

Handbook of Modules

**for the three-year
B.A.-program of studies
Corporate Management & Economics (CME)
Start Fallsemester 2018**

As of: 12.03.2018

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Note on the currentness of the module descriptions

Current information on contents and examinations that can vary with the allocation of lecturers to courses can be found by looking for the courses online via the intranet ZU|hause.

The Zeppelin Year

Module 10000 Interdisciplinary Module Zeppelin Project					
BA CME	Semester 1-2	7 Contact Hours	14 ECTS	Contact Time/Self Study (in hrs): 63/287	
Teaching Methods				lecture, workshop, project coaching	
Event Type				mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>	
Period				2 semesters	
Rotation				yearly <input type="checkbox"/> per semester <input checked="" type="checkbox"/>	
Examinations				paper, presentation, research project and project documentation in groups	
Scope and Length of Examinations					
Module Responsibility				Lehmann, Maren Fidrmuc, Jarko Schröter, Eckhard	
Prerequisites					
Use of Module				mandatory module in semester 1 and 2	
<p>Content:</p> <p>The objective of the training academic project is the independent work on study-relevant contents and the ability to carry out academic work. The students will be encouraged to formulate independently a scientific research question, to apply theories and scientific methods and to interpret research results. The results are presented in a final conference open to the whole university. The training research project is supplemented by an interdisciplinary seminar and courses on methods. The students are supported in their work by an academic supervisor.</p> <p>Learning objectives:</p> <p>The students are enabled to ask and work on academic questions in the framework of an individual Paper. They learn to work on academic questions in a project format by accessing and using expert knowledge from various disciplines. Through multi and transdisciplinary research methods, the students are in a position to reveal themselves to a research field or to a social field of problems.</p> <p>The focus is on defining and monitoring the processes of cooperation and coordination within a project team. In this module the students learn to observe and contain a current social problem area in such a way that it can be implemented and publicly presented in a project. To do this, they are shown – and develop together - the necessary forms of academic work and the appropriate methods.</p>					
Courses in the module				ECTS	Hrs
C 100006 Professional Perspective				4	3
C 100007 A-K Methods Workshop I				1	1,5
C 100007 A-K Methods Workshop II				1	1,5
C 100008 Project work in groups				8	1

Module 10001 Interdisciplinary Module Introduction to Science				
BA CME	Semester 1	5 Contact Hours	4 ECTS	Contact Hours /Self Study (in hrs): 45/55
Teaching Methods				seminar
Event Type				mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>
Period				1 semester
Rotation				yearly <input type="checkbox"/> per semester <input checked="" type="checkbox"/>
Examinations				written exam paper
Scope and Length of Examinations				
Module Responsibility				Behnke, Joachim Moldaschl, Manfred Chair of Media Theory and Cultural History
Prerequisites				--
Use of Module				mandatory module in semester 1
<p>Content:</p> <p>The module deals with fundamental questions of the theory of science. It encompasses concepts of the theory of science, its fundamental theories and controversies with regard to economics, social science and Kulturwissenschaften. Furthermore, the special emphasis is placed on interdisciplinary research. An introduction to the principles of research is given as well.</p> <p>The topics within range of this module include, among others:</p> <p>What is science?</p> <p>Theories, methods, hypotheses</p> <p>What is economics, social science, and Kulturwissenschaft?</p> <p>Concepts of interdisciplinarity</p> <p>Weber's idea of the study of science (Objectivity and value-freeness)</p> <p>Popper's critical rationalism</p> <p>Kuhn's theory of paradigm change</p> <p>Lakatos' research program</p> <p>Feyerabend's plurality of methods</p> <p>Geertz and the thick description</p> <p>Science and scientific theories as societal constructs</p> <p>Learning objectives:</p> <p>After completion of this module, the students are able to distinguish theories of science and epistemology with regard to economics, social sciences, and Kulturwissenschaften. They are able to differentiate them critically. Furthermore, they are able to evaluate scientific approaches against the backdrop of recent developments in the theory of science.</p> <p>Literature:</p> <p>Adorno, Th. W. u.a. (1972): Der Positivismusstreit in der deutschen Soziologie, Darmstadt.</p> <p>Chalmers, Alan F. (2001)[1976]: Wege der Wissenschaft, Berlin.</p> <p>Geertz, Clifford (2003): Dichte Beschreibung. Beiträge zum Verstehen kultureller Systeme. Suhrkamp, Frankfurt a.M.</p> <p>Hollis, Martin (1994): The Philosophy of Social Science, Cambridge.</p> <p>Giere, Ronald N. (1991): Understanding Scientific Reasoning, Fort Worth.</p>				

Moses, Jonathon W./ Torbjorn L. Knutsen (2007): *Ways of Knowing. Competing Methodologies in Social and Political Research*, New York.

Weber, Max (1988) [1922]: *Gesammelte Aufsätze zur Wissenschaftslehre*, Tübingen.

Wright, Georg Henrik von (1991): *Erklären und Verstehen*, Frankfurt a. M.

Courses in the module	ECTS	Hrs
C 100014 Theory of Science	3	3
C 100015 Principles of Research	1	2

Module 10002 Methods					
BA CME	Semester 1-2	6 Contact Hours	12 ECTS	Contact Time/Self Study (in hrs): 54/246	
Teaching Methods				lecture, tutorials	
Event Type				mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>	
Period				2 semesters	
Rotation				yearly <input type="checkbox"/> per semester <input checked="" type="checkbox"/>	
Examinations				written exam	
Scope and Length of Examinations					
Module Responsibility				Peter, Franziska Seng, Kilian	
Prerequisites					
Use of Module				mandatory in semester 1 and 2	
<p>Content:</p> <p>The course „Empirical Social Research“ introduces basic principles and methodological terms. The topics of research design, sampling and measurement will be also covered. Different data collection procedures like qualitative interviews and quantitative surveys, observational studies and content analysis will be introduced. Practical aspects as questionnaire design and problems of data collection like reactivity will be also discussed.</p> <p>The course “Statistics” provides an introduction to basic principles of probability theory, descriptive and inference statistics. Starting with univariate and bivariate statistics the course will stepwise expand to measures of association and tests for variables with different scale levels.</p> <p>Learning objectives:</p> <p>Goal of the module is to go through the steps of a research project from the theoretical foundations, the planning, the data collection to the analysis. Furthermore students will be sensitized for an appropriate use of statistical measures and they will get an overview over descriptive and inductive statistics.</p> <p>Literature:</p> <p>Diekmann, Andreas (2010): Empirische Sozialforschung. Grundlagen, Methoden, Anwendungen. Reinbek: Hamburg.</p> <p>Porst, Rolf (2011): Fragebogen. Ein Arbeitsbuch. Wiesbaden: VS Verlag.</p> <p>Jann, Ben (2005): Einführung in die Statistik. 2. Auflage, München: Oldenbourg.</p> <p>Kühnel, Steffen M. und Dagmar Krebs (2012): Statistik für die Sozialwissenschaften. Grundlagen, Methoden, Anwendungen. Reinbek: Rowohlt</p>					
Courses in the module				ECTS	Hrs
C 100024 Empirical Social Research				6	3
C 100025 Statistics				6	3

Module 10007 CME Program Module				
BA CME	Semester 1-2	9 SWS	15 ECTS	Contact Time/Self Study (in hrs): 81/294
Teaching Methods				lecture, seminar, tutorials
Event Type				mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>
Period				2 semesters
Rotation				yearly <input type="checkbox"/> per semester <input checked="" type="checkbox"/>
Examinations				written exam (90 min), presentation, paper
Scope and Length of Examinations				
Module Responsibility				Prof. Dr. Alexander Eisenkopf Prof. Dr. Christian Opitz Prof. Dr. Mark Mietzner
Prerequisites				--
Use of Module				mandatory module in semester 1 and 2
<p>This module contains three courses: "Introduction to Managerial Issues", "Introduction to Economic Issues" and "Accounting"</p> <p>Content:</p> <p>In "Introduction to managerial issues" students become acquainted with the units of analysis as well as the particular perspectives of business administration. Therefore, the course will deal with the theoretical foundation as well as applications of basic managerial functions such as leadership, organization, investment, finance, accounting, sourcing, production and marketing.</p> <p>Learning objectives:</p> <p>The objective of the course is to enable students to analyze and solve managerial problems. They know basic principles and are proficient in relevant methods. They gain insight into important aspects of business administration and can apply that knowledge to the management of companies as well as to cultural and political institutions.</p> <p>Content:</p> <p>In „Introduction to Economic Issues“ students will be sensitized for economic problems. They will get an overview of the main aspects of economics, first and foremost of micro- and macro - economics. The underlying theories of those subjects will be applied to problems of economic policy.</p> <p>Learning objectives:</p> <p>The objective of the course is to enable students to analyze macroeconomic problems with basic macro- and microeconomic methods. Additionally, they should master the methodological basics of economics as well as the central concepts of economic thought.</p> <p>Content:</p> <p>In "Accounting" students become acquainted with the basics of external and internal accounting. The focus will be on bookkeeping and cost and activity accounting.</p> <p>Learning objectives:</p> <p>The objective of the course is to enable students to understand the basic principles of internal and external accounting. Knowing these basics, students will be able to tap into other areas of that field by themselves.</p>				

Courses in the module	ECTS	Hrs
C 100071 Introduction to Managerial Issues	5	3
C 100072 Introduction to Economic Issues	5	3
C 100073 Accounting	5	3

Module 10015 Interdisciplinary Perspectives					
BA CME	Semester 1-2	9 Contact Hours	15 ECTS	Contact Time/Self Study (in hrs): 81/294	
Teaching Methods				lecture, seminar, tutorials	
Event Type				mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>	
Period				2 semesters	
Rotation				yearly <input type="checkbox"/> per Semester <input checked="" type="checkbox"/>	
Examinations				written exam presentation paper	
Scope and Length of Examinations					
Module Responsibility				all professors	
Prerequisites				--	
Use of Module				mandatory module in semester 1 and 2	
Content:					
This module is composed of the mandatory courses from the program specific modules of all BA-Programs. The students are free to choose three courses from the seven offered.					
Learning objectives:					
Already from the first semester, students can focus on additional areas beside their mandatory courses and they get insight into theoretical heuristic and methods of others disciplines.					
Courses in the module				ECTS	Hrs
C 100091 I				5	3
C 100092 Public Administration				5	3
C 100093 Fundamentals of Law					
C 100081 Introduction to Issues in Communication Sciences				5	3
C 100082 Introduction to Issues in Cultural Studies				5	3
C 100083 Cultural History				5	3
C 100051 Social Theory				5	3

Major Phase CME – Mandatory Modules

Module 11200 Methods				
BA CME	Semester 3-4	6 Contact Hours	12 ECTS	Contact Time/Self Study (in hrs): 54/ 246
Teaching Methods			Lecture Tutorial Seminar	
Event Type			Mandatory <input checked="" type="checkbox"/> Elective <input type="checkbox"/>	
Period			2 Semesters	
Rotation			yearly <input type="checkbox"/> per semester <input checked="" type="checkbox"/>	
Examinations			Written exams Poster presentation	
Scope and Length of Examinations				
Module Responsibility with			Prof. Dr. Kilian Seng Leitung Methodencenter für Wirtschafts-, Kultur- und Sozialwissenschaften E-Mail: kilian.seng@zu.de	
Prerequisites			Completion of the Zeppelin Year School knowledge of mathematics	
Use of Module			Core modules BA CME	
<p>This module consists of two courses:</p> <p>1. Mathematics for Economics Students learn to analyze and solve economic problems in a mathematical way. The course content is relevant for further methods courses, especially econometrics. Contents are:</p> <ul style="list-style-type: none"> Solving simple equations; Basic functions; Sequences and series; Financial mathematics; Differential calculus; Integral calculus; Linear algebra, especially matrix algebra. <p>2. Econometrics Students learn basic econometric methods. The focus lies on the linear regression model and its practical application. Theoretical concepts are illustrated in computer-based exercises using the software R. Contents are:</p> <ul style="list-style-type: none"> Revision of basic probability theory; The simple regression model; Extensions of the simple regression model; 				

| The multiple regression model;
| Asymptotics
| Maximum Likelihood estimation
| Logit and probit models.

Literature

Wooldridge, Jeffrey M. (2012): Introductory Econometrics: A Modern Approach. South-Western College Publishers.

Courses in the Module	ECTS	hrs
C 112041 Mathematics for Economics	5	3
C 112044 Econometrics	5	3

Module 11201 Finance & Managerial Accounting				
BA CME	Semester 3-4	6 Contact Hours	12 ECTS	Contact Time/Self Study (in hrs): 54/246
Teaching Methods			Seminar Lecture with exercise sections	
Event Type			Mandatory <input checked="" type="checkbox"/> Elective <input type="checkbox"/>	
Period			2 Semesters	
Rotation			yearly <input type="checkbox"/> per semester <input checked="" type="checkbox"/>	
Examinations			Mid-Term Exam End-Term Exam	
Scope and Length of Examinations				
Module Responsibility with			N.N.	
Prerequisites			Completion of the Zeppelin Year C 100114	
Use of Module			Mandatory Module CME	
<p>Contents</p> <p> finance mathematical basics of capital budgeting; forms of financing; the neoclassical perspective; the neo-institutional perspective; determination of the cost of capital and risk; introduction to the integrated planned accounts and presentation of the concepts of balanced scorecard, target costing and life cycle accounting, activity based costing, direct costing, and marginal costing; cost planning, result planning, as well as the resulting deviation analyses.</p> <p>Qualification Objective</p> <p>The students</p> <p> learn the basics of the areas of investment and financing (considering different theoretical perspectives); get to know the most important instruments of controlling and how to apply them in practical examples; gain basic user skills in the different types of planned accounts and control systems.</p> <p>Readings</p> <p>The readings will be defined in the individual courses.</p>				
Courses in the Module			ECTS	hrs
C 112051 Managerial Accounting			5	3
C 112052 Corporate Finance			5	3

Module 11202 Economics				
BA CME	Semester 3-4	6 Contact Hours	12 ECTS	Contact Time/Self Study (in hrs): 54/246
Teaching Methods			Lecture Tutorial Self study	
Event Type			Mandatory <input checked="" type="checkbox"/> Elective <input type="checkbox"/>	
Period			2 semesters	
Rotation			yearly <input type="checkbox"/> per semester <input checked="" type="checkbox"/>	
Examinations			Written Exam	
Scope and Length of Examinations			Written Exam (90 min.)	
Module Responsibility with			Prof. Dr. Jarko Fidrmuc Lehrstuhl für Internationale Wirtschaftstheorie & -politik E-Mail: jarko.fidrmuc@zu.de	
Prerequisites			Completion of the Zeppelin Year	
Use of Module			Mandatory Module CME	
<p>Contents</p> <p>Microeconomic concepts of household and consumer economics, theory of production, and market theory; fundamentals of national accounts; classical-neoclassical and Keynesian basic model of macroeconomics.</p> <p>The students are enabled to carry out microeconomic analyses of work-sharing coordination and market processes; learn to evaluate the functioning of markets and are able to assess the impact of market disturbances and market interventions; learn to understand the principles of creating incentive systems and institutions; discuss the effects of fiscal and monetary policy on the economy and understand the macroeconomic basic models and learn to apply them to current macroeconomic questions and problems of the world economy.</p> <p>Qualification Objective</p> <p>Understanding of economic models and the operating mechanisms of economic policy.</p> <p>Readings</p> <p>Varian (2012): Grundzüge der Mikroökonomik, Oldenbourg, 8. überarbeitete und erweiterte Auflage. MasColell; Whinston und Green (1995): Microeconomic Theory, Oxford University Press. Blanchard, Olivier, Illing, Gerhard (2014): Makroökonomik, 6. aktualisierte und erweiterte Auflage, München.</p>				
Courses in the Module			ECTS	hrs
C 112061 Microeconomics			5	3
C 112062 Macroeconomics & National Accounts			5	3

Module 11203 Law of economics					
BA CME	Semester 3-4	6 Contact Hours	12 ECTS	Contact Time/Self Study (in hrs): 54/246	
Teaching Methods					
Event Type					
Mandatory <input checked="" type="checkbox"/> Elective <input type="checkbox"/>					
Period					
2 semesters					
Rotation					
yearly <input type="checkbox"/> per semester <input checked="" type="checkbox"/>					
Examinations					
Exam					
90 min					
Module Responsibility with					
Prof. Dr. Georg Jochum Lehrstuhl für Öffentliches Recht, Steuer- und Europarecht und Recht der Regulierung E-Mail: georg.jochum@zu.de					
Prerequisites					
Use of Module					
Mandatory Module CME					
<p>Contents</p> <p>Basics and fundamental terms of the civil law, including the first three books of the BGB with a focus of the contract law. Also included are the basics of the labor law. Beside the general civil law the commercial and the company law are subject of this module.</p> <p>Qualification Objective</p> <p>The students should know the legal basics of economic behavior and be able to apply this knowledge in simple cases. They should know the legal framework for the most important contracts and the special requirements of the commercial law. Furthermore they should know the most important types of companies and their legal framework.</p> <p>Readings</p> <p>Textbooks recommended by the lecturer</p>					
Courses in the Module				ECTS	hrs
C 100102 Civil Law				6	3
C 112075 Corporate Law				6	3

Module 11209 Fundamentals of Managements (3 out of 4)				
BA CME	Semester 3-4	6 Contact Hours	12 ECTS	Contact Time/Self Study (in hrs): 54/246
Teaching Methods			Seminar Exercise Tutorial	
Event Type			Mandatory <input checked="" type="checkbox"/> Elective <input type="checkbox"/>	
Period			2 Semesters	
Rotation			yearly <input type="checkbox"/> per semester <input checked="" type="checkbox"/>	
Examinations			Written Exam Paper Case Study	
Scope and Length of Examinations				
Module Responsibility with			Prof. Dr. Christian Opitz ZF Friedrichshafen Chair for Strategic Management & Human Resources Management E-Mail: christian.opitz@zu.de	
Prerequisites			Completion of the Zeppelin Year	
Use of Module			Mandatory Module CME	
<p>Contents</p> <p>The module provides an offer of subject-specific fundamentals which will be studied in more detail in the following required electives.</p> <p>In semesters 3 and 4 the students choose three courses from the course offerings based on their personal interest.</p> <p>The concrete contents and qualification objectives can be found in the respective module descriptions.</p> <p>Readings</p> <p>The readings will be defined in the individual courses.</p>				
Courses in the Module			ECTS	hrs
C 112071 Fundamentals of Personnel Management			5	3
C 112072 Fundamentals of Marketing			5	3
C 112073 Introduction to Innovation & Technology Management			5	3
C 112074 Business Informatics			5	3

Major Phase CME – Elective Modules

Module 123142 Human Resources & Leadership				
BA CME	Semester 3-6	3 Contact Hours	6 ECTS	Contact Time/Self Study (in hrs): 27/123
Teaching Methods				Seminar
Event Type				Mandatory <input type="checkbox"/> Elective <input checked="" type="checkbox"/>
Period				1 Semesters
Rotation				yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>
Examinations				
Scope and Length of Examinations				
Module Responsibility with				Prof. Dr. Ulf Papenfuß Lehrstuhl für Public Management & Public Policy E-Mail: ulf.papenfuss@zu.de
Prerequisites				
Use of Module				Elective Module in CME
<p>Contents</p> <p>This module will provide participants with important insights in scientific knowledge about the effects of human resource management on human behaviour and experience in organizations. Thereby, the specific requirements and conditions of the public sector will be considered.</p> <p>Important subjects include central theories of personnel management, an introduction to fundamental approaches of human resource management (e.g. personnel selection, marketing and development) and the impact of leadership on organizational and individual level, in particular through different incentive schemes. Thus, students gain insights on fundamental models and instruments of HR-Management in the private and public sector as well as their application on practical case studies.</p> <p>Qualification Objectives</p> <p>After successfully completing the course students shall be aware of essential theories, models and tools of HR-Management and their practical application. Students are enabled recognize problems in HR-management and independently develop possible solutions.</p> <p>Readings</p> <p>Greenberg, Jerald & Baron, Robert A. (2003), Behavior in Organizations, New Jersey: Prentice Hall.</p> <p>Schuler, Heinz (2006), Lehrbuch der Personalpsychologie, Göttingen: Hogrefe.</p> <p>Yukl, Gary A. (2002), Leadership in Organizations: Prentice Hall Englewood Cliffs, NJ.</p>				

Module 122091 Personnel Economics				
BA CME	Semester 3-6	3 Contact Hours	6 ECTS	Contact Time/Self Study (in hrs): 27/123
Teaching Methods				Seminar
Event Type				Mandatory <input type="checkbox"/> Elective <input checked="" type="checkbox"/>
Period				1 Semester
Rotation				yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>
Examinations				Written exam Presentation
Scope and Length of Examinations				Written Exam (60 minutes) Presentation (20 minutes)
Module Responsibility with				Prof. Dr. Christian Opitz ZF Friedrichshafen-Chair for Strategic Management & Human Resources Management E-Mail: christian.opitz@zu.de
Prerequisites				112071 Fundamentals of HR- Management
Use of Module				Elective Module in CME
<p>Contents</p> <ul style="list-style-type: none"> Investment in schooling Professional training Turnover and layoffs Buyouts Recruiting under asymmetric information Promotions as motivators Elimination tournaments Seniority-based incentive schemes Option-based pay Teamwork <p>Qualification Objectives</p> <p>Upon successful completion of this course the students will be able to</p> <ul style="list-style-type: none"> apply economic theory to HR problems; recognize the strengths and limitations of economic modeling; critically evaluate HRM concepts they may encounter in business companies as well as cultural and political institutions; make sound managerial recommendations for improving their organization's performance. <p>Readings</p> <ul style="list-style-type: none"> - Lazear, E. (1997), Personnel economics for managers. New York: Wiley. - Current scientific journal contributions 				

Module 122102 Strategic Management				
BA CME	Semester 3-6	3 Contact Hours	6 ECTS	Contact Time/Self Study (in hrs): 27/123
Teaching Methods				
Event Type				
Pflicht <input type="checkbox"/> Wahlpflicht <input checked="" type="checkbox"/>				
Period				
1 Semester				
Rotation				
jährlich <input checked="" type="checkbox"/> semesterweise <input type="checkbox"/>				
Examinations				
Klausur				
Scope and Length of Examinations				
Module Responsibility with				
Prof. Dr. Insa Sjurts Lehrstuhl für Strategisches Management und Medien E-Mail: insa.sjurts@zu.de				
Prerequisites				
Use of Module				
<p>Contents</p> <p>This course conveys a structured overview of genesis, schools of thought and essential techniques of strategic planning, strategy implementation and strategic control. By solving business cases students will get to know typical strategic management challenges and will learn – based on the theoretical background and techniques that they have been taught before - to develop and justify strategic solutions. Control questions serve the purpose to monitor and consolidate the learning progress.</p> <p>Qualification objectives</p> <ul style="list-style-type: none"> Knowledge about role and classification of strategic management in the production and management processes of companies Understanding of the surrounding conditions of strategic actions Knowledge of essential strategy concepts in the field of business administration Ability to independently conduct a structured analysis of the environment and the company itself Well-grounded deduction of strategic options Understanding of the process of strategy implementation and strategic control <p>Readings</p> <p>Besanko, D. et al.: Economics of Strategy, 7. Aufl., Hoboken/NJ, 2015 Grant, R.: Contemporary Strategy Analysis, 9. Aufl., Hoboken/NJ, 2015 Porter, M.E.: Wettbewerbsstrategie, 12. Aufl., Frankfurt am Main 2013 Welge, M. K./Al-Laham, A.: Strategisches Management, 6. Aufl., Wiesbaden 2012</p>				

Module 122111 International Financial Accounting				
BA CME	Semester 3-6	3 Contact Hours	6 ECTS	Contact Time/Self Study (in hrs): 27/123
Teaching Methods				Lecture Seminar Case Study
Event Type				Mandatory <input type="checkbox"/> Elective <input checked="" type="checkbox"/>
Period				1 Semester
Rotation				yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>
Examinations				Written Exam
Scope and Length of Examinations				
Module Responsibility with				N.N.
Prerequisites				
Use of Module				Elective Module in CME
<p>Contents</p> <p>Chapter 1 Basics of External Accounting Chapter 2 Internationalization of Accounting Chapter 3 Accounting in accordance with International Financial Reporting Standards (IFRS) Chapter 4 Recognition of significant assets according to IFRS Chapter 5 Recognition of significant liabilities according to IFRS Chapter 6 Statement of comprehensive income in accordance with IFRS Chapter 7 Additional reporting and statements (mainly statement of changes in (shareholder's) equity – cash flow statement – notes – segment reporting – management commentary) as well as presentation of key performance indicators (KPIs)</p> <p>Qualification Objective</p> <p>In-depth understanding of the key financial elements and improvement of the financial understanding with respect to international reporting standards in contrast to the HGB (German GAAP).</p> <p>Gain knowledge of the recognition and measurement regulations of IFRS in contrast to HGB (German GAAP) and understand the rationales behind these.</p> <p>Understanding consolidated statements prepared in accordance with IFRS</p> <p>Methodology:</p> <p>Relevant questions and topics will be discussed based on the annual report of an international automotive supplier as well as a illustrative annual report. Subsequently, the key learning points will be further discussed following the chapters previously presented. Additional case studies to each topic area will be examined and discussed to practice and deepen these key learning points. The lecture strongly focuses on case studies.</p> <p>Readings</p> <p>International Financial Reporting Standards (IFRS) 2016: Deutsch-Englische Textausgabe der von der EU gebilligten Standards. English & German edition 10 Standards (IFRS) Deutsche-Englische [taschenbuch]. Wiley-VCH (Herausgeber).</p> <p>Deutsches Handelsgesetzbuch (HGB), insb. Drittes Buch: Handelsbücher</p>				

Wolfgang Schultze, Axel Haller, Adolf G. Coenenberg (2016): Jahresabschluss und Jahresabschlussanalyse: Betriebswirtschaftliche, handelsrechtliche, steuerrechtliche und internationale Grundlagen - HGB, IAS/IFRS, US-GAAP, DRS. Verlag Schäffer-Poeschel Verlag. 24. überarbeitete Auflage.

Module 122112 Financial Accounting				
BA CME	Semester 3-6	3 Contact Hours	6 ECTS	Contact Time/Self Study (in hrs): 27/123
Teaching Methods				Lecture Seminar Case Study
Event Type				Mandatory <input type="checkbox"/> Elective <input checked="" type="checkbox"/>
Period				1 Semester
Rotation				yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>
Examinations				Written Exam
Scope and Length of Examinations				
Module Responsibility with				N.N.
Prerequisites				
Use of Module				Elective Module in CME
<p>Contents</p> <ol style="list-style-type: none"> 1. short rehearsal/refreshers - Basics of External Accounting in accordance with German GAAP/ HGB 2. Selected accounting topics in accordance with German GAAP ("Einzelabschluss") <ul style="list-style-type: none"> - Recognition of tangible and intangible assets - Recognition of inventory, including accounting of long-term production orders - Recognition of financial assets - Recognition of accounts receivable - Treatment and presentation of equity - Recognition of accruals - Treatment of deferred tax assets and liabilities 3. Basics of consolidated accounting <ul style="list-style-type: none"> - Tasks, reasoning and basic accounting rules - Requirements of presentation of consolidated financial statements and consolidation scope - Consolidation measures and procedures 4. Cash flow statement 5. Group notes and management commentary <p>Qualification Objective</p> <p>In-depth understanding of the key financial elements of accounting principles in accordance with German GAAP (HGB)</p> <p>Understanding, analyzing and interpreting (consolidated) financial statements.</p> <p>Methodology:</p> <p>Relevant questions and general accounting principles will be discussed and rehearsed on a theoretical basis.</p> <p>Subsequently, the key learning points will be further discussed based on the consolidated annual report of a manufacturer of construction machinery including the respective management commentary.</p>				

Readings

- HGB-Deutsches Handelsgesetzbuch
- Wolfgang Schultze, Axel Haller, Adolf G. Coennenberg: Jahresabschluss und Jahresabschlussanalyse:
Betriebswirtschaftliche, handelsrechtliche, steuerrechtliche und internationale Grundlage – HGB
IAS/IFRS,
US-GAAP, DRS, Verlag Schäffer-Poeschel, 24. überarbeitete Auflage 2016.

Module 122131 Marketing				
BA CME	Semester 3-6	3 Contact Hours	6 ECTS	Contact Time/Self Study (in hrs): 27/123
Teaching Methods				
Event Type				
Mandatory <input type="checkbox"/> Elective <input checked="" type="checkbox"/>				
Period				
1 Semester				
Rotation				
yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>				
Examinations				
Präsentation (30%); Klausur (70%)				
Scope and Length of Examinations				
Module Responsibility with				
Prof. Dr. Anja Achtziger Chair of Social & Economic Psychology E-Mail: anja.achtziger@zu.de				
Prerequisites				
Use of Module				
Elective Module Bachelor CME				
<p>Contents</p> <p>The module covers two fundamental areas of marketing: brand management and consumer behavior.</p> <ul style="list-style-type: none"> Key elements of brand management (e.g., brand positioning, integrated communication, brand extensions, brand controlling) Basic principles of consumer behavior (e.g., purchase decisions, attitude formation, advertising effects) and empirical approaches in consumer research <p>Qualification Objective</p> <ul style="list-style-type: none"> Understanding and applying strategies and techniques of brand management Understanding basic principles of consumer behavior and applying them to marketing decisions Understanding und critically assessing methods and results from empirical marketing research <p>Readings</p> <ul style="list-style-type: none"> Research articles Esch, F.-R. (Hrsg.) (2005). <i>Moderne Markenführung</i> (4. Aufl.). Wiesbaden: Gabler. Florack, A., Scarabis, M. & Primosch, E. (Hrsg.) (2007). <i>Psychologie der Markenführung</i>. München: Vahlen. Kroeber-Riel, W. & Gröppel-Klein, A. (2013). <i>Konsumentenverhalten</i>. München: Vahlen. <p>Further literature will be announced in class.</p>				

Module 122132 Marketing II				
BA CME	Semester 3-6	3 Contact Hours	6 ECTS	Contact Time/Self Study (in hrs): 27/123
Teaching Methods				
Event Type				
Mandatory <input type="checkbox"/> Elective <input checked="" type="checkbox"/>				
Period				
1 Semester				
Rotation				
yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>				
Examinations				
Scope and Length of Examinations				
Module Responsibility with				
Prof. Dr. Anja Achtziger Chair of Social & Economic Psychology E-Mail: anja.achtziger@zu.de				
Prerequisites				
Use of Module				
Elective Module Bachelor CME				
<p>Contents</p> <p>The module covers two fundamental areas of marketing: brand management and consumer behavior.</p> <ul style="list-style-type: none"> Key elements of brand management (e.g., brand positioning, integrated communication, brand extensions, brand controlling) Basic principles of consumer behavior (e.g., purchase decisions, attitude formation, advertising effects) and empirical approaches in consumer research <p>Qualification Objective</p> <ul style="list-style-type: none"> Understanding and applying strategies and techniques of brand management Understanding basic principles of consumer behavior and applying them to marketing decisions Understanding und critically assessing methods and results from empirical marketing research <p>Readings</p> <ul style="list-style-type: none"> Research articles Esch, F.-R. (Hrsg.) (2005). <i>Moderne Markenführung</i> (4. Aufl.). Wiesbaden: Gabler. Florack, A., Scarabis, M. & Primosch, E. (Hrsg.) (2007). <i>Psychologie der Markenführung</i>. München: Vahlen. Kroeber-Riel, W. & Gröppel-Klein, A. (2013). <i>Konsumentenverhalten</i>. München: Vahlen. <p>Further literature will be announced in class.</p>				

Module 122141 Open Innovation				
BA CME	Semester 3-6	3 Contact Hours	6 ECTS	Contact Time/Self Study (in hrs): 27/123
Teaching Methods				Seminar
Event Type				Mandatory <input type="checkbox"/> Elective <input checked="" type="checkbox"/>
Period				1 Semester
Rotation				yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>
Examinations				Course Examination
Scope and Length of Examinations				Papers, 10-20 pages each
Module Responsibility with				Prof. Dr. Ellen Enkel MB Institut für Innovationsmanagement der Airbus Group E-Mail: ellen.enkel@zu.de
Prerequisites				C 112073 (IMT)
Use of Module				Elective Module Bachelor CME
<p>Contents</p> <ul style="list-style-type: none"> New trends in innovation management such as open innovation, cross-industry innovation, and business model innovation; Analysis of processes, activities, and sources for innovation; Theoretical basics regarding open innovation and business model innovation; Discussion of corporate case studies and learning with respect to applications; Evaluation, risk assessment, and methods of measurement; Benefits and challenges of open innovation and business model innovation initiatives. <p>Learning Outcome:</p> <p>In this module, the students will discuss the following questions:</p> <ul style="list-style-type: none"> Why do companies open up their firm boundaries for innovation? How to structure a firm's management of innovation? Who benefits from open innovation? How to balance open and closed innovation? How to develop and create new business models? Which business model canvas to use? How to make use of openness in business models? What are triggers for business model innovation? What is the impact of innovation culture and innovation strategy on a firm's innovation behavior and on its manner of developing new business models? What are risks and barriers of these innovation approaches? How do these innovation approaches differ in practice? <p>Qualification Objective</p> <p>In the course on open innovation, students will learn more about this innovation paradigm, its antecedents, success factors, and linkages to innovation culture and strategy. In this context, they will understand how open innovation is applied in practice through case studies and corporate examples.</p> <p>While the open innovation course focuses more on the technological development of product, process, and service innovations, the course on business model innovation enables students to</p>				

understand and analyze existing business models, to develop own business models, to get a feeling for market and technology triggers, and to understand how firms can change the dominant logic of an industry via business model innovation.

Readings

For every session, the students shall prepare specifically selected research articles which will be provided by the lecturers. These articles serve as foundation for discussions during the sessions.

Basics

Chesbrough, H. (2003). Open innovation: The new imperative for creating and profiting from technology. Boston, MA: Harvard Business School Press.

Tidd, J. & Bessant J. (2011). Managing innovation – Integrating technological, market and organizational change. 4. Auflage. The Atrium, Southern Gate, Chichester, West Sussex, England: John Wiley & Sons.

Osterwalder, A and Y Pigneur (2010). Business Model Generation. Hoboken: Wiley.

Zott, C., Amit, R. and Massa, L. (2010): The Business Model. Theoretical roots, recent developments and future research. Unpublished manuscript

Module 122142 Business Model Innovation				
BA CME	Semester 3-6	3 Contact Hours	6 ECTS	Contact Time/Self Study (in hrs): 27/123
Teaching Methods Seminar				
Event Type				
Mandatory <input type="checkbox"/> Elective <input checked="" type="checkbox"/>				
Period: Block Seminar at the beginning of term				
1 semesters				
Rotation Every Spring Semester				
yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>				
Examinations Presentation and written Case Study				
Scope and Length of Examinations Mid and End of term				
Module Responsibility				
Prof. Dr. Ellen Enkel MB Institute of Innovation management of Airbus Group E-Mail: ellen.enkel@zu.de				
Prerequisites: Course Introduction to Innovation and Technology Management (Fall)				
Use of Module				
<p>Contents</p> <p> Focus of seminar</p> <p>The course focuses on understanding business model development inside of a corporation/firm. The course introduces all important aspects of business model innovation in theory as well as analyzes business models in practice via case studies. The students will learn about components systems and their limitations, business model development, drivers and evaluation criteria. Equally we will discuss about corporate incubators, ecosystems and collaborative business models as well as entrepreneurial culture.</p> <p>Topics:</p> <p> Component models; BM framework;</p> <p> Imitation of business model components;</p> <p> Entrepreneurial culture;</p> <p> Corporate venturing and incubators in theory and practice;</p> <p> Evaluation of business models and business cases;</p> <p> Ecosystems and collaborative business models.</p> <p>Qualification Objective</p> <p>Due to the fact that this seminar corresponds to a research seminar, your active participation is required. Based on the selected research articles in the seminar schedule, we will discuss and elaborate on different questions in the context of business model innovation.</p> <p>You will...</p> <p>Learn about how to develop an idea for a business and to scratch it on a canvas.</p> <p>Learn about the business model development processes in a corporate setting.</p> <p>Learn about cultural and supportive tools and resources for business model development.</p> <p>Learn about evaluation criterial for business models and pitches.</p> <p>Learn how to analyse company's business models.</p> <p>Experience how to connect theory and practice in business development.</p> <p>Learn how to collect and analyze empirical data in order to approach a specific problem/ question in the context of incubation.</p> <p>Contribute to theory building in these areas.</p>				

Readings

Before each seminar session, you need to carefully read and prepare the selected research articles which are listed in the seminar schedule at the end of this course outline. Please download them by yourself via the ZU databases (Ebsco, JStor, etc.) or via GoogleScholar. The relevant books are available in the ZU library.

Module 122151 Family Business Management				
BA CME	Semester 3-6	3 Contact Hours	6 ECTS	Contact Time/Self Study (in hrs): 27/123
Teaching Methods				Seminar Group Work
Event Type				Mandatory <input type="checkbox"/> Elective <input checked="" type="checkbox"/>
Period				1 Semester
Rotation				yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>
Examinations				Exams Business model, business plan, and venture pitch
Scope and Length of Examinations				Exams: 90 min. Term paper: 30-40 pages
Module Responsibility with				Prof. Dr. Reinhard Prügl Chair of Innovation, Technology & Entrepreneurship @ FIF E-Mail: reinhard.pruegl@zu.de
Prerequisites				C 112075
Use of Module				Elective Module Bachelor CME
<p>Contents</p> <p>This module examines entrepreneurial thinking in two different and highly relevant contexts: (1) incumbent firms, with a special emphasis on family firms, and (2) new ventures, with a special emphasis on the start-up phase.</p> <p>Ad (1) Family firms are the most prevalent type of firms in Germany and with approximately 3 million firms they are the backbone of the German economy. Family firms behave in a very specific manner due to for example their long-term orientation, their strong regional ties, and their value orientation. Interdisciplinary research as well as an entrepreneurship education approach building on the specifics of family firms are especially focused in this part. Relevant theories as well as recent empirical analysis are introduced, discussed, and applied.</p> <p>Ad (2) New ventures, especially those based on innovative business models, gain relevance due to rapidly changing economic and environmental conditions leading to the consequence that new venture creation is increasingly becoming an important alternative career path of students with different disciplinary backgrounds. Knowledge, especially regarding the start-up phase of innovation-based new ventures is increasingly becoming a core competence in the business realm. Relevant theories as well as recent empirical analysis are introduced, discussed, and applied.</p> <p>Qualification Objective</p> <p>Students build a solid knowledge base regarding recent theoretical and empirical work in the areas of family firms and new ventures, and they learn to challenge and apply this knowledge accordingly.</p> <p>Readings</p> <p>Recent papers, books, and case studies regarding family firms and new venture creation.</p>				

Module 122152 Entrepreneurship				
BA CME	Semester 3-6	3 Contact Hours	6 ECTS	Contact Time/Self Study (in hrs): 27/123
Teaching Methods				Seminar Group Work
Event Type				Mandatory <input type="checkbox"/> Elective <input checked="" type="checkbox"/>
Period				1 Semester
Rotation				yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>
Examinations				Exams Business model, business plan, and venture pitch
Scope and Length of Examinations				Exams: 90 min. Term paper: 30-40 pages
Module Responsibility with				Prof. Dr. Reinhard Prügl Chair of Innovation, Technology & Entrepreneurship @ FIF E-Mail: reinhard.pruegl@zu.de
Prerequisites				C 112075
Use of Module				Elective Module Bachelor CME
Contents				
<p>This module examines entrepreneurial thinking in two different and highly relevant contexts: (1) incumbent firms, with a special emphasis on family firms, and (2) new ventures, with a special emphasis on the start-up phase.</p> <p>Ad (1) Family firms are the most prevalent type of firms in Germany and with approximately 3 million firms they are the backbone of the German economy. Family firms behave in a very specific manner due to for example their long-term orientation, their strong regional ties, and their value orientation. Interdisciplinary research as well as an entrepreneurship education approach building on the specifics of family firms are especially focused in this part. Relevant theories as well as recent empirical analysis are introduced, discussed, and applied.</p> <p>Ad (2) New ventures, especially those based on innovative business models, gain relevance due to rapidly changing economic and environmental conditions leading to the consequence that new venture creation is increasingly becoming an important alternative career path of students with different disciplinary backgrounds. Knowledge, especially regarding the start-up phase of innovation-based new ventures is increasingly becoming a core competence in the business realm. Relevant theories as well as recent empirical analysis are introduced, discussed, and applied.</p>				
Qualification Objective				
Students build a solid knowledge base regarding recent theoretical and empirical work in the areas of family firms and new ventures, and they learn to challenge and apply this knowledge accordingly.				
Readings				
Recent papers, books, and case studies regarding family firms and new venture creation				

Module 122161 Tax Law				
BA CME	Semester 3-6	3 Contact Hours	6 ECTS	Contact Time/Self Study (in hrs): 27/123
Teaching Methods				
Event Type				
Mandatory <input type="checkbox"/> Elective <input checked="" type="checkbox"/>				
Period				
1 semesters				
Rotation				
yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>				
Examinations				
Scope and Length of Examinations				
Module Responsibility with				
Prof. Dr. Georg Jochum Lehrstuhl für Öffentliches Recht, Steuer- und Europarecht und Recht der Regulierung E-Mail: georg.jochum@zu.de				
Prerequisites				
LV introduction in Law and law of economics				
Use of Module				
<p>Contents</p> <p>Enterprises have to take account the fiscal conditions to make their decisions. Taxation charges gains and imposes obligations to the management. The course includes fundamental terms and the systematic of taxation. The subjects are the most important rules of the procedural law, the basics of the income taxation, the taxations of companies, the VAT and the inheritance tax. The basic problems of foreign taxation will be also subject matter</p> <p>Qualification Objective</p> <p>The students are knowing the basic legal framework of taxation including their obligations and charges. They are able to deal with normal and simple tax-problems and have a systematic overview.</p> <p>Readings</p> <p>Recommendations by the lecturer</p>				

Module 123121 Market Regulation law				
BA CME	Semester 3-6	3 Contact Hours	6ECTS	Contact Time/Self Study (in hrs): 27/123
Teaching Methods				
Event Type				
Mandatory <input type="checkbox"/> Elective <input checked="" type="checkbox"/>				
Period				
1 semesters				
Rotation				
yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>				
Examinations				
Examen				
Scope and Length of Examinations				
90 min				
Module Responsibility with				
Prof. Dr. Georg Jochum Lehrstuhl für Öffentliches Recht, Steuer- und Europarecht und Recht der Regulierung E-Mail: georg.jochum@zu.de				
Prerequisites				
law of economics or introduction in law				
Use of Module				
<p>Contents</p> <p>The European and national regulatory legal framework of economic behavior. The main focus of the course is the European and national Cartel law as one of the main instruments of state regulation of markets. Beside the general cartel law, the specific regulations of special markets, like telecommunications, energy or transportation are subject as well.</p> <p>Qualification Objective</p> <p>The students get familiar with legal framework. The occupation with case and decisions of regulatory practice should enable them to deal correctly with legal issues in the field. Beside that the students should gain knowledge of regulatory instruments and possibilities of intervention, in order to manage regulatory problems in a proper way. Therefore the Course also includes excises in practical cases.</p> <p>Readings</p> <p>Textbooks of cartel law, recommendations of the lecturer</p>				

Module 123122 Regulation				
BA CME	Semester 3-6	3 Contact Hours	6ECTS	Contact Time/Self Study (in hrs): 27/123
Teaching Methods				
Event Type				
Mandatory <input type="checkbox"/> Elective <input checked="" type="checkbox"/>				
Period				
1 semesters				
Rotation				
yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>				
Examinations				
Scope and Length of Examinations				
Module Responsibility with				
Prof. Dr. Alexander Eisenkopf Vizepräsident Lehre und Didaktik Dean des Bachelor College ZEPPELIN-Lehrstuhl für Wirtschafts- und Verkehrspolitik E-Mail:alexander.eisenkopf@zu.de				
Prerequisites				
Use of Module				
<p>Contents</p> <p>The topic of regulation has recently become more and more important in both theory and practice. This applies especially to the so-called net-industries where – following the liberalization of formerly insulated markets – the problem of regulatory state framework conditions to organize competition has become relevant. The result is a conflict area of political, economic, and legal questions which is the focus of this module. This module is to provide the students with a basic understanding of the general problems of state regulation and of the regulation in specific sectors (e.g. telecommunication, energy, rail sector). They are to be able to understand designs and decisions of regulation from a legal, political, and economic perspective. They are also to be able to anticipate and understand future trends in regulation and their impact on the effected industries. Key contents of this module are:</p> <ul style="list-style-type: none"> general international and national legal foundations of regulation special laws for individual sectors (e. g. Energy Industry Act) development of the case and decision-making practice in regulation regulatory institutions and their influence economic and political basis of regulation, positive and normative theory of regulation, regulatory problems, and regulatory concepts for net industries current regulatory problems in the economy political economics of regulation. <p>Qualification Objective</p> <p>The objective of the course is that the students become familiar with the relevant legal framework and the economic basis of regulation. Dealing with the development of the case and decision-making practice in regulation is meant to enable them to competently assess concrete regulatory problems from a legal perspective. Additionally, the participants are to gain knowledge of the relevant regulatory institutions, as well as their influence in order to be able to expertly evaluate regulatory problems from a legal, economic, and political perspective. They are to learn how to assess the role of regulation for the success of business models of corporations.</p> <p>Readings</p> <p>Knieps, Günter: Wettbewerbsökonomie. Regulierungstheorie, Industrieökonomie, Wettbewerbspolitik, 3. Aufl. Springer, Berlin 2008</p>				

Kühling, Jürgen (2004), Sektorspezifische Regulierung in den Netzwirtschaften: Typologie -
Wirtschaftsverwaltungsrecht – Wirtschaftsverfassungsrecht, München: C.H. Beck.

Module 122171 International Trade				
BA CME	Semester 3-6	3 Contact Hours	6 ECTS	Contact Time/Self Study (in hrs): 27/123
Teaching Methods				
Event Type				
Mandatory <input type="checkbox"/> Elective <input checked="" type="checkbox"/>				
Period				
1 semesters				
Rotation				
yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>				
Examinations				
Term paper + Comment				
Scope and Length of Examinations				
Term paper: 3,000-4,000 words; comment: 800-1,000 words. Students must present term paper and comment in class				
Module Responsibility with				
Prof. Dr. Jarko Fidrmuc Lehrstuhl für Internationale Wirtschaftstheorie & -politik E-Mail: jarko.fidrmuc@zu.de				
Prerequisites				
Intermediate knowledge in microeconomics and macroeconomics				
Use of Module				
Elective course in CME				
Contents & Qualification Objectives				
Students will				
<ul style="list-style-type: none"> - be introduced to the essential economic models of international trade (determinants; specialization patterns; welfare effects) - acquire an in-depth knowledge of trade policy instruments - discuss the economic and political arguments for/against free trade - be familiarized with the role and influence of special interest groups, bureaucracies and international organizations in the process of shaping trade policy at the national, the supranational and the international levels - become acquainted with the main elements of the institutional framework of international trade and the objectives, structure and competences of the most relevant international and supranational organizations - discuss select contemporary issues in international trade policy as well as the national trade policies of the world's largest economies in case studies. 				
Readings				
A comprehensive and updated reading lists will be provided to students before the opening session of the seminar on the course website on ZU's intranet				

Module 122172 International Monetary Economics				
BA CME	Semester 3-6	3 Contact Hours	6 ECTS	Contact Time/Self Study (in hrs): 27/123
Teaching Methods				
Event Type				
Mandatory <input type="checkbox"/> Elective <input checked="" type="checkbox"/>				
Period				
1 semesters				
Rotation				
yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>				
Examinations				
Scope and Length of Examinations				
Module Responsibility with				
Prof. Dr. Jarko Fidrmuc Lehrstuhl für Internationale Wirtschaftstheorie & -politik E-Mail: jarko.fidrmuc@zu.de				
Prerequisites				
Module 11202 Economics				
Use of Module				
<p>Contents</p> <p>The course 'International Monetary Economics' studies macroeconomic and financial aspects. It touches on all areas in macroeconomics and finance, especially monetary economics and monetary policy. We focus on central banking, economic growth, exchange rates, and the Economic and Monetary Union (EMU)</p> <p>The course draws heavily on theoretical and empirical research to help guide managerial decisions.</p> <p>This course offers you viable insights in the methods of theoretical economics and the design of economic policy issues. This course is taught from an academic point of view and it integrates current policy discussions</p> <p>Qualification Objective</p> <p>By the end of this course, you should have:</p> <ul style="list-style-type: none"> • An understanding of monetary and fiscal policy issues; • An understanding of the differences of monetary and fiscal policy within the EMU; • An understanding of the growth theory and growth models; • An understanding of how the ECB operates and what its goals are; • An understanding of supply and demand in the money market + interest rates; • An understanding of macro supply and demand in goods markets + investments; • An appreciation of the functioning of exchange rates; • An understanding about the interconnections in a macro-economy; • An understanding of the European debt crisis; • A profound knowledge about the working of macroeconomic models; <p>Main Competencies: Students will engage in critical thinking and analyze issues with a global mindset.</p> <p>Readings</p> <p>Basic Literature (essential):</p> <p>[1] Abel, A.B., B.S. Bernanke, D. Croushore, Macroeconomics, 8th edition, Person, 2014. [2] Blanchard, O., Macroeconomics, 3rd ed., 2003, ISBN: 0130671002 [3] Blanchard, O., D.R. Johnson, Macroeconomics, 6th edition, Pearson print. [4] German Council of Economic Experts, Annual Reports.</p>				

Advanced Literature:

- [1] Obstfeld, M. and K. Rogoff, Foundation of International Macroeconomics, 1996, ISBN 0262150476, MIT Press
- [2] Romer, D., Advanced Macroeconomics, ISBN: 0072318554,
- [3] Mas-Colell, A.; Whinston, M.; Green, J. (1995), Microeconomic Theory, Oxford University Press, Oxford.

Module 122181 Supply Chain Management				
BA CME	Semester 3-6	3 Contact Hours	6 ECTS	Contact Time/Self Study (in hrs): 27/123
Teaching Methods				
Event Type				
Mandatory <input type="checkbox"/> Elective <input checked="" type="checkbox"/>				
Period				
1 semesters				
Rotation				
yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>				
Examinations				
Scope and Length of Examinations				
Module Responsibility with				
Prof. Dr. Wolfgang Schulz Chair for Mobility, Trade and Logistics E-Mail: wolfgang.schulz@zu.de				
Prerequisites				
Basic knowledge in (business) economics				
Use of Module				
Master compulsory optional subject The module amplifies the understanding of logistic processes in line with a fundamental education				
<p>Contents</p> <ul style="list-style-type: none"> Developments in logistics Drivers in logistics Germany as location for logistics Local and global sourcing Storage and warehouse management Logistics networks Financing in logistics (supply chain financing) Logistics IT Special forms of logistics New business segments for logistics Sustainability in logistics <p>Qualification Objective</p> <p>The main objective of this module is to demonstrate, that the focus on functional management elements, descriptive logistics developments as well as framework- and structural conditions are basically sufficient to ensure "fitness for logistics" in Germany nowadays, but also that "fitness for logistics" furthermore is the fundamental prerequisite for sustainable growth in the logistics industry.</p> <p>Readings</p> <p>Will be announced in the first session!</p>				

Module 122182 Sustainable Transport Policy				
BA CME	Semester 3-6	3 Contact Hours	6 ECTS	Contact Time/Self Study (in hrs): 27/123
Teaching Methods				
Event Type				
Mandatory <input type="checkbox"/> Elective <input checked="" type="checkbox"/>				
Period				
1 semesters				
Rotation				
yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>				
Examinations				
Scope and Length of Examinations				
Module Responsibility with				
Prof. Dr. Wolfgang Schulz Lehrstuhl für Mobilität, Handel & Logistik E-Mail: wolfgang.schulz@zu.de				
Prerequisites				
Use of Module				
<p>Contents</p> <ol style="list-style-type: none"> 1. Policy 2. Traffic policy and traffic policy developments 3. Problems and trade-offs 4. Fields of resolution and area of conflict 5. Sustainability as linking element 6. Sustainability as integral part of active traffic policy <p>Case studies for each Topic 1 to 6.</p> <p>The field of transport research deals with the scientific investigation of effects and problems within the transport segment. Transport policy as a scientific subset discipline besides traffic engineering, transport legislations, traffic medicine etc. examines traffic relevant research fields and questions from the economic perspective. Traffic policy is part of economic policy. Economic policy focusses on influencing the design towards a structured and well organized economic development.</p> <p>Traffic policy is a sectoral economic policy that deals with the tactic development of the transport segment. In terms of constitution the discipline can for example be compared with energy policy.</p> <p>European transport policy and sustainability orientation hereby built the core elements of the lecture content.</p> <p>Qualification Objective</p> <p>Importance of Globalization Need for sustainability Mobility stakeholders Structure, behavioral patterns, market performance and economic consequences of mobility and mobility innovations</p> <p>Readings</p> <p>Schulz, Wolfgang H. and Geis, Isabella, European Integration by Action Plans and Directives of the European Commission: Analyzing the Policy Framework for the Deployment of Intelligent Transport Systems (ITS) (July 6, 2015). Available at SSRN: http://ssrn.com/abstract=</p>				

Schulz, Wolfgang H. and Wieker, Horst and Kichniawy, Jennifer, Research Joint Ventures as a European Policy Instrument Beneath Directives and Action Plans: Transitions, Interlocking and Permeability of Political, Technological and Economical Requirements (April 6, 2014). Available at SSRN: <http://ssrn.com/abstract=2606414> or <http://dx.doi.org/10.2139/ssrn.2606414>.

Schulz, Wolfgang H., Is a Minimum Regulation Efficient: Empirical Evidence from Roadworthiness Inspection Regime in EU-27 (May 1, 2015). Available at SSRN: <http://ssrn.com/abstract=2601329> or <http://dx.doi.org/10.2139/ssrn.2601329>

Schulz, Wolfgang H., Mainka, Miriam, Gesamtwirtschaftliche Bewertung der Sperrung der A1-Rheinbrücke für den Lkw-Verkehr, Wissenschaftliche Studie im Auftrag von Pro Mobilität – Initiative für Verkehrsinfrastruktur e.V., Köln 2013 (http://www.promobilitaet.de/media/file/968.Studie_vwl_Kosten_Sperrung_Rheinbruecke_Lev_IER_C_Pro_Mobilitaet.pdf)

Schulz, W.H, Industrieökonomik und Transportsektor, Köln 2004.

Module 122201 Special Topics in Finance				
BA CME	Semester 3-6	3 Contact Hours	6 ECTS	Contact Time/Self Study (in hrs): 27/123
Teaching Methods				Seminar and presentations
Event Type				Mandatory <input type="checkbox"/> Elective <input checked="" type="checkbox"/>
Period				1 semester
Rotation				yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>
Examinations				
Scope and Length of Examinations				
Module Responsibility with				N.N.
Prerequisites				
Use of Module				Elective Module in CME
<p>Contents</p> <p>Aim of the module is to grasp a profound knowledge of recent developments of the (global) financial system and its institutions. In addition, implications of changes in the financial industry and its financial instruments will be discussed. The module "Special Topics in Finance" could encompass specific subjects in corporate finance such as corporate governance and value maximization, financial decisions and capital structure, and merger & acquisitions, and macro finance aspects as there are financial crises and contagion effects, compensation and incentives in the financial sector, configurations of financial systems and its respective regulations. The specific topic of the seminar will be defined and published in advance.</p> <p>Qualification Objective</p> <p>The students</p> <ul style="list-style-type: none"> should apply and deepen their knowledge in finance, taking into account different theory perspectives: get to know how to conduct theoretical and empirical analysis of certain finance issues. <p>Readings</p> <p>Literature will be provided in the course</p>				

Module 122202 Alternative Investments				
BA CME	Semester 3-6	3 Contact Hours	6 ECTS	Contact Time/Self Study (in hrs): 27/123
Teaching Methods				
Event Type			Mandatory <input type="checkbox"/> Elective <input checked="" type="checkbox"/>	
Period			1 semesters	
Rotation			yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examinations			One final exam at the end of the lecture	
Scope and Length of Examinations			90 minutes	
Module Responsibility with			Prof. Dr. Mark Mietzner Dean ZU Executive Education Chair for Finance FIF E-Mail: mark.mietzner@zu.de	
Prerequisites			Successful completion of required course C 112052 (Corporate Finance)	
Use of Module				
Contents				
<ul style="list-style-type: none"> Private Equity, Hedge Funds and commodity markets Credit derivatives (Credit Default SWAPS, CDS) Corporate Governance and Activism Strategies current topical focuses, e.g. Real Estate, Infrastructure, Insurance Linked Securities or Sustainable Investments Asset Allocation with Alternative Investments 				
Qualification Objective				
The students				
<ul style="list-style-type: none"> get an introduction to alternative investments and will learn the characteristics, opportunities and risks provided by this asset class; will be able to discuss and understand new financial products; will learn basic techniques of valuation and performance measurement of alternative investments. 				
Readings				
<ul style="list-style-type: none"> Current journal articles Anson, Mark J. P., (2006): Handbook of Alternative Assets, 2nd edition, John Wiley & Sons, New Jersey. Fabozzi, F., Füss R. and Kaiser D. G. (2008): The Handbook of Commodity Investing, John Wiley and Sons, New Jersey. Gompers, P. And Lerner, J. (2006): The Venture Capital Cycle, The MIT Press, Cambridge. Lhabitant, F.-S. (2006): Handbook of Hedge Funds, John Wiley and Sons, New Jersey. Lhabitant, F.-S. (2004): Hedge Funds: Quantitative Insights, John Wiley and Sons, New Jersey. Meyer, T. and Mathonet P.-Y. (2005): Beyond the J-curve: Managing a Portfolio of Venture Capital and Private Equity Funds, John Wiley and Sons, New Jersey. 				

Module 122203 Derivate				
BA CME	Semester 3-6	3 Contact Hours	6 ECTS	Contact Time/Self Study (in hrs): 27/123
Teaching Methods				
Event Type				
Mandatory <input type="checkbox"/> Elective <input checked="" type="checkbox"/>				
Period				
1 semesters				
Rotation				
yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>				
Examinations				
Scope and Length of Examinations				
Module Responsibility with				
Prof. Dr. Franziska Peter Lehrstuhl für Empirische Kapitalmarktforschung & Ökonometrie E-Mail: franziska.peter@zu.de				
Prerequisites				
Use of Module				
<p>Contents</p> <p>This is an introductory course to financial derivatives, in particular forwards, futures, swaps and options.</p> <ul style="list-style-type: none"> • Forwards and futures • Swaps • Hedging with derivatives • Options: Properties, and trading strategies • Option pricing theory: Binomial trees • Black-Scholes formula • The Greeks • Exotic options <p>Qualification Objective</p> <p>Students...</p> <ul style="list-style-type: none"> • obtain knowledge of the most important derivatives securities • understand how derivatives can be used for risk management and investment • understand the fundamental valuation approach by "no-arbitrage" <p>Readings</p> <p>Hull, John C. (2012): Options, Futures, and Other Derivatives</p>				

Module 124041 Behavioral Business Ethics				
BA CME	Semester 3-6	3 ontactHours	5 ECTS	Contact time/Self Study (in h): 27/123
Teaching Methods				Lecture Seminar Case study
Event Type				Mandatory <input type="checkbox"/> Elective <input checked="" type="checkbox"/>
Period				1 Semester
Rotation				Yearly <input checked="" type="checkbox"/> Per Semester <input type="checkbox"/>
Examinations				Presentation and Exam
Scope and Length of Examination				60 Minutes Exam
Module Responsibility with				Prof. Dr. Carmen Tanner Lehrstuhl für Wirtschaftspsychologie und Führungsethik am Leadership Excellence Institute Zeppelin LEIZ E-Mail: carmen.tanner@zu.de
Prerequisites				none
Use of Module				Elective module CME
<p>Contents</p> <p>Behavioral Business Ethics is an interdisciplinary research line, working at the intersection Psychology, Ethics, and Economics & Finance. Based on an empirical (primarily experimental) approach this domain examines how human beings respond to moral-ethical issues in the business or finance context and how individual and contextual factors can contribute to the development of unethical practices within organizations. In the lecture, students will read and elaborate on scientific papers from international journals which deal with current themes of behavioral ethics. Examples of questions are: How does it come that people (even good people) engage in unethical behavior without being aware of it. What makes people "morally blind"? Do people rely on reasoning or intuition when deciding what is right or wrong? Has ethical behavior to do with the capability of controlling temptations? And if so, what happens if people are mentally tired thereby lacking self-control? How do people justify own unethical behavior? How does money affect individual behavior? Does power corrupt human beings? The examination consists of a presentation during the semester and a writing exam at the end of the semester.</p> <p>Qualification Objective</p> <p>Students will ...</p> <ul style="list-style-type: none"> learn about relevant theories and results from Behavioral Ethics research. will learn about psychological biases and situational factors that can hinder or foster ethical behavior. will expand their methodological skills by learning about more the experimental approach. will learn to apply the findings to daily life and applied fields. 				

Readings

Literature will be based on scientific papers.

List of papers will be presented at the beginning of the lecture.

De Cremer, D., Tenbrunsel, A.E. (2012). Behavioral Business Ethics: Shaping an Emerging Field. New York: Taylor & Francis Group.

De Cremer, D. (2009). Psychological Perspectives on Ethical Behavior and Decision Making. Information Age Publishing.

Bazerman, M.H., Tenbrunsel, A.E. (2011). Blind Spots. Why We Fail to Do What's Right and What to Do about It. New Jersey: Princeton University Press.

Module 124042 Corporate Responsibility & Compliance				
BA CME	Semester 3-6	3 Contact Hours	6 ECTS	Contact Time/Self Study (in hrs): 27/123
Teaching Methods				
Event Type			Mandatory <input type="checkbox"/> Elective <input checked="" type="checkbox"/>	
Period			1 semesters	
Rotation			yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examinations				
Scope and Length of Examinations				
Module Responsibility with			Prof. Dr. Josef Wieland Direktor Leadership Excellence Institute Zeppelin LEIZ Lehrstuhl für Institutional Economics E-Mail: josef.wieland@zu.de	
Prerequisites				
Use of Module				
<p>Contents</p> <ul style="list-style-type: none"> - Nature of the firm - Strategical Normative Management - Integrity & Compliance Management - Corporate Responsibility & Human Rights - Millenium Goals & Sustainability - Innovation Management - Stakeholder Management & Shared Value - Case studie - Compliance Management Systems & Values Management <p>Qualification Objective</p> <ul style="list-style-type: none"> - Learn about public and private Regulation with regard to Integrity and Compliance - Learn about implementation strategies for effective Compliance Management System - Learn about Corporate Social Responsibility and Human Rights, Sustainability: Standards, Management Systems, public discourses - Strategic Management & Societal Motivation <p>Readings</p> <p>Küng, H., Leisinger, K.M., Wieland, J. (2010): Manifest für ein globales Wirtschaftsethos/Manifesto Global Economic Ethic. München: dtv.</p> <p>Wieland, J., Grüninger, S., Steinmeier, R. (2010) (Hrsg.): Handbuch Compliance-Management. Konzeptionelle Grundlagen, praktische Erfolgsfaktoren, globale Herausforderungen. Berlin: Erich Schmidt.</p> <p>Wieland, J. (2014): Governance Ethics: Global value creation, economic organization and normativity. Berlin: SpringerWieland,</p> <p>Carroll, A.B., Buchholtz, A.K. (2008): Business and Society: Ethics and Stakeholder</p> <p>Sacconi, L., Blair, M., Freeman, R.E. (Eds.) (2010): Corporate Social Responsibility and Corporate Governance: The Contribution of Economic Theory and Related Disciplines. Palgrave</p> <p>R. Edward Freeman (2010): Stakeholder Theory: The State of the Art</p>				

Module 100111 History of Economic Theory				
BA CME	Semester 3-6	3 Contact Hours	6 ECTS	Contact Time/Self Study (in hrs): 27/123
Teaching Methods				
Event Type				
Mandatory <input checked="" type="checkbox"/> Elective <input type="checkbox"/>				
Period				
2 semesters				
Rotation				
yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>				
Examinations				
Module Responsibility with			Prof. Dr. Manfred Moldaschl Direktor European Center for Sustainability Research ECS Audi-Stifungslehrstuhl für Sozialökonomie und unternehmerisches Handeln E-Mail: manfred.moldaschl@zu.de	
Prerequisites				
Use of Module				
Elective Module CME				
Contents				
<p>The course "History of Economic Theory" deals with classical texts of major economists and philosophers. Those include Aristoteles, the french physiocrats, representatives of the classic like Adam Smith and David Ricardo as well as representatives of the neoclassic like H. Stanley Jevons and Carl Menger. Thereby, students will be introduced to major paths of economic thought that will eventually pave the way to modern price- and market theory. The course will also deal with major economic controversies like the method controversy (Menger versus Schmoller) and the value controversy (Max Weber). The course will close with central texts of particularly influential economics of the 20th century: Joseph Schumpeter, John Maynard Keynes, Friedrich von Hayek and Douglass C. North. The course also refers to neighboring fields of study like theory of science, ethics, economic history, sociology and history of culture. Thereby, it can be viewed as a component of interdisciplinary studying.</p>				
Qualification Objective				
<p>Students will gain a well-grounded overview of the development of economics and economic analysis. They can critically analyze original texts by using relevant literature and can use their knowledge of important basic principles of economics to answer questions of current economic problems.</p>				
Literature				
<p>Hirschey, M. (2003): Managerial Economics. Ohio: Thomson South-Western Foss, N.J. (Ed.) (1997): Resources, Firms, and Strategies. A Reader in the Resource-Based Perspective. Oxford Management Readers Richter, R., Furubotn E.G. (3. Auflage 2003): Neue Institutionenökonomik. Tübingen: Mohr (Siebeck)</p>				

Module 124043 Theory of the Firm				
BA CME	Semester 3-6	3 Contact Hours	6 ECTS	Contact Time/Self Study (in hrs): 27/123
Teaching Methods				
Event Type				
Mandatory <input type="checkbox"/> Elective <input checked="" type="checkbox"/>				
Period				
1 semesters				
Rotation				
yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>				
Examinations				
Scope and Length of Examinations				
Module Responsibility with				
Prof. Dr. Josef Wieland Direktor Leadership Excellence Institute Zeppelin LEIZ Lehrstuhl für Institutional Economics E-Mail: josef.wieland@zu.de				
Prerequisites				
none It is strongly recommended to have completed the following courses: 114073 "Organisational & Network Theory", 114091 "Microeconomics", 100111 "History of Economic Theory" and 123131 "Decision & Game Theory".				
Use of Module				
Elective module CME				
<p>Contents</p> <p>Institutional Economic Theory of the Firm; Transaction Cost Theory; Property Rights Theory; Principal Agent Theory.</p> <p>Qualification Objective</p> <p>The students will understand the basics of organizational economics and independently work through the texts relevant to the theory of the firm; understand especially the institutional economic theory approach of the Property-Rights-Theory, the Transaction-Cost-Theory and the Principal-Agent-Theory and analyse it from primary texts.</p> <p>Readings</p> <p>Hrischey, M. (2003). <i>Managerial Economics</i>. Mason, Ohio: Thomson South-Western.</p> <p>Foss, N.J. (Ed.) (1997). <i>Resources, Firms, and Strategies. A Reader in the Resource-Based Perspective</i>. Oxford: Oxford University Press.</p> <p>Richter, R. & Furubotn, E.G. (2003). <i>Neue Institutionenökonomik</i>. Tübingen: Mohr Siebeck.</p>				

Module 122191 Quantitative Methods I				
BA CME	Semester 5-6	3 Contact Hours	6 ECTS	Contact Time/Self Study (in hrs): 27/123
Teaching Methods				
Event Type				
Mandatory <input type="checkbox"/> Elective <input checked="" type="checkbox"/>				
Period				
1 semesters				
Rotation				
yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>				
Examinations				
Scope and Length of Examinations				
Module Responsibility with				
Prof. Dr. Franziska Peter Lehrstuhl für Empirische Kapitalmarktforschung & Ökonometrie E-Mail: franziska.peter@zu.de				
Prerequisites				
Use of Module				
<p>Contents</p> <p>The aim of this module is to offer a specialization in quantitative methods used in economics. The course deals with theoretical topics as well as with practical applications using the statistical software R.</p> <p>Possible topics are:</p> <ul style="list-style-type: none"> Time series econometrics Microeconometrics Multivariate statistics Maximum Likelihood and GMM Bootstrap <p>Readings</p> <p>Depending on the topic- will be announced in the course</p>				

Module 122192 Quantitative Methods II				
BA CME	Semester 5-6	3 Contact Hours	6 ECTS	Contact Time/Self Study (in hrs): 27/123
Teaching Methods				
Event Type				
Mandatory <input type="checkbox"/> Elective <input checked="" type="checkbox"/>				
Period				
1 semesters				
Rotation				
yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>				
Examinations				
Scope and Length of Examinations				
Module Responsibility with				
Prof. Dr. Franziska Peter Lehrstuhl für Empirische Kapitalmarktforschung & Ökonometrie E-Mail: franziska.peter@zu.de				
Prerequisites				
Use of Module				
<p>Contents</p> <p>The aim of this module is to offer a specialization in quantitative methods used in economics. The focus is on the application to empirical finance topics, such as:</p> <ul style="list-style-type: none"> Quantitative risk management Financial econometrics Empirical asset pricing Modelling high frequency financial data Stochastic volatility <p>Readings</p> <p>Will be announced during the course.</p>				

Module 12345 Advanced Methods CME				
BA CME	Semester 5-6	3 Contact Hours	6 ECTS	Contact Time/Self Study (in hrs): 48/89
Teaching Methods				
Event Type			Mandatory <input type="checkbox"/> Elective <input checked="" type="checkbox"/>	
Period			1 semesters	
Rotation			yearly <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examinations				
Scope and Length of Examinations				
Module Responsibility with			Prof. Dr. Franziska Peter Lehrstuhl für Empirische Kapitalmarktforschung & Ökonometrie E-Mail: franziska.peter@zu.de	
Prerequisites				
Use of Module			Elective Module CME	
<p>Contents</p> <p>The Module „Advanced Methods CME“ consists of two quantitative method workshops. Any two workshops with Module numbers 123241 to -44 by can be combined. Each semester one or more workshops will be offered. Possible topics of the workshops are:</p> <ul style="list-style-type: none"> Time Series Analysis Panel Data Analysis Agent Based Modelling Causal Inference Web Scraping Machine Learning <p>Qualification Objective</p> <p>Students will enhance their knowledge of innovative and advanced methods in economics and social sciences and learn to critically reflect on empirical studies of any kind.</p> <p>Readings</p> <p>Depending on workshop</p>				

Module 122401 + Module 122402

Current Issues in Corporate Management & Economics I + II

BA CME	Semester 3-6	3 Contact Hours	6 ECTS	Contact Time/Self Study (in hrs): 27/123
Teaching Methods				Seminar
Event Type				Mandatory <input type="checkbox"/> Elective <input checked="" type="checkbox"/>
Period				1 Semester
Rotation				yearly <input type="checkbox"/> per semester <input checked="" type="checkbox"/>
Examinations				variable
Scope and Length of Examinations				
Module Responsibility with				N.N.
Prerequisites				Completion of the Zeppelin Year. Additional prerequisites will be defined in the individual course description
Use of Module				Elective Module Bachelor CME

Contents

The module focuses on current issues, topics, and problems in the field of corporate management and economics. Students get the opportunity to discuss, debate, and develop their own ideas of a problem and possible solutions or solution strategies. There can be an emphasis on topics of corporate management, as well as on economic issues.

Qualification Objective

Students expand the theoretical, methodological, and empirical knowledge they have gained so far regarding the aspect of a competent participation in discourses and debates on current issues of corporate management and economics. They learn how to transfer theoretical approaches into practical situations and how to apply methodological knowledge when working on case studies and on independent solutions to a certain problem. Furthermore students practice representing normative positions in current debates.

Readings

Will be announced in the individual courses.

Bachelor Phase

Module 11208 Final Module				
BA CME	Semester 8	Contact Hours	14 ECTS	Contact Time/Self Study (in hrs):
Teaching Methods				
Event Type			Mandatory <input checked="" type="checkbox"/> Elective <input type="checkbox"/>	
Period			1 Semester	
Rotation			yearly <input type="checkbox"/> per semester <input checked="" type="checkbox"/>	
Examinations			Bachelor Thesis and Disputation	
Scope and Length of Examinations				
Module Responsibility with			all professors	
Prerequisites				
Use of Module			Mandatory module	
<p>Contents</p> <p>The aim of the module is to prepare for the bachelor examination.</p> <p>This module provides students with academic support in writing their thesis. They are supported regarding methods and contents by their supervising chairs and learn to present and defend their bachelor thesis. The concrete contents and formats depend on the respective topic chosen and on the supervising chairs. There is no special course for all students in their final semester.</p> <p>Qualification Objective</p> <p>The students</p> <ul style="list-style-type: none"> gain the skill to work on an academic topic at an advanced level; gain the skill to present and defend their bachelor thesis; gain a broad insight into research practice and reflect their own experiences critically. <p>Readings</p> <p>The concrete readings depend on the respective topics chosen.</p>				

Workshop 110012 Creative Performance – Voice, Body, Posture				
BA CME CCM PAIR SPE	Semester 3-5	2 Contact Hours	1 ECTS	Contact Time/Self Study (in hrs): 25/-
Teaching Methods			Workshop	
Event Type			Mandatory <input type="checkbox"/> Elective <input checked="" type="checkbox"/>	
Period			1 Semester	
Rotation			yearly <input type="checkbox"/> per semester <input checked="" type="checkbox"/>	
Examinations			Active Participation	
Scope and Length of Examinations				
Module Responsibility with			Prof. Dr. Karen van den Berg Lehrstuhl für Kunsttheorie & inszenatorische Praxis karen.vandenberg@zu.de	
Prerequisites			Completion of the Zeppelin Year	
Use of Module			Mandatory Workshop in BA programs	
<p>Contents</p> <p>In addition to traditional academic forms of imparting knowledge, which are mainly composed as language or text, currently alternative aesthetic, gestalt-like, and physical forms of knowledge and presentation are increasingly being focused on in educational research, as well as in studies on knowledge management.</p> <p>With its comprised theory inputs the workshop provides an introduction to these practices. More than that, however, it makes the participants work practically with their voice, posture, body awareness, and deal with visual and auditory media. In this way, the possibilities of that which recently has been summarized as implicit knowledge (or "embodied" or "tacit knowledge") or skills shall be explored. In the context of this workshop students can choose their own focus that can range from more theater-like performative work via film, photography, and phonation to aesthetic practices, as well as forms of knowledge from meditation and Far Eastern bodywork.</p> <p>Qualification Objective</p> <p>Based on the multidisciplinary work on physical approaches to the world and forms of presentation, the students are to get the opportunity to test alternative forms of knowledge in the context of their tertiary education.</p>				

Workshop 110011 Fundamentals of Entrepreneurship				
BA CME	Semester 3-5	2 Contact Hours	1 ECTS	Contact Time/Self Study (in hrs): 18/7-
Teaching Methods				Workshop
Event Type				Mandatory <input type="checkbox"/> Elective <input checked="" type="checkbox"/>
Period				1 Semester
Rotation				yearly <input type="checkbox"/> per semester <input checked="" type="checkbox"/>
Examinations				Business Plan (Group Work)
Scope and Length of Examinations				
Module Responsibility with				
Prerequisites				Completion of the Zeppelin Year
Use of Module				Mandatory Workshop in BA programs
<p>Contents</p> <p>The workshop "Fundamentals of Entrepreneurship" is mandatory for all bachelor students at Zeppelin Universität. The founding idea, especially in the area of <i>social entrepreneurship</i>, plays a central role at ZU and respective (student) projects are supported sustainably.</p> <p>The workshop on the fundamentals of entrepreneurship thus aims to make all students of our university familiar with the backgrounds, questions, risks, and potentials of founding. It provides an overview of the planning necessary for new business ideas, the many individual steps on the way to one's own founding, as well as the underlying theoretical knowledge. The students are encouraged to identify new corporate ideas, and to conceptualize, plan, finance, and successfully market them. The structure of the workshop follows the chronology of the founding process.</p> <p>Qualification Objective</p> <p>Consequently, the students learn the skills necessary to discover market-efficient innovation potentials, to implement their own ideas, and to evaluate the founding initiatives of others.</p>				