Innovation</p> <ul style="list-style-type: none"> • Challenges for innovation • Types of innovation • The stage-gate innovation process • Open innovation <p>Tools & Techniques for New Product Development</p> <ul style="list-style-type: none"> • From insights to ideas: Key ideation techniques • Idea attractiveness evaluation <p>Conceptualization and Market Launch</p> <ul style="list-style-type: none"> • Defining and testing concepts • Going to the market and the role of digital channels <p>Student Case Presentation</p>
Recommended literature	<p>Füller, J. / Bartl, M. / Ernst, H. / Mühlbacher, H. (2006): Community based innovation: How to integrate members of virtual communities into new product development, in: Electron Commerce Res, pp. 57 - 73.</p> <p>Grönlund, J., Sjödin, D. R., Frishammar, J. (2010): Open Innovation and the Stage-Gate Process. A revised model for new product development, in: California Management Review, Vol. 52, No. 3, pp. 106 – 131.</p> <p>Thomke, S., von Hippel, E. (2002): Customers as Innovators: A New Way to Create Value, in: Harvard Business Review, April, Vol. 80, No. 4, pp. 74 – 81.</p>

Title of the course	Topics in International Management and Governance
Lecturer	Lundan
VAK-Nr.	07-BS37-4-13-13
Term	Summer term - no offer in summer term 2022
Preconditions / recommendations for attendance	None
Language	English

Workload / calculation of credit points	Presence:	14 x 2 h	=	28 h
	Preparation & follow-up:		=	44 h
	Self-study phases:		=	70 h
	Preparation for exam:		=	38 h
	Sum			
Learning outcomes	The seminar Topics in International Management and Governance aims to encourage a discussion of contemporary issues in International Business. Students will acquire a theoretical foundation that outlines the interrelationship between multinational enterprises and their political, institutional as well as natural environment. Using interactive case studies, the students learn to assess these issues from the perspective of firms and policymakers. Results will be discussed via group presentations. Students will advance both their management and consulting capabilities with a specific focus on global governance.			
Contents of the course	Main contents of the seminar: - Changes in the multinational tax regime - The role of A.I. in International Business - FDI screening policies - Multinational enterprises and climate change			
Recommended literature	Core literature: Dunning, John H.; Lundan, Sarianna M. (2008): Multinational Enterprises and the Global Economy. Paperback edition, second edition. Cheltenham, UK: Edward Elgar. Cantwell, John; Dunning, John H.; Lundan, Sarianna M. (2010): An evolutionary approach to understanding international business activity: The co-evolution of MNEs and the institutional environment. In: Journal of International Business Studies 41 (4), S. 567–586 The course builds on recent literature. Below are some suggestions for further reading: Anwar, Syed Tariq (2012): FDI Regimes, Investment Screening Process, and Institutional Frameworks: China versus Others in Global Business. In: Journal of World Trade 46 (2), S. 213–248. Pinkse, Jonatan; Kolk, Ans (2010): International business and global climate change. Reprinted. London: Routledge. van Tulder, Rob; Piscitello, Lucia; Verbeke, Alain (Hg.) (2019a): International business in the information and digital age. First edition. United Kingdom: Emerald Publishing (Progress in international business research, volume 13).			

Title of the course	Business Game
Lecturer	Zimmermann
VAK-Nr.	07-B37-4-14-11 - no offer in summer term 2022
Term	Summer term
Preconditions / recommendations for attendance	Online access via standard browser
Language	English

Workload / calculation of credit points	Presence:	14 x 2 h	=	28 h
	Preparation & follow-up:		=	70 h
	Self-study phases:		=	56 h
	Preparation for exam:		=	26 h
	Sum			
Learning outcomes	<p>Students manage their own (business game) company and learn to apply business related content through practical application. Specifically, this means:</p> <ul style="list-style-type: none"> • Learning content-based decision-making of operational decisions and discovering the role as a decision-maker • Coordinating all business units and corporate functions and direct them towards operational objectives • Deepen the knowledge of selected business topics and their practical application <p>Moreover, students acquire social skills, especially self-organization and conflict management through:</p> <ul style="list-style-type: none"> • Experiencing management as a matter of teamwork • Entrepreneurial thinking 			
Contents of the course	<p>The following aspects will be integratively combined:</p> <ol style="list-style-type: none"> (1) Market and competition (marketing: product characteristics, price, sales and communication; competitive strategies: cost leadership, differentiation, niche strategy; portfolio management: cash cows, dogs, questions marks, stars) (2) Production/resource planning (production planning and capacity management; investment decisions; personnel management; raw-material purchasing and logistics; make-or-buy decision) (3) Financing (internal and external financing; accounts receivable and accounts payable management) (4) Controlling/accounting (value-based management; financial reports: balance sheet, income statement, cash flow statement, segment report; cost accounting: full cost and partial cost accounting, cost unit accounting; key figure driven management, liquidity, financing, asset structure; foreign currency und exchange rate hedging) 			
Recommended literature	Will be announced in the respective tutorial sessions.			

Elective Compulsory Modules 2, 9 CP

Title of the course	Consumer Insights and Basics of Consumer Behavior
Lecturer	Klein
VAK-Nr.	07-B37-6-13-25 - no offer in summer term 2022
Term	Summer term
Preconditions / recommendations for attendance	None
Language	English

Workload / calculation of credit points	Presence:	14 x 2 h	=	28 h
	Preparation & follow-up:		=	84 h
	Self-study phases:		=	80 h
	Preparation for exam:		=	78 h
	Sum			
Learning outcomes	This course will introduce the basic scientific reasons for the behaviour of the targeted groups within Marketing and in particular, the behaviour of the consumer. A systematic overview of terminology and theories of the Consumer Behaviour framework will be given.			
Contents of the course	<ul style="list-style-type: none"> • Methodological Introduction, theoretical framework of consumer behaviour • The following topics will be covered (among others) <ul style="list-style-type: none"> • Involvement /Activation • Feelings / Emotions • Knowledge / Cognition • Motivation / Needs • Attitudes • Values • Lifestyles • Neuromarketing • Heuristics 			
Recommended literature	SOLOMON: Consumer Behavior; Pearson Education			

Title of the course	Market Research			
Lecturer	Burmam			
VAK-Nr.	07-B37-6-13-26 - no offer in summer term 2022			
Term	Summer term			
Preconditions / recommendations for attendance	None			
Language	English			
Workload / calculation of credit points	Presence:	14 x 2 h	=	28 h
	Preparation & follow-up:		=	84 h
	Self-study phases:		=	80 h
	Preparation for exam:		=	78 h
	Sum			
Learning outcomes	The students will have a basic understanding of the goals, the approach and the methods of market research. In addition they will be able to carry out market research studies, the evaluation and preparation of Data as well as the statistical analysis and interpretation of data in a business context.			
Contents of the course	<ul style="list-style-type: none"> • Focus and functions of Market Research • Data collection • Statistical evaluation • Sales forecasts 			
Recommended literature	Literature will be announced during the course.			

Title of the course	Global Logistics																				
Lecturer	Kinra																				
VAK-Nr.	07-B37-6-15-15																				
Term	Summer term																				
Preconditions / recommendations for attendance	None																				
Language	English																				
Workload / calculation of credit points	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;">Presence:</td> <td style="width: 15%;">14 x 2 h</td> <td style="width: 10%; text-align: center;">=</td> <td style="width: 15%; text-align: right;">28 h</td> </tr> <tr> <td>Preparation & follow-up:</td> <td></td> <td style="text-align: center;">=</td> <td style="text-align: right;">70 h</td> </tr> <tr> <td>Self-study phases:</td> <td></td> <td style="text-align: center;">=</td> <td style="text-align: right;">102 h</td> </tr> <tr> <td>Preparation for exam:</td> <td></td> <td style="text-align: center;">=</td> <td style="text-align: right;">70 h</td> </tr> <tr style="border-top: 1px solid black;"> <td>Sum</td> <td></td> <td></td> <td style="text-align: right;">270 h</td> </tr> </table>	Presence:	14 x 2 h	=	28 h	Preparation & follow-up:		=	70 h	Self-study phases:		=	102 h	Preparation for exam:		=	70 h	Sum			270 h
Presence:	14 x 2 h	=	28 h																		
Preparation & follow-up:		=	70 h																		
Self-study phases:		=	102 h																		
Preparation for exam:		=	70 h																		
Sum			270 h																		
Learning outcomes	<ul style="list-style-type: none"> • Arranging transportation of goods over thousands of miles • Understanding the trade-offs between the different modes of transportation • Making sure that goods are packed properly for the journey (security measures + regulations imposed) • Understanding the risks the goods face while in transit to insure them • Minimizing the risks associated with international payments by selecting the right payment currency or the right hedging strategy • Making sure that the goods are accompanied with proper documents to clear customs in the country of destination • Defining properly who, between them and their foreign counterparts, is responsible for which aspects of the voyage and which documents following security measures designed to prevent damage 																				
Contents of the course	<ul style="list-style-type: none"> • International Transportation, Trade and Infrastructure • International Logistics, SCM and Network Optimization • International Air Transport • International Road and Rail Transport • International Sea Transport • Trade and Customs Procedures • Regulation, Uncertainty and Control • Case Studies Presentations & Discussion 																				
Recommended literature	<p>Beresford, A; Pettit, S. (2017): International Freight Transport: Cases, Structures and Prospects, KoganPage</p> <p>Chopra, S; Meindl, P. (2013): Supply Chain Management: Strategy, Management and Operation, Pearson</p> <p>Dovbischuk, I. (2015): Sustainable regional development through the establishment of innovation-oriented cluster management, Hamburg, Kovac, 2015.</p> <p>David, P. (2013): International Logistics: The Management of International Trade Operations, Cicero Books</p> <p>Feenstra, R. C.; Taylor, A. M. (2014): International Economics, Worth Publishers</p> <p>Mangan, J.; Lalwani, C. L. (2016): Global Logistics and Supply Chain Management, Wiley</p>																				

Title of the course	A Naturalistic Approach to Economics																				
Lecturer	Cordes																				
VAK-Nr.	07-B37-6-13-28																				
Term	Summer term																				
Preconditions / recommendations for attendance	None																				
Language	English																				
Workload / calculation of credit points	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;">Presence:</td> <td style="width: 10%;">14 x 2 h</td> <td style="width: 10%; text-align: center;">=</td> <td style="width: 20%; text-align: right;">28 h</td> </tr> <tr> <td>Preparation & follow-up:</td> <td></td> <td style="text-align: center;">=</td> <td style="text-align: right;">84 h</td> </tr> <tr> <td>Self-study phases:</td> <td></td> <td style="text-align: center;">=</td> <td style="text-align: right;">80 h</td> </tr> <tr> <td>Preparation for exam:</td> <td></td> <td style="text-align: center;">=</td> <td style="text-align: right;">78 h</td> </tr> <tr style="border-top: 1px solid black;"> <td>Sum</td> <td></td> <td></td> <td style="text-align: right;">270 h</td> </tr> </table>	Presence:	14 x 2 h	=	28 h	Preparation & follow-up:		=	84 h	Self-study phases:		=	80 h	Preparation for exam:		=	78 h	Sum			270 h
Presence:	14 x 2 h	=	28 h																		
Preparation & follow-up:		=	84 h																		
Self-study phases:		=	80 h																		
Preparation for exam:		=	78 h																		
Sum			270 h																		
Learning outcomes	<p>This lecture will systematically dwell into the motivational underpinnings of human behavior in economic contexts. To do so, we will draw on insights from various disciplines to gain a deeper understanding of human behavior and cognition in consumption, organizations, or political decisions. Hence, the underlying materials cut across disciplinary boundaries into, for example, psychology, biology, or anthropology. Participants will be able to understand and critically reflect the behavioral assumptions underlying most of economics and to creatively enhance this starting-point of economic theorizing themselves.</p>																				
Contents of the course	<p>Introduction</p> <ol style="list-style-type: none"> 1. "A Naturalistic Approach to Economics" 2. "The Egoistic Gene and the Dual Inheritance Theory" 3. "The Human Adaptation for Culture and Some Normative Implications" 4. "Cultural Learning and the Diffusion of Innovations" <p>A Naturalistic Theory of the Firm and Organizational Behavior</p> <ol style="list-style-type: none"> 5. "A Developmental Approach to the Firm" 6. "The Role of 'Instincts' in the Development of Corporate Cultures" 7. "A Naturalistic Approach to the Firm" 8. "Corporate Cultures and Industry Evolution" <p>Consumption Behavior and Cultural Evolution</p> <ol style="list-style-type: none"> 9. "Social Learning and the Engel Curve" 10. "Sustainable Consumption and Cultural Evolution" 11. "Role Models that Make You Unhappy – Light Paternalism, Social Learning, and Welfare" <p>Some Naturalistic Aspects of Technological Change</p> <ol style="list-style-type: none"> 12. "Long-Term Developments in Human Labor and Their Political Implications" 13. "Long-Term Tendencies in Technological Creativity – A Preference-Based Approach" 14. "A Potential Limit of Competition" 15. Conclusions 																				
Recommended literature	<p>Cordes, Christian (2006): "Darwinism in Economics: From Analogy to Continuity", <i>Journal of Evolutionary Economics</i>, Vol. 16, No. 5, pp. 529-541.</p> <p>Soltis, Joseph, Boyd, Robert and Richerson, Peter J. (1995): "Can Group-functional Behaviors Evolve by Cultural Group Selection?"</p>																				

	<p>An Empirical Test”, <i>Current Anthropology</i>, Vol. 36, No. 3, pp. 473-494.</p> <p>Witt, Ulrich (2001): “Learning to Consume – A Theory of Wants and the Growth of Demand”, <i>Journal of Evolutionary Economics</i>, Vol. 11, pp. 23-36.</p>
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Teaching Project, 12 CP

Title of the course	Teaching Project International Management																				
Lecturer	Lundan																				
VAK-Nr.	07-B37-5-13-19																				
Term	Winter term																				
Preconditions / recommendations for attendance	None																				
Language	English																				
Workload / calculation of credit points	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;">Presence:</td> <td style="width: 20%; text-align: right;">14 x 2 h</td> <td style="width: 10%; text-align: center;">=</td> <td style="width: 10%; text-align: right;">28 h</td> </tr> <tr> <td>Preparation & follow-up:</td> <td></td> <td style="text-align: center;">=</td> <td style="text-align: right;">140 h</td> </tr> <tr> <td>Self-study phases:</td> <td></td> <td style="text-align: center;">=</td> <td style="text-align: right;">112 h</td> </tr> <tr> <td>Preparation for exam:</td> <td></td> <td style="text-align: center;">=</td> <td style="text-align: right;">80 h</td> </tr> <tr> <td colspan="3">Sum</td> <td style="text-align: right; border-top: 1px solid black;">360 h</td> </tr> </table>	Presence:	14 x 2 h	=	28 h	Preparation & follow-up:		=	140 h	Self-study phases:		=	112 h	Preparation for exam:		=	80 h	Sum			360 h
Presence:	14 x 2 h	=	28 h																		
Preparation & follow-up:		=	140 h																		
Self-study phases:		=	112 h																		
Preparation for exam:		=	80 h																		
Sum			360 h																		
Learning outcomes	Development of research skills, analytical problem solving as well as the skills required for team work. Practical application and deepening of the knowledge acquired on prior courses.																				
Contents of the course	Research topics or case-based projects on international management that are grounded in practice.																				
Recommended literature	Literature will be announced during the course.																				

Title of the course	Teaching Project Logistics IV																								
Lecturer	Kinra																								
VAK-Nr.	07-B37-5-15-10																								
Term	Winter term																								
Preconditions / recommendations for attendance	None																								
Language	English																								
Workload / calculation of credit points	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;">Presence:</td> <td style="width: 20%; text-align: right;">14 x 2 h</td> <td style="width: 10%; text-align: center;">=</td> <td style="width: 10%; text-align: right;">28 h</td> </tr> <tr> <td>Preparation & follow-up:</td> <td></td> <td style="text-align: center;">=</td> <td style="text-align: right;">28 h</td> </tr> <tr> <td>Self-study phases:</td> <td></td> <td style="text-align: center;">=</td> <td style="text-align: right;">34 h</td> </tr> <tr> <td>Independent project work in groups:</td> <td></td> <td style="text-align: center;">=</td> <td style="text-align: right;">180 h</td> </tr> <tr> <td>Preparation for exam:</td> <td></td> <td style="text-align: center;">=</td> <td style="text-align: right;">90 h</td> </tr> <tr> <td colspan="3">Sum</td> <td style="text-align: right; border-top: 1px solid black;">360 h</td> </tr> </table>	Presence:	14 x 2 h	=	28 h	Preparation & follow-up:		=	28 h	Self-study phases:		=	34 h	Independent project work in groups:		=	180 h	Preparation for exam:		=	90 h	Sum			360 h
Presence:	14 x 2 h	=	28 h																						
Preparation & follow-up:		=	28 h																						
Self-study phases:		=	34 h																						
Independent project work in groups:		=	180 h																						
Preparation for exam:		=	90 h																						
Sum			360 h																						
Learning outcomes	Students are capable to recognize relevant management-specific logistics problems and to develop solution strategies. Furthermore, they build up research competencies and social skills via interactive group processes.																								
Contents of the course	Information about the current project will be published via Stud.IP.																								
Recommended literature	Literature will be announced during the course.																								

Title of the course	Teaching Project III Personnel and Business Psychology
Lecturer	Hagemann
VAK-Nr.	07-B37-5-16-11
Term	Winter term
Preconditions / recommendations for attendance	None

Language	English
Workload / calculation of credit points	Presence: 14 x 2 h = 28 h
	Preparation & follow-up: = 28 h
	Self-study phases: = 214 h
	Preparation for exam: = 90 h
	Sum 360 h
Learning outcomes	Students will be enabled to work solution-oriented in group and individual settings on problems relevant to practice and research. At the interface between theory and organizational application, their professional and methodological skills are further developed, especially in practical work situations.
Contents of the course	The project is oriented towards the research foci of the unit Organizational Psychology. The topic of the project course will be announced at the beginning of each semester.
Recommended literature	Literature will be announced during the course.

Bachelor Thesis (Compulsory Module), 15 CP

Title of the course	Module Bachelor Thesis
VAK	07-B37-6-26
Lecturer	The first examiner can be any lecturer as specified by the Bachelor Examination Board (BPA). Second examiner to be discussed with first examiner.
Frequency of the offer	Each semester
Language	English
Composition	<ul style="list-style-type: none"> - Bachelor thesis (12 CP), graded, and - Accompanying seminar (3 CP), ungraded. <p>The module grade (15 CP) results from the grade of the Bachelor thesis.</p>
Workload	12 CP + 3 CP
Compulsory/ Elective	Compulsory
Requirements for the registration of the Bachelor thesis and the accompanying seminar	The acquisition of 132 CP, thereof 12 CP from the University of Bremen
Teaching offer	<ul style="list-style-type: none"> - Each first examiner will give his or her supervised students the opportunity to participate in a seminar on the Bachelor thesis. This can take place, for example, within block seminars. - If appropriate, e.g. in case of closely cooperating research groups, chairs can also offer joint seminars.
Contents of the accompanying seminar	<ul style="list-style-type: none"> - General explanations on the scientific requirements for the Bachelor thesis (learning objective: scientific work), - Details on the scientific characteristics of the subject concerned (e.g. methods, theories, most important journals, subject areas), - Exchange between the students on the respective work results
Examination organization	Students register for the accompanying seminar with the registration of their Bachelor's thesis. The first examiner certifies successful participation in a seminar with the grade notification of the Bachelor thesis.