

**Selection of English-taught courses offered on a REGULAR BASIS at Master's level**

Course	Type (ECTS)	Winter Term	Summer Term	Content
<b>Academic Writing in Economics</b>	Seminar (3 ECTS)	x	x	The seminar "Academic Writing in Economics" introduces students with little experience in academic writing to some key aspects of academic writing in economics. In addition, it refreshes what we mean by science and the scientific approach. Students need to attend all 8 sessions and hand in 5 assignments throughout the course.
<b>Advanced Supply Chain Management</b>	Seminar (6 ECTS)		every 2.	If you plan attending the seminar on "Advanced Supply Chain Management", you must have passed Master level lectures on Supply Chain Management already! The course covers the topics of supply chain management in base-of-the-pyramid markets, supply chain management of minerals, measuring performance in (sustainable) supply chains, and accounting and accountability in supply chains.
<b>Advances in Sustainable Marketing</b>	Seminar (6 ECTS)	x		<b>International Framing.</b> Trade blocks, key figures, entropy for assessing the degree of internationalization, contemporary marketing practices (CMP project).  <b>Globalization and Emotions.</b> Case study "Happy Birthday Globalization", convergence theory of Levitt, international experience curve, emotions in international marketing & assessment of emotions by means of picture scales à if possible I will start the discussion of cultural references in this block already (including the case of analysing Mercedes promotion ads with an eye tracker: Caucasians versus Asians)  <b>International marketing processes.</b> International communication, standardisation of prices & communication including the cases of the promotion campaign for the EMBS; country of origin effect  <b>Targeting of and relating to foreign customers.</b> Market segmentation, market entry modi, strategic alliances and their stability conditions (external based of Coase theorem, "market for lemons" and transaction costs, internal structured by means of the repeated prisoners dilemma), marketing at the base of the pyramid & subsistence market places.
<b>Alternative Market Concepts - a Critical Perspective on Circular Economy and Sharing Economy</b>	Seminar (3 ECTS)		x	This course focusses on a critical approach to sustainability management. Circular Economy and Sharing Economy are both highly evolving and promoted topics within the realm of sustainability management. Both share closely related but also contrasting aspects, which we will further identify and analyse within the course of this seminar. One of our focus thereby lies on the unintended consequences and inherent tensions within the two concepts. Every cause has an effect. Seemingly positive sustainable activities can cause other negative outcomes.

**Selection of English-taught courses offered on a REGULAR BASIS at Master's level**

<b>Course</b>	<b>Type (ECTS)</b>	<b>Winter Term</b>	<b>Summer Term</b>	<b>Content</b>
<b>Behavioral Economics Meets the Public Sector</b>	Seminar (6 ECTS)	x		The seminar "Behavioural Economics meets the Public Sector" introduces students to the scientific literature on selected concepts or methods of Behavioural Economics. In the papers chosen, the concepts or methods are applied to topics in the field of Public Economics (e.g. Public Good Provision, Taxation) or Public Choice (Voting, Political Competition). Students will read contemporary research papers, present and discuss their inner logic, method, results and implications in class. The course is reading-intensive!
<b>Contemporary Issues in Public Economics</b>	Seminar (6 ECTS)		x	The seminar "Contemporary Issues on Public Economics" introduces students to writing policy papers on contemporary questions in the field of Public Economics. They will write their own policy papers on a pre-defined question of practical political relevance. The paper must be based on relevant scientific literature and potentially other sources of information. It must describe the main mechanisms relevant to the topic and account for the relevant empirical literature.
<b>Decision Support Tools in Sustainability Management</b>	Seminar (3 ECTS)	x	x	In this seminar, students get acquainted with various tools that may support decision-making for multi-faceted sustainability performance. After a theoretical introduction on some instruments including data envelopment analysis (DEA), analytical hierarchy process (AHP) and system dynamics modelling, the students will gain in-depth practical experience by working with one selected tool. In the sense of a project seminar, the students successively develop a system dynamics model for addressing a specific problem in the field of sustainability management, and then report and reflect on model-building procedure and findings. Goals and objectives: <ul style="list-style-type: none"> <li>- Get acquainted to decision support tools that are applicable for problems in the realm of sustainability management</li> <li>- Get in-depth insights and gain first experience in building a system dynamics model</li> <li>- Reflect on the assets and limitations of various decision support tools</li> <li>- Gain experience in working in a team, in how to make decisions in a group and how to manage time and resources.</li> </ul>

**Selection of English-taught courses offered on a REGULAR BASIS at Master's level**

Course	Type (ECTS)	Winter Term	Summer Term	Content
<b>Econometrics</b>	Seminar (6 ECTS)	x		Econometrics helps to estimate the relationships between economic events. We will discuss which methods we can use to estimate these relationships and what are the underlying assumptions of these methods. The aim of this course is to introduce students to empirical methods in economics .The goal of this course is to explain (1) which methods one can use to estimate the relationship between economic events, (2) assumptions of these methods, and (3) how to use these methods. During the lectures you will learn what the key concepts in probability and statistics are, why and when to use maximum likelihood methods, what the assumptions of the linear regression are, how to provide hypothesis testing, when to use the non-linear regressions, what the assumptions of multiple regressions model are, how to provide joint-hypothesis testing, why and when to use Bootstrapping, and why and when to use Bayesian methods. During the seminars you will learn how to use statistical package R, how to work with data sets, how to provide a statistical analysis, and how to interpret and present your results.
<b>Economic and Monetary Union</b>	Seminar (6 ECTS)	x		Since the beginning of the worldwide financial crises, Economic and Monetary Unions (EMU) like the Eurozone have gained particular interest for politicians and economists. The course „Economic and Monetary Union” is concerned with the arrangement and constitution of Monetary Unions and aims at shedding light on three core components. The first part of the lecture deals with some preliminary characteristics of Economic and Monetary Unions and points out the costs and benefits of Monetary Unions, its core characteristics and debates the question whether the Eurozone can be seen as an optimal currency union. The second part is concerned with the most important aspects of EMUs, the monetary as well as fiscal policy. Students will get an insight into optimal monetary and fiscal policy in a currency union, the exceptional monetary policy measures at the zero lower bound and the core characteristics of central bank communication, transparency and reputation. The course concludes with several aspects concerning crises and sheds light on the European sovereign debt crisis, the Quantitative Easing policies of the FED and ECB as well as sudden stops in EMUs, current account imbalances and Target2-issues.
<b>Economics of Entrepreneurship</b>	Lecture (6 ECTS)		x	The course agenda covers a broad range of topics including determinants of new venture creation, the financing of entrepreneurship, business performance, the economic relevance of entrepreneurship and entrepreneurship policies.
<b>Energy Economics</b>	Seminar (6 ECTS)	x		The course examines the economics of markets for a number of energy sources such as coal, oil, natural gas, electricity and renewables. It discusses aspects of energy demand and efficiency, energy taxes, regulation and public policies for greenhouse gas emission control.

**Selection of English-taught courses offered on a REGULAR BASIS at Master's level**

Course	Type (ECTS)	Winter Term	Summer Term	Content
<b>Environmental Economics</b>	Lecture (6 ECTS)	x		This course will cover the topics of analyses of the environmentally relevant economic players, uncertainty as a characteristic of the player's actions, innovations and routines as environmentally relevant ways of acting, dynamics of exploration and substitution of finite resources, economic competition and ecological use, and social processes of learning in ecological-economic systems.
<b>Evidence-Based Economic Policy</b>	Lecture (6 ECTS)	x		What works – and what does not? Identifying the effects of policy measures is as important as it is difficult. However, thanks to advances in experimental and quasi-experimental methods, researchers now have available a set of powerful analytic tools allowing them to inform policy makers about the effectiveness of policies. In this course, we will explore the potential, as well as limitations, of various approaches to policy evaluation. Applications will include studies from the economics of education, development and regional economics.
<b>Field Experiments in Economics</b>	Lecture (6 ECTS)		x	Field experiments in economics allow to estimate the impact of social programs or policies in the naturally occurring environment using random assignment to the treated and the control group. For instance, using this method one can understand if helping people to escape poor districts does help them to start a new life or if entrepreneurial education increases start-up rates. The goal of this course is to explain why and when field experiments (randomized control trials) are useful, and how to provide field experiments. During the lectures you will learn why one should randomize to evaluate the impact of economic (social) programs, when to use field experiments (randomized control trials), how to randomize in the best way, how to choose right indicators and instruments to measure the outcomes of a program, how to make power analysis to determine the sample size needed for the study, how to limit the threats that can undermine the reliability of the study, how to provide statistical analysis of the data from randomized control trial, and how to draw policy conclusions from the field experiment. During the seminars we will discuss the results of the field experiments that study discrimination, corruption, entrepreneurship, gender and power, incentives and economic behaviour, fairness, voting behaviour, education.
<b>Foundations of Experimental Economics</b>	Seminar (6 ECTS)	x		This course in lecture format is intended to prepare for the seminars on experimental economics offered in the summer term; it is highly recommended for anyone interested in one of the (experimental economics) seminars. Students who have taken on part on a regular basis and passed the exam are given priority when seminar places are allocated. Topics in this course, which in this semester will be taught by Prof. Björn Frank and Marcel Lumkowsky, will include: Game Theory for Experimental Economics; History of Experimental Economics, Dos and Don'ts and Tools of Experimental Economics, Non-Lab-Experiments, Data Analysis, Mathematical Models of Economic Behavior and paper writing.

**Selection of English-taught courses offered on a REGULAR BASIS at Master's level**

<b>Course</b>	<b>Type (ECTS)</b>	<b>Winter Term</b>	<b>Summer Term</b>	<b>Content</b>
<b>Intermediate Public Economics</b>	Lecture (6 ECTS)	x	x	The course covers essential concepts in Public Economics (public goods, taxation, federalism, political economy). A special focus rests on the application of graphical and analytical tools. The application of these tools is trained in exercise session. In addition, we will work through empirical studies on selected concepts.
<b>Law and Economics/ Public Choice</b>	Lecture (6 ECTS)	x		This course will cover the history and basic assumptions of the economics of law (REM, methodological individualism, evolutionary economics of law) and new political economy (economic analysis of politics) – basic concepts of the economics of law and their application to different fields of law. It will also take a look at the economic theory of elections and votes, including the relevant concepts of power, the theory of stakeholder groups (organizability of interests, influence of associations, and economic development), the positive economic theory of regulation, theory of bureaucracy, and the economics of constitution.
<b>Leadership and Change Management</b>	Lecture/ Seminar (6 ECTS)		x	Leadership and Change Management are closely linked in the literature. Leadership is often discussed as an important driver of change management. The aim of the course is to understand and discuss the possible impact of leadership on organizational change. After the course students should be able to differentiate between different kinds of relevant leadership approaches and their starting points for change processes. In addition, a critical reflection from a theoretical and a practical point of view is a major challenge of the course.
<b>Managing Diversity, Equity and Inclusion</b>	Seminar (6 ECTS)	x		Diversity management has moved quickly from being a niche topic to becoming an integral part of many corporate strategies. The course will give students an introduction to this multi-faceted approach. We will explore a different angle on diversity management and related concepts every week. This includes the history of diversity management, relevant theories, intersectionality, critical perspectives as well global and local approaches.
<b>Microeconometrics</b>	Lecture/ Exercise (6 ECTS)	x		This direction of econometrics examines cross-sectional micro data, i.e. data from persons, households, firms, but also from regions, countries, or even supermarket-scanner data. Empirical analyses with microdata and thus microeconometrics are often not based on quantitative continuous dependent variables with an unrestricted range, but on other types of dependent variables, i.e. qualitative (categorical) variables as well as quantitative variables which are not continuous or with a restricted range. This course provides an overview of the most important estimation methods and test procedures in selected microeconomic models. The focus will be on the practical application of the main concepts by analyzing real datasets using the statistical software Stata.

**Selection of English-taught courses offered on a REGULAR BASIS at Master's level**

Course	Type (ECTS)	Winter Term	Summer Term	Content
<b>Paradoxes and Unintended Consequences in Sustainable Operations and Supply Chain Management</b>	Seminar (6 ECTS)		x	This course focusses on a critical approach to sustainable operations and supply chain management, exploring inherent paradoxes and unintended consequences. Every cause has an effect: Seemingly positive sustainable activities can cause further (un)intended positive or negative outcomes. It is a matter of considering and anticipating these potential tensions or unintended consequences in order to manage and potentially avert them. During this seminar, we will go into more detail on sustainability paradoxes and unintended consequences and apply this knowledge to contexts of sustainable operations, sustainable supply chain management and Circular Economy.
<b>Research Methods in Business</b>	Project-seminar (6 ECTS)		x	The seminar deals with the basics of (empirical) research in business studies. A wide range of topics such as basic research strategies, planning of research projects, and issues in quantitative and qualitative will be covered. Students will, amongst other things, learn how to distinguish good quality research from mediocre approaches and how to avoid pitfalls.
<b>Risk Management</b>	Lecture (6 ECTS)	x		After a short introduction, the course will cover the topics of risk management: process and tools, regulatory requirements, and risk measurement techniques.
<b>Selected Topics in Energy Economics and Policy</b>	Seminar (6 ECTS)	x		The course examines the economics of markets for a number of energy sources such as coal, oil, natural gas, electricity and renewables. It discusses aspects of energy demand and efficiency, energy taxes, regulation and public policies for greenhouse gas emission control.
<b>Spatial Econometrics</b>	Seminar (6 ECTS)	x		The course objective is understanding spatial econometric methods and their application with R. Standard econometric models are extended by spatial spillover effects and spatial heterogeneity. To cope with endogeneity of explanatory variables, advanced estimation methods like two-stage least squares (2SLS) and maximum likelihood (ML) are introduced. Time-space effects are captured by spatial panel data models. All methods are exemplified by economic examples e.g. from growth theory and labor market theory.
<b>Supply Chain Management</b>	Lecture (6 ECTS)	x		The unit consists of lectures covering the following topics: introduction to terminology, supply chain and operations strategy, theoretical foundations of supply chain management, supply chain processes, supplier selection and evaluation, logistics and distribution management, supply chain performance and management control, supply chain risk management, and sustainable supply chain management.

**Selection of English-taught courses offered on a REGULAR BASIS at Master's level**

Course	Type (ECTS)	Winter Term	Summer Term	Content
<b>Targeting</b>	Seminar (6 ECTS)		x	<p>Marketing communication is likely to become a mutual beneficial interaction, if, and only if, the customers are willing to be engaged in the interaction. Customers' motivation is varying with the products category's relevance, their brand attachment, their media preferences, etc. In this seminar, the students learn how to assess and evaluate the customers' profiles from commonly available databases in distance selling, e-commerce and mobile commerce. For evaluating the data students apply scoring, discriminant analysis (linear, non-linear &amp; fuzzy), discrete choice models (logit &amp; probit), multi-layer perceptrons, association analysis (a-priori algorithm) and rough sets using r packages. Additionally we discuss finite mixture modeling and hierarchical Bayes modeling with brugs. Privacy considerations and data protection as well as an introduction to the concepts of data mining, big data, and the translation analytical results into marketing communication measures complement the technical content of the seminar.</p>