



Erasmus+

Course Descriptions Summer Term 2021



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Faculty of Economics
and Management

List of Courses

at Bachelor's Level

Lecture	Field of Studies	ECTS	Type of Class	Name
Alternative market concepts - a critical perspective on Circular Economy	Business Studies	6	Seminar	Annika Mies Stefan Gold
Competitive Intelligence	Business Studies	6	Seminar	Katrin Zulauf
Consumer Insight and Engaging Communication	Business Studies	6	Blockseminar	Carmen Rodriguez Santos Ralf Wagner
Corporate Finance	Business Studies	6	Lecture	Boris Lehnert Christian Klein
Empirical Projects in Medical Statistics and Health Economics	Economics	6	Seminar	Vahidin Jeleskovic
Evolutionary Game Theory	Economic Law	3	Seminar	Fabian Mankat
Inequality, Poverty and Public Policy	Economics	6	Lecture/Exercise	Christian Toft
International Human Resource Management	Business Studies	6	Seminar / Exercise	Thomas Degener Peter Eberl
International Marketing	Business Studies	6	Blockseminar	Reinhard Hünenberg Ralf Wagner
International Strategy Simulation	Business Studies	6	Blockseminar	Peter Eberl Alexander Hartmann Sarah Kniel
Introduction to Behavioral Economics	Economics	6	Lecture	Astrid Dannenberg
Introduction to Empirical Energy Economics	Economics	6	Lecture / Exercise	Heike Wetzel Jonas Bender Victor von Loessl
Introduction to Environmental Economics	Economics	6	Lecture	Anastasios Demertzidis Nataliya Kusa
Introduction to Game Theory	Economics	6	Lecture	Björn Frank
Microeconomics Using Calculus	Economics	6	Lecture / Exercise	Abeer Ibtsam Aziz Ivo Bischoff
Public Economics	Economics	6	Lecture / Exercise	Ivo Bischoff Aleksandra Wimberger
Strategic Operations Management	Business Studies	6	Lecture	Felipe Alexandre de Lima
Sustainable Marketing	Business Studies	6	Seminar	Ralf Wagner
The Economics of Charitable Giving	Economics	6	Blockseminar	Carlo Gallier

List of Courses

at Master's Level

Lecture	Field of Studies	ECTS	Type of Class	Name
Advanced Economics of the Environment	Business Studies	6	Lecture	Astrid Dannenberg
Advanced Supply Chain Management	Business Studies	6	Lecture / Seminar	Jayani Ishara Sudusinghe Stefan Seuring-Stella
Advanced Sustainability Management	Business Studies	6	Seminar	Wolfgang Bichler- Riedl Stefan Gold
Alternative Market Concepts - A Critical Perspective on Circular Economy and Sharing Economy	Business Studies	6	Lecture	Björn Frank
Cross-Cultural Issues in Business Psychology	Economics	6	Seminar	Viktoria Gochmann Sandra Ohly
Economics of Entrepreneurship	Economics	6	Lecture	Guido Bünstorf
Economics of Science and Technology	Economics	6	Lecture / Seminar	Johannes König
Field Experiments in Economics	Economics	6	Lecture	Igor Asanov
Forecasting methods for Big Data using Machine Learning With the Focus on Medical Data	Economics	6	Seminar	Vahidin Jeleskovic
Impact Evaluation in Environmental Economics Using Field Experiments	Economics	6	Blockseminar	Martin Kesternich
Intermediate Public Economics	Economics	6	Lecture / Exercise	Ivo Bischoff
Law and Economics-Public Choice	Economics	6	Lecture / Seminar	Georg von Wangenheim Martina Deckert
Leadership and Change Management	Business Studies	6	Lecture	Peter Eberl
Microeconometrics	Economics	6	Lecture / Exercise	Gunnar Gutsche Thilo Haverkamp
Modeling the Supply Chain	Business Studies	6	Lecture	Marcus Brandenburg Biman Darshana Hettiarachchi
Population Economics	Economics	6	Lecture/ Seminar	Holger Bonin
Quantitative Methods of Experimental Economics	Economics	6	Seminar	Anastasios Demertzidis Blanca Tena Estrada

Research Methods for Business	Business Studies	6	Seminar	Stefan Seuring-Stella
Retailing and the Circular Economy	Business Studies	6	Seminar	Kristina Petljak Stefan Seuring-Stella
Social and Ethical Implications of Digitalization	Business Studies	6	Blockseminar	Marius Biedebach Andre Hanelt
Stress at Work	Economics	6	Blockseminar	Sandra Ohly Kathrin Reinke
Targeting	Business Studies	6	Seminar	Ralf Wagner

Course descriptions

at Bachelor's Level

Alternative market concepts - a critical perspective on Circular Economy

Seminar	Business Studies	6 ECTS	Type of Examination: Presentation, term paper	Annika Mies Stefan Gold
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Thu 08:00-12:00 h, weekly 15.04. - 08.07.21

Content:

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.

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 tensions and unintended consequences and apply this knowledge to the two emerging concepts of Circular Economy and Sharing Economy.

Competitive Intelligence

Seminar	Business Studies	6 ECTS	Type of examination: t.b.a	Katrin Zulauf
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Tue 14:00-18:00 h, weekly 13.04. - 06.07.21

Content:

The Competitive Intelligence seminar is about learning the basics of competitive intelligence/research. In the course of the seminar, we go through the CI toolbox. The goal is always to find out how competitors act, how they position themselves, how to get new information and how to process it in a meaningful way.

Consumer Insight and Engaging Communication

Blockseminar	Business Studies	6 ECTS	Type of Examination: Exam	Carmen Rodriguez Santos Ralf Wagner
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18:00-22:00 h, block 03.06.2021 - 11.06.2021

Content:

1 MARKETING COMMUNICATION

1.1 Communication Process 1.2 Communication Strategy 1.3 Integrated Communications 2 ADVERTISING

2.1 Advertising as a Communication Process 2.2 Objectives
2.3 How to create the message

3 COMMUNICATION STRATEGY

3.1 Attitude of the Consumer 3.2 Perception of the Consumer 3.3 Learning Process

Corporate Finance

Lecture	Business Studies	6 ECTS	Type of Examination: Exam	Boris Lehnert Christian Klein
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Mon 12:00-16:00 h, weekly 12.04.-05.07.2021

Content:

This module is an introduction to the principles of corporate finance. The aim of the module 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.

Following contents will be discussed in this course:

I.Introduction

II.Financial Reporting

III.Financial Decision Making

IV.Corporate Capital Structure

V.Working Capital Management

VI.Corporate Valuation

Empirical Projects in Medical Statistics and Health Economics

Seminar	Business Studies	6 ECTS	Type of examination: Presentation, term paper	Vahidin Jeleskovic
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Tue 12:00-16:00 h, weekly

Content:

Students conduct their own empirical studies, present their results and write a seminar paper to successfully complete this project seminar. For these purposes, students have to work with empirical data and to use a statistical software. A component of the seminar is also to hold two presentations, namely at the beginning and at the end of semester.

The focus of empirical projects in this semester will be put on Big Data. However, any kind of quantitative or empirical topics can be chosen.

Evolutionary Game Theory

Seminar

Economic
Law

6 ECTS

Type of
examination:
Exam

Fabian Mankat

Tue 10:00-12:00 h, weekly

Content:

This course is an introduction to Evolutionary Game Theory. We will investigate static and dynamic evolutionary equilibria concepts and investigate how these relate to concepts used in classical game theoretical analyses (such as mixed strategy Nash Equilibria etc.).

Course Outline

Preliminaries (pure strategies, mixed strategies, best responses, Nash equilibria)

Static Concepts of Evolutionary game theory (Population games, ESS, relations to Nash equilibria)

Dynamic concepts of Evolutionary game theory (replicator dynamics, best response dynamics, steady states and convergence, relations to Nash equilibrium and ESS, the direct and indirect evolutionary approaches)

Inequality, Poverty and Public Policy

Lecture/Exercise	Economics	6 ECTS	Type of examination: Exam	Christian Toft
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Wed 12:00-16:00 h, weekly

Content:

This course provides an introduction to the empirical analysis of income distribution with particular emphasis on the practical application of theoretical and statistical concepts and on the principles of data analysis. The advantages and disadvantages of different empirical methods, the properties of different inequality and poverty measures, and the basis and significance of different international and German data sets are treated. The role of different income sources, including market income and wealth, and the redistributive effects of government taxes and transfers will be treated in some detail as will recent international trends in the development of inequality and poverty. In the second part of the course, we go into detail with some of the latest empirical studies on the topic published by amongst others the Organisation for Economic Cooperation and Development (OECD) and the World Bank.

International Marketing

Blockseminar	Business Studies	6 ECTS	Type of examination: Presentation, Exam	Reinhard Hünnerberg Ralf Wagner
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18:00-22:00 h, block 21.04. - 23.04.21; 03.05. - 12.05.21; 04.05. - 06.05.21; 15.06. - 01.07.21

Content:

After completion of the course students will have learnt or repeated the fundamentals of marketing; the added value is the rigorous international perspective leading to specificity and new challenges for companies in their marketing activities. The participants will not only be able to understand the complex international environment and resulting company decisions, but they will be trained to analyze themselves international situations and to develop marketing solutions. Thus conceptual and theoretical findings as well as practical company experience are the basis for a decision oriented approach the students need for their professional career.

International Strategy Simulation

Seminar	Business Studies	6 ECTS	Type of examination: Term Paper	Peter Eberl Alexander Hartmann Sarah Kniel
08:00-18:00h, daily 26.04.-30.04.2021				

Content:

- Marketing strategy
- Business Simulation
- International Management
- Intercultural competencies
- Strategic Marketing
- Time Management
- Teamwork

Introduction to Behavioral Economics

Lecture

Economics

6 ECTS

Type of
examination:
Exam

Astrid Dannenberg

Tue 08:00 – 12:00 h, weekly 13.04. - 13.07.21

Content:

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 Empirical Energy Economics

Lecture / Exercise	Economics	6 ECTS	Type of examination: Presentation, term paper	Heike Wetzel Jonas Bender Victor von Loessl
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Tue 10:00-14:00 h, weekly 13.04. - 06.07.21

Content:

Requirements

- Intermediate microeconomics
- Intermediate economic policy
- Basic econometrics

Introduction to Environmental Economics

Lecture	Economics	6 ECTS	Type of examination: Exam	Sonja Zitzelsberger Sven Christens
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Thu 14:00 – 18:00 h, weekly 15.04. - 15.07.21

Content:

This course teaches the basics of environmental and resource economics. It replaces the previously offered course "Ökonomik der Umwelt".

Introduction to Game Theory

Lecture	Economics	6 ECTS	Type of examination: Exam	Björn Frank Elina Khachatryan
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Thu 10:00-14:00 h, weekly 15.04. - 08.07.21

Content:

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.

Topics include Solution concepts for static games / Sequential games / Evolutionary game theory / Oligopoly theory / Repeated games / Negotiations / Auctions / Behavioral Game Theory

Microeconomics Using Calculus

Lecture/ Exercise	Economics	6 ECTS	Type of examination: Exam	Abeer Ibitsam Aziz Ivo Bischoff
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Mon 08:00-10:00, weekly

Content:

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.

Public Economics

Lecture
/
Exercise

Economics

6 ECTS

Type of
examination:
Exam

Ivo Bischoff
Aleksandra
Wimberger

Fri 08:00-12:00 h, weekly 16.04. - 09.07.21

Content:

The course introduces students to the field of Public Economics. It deals with selected theories on public expenditures, taxation, public debt and fiscal federalism. It consists of lectures and exercise sessions.

Strategic Operations Management

Lecture	Business Studies	6 ECTS	Type of examination: Presentation, Exam	Felipe Alexandre de Lima
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Mon 14:00- 18:00 h, weekly 12.04. - 12.07.21

Content:

In this course, we would like to provide knowledge on the following core fields in the context of current issues:

- Purchasing operations and management
- Production operations and management
- Logistic operations and management

Intended expertise outcome

- Definition and communication of strategic aims / objectives
- Analysis and elaboration of challenges in business operations
- Identification and selection of suitable measures and strategies

Structure and methods of the course

The core characteristic is a close interaction among students of different nationalities, e.g., represented by ERASMUS- and other international students. Class work is a mixture of presentations, exercises and case discussions.

Because of its increasing relevance, the course puts a strong emphasis on sustainability. Therefore, the individual core topics on operations management will not only be related to economic but also to environmental and social aspects.

Sustainable Marketing

Seminar	Business Studies	6 ECTS	Type of examination: Exam	Ralf Wagner
Mon 14:00- 18:00 h, weekly 12.04. - 05.07.21				

The Economics of Charitable Giving

Blockseminar	Economics	6 ECTS	Type of Presentation, Term paper	Carlo Gallier
Do. 10:00-12:00h on 15.04., 22.04 and 29.04.2021				

Content:

This seminar provides an introduction to the economics of charitable giving by analysing key questions in charitable giving using different approaches, both theoretically and empirically. In particular, the three main players – donors, charities, and the government – and their interaction are at the focus. Students have the opportunity to gain a broad understanding on selected recent trends in the economics of charitable giving. They are expected to critically review economic literature on a selected topic and prepare and present a research paper that summarizes the current state of knowledge. The seminar enables students to apply their expertise and methods to analyse, discuss and evaluate research topics in the field of charitable giving.

Course descriptions

at Master's Level

Advanced Economics of the Environment

Lecture

Business
Studies

6 ECTS

Type of
examination:
Exam

Astrid Dannenberg

Mon 16:00-20:00, weekly

Content:

The course reviews and familiarizes students with the economic analysis of pollution and pollution control. The students learn how to identify the efficient amount of pollution abatement, which instruments can be used to regulate pollution and which practical difficulties can arise when designing effective regulations. The course takes a more advanced look at the difference between flow pollution and stock pollution, the consequences of uncertainty about abatement costs and pollution damage, and the economic valuation of pollution damage. We also discuss international environmental problems, with climate change as the most important example, and what the opportunities and limitations are for solving these problems through international cooperation.

Advanced Supply Chain Management

Lecture / Seminar	Business Studies	6 ECTS	Type of examination: t.b.a	Jayani Ishara Sudusinghe Stefan Seuring-Stella
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Wed 08:00 - 12:00 h, weekly 21.04. - 21.07.21

Content:

The seminar requires a profound understanding in Supply Chain Management, so it is required that you completed the master class in Supply Chain Management already.

Advanced Sustainability Management

Seminar	Business Studies	6 ECTS	Type of examination: Term paper, weekly assignments	Wolfgang Bichler-Riedl Stefan Gold
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Thu 14:00-18:00 h, weekly 22.04. - 08.07.21

Content:

Sustainability within companies; case-study development for future teaching purposes. Design of the seminar:

Students will receive presentations from the instructor in a weekly manner. Extra work was put into understandability; if further questions occur, the forum within Moodle will be used.

Within these presentations, there will be weekly assignments to be completed by groups of students. These will constitute 30% of the grade.

Since the focus is case studies, many of these assignments will be case studies that must be read by all participants and completed within a deadline.

The goal of the seminar is,

- to work out critical, but constructive perspectives
- to understand sustainability within a bigger picture
- to understand case-studies and finally develop a new case-study concerning a topic of the group's choosing, e.g., NGOs or corporations

Alternative Market Concepts - A Critical Perspective on Circular Economy and Sharing Economy"

Seminar	Business Studies	6 ECTS	Type of examination: Term paper, presentation	Annika Mies Stefan Gold
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Thu 08:00-12:00, weekly

Content:

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 focuses 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.

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 tensions and unintended consequences and apply this knowledge to the two emerging concepts of Circular Economy and Sharing Economy.

Cross-Cultural Issues in Business Psychology

Blockseminar

Economics

6 ECTS

Type of
examination:
Group
assignment,
term paper

Viktorija Gochmann
Sandra Ohly

10:00-18:00h, daily between 26.07.-30.07.2021

Content:

This course is supposed to be fun! You should learn about cross-cultural differences and similarities, about its antecedents and its consequences. But at the same time, you should teach and tell your experiences and examples from your travels or your home country. Thus, this course is about communication and exchange.

Consequently, it's absolutely required to be open-minded, to be willing to share and to be courageous to try out and experience. As a next step common grounds for global business will be presented and implications for negotiation processes deduced. This course will strive above many relevant topics to give you a feeling about "what matters" in cross-cultural interactions in work life... and maybe inspire you also further.

Economics of Entrepreneurship

Lecture	Economics	6 ECTS	Type of examination: t.b.a	Guido Bünstorf
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Mon 14:00-18:00 h, weekly 12.04. - 12.07.21

Content:

Entrepreneurship is a major driving force in dynamic economies and an important objective of policy makers worldwide. Following decades of virtual neglect of the topic, the last years have seen a surge of research on entrepreneurship in economics as well as related fields such as management, psychology and geography. This course will provide an introduction to the essential economic theories and empirical studies analyzing the phenomenon of entrepreneurship. 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. The lectures will combine overviews of the respective topics with detailed discussions of the methods and findings of exemplary studies.

Economics of Science and Technology

Lecture
/
Seminar

Economics

6 ECTS

Type of
Examination:
Presentation,
term paper

Johannes König

Tue 14:00-18:00 h, weekly 13.04. - 13.07.21

Content:

Innovation drives growth and job creation in modern economies. A major share of the new knowledge on which innovation is based derives from scientific research. Understanding the economics of science and the processes in which new scientific knowledge is transferred to the economy is therefore of major importance to explain and possibly improve innovation performance. At the same time, knowledge is a good with rather unusual properties that raise various types of externalities and incentive problems. With the system of Open Science, a specific set of institutions has developed over time that address these issues. Studying Open Science therefore helps economists to better understand the working of competitively self-governing systems. Before this background it is little surprising that a burgeoning literature deals with the economics of science. The course will provide an introduction into this strand of research. The course combines a lecture part (about the first 60% of the term) with seminar sessions in which students present and discuss selected topics from the economics of science and technology.

Field Experiments in Economics

Lecture

Economics

6 ECTS

Type of
examination:
Exam,
Presentation

Igor Asanov

Thu 10:00-14:00 h, weekly 15.04. - 15.07.21

Content:

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 rate.

The goal of this course is to explain (1) why and when field experiments (randomized control trials) are useful, and (2) 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 (randomised 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 randomised control trial?
- 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.

Forecasting Methods for Big Data Using Machine Learning With the Focus on Medical Data

Seminar

Economics

6 ECTS

Type of
Examination:
exam

Vahidin Jeleskovic

Tue 16:00-20:00 h, weekly

Content:

In this seminar, we put focus on the recent developments in forecasting methods regarding Big Data Analyses.

It has been shown that a better forecast can be achieved rather through the combination of different models than by the use of one individual model. Many theoretical and empirical studies have indeed demonstrated that certain application of different combinations, so-called "model-averaging", of individual models can dominate individual forecasts in many different areas of economics and finance. In one such model-averaging, each individual forecasting model is represented in the final forecast combination with certain weight which has to be estimated. Consequently, numerous methods have been proposed for the estimation of optimal weights in model-averaging that can be constant or varying with time. Moreover, methods from machine learning will be considered as well.

Students have to choose a topic for the application of model-averaging for Big Data and, most at the end of the first part of the course present their research topic. In the first presentation, students need to explain which is the variable of interest as well as the methods for the optimal forecast combination for this variable. Moreover, it should be clearly presented and shown how this survey would be conducted and how to apply a certain software for these purposes. Last, students shares their thoughts with others in a sense what may show concrete benefits for theoretical or empirical research to be expected from their empirical project. The end of the semester is then followed by the second part of the course with the second presentation in which finale results and outlook will be presented. Until the end of the semester, the final seminar work should be finished and submitted.

Impact Evaluation in Environmental Economics Using Field Experiments

Block seminar	Economics	6 ECTS	Type of Examination: Presentation, term paper	Martin Kesternich
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Wed 10:00-12:00 h, 14.04.21; 21.04.21

08:00-18:00 h, block, 24.06. - 25.06.21

Content:

Impact Evaluation in Environmental Economics Using Field Experiments

In recent years, we have seen an enormous increase and rising interest in academic research using field experimental methods to address questions across a broad range of topics in environmental economics including individual climate protection, the management of energy or water consumption, traffic management, and resource conservation. At the same time, field partners from policy-making and business start to appreciate the benefits that field experiments can have to design and evaluate policy programs and investigate individual behavior. This seminar is designed to provide an overview of the design and the analysis of field experiments in environmental economics. In the first part of the course, we will focus on methodological issues surrounding the design of field experiments and subsequent interpretation of the results. In the second part of the course, students will present and discuss selected examples where field experiments have been used to (i) test predictions of theoretical models and/or enhance our understanding of the factors that drive individual behavior and to (ii) evaluate whether and why policy interventions work.

Intermediate Public Economics

Lecture / Exercise	Economics	6 ECTS	Type of examination: t.b.a	Ivo Bischoff
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Tue 08:00-10:00 h, weekly 20.04. - 06.07.21

Content:

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.

Law and Economics-Public Choice

Lecture / Seminar	Economics	6 ECTS	Type of examination: Exam	Georg von Wangenheim Martina Deckert
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Mon 10:00-12:00 h (Law and Economics), weekly, 12.04. - 19.07.21;
Thu 08:00-10:00 h (Public Choice), weekly, 15.04. - 22.07.21

Content:

Topics:

- History of thoughts and basic assumptions of Law and Economics and of Public Choice
- Selected intermediate or advanced topics in Law and Economics (depending on composition of student group)
- Basic voting theory
- Theory of bureaucracies
- Political influence of interest groups (Organization of interest groups, rent seeking)
- Basics of constitutional economics

Leadership and Change Management

Lecture	Business Studies	6 ECTS	Type of examination: Exam	Peter Eberl
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Thu 08:30-12:00 h, weekly, 15.04. - 08.07.21

Content:

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.

Microeconometrics

Lecture/ Exercise	Economics	6 ECTS	Type of examination: Exam	Gunnar Gutsche
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Lecture: Tue 14:00-18:00 h, weekly 20.04. - 13.07.21

Exercise: Tue 18:00 - 20:00 h, weekly 20.04. - 13.07.21

Content:

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. Thus, the course consists of two parts, i.e., a lecture part and an integrated computer course.

Modeling the Supply Chain

Lecture	Business Studies	6 ECTS	Type of examination: Exam	Gunnar Gutsche
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Tue & Thu 14:00-18:00h, between 25.03.-27.04.2021

Content:

This course includes mathematical models for mapping and optimizing processes in production and logistics.

Population Economics

Lecture/ Seminar	Economics	6 ECTS	Type of examination: Presentation, term paper	Holger Bonin
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Wed 12:00-16:00h, between 14.04.-14.07.2021

Content:

This combined seminar and lecture will examine the economic determinants and consequences of population change and demographic behavior including household formation, marriage, childbearing and rearing, mortality and key forms of human capital investment including schooling and migration. We will apply analytical tools of economics to investigate various economic and social consequences of population change. The consequences studied include the economic impact of immigrants on native workers and taxpayers; population aging and fiscal sustainability, and the likely effect of government policies in support of families.

Quantitative Methods of Experimental Economics

Seminar	Economics	6 ECTS	Type of examination: experiment, presentation, and term paper	Anastasios Demertzidis Blanca Tena Estrada
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Multiple dates

Content:

The unit consists of three parts:

- I) an introductory lecture on experimental methods and designs in which topics are assigned (For these aspects we will have two meetings),
- II) a block course with own experiments combined with a lecture on data analysis of experiments,
- III) and a block course with presentations of the own experimental results combined with a lecture on how to write a paper on experimental results.

Course assessments are conducting an own experiment (part II), presenting the results (part III), and writing a seminar paper until August 31th.

Research Methods for Business

Seminar	Business Studies	6 ECTS	Type of examination: presentation and term paper	Stefan Seuring-Stella
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Mon 08:00-12:00 h, weekly, 19.04. - 12.07.21

Content:

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 research will be covered. Students will, amongst other things, learn how to distinguish good quality research from mediocre approaches and how to avoid pitfalls.

Retailing and the Circular Economy

Seminar	Business Studies	6 ECTS	Type of examination: Exam	Kristina Petljak Stefan Seuring-Stella
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Wed 08:00-12:00, weekly

Content:

Social and Ethical Implications of Digitalization

Block
seminar

Business
Studies

6 ECTS

Type of
examination:
Presentation,
exam

Marius Biedebach
Andre Hanelt

Fri 10:00-14:00 h, 11.06.21 (Kickoff)

10-18:00 h, block, 10.08.-11.08.21

Content:

This course aims to explore digitalization of society from the standpoint of a socially responsible digital leadership. It develops a set of concepts, frameworks, and tools to help students understand how to make decisions related to digitalization that establish a meaningful balance between the enabling and constraining roles of ICT.

The following areas of "digital ethics" will be explored in the course:

- Security (identification mechanisms, encryption, backups, hacking, etc.)
- Cybercrime (robbery, identity theft, extortion, etc.)
- Privacy (big data, etc.)
- Social interaction (social technology, online communication, etc.)
- Governance (rules, regulations, net neutrality, etc.)
- Free will (how to use technology, algorithmic regulation, ethics of algorithms, etc.)
- Society and economy (the digital revolution, smart machines eliminating jobs, autonomous technologies, etc.)

The following areas of digitalization from a societal perspective will be explored in the course:

- Connections (Mobile Technology, Cloud Computing, the Internet of Everything, etc.)
- Information (Big Data, Transparency, the Generation and Sharing of Information, etc.)

- Interactions (Social Technology, Online Communities, Digital Platforms, Crowdsourcing, etc.)
 - Intelligence (Analytics, Artificial Intelligence, Algorithms, Man-Machine Symbiosis, etc.)
- The course employs a combination of case discussions and lectures.

Stress at Work

Blockseminar	Economics	6 ECTS	Type of examination: Exam	Sandra Ohly Kathrin Reinke
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10:00-18:00h, between 19.07.-23.07.2021

Content:

Topics:

- Stressors & Stress Reactions
- Stress Theories
- Coping Strategies & Resources
- Stress Management Interventions & Corporate Health Management
- Recovery & Recovery Training
- Positive Psychology
- New Challenges for Stress Management in Today's Working World

Targeting

Seminar	Business Studies	6 ECTS	Type of examination: t.b.a	Ralf Wagner
Tue 08:00 - 12:00 h, weekly, 13.04. - 06.07.21				
<u>Content:</u> t.b.a				