



Erasmus+

Course Descriptions Summer Term 2022



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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
Competitive Intelligence	Business Studies	6	Seminar	Katrin Zulauf Ralf Wagner
Compliance in Multinational Corporations	Business Studies	6	Blockseminar	Peter Eberl Fabian M. Teichmann
Consumer Insight and Engaging Communication	Business Studies	6	Blockseminar	Carmen Rodriguez Santos Ralf Wagner
Corporate Finance	Business Studies	6	Lecture	Boris Lehnert Christian Klein
European Economics	Economics	6	Lecture	Abeer Ibtsam Aziz Ivo Bischoff
Evolutionary Game Theory	Economics	3	Seminar	Fabian Mankat
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International Strategy Simulation	Business Studies	6	Exchange/Blockseminar	Sarah Kniel Peter Eberl
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Microeconomics Using Calculus	Economics	6	Lecture/Exercise	Abeer Ibtsam Aziz Ivo Bischoff
Strategic Operations Management	Business Studies	6	Lecture/Seminar	Felipe Alexandre de Lima
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List of Courses

at Master's Level

Lecture	Field of Studies	ECTS	Type of Class	Name
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Advanced Sustainability Management	Business Studies	6	Seminar	Wolfgang Bichler - Riedl Stefan Gold
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Contemporary Issues in Behavioral Economics	Economics	6	Seminar	Ivo Bischoff
Cross-Cultural Issues in Business Psychology	Economics	6	Blockseminar	Viktoria Gochmann Sandra Ohly
Digital and Sustainable Supply Chains	Business Studies	6	Lecture/Seminar	Oliver Bischoff Stefan Seuring-Stella
Economics of Entrepreneurship	Economics	6	Lecture	Guido Bünstorf
Economics of Science and Technology	Economics	6	Lecture / Seminar	Johannes König
Education Economics	Economics	6	Lecture/Seminar	Holger Bonin
Field Experiments in Economics	Economics	6	Lecture	Igor Asanov
Impact Evaluation in Environmental Economics Using Field Experiments	Economics	6	Block seminar	Martin Kesternich
Intermediate Public Economics	Economics	6	Lecture / Exercise	Ivo Bischoff
Introduction to Applications in Python for Economists	Economics	6	Lecture	Minh Nhat Luong Björn Frank
Introduction to Text Mining	Economics	6	Lecture	Burcu Özgün
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Personnel Economics	Economics	6	Blockseminar	Katarina Zigova
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Selected Topics in Energy Economics and Policy	Economics	6	Lecture/Seminar	Heike Wetzel Alexander Günther Jonas Bender Victor von Loessl
Stakeholder Management in Supply Chains	Business Studies	6	Lecture/Seminar	Erik Siems Aman Sadaf
Stress at Work	Economics	6	Blockseminar	Kathrin Reinke Sandra Ohly
Sustainable Behavior and Social Norms	Business Studies	6	Lecture/Seminar	Astrid Dannenberg Pia Fischer Eva Weingärtner
Targeting	Business Studies	6	Seminar	Ralf Wagner
Urban Economics	Economics	6	Seminar	Guido Bünstor

Course descriptions

at Bachelor's Level

Competitive Intelligence				
Seminar	Business Studies	6 ECTS	Type of examination: t.b.a	Katrin Zulauf Ralf Wagner
Tue 14:00-18:00 h, weekly 12.04. – 05.07.2022				
<p>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.</p>				

Compliance in Multinational Corporations

Blockseminar	Business Studies	6 ECTS	Type of Examination: Term paper	Peter Eberl Fabian M. Teichmann
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Daily 09:00 - 18:00h, between 04.04. - 08.04.2022

Content:

- Money laundering
- Terrorism financing
- Corruption
- Avoidance of sanctions
- Unfair competition
- Compliance mechanisms

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 06.06. – 15.06.2022

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 11.04. – 04.07.22

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.

European Economics

Lecture	Economics	6 ECTS	Type of examination: Exam	Abeer Ibitsam Aziz Ivo Bischoff
Thu, 14:00 – 16:00 h, weekly between 14.04.-07.07.2022				
<p><u>Content:</u></p> <p>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 as well as the perspectives of the EU. Some sessions will be held by guest speakers. To acquire credits, a) students have to fulfill a small requirement, usually a fact sheet and a small presentation; b) students have to pass a final exam.</p>				

Evolutionary Game Theory

Seminar	Economics	3 ECTS	Type of examination: tba	Fabian Mankat
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Tue, 10:00 – 12:00 h, weekly between 12.04.-12.07.2022

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)

International Human Resource Management

Seminar
/
Exercise

Business
Studies

6 ECTS

Type of
examination:
Presentation,
term paper

Thomas Degener
Peter Eberl

Fri 12:00-16:00 h, weekly 22.04.- 08.07.22

Content:

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.

Learning Objectives

- Understanding the complexity and challenges of International Human Resource Management
- Identify the specific demands placed on HR activities, when managing expatriate employees
- Awareness of cultural national differences in Human Resource Management
- Profound reflection of intercultural management

International Marketing

Blockseminar	Business Studies	6 ECTS	Type of examination: Presentation, Exam	Reinhard Hünnerberg Ralf Wagner
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Daily 18:00 – 20:00 h, block 02.05.-20.05.22

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

Exchange/ Blockseminar	Business Studies	6 ECTS	Type of examination: Term paper	Sarah Kniel Peter Eberl
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Multiple dates, kick-off: Sun, 12:00 – 18:00 h on 03.04.2022

Content:

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

Inequality, Poverty, and Public Policy

Lecture
/
Exercise

Economics

6 ECTS

Type of
examination:
exam

Christian Toft

Wed, 12:00 – 16:00 h, 20.04. – 06.07.22

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.

Introduction to Behavioral Economics

Lecture
/
Exercise

Economics

6 ECTS

Type of
examination:
Exam

Astrid Dannenberg
Marcel Lumkowsky

Tue, 08:00 – 12:00 h, weekly 12.04.- 12.07.2022

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 .

(Please note: At this time, we do not know whether classes can be taught face-to-face in the summer term. The University of Kassel is developing online teaching formats as potential alternatives. Please visit the Moodle course for updates.)

Register on Moodle:

<https://moodle.uni-kassel.de/moodle/course/view.php?id=12227>

Introduction to Environmental Economics

Lecture / Exercise	Economics	6 ECTS	Type of examination: exam	Marcel Lumkowsky
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Thu, 14:00 – 18:00 h, weekly 14.04. – 14.07.2022

Content:

t.b.a.

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 h, weekly 19.04. - 19.07.21

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.

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.

Strategic Operations Management

Lecture	Business Studies	6 ECTS	Type of examination: Presentation, Exam	Felipe Alexandre de Lima
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Thu, 08:00 – 12:00 h, weekly, 14.04. – 14.07.22

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.

Sustainability Management II

Seminar	Business Studies	6 ECTS	Type of examination: Presentations, written assignments	Stefan Gold
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Tue, 10:00 – 14:00 h, weekly, 12.04. – 12.07.22

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 corporate sustainability reporting, modern slavery in business, 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.

Sustainable Marketing

Seminar	Business Studies	6 ECTS	Type of examination: Presentation, exam	Ralf Wagner
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Mon 14:00- 18:00 h, weekly 11.04. – 04.07.2022

Content:

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.

Course Descriptions

at Master's Level

A Paradox Perspective on Circular Economy

Seminar	Business Studies	6 ECTS	Type of examination: Group presentation, seminar paper	Annika Mies Stefan Gold
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Thu, 08:00 – 12:00 h, weekly 14.04. – 14.07.22

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.

Academic Writing in Economics

Seminar

Economics

3 ECTS

Type of
examination:
Assignments

Ivo Bischoff

tba

Content:

The course introduces students with little experience in academic writing to some key aspects of academic writing and refreshes what we mean by a scientific approach in economics.

Outline:

- 1) Introduction
- 2) Seminars
- 3) Philosophy of science
- 4) Academic writing – the product
- 5) Strategies in searching literature
- 6) Reading
- 7) Organizing arguments – the outline
- 8) Academic writing – the process
- 9) Concluding discussion

Advanced Economics of the Environment

Lecture	Economics	6 ECTS	Type of examination: tba	Astrid Dannenberg Marcel Lumkowsky
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Mon, 16:00 – 20:00 h, weekly 11.04. – 11.07.22

Content:

- Analysis of the environmentally relevant economic actors
- Uncertainty as characteristic action for actors
- Innovations and Routines as environmentally relevant behavior
- Dynamic of exploration and substitution at depletable resources
- Economic competition and ecological usage
- social learning processes in economic-ecological systems

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 21.04. – 14.07.22

Content:

This class focuses on Case Studies on different sustainability issues. 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. Once again, it shows and illustrates how we as a society got here, what keeps companies from becoming more sustainable, and also shortly tackles neighboring disciplines.

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

Circular Supply Chain Management

Lecture/
Seminar

Business
Studies

6 ECTS

Type of
Examination:
tba

Biman Darshana Hettiarachchi
Jayani Ishara Sudusinghe

Wed, 08:00 – 12:00 h, weekly 20.04. – 13.07.22

Content:

tba

Contemporary Issues in Behavioral Economics

Seminar	Economics	6 ECTS	Type of Examination: Presentation and term paper	Ivo Bischoff
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Thu, 16:00 – 18:00 h, weekly 21.04. – 21.07.22

Content:

The seminar "Contemporary Issues in Behavioural Economics" introduces students to the scientific literature in selected fields of Behavioural Economics. We will read some of the key contributions to these fields. These include experimental studies, theoretical contributions and empirical studies based. You are expected to work through these contributions (the main readings) and – whenever necessary – consult background literature.

Cross-Cultural Issues in Business Psychology

Seminar

Economics

6 ECTS

Type of
Examination:
project, term
paper

Viktorija Gochmann
Sandra Ohly

Multiple dates, kick-off Thu, 18:00 – 20:00 h on 14.04.2022

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.

Digital and Sustainable Supply Chains

Lecture/
Seminar

Business
Studies

6 ECTS

Type of
examination:
tba

Oliver Bischoff
Stefan Seuring-Stella

Wed, 08:00 – 12:00 h, weekly 13.04. – 13.07.22

Content:

The seminar will center on developing an essay in either topics on digital aspects in supply chain management (information technology, big data, blockchains etc.) or sustainable supply chain management.

Economics of Entrepreneurship

Lecture

Economics

6 ECTS

Type of
examination:
t.b.a

Guido Bünstorf

Mon 14:00-18:00 h, weekly 11.04. – 11.07.22

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

Mon, 14:00-18:00 h, weekly 11.04. – 11.07.22

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.

Education Economics

Lecture/
Seminar

Economics

6 ECTS

Type of
examination:
tba

Holger Bonin

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

Content:

This course combines economic theory and empirical literature to examine a range of key issues in education. It starts from human capital theory as the basic economic perspective on education, and studies the (changing) returns to education, differentiating between skills learned, signaling and abilities. The lecture furthermore looks at the economics of early child hood education and higher education. It also surveys the potential impact of institutional features, such as class size, teacher quality, and accountability, on educational outcomes and inequality.

Field Experiments in Economics

Lecture

Economics

6 ECTS

Type of
examination:
Exam,
Presentation

Igor Asanov

Thu 10:00-14:00 h, weekly 14.04. – 14.07.22

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.

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, 13.04.22; 27.04.22

08:00-18:00 h, block, 23.06. – 24.06.22

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

Fri, 08:00-10:00 h, weekly 22.04. – 08.07.22

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.

Introduction to Applications in Python for Economists

Lecture	Economics	6 ECTS	Type of examination: Exam	Minh Nhat Luong Björn Frank
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Thu, 10:00 – 14:00 h, weekly 14.04.-14.07.22

Content:

Python is an incredibly popular language and has a large community. It has many uses from web developing to making video games, as well as scientific analysis such as machine learning. This course's goals are to (i) providing you basic programming skills using Python. This will then serve as the concrete foundation for further applications such as: (ii) Perform data analysis and data visualization using Python. (iii) create online experiments with Otree.

Prerequisite: This course is suitable for complete beginners without prior knowledge in programming. There is no requirement for mathematical skills, however, good basic calculus and algebra skills will surely help. Additionally, each student should bring their own laptop (preferably with Python already installed.) to every lecture.

Part 1: Python basics --- 40% course length

This part will focus on basic knowledge of Python and programming in general. Including data types, lists, dictionaries, functions, if- while loops, and classes etc. These concepts are the same in almost any other programming languages.

Part 2: Python applications

This part will focus on the applications of python on data analysis and visualization. We will take a look at some of the most widely use libraries in Python for this purpose such as matplotlib, NumPy, and Pygal.

This final part will provide you basic concepts of Django (a framework that helps you create interactive websites) in order to use

Otree effectively. Otree is an online open-source experimental tool that experimental economists could use to conduct in the lab, as well as online experiments. At the end of this course, you should be able to (at least) create some of the classic experimental games (public good games, dictator games, prisoner dilemma) and push them online.

This course is highly recommended for students interested in experimental economics and intended to take "Foundations of Experimental Economics", as well as the summer seminar in experimental economics "Quantitative Methods of Experimental Economics".

Introduction to Text Mining

Lecture	Business Studies	6 ECTS	Type of examination: Exam	Burcu Özgün
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Tue, 16:00 – 18:00 h & Wed, 10:00 – 12:00 h, from 12.04. – 13.07.22

Content:

tba

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, 14.04.- 07.07.22

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.

Personnel Economics

Lecture/ Exercise	Economics	6 ECTS	Type of examination: tba	Katarina Zigova
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Thu, 08:00 – 12:00 h, weekly 14.04.22 – 14.07.22

Content:

tba

Quantitative Methods of Experimental Economics

Blockseminar	Economics	6 ECTS	Type of examination: Experiment, presentation	Christoph Bühren Björn Frank
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08:00 – 18:00 h, block 20.05. – 21.05.22 & block 01.07. – 02.07.22
(including Sat and Sun, Fridays from 08:00 – 20:00 h)

Content:

The unit consists of three parts:

- I) an introductory lecture on experimental methods and designs in which topics are assigned,
- 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

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, 18.04. - 11.07.21

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.

Selected Topics in Energy Economics and Policy

Lecture/ Seminar	Economics	6 ECTS	Type of Examination: t.b.a	Heike Wetzel Alexander Günther Jonas Bender Victor von Loessl
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Fri 08:00-14:00 h, biweekly 23.04. - 11.06.21; 28.05. - 04.06.21

Content:

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.

Stakeholder Management in Supply Chains

Lecture/ Seminar	Business Studies	6 ECTS	Type of examination: tba	Erik Siems Aman Sadaf
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Tba, weekly

Content:

tba

Stress at Work

Seminar

Economics

6 ECTS

Type of
examination:
Exam

Kathrin Reinke
Sandra Ohly

Wed, 18:00 - 20:00 h (Kick-off) 13.04.22

10:00 - 18:00 h, block, 25.07. – 29.07.22

Content:

The seminar introduces students to the most important topics discussed in research on stress at work and stress management, including: Stressors & stress reactions, stress theories, coping strategies & resources, stress management interventions & occupational health management, stress diagnostics, recovery & recovery training, positive psychology interventions, and new challenges for stress management in today's working world. A special focus is on how theories and empirical results from research may be transferred to practice.

- 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

Sustainable Behavior and Social Norms

Seminar	Economics	6 ECTS	Type of examination: Presentation, seminar paper	Astrid Dannenberg Pia Fischer Eva Weingärtner
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Wed, 10:00 – 14:00 h, weekly 20.04. – 13.07.22

Content:

Decades of research from various disciplines have demonstrated the importance of social norms as a determinant of human behavior. This seminar will deal with basic concepts and empirical research concerning social norms and their role for prosocial and pro-environmental behavior. Participants will receive input in a lecture format and design and test own research ideas.

Targeting

Seminar	Business Studies	6 ECTS	Type of examination: Presentation, exam	Ralf Wagner
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Tue 08:00 - 12:00 h, weekly, 12.04. – 05.07.22

Content:

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 & fuzzy), discrete choice models (logit & 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.

Urban Economics

Seminar	Business Studies	6 ECTS	Type of examination: Presentation, exam	Guido Bünstorf
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Fri, 08:00 - 12:00 h, weekly, 22.04. – 15.07.22

Content:

Urban economics uses concepts and tools from economics to study the structure and evolution of cities. Around the world, economic activity is concentrated in cities, and urbanization is a pervasive feature of economic development. In this seminar, we will discuss selected theories and empirical findings from urban economics. Topics include the distribution of city sizes, models of urban structure and housing markets, location choices of households and firms, findings on city growth, resilience, and decline, as well as the links between urbanization, innovation, and economic development.