

Selection of English-taught courses on a REGULAR BASIS at Bachelor's level

Course	Type (ECTS)	Winter Term	Summer Term	Content
Anglo-American Law	Lecture (3 ECTS)	x		This course offers an introduction to the main features, the structure, and the practice of the Anglo-American legal systems. It also covers the history and methodology of common law and case law as well as differences between Anglo-American and continental legal systems.
Competitive Intelligence	Seminar (6 ECTS)		x	The systematic, ongoing, legal collection and evaluation of information about competitors is a central component of business success. In this seminar, basic techniques of competitive intelligence are taught and applied in practical exercises.
Consumer Insight and Engaging Communication	Seminar (6 ECTS)		x	This course focuses on developing an in-depth understanding of consumer behavior and developing effective communication strategies to engage and persuade target audiences. Students will learn about: consumer insight, target strategy, positioning message, and engaging communication. Through case studies and hands-on projects, students will gain practical experience in developing marketing plans and strategies that differentiate their products or services in the marketplace. Upon completion, students will be able to communicate effectively with target audiences and evaluate the effectiveness of their marketing strategies.
Corporate Finance	Seminar (6 ECTS)		x	This course is an introduction to the principles of corporate finance. The aim of the course is to provide the students with knowledge regarding the main sources of corporate financing, give them the ability to apply key techniques for evaluating corporate investment decisions and facilitate an understanding for corporate dividend policy.
European Economics	Lecture (6 ECTS)	x	x	This course provides an introduction to economic and political integration in the European Union. The course agenda covers a wide range of topics including the evolution of the EU; its main institutions (e.g. European Parliament and European Central Bank), market, monetary and policy integration, the perspectives of the EU as well as business activities in the EU.
International Human Resource Management	Seminar (6 ECTS)		x	The seminar focuses on intercultural management issues. Specific topics are: Expatriate recruitment and selection, international performance appraisal, intercultural training and development, international compensation policies, international industrial relations.
International Strategy Simulation	Excursion (6 ECTS)	x	x	The course focuses on the application of theoretical acquired marketing skills with a computer based simulation. In an international environment students manage a company, create new products and take marketing decisions. An additionally focus is the improvement of international competencies and communication skills.

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Introduction to Behavioral Economics	Lecture (6 ECTS)		x	Behavioral economics integrates insights from psychology into economics. Going beyond the bounds of rationality and self-interest of economic agents, behavioral economics is concerned with the effects of psychological, social, and cognitive factors on the decisions of individuals and groups as well as their consequences for social welfare and the distribution of resources. In the first part of the course, we look at the most important cognitive biases as well as their causes and consequences. Students learn, for instance, how people behave under uncertainty, make predictions for the future, remember and evaluate the past, and what makes them happy. The second part of the course is on strategic decision making. Here the question is how people behave when their decisions not only affect their own welfare but also other people's welfare. Students learn when people are generous, when they are trustful and trustworthy, when they cooperate for the sake of the group even if this is costly. We will play games in the classroom and compare the results with the results of lab experiments conducted with real money. We look at many real world examples like international climate change negotiations. The aim of the course is to give an overview of the most important findings in behavioral economics .
Introduction to Game Theory	Lecture (6 ECTS)		x	Over the past 50 years Game Theory has revolutionized economics and other social sciences, including political science, sociology and psychology. Recognized multiple times by the Nobel Prize in economics, Game Theory is a "language" one can use to understand any situation where strategic decision-makers interact: firms, politicians, countries, family members, drivers in traffic, lawmakers and criminals, conflicting interests within the same person.... and so on. This introductory course is designed to introduce students to the main tools of Game Theory and explain some of the basic concepts, useful in understanding strategic interactions.
IT Project Management	Seminar (3 ECTS)	x		In this course, students will be taught the basics of project management, so that they are able to lead, coordinate, manage, and control a project.
Legal and Business English	Lecture (3 ECTS)	x	(x)	The aim of this course is to prepare students for academic study in business law in the English language. We focus on the language skills a student of business law needs. The subject should enable students to understand the relationship between language and law and how they work together in professional settings.

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Microeconomics Using Calculus	Lecture (6 ECTS)	x	x	<p>The course aims at deepening the skills in microeconomics and calculus. The course works through a wide range of topics in microeconomics including public goods, game theory, contract theory, general equilibrium, taxation. Participants are expected to participate actively in the class, do assignment and discuss their solutions in the exercise sessions. The assignments and the slides for the course are provided via Moodle. The Moodle platform is also used to communicate all news concerning this course. To receive 6 credits, you need to pass the final exam.</p>
Public Economics	Lecture (6 ECTS)	x		<p>The course introduces students to the field of public economics. Following a general introduction on the scope of government and the empirical relevance of government activities in different countries, the section I turns to the theory of public expenditures (Chapters: public goods, methods to measure the demand for public goods, income distribution, education, political economy) Section II deals with government revenues (chapters: Introduction to the theory of taxation, tax incidence, equity in taxation, taxation and efficiency, public deficits) before section III gives an introduction to fiscal federalism (Chapters: theory of fiscal federalism, funding local public good production).</p>
Survey Design	Seminar (6 ECTS)	x		<p>The aim of the course is to provide an introduction to the basics of empirical energy analysis. The selected methodological and theoretical-conceptual contents cover a variety of empirical issues: From the analysis of energy consumption of private households to investigation of population's attitudes towards energy-related topics as well as resource economics topics.</p>

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Sustainability Management II	Seminar (6 ECTS)		x	<p>Content: This seminar investigates current cutting-edge topics in the field of Sustainability Management. A blended learning format featuring a mix of lecturer's input with large parts of autonomous group work gives the students the opportunity to explore in an in-depth way the subjects of modern slavery in business, corporate sustainability reporting and stakeholder management. Various group presentations stir discussions and allow for giving and receiving feedback. The seminar deepens existing theoretical knowledge through its application to empirical phenomena and cases.</p> <p>Goals and objectives: Deepen your theoretical knowledge in the field of sustainability management. Apply theories for exploring empirical phenomena and cases and thus gain new insights. Prepare group presentations and reflect on different aspects of modern slavery in business, corporate sustainability reporting and stakeholder management through discussions within the group and with the class. Gain experience in working in a team, in how to make decisions in a group and how to manage time and resources.</p>
Sustainable Marketing	Seminar (6 ECTS)		x	<p>Students learn about the relevance of sustainability for marketing in business practice. The concepts of sustainability and value creation are introduced and mapped to the process of marketing management. Practical examples are used to illustrate opportunities and competitive advantages but also to highlight potential pitfalls.</p>