zeppelin universität

zwischen
Wirtschaft Kultur Politik

Module Handbook
for the three-year B.Sc. study program
Corporate Management & Economics
BSc CME | 3y

(starting from Fall Semester 2024)

Table of Contents

Note on the topicality of the module descriptions

Current information on content and examination results, which may vary depending on the number of course participants, can be found in the online course search via ZU|hause

Issued: 2025-04-30

The Zeppelin Year

Module 10000 | Interdisciplinary Module | Zeppelin Project				
BSc CME	Sem. 1-2	6 h/week	13 ECTS	Contact time/self-study (in hrs): 72/253
Teaching form				| Lecture | Workshop | Group support
Eventy type				mandatory ☒ elective ☐
Duration				2 semesters
Rotation				annually ☐ per semester ☒
Examination				| Term paper | Presentation | Group research project report
Scope and duration of examination				| Term paper: 12-15 pages | Presentation: 20 minutes | Group research project report: approx. 20 pages per person
Module responsibility				| Prof. Dr. Maren Lehmann Chair of Sociological Theory | Prof. Dr. Jarko Fidrmuc Chair of International Economic Theory and Economic Policy | Prof. Dr. Joachim Behnke Chair of Political Science
Prerequisites				-
Use of module				Mandatory module BSc CME

Contents

The aim of this module is to enable students to work independently on content relevant to their studies and to enable them to carry out academic work. Students are encouraged to formulate a scientific research question independently, to work on it by applying theories and scientific methods, and to interpret their research results.

The results will be presented at a final conference open to the university. The teaching research project is flanked by an interdisciplinary seminar and two methods courses. Students are supported in their project work by an academic supervisor.

Learning objective

Right from the start in the first semester, students are enabled to ask themselves scientific questions in the context of an individual term paper and to work on them. In addition, they learn how to address scientific questions as part of group work and how to access and utilize expert knowledge from different disciplines. The introduction of multidisciplinary and transdisciplinary research methods enables them to explore a field of research or a social problem area. It is important to define and control the processes of cooperation and coordination in a project team. As part of the module, students learn to observe and narrow down a current social problem area in such a way that it can

be implemented in a project and presented to the public. To this end, they are shown the necessary forms of academic work and the appropriate methods, which they then develop together.		
Courses in the module	ECTS	h/week
C 100006 | Disciplinary Perspectives	3	2
C 100007 | Methods Workshop I	1	1.5
C 100007 | Methods Workshop II	1	1.5
C 100008 | Project Work in Groups	8	1

Module 10001 | Interdisciplinary Module | Introduction to Science				
BSc CME	Sem. 1-2	6 h/week	5 ECTS	Contact time/self-study (in hrs): 72/53

Teaching form	Lecture, seminar
Eventy type	mandatory ☒ elective ☐
Duration	1 semester
Rotation	annually ☐ per semester ☒
Examination	| Written test | Term paper
Scope and duration of examination	| Written exam: 90 min | Term paper: 12-15 pages
Module responsibility	Prof. Dr. Joachim Behnke Prof. Dr. Matthias Weiß Prof. Dr. Udo Göttlich
Prerequisites	-
Use of module	Mandatory module BSc CME

Contents

The module deals with fundamental questions of scientific theory, explains central scientific theory concepts, theories and controversies in economics, social sciences, and cultural studies, and deals with the special features of interdisciplinary work and research. In addition, the basics of artificial intelligence are taught with a view to their use in research, studies and practice. The basics of scientific work are also taught.

Possible topics of the module include:

| What is science?
| Theories, methods, hypotheses
| What is economic, social and cultural science?
| Concepts of interdisciplinary work
| Weber's program scientific theory (objectivity and value freedom)
| Popper's critical rationalism
| Kuhn's theory of the paradigm shift
| Lakatos' research program
| Feyerabend's methodological pluralism
| Lyotard and postmodern knowledge
| Science and scientific theories as a social construct
| How does artificial intelligence work?
| What data- and model-related biases can exist?
| What are potential ethical implications of AI use?
| How can predictions made by AI algorithms be critically evaluated?

Learning objectives

After completing the module, students should be familiar with various basic concepts of scientific and epistemological theory in economics, social sciences and cultural studies and be able to critically relate these to each other and evaluate scientific approaches against the background of developments in scientific theory and current challenges. Furthermore, students should be able to understand and critically evaluate the basic functioning of artificial intelligence in general and with regard to its application in research.

Literature

Adorno, Th. W. u.a. (1972): Der Positivismusstreit in der deutschen Soziologie, Darmstadt.

Chalmers, Alan F. (2001)[1976]: Wege der Wissenschaft, Berlin.

Geertz, Clifford (2003): Dichte Beschreibung. Beiträge zum Verstehen kultureller Systeme. Suhrkamp, Frankfurt a.M.

Hollis, Martin (1994): The Philosophy of Social Science, Cambridge.

Giere, Ronald N. (1991): Understanding Scientific Reasoning, Fort Worth.

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.

Heine, M., Dhungel, A. K., Schrills, T., & Wessel, D. (2023). Künstliche Intelligenz in öffentlichen Verwaltungen: Grundlagen, Chancen, Herausforderungen und Einsatzszenarien (p. 208). Springer Nature.

Courses in the module	ECTS	h/week
C 100014 | Philosophy of Science	3	3
C 100015 | Introduction to Academic Research	1	1.5
C 100009 | Fundamentals of Artificial Intelligence (AI)	1	1.5

Module 10002 | Foundations of Methods				
BSc CME	Sem. 1-2	6 h/week	12 ECTS	Contact time/self-study (in hrs): 72/228

Teaching form	| Lecture | Tutorials
Eventy type	mandatory ☒ elective ☐
Duration	2 semesters
Rotation	annually ☐ per semester ☒
Examination	Written test
Scope and duration of examination	90 min
Module responsibility	Prof. Dr. Franziska Peter Chair of Empirical Capital Market Research and Econometrics Dr. Kilian Seng Method Center
Prerequisites	-
Use of module	Mandatory module BSc CME

Contents

The course Empirical Social Research introduces the fundamentals of scientific theory and basic methodological concepts. In addition, research designs, sampling methods, and measurements are covered. Qualitative and quantitative surveys, observations and content analyses are explained as survey methods. Practical aspects such as the design of questionnaires or the specifics of certain survey situations, such as reactivity, will also be addressed.

The Statistics course covers the fundamentals of probability theory, descriptive statistics, and inferential statistics. Univariate and bivariate statistics as well as measures of correlation and tests for variables with different scale levels are introduced step by step.

Learning objectives

The aim of the module is to convey the process of a research project from the theoretical foundations, planning and data collection to data analysis. In addition, students should be sensitized to the sensible use of statistics and gain an overview of descriptive and inductive statistics.

Literature

Diekmann, Andreas (2010): Empirische Sozialforschung. Grundlagen, Methoden, Anwendungen. Reinbek: Hamburg.

Porst, Rolf (2011): Fragebogen. Ein Arbeitsbuch. Wiesbaden: VS Verlag.

Jann, Ben (2005): Einführung in die Statistik. 2nd edition, Munich: Oldenbourg.

Kühnel, Steffen M. und Dagmar Krebs (2012): Statistik für die Sozialwissenschaften. Grundlagen, Methoden, Anwendungen. Reinbek: Rowohlt.

Courses in the module	ECTS	h/week
C 100024 | Empirical Social Research	6	3
C 100025 | Statistics	6	3

Module 10007 | Program Module CME				
BSc CME	Sem. 1-2	9 h/week	18 ECTS	Contact time/self-study (in hrs): 108/342
Teaching form				Seminar
Eventy type				mandatory ☒ elective ☐
Duration				2 semesters
Rotation				annually ☐ per semester ☒
Examination				Written test (MTP)
Scope and duration of examination				90 minutes
Responsible for the module				Prof. Dr. Josef Wieland Prof. Dr. Alexander Eisenkopf NN.
Prerequisites				-
Use of module				Mandatory module BSc CME

The CME program module includes three courses: Introduction to Business Administration, Introduction to Economics, and Management Accounting.

Contents

In the Introduction to Business Administration course, students learn about the object of study and the specific perspective of business administration. To this end, the theoretical foundations and the application of basic business management functions such as management, organization, investment, financing and accounting, procurement and production as well as marketing are covered.

Learning objectives

Students will be able to analyze and solve business management problems on a case-by-case basis. They are familiar with basic approaches and have mastered the relevant methods of the subject. Students will gain an insight into important areas of business administration and will be able to apply the knowledge gained to the management of companies and cultural and political institutions.

Contents

The aim of the Introduction to Economics course is to raise students' awareness of economic issues. They receive an introductory overview of the main areas of economics, in particular microeconomics and macroeconomics. The theories on which these areas are based are applied to current economic policy issues.

Learning objectives

The course enables students to analyze macroeconomic problems using basic microeconomic and macroeconomic methods. They should also master the methodological foundations of economics and central concepts of economic thinking.

Contents

The Management Accounting course teaches the basics of both external and internal accounting. The course focuses on bookkeeping and cost and performance accounting.

Learning objectives

After attending this course, students will be able to understand the basic principles of external and internal accounting in a company. With these basics, students who are interested in further questions and problems in accounting can easily explore further topics on their own.

Literature		
Will be announced in the respective courses.		
Courses in the module	ECTS	h/week
C 100071 | Introduction to Business Administration	6	3
C 100072 | Introduction to Economics	6	3
C 100073 | Business Accounting	6	3

Module 10015 | Interdisciplinary Perspectives				
BSc CME	Sem. 1-2	6 h/week	12 ECTS	Contact time/self-study (in hrs): 72/228

Teaching form	Lecture, seminar, tutorials
Eventy type	mandatory ☒ elective ☐
Duration	2 semesters
Rotation	annually ☐ per semester ☒
Examination	| Written test | Presentation | Term paper
Scope and duration of examination	| Written test: 90 minutes | Presentation: 20 minutes | Term paper: 12-15 pages
Responsible for the module	See the program modules CCM, PAIR, SPE
Prerequisites	-
Use of module	Mandatory module in Semester 1

Contents

This module consists of the courses of the program-specific mandatory modules of all BA study programs. Students can freely choose 2 courses from a total of 8 courses.

Learning objectives

From the first semester onwards, students can set further priorities in their studies in addition to their mandatory courses and systematically gain insights into the scientific-theoretical heuristics and methodology of other disciplines.

Literature

Will be announced in the respective courses.

Courses in the module	ECTS	h/week
C 100091 | Polity, Politics, Policy	6	3
C 100092 | Public Administration	6	3
C 100093 | Fundamentals of Law	6	3
C 100094 | International Relations	6	3
C 100081 | Introduction to Issues in Communication	6	3
C 100082 | Introduction to Issues in Cultural Science	6	3
C 100083 | Cultural History	6	3
C 100151 | Foundations of Sociology	6	3

Major Phase CME – Mandatory Modules

Module 112041 | Business Mathematics				
BSc CME	Sem. 3	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form				| Lecture | Exercise or tutorial | Seminar
Eventy type				mandatory ☒ elective ☐
Duration				1 semester
Rotation				annually ☐ per semester ☒
Examination				Written test (MTP)
Scope and duration of examination				90 minutes
Module responsibility				Prof. Dr. Franziska Peter Chair of Empirical Capital Market Research and Econometrics
Prerequisites				| Completed Zeppelin year | All participants are expected to have knowledge of mathematics equivalent to at least high school graduation level in the following areas: calculating powers; sine, cosine, tangent; polynomial division | logarithms; basics of sequences and series; solving quadratic equations.
Use of module				Mandatory module BSc CME

Contents

- | Linear algebra
- | Differentiation and its application
- | Optimization of functions of a variable
- | Functions of several variables
- | Tools for comparative-static analysis
- | Optimization of functions of several variables
- | Optimization under constraints
- | Integral calculus

Learning objectives

Students will be able to describe economic problems mathematically and solve them using mathematical methods. The content taught also serves as a basis for further methods courses, in particular econometrics.

Literature

Sydsaeter, K.; Hammond, P. (various years). Mathematik für Wirtschaftswissenschaftler (2nd, 3rd or 4th edition). Pearson Studium.

Courses in the module	ECTS	h/week
C 112041 | Business Mathematics	6	3

Module 112044 | Econometrics				
BSc CME	Sem. 4	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form				| Lecture | Exercise or tutorial | Seminar
Eventy type				mandatory ☒ elective ☐
Duration				1 semester
Rotation				annually ☐ per semester ☒
Examination				| Written test | Poster presentation
Scope and duration of examination				According to agreement
Module responsibility				Prof. Dr. Franziska Peter Chair of Empirical Capital Market Research and Econometrics
Prerequisites				| Completed Zeppelin year | Statistics I, Statistics II, Mathematics For Economics
Use of module				| Mandatory module BSc CME | Mandatory module MSc CME

Contents

- | Basic concepts of probability theory
- | The simple regression model
- | Extensions of the simple regression model
- | The multiple regression model
- | Regression with binary variables
- | Asymptotics
- | Maximum likelihood estimation
- | Logit and probit models

Learning objectives

Students learn elementary econometric methods. The focus is on the linear regression model and its practical application. The theory is illustrated by computer exercises using the statistics program R.

Literature

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

Courses in the module	ECTS	h/week
C 112044 | Econometrics	6	3

Module 112091 | Advanced Statistics				
BSc CME	Sem. 3	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114

Teaching form	| Lecture | Exercise or tutorial | Seminar
Eventy type	mandatory ☒ elective ☐
Duration	1 semesters
Rotation	annually ☐ per semester ☒
Examination	Written test (MTP)
Scope and duration of examination	According to agreement
Module responsibility	Prof. Dr. Franziska Peter Chair of Empirical Capital Market Research and Econometrics
Prerequisites	| Completed Zeppelin year | Statistics I
Use of module	| Mandatory module BSc CME | Mandatory module MSc CME

Statistics II

Building on Statistics I, the Statistics II course builds a bridge between descriptive statistics and the analogous concepts in probability theory. Students deepen their knowledge from Statistics I, in particular knowledge of special distributions (e.g. Bernoulli, exponential, Poisson, normal distribution) and important limit theorems. The course forms the basis for further method courses.

Applied statistics with R

In this course, the content learned in Statistics I and II will be practiced on the computer using the R software. Students acquire the methodological basis of probability theory and in-depth knowledge of programming. In doing so, they acquire the skills to understand and verify statistical statements using data analysis on the computer.

Literature

Schira, J. (various years). Statistische Methoden der VWL und BWL: Theorie und Praxis. Pearson Studium.

Hellbrück, R. (various years). Angewandte Statistik mit R. Eine Einführung für Ökonomen und Sozialwissenschaftler. Springer.

Courses in the module	ECTS	h/week
C 112091 | Advanced Statistics	6	3

Module 112045 | Data Science				
BSc CME	Sem. 4	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114

Teaching form	| Lecture | Exercise or tutorial | Seminar
Eventy type	mandatory ☒ elective ☐
Duration	1 semester
Rotation	annually ☐ per semester ☒
Examination	| Written test (30%) | Project work and presentation (70%)
Scope and duration of examination	| 60 minutes written exam | 20 pages of project work | 30 minutes presentation
Module responsibility	Prof. Dr. Christian Opitz ZF Friedrichshafen Chair of Corporate Management & Personnel Management
Prerequisites	Basic knowledge of R
Use of module	Mandatory module BSc CME

Contents

The course provides an insight into the field of data science, understood as the targeted extraction of knowledge from large and complex data sets.

It builds on initial knowledge of the R programming language and introduces the various steps involved in data collection and data preparation. Students learn various methods of data analysis (cluster methods, regression methods, decision trees, etc.) and model evaluation, and can apply these to practical problems.

Learning objectives

- | Gaining information about the conceptual foundations and possible fields of application of data science
- | A sound insight into the various process steps of a corresponding project
- | Knowledge of selected methods and procedures in the areas of data collection, data preparation, and data analysis
- | Ability to interpret and critically evaluate the results obtained
- | Knowledge of the special potential of this approach and how to deal with possible ethical and moral limits
- | Ability to plan and implement smaller projects independently

Literature

James, G.; Witten, D.; Hastie, T.; Tibshirani, R. (2017). An Introduction to Statistical Learning. Springer.

Munzert, S.; Rubba, C.; Meißner, P; Nyhuis, D. (2015). Automated Data Collection. A Practical Guide to Web Scraping and Text Mining. Wiley.

Provost, F.; Fawcett, T: (2013). Data Science for Business. O'Reilly.

Zumel, N.; Mount, J. (2014). Practical Data Science with R. Manning.

Courses in the module	ECTS	h/week
C 112045 | Data Science	6	3

Module 112051 | Controlling				
BSc CME	Sem. 3	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114

Teaching form	| Seminar | Lecture with exercises
Eventy type	mandatory ☒ elective ☐
Duration	1 semester
Rotation	annually ☐ per semester ☒
Examination	Written test
Scope and duration of examination	90 minutes
Module responsibility	Prof. Dr. Andreas Ostermaier ZEPPELIN Chair of Sustainability Accounting & Controlling
Prerequisites	| Completed Zeppelin year | C 100114
Use of module	Mandatory module BSc CME

Contents

| Introduction and basics of controlling
| Introduction to cost accounting and cost management
| Success planning, measurement, and control in enterprises

Learning objectives

As part of the Controlling course, students gain a sound insight into the tasks and instruments of controlling, learn how to apply them and acquire basic knowledge of the various planning calculations and control systems.

Literature

Weber, J.; Schäffer, U. (2016). Einführung in das Controlling. Schäffer Poeschel.

Brühl, R. (2016). Controlling – Grundlagen einer erfolgsorientierten Unternehmenssteuerung. Vahlen.

Horváth, P. (2015). Controlling. Vahlen.

Courses in the module	ECTS	h/week
C 112051 | Controlling	6	3

Module 112052 | Corporate Finance				
BSc CME	Sem. 4	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114

Teaching form	| Lecture | Exercise or tutorial | Seminar
Eventy type	mandatory ☒ elective ☐
Duration	1 semester
Rotation	annually ☐ per semester ☒
Examination	Written test
Scope and duration of examination	90 minutes
Module responsibility	Prof. Dr. Florentina Paraschiv Chair of Finance
Prerequisites	| Completed Zeppelin year | C 100114
Use of module	Mandatory module BSc CME

Contents

The course covers the basic theory of corporate finance with focus on:

| Importance of good governance and incentive systems
| Theories of risk and return
| Portfolio theory and CAPM
| Theories regarding capital structure of a corporation
| Capital investment and financing decisions made by financial managers

Learning objectives

Skills:
Students are expected to be able to:
| Use various valuation methods depending on the context of the corporate decision
| Analyze investment projects and securities

Competence:
Students are expected to recognize the consequences of various investment and financing decisions made by a firm.

Literature

Brealey, R.A., Myers, S.C., Allen, F., Principles of Corporate Finance 13th ed. (2020) McGraw Hill.

Courses in the module	ECTS	h/week
C 112052 | Corporate Finance	6	3

Module 112061 | Microeconomics

BSc CME	Sem. 3	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114

Teaching form	| Lecture | Exercise or tutorial | Seminar
Eventy type	mandatory ☒ elective ☐
Duration	1 semester
Rotation	annually ☐ per semester ☒
Examination	Written test
Scope and duration of examination	90 minutes
Module responsibility	Prof. Dr. Jarko Fidrmuc Chair of International Economic Theory and Economic Policy
Prerequisites	Completed Zeppelin year
Use of module	| Mandatory module BSc CME | Mandatory module MSc CME

Contents

- | Overview of microeconomics; basic questions and methods
- | Household and consumption theory
- | Production and cost theory
- | Market equilibria and social efficiency: consumer and producer surplus
- | Introduction to game theory
- | Market forms and competition theory: perfect competition, monopoly, oligopolies
- | Competition policy, economic order, and economic policy
- | Market failure: asymmetric information, external effects and their internalization

Learning objectives

Students learn the basic concepts and analytical tools of microeconomics. They are able to apply these to important applications in selected economic and economic policy decision-making situations.

Literature

Varian, H. R. (2016). Grundzüge der Mikroökonomik. Springer.

Varian, Hal R. (2019. Intermediate Microeconomics: A Modern Approach. Norton.

Courses in the module	ECTS	h/week
C 112061 | Microeconomics	6	3

Module 112062 | Macroeconomics				
BSc CME	Sem. 4	4 h/week	3 ECTS	Contact time/self-study (in hrs): 36/114

Teaching form	| Lecture | Exercise or tutorial | Seminar
Eventy type	mandatory ☒ elective ☐
Duration	1 semester
Rotation	annually ☐ per semester ☒
Examination	Written test
Scope and duration of examination	90 minutes
Module responsibility	Prof. Dr. Jarko Fidrmuc Chair of International Economic Theory and Economic Policy
Prerequisites	Completed Zeppelin year
Use of module	| Mandatory module BSc CME | Mandatory module MSc CME

Contents

| Short-run model (ISLM)
| Medium-run model (ASAD)
| Open macroeconomics
| Growth models

High attendance (80%) at all lectures is obligatory!

Learning objectives

The students will improve and deepen their knowledge and analytical capabilities in the areas of macroeconomics and economic policy.

Literature

Blanchard, O.; Johnson, D.R (2013). Macroeconomics, Global 6th Edition. Pearson.

Blanchard, O. (2017). Macroeconomics, Global 7th Edition. Pearson.

Bowles, S.; Carlin, W. (2020). What Students Learn in Economics 101: Time for a Change. Journal of Economic Literature, 58 (1), 176-214.

Forster, J.; Klüh, Ü.; Sauer, S. (2009). Übungen zur Makroökonomie. Pearson Studium.

The Core Team (2020) The Economy, e-book. https://core-econ.org/the-economy/?lang=en

Courses in the module	ECTS	h/week
C 112061 | Microeconomics	6	3

Module 100102 | Civil Law				
BSc CME	Sem. 3	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form				
Eventy type				mandatory ☒ elective ☐
Duration				1 semester
Rotation				annually ☐ per semester ☒
Examination				Written test
Scope and duration of examination				90 min
Module responsibility				Prof. Dr. Georg Jochum Chair of Public Law, Tax & European Law & Regulatory Law
Prerequisites				-
Use of module				Mandatory module BSc CME

Contents

Fundamentals and concepts of civil law. This includes the first books of the German Civil Code with a focus on contract law. The basics of labor law are covered. In addition to general civil law, commercial and corporate law are also covered.

Learning objectives

Students should be familiar with the legal principles of economic activity and be able to apply them in simple cases. They should know the legal requirements for the most important contracts and the special features of commercial law. They should also know the most important forms of company for economic activity and their respective rules.

Literature

Textbooks and reference books as specified by the lecturer.

Courses in the module	ECTS	h/week
C 100102 | Civil Law	6	3

Module 112075 | Commercial & Corporate Law				
BSc CME	Sem. 4	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114

Teaching form	
Eventy type	mandatory ☒ elective ☐
Duration	1 semester
Rotation	annually ☐ per semester ☒
Examination	Written test
Scope and duration of examination	90 min
Module responsibility	Prof. Dr. Georg Jochum Chair of Public Law, Tax & European Law & Regulatory Law
Prerequisites	-
Use of module	Mandatory module BSc CME

Contents

The module covers the basics of commercial and company law. In the area of commercial law, the course deals in particular with the concept of a merchant, company forms, the publicity of the commercial register, the representation of the merchant in legal transactions and some of the types of contracts regulated in the German Commercial Code (commercial sale, commission). In corporate law, the focus is on the law of partnerships (BGB-Gesellschaft, OHG, KG). Therefore, the standards of the BGB and the HGB will also be dealt with. In addition, an overview of the law of corporations (AG, GmbH) is given.

Learning objectives

Students develop a basic understanding of the special law for merchants regulated in the German Commercial Code (HGB) and its typical issues. Students learn the differences between merchant criteria, trading companies, the special types of representation of merchants, and commercial transactions. Students learn about the legal sources and key structures of company law as well as the various forms of partnerships and corporations.

Literature

Textbooks and reference books as specified by the lecturer.

Courses in the module	ECTS	h/week
C 112075 | Commercial & Corporate Law	6	3

Module 12347 | Advanced Methods				
BSc CME	Sem. 3-5	1.5 h/week	3 ECTS	Contact time/self-study (in hrs): 12/63
Teaching form				
Eventy type				mandatory ☒ elective ☐
Duration				1 semester
Rotation				annually ☐ per semester ☒
Examination				depends on the course
Scope and duration of examination				depends on the course
Module responsibility				Prof. Dr. Franziska Peter Chair of Empirical Capital Market Research & Econometrics
Prerequisites				Completed Zeppelin Year and, if applicable, other event-specific requirements
Use of module				Mandatory module BSc CME

Contents

The "Advanced Methods CME" module consists of attending two methods workshops on different topics. The combination is arbitrary, as long as the workshops (no. 123241-44) are declared accordingly. Between one and four workshops are regularly offered per semester.

Exemplary contents are the following:

- Advanced qualitative methods
- Online surveys
- Field experiments
- Agent Based Modeling
- Causal inference
- Web Scraping

Learning objectives

Die Studierenden lernen innovative und fortgeschrittene sozialwissenschaftliche Erhebungs- und Analysemethoden kennen und können deren Gebrauch kritisch reflektieren.

Literature

Will be announced in the respective courses.

Courses in the module	ECTS	h/week
C 12341-44 | A-Z Advanced Methods Workshop	3	1.5

Module 11001 | Interdisciplinary Workshops				
BSc CME	Sem. 3-5	4 h/week	4 ECTS	Contact time/self-study (in hrs): 48/52

Teaching form	| Seminar | Exercise
Eventy type	mandatory ☐ elective ☒
Duration	1 semester
Rotation	annually ☒ per semester ☐
Examination	Ungraded participation (70% attendance)
Scope and duration of examination	-
Module responsibility	Academic program management BSc CME
Prerequisites	-
Use of module	Mandatory module BSc CME

Fundamentals of Entrepreneurship

Contents

The workshop on value-added entrepreneurship familiarizes students with the background, questions, risks, and potentials of founding a company. Closely aligned with the timeline of the start-up project, it provides an overview of the necessary steps for planning new business ideas and discusses the theories and concepts of entrepreneurship. In addition to traditional start-ups, start-ups in the field of social entrepreneurship are also considered in particular.

Learning objectives

After completing the workshop, students will have the techniques and tools to independently identify and assess market-effective innovation potential and to plan, finance, and successfully market their own business ideas.

Creativity & Performativity

Contents

The workshop focuses on the question of how the new and different enters the world and how to gain unfamiliar perspectives on the familiar. Students are encouraged to try out the possibilities of aesthetic and artistic forms of knowledge in experimental and performative ways and to become creatively active. They learn observation, improvisation, and imagination techniques and are familiarized with forms of world appropriation that are derived from practical creative action and that unfold in work with their own body and senses.

Different focal points are offered and combined within the course. These range from performative forms of presentation to filmic works, photography and drawing, design, and the ritual self-techniques of yoga. Practical workshop blocks and a final public presentation structure the program.

Those interested in a more intensive examination of this topic should take module 121403 Creative Performance instead of the workshop. This module can be selected as an elective module for CCM students and as a multidisciplinary module for students of other programs.

Learning objectives

The module aims to sharpen perception and imparts knowledge of alternative forms of knowledge and creativity techniques in the context of university education. Students receive a practical introduction to creative skills and a sense of the social situation of their actions.

Literature Will be announced in the respective courses.		
Courses in the module	ECTS	h/week
C 110011 | Workshop Fundamentals of Entrepreneurship	2	2
C 110012 | Workshop Creativity & Performativity	2	2

Module 000081 | Domestic Internship or Internship Abroad				
BSc CME	Sem. 3-6	h/week -	9 ECTS	Contact time/self-study (in hrs): -
Teaching form				Internship
Eventy type				mandatory ☒ elective ☐
Duration				1 semester
Rotation				annually ☐ per semester ☒
Examination				Ungraded field report
Scope and duration of examination				10 – 15 pages
Module responsibility				Academic Program Director BSc CME
Prerequisites				Other mandatory modules of the Major phase
Use of module				Mandatory module BSc CME

Contents

As part of this module, students complete an internship in a company, a cultural organization, or a political organization. The internship can take place in Germany or abroad.
The content of this module should build on the students' theoretical and methodological knowledge and complement it in a practical way. Students gain an in-depth insight into economic interrelationships, become familiar with elements of work methodology, company organizational structures and information flows, and recognize the importance of corporate culture and leadership for individual and collective work success. Internships abroad also allow a deeper insight into the respective national and work culture.
The internships are prepared through counseling sessions at the SPC and in the ZU partner pool. The students' practical coaches are on hand to advise them on questions and problems during the initiation and course of their internship.
The examination consists of the preparation of an ungraded experience report describing the individual activities and reflecting on the knowledge gained.

Learning objectives

The students

- Apply the technical and methodological knowledge they have acquired during their studies to practical problems and in this way deepen their professional competence
- Acquire in-depth technical knowledge and skills in their respective functional areas of application
- Learn to work constructively and in an interdisciplinary way with other people in a specific work situation
- Gain the ability to work in groups, organize and implement projects effectively, and develop corresponding management responsibility
- Hone important key skills, particularly in the areas of social and personal skills

An internship abroad adds an international dimension to the skills described above and specifically promotes students' intercultural skills.

Courses in the module	ECTS	h/week
C 000081 | Domestic Internship or Internship Abroad	9	

Module 000082 | Own Start-up				
BSc CME	Sem. 3-6	h/week -	18 ECTS	Contact time/self-study (in hrs): -
Teaching form				Internship
Eventy type				mandatory ☒ elective ☐
Duration				2 semesters
Rotation				annually ☐ per semester ☒
Examination				Ungraded field report
Scope and duration of examination				15 – 20 pages
Module responsibility				Academic program management BSc CME
Prerequisites				Other mandatory modules of the Major phase
Use of module				Mandatory module 4y BSc CME

Contents

As part of this module, students deal with the establishment of their own company. Typical areas of activity include brainstorming, developing a valid business model, analyzing the market and its environment, and drawing up a business and financial plan. Other activities may relate to initiating and maintaining contacts with potential customers and suppliers, acquiring venture capital or funding, dealing with various legal aspects of the start-up, or recruiting co-founders or other personnel.
The content of this module should build on the students' theoretical and methodological knowledge and complement it in a practical way. Students gain an in-depth insight into economic interrelationships, become familiar with elements of work methodology, company organizational structures and information flows, and recognize the importance of corporate culture and leadership for individual and collective work success. Cross-national start-up contexts also allow a deeper insight into the respective national country and work culture.
The module is prepared through consultations in the PioneerPort. Specific projects are supported by a start-up coach from the PioneerPort and a mentor from the field who is available to advise on questions and problems.
The examination consists of the preparation of an ungraded experience report in which the company is presented, the individual activities are described, the hours worked are listed and the knowledge gained is reflected upon.

Learning objectives

The students

- Apply the technical and methodological knowledge they have acquired during their studies to the establishment of their own company and thus deepen their professional competence
- Acquire in-depth specialist knowledge and skills in the areas relevant to the respective start-up
- Learn to work constructively and in an interdisciplinary way with other people in a specific work situation
- Gain the ability to work in groups, organize and implement projects effectively, and develop corresponding management responsibility
- Hone important key skills, particularly in the areas of social and personal skills

In a transnational start-up context, the skills described above are supplemented by an international dimension and students' intercultural skills are specifically promoted.

Courses in the module	ECTS	h/week
C 000082 | Own Start-up	18	

Major Phase CME – Elective Modules

Module 112071 | Human Resource Management				
BSc CME	Sem. 3-6	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114

Teaching form	| Seminar | Exercise | Tutorial
Eventy type	mandatory ☐ elective ☒
Duration	1 semester
Rotation	annually ☒ per semester ☐
Examination	Written test
Scope and duration of examination	60 minutes
Module responsibility	Prof. Dr. Christian Opitz ZF Friedrichshafen Chair of Business Management & Personnel Management
Prerequisites	-
Use of module	Elective module BSc CME

Contents

People clearly are an organization's most critical resource. Their knowledge and skills along with their commitment, creativity, and effort are the basis for competitive advantage. It is people that have creative ideas for new products or for process improvements, that devise marketing strategy, or take technologies to the next level. Therefore, this seminar focuses on how to coordinate, manage, and lead people in organizations to achieve the desired outcomes. The seminar builds on key theories and concepts in organizational research along with a critical reflection of these theories and concepts and their underlying assumptions.

In so doing, a particular focus will be on specific elements and types of organizations and current trends and developments in this regard. The seminar aims to provide an understanding of organization theories and concepts to derive evidence based recommendations for addressing problems and challenges in organizational practice.

Learning objectives

Students

- are able to understand and apply key organization theories and concepts to develop solutions to problems and challenges in organizations;
- are able to critically reflect, evaluate, and adapt organizational processes;
- are able to evaluate the need for organizational change and to plan and implement change activities;
- are able to apply taught concepts in different organizational contexts and scenarios.

Literature

Berthel, Jürgen/Becker, Fred G. (2010): Personalmanagement – Grundzüge für Konzeptionen betrieblicher Personalarbeit. Schäffer-Poeschel.

Picot, Arnold/Dietl, Helmut/Franck, Egon (2008): Organisation – Eine ökonomische Perspektive. Schaeffer-Poeschel.

Steinmann, Horst/Schreyögg, Georg (2005): Management. Grundlagen der Unternehmensführung: Konzepte – Funktionen – Fallstudien. Gabler.

Courses in the module	ECTS	h/week
C 112071 | Human Resource Management	6	3

Module 122101 | Organization				
BSc CME	Sem. 3-6	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form				Seminar
Eventy type				mandatory ☐ elective ☒
Duration				1 semester
Rotation				annually ☒ per semester ☐
Examination				Written test
Scope and duration of examination				90 minutes
Module responsibility				Prof. Dr. Matthias Weiss Chair of Innovation Management & Transformation
Prerequisites				-
Use of module				Elective module BSc CME

Contents

People clearly are an organization's most critical resource. Their knowledge and skills along with their commitment, creativity, and effort are the basis for competitive advantage. It is people that have creative ideas for new products or for process improvements, that devise marketing strategy, or take technologies to the next level. Therefore, this seminar focuses on how to coordinate, manage, and lead people in organizations to achieve the desired outcomes. The seminar builds on key theories and concepts in organizational research along with a critical reflection of these theories and concepts and their underlying assumptions.

In so doing, a particular focus will be on specific elements and types of organizations and current trends and developments in this regard. The seminar aims to provide an understanding of organization theories and concepts to derive evidence based recommendations for addressing problems and challenges in organizational practice.

Learning objectives

Students

- are able to understand and apply key organization theories and concepts to develop solutions to problems and challenges in organizations;
- are able to critically reflect, evaluate, and adapt organizational processes;
- are able to evaluate the need for organizational change and to plan and implement change activities;
- are able to apply taught concepts in different organizational contexts and scenarios.

Literature

Kieser, A.; Ebers, E. (2014) Organisationstheorien. Kohlhammer.

Kühl, S. (2011). Organisationen: eine sehr kurze Einführung. Springer.

Courses in the module	ECTS	h/week
C 122101 | Organization	6	3

Module 122102 | Strategic Management

BSc CME	Sem. 3-6	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114

Teaching form	Seminar
Eventy type	mandatory ☐ elective ☒
Duration	1 semester
Rotation	annually ☒ per semester ☐
Examination	Term paper
Scope and duration of examination	12-15 pages
Module responsibility	Prof. Dr. Christian Opitz ZF Friedrichshafen Chair of Business Management & Personnel Management
Prerequisites	Basic knowledge of business management thinking
Use of module	Elective module BSc CME

Contents

The module introduces the theory, the object, and the methods of strategic management. Key corporate decisions are viewed from a general management perspective that takes into account the dynamics of the corporate environment and the interests of other stakeholders in the decision-making process.
In the general section, the basic contents of the market and resource-based view are presented first. These are then finally discussed as a basis in relation to concrete strategy derivation and strategy implementation by companies. In a second part, the focus is placed on individual, more specific areas of the current debate. In this context, issues from the areas of corporate strategy (Strategic Organization & International Business Strategy) and strategic cooperation (Strategic Alliances & Business Ecosystems) are presented in more detail.

Learning objectives

The students

- Are able to understand the basic assumptions of the theories discussed
- Are familiar with the theoretical principles of strategic management
- Are familiar with the current research literature on strategic management and can discuss it critically
- Are able to independently analyze practice-oriented strategic problems and develop their own sustainable solutions

Literature

Grant, R.M. (2018). Contemporary Strategy Analysis. Wiley.

Lynch, R. (2018). Strategic Management. Pearson.

Rothaermel, F.T. (2019). Strategic Management. McGraw-Hill.

Courses in the module	ECTS	h/week
C 122102 | Strategic Management	6	3

Module 112072 | Marketing				
BSc CME	Sem. 3-6	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form				Seminar
Eventy type				mandatory ☐ elective ☒
Duration				1 semester
Rotation				annually ☒ per semester ☐
Examination				| Written test | Presentation
Scope and duration of examination				| Written test: 60 minutes (60%) | Presentation: 20 minutes (40%)
Module responsibility				Prof. Dr. Martin Fritze Chair for Marketing
Prerequisites				-
Use of module				Elective module BSc CME

Contents

This course introduces the main theories and concepts in marketing and their application in creating value for various stakeholders. Students will gain insights into the philosophy, functions, and im-plica-tions of marketing, developing the skills needed to identify, conceptualize, and communicate marketing problems and solutions. The course adopts a consumer-centric approach, recognizing that successful marketing is deeply rooted in understanding the needs, preferences, perceptions, and behaviors of con-sumers. Topics covered include strategic marketing, market research, consumer psychology, marketing mix, service marketing, and sustainable marketing. Coursework will include lectures, discussions, in-class exercises, student presentations, assignments, and a final exam.

Learning objectives

Upon completion of this course, students will:

- Have gained a holistic understanding of marketing.
- Be able to apply the basic principles and tools of marketing management.
- Have developed an understanding of the importance of marketing in creating a sustainable competive advantage.
- Be able to evaluate marketing decision based on consumer insights.
- Be equipped to critically reflect on and implement marketing practices in the light of environmental and social challenges.
- Have a basic understanding to evaluate empirical studies and engage in discussions centered around scientific, peer-reviewed publications.
- Be able to engage in discussions rooted in scientific research to approach real-world marketing problems.

Literature

Relevant course materials will be provided throughout the course.

Courses in the module	ECTS	h/week
C 112072 | Marketing	6	3

Module 122112 | External Accounting				
BSc CME	Sem. 3-6	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114

Teaching form	| Seminar | Exercise | Tutorial
Eventy type	mandatory ☐ elective ☒
Duration	1 semester
Rotation	annually ☒ per semester ☐
Examination	Written test
Scope and duration of examination	90 minutes
Module responsibility	Prof. Dr. Andreas Ostermaier ZEPPELIN Chair of Sustainability Accounting & Controlling
Prerequisites	C 100073 | Management Accounting
Use of module	Elective module BSc CME

Contents

- The nature and principles of annual financial statements / basic elements of accounting in accordance with German commercial law (HGB)
- Selected accounting topics in HGB annual financial statements (individual financial statements)
- Group accounting principles
- Cash flow statement
- (Group) notes and (group) management report

Learning objectives

The students

- Are able to understand the basic assumptions of the theories discussed
- Acquire an in-depth understanding of (group) accounting in accordance with national regulations (HGB)
- Acquire the ability to analyze and interpret annual and consolidated financial statements

Literature

Will be announced at the beginning of the course.

Courses in the module	ECTS	h/week
C 122112 | External Accounting	6	3

Module 112073 | Management of Innovation and Transformation				
BSc CME	Sem. 3-6	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form				Seminar
Eventy type				mandatory ☒ elective ☐
Duration				1 semester
Rotation				annually ☒ per semester ☐
Examination				Written exam, midterm presentation
Scope and duration of examination				60 minutes
Module responsibility				Prof. Dr. Weiss ZEPPELIN Chair of Innovation Management and Transformation
Prerequisites				-
Use of module				Elective module BSc CME

Content

Innovations and new technologies play a key role for the competitiveness of companies, especially in today's globalized markets. However, which aspects influence the innovativeness of a company and its offerings and what can managers do address and shape these aspects in a way to enhance the innovative potential and output of their company? Therefore, this seminar will cover relevant foundations of innovation and technology management in organizations. It will offer evidence-based knowledge about and the opportunity for critical reflection of managerial options to facilitate creativity and organizational innovation. Moreover, a particular focus will be put on aspects of sustainability and of the digital transformation of organizations.

Learning objectives

Students

- have a deep understanding on the role and management of innovation within firms;
- are able to understand and apply key theories and concepts of innovation and technology management in business practice;
- are able to evaluate and use methods to develop, plan, and implement innovation projects;
- understand and recognize different situations and environments regarding technology and innovation and are able to derive specific managerial implications;
- are able to evaluate and use methods and tools of ITM purposefully.

Literature

Provided in the course.

Courses in the module	ECTS	h/week
C 112073 | Management of Innovation and Transformation	6	3

Module 122152 | Entrepreneurship				
BSc CME	Sem. 3-6	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114

Teaching form	Seminar
Eventy type	mandatory ☐ elective ☒
Duration	1 semester
Rotation	annually ☒ per semester ☐
Examination	Term paper
Scope and duration of examination	12-15 pages
Module responsibility	Prof. Dr. Reinhard Prügl Chair of Innovation, Technology & Entrepreneurship at FIF
Prerequisites	-
Use of module	Elective module BSc CME

Content
The module deals with entrepreneurial thinking and action, crisis resistance, and the future viability of companies using numerous practical examples. The entire life cycle of a company is considered, from the start-up phase through the establishment of the company to a (possible) sale. In particular, innovative business models are examined in more detail. A particular focus is on family businesses and their entrepreneurial orientation in the context of tradition and innovation as well as their regional roots. Both theoretical work and empirical analyses are examined.

Learning objectives
Students learn to independently analyze and question current interdisciplinary scientific research on the topic of entrepreneurship and then apply it to practical problems.

Literature
Current papers, books, and case studies on entrepreneurship.

Courses in the module	ECTS	h/week
C 122152 | Entrepreneurship	6	3

Module 122175 | Digital Finance				
BSc CME	Sem. 3-6	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form				Seminar
Eventy type				mandatory ☐ elective ☒
Duration				1 semester
Rotation				annually ☒ per semester ☐
Examination				Exam
Scope and duration of examination				90 min.
Module responsibility				Prof. Dr. Florentina Paraschiv
Prerequisites				-
Use of module				Elective module BSc CME

Content
The module provides a comprehensive understanding of how digital technology is reshaping corporate and public finance. Focusing on digital finance, new financial intermediation models, and the innovative roles of Blockchain, tokenization, and Big Data/Machine Learning, the course offers insights into the financial sector's digital transformation.

Learning objectives
Upon completion of this module, students should be able to …

- Understand the transformative impact of digital technology on corporate finance
- Manage digital transformation in the context of the FinTech era
- Navigate the regulatory landscape, including MiCA-regulation
- Apply digital finance tools in a business context, while considering development and sustainability aspects.

Literature

Lee, D.; Deng, R. H. (eds.) (2017). Handbook of blockchain, digital finance, and inclusion, volume 1: Cryptocurrency, FinTech, InsurTech, and Regulation. Academic Press.

Lee, D.; Deng, R. H. (eds.) (2017). Handbook of blockchain, digital finance, and inclusion, volume 2: ChinaTech, mobile security, and distributed ledger. Academic Press.

Courses in the module	ECTS	h/week
C 122175 | Digital Finance	6	3

Module 122151 | Family Business Management				
BSc CME	Sem. 3-6	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form				| Seminar | Group work
Eventy type				mandatory ☐ elective ☒
Duration				1 semester
Rotation				annually ☒ per semester ☐
Examination				Term paper
Scope and duration of examination				12-15 pages
Module responsibility				Prof. Dr. Reinhard Prügl Chair of Innovation, Technology & Entrepreneurship at FIF
Prerequisites				-
Use of module				Elective module BSc CME

Contents

The module deals with entrepreneurial thinking and action with a special focus on family businesses. With around three million companies, family businesses are the mainstay of the German economy. The trend in other German-speaking countries is similar. Among other things, they are characterized by their long-term corporate strategies, their roots in the region, and their high value orientation. The previous focus of research approaches at German universities has already developed important solutions for the current strategic and operational challenges of family businesses, and these need to be further intensified. Interdisciplinary research and successor training as well as entrepreneur training specifically geared to the needs of family businesses are at the forefront of this section. Both theoretical work and empirical analyses are examined.

Learning objectives

Students learn to independently analyze and question current scientific research in the areas of start-ups and family businesses and then apply it to practical problems.

Literature

Current papers, books, and case studies on family businesses.

Courses in the module	ECTS	h/week
C 122151 | Family Business Management	6	3

Module 122182 | Mobility				
BSc CME	Sem. 3-6	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114

Teaching form	Seminar
Eventy type	mandatory ☐ elective ☒
Duration	1 semester
Rotation	annually ☒ per semester ☐
Examination	Written assignment
Scope and duration of examination	12-15 pages
Module responsibility	Prof. Dr. Wolfang H. Schulz Chair of Mobility, Trade, and Logistics Director of the Center for Mobility Studies
Prerequisites	-
Use of module	Elective module BSc CME

Content

Using an industrial economic approach, the future of the mobility industry will be assessed. By applying trends and scenarios and applying micro- and macroeconomic theories, relevant use cases will be created and analyzed. Overall, the seminars will focus on theoretical knowledge sharing with a structured application process.

Learning outcomes

Students

- Have a deeper understanding of the key trends and drivers in consumer mobility and related challenges for the industry
- Are sensitive to the trend-driven technological developments
- Are able to discuss the business model enabler
- Can critically comment on the drivers and barriers for the market deployment of mobility innovations

Literature

The readings will be defined in the course.

Courses in the module	ECTS	h/week
C 122182 | Mobility	6	3

Module 124042 | Corporate Responsibility & Leadership				
BSc CME	Sem. 3-6	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form				Seminar
Eventy type				mandatory ☐ elective ☒
Duration				1 semester
Rotation				annually ☒ per semester ☐
Examination				Term paper
Scope and duration of examination				12-15 pages
Module responsibility				Prof. Dr. Josef Wieland Director of the Leadership Excellence Institute Zeppelin | LEIZ Chair of Institutional Economics
Prerequisites				-
Use of module				Elective module BSc CME

Contents

- Nature of the Firm
- Strategical Normative Management
- Integrity & Compliance Management
- Corporate Responsibility & Human Rights
- Sustainable Development Goals
- Innovation Management
- Stakeholder Management & Shared Value
- Case study
- Compliance Management Systems & Values Management
- Types of Leadership
- Leadership Style, Corporate Culture, Corporate Government
- Character Formation, Ethical Leadership, Case Studies
- Normative Strategic Management as Leadership Excellence

Learning objectives

- Knowledge of legal and voluntary regulations regarding integrity and compliance
- Knowledge of compliance management system implementation strategies
- Knowledge of corporate social responsibility and human rights, sustainability: standards, management systems, public debate
- Strategic management & societal motivation
- Knowledge of leadership approaches

Literature

Wieland, J.; Grüninger, S.; Steinmeier, R. (2010) (eds.). Handbuch Compliance-Management. Konzeptionelle Grundlagen, praktische Erfolgsfaktoren, globale Herausforderungen. Erich Schmidt.

Wieland, J. (2014). Governance Ethics: Global Value Creation, Economic Organization and Normativity. Springer.

Carroll, A.B.; Buchholtz, A.K. (2008). Business and Society: Ethics and Stakeholders. Cengage Learning.

Sacconi, L.; Blair, M.; Freeman, R.E. (eds.) (2010). Corporate Social Responsibility and Corporate Governance: The Contribution of Economic Theory and Related Disciplines. Palgrave.

Freeman, E.A. (2010). Stakeholder Theory: The State of the Art. Cambridge.

Wieland, J. (2018). Relational Economics. Ökonomische Theorie der Governance wirtschaftlicher Transaktionen. Metropolis.

Courses in the module	ECTS	h/week
C 124042 | Corporate Responsibility & Leadership	6	3

Module 122161 | Legal Framework of Economic Activity				
BSc CME	Sem. 3-6	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114

Teaching form	Seminar
Eventy type	mandatory ☐ elective ☒
Duration	1 semester
Rotation	annually ☒ per semester ☐
Examination	Final exam (end term)
Scope and duration of examination	90 min
Module responsibility	Prof. Dr. Georg Jochum Chair of Public Law, Tax & European Law & Regulatory Law
Prerequisites	C 100093 | Fundamentals of Law
Use of module	Elective module BSc CME

Contents

Entrepreneurial activity is subject to a variety of legal constraints. Without a basic knowledge of the legal framework in which companies operate, entrepreneurial activity, in particular the founding of companies, is practically impossible today. The course deals with the most important public law regulations for entrepreneurial activity, in particular competition law, tax law and public commercial law.

Learning objectives

Students are familiar with the fundamentals of tax law, competition law and public commercial law. They are able to integrate these framework conditions into their entrepreneurial considerations and business decisions and to understand their consequences. In addition, they should be able to understand and critically reflect on the purpose and system of tax and commercial law regulations.

Literature

according to the lecturer

Courses in the module	ECTS	h/week
C 122161 | Legal Framework of Economic Activity	6	3

Module 100111 | History of Economic Thought				
BSc CME	Sem. 3-6	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114

Teaching form	Seminar
Eventy type	mandatory ☐ elective ☒
Duration	1 semester
Rotation	annually ☒ per semester ☐
Examination	Term paper
Scope and duration of examination	10-12 pages
Module responsibility	Prof. Dr. Dr. Manfred Moldaschl Chair of Socioeconomics Director of the European Center for Sustainability Research | ECS
Prerequisites	-
Use of module	Elective module BSc CME

Contents

The seminar deals with the question of how and why economics became what it is, and thus also how it could be DIFFERENT. It is about socio-scientific contexts and basic assumptions of economic theories. Classic texts by great economists and philosophers are read and discussed together. The ideas range from Aristotle to the French physiocrats and representatives of the classical period such as Adam Smith and David Ricardo, via Marx to the emergence of neoclassical economics (Jevons, Menger) and evolutionary economics. Students explore the main paths of economic thinking, including forks and dead ends. Economic controversies such as the so-called Methodenstreit (methods dispute) (Menger versus Schmoller) and the Werturteilsstreit (value judgement dispute) (Max Weber) are also dealt with. Finally, students study key texts by particularly influential economists of the 20th century. These are: Joseph Schumpeter, John Maynard Keynes, Friedrich von Hayek, and Douglass C. North. This touches on questions from related subject areas, from the philosophy of science and ethics to economic history, sociology, and cultural history. This course is therefore a building block of interdisciplinary studies.

Learning objectives

The course provides students with a sound overview of the development of economics and familiarizes them with key milestones in the history of economic analysis. They can critically discuss original texts with the help of relevant specialist literature and apply knowledge of important basic economic concepts when discussing current issues.

Literature

Priddat, B. (2002). Theoriegeschichte der Wirtschaft. Wilhelm Fink Verlag.

Kurz, H. (2008). Klassiker des ökonomischen Denkens. Vahlen.

Schumpeter, J. (1965). Geschichte der ökonomischen Analyse. UTB.

Hunt, E.K.; Lautzenheiser, M. (2003). History of Economic Thought. Routledge.

Courses in the module	ECTS	h/week
C 100111 | History of Economic Thought	6	3

Module 124043 | Theory of the Firm

BSc CME	Sem. 3-6	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114

Teaching form	Seminar
Eventy type	mandatory ☐ elective ☒
Duration	1 semester
Rotation	annually ☒ per semester ☐
Examination	Term paper
Scope and duration of examination	12-15 pages
Module responsibility	Prof. Dr. Josef Wieland Director of the Leadership Excellence Institute Zeppelin | LEIZ Chair of Institutional Economics
Prerequisites	-
Use of module	Elective module BSc CME

Contents

- Institutional economic theory of the firm
- Transaction cost theory
- Property rights theory
- Principal-agent theory
- Stakeholder relationships

Learning objectives

Students should become familiar with the basics of organizational economics and work independently on the basis of relevant texts on the theory of the firm. In particular, they should understand the institutional economics approach of property rights theory, transaction cost theory and principal-agent theory and critically analyze them using primary texts. There is also a focus on responsibility and stakeholder relations.

Literature

Alchian, A.A.; Demsetz, H. (1972). Production, information costs and economic organization. American Economic Review 62(5): 777-795.

Coase, R. (1937). The Nature of the Firm. In: Economica 4(16): 386-405

Jensen, M.C.; Meckling, W.H. (1976). Agency costs and the theory of the firm. Journal of Financial Economics 3(4): 305-360.

Machlup, F. 1967. Theories of the firm: Marginalist, behavioral, managerial. The American Economic Review 57(1): 1-33.

Penrose, E. (1995). The theory of the growth of the firm. Oxford University Press.

Richardson, G.B. (1972). The Organization of Industry. In: Economic Journal 82: 883-896.

Schumpeter, J.A. (1993). Kapitalismus, Sozialismus und Demokratie. Francke.

Wieland, J. (2014). Governance Ethics: Global Value Creation, Economic Organization and Normativity. Springer.

Williamson, O.E. (2005). The Economics of Governance. In: The American Economic Review 95(2): 1-18.

Courses in the module	ECTS	h/week
C 124043 | Theory of the Firm	6	3

Module 122172 | International Monetary Economics

BSc CME	Sem. 3-6	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114

Teaching form	Seminar
Eventy type	mandatory ☐ elective ☒
Duration	1 semester
Rotation	annually ☒ per semester ☐
Examination	Written test
Scope and duration of examination	60 minutes
Module responsibility	Prof. Dr. Jarko Fidrmuc Chair of International Economic Theory & Economic Policy
Prerequisites	C 112062 | Macroeconomics
Use of module	Elective module BSc CME

Content

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).

The course focuses on theoretical and empirical research for better decision making in governmental managerial positions.

This course offers viable insights into the methods of theoretical economics and the design of economic policy solutions. This course is taught from an academic point of view and integrates current policy discussions.

Learning Outcome

By the end of this course, students have acquired a profound understanding of

- Monetary and fiscal policy issues
- The differences of monetary and fiscal policy within the EMU
- The growth theory and growth models
- How the ECB operates and what its goals are
- The effects of money supply and money demand in the money market and interest rates
- Macro supply and demand in goods markets + investments
- The functioning of exchange rates
- The interconnections in an open-economy
- The European debt crisis
- The macroeconomic models discussed

Literature

Abel, A.B.; B.S. Bernanke, D.; Croushore, V (2014). Macroeconomics. Pearson.

Blanchard, O. (2017). Macroeconomics. Pearson.

Blanchard, O.; D.R. Johnson (2013). Macroeconomics. Pearson.

Obstfeld, M.; Rogoff, K. (1996). Foundation of International Macroeconomics. MIT Press.

Romer, D. (2018). Advanced Macroeconomics. McGraw Hill.

Varian, H.R. (2016). Grundzüge der Mikroökonomik. Oldenbourg.

Varian, Hal R., Intermediate Microeconomics: A Modern Approach, Media Update, Norton, 2019.

Courses in the module	ECTS	h/week
C 122172 | International Monetary Economics	6	3

Module 122174 | Advanced Microeconomics				
BSc CME	Sem. 3-6	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form				Seminar
Eventy type				mandatory ☒ elective ☐
Duration				1 semester
Rotation				annually ☒ per semester ☐
Examination				Written test
Scope and duration of examination				90 min
Module responsibility				Prof. Dr. Alexander Eisenkopf ZEPPELIN Chair of Economic & Transport Policy
Prerequisites				C 122061 | Microeconomics
Use of module				Elective module BSc CME

Contents

- Building blocks of industrial economics
- Oligopolies and oligopoly markets
- Concepts of game theory
- Fundamentals of behavioral economics
- Theory and politics of externalities
- Microeconomic foundations of competition policy

Learning objectives

Students acquire knowledge of in-depth and advanced microeconomic concepts. They understand the theoretical approaches of industrial economics, oligopoly theory, and behavioral economics and master their application to economic policy problems. They will be able to explain and justify competition policy decisions on the basis of microeconomic theories. They are proficient in the theory of externalities and are able to apply it to the solution of e.g. environmental economic problems.

Literature

Bellaflame, P.; Peitz, M. (2015). Industrial Organization. Markets and Strategies. Cambridge.

Fritsch, Michael: Marktversagen und Wirtschaftspolitik. Mikroökonomische Grundlagen staatlichen Handelns. Vahlen.

Knieps, G. (2008). Wettbewerbsökonomie. Regulierungstheorie, Industrieökonomie, Wettbewerbspolitik. Springer.

Courses in the module	ECTS	h/week
C 122174 | Advanced Microeconomics	6	3

Module 122171 | Advanced Macroeconomics				
BSc CME	Sem. 3-6	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114

Teaching form	Seminar
Eventy type	mandatory ☒ elective ☐
Duration	1 semester
Rotation	annually ☒ per semester ☐
Examination	Multiple choice
Scope and duration of examination	90 minutes
Module responsibility	Prof. Dr. Jarko Fidrmuc Chair of International Economic Theory & Economic Policy
Prerequisites	C 112062 | Macroeconomics
Use of module	Elective module BSc CME

Content

A fundamental question in macroeconomic theory and policy is what factors determine income, growth, inflation, employment and unemployment, as well as welfare. The traditional macroeconomic theory analyzes the role of fiscal and monetary policies, which should be used mainly in order to stabilize growth around a country's long-term growth-rate. Based on the assumption of fully rational economic agents (e.g. consumers, investors, firms, and government representatives), economic development follows a standard business cycle pattern, which is caused mainly by exogenous shocks of different types (e.g. demand or liquidity shocks).

By contrast, Paul De Grauwe and Yuemei Yi propose a new behavioral framework for macroeconomics, which reflects that agents are heterogeneous. Moreover, these agents are subject to important cognitive limitations which determine their behavior. Instead of the earlier assumption of rational expectations, these agents use simple forecasting rules (heuristics), which are continuously evaluated with respect to their actual performance. Despite the simplicity of these behavioral rules, high complexity emerges in macroeconomic developments. It will be shown that adaptive learning leads to the emergence of a so-called animal spirit (market sentiments which are subject to waves of optimism and pessimism). As a result, macroeconomic development is characterized by periods of macroeconomic stability (tranquility) alternating in an unpredictable way with periods of boom and bust. This pattern can also include large and repeated economic crises. In other words, the distribution of income growth follows a non-normal distribution with fat tails.

The behavioral macroeconomic approach will be used to analyze the role of fiscal and monetary policy, structural reforms, and international synchronization of business cycles. Policy implications will be compared with conclusions of standard macroeconomic models.

High attendance (80%) at all lectures is obligatory!

Learning outcomes

Students will improve and deepen their knowledge and analytical capabilities in the areas of macroeconomics, economic policy, and empirical economics.

Literature

Acemoglu, D. (2009). Introduction to Modern Economic Growth Princeton University Press.

Blanchard, O. (2017). Macroeconomics. Pearson.

De Grauwe, P.; Ji, Y. (2019). Behavioral Macroeconomics: Theory and Policy. Oxford University Press.

Selected Papers.

Courses in the module	ECTS	h/week
C 122171 | Advanced Macroeconomics	6	3

Module 114093 | Political Economy				
BSc CME	Sem. 3-6	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form				Seminar
Eventy type				mandatory ☐ elective ☒
Duration				1 semester
Rotation				annually ☒ per semester ☐
Examination				| Presentation | Essay or | Written test
Scope and duration of examination				| Presentation: 40 minutes | Essay: approx. 15,000 characters | Written test: 60 minutes
Module responsibility				Chair of International & Digital Economics
Prerequisites				Fundamental knowledge of microeconomics and macroeconomics
Use of module				Elective module BSc CME

Contents

A fundamental question in new political economy is which factors determine the institutions of collective decision making. Why some countries are democracies with regular elections and where politicians are accountable to citizens, while other countries are not. The framework of the new political economy is 'economic-based'; it stresses the individual economic incentives determining political preferences. The new political economy assumes that people behave strategically and that their behaviour can be modelled by the

means of the game theory. Different groups have opposing interests over political outcomes and these translate into opposing interests over the form of political institution which determine the political outcome. The lecture will also discuss the importance of culture, religion and geography on the economic development

Learning objectives

The students should improve and deepen their knowledge and analytical capabilities in the areas of political economy, macroeconomics and empirical economics.

Literature

Acemoglu, D.; Robinson, J. (2012). Economic Origins of Dictatorship and Democracy. Crown Publisher.

Acemoglu, D.; Robinson, J. (2012). Why Nations Fail: The Origins of Power, Prosperity, and Poverty. Cambridge University Press.

Selected journal articles and working papers.

Courses in the module	ECTS	h/week
C 114093 | Political Economy	6	3

Module 122401, 122402 | Selected Topics CME I, II

BSc CME	Sem. 3-6	3-6 h/week	6-12 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form				Seminar
Eventy type				mandatory ☐ elective ☒
Duration				1 semester
Rotation				annually ☒ per semester ☐
Examination				See the specific course
Scope and duration of examination				See the specific course
Module responsibility				Academic program management BSc CME
Prerequisites				Completed Zeppelin year. Depending on the content of the module, further subject-specific prerequisites may be required, which are defined in the individual course descriptions.
Use of module				Elective module BSc CME

Contents

The module addresses current issues, topics, and problems in the field of corporate management & economics and gives students the opportunity to develop their own ideas about the constitution of problems and possible solutions or solution strategies in discourse and debate. Business and economics topics can be dealt with on a semester-by-semester basis.

Learning objectives

As part of the module, students expand the theoretical, methodological, and empirical knowledge they have acquired up to this point to include the aspect of competent participation in discourses and debates on current topics in the fields of business administration and economics. Students learn to transfer theoretical approaches to practical applications and to apply methodological knowledge in the development of their own case studies and independent solution proposals. They practice defending normative positions in current debates.

Literature

See the specific course.

Courses in the module	ECTS	h/week
C 122401 | Selected Topics CME I	6	3
C 122402 | Selected Topics CME II	6	3

Module 122406, 122407 | Specialization I, II				
BSc CME	Sem. 3-6	3-6 h/week	6-12 ECTS	Contact time/self-study (in h): according to the specific course

Teaching form	| See the specific course
Eventy type	mandatory ☐ elective ☒
Duration	1 semester
Rotation	annually ☐ per semester ☒
Examination	| See the specific course
Scope and duration of examination	| See the specific course
Module responsibility	Academic program management BSc CME
Recommended prerequisites	Mandatory modules of the Major phase
Use of module	Elective module 4y BSc CME

Contents

This module can include courses with a minimum of 6 and a maximum of 18 ECTS credits that were successfully completed as part of a study visit to a foreign or another German university and that are not offered in this form at ZU. The prerequisite is that the content is in-depth and advanced in economics and that the skills acquired are at least equivalent in level to those of an elective module as part of a university Bachelor's degree course.

In this way, students are given the opportunity to acquire a more or less extensive further technical and/or methodological specialization in one or more subject areas during their studies.

The scope and the specific content of this module are defined by the respective courses.

Students who choose this module are advised by the SPC and the ZU International Office before, during, and after their stay abroad. The students' science coaches assist with planning and clarify conceptual questions in the context of a particular specialization, for example with regard to suitable elements and courses to be taken.

Learning objectives

The students

- Acquire in-depth technical and methodological skills in the areas of the respective specialization
- Are able to apply relevant scientific methods and new findings from these fields to practical tasks and take economic, ecological, technical, and social requirements into account when making decisions
- Can operate in a specific international context and expand and deepen their corresponding intercultural skills

Literature

In accordance with the course submitted.

Courses in the module	ECTS	h/week
C 122406 | Specialization I	6	3
C 122407 | Specialization II	6	3

Bachelor Phase

Module 11280 | Final Module				
BSc CME	Sem. 8	1 h/week	14 ECTS	Contact time/self-study (in hrs): 12/338
Teaching form				| Individual supervision as part of the thesis | Thesis defense
Eventy type				mandatory ☒ elective ☐
Duration				1 semester
Rotation				annually ☐ per semester ☒
Examination				| Written elaboration | Oral examination
Scope and duration of examination				| 35-45 pages for the thesis | 30-45 minutes for the defense
Module responsibility				The Chairperson of the Central Examination Board
Prerequisites				| Mandatory modules (thesis) | Thesis (defense)
Use of module				Mandatory module BSc CME

Contents

The module forms the conclusion of the study program and includes the preparation of a Bachelor's thesis and a thesis defense.

The Bachelor's thesis is an examination paper and at the same time part of the scientific training. Students formulate a research question and carry out a literature search using scientific sources. They select suitable theoretical perspectives and scientific methods, apply them, and/or develop them further to answer their research question. They critically compare and evaluate the results of their work with the latest state of research and present them clearly and in an academically appropriate form. In the defense, students defend their Bachelor's thesis. They first give a brief introduction to it in a presentation. They then discuss the work under the guidance of the examiner (reviewer).

Learning objectives

The students

- Demonstrate that they are able to work independently on a research topic from their field of study, possibly including an interdisciplinary perspective, using scientific methods and in a research-oriented manner within a specified period of time
- Demonstrate that they have independently identified and worked on the topic of their Bachelor thesis
- Know how to present this work in a compact form to a specialist audience
- Are able to explain the research question, the chosen theoretical perspective and methodology, as well as the approach to the topic and are able to discuss the results of their work at a scientific level

Literature

Subject-related specialist literature.

Courses in the module	ECTS	h/week

Bachelor Thesis	12	1
Disputation	2	