

**Handbook of Modules
for the four-year B.Sc.-Program of Studies
Management, Economics & Social Sciences
BSc MES | 4y**

(starting from Fall Semester 2024)

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Note on the topicality of the module descriptions

For current information on content and examination results, which may vary with the staffing, please refer to the online course search via ZU|hause.

Issued: 2025-04-30

Zeppelin Foundation

Module 10000 Interdisciplinary Module Zeppelin Project				
BSc MES	Semester 1-2	6 h/week	13 ECTS	Contact time/self-study (in hrs): 72/253
Teaching form			Lecture, workshop, group supervision	
Course type			mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>	
Duration			2 Semester	
Availability			annually <input type="checkbox"/> per semester <input checked="" type="checkbox"/>	
Examination			Term paper, presentation, group re- search project/report	
Scope and duration of examination			Approx. 20,000 characters; approx. 60 minutes; the scope of the group work is determined individually with the su- pervisor depending on the topic and the size of the group, taking into ac- count the planned workload of 8 ECTS credits.	
Responsible for module			Prof. Dr. Maren Lehmann Prof. Dr. Jarko Fidrmuc Prof. Dr. Joachim Behnke	
Prerequisites			-	
Use of module			Zeppelin Year	
<p>Content:</p> <p>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 required to formulate a scientific research question independently, to work on it by applying theories and scientific methods, and to interpret their research results.</p> <p>The results will be presented at a final conference open to the university. The teaching research project is flanked by an interdisciplinary seminar and courses on methods. Students are supported in their project work by an academic supervisor.</p> <p>Qualification Objectives:</p> <p>Right from the start in the first semester, students acquire the ability to develop and work on scientific questions within the framework of an individual term paper. In addition, students learn to tackle scientific questions as part of group work and to access and utilize expert knowledge from various 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.</p>				

Literature:

Relevant course materials will be provided throughout the course.

Courses in the module	h/week	ECTS
C 100006 Disciplinary Perspectives	2	3
C 100007 A-K Methods Workshop I	1.5	1
C 100007 A-K Methods Workshop II	1.5	1
C 100008 Project Work in Groups	1	8

Module 10001 Interdisciplinary Module Introduction to Science				
BSc MES	Semester 1-2	6 h/week	5 ECTS	Contact time/self-study (in hrs): 72/53
Teaching form				Lecture, seminar
Course type				mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>
Duration				1 semester
Availability				annually <input type="checkbox"/> per semester <input checked="" type="checkbox"/>
Examination				Written exam, homework in the seminar
Scope and duration of examination				90 min.
Responsible for module				Prof. Dr. Joachim Behnke Prof. Dr. Udo Göttlich Prof. Dr. Matthias Weiß
Prerequisites				-
Use of module				Zeppelin Year
<p>Content:</p> <p>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.</p> <p>Possible topics of the module include:</p> <ul style="list-style-type: none"> 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? <p>Qualification Objectives:</p>				

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

Module 10002 Foundations of Methods					
BSc MES	Semester 1-2	6 h/week	12 ECTS	Contact time/self-study (in hrs): 72/228	
Teaching form				Lecture, tutorials	
Course type				mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>	
Duration				2 Semester	
Availability				annually <input type="checkbox"/> per semester <input checked="" type="checkbox"/>	
Examination				Midterm and final exams	
Scope and duration of examination				45 min.	
Responsible for module				Prof. Dr. Franziska Peter Dr. Kilian Seng	
Prerequisites				-	
Use of module				Zeppelin Year	
<p>Content:</p> <p>The course Empirical Social Research introduces students to 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.</p> <p>The course Statistics covers the basics 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.</p> <p>Qualification Objectives:</p> <p>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 for the sensible use of statistics and gain an overview of descriptive and inductive statistics.</p> <p>Literature:</p> <p>Diekmann, Andreas (2010): Empirical social research. Basics, methods, applications. Reinbek: Hamburg.</p> <p>Porst, Rolf (2011): Questionnaire. A workbook. Wiesbaden: VS Verlag.</p> <p>Jann, Ben (2005): Introduction to statistics. 2nd edition, Munich: Oldenbourg.</p> <p>Kühnel, Steffen M. and Dagmar Krebs (2012): Statistics for the social sciences. Basics, methods, applications. Reinbek: Rowohlt.</p>					
Courses in the module				h/week	ECTS
C 100024 Empirical Social Research				3	6
C 100025 Statistics				3	6

Major Phase (Semesters 1 – 8) Mandatory Modules

Planet

Module 115001 Nature, Humankind, and Demography					
BSc MES	Semester 1-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114	
Teaching form				Lecture Exercise or tutorial Seminar	
Course type				mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>	
Duration				1 Semester	
Availability				annually <input type="checkbox"/> per semester <input checked="" type="checkbox"/>	
Examination				Exam	
Scope and duration of examination				90 min.	
Responsible for module				Prof. Dr. Alexander Eisenkopf	
Prerequisites				-	
Use of module				Mandatory Module BSc MES	
<p>Content:</p> <ul style="list-style-type: none"> Biophysical embeddedness of the economy, the concept of sustainability and the role of energy Planetary boundaries for economic activities and 'limits to growth' Preferences vs. needs, Raworth's doughnut model – degrowth as a solution Challenges for transition to a sustainable economy Demography and its interaction with economy and nature <p>Qualification Objectives:</p> <p>Upon completion of the module students have gained a deeper understanding about the fundamental connections and interdependencies between natural resources, the economy and social development. They understand the established discussion about the 'limits of growth' and are enabled to critically reflect on it. With the demographic development, a particular facet of sustainability is analyzed in more detail. Students learn how to assess its implications and are familiar with various degrowth approaches.</p> <p>Literature:</p> <p>Will be announced in the respective courses.</p>					
Courses in the module				h/week	ECTS
C 115001 Nature, Humankind, and Demography				3	6

Module 115002 Economics of Climate Change					
BSc MES	Semester 1-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114	
Teaching form			Lecture Exercise or tutorial Seminar		
Course type			mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>		
Duration			1 Semester		
Availability			annually <input type="checkbox"/> per semester <input checked="" type="checkbox"/>		
Examination			Exam		
Scope and duration of examination			90 min.		
Responsible for module			Prof. Dr. Alexander Eisenkopf		
Prerequisites			-		
Use of module			Mandatory Module BSc MES		
<p>Content:</p> <ul style="list-style-type: none"> Microeconomic foundations of climate economics Theory of External Effects Economic policy measures to internalize external effects International climate policy as a negotiation problem Alternative climate policy measures and their economic policy assessment Political economy of climate policy <p>Qualification Objectives:</p> <p>By dealing with the economic foundations of environmental and climate policy, students should be able to understand and justify environmental and climate policy measures. This requires in-depth knowledge of environmental economics. In addition, students should be able to develop effective solutions for climate policy problems, assess these solutions based on suitable criteria and contextualize them to overall environmental policy.</p> <p>Literature:</p> <p>Heal, G. (2017): The Economics of the Climate. Journal of Economic Literature, 55(3), 1046-63.</p>					
Courses in the module				h/week	ECTS
C 115002 Economics of Climate Change				3	6

Module 100072 Introduction to Economics				
BSc MES	Semester 1-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form			Lecture Exercise or tutorial Seminar	
Course type			mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>	
Duration			1 Semester	
Availability			annually <input type="checkbox"/> per semester <input checked="" type="checkbox"/>	
Examination			Exam	
Scope and duration of examination			90 min.	
Responsible for module			Prof. Dr. Alexander Eisenkopf	
Prerequisites			-	
Use of module			Mandatory Module BSc MES	
<p>Content: The aim of this module is to raise students' comprehensive awareness of economic issues. They will receive an introductory overview of the main areas of economics, especially micro- and macro-economics. The respective underlying theories are applied to current economic policy issues.</p> <p>Qualification Objectives: The module enables students to analyze macroeconomic problems by applying basic micro- and macroeconomic methods. Moreover, they have gained deeper understanding of the methodological foundations of economics and central concepts of economic thinking.</p> <p>Literature: Relevant course materials will be provided throughout the course.</p>				
Courses in the module			h/week	ECTS
C 100072 Introduction to Economics			3	6

Module 115003 Public Policies					
BSc MES	Semester 3-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114	
Teaching form			Seminar Lecture with exercises		
Course type			mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>		
Duration			1 Semester		
Availability			annually <input type="checkbox"/> per semester <input checked="" type="checkbox"/>		
Examination			Exam		
Scope and duration of examination			90 min.		
Responsible for module			Prof. Dr. Christian Adam		
Prerequisites			-		
Use of module			Mandatory Module BSc MES		
<p>Content:</p> <ul style="list-style-type: none"> Introduction to public policy Institutions in policy making The role of public policy in addressing energy, climate, and environment The role of public policy in addressing social inequality The role of public policy in addressing digital transformation <p>Qualification Objectives:</p> <p>Students get an understanding about how political decisions are made through the interaction of overarching political goals, institutions, and actors. They acquire an integrated understanding from a social, economic, and political science perspective. Students will be prepared to engage in informed discussions and debates surrounding public policies and learn how to develop and propose effective policy solutions to address concrete issues in areas such as climate change, environmental protection, inequality reduction, and digital governance.</p> <p>Literature:</p> <p>Will be announced in the respective course.</p>					
Courses in the module				h/week	ECTS
C 11503 Public Policies				3	6

People

Module 115101 Introduction to Business Psychology					
BSc MES	Semester 1-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114	
Teaching form			Lecture Exercise or tutorial Seminar		
Course type			mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>		
Duration			1 Semester		
Availability			annually <input type="checkbox"/> per semester <input checked="" type="checkbox"/>		
Examination			Exam		
Scope and duration of examination			90 min.		
Responsible for module			Prof. Dr. Martin P. Fritze		
Prerequisites			-		
Use of module			Mandatory Module BSc MES		
<p>Content: The module provides students with a basic insight into general psychology. In the field of business psychology major theories on motivation, cognition and interaction are introduced.</p> <p>Qualification Objectives: After completing the module, students have acquired basic knowledge of general psychology, which enables them to understand human behavior in organizations from a psychological perspective. They gain an insight into the neuro-scientific background of human behavior and are familiar with basic psychological processes, including perception, learning, problem solving and decision-making. This allows them to recognize and interpret the influence of psychological processes in different macro- and microeconomic contexts.</p> <p>Literature: Relevant course materials will be provided throughout the course.</p>					
Courses in the module				h/week	ECTS
C 115101 Introduction to Business Psychology				3	6

Module 115102 Economics of Inequality					
BSc MES	Semester 1-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114	
Teaching form			Lecture Exercise or tutorial Seminar		
Course type			mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>		
Duration			1 Semester		
Availability			annually <input type="checkbox"/> per semester <input checked="" type="checkbox"/>		
Examination			Exam		
Scope and duration of examination			90 min.		
Responsible for module			Prof. Dr. Jarko Fidrmuc		
Prerequisites			-		
Use of module			Mandatory Module BSc MES		
<p>Content:</p> <ul style="list-style-type: none"> Empirical foundations of income and wealth distribution Economic foundations of distribution policy Concepts of justice in distribution policy Embedding distribution policy in economic policy Discussion of selected distribution policy measures Distribution and inequality Inequality of distribution and opportunity from a societal perspective International issues of distribution and development policy <p>Qualification Objectives:</p> <p>Students are acquainted with the empirical foundations of the distribution and inequality debate. They develop an in-depth understanding of the concepts of justice in distribution policy and are able to apply these concepts to concrete economic policy measures. They have gained insights on different social and international perspectives on inequality and are able to critically assess them.</p> <p>Literature:</p> <p>Piketty, T. (2014). Capital in the 21st century. Cambridge (MA): Bellknapp Press of Harvard University Press.</p>					
Courses in the module				h/week	ECTS
C 115102 Economics of Inequality				3	6

Module 115103 Responsible Leadership					
BSc MES	Semester 1-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114	
Teaching form			Seminar Exercise or tutorial		
Course type			mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>		
Duration			1 Semester		
Availability			annually <input type="checkbox"/> per semester <input checked="" type="checkbox"/>		
Examination			Exam		
Scope and duration of examination			90 min.		
Responsible for module			Prof. Dr. Josef Wieland		
Prerequisites			-		
Use of module			Mandatory Module BSc MES		
<p>Content: The module aims to develop self-aware, emotionally intelligent, and effective leaders who consider the ethical dimension of their decisions and take the impact of their leadership on various stakeholders into account, including employees, customers, communities, and the environment.</p> <p>Qualification Objectives: Upon completion of this module, students should be able to ...</p> <ul style="list-style-type: none"> Explore different leadership styles, such as servant leadership, transformational leadership, authentic leadership, and responsible leadership Reconsider their own leadership style and its impact on others Understand ethical principles and values, discuss ethical dilemmas and make ethical decisions Recognize and value diversity and develop the cultural competency to effectively lead and interact with individuals from different genders, backgrounds, cultures, and beliefs. <p>Literature: Maak, T.; Pless, N. (2021). Responsible Leadership. Routledge.</p>					
Courses in the module				h/week	ECTS
C 115103 Responsible Leadership				3	6

Module 115104 Digital Transformation & Change Management				
BSc MES	Semester 1-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form			Seminar Exercise or tutorial	
Course type			mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>	
Duration			1 Semester	
Availability			annually <input type="checkbox"/> per semester <input checked="" type="checkbox"/>	
Examination			Exam	
Scope and duration of examination			90 min.	
Responsible for module			Prof. Dr. Matthias Weiß	
Prerequisites			-	
Use of module			Mandatory Module BSc MES	
<p>Content:</p> <p>The module is designed to provide students with a holistic understanding of how digital technologies are driving significant changes in organizations and how effective change management strategies can enable organizations to thrive in the digital era. It covers key concepts, frameworks, and best practices related to digital transformation and change management and equips students with the skills and knowledge needed to successfully lead and manage digital transformation initiatives in various organizational contexts. Throughout the course, students will engage in case studies, group discussions, and practical exercises to reinforce their understanding of digital transformation and change management concepts.</p> <p>Qualification Objectives:</p> <p>Upon completion of this module, students should be able to ...</p> <ul style="list-style-type: none"> Analyze the impact of digital technologies on different aspects of business and organizations Understand the fundamental concepts and techniques associated with digital transformation Explain the assumptions behind planned change initiatives, both, generally and in relation to specific cases Identify, analyze, and argue for the need for change initiatives or organizational initiatives in relation to specific cases/situations Plan, implement, and evaluate practical change initiatives in organizations undergoing digital transformation, including the development of effective communication strategies Identify and handle resistance to planned change Critically evaluate real-world examples of digital transformation initiatives and change efforts and develop strategies for overcoming typical challenges. <p>Literature:</p> <p>Relevant course materials will be provided throughout the course.</p>				
Courses in the module			h/week	ECTS
C 115104 Digital Transformation & Change Management			3	6

Module 115201 Introduction to Entrepreneurship					
BSc MES	Semester 3-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114	
Teaching form			Lecture Exercise or tutorial Seminar		
Course type			mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>		
Duration			1 Semester		
Availability			annually <input type="checkbox"/> per semester <input checked="" type="checkbox"/>		
Examination			Exam		
Scope and duration of examination			90 min.		
Responsible for module			Prof. Dr. Reinhard Prügl		
Prerequisites			-		
Use of module			Mandatory Module BSc MES		
<p>Content:</p> <p>The course presents classical and modern economic, psychological, and sociological theories as well as recent empirical evidence on entrepreneurship. It focuses on various aspects of starting and running a business, including idea generation, business planning, market analysis, financial management, and legal and regulatory considerations. Moreover, the concept of social entrepreneurship and how businesses can have a positive impact on society and the environment is introduced.</p> <p>Qualification Objectives:</p> <p>The course aims to prepare students to take a business idea from concept to reality and develop the skills and knowledge needed to navigate the challenges and opportunities of the entrepreneurial journey. By preparing case studies and advancing an own project, the module encourages creative thinking and innovation, refines pitching and presentation skills for attracting investors and partners, and fosters the development of an entrepreneurial mindset that emphasizes the importance of resilience, adaptability, and sustainable growth.</p> <p>Literature:</p> <p>Relevant course materials will be provided throughout the course.</p>					
Courses in the module				h/week	ECTS
C 115201 Introduction to Entrepreneurship				3	6

Module 115202 Accounting and Finance				
BSc MES	Semester 3-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form			Lecture Exercise or tutorial	
Course type			mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>	
Duration			1 Semester	
Availability			annually <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examination			Exam	
Scope and duration of examination			90 min.	
Responsible for module			Prof. Dr. Andreas Ostermaier ZEPPELIN Chair of Sustainability Accounting & Controlling	
Prerequisites			-	
Use of module			Mandatory Module BSc MES	
<p>Content:</p> <p>The module focuses on the basic principles and concepts of accounting and finance, which are essential for managing budgets and making informed business decisions. Throughout the course, students will participate in exercises, case studies, and discussions to reinforce their understanding and to provide practical applications to real-world scenarios.</p> <p>Qualification Objectives:</p> <p>Upon completion of this module, students should be able to ...</p> <ul style="list-style-type: none"> Understand the purpose of accounting, and basic accounting principles Learn how to interpret financial statements, including the balance sheet, income statement, and cash flow statement Comprehend the basic principles of cost accounting, including cost classification, cost behavior, and costing methods, such as job costing and process costing Recognize the importance of budgeting in financial management, and learn how to prepare budgets and forecasts for planning and control purposes Explain the concepts of time value of money, including present value, future value, and annuities, and their applications in financial decision making Gain an understanding of the fundamental concepts and principles of finance, including financial markets, time value of money, risk and return, and valuation of financial assets. <p>Literature:</p> <p>Relevant course materials will be provided throughout the course.</p>				
Courses in the module			h/week	ECTS
C 115202 Accounting and Finance			3	6

Module 115203 Market-oriented Management				
BSc MES	Semester 3-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form			Seminar	
Course type			mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>	
Duration			1 Semester	
Availability			annually <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examination			Exam	
Scope and duration of examination			90 min.	
Responsible for module			Prof. Dr. Martin P. Fritze	
Prerequisites			-	
Use of module			Mandatory Module BSc MES	
<p>Content:</p> <ul style="list-style-type: none"> Identification and analysis of customer preferences and behaviors Introduction to brands and positioning Management of new product introductions Matching supply with demand Management of uncertainty in demand Communications and channels in the digital world <p>Qualification Objectives:</p> <p>Upon completion of this module, students should be able to ...</p> <ul style="list-style-type: none"> Understand the significance of customer-centric approaches in modern business environments Identify methods to instill customer focus throughout the organization Learn how to gather and interpret customer insights, market trends, and competitive intelligence Learn how to identify and target specific customer segments effectively Explore strategies for developing products and services that meet customer needs and preferences Learn how to differentiate offerings to stand out in a competitive landscape Explore sales and distribution strategies that reach customers through the most effective channels Reflect on the ethical aspects of market-oriented management. <p>Literature:</p> <p>Relevant course materials will be provided throughout the course.</p>				
Courses in the module			h/week	ECTS
C 115203 Market-oriented Management			3	6

Module 115204 Digital Transformation & Entrepreneurship				
BSc MES	Semester 3-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form			Seminar Exercise or tutorial	
Course type			mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>	
Duration			1 Semester	
Availability			annually <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examination			Exam	
Scope and duration of examination			90 min.	
Responsible for module			Prof. Dr. Matthias Weiß	
Prerequisites			-	
Use of module			Mandatory Module BSc MES	
<p>Content:</p> <p>Digital transformation and entrepreneurship constitute two key areas that are shaping the modern business landscape. Starting with key technological advancements, such as artificial intelligence, data analytics, cloud computing, and the Internet of Things, the course provides a deeper understanding of how digital technologies are driving business innovation and transformation, and how entre- and intrapreneurs can leverage these technologies to create and scale their ventures.</p> <p>Qualification Objectives:</p> <p>Upon completion of this module, students should be able to ...</p> <ul style="list-style-type: none"> Explain the drivers of digital transformation, such as technology, changing customer expectations, and competitive pressures Comment on the advantages and disadvantages of different types of digital business models Assess and evaluate existing digital business models and identify potential improvements Discuss how digital transformation can impact the tripple bottom line of sustainability positively or negatively Describe case studies and real-world examples of digital initiatives that have contributed to sustainable outcomes Be familiar with the process of identifying digital opportunities in the market, including market research, trend analysis, and customer needs assessment Exhibit a basic understanding of tools and techniques that can facilitate digital entrepreneurship and innovation, such as design thinking, lean startup methodology, and open innovation. <p>Literature:</p> <p>Relevant course materials will be provided throughout the course.</p>				
Courses in the module			h/week	ECTS
C 115204 Digital Transformation & Entrepreneurship			3	6

Methods

Module 112091 Advanced Statistics					
BSc MES	Semester 1-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114	
Teaching form			Lecture Exercise or tutorial		
Course type			mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>		
Duration			1 Semester		
Availability			annually <input type="checkbox"/> per semester <input checked="" type="checkbox"/>		
Examination			Exam		
Scope and duration of examination			90 min.		
Responsible for module			Prof. Dr. Franziska Peter		
Prerequisites			Statistics		
Use of module			Mandatory Module BSc MES		
<p>Content:</p> <p>The module continues the course in statistics and builds a bridge between descriptive statistics and the analogous concepts in probability theory. Moreover, the contents are practiced on the computer using the R software.</p> <p>The course forms the basis for further methods courses. Students acquire the methodological basis of probability theory and in-depth knowledge of programming. In doing so, they acquire the competence to understand and check statistical statements by means of data analysis on the computer.</p> <p>Qualification Objectives:</p> <p>Students deepen their knowledge with respect to special distributions (e.g. Bernoulli, exponential, Poisson, normal distribution) and important limit theorems. They acquire the methodological basis of probability theory and in-depth knowledge of programming. In doing so, they are able to understand and check statistical statements by means of computational data analysis.</p> <p>Literature:</p> <p>Will be defined by the individual lecturer.</p>					
Courses in the module				h/week	ECTS
C 112091 Advanced Statistics				3	6

Module 112044 Econometrics				
BSc MES	Semester 1-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form			Lecture Exercise or tutorial Seminar	
Course type			mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>	
Duration			1 Semester	
Availability			annually <input type="checkbox"/> per semester <input checked="" type="checkbox"/>	
Examination			Examinations (MTP) Poster Presentation (MTP)	
Scope and duration of examination			Will be agreed upon in the course	
Responsible for module			Prof. Dr. Franziska Peter	
Prerequisites			Statistics, Advanced Statistics	
Use of module			Mandatory Module BSc MES	
<p>Content:</p> <ul style="list-style-type: none"> 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 <p>Qualification Objectives: Students learn elementary econometric methods. The focus is on the linear regression model and its practical application. Theory is illustrated by PC exercises using the statistical program R.</p> <p>Literature: Wooldridge, Jeffrey M. (2012): Introductory Econometrics: A Modern Approach. South-Western College Publishers.</p>				
Courses in the module			h/week	ECTS
C 112044 Econometrics			3	6

Module 112045 Data Science				
BSc MES	Semester 1-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form			Lecture Exercise or tutorial Seminar	
Course type			mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>	
Duration			1 Semester	
Availability			annually <input type="checkbox"/> per semester <input checked="" type="checkbox"/>	
Examination			Written exam (30%) Project work and presentation (70%)	
Scope and duration of examination			60 minutes written exam 20 pages project work 30 minutes presentation	
Responsible for module			Prof. Dr. Rouven Haschka	
Prerequisites			First knowledge in R	
Use of module			Mandatory Module BSc MES	
<p>Content:</p> <p>The course provides an insight into the subject area 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 in data collection and data preparation. Students learn various methods of data analysis (clustering methods, regression methods, decision trees, etc.) and model evaluation, and can apply these to practical problems.</p> <p>Qualification Objectives:</p> <p>The students</p> <ul style="list-style-type: none"> Are familiar with the conceptual foundations and possible fields of application of data science Get a profound insight into the different process steps of a corresponding project Know selected methods and procedures in the areas of data collection, data preparation, and data analysis Can interpret and critically evaluate the results obtained Know the special potential of this approach and deal with possible ethical-moral limits Are able to plan and execute smaller projects independently. <p>Literature:</p> <p>James et al.(2017). An introduction to statistical learning. Munzert et al.(2015). Automated data collection. A practical guide to web scraping and text mining. Provost & Fawcett (2013). Data science for business. Zumel & Mount (2014). Practical data science with R.</p>				
Courses in the module			h/week	ECTS
C 112045 Data Science			3	6

Individual Development & Interpersonal Skills

Module 115301 Individual Development & Interpersonal Skills				
BSc MES	Semester 1-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form				Exercise or tutorial Seminar
Course type				mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>
Duration				1 Semester
Availability				annually <input type="checkbox"/> per semester <input checked="" type="checkbox"/>
Examination				Exam
Scope and duration of examination				90 min.
Responsible for module				Prof. Dr. Christian Opitz
Prerequisites				-
Use of module				Mandatory Module BSc MES
<p>Content: This module is designed to and empower individuals with the knowledge, skills, and motivation to engage in continuous self-improvement and lifelong learning. It covers various aspects of individual development and interpersonal skill building.</p> <p>Qualification Objectives: Upon completion of this module, students should be able to ...</p> <ul style="list-style-type: none"> Explore methods for self-assessment and reflection Define their own strength, weaknesses, values, and beliefs Reflect on their personal values and how these values will influence their future decision making Revisit their learnings from the program and create an individual competence profile Discover techniques for setting and achieving personal development goals Apply different methods and instruments that promote continuous self-reflection and development. <p>Literature: Will be defined by the individual lecturer.</p>				
Courses in the module				h/week ECTS
C 115301 Individual Development & Interpersonal Skills				3 6

Professional Practice

Module 000071 Domestic Internship			
BSc MES	Semester 3-8		9 ECTS
Teaching form		Internship	
Event type		Mandatory <input checked="" type="checkbox"/> Elective <input type="checkbox"/>	
Duration		1 semester	
Rotation		annually <input type="checkbox"/> per semester <input checked="" type="checkbox"/>	
Examinations		Ungraded field report	
Scope and length of examinations		10 - 15 pages	
Module responsibility with		Academic Program Manager BSc MES	
Participation requirements		Course-based mandatory modules of the Major Phase with the exception of M 115301	
Use of module		Mandatory Module BSc MES	
<p>Contents:</p> <p>As part of this module, students complete an internship in a domestic business, cultural or political organization. The contents of this module are intended to build on the students' theoretical and methodological level of knowledge and to supplement it in a practice-oriented manner. Students gain an in-depth insight into economic interrelationships, become familiar with elements of work methodology, operational organizational structures, and information flows, and recognize the importance of corporate culture and leadership for individual and collective work success.</p> <p>The internships are prepared through counseling sessions at the SPC and the ZU partner pool. The students' practice coaches are available for consultation during the initiation and during their internship in case of questions and problems.</p> <p>The examination consists of the preparation of an ungraded field report describing the individual activities and reflecting on the knowledge gained.</p> <p>Qualification Objectives:</p> <p>The students</p> <ul style="list-style-type: none"> 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 specialist knowledge and skills in their respective functional areas of application Learn to work constructively with other people in a concrete work situation across disciplines Can work in groups, organize and implement projects effectively, and grow into appropriate leadership responsibility Sharpen important key competencies, especially in the areas of social and personal skills. In the context of an internship abroad, the competencies described above are supplemented by an international dimension and the students' intercultural competence is specifically promoted. 			

Module 000072 Internship Abroad			
BSc MES	Semester 3-8		9 ECTS
Teaching form			Internship
Event type			Mandatory <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
Duration			1 semester
Rotation			annually <input type="checkbox"/> per semester <input checked="" type="checkbox"/>
Examinations			Ungraded field report
Scope and length of examinations			10 - 15 pages
Module responsibility with			Academic Program Manager BSc MES
Participation requirements			Course-based mandatory modules of the Major Phase with the exception of M 115301
Use of module			Mandatory Module BSc MES

Contents:

As part of this module, students complete an internship in a foreign company, cultural or political organization. The contents of this module are intended to build on the students' theoretical and methodological level of knowledge and to supplement it in a practice-oriented manner. Students gain an in-depth insight into economic interrelationships, become familiar with elements of work methodology, operational 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 country and work culture.

The internships are prepared through counseling sessions at the SPC and the ZU partner pool. The students' practice coaches are available for consultation during the initiation and during their internship in case of questions and problems.

The examination consists of the preparation of an ungraded field report describing the individual activities and reflecting on the knowledge gained.

Qualification 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 specialist knowledge and skills in their respective functional areas of application
- | Learn to work constructively with other people in a concrete work situation across disciplines
- | Can work in groups, organize and implement projects effectively, and grow into appropriate leadership responsibility
- | Sharpen important key competencies, especially in the areas of social and personal skills
- | Are enabled to find their way in an international professional context
- | Sharpen their existing intercultural skills and acquire in-depth host-country competencies.

Module 000081 Domestic Internship or Internship Abroad				
BSc MES	Semester 3-8		9 ECTS	
Teaching form			Internship	
Event type			Mandatory <input checked="" type="checkbox"/> Elective <input type="checkbox"/>	
Duration			1 semester	
Rotation			annually <input type="checkbox"/> per semester <input checked="" type="checkbox"/>	
Examinations			Ungraded field report	
Scope and length of examinations			10 - 15 pages	
Module responsibility with			Academic Program Manager BSc MES	
Participation requirements			Course-based mandatory modules of the Major Phase with the exception of M 115301	
Use of module			Mandatory Module BSc MES	
<p>Contents:</p> <p>As part of this module, students complete an internship in a company, cultural or political organization. The internship can take place in Germany or abroad.</p> <p>The contents of this module are intended to build on the students' theoretical and methodological level of knowledge and to supplement it in a practice-oriented manner. Students gain an in-depth insight into economic interrelationships, become familiar with elements of work methodology, operational 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 country and work culture.</p> <p>The internships are prepared through counseling sessions at the SPC and the ZU partner pool. The students' practice coaches are available for consultation during the initiation and during their internship in case of questions and problems.</p> <p>The examination consists of the preparation of an ungraded field report describing the individual activities and reflecting on the knowledge gained.</p> <p>Qualification Objectives:</p> <p>The students</p> <ul style="list-style-type: none"> 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 specialist knowledge and skills in their respective functional areas of application Learn to work constructively with other people in a concrete work situation across disciplines Can work in groups, organize and implement projects effectively, and grow into appropriate leadership responsibility Sharpen important key competencies, especially in the areas of social and personal skills. <p>In the context of an internship abroad, the competencies described above are supplemented by an international dimension and the students' intercultural competence is specifically promoted.</p>				

Module 000082 Own Start Up			
BSc MES	Semester 3-8		9 ECTS
Teaching form		Internship	
Event type		Mandatory <input checked="" type="checkbox"/> Elective <input type="checkbox"/>	
Duration		1 semester	
Rotation		annually <input type="checkbox"/> per semester <input checked="" type="checkbox"/>	
Examinations		Ungraded field report	
Scope and length of examinations		10 - 15 pages	
Module responsibility with		Academic Program Manager BSc MES	
Participation requirements		Course-based mandatory modules of the Major Phase with the exception of M 115301	
Use of module		Mandatory Module BSc MES	
<p>Contents:</p> <p>Within the framework 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 preparing a business and financial plan. Other activities may include initiating and maintaining contacts with potential customers and suppliers, raising venture capital or funding, dealing with various legal aspects of starting a business, or recruiting co-founders or other personnel.</p> <p>The Contents of this module are intended to build on the students' theoretical and methodological level of knowledge and to supplement it in a practice-oriented manner. Students gain a deeper insight into economic contexts, become familiar with elements of work methodology, operational organizational structures, and information flows, and recognize the importance of corporate culture and leadership for individual and collective work success. Cross-national foundation contexts also allow a deeper insight into the respective national country and work culture.</p> <p>The module is prepared by counseling sessions at the SPC and the PioneerPort. Concrete projects are accompanied by a mentor from the PioneerPort, who provides advice on questions and problems.</p> <p>The examination performance consists of the preparation of an ungraded experience report in which the individual activities are described, and the knowledge gained is reflected upon. The report also contains a list of the work performed, which must be signed by the respective mentor from the PioneerPort.</p> <p>Qualification Objectives:</p> <p>The students</p> <ul style="list-style-type: none"> Apply the technical and methodological knowledge they have acquired during their studies to the founding of their own company and in this way deepen their professional competence The students acquire in-depth professional knowledge and skills in the areas relevant to the respective start-up Learn to work constructively with other people in a concrete work situation across disciplines Can work in groups, organize and implement projects effectively, and grow into appropriate leadership responsibility Sharpen important key competencies, especially in the areas of social and personal skills. <p>In the context of a transnational start-up, the competencies described above are supplemented by an international dimension and the students' intercultural competence is specifically promoted.</p>			

Module 000091 Own Start Up			
BSc MES	Semester 3-8		18 ECTS
Teaching form			
Event type		Mandatory <input checked="" type="checkbox"/>	Elective <input type="checkbox"/>
Duration		1 Semester	
Rotation		annually <input type="checkbox"/>	per semester <input checked="" type="checkbox"/>
Examinations		Ungraded field report	
Scope and length of examinations		15 - 20 pages	
Module responsibility with		Academic Program Manager BSc MES	
Participation requirements		Course-based mandatory modules of the Major Phase with the exception of M 115301	
Use of module		Mandatory Module BSc MES	
<p>Contents:</p> <p>Within the framework 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 preparing a business and financial plan. Other activities may include initiating and maintaining contacts with potential customers and suppliers, raising venture capital or funding, dealing with various legal aspects of starting a business, or recruiting co-founders or other personnel.</p> <p>The Contents of this module are intended to build on the students' theoretical and methodological level of knowledge and to supplement it in a practice-oriented manner. Students gain a deeper insight into economic contexts, become familiar with elements of work methodology, operational organizational structures, and information flows, and recognize the importance of corporate culture and leadership for individual and collective work success. Cross-national foundation contexts also allow a deeper insight into the respective national country and work culture.</p> <p>The module is prepared by counseling sessions at the SPC and the PioneerPort. Concrete projects are accompanied by a mentor from the PioneerPort, who provides advice on questions and problems.</p> <p>The examination performance consists of the preparation of an ungraded experience report in which the individual activities are described, and the knowledge gained is reflected upon. The report also contains a list of the work performed, which must be signed by the respective mentor from the PioneerPort.</p> <p>Qualification Objectives:</p> <p>The students</p> <ul style="list-style-type: none"> Apply the technical and methodological knowledge they have acquired during their studies to the founding of their own company and in this way deepen their professional competence The students acquire in-depth professional knowledge and skills in the areas relevant to the respective start-up Learn to work constructively with other people in a concrete work situation across disciplines Can work in groups, organize and implement projects effectively, and grow into appropriate leadership responsibility sharpen important key competencies, especially in the areas of social and personal skills. 			

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

Major Phase (Semesters 3 – 8) Elective Modules

Module 112071 Human Resource Management				
BSc MES	Semester 3-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form		Seminar Exercise Tutorial		
Course type		mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>		
Duration		1 Semester		
Availability		annually <input checked="" type="checkbox"/> per semester <input type="checkbox"/>		
Examination		Exam		
Scope and duration of examination		60 min.		
Responsible for module		Prof. Dr. Christian Opitz		
Prerequisites		-		
Use of module		Elective Module BSc MES		
<p>Content:</p> <ul style="list-style-type: none"> Theoretical and empirical foundations Recruitment and selection Performance appraisals Rewarding employees Promotions and tournaments Organizational culture Diversity management Employer branding International HRM <p>Qualification Objectives:</p> <p>The students</p> <ul style="list-style-type: none"> Become acquainted with the theoretical and empirical foundations of HRM from an economic and behavioral science perspective Acquire in-depth knowledge in selected areas of contemporary HRM practice Are informed about major challenges and trends Critically reflect on the ethical aspects of HRM and consider environmental, economic, and social dimensions Can make a valuable contribution to the design of effective HRM systems in companies as well as cultural and political institutions. <p>Literature:</p> <p>Relevant course materials will be provided throughout the course.</p>				
Courses in the module			h/week	ECTS
C 112071 Human Resource Management			3	6

Module 112072 Marketing					
BSc MES	Semester 3-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114	
Teaching form				Seminar Lecture	
Course type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Duration				1 Semester	
Availability				annually <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examination				Exam: 60 minutes (60%)	
Scope and duration of examination				60 min.	
Responsible for module				Prof. Dr. Martin P. Fritze	
Prerequisites				-	
Use of module				Elective Module BSc MES	
<p>Content:</p> <p>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 implications 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 consumers. 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.</p> <p>Qualification Objectives:</p> <p>Upon completion of this course, students will:</p> <ul style="list-style-type: none"> 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 competitive 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. <p>Literature:</p> <p>Relevant course materials will be provided throughout the course.</p>					
Courses in the module				h/week	ECTS
C 112072 Marketing				3	6

Module 112073 Management of Innovation & Transformation				
BSc MES	Semester 3-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form			Lecture Exercise or tutorial Seminar	
Course type			mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Duration			1 Semester	
Availability			annually <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examination			Exam, midterm presentation	
Scope and duration of examination				
Responsible for module			Prof. Dr. Matthias Weiß	
Prerequisites			-	
Use of module			Elective Module BSc MES	
<p>Content: Innovations and new digital 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 the digital transformation in organizations. It will offer evidence-based knowledge about and the opportunity for critical reflection of managerial options to facilitate creativity, organizational innovation, and the competences required to respond to challenges of the digital transformation. Connected to this, a particular focus will be put on aspects of sustainability.</p> <p>Qualification Objectives: Students</p> <ul style="list-style-type: none"> 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 transformation 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 new digital technologies purposefully. <p>Literature: Relevant course materials will be provided throughout the course.</p>				
Courses in the module			h/week	ECTS
C 112073 Management of Innovation & Transformation			3	6

Module 121291 Digitalization, Virtual Reality and AI					
BSc MES	Semester 3-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114	
Teaching form				Seminar	
Course type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Duration				1 Semester	
Availability				annually <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examination				Term paper or theory expertise	
Scope and duration of examination				Depends on examination	
Responsible for module				Prof. Dr. Florian Muhle	
Prerequisites				-	
Use of module				Elective Module BSc MES	
<p>Content:</p> <p>The digitalization of media communication goes far beyond the increasing relevance of so-called social media. Virtual reality offers completely new possibilities for media-mediated interpersonal communication, which allow the simulation of co-presence and have so far been little researched in communication science. Similarly, the development of communicative AI also poses challenges for communication science, as it is no longer just people who are involved in communication, but also technical systems that act as communication partners. As part of the module, new communication technologies will be introduced and, if necessary, tested. In addition, students will implement small-scale analyses of communication processes that have come about in VR or in interaction with communicative AI systems.</p> <p>Qualification Objectives:</p> <p>Students learn about the latest communication technologies and their characteristics and acquire the ability to analyze them using communication science terminology and methods. This helps them to critically assess their possibilities and limitations.</p> <p>Literature:</p> <p>Hepp, A. (2020). Artificial companions, social bots and work bots: Communicative robots as research objects of media and communication studies. <i>Media, Culture & Society</i>, 42(7–8), 1410–1426.</p> <p>Bolter, Jay David; Engberg, Maria; McIntyre, Blair (2021): <i>Reality media. Augmented and virtual reality</i>. Cambridge, Massachusetts, London</p>					
Courses in the module				h/week	ECTS
C 121291 Digitalization, Virtual Reality and AI				3	6

Module 122102 Strategic Management				
BSc MES	Semester 1-7	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form			Seminar	
Course type			mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Duration			1 Semester	
Availability			annually <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examination			Group-Presentation	
Scope and duration of examination			20 min. per person	
Responsible for module			Prof. Dr. Christian Opitz	
Prerequisites			Basic knowledge of business management	
Use of module			Elective Module BSc MES	
<p>Content:</p> <p>The module introduces the theory, object, and methods of strategic management. Major decisions of companies are considered from a general management perspective that incorporates the dynamics of the business environment and the concerns of other stakeholders. In the course of the general part, the basic contents of the market-based- and resource-based view are presented. These are then discussed as a basis for the concrete strategy derivation and -implementation. In a second part, the focus is placed on more specific topics of the current debate. In this context, questions from the areas of corporate strategy (strategic organization & international business strategy) and strategic cooperation (strategic alliances & business ecosystems & platform strategies) are presented in more detail.</p> <p>Qualification Objectives:</p> <p>After successful completion of the module, students are...</p> <ul style="list-style-type: none"> Oriented with regard to the theoretical foundations of strategic management Familiar with selected literature in strategic management and can discuss it critically Able to independently analyze practice-oriented strategic problems and develop their own sustainable solutions. <p>Literature:</p> <p>Robert M. Grant: Contemporary Strategy Analysis. Wiley Richard Lynch: Strategic Management. Pearson Frank T. Rothaermel: Strategic Management. McGraw-Hill</p>				
Courses in the module			h/week	ECTS
C 122102 Strategic Management			3	6

Module 122112 External Accounting					
BSc MES	Semester 1-7	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114	
Teaching form			Seminar Exercise Tutorial		
Course type			mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>		
Duration			1 Semester		
Availability			annually <input checked="" type="checkbox"/> per semester <input type="checkbox"/>		
Examination			Exam		
Scope and duration of examination			90 min.		
Responsible for module			Prof. Dr. Florentina Paraschiv		
Prerequisites			-		
Use of module			Elective Module BSc MES		
<p>Content:</p> <ul style="list-style-type: none"> Short repetition/refreshers - essence and basics of annual financial statements / basic elements of accounting according to German Commercial Code (HGB) Selected accounting topics in the HGB annual financial statements (individual financial statements) Principles of consolidated accounting Cash flow statement Notes to the (consolidated) financial statements and (consolidated) management report <p>Qualification Objectives:</p> <p>Upon completion of the module, students ...</p> <ul style="list-style-type: none"> Are able to understand the basic assumptions of the theories covered Acquire an in-depth understanding of (group) accounting in accordance with national regulations Have the ability to analyze and interpret annual and consolidated financial statements. <p>Literature:</p> <p>Relevant course materials will be provided throughout the course.</p>					
Courses in the module				h/week	ECTS
C 122112 External Accounting				3	6

Module 122152 Entrepreneurship					
BSc MES	Semester 3-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114	
Teaching form				Seminar	
Course type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Duration				1 Semester	
Availability				annually <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examination				Essay	
Scope and duration of examination				12-15 pages	
Responsible for module				Prof. Dr. Reinhard Prügl	
Prerequisites				-	
Use of module				Elective Module BSc MES	
<p>Content:</p> <p>The module deals with entrepreneurial thinking and action, crisis resistance and 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. Innovative business models are examined in particular. A special focus is placed 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.</p> <p>Qualification Objectives:</p> <p>Students learn to independently analyze and question current interdisciplinary scientific research on the topic of entrepreneurship and then apply it to practical problems.</p> <p>Literature:</p> <p>Current papers, books and case studies on entrepreneurship.</p>					
Courses in the module				h/week	ECTS
C 122152 Entrepreneurship				3	6

Module 122175 Digital Finance				
BSc MES	Semester 3-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form			Seminar	
Course type			mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Duration			1 Semester	
Availability			annually <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examination			Exam	
Scope and duration of examination			90 min.	
Responsible for module			Prof. Dr. Florentina Paraschiv	
Prerequisites			-	
Use of module			Elective Module BSc MES	
<p>Content:</p> <p>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.</p> <p>Qualification Objectives:</p> <p>Upon completion of this module, students should be able to ...</p> <ul style="list-style-type: none"> 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. <p>Literature:</p> <p>Lee, D.; Deng, R. H. (eds.) (2017). Handbook of blockchain, digital finance, and inclusion, volume 1: Cryptocurrency, FinTech, InsurTech, and Regulation. Academic Press.</p> <p>Lee, D.; Deng, R. H. (eds.) (2017). Handbook of blockchain, digital finance, and inclusion, volume 2: ChinaTech, mobile security, and distributed ledger. Academic Press.</p>				
Courses in the module			h/week	ECTS
C 122175 Digital Finance			3	6

Module 122182 Mobility Industry					
BSc MES	Semester 3-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114	
Teaching form				Seminar	
Course type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Duration				1 Semester	
Availability				annually <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examination				Written assignment	
Scope and duration of examination				12-15 pages	
Responsible for module				Prof. Dr. Wolfgang H. Schulz	
Prerequisites				-	
Use of module				Elective Module BSc MES	
<p>Content:</p> <p>PART I: Industrial Economic Approach to Mobility Industry</p> <ul style="list-style-type: none"> Basic Conduct Market Structure Market Conduct Market Performance <p>PART II: Challenges</p> <ul style="list-style-type: none"> Trends & Scenarios Use Cases <p>PART III: Innovations</p> <ul style="list-style-type: none"> Business Model Innovation Economic Innovation Theories Use Cases <p>PART IV: Presentation of industrial economic paper results</p> <p>Method:</p> <p>Using an industrial economic approach, the future of the mobility industry will be assessed. Further, 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.</p> <p>Qualification Objectives:</p> <p>Students will get insights into</p> <ul style="list-style-type: none"> The key trends and drivers in consumer mobility and related challenges for the industry Trend-driven technological developments Business model enabler Drivers and barriers for the market deployment of mobility innovations. <p>Literature:</p> <p>Relevant course materials will be provided throughout the course.</p>					
Courses in the module				h/week	ECTS
C 122182 Mobility Industry				3	6

Module 122101 Organization				
BSc MES	Semester 3-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form				Lecture Exercise or tutorial Seminar
Course type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>
Duration				1 Semester
Availability				annually <input checked="" type="checkbox"/> per semester <input type="checkbox"/>
Examination				Written test
Scope and duration of examination				90 minutes
Responsible for module				Prof. Dr. Matthias Weiss Chair of Innovation Management & Transformation
Prerequisites				-
Use of module				Elective Module BSc MES
<p>Content:</p> <p>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.</p> <p>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.</p> <p>Qualification Objectives:</p> <p>Students</p> <ul style="list-style-type: none"> 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. <p>Literature:</p>				

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

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

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

Module 124042 Corporate Responsibility & Leadership				
BSc MES	Semester 3-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form				Seminar
Course type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>
Duration				1 Semester
Availability				annually <input checked="" type="checkbox"/> per semester <input type="checkbox"/>
Examination				Presentation, paper or written exam
Scope and duration of examination				approx. 20 min.; approx. 20.000 characters, approx. 60 min.
Responsible for module				Prof. Dr. Josef Wieland
Prerequisites				-
Use of module				Elective Module BSc MES
<p>Content:</p> <ul style="list-style-type: none"> Nature of the firm & Institutional Economics Strategic Normative Management Integrity & Compliance Management & Values Management Corporate Responsibility & Human Rights Sustainable Development Goals & Sustainability Stakeholder Management & Shared Value Case studies & Stakeholder Model <p>Qualification Objectives:</p> <p>Students</p> <ul style="list-style-type: none"> Learn the incorporation of economic ethics as a strategic and operative success factor for good leadership in corporations Obtain a deep insight in the field of economic ethics Learn models with which dilemmas in economic ethics can be solved from a business administration perspective Learn about corporate social responsibility and human rights, sustainability standards, management system, discourses Learn the basics of legal requirements in a corporation Learn about public and private regulation with regard to integrity and compliance Learn the opportunities and challenges in applying these requirements Learn about implementation strategies for an effective compliance management system Learn the implementation strategies, instruments, and audits of the respective management systems and work out the foundations of national and global strategies of corporations. <p>Literature:</p> <p>Carroll, A.B. & Buchholtz, A.K. (2008). Business and Society: Ethics and Stakeholder Management. Mason: South Western Cengage Learning</p>				

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

Module 100111 History of Economic Thought					
BSc MES	Semester 3-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114	
Teaching form				Seminar	
Course type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Duration				1 Semester	
Availability				annually <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examination				Essay	
Scope and duration of examination				10-12 pages	
Responsible for module				Prof. Dr. Dr. Manfred Moldaschl	
Prerequisites				-	
Use of module				Elective Module BSc MES	
<p>Content:</p> <p>The seminar on the history of economic theory deals with the question of how and why economics became what it is, and thus also what OTHER could be. It is about socio-scientific contexts and basic assumptions, of economic theories. Classical texts of great economists and philosophers will be read and discussed together. The course ranges 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 neoclassicism (Jevons, Menger) and evolutionary economics.</p> <p>Students thus explore main paths of economic thought, including forks and dead ends. Economic controversies such as the so-called "Methodenstreit" (Menger versus Schmoller) and the "Werturteilsstreit" (Max Weber) are also covered. Finally, students deal with central texts of particularly influential economists of the 20th century: Joseph Schumpeter, John Maynard Keynes, Friedrich von Hayek and Douglass C. North. In the process, questions from related disciplines are touched upon, from <i>philosophy of science</i> and <i>ethics</i> to economic history, <i>sociology</i>, and <i>cultural history</i>. Thus, this course is a building block of interdisciplinary study.</p> <p>Qualification Objectives:</p> <p>Through the course students have a sound overview of the development of economics and know central landmarks in the history of economic analysis. They can critically discuss original texts with the help of relevant literature and apply knowledge of important basic economic concepts in the discussion of current issues.</p> <p>Literature:</p> <p>Hunt, E.K.; Lautzenheiser, M.: History of economic thought (2011, 3rd.ed.).</p>					
Courses in the module				h/week	ECTS
C 100111 History of Economic Thought				3	6

Module 112061 Microeconomics				
BSc MES	Semester 3-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form			Lecture Exercise or tutorial Seminar	
Course type			mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Duration			1 Semester	
Availability			annually <input type="checkbox"/> per semester <input checked="" type="checkbox"/>	
Examination			Written Exam	
Scope and duration of examination			90 min.	
Responsible for module			Prof. Dr. Wolfgang H. Schulz	
Prerequisites			-	
Use of module			Elective Module BSc MES	
Content:				
Overview of microeconomics; basic issues 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, oligopoly				
Competition policy, economic order and economic policy				
Market failure: asymmetric information, externalities, and their internalization				
Qualification Objectives:				
Students will learn basic concepts and analytical tools of microeconomics. They will be able to apply these to important applications in selected economic or economic policy decision-making situations.				
Literature:				
Varian, H. R. (2016): Grundzüge der Mikroökonomik, 9th edition, Munich/Vienna.				
Varian, Hal R. (2019), Intermediate Microeconomics: A Modern Approach, Media Update, Norton: 9th edition.				
Courses in the module			h/week	ECTS
C 112061 Microeconomics			3	6

Module 122174 Advanced Microeconomics					
BSc MES	Semester 3-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114	
Teaching form				Input event with exercise parts	
Course type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Duration				1 Semester	
Availability				annually <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examination				Exam	
Scope and duration of examination				90 min.	
Responsible for module				Prof. Dr. Alexander Eisenkopf	
Prerequisites				Microeconomics	
Use of module				Elective Module BSc MES	
<p>Content: Contents of the course Advanced Microeconomics are:</p> <ul style="list-style-type: none"> 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 <p>Qualification Objectives: Students acquire knowledge of deepening and broadening 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 based on microeconomic theories. They master the theory of externalities and are able to apply it to the solution of e.g. environmental economic problems.</p> <p>Literature: Bellafame, Paul /Peitz, Martin: Industrial Organization. Markets and Strategies, 2nd ed., Cambridge 2015 Knieps, Günter: Competition Economics. Regulatory theory, industrial economics, competition policy, 3rd ed. Springer, Berlin 2008</p>					
Courses in the module				h/week	ECTS
C 122174 Advanced Microeconomics				3	6

Module 112062 Macroeconomics				
BSc MES	Semester 3-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form			Lecture Tutorial Seminar	
Course type			mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Duration			1 Semester	
Availability			annually <input type="checkbox"/> per semester <input checked="" type="checkbox"/>	
Examination			Written Exam	
Scope and duration of examination			90 min.	
Responsible for module			Prof. Dr. Jarko Fidrmuc	
Prerequisites			-	
Use of module			Elective Module BSc MES	
<p>Content:</p> <ul style="list-style-type: none"> Short-run model (ISLM) Medium-run model (ASAD) Open macroeconomics Growth models <p>High attendance (80%) at all lectures is obligatory!</p> <p>Qualification Objectives:</p> <p>The students will improve and deepen their knowledge and analytical capabilities in the areas of macroeconomics and economic policy.</p> <p>Literature:</p> <p>Blanchard, O., Johnson, D.R (2013) Macroeconomics, Global 6th Edition, Pearson, selected chapters.</p> <p>Blanchard, O. (2017) Macroeconomics, Global 7th Edition, Pearson, selected chapters.</p> <p>Bowles, S., Carlin, W. (2020) What Students Learn in Economics 101: Time for a Change. Journal of Economic Literature, 58 (1): 176-214.</p> <p>FThe Core Team (2020) The Economy, e-book. https://core-econ.org/the-economy/?lang=en</p>				
Courses in the module			h/week	ECTS
C 112062 Macroeconomics			3	6

Module 122171 Advanced Macroeconomics					
BSc MES	Semester 3-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114	
Teaching form				Seminar	
Course type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Duration				1 Semester	
Availability				annually <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examination				Multiple Choice Exam	
Scope and duration of examination				90 min.	
Responsible for module				Prof. Dr. Jarko Fidrmuc	
Prerequisites				112062 Macroeconomics	
Use of module				Elective Module BSc MES	
<p>Content:</p> <p>A fundamental question in macroeconomic theory and policy is which 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). 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.</p> <p>High attendance (80%) at all lectures is obligatory!</p> <p>Qualification Objectives:</p> <p>Students will improve and deepen their knowledge and analytical capabilities in the areas of macroeconomics, economic policy, and empirical economics.</p> <p>Literature:</p> <p>Acemoglu, D.: Introduction to Modern Economic Growth, Princeton University Press, 2009. Blanchard, O.: Macroeconomics, Global 7th Edition, Pearson, 2017. De Grauwe, P., Ji, Y.: Behavioural Macroeconomics: Theory and Policy, Oxford University Press, 2019. De Grauwe, P., Ji, Y.: Behavioural Economics is also Useful in Macroeconomics. VOX CEPR Policy Portal, London. Selected Papers.</p>					
Courses in the module				h/week	ECTS
C 122171 Advanced Macroeconomics				3	6

Module 122172 International Monetary Economics				
BSc MES	Semester 3-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form				Lecture
Course type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>
Duration				1 Semester
Availability				annually <input checked="" type="checkbox"/> per semester <input type="checkbox"/>
Examination				Written Exam
Scope and duration of examination				60 min.
Responsible for module				Prof. Dr. Jarko Fidrmuc
Prerequisites				-
Use of module				Elective Module BSc MES
<p>Content:</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). 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. Students will engage in critical thinking and analyze issues with a global mindset.</p> <p>Qualification Objectives:</p> <p>By the end of this course, students will have an understanding of:</p> <ul style="list-style-type: none"> Monetary and fiscal policy issues and 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 and investments The functioning of exchange rates The interconnections in an open-economy The European debt crisis <p>Literature:</p> <p>Abel, A.B., B.S. Bernanke, D. Croushore, Macroeconomics, 8th edition, Pearson, 2014.</p> <p>Blanchard, O. Macroeconomics, Global 7th Edition, Pearson, 2017.</p> <p>Blanchard, O., D.R. Johnson, Macroeconomics, 6th edition, Pearson, 2013.</p> <p>Obstfeld, M. and K. Rogoff, Foundation of International Macroeconomics, MIT Press, 1996.</p> <p>Romer, D., Advanced Macroeconomics, McGraw Hill, 2018.</p> <p>Varian, Hal R., Intermediate Microeconomics: A Modern Approach, Media Update, Norton, 2019.</p>				

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

Module 114093 Political Economy					
BSc MES	Semester 3-8	3 h/week	6 ECTS	Contact time/self-study (in h): 36/114	
Teaching form				seminar	
Event type				Mandatory <input type="checkbox"/> Elective <input checked="" type="checkbox"/>	
Duration				1 semester	
Rotation				annually <input checked="" type="checkbox"/> by semester <input type="checkbox"/>	
Examinations				presentation and essay or written exam	
Scope and Length of Examinations				approx. 40 min.; approx. 15.000 characters; approx. 60 min.	
Module Responsibility with				Prof. Dr. Jarko Fidrmuc	
Prerequisites				It is strongly recommended to have completed the following courses: 114091 "Microeconomics" and 114092 "Macroeconomics"	
Use of Module				Elective Modules BSc MES	
<p>Content: 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 behavior 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.</p> <p>Qualification Objectives: The students should improve and deepen their knowledge and analytical capabilities in the areas of political economy, macroeconomics and empirical economics.</p> <p>Literature: Acemoglu, D. & Robinson, J. (2012). Economic Origins of Dictatorship and Democracy. New York: Crown Publisher. Acemoglu, D. & Robinson, J. (2012). Why Nations Fail: The Origins of Power, Prosperity, and Poverty. New York: Cambridge University Press. Selected Journal Articles and Working</p>					
Courses in the Module				ECTS	h/week
LV 114093 Political Economy				6	3

Module 123221 International Political Economy					
BSc MES	Semester 3-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114	
Teaching form				Seminar	
Course type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Duration				1 Semester	
Availability				annually <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examination				Paper Exam Presentation	
Scope and duration of examination				12-15 Pages / 60-90 min	
Responsible for module				Chair of Global Governance Chair of International Relations	
Prerequisites				-	
Use of module				Elective Module BSc MES	
<p>Content:</p> <p>The seminar provides an overview of the historical development of the theoretical and empirical studies in International Political Economy (IPE). In doing so, this module teaches IPE as a scientific discipline, its central theoretical approaches and evaluates the strengths and weaknesses the theories have. Moreover, different actors and fields of IPE will be analyzed, such as the role of the state, financial markets or trade relations. In addition, the module deals with power relations in the global political economy and thereby the internal and external development dynamics of different countries.</p> <p>Qualification Objectives:</p> <p>After attending the seminar, participants should have gained a sound insight into international political economy. They should be able to develop empirical questions and answer them based on theories in IPE.</p> <p>Literature:</p> <p>Relevant course materials will be provided throughout the course.</p>					
Courses in the module				h/week	ECTS
C 123221 International Political Economy				3	6

Module 113062 Sustainable Governance & Public Policy				
BSc MES	Semester 3-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form				
Course type				
mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>				
Duration				
1 Semester				
Availability				
annually <input checked="" type="checkbox"/> per semester <input type="checkbox"/>				
Examination				
Policy Paper				
Scope and duration of examination				
10-12 pages				
Responsible for module				
Prof. Dr. Ulf Papenfuß				
Prerequisites				
-				
Use of module				
Elective Module BSc MES				
<p>Content:</p> <p>Sustainable public corporate governance is a key topic in the debate on sustainable services of general interest, the United Nations Sustainable Development Goals and digital transformation. Sustainable public corporate governance is concerned with the regulatory framework and the management of public companies. The teaching format develops an overview of theoretical and conceptual approaches as well as relevant instruments and ways to realize Sustainable Governance & Public Policy. Introductory lectures by the lecturer on theoretical, conceptual, and methodological content alternate with student contributions in the process of writing seminar papers and general discussions. Students will be supported throughout the course in the preparation of a policy paper.</p> <p>Qualification Objectives:</p> <p>After successful completion of the course, students:</p> <ul style="list-style-type: none"> Are able to describe and discuss the most important theoretical and conceptual foundations of sustainable governance & public policy Are able to apply the theories underlying sustainable governance to analyze problems and formulate design recommendations appropriate to the situation Are able to explain the relevance and development contributions of sustainable public corporate governance to the realization of the Sustainable Development Goals in a national and international context and argue for them in a differentiated manner Can apply and reflect on the guiding principle of evidence-based management and evidence-based policy making in the context of the course Are able to develop and write a scientifically sound policy paper in the context of their topic, which is scientifically relevant and makes concrete proposals for practice Are able to reflect on project management in the process and have developed this considerably compared to the start of the course Have significantly developed other key qualifications such as presentation skills, time management and teamwork skills. <p>Literature:</p> <p>Bernier, Luc (2014): Public Enterprises as Policy Instruments: The Importance of Public Entrepreneurship, in: Journal of Economic Policy Reform, 17 (3), S. 253-266.</p>				

European Commission (2016): State-Owned Enterprises in the EU: Lessons Learnt and Ways Forward in a Post-Crisis Context.

Expert Commission G-PCGM (2021): German Public Corporate Governance-Modelcode (G-PCGM), Eds. Ulf Papenfuß/Klaus-Michael Ahrend/Kristin Wagner-Krechlok.

OECD (2015): OECD Guidelines on Corporate Governance of State-Owned Enterprises, OECD Publishing.

Papenfuß, U./Wagner-Krechlok, K. (2022): Diffusion of Governance Standards in Public Corporate Governance Codes: Measurement Framework and Three Countries Comparison, in: Corporate Governance – An International Review.

Papenfuß, U. (2020): Corporate Governance of State-Owned Enterprises: Conceptualization, Challenges and Perspectives for the Public Corporate Governance Field, in: Luc Bernier/Philippe Bance/Massimo Florio (Hrsg.), The Routledge Handbook of State-Owned Enterprises, New York, S. 433-444.

Scholten, M. /Brenninkmeijer, A. (2020): Controlling EU Agencies, Edward Elgar.

Thynne, I. (2011): Ownership as an Instrument of Policy and Understanding in the Public Sphere: Trends and Research Agenda", in: Policy Studies, 32 (3), S. 183-197.

Whincop, MJ. (2016): Corporate Governance in Government Corporations, 2.nd edition, Routledge.

Courses in the module	h/week	ECTS
C 113062 Sustainable Governance & Public Policy	3	6

Module 123142 Public Entrepreneurship & Corporate Governance in the Public Sector				
BSc MES	Semester 3-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form				
Course type				
mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>				
Duration				
1 Semester				
Availability				
annually <input checked="" type="checkbox"/> per semester <input type="checkbox"/>				
Examination				
Exam				
Scope and duration of examination				
60 min.				
Responsible for module				
Prof. Dr. Ulf Papenfuß				
Prerequisites				
-				
Use of module				
Elective Module BSc MES				
<p>Content:</p> <p>In this course, participants will gain insight into public entrepreneurship and corporate governance. Public entrepreneurship is a key topic for tackling problems and achieving policy objectives and has attracted a great deal of attention in the relevant academic literature in recent years. In many cases, new business models are also being developed in the public sector. In addition to the opportunities offered by own start-ups and/or cooperation with start-ups, the potential of so-called policy entrepreneurs for dynamic reforms is also emphasized. The realization of the United Nations Sustainable Development Goals requires further intensive reforms and "public entrepreneurship" with an awareness of the state and community. In all business model developments and innovations in the public sector, it is of central importance to place the public task and the "public spirit" at the center of all activities and to promote them in a targeted manner. This is where sustainable public corporate governance can make a key contribution to development by addressing the regulatory framework and the management of public companies.</p> <p>Qualification Objectives:</p> <p>After successful completion of the course, students</p> <ul style="list-style-type: none"> Are able to describe and discuss the most important theoretical and conceptual foundations of public entrepreneurship Are able to apply the theories underlying public entrepreneurship to analyze problems and formulate design recommendations appropriate to the situation Can reflect on business models of public administrations and public companies from the perspective of public entrepreneurship in a context-appropriate manner Can discuss the potential of start-ups in the public sector Are able to develop a new business model in the sense of public entrepreneurship and to question existing business models in the context of case analyses Have significantly developed further key qualifications such as presentation skills and project management. <p>Literature:</p> <p>Audretsch, D.B., Siegel, D.S. and Terjesen, S. (2020), Entrepreneurship in the Public and Nonprofit Sectors, in: Public Administration Review, 80: 468-472.</p>				

Wirtz, B./Kubin, P./Weyerer, J. (2023): Business Model Innovation in the Public Sector: An Integrative Framework, in: Public Management Review, 25 (2), S. 340-375

Klein, G. et al. (2010): Toward a Theory of Public Entrepreneurship, in: European Management Review, (7), S. 1-15.

Bernier, Luc (2014): Public Enterprises as Policy Instruments: The Importance of Public Entrepreneurship. in: Journal of Economic Policy Reform, 17 (3), S. 253-266.

Bellone, G./Frederick, G. (1992): Reconciling Public Entrepreneurship and Democracy, in: Public Administration Review, 52 (2), S. 130-134.

Papenfuß, U. (2023): Corporatised Public Service Provision of Local Governments in Germany: A Key Topic for UN-SDGs and Promising Public Corporate Governance Developments, in: Marieke van Genugten/Bart Voorn/Ulf Papenfuß/Rhys Andrews/Harald Torsteinsen (Hrsg.), Corporatisation in Local Government: Context, Evidence and Perspectives from 19 Countries, Palgrave MacMillan, S. 197-220.

Papenfuß, U. (2019): Public Corporate Governance, in: Sylvia Veit/Christoph Reichard/Göttrik Wever (Hrsg.), Handbuch zur Verwaltungsreform, 5. Auflage, Wiesbaden, S. 319-332.

Courses in the module	h/week	ECTS
C 123142 Public Entrepreneurship & Corporate Governance in the Public Sector	3	6

Module 123201 International Organizations & Institutions					
BSc MES	Semester 3-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114	
Teaching form				Seminar	
Course type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Duration				1 Semester	
Availability				annually <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examination				Exam or paper	
Scope and duration of examination					
Responsible for module				Chair of International Relations	
Prerequisites				-	
Use of module				Elective Module BSc MES	
<p>Content:</p> <p>This course offers an introduction to the functioning of international organizations and their role in world politics. Building on the module "International Relations", it provides an overview of the main explanatory approaches to the establishment and influence of international organizations in different policy fields. This includes questions about the autonomy and authority of international organizations, the challenges for reform and change, as well as politicization and protest. Moreover, the module focuses on the relations of international organizations with states, civil society actors, and other international organizations.</p> <p>Qualification Objectives:</p> <p>Upon successful completion of the course, students ...</p> <ul style="list-style-type: none"> Understand the central explanatory approaches for the establishment, behavior, and influence of international organizations Can apply these to international organizations in different policy fields Are able to critically examine normative questions concerning the power and legitimacy of international organizations. <p>Literature:</p> <p>Hurd, Ian 2018. International Organizations. Politics, Law, Practice. 3rd ed. Cambridge: Cambridge University Press.</p> <p>Barnett, Michael/Finnemore, Martha (2004): Rules for the World. International Organizations in Global Politics; Ithaca: Cornell University Press.</p>					
Courses in the module				h/week	ECTS
C 123201 International Organizations & Institutions				3	6

Module 123251 Policy Analysis					
BSc MES	Semester 3-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114	
Teaching form			Seminar		
Course type			mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>		
Duration			1 Semester		
Availability			annually <input checked="" type="checkbox"/> per semester <input type="checkbox"/>		
Examination					
Scope and duration of examination					
Responsible for module			Chair of Comparative Politics		
Prerequisites			-		
Use of module			Elective Module BSc MES		
<p>Content:</p> <p>From climate change, old age poverty, the obesity epidemic, all the way to health and educational inequality: governments around the world are faced with highly complex societal problems. This module deals with the question about which instruments governments use to address these problems. Do they turn to incentives, prohibitions, rules, or the provision of information? Why do different governments turn to different policies? What are the impacts of these policies? And under which conditions is policy change possible? These questions will be addressed within different policy contexts including social policy, education policy, environmental policy, morality policy, and public health policy. In addition to theoretical models of policy change, the module discusses empirical developments and current reform proposals in various countries.</p> <p>Qualification Objectives:</p> <p>Students become familiar with key problems within different policy sectors. Additionally, students get to know different policy approaches addressing these problems. Moreover, students learn to discuss and compare different theoretical models and frameworks of policy change. Finally, develop the ability to critically reflect different approaches to assess policy impacts.</p> <p>Literature:</p> <p>Cairney, P. (2020). Understanding Public Policy: Theories and Issues. London, Macmillan Education Limited.</p> <p>Knill, C. and J. Tosun (2020). Public Policy. A New Introduction. Basingstoke, Palgrave Macmillan.</p>					
Courses in the module				h/week	ECTS
C 123251 Policy Analysis				3	6

Module 121600 Post- and Decolonial Studies					
BSc MES	Semester 3-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114	
Teaching form				Seminar	
Course type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Duration				1 Semester	
Availability				annually <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examination				Written exam, term paper or oral exam	
Scope and duration of examination				See ZU hause or course catalog	
Responsible for module				Jun. Prof. Dr. Meike Lettau	
Prerequisites				-	
Use of module				Elective Module BSc MES	
<p>Content:</p> <p>The module provides an introduction to the analysis and understanding of post-colonial and decolonial approaches on a cultural, social, and political level. Theories, practical examples, and conflicts in global contexts are examined and discussed from an intersectional perspective. Post-colonial and decolonial approaches in cultural institutions, organizations, and politics are critically analyzed through topics such as transculturality, diversity in the cultural sector, critical whiteness, or unlearning. In addition, the module provides a comprehensive understanding of epistemological inequalities.</p> <p>Qualification Objectives:</p> <p>In the module, students learn about and understand the basic approaches of post-colonial and decolonial studies on the basis of theories, concepts, strategies, institutional structures, and practical examples. In addition, they develop and critically discuss their own attitude and learn how to position themselves as cultural actors/managers in the field.</p> <p>Literature:</p> <p>Ahmed, Sara (2012). On being included: racism and diversity in institutional life. Duke Univ. Press.</p> <p>Grosfoguel Ramón. (2002). The modern colonial capitalist world system in the twentieth century: global processes antisystemic movements and the geopolitics of knowledge (1. publ). Greenwood Press.</p> <p>Maldonado-Torres, Nelson (2011). Thinking through the Decolonial Turn: Post-continental Interventions in Theory, Philosophy, and Critique: an introduction. eScholarship. University of California, Merced.</p> <p>Mignolo, Walter D.; Kastner, Jens & Waibel, Tom (2012). Epistemic disobedience rhetoric of modernity logic of coloniality and grammar of decoloniality. Turia Kant.</p> <p>Santos, Boaventura de Sousa (2014). Epistemologies of the South: Justice against Epistemicide, London: Routledge.</p>					
Courses in the module				h/week	ECTS
C 121600 Post- and Decolonial Studies				3	6

Module 241130 Cultural Organization					
BSc MES	Semester 3-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114	
Teaching form				Seminar	
Course type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Duration				1 Semester	
Availability				annually <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examination				See ZU house or course catalog	
Scope and duration of examination				See ZU house or course catalog	
Responsible for module				Prof. Dr. Martin Tröndle	
Prerequisites				Only selectable with 121191 Cultural Policy	
Use of module				Elective Module BSc MES	
<p>Content:</p> <p>The module focuses on the cultural sector and its various institutions in the field of cultural policy and cultural production. Both topics are closely intertwined. On the cultural policy side, we are interested in how state expenditure is legitimized, i.e. how cultural policy discourses and decision-making contexts have developed and which state funding measures this has led to. On the side of cultural organizations, we analyze production forms and artistic formats with regard to whether and how they serve to maintain cultural organizations and/or to attract new audiences.</p> <p>As a rule, an excursion lasting several days is planned in order to get to know formats and decision-makers in the cultural sector.</p> <p>Qualification Objectives:</p> <p>The module provides basic knowledge of the theories, concepts, and instruments of cultural policy. It provides a basic knowledge of the public and private instruments of cultural financing. It develops a critical perspective on formats of cultural production and one's own role as a cultural manager in the cultural sector.</p> <p>Literature:</p> <p>Brindle, Meg / DeVereaux, Constance (2011) The Arts Management Handbook. New Directions for Students and Practitioners, Armonk, London: M.E. Sharpe.</p> <p>Chong, Derrick (2002): Arts Management. London: Routledge.</p> <p>Heinrichs, Werner (2006): The cultural sector: visual arts - music - literature - theater - film. Bielefeld: Transcript.</p> <p>Tröndle, Martin / Steigerwald, Claudia (eds.) (2019), Anthologie Kulturpolitik. Introductory contributions on the history, functions and discourses of cultural policy (research). Bielefeld: Transcript.</p> <p>Journal of Cultural Management and Cultural Policy International Journal of Cultural Policy</p>					
Courses in the module				h/week	ECTS
C 241130 Cultural Organization				3	6

Module 122401-2 Selected Topics I & II					
BSc MES	Semester 3-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114	
Teaching form				Seminar	
Course type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Duration				1 Semester	
Availability				annually <input type="checkbox"/> per semester <input checked="" type="checkbox"/>	
Examination				Depending on the concrete course	
Scope and duration of examination				Depending on the concrete course	
Responsible for module				Academic Program Management BSc MES	
Prerequisites				-	
Use of module				Elective Module BSc MES	
<p>Content: These modules address current issues, topics and problems in the field of Corporate Management & Economics and gives students the opportunity to develop their own ideas of problem constitution and possible problem solutions or solution strategies in discourse and debate. Business and economics focus topics may be addressed on a semester-by-semester basis.</p> <p>Qualification Objectives: Within the framework of the module, students expand the theoretical, methodological, and empirical knowledge acquired so far by 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 proposals for solutions. In doing so, they practice representing normative positions in current debates.</p> <p>Literature: According to the concrete courses.</p>					
Courses in the module				h/week	ECTS
C 122401-2 Selected Topics I & II				3	6

Module 122406-8 Specialization I – III				
BSc MES	Semester 3-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form			According to courses	
Course type			mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Duration			1 Semester	
Availability			annually <input type="checkbox"/> per semester <input checked="" type="checkbox"/>	
Examination			Depending on the concrete course	
Scope and duration of examination			Depending on the concrete course	
Responsible for module			Academic Program Management BSc MES	
Prerequisites			-	
Use of module			Elective Module BSc MES	
<p>Content:</p> <p>In these modules, courses with a minimum of 6 and a maximum of 18 ECTS can be included, which were successfully taken during a study stay at a foreign or another German university and which are not offered in this form at ZU. The prerequisite is that the content is in-depth and advanced economics and that the acquired competencies are at least equivalent in terms of their level to those of an elective module within the framework of a university bachelor's degree program. In this way, students are enabled to acquire a more or less extensive further professional and/or methodological specialization in one or more subject areas during their studies. The scope and specific content of this module is defined by the respective courses. Students who choose this module are advised by the SPC and the International Office of ZU before, during and after their stay abroad. The students' science coaches assist with planning and clarify conceptual questions in the context of a specific specialization, for example regarding suitable elements and courses to be taken.</p> <p>Qualification Objectives:</p> <p>The students</p> <ul style="list-style-type: none"> Acquire in-depth professional and methodological competencies in the fields of the respective specialization Can apply relevant scientific methods and new findings from these fields to practical tasks and take into account economic, ecological, technical and social requirements when making these decisions Are able to move in a specific international context and expand and deepen their corresponding intercultural competencies. <p>Literature:</p> <p>According to the courses brought in.</p>				
Courses in the module			h/week	ECTS
C 122406-8 Specialization I – III			3	6

Humboldt Year (Semesters 6 – 7)

Module 11270 Research Project				
BSc MES	Semester 6-7	4 h/week	18 ECTS	Contact time/self-study (in h): 48/402
Teaching form			individual supervision, project-specific seminar, colloquium	
Event type			Mandatory <input type="checkbox"/> Elective <input checked="" type="checkbox"/>	
Duration			2 semester	
Rotation			annually <input type="checkbox"/> by semester <input checked="" type="checkbox"/>	
Examinations			project documentation presentation	
Scope and Length of Examinations			approx. 40.000 characters approx. 20 min.	
Module Responsibility with			Academic Program Manager BSc MES	
Prerequisites				
Use of Module			Elective Module BSc MES	
<p>Content: The module "Research Project" addresses students with a pronounced interest in academic work and research-oriented professional fields. It offers students the chance to realize – academically supported – a research-oriented project at a ZU chair, research cluster, research association, or research center. Linked to their projects, the students write an academic paper as a report on their projects. This written examination is an independently prepared academic work in which students apply academic methods and findings to a concrete research topic. Besides the individual academic supervision, the students are accompanied through the project by relevant content and methods courses and a research colloquium.</p> <p>Qualification Objectives: The students are to acquire advanced knowledge in academic work and research. Therefore, they improve independent work, link between theory and application and work on a research question over a longer time. All these competences are necessary for the bachelor thesis.</p> <p>Literature: Depending on the course.</p>				
Courses in the Module			ECTS	h/week
LV 112701 Research Project			12	2
LV 112702 Research Colloquium			1	1
LV 112703 Advanced Disciplinary Perspective			5	1

Module 11348 Advanced Methods				
BSc MES	Semester 6-7	3 h/week	6 ECTS	Contact time/self-study (in h): 36/114
Teaching form			Depending on the concrete course	
Event type			Mandatory <input type="checkbox"/> Elective <input checked="" type="checkbox"/>	
Duration			1-2 semesters	
Rotation			annually <input type="checkbox"/> by semester <input checked="" type="checkbox"/>	
Examinations			Depending on the concrete course	
Scope and Length of Examinations			Depending on the concrete course	
Module Responsibility with			Depending on the concrete course	
Prerequisites			Depending on the concrete course	
Use of Module			Elective Module BSc MES	
<p>Content: The module consists of the participation in two methods workshops. Students can combine workshops at their own discretion, as long as appropriately designated workshops (Nr. 123241-44) are concerned. In any semester one or two workshops are offered. Example topics are:</p> <ul style="list-style-type: none"> Time Series Analysis Case Study Design Qualitative Comparative Analysis (QCA) Agent Based Modelling Multivariate Data Analysis Analysis of Binary and Categorical Data Qualitative Content Analysis Quantitative Content Analysis (including computerized techniques) Network Analysis Cluster Analyse Panel Data Analysis Grounded Theory Design-based Causal Inference Hermeneutics Discourse Analysis <p>Qualification Objectives: Students are introduced to innovative and advanced techniques of data collection and data analysis in the social sciences. They learn to apply the methods critically and in a reflected manner.</p> <p>Literature: Depends on the specific workshops</p>				

Courses in the Module	ECTS	h/week
LV 123241-44 Advanced Methods	3	1.5
LV 123241-44 Advanced Methods	3	1.5

Module 112535 Proseminar Management				
BSc MES	Semester 6-7	3 h/week	9 ECTS	Contact time/self-study (in h): 36/189
Teaching form			Seminar	
Event type			Mandatory <input type="checkbox"/> Elective <input checked="" type="checkbox"/>	
Duration			1 semester	
Rotation			annually <input type="checkbox"/> by semester <input checked="" type="checkbox"/>	
Examinations			Term paper (75%) Comment and presentation (25%)	
Scope and Length of Examinations			25-30 pages for the term paper 2-3 pages comment, 30 min. presentation	
Module Responsibility with			Academic Program Manager BA CME	
Prerequisites				
Use of Module			Elective Module BSc MES	
<p>Content: The course is designed as a research-oriented seminar on changing topics. The contents are related to a specific management- or business-related issue. At the beginning of the course, the students receive an introduction to the corresponding subject area with the inclusion of relevant original sources. On this basis, they conduct a more in-depth literature search and develop an own research question, which they address in a term paper. The results are presented in the seminar and defended in a discussion. In addition, each student prepares a comment on a randomly selected external term paper, which is given after the respective presentation.</p> <p>Qualification Objectives: The students</p> <ul style="list-style-type: none"> Learn how to work independently with advanced scientific literature and are able to explore a specific Economic subject area within the framework of a targeted literature review Are enabled to develop a research question independently Will be enabled to deal with a special management- or business-related issue within the framework of a term paper, to present it in front of an expert audience and to defend it in a discussion Are oriented about the meaning and content of a comment in the scientific context, can appreciate other people's work in a differentiated way and reflect on their own performance against this background Acquire in-depth theoretical and practical knowledge from the field of the respective topic. <p>Literature: Will be provided by the individual lecturer, depending on the concrete topic.</p>				
Courses in the Module			ECTS	h/week
C 112535 Proseminar Management			9	3

Module 112537 Proseminar Economics				
BSc MES	Semester 6-7	3 h/week	9 ECTS	Contact time/self-study (in h): 36/189
Teaching form			Seminar	
Event type			Mandatory <input type="checkbox"/> Elective <input checked="" type="checkbox"/>	
Duration			1 semester	
Rotation			annually <input type="checkbox"/> by semester <input checked="" type="checkbox"/>	
Examinations			Term paper (75%) Comment and presentation (25%)	
Scope and Length of Examinations			25-30 pages for the term paper 2-3 pages comment, 30 min. presentation	
Module Responsibility with			Academic Program Manager BA CME	
Prerequisites				
Use of Module			Elective Module BSc MES	
<p>Content: The course is designed as a research-oriented seminar on changing topics. The contents are related to a specific economic issue. At the beginning of the course, the students receive an introduction to the corresponding subject area with the inclusion of relevant original sources. On this basis, they conduct a more in-depth search and develop an own research question, which they address in a term paper. The results are presented in the seminar and defended in a discussion. In addition, each student prepares a co-presentation on a randomly selected external term paper, which is given after the respective presentation.</p> <p>Qualification Objectives: The students</p> <ul style="list-style-type: none"> Learn how to work independently with advanced scientific literature and are able to explore a specific economic subject area within the framework of a targeted literature review Are enabled to develop a research question independently Will be enabled to deal with a special business or economic issue within the framework of a term paper, to present it in front of an expert audience and to defend it in a discussion Are oriented about the meaning and content of a comment in the scientific context, can appreciate other people's work in a differentiated way and reflect on their own performance against this background Acquire in-depth theoretical and practical knowledge from the field of the respective topic. <p>Literature: Will be provided by the individual lecturer, depending on the concrete topic.</p>				
Courses in the Module			ECTS	h/week
C 112537 Proseminar Economics			9	3

Module 115533 Proseminar Social Sciences				
BSc MES	Semester 6-7	3 h/week	9 ECTS	Contact time/self-study (in h): 36/189
Teaching form			Seminar	
Event type			Mandatory <input type="checkbox"/> Elective <input checked="" type="checkbox"/>	
Duration			1 semester	
Rotation			annually <input type="checkbox"/> by semester <input checked="" type="checkbox"/>	
Examinations			Depending on the concrete module	
Scope and Length of Examinations			Depending on the concrete module	
Module Responsibility with			Academic Program Manager BA CCM, PAIR, SPE, depending on the concrete module	
Prerequisites				
Use of Module			Elective Module BSc MES	
<p>Content: The course is designed as a research-oriented seminar on changing topics and originates from the ZU bachelor programs in CCM, PAIR, and SPE. The content depends on the concrete course.</p> <p>Qualification Objectives: The students</p> <ul style="list-style-type: none"> Learn how to work independently with advanced scientific literature and are able to explore a specific social-science subject area within the framework of a targeted literature review Are enabled to develop a research question independently Will be enabled to deal with the particular issue within the framework of a term paper, to present it in front of an expert audience and to defend it in a discussion Are oriented about the meaning and content of a comment in the scientific context, can appreciate other people's work in a differentiated way and reflect on their own performance against this background Acquire in-depth theoretical and practical knowledge from the field of the respective topic. <p>Literature: Will be provided by the individual lecturer, depending on the concrete topic.</p>				
Courses in the Module			ECTS	h/week
C 115533 Proseminar Social Sciences			9	3

Bachelor Phase (Semester 8)

Module 11280 Final Module				
BSc MES	Semester 8	- h/week	14 ECTS	Contact time/self-study (in h): -
Teaching form			individual supervision	
Event type			Mandatory <input checked="" type="checkbox"/> Elective <input type="checkbox"/>	
Duration			1 semester	
Rotation			annually <input type="checkbox"/> by semester <input checked="" type="checkbox"/>	
Examinations			bachelor-thesis and disputation	
Scope and Length of Examinations			approx. 50.000 characters; approx. 40 min.	
Module Responsibility with			Academic Program Manager MES	
Prerequisites				
Use of Module			Mandatory Module BSc MES	
<p>Content: Students</p> <ul style="list-style-type: none"> Learn to develop and present a scientific research question Acquire the skill to discuss their project with an expert audience, to make use of these discussion in their further working process Contents depend on the research interests of the students. The questions they are working on in their bachelor thesis are the topic of the course. <p>Qualification Objectives:</p> <ul style="list-style-type: none"> Critical analysis and evaluation of relevant issues for the thesis Production of an abstract and presentation as a draft <p>Literature: Subject-related literature.</p>				
Courses in the Module			ECTS	h/week
Bachelor Thesis			12	-
Disputation			2	-

ZU|Plus (Semesters 1 – 8) optional

Module 110012 Workshop Creativity & Performativity				
BSc MES	Semester 1-8	2 h/week	2 ECTS	Contact time/self-study (in h): 24/50
Teaching form			workshop	
Event type			Mandatory <input type="checkbox"/> Elective <input checked="" type="checkbox"/>	
Duration			1 semester	
Rotation			annually <input type="checkbox"/> per semester <input checked="" type="checkbox"/>	
Examinations			Active Participation	
Scope and Length of Examinations			80% attendance	
Module Responsibility with			Prof. Dr. Karen van den Berg	
Prerequisites				
Use of Module			ZU Plus	
<p>Content: This module focuses on what makes innovation possible and how one can gain a new perspective on what is common. The students will receive the possibility to put various forms of artistic and aesthetic knowledge to test in an experimental and performative setting. Employing strategies and ideas that derive from the practical interaction with their body, they will get an insight into new techniques of observing, improvising and imagining that are not usually taught in academic setting.</p> <p>Within the module, different focuses can be chosen or combined: they will span from the field of the performing arts to film, drawing, design, photography and yoga. The program is structured by practical workshops and a final public presentation.</p> <p>Qualification Objectives: The workshop aims to foster the students' perceptiveness and to convey fundamentals in alternative forms of knowledge within an academic setting. Moreover, the students will receive an introduction to design competencies and more sophisticated understanding of their social interactions.</p> <p>Literature: Relevant course materials will be provided throughout the course.</p>				
Courses in the Module			ECTS	h/week
LV 110012 Workshop Creativity & Performativity			2	2

Module 110011 Workshop Fundamentals of Entrepreneurship					
BSc MES	Semester 1-8	2 h/week	2 ECTS	Contact time/self-study (in h): 24/50	
Teaching form				workshop	
Event type				Mandatory <input type="checkbox"/> Elective <input checked="" type="checkbox"/>	
Duration				1 semester	
Rotation				annually <input type="checkbox"/> per semester <input checked="" type="checkbox"/>	
Examinations				Active Participation	
Scope and Length of Examinations				80% attendance	
Module Responsibility with				Prof. Dr. Karen van den Berg	
Prerequisites					
Use of Module				ZU Plus	
<p>Content: The founding idea, especially in the area of social entrepreneurship plays a major 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 over-view of the necessary planning 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 Objectives: In the course of the workshop the students learn the necessary skills to discover market-efficient innovation potentials, to implement their own ideas, and to evaluate the founding initiatives of others.</p> <p>Literature: Relevant course materials will be provided throughout the course.</p>					
Courses in the Module				ECTS	h/week
LV 110011 Workshop Fundamentals of Entrepreneurship				2	2