



Course Descriptions Winter Term 23/24



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Faculty of Economics
and Management

List of Courses

at Bachelor's Level

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List of Courses

at Master's Level

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Research in Applied Psychology	Economics	3	Seminar	Marc-André Reinhard
Research Methods for Business	Business Studies	6	Lecture	Ronak Warasthe
Research Seminar "Deception"	Economics	3	Seminar	Marc-André Reinhard
Risk Management	Business Studies	6	Lecture	Boris Lehnert Christian Klein
Spatial Econometrics	Economics	6	Lecture/ Seminar	Reinhold Kosfeld Jochen Michaelis
Strategic Communication	Business Studies	6	Seminar	Maren Vakilzadeh Peter Eberl
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Course Descriptions

at Bachelor's Level

Anglo-American Law

Lecture	Economic Law	3 ECTS	Type of Examination: Exam	Christian L. Geminn Martina Deckert
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Tue. 16:00 - 18:00 h, weekly 17.10.2023 to 06.02.2024

Content:

Introduction to the main features, the structure and the practice of the Anglo-American legal systems; history and methodology of common law and case law; differences between Anglo-American and continental legal systems.

European Economics

Lecture	Economics	6 ECTS	Type of examination: Exam	Ivo Bischoff
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Wed. 8:00 – 10:00 h, weekly 18.10.2023 to 07.02.2024

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.

For details, see Moodle-course:

<https://moodle.uni-kassel.de/course/view.php?id=3047>

Food Waste Behavior in Cultural Contexts

Seminar

Business
Studies

6 ECTS

Type of
Examination:
tba

Mohammed Salem
Ralf Wagner

tba

Content:

In today's world, food waste has become a critical global issue with significant environmental, social, and economic implications. The course, "Food Waste Behavior in Cultural Contexts," delves into the complex relationship between food waste and diverse cultural practices, beliefs, and norms. By examining food waste from a multidisciplinary perspective, this course explores how cultural contexts influence our attitudes, behaviors, and practices surrounding food waste, and how they contribute to the global food waste crisis.

Throughout the course, students will engage in a comprehensive exploration of the cultural, historical, and social factors that shape food waste behaviors. They will investigate various cultural practices, food systems, and consumption patterns from different regions and societies, analyzing their impact on food waste generation and management. By studying real-world case studies and conducting research, students will gain a nuanced understanding of the interplay between culture and food waste.

Key topics covered in this course include:

1. Introduction: Food Waste Behavior in Cultural Contexts
2. Understanding Individual-Psychological Determinants of Food Waste Generation
3. Cultural Influences on Food Waste Behavior: Norms, Values, and Practices
4. Survey Design and Implementation: Investigating Determinants of Food Waste
5. Analysis and Interpretation of Survey Results: Relevance of Determinants
6. Creating a Report: Examining Cultural Contexts and Food Waste Determinants
7. Individual-Level Factors: Attitudes, Perceptions, and Knowledge
8. Social and Cultural Factors: Norms, Practices, and Traditions
9. Economic Factors: Affordability, Consumerism, and Food Habits
10. Intercultural Strategies for Food Waste Prevention and Management
11. Policy and Interventions: Addressing Determinants for Sustainable Food Consumption
12. The Future of Food Waste Behavior: Challenges and Opportunities

By the end of the course, students will have developed a deep understanding of how cultural contexts influence food waste behaviors and will be equipped with the knowledge and analytical skills necessary to propose culturally-sensitive solutions for reducing food waste on a global scale. Through critical discussions, case studies, and collaborative projects, students will gain insights into the complexity of food waste dynamics within diverse cultural contexts, fostering a mindset for sustainable change.

Intercultural Demarketing

Lecture	Business Studies	6 ECTS	Type of examination: tba	Mohammed Salem Ralf Wagner
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tba

Content:

In an increasingly interconnected and globalized world, understanding the complexities of demarketing across diverse cultural contexts has become essential for businesses and marketers. The course, "Intercultural Demarketing," explores the concept of demarketing within the context of different cultures, investigating how cultural factors influence consumer behavior, marketing strategies, and the effective management of demand. Through a comprehensive examination of intercultural dynamics, this course equips students with the knowledge and skills necessary to navigate the challenges of demarketing in multicultural environments.

Throughout the course, students will delve into the theory and practice of demarketing while considering the influence of culture on consumer attitudes, preferences, and decision-making processes. They will explore how cultural norms, values, and communication styles shape the perception and acceptance of demarketing efforts, and how they impact the development and implementation of marketing strategies aimed at reducing or redirecting demand.

Key topics covered in this course include:

1. Marketing versus demarketing
2. cultural impacts in Marketing and demarketing
3. demarketing theories underpinning
4. Collection of applications.
5. Gamifying demarketing
6. In the introduction: Demarketing and SDGs
7. Cultural Adaptation of Demarketing Strategies
8. Ethical Considerations
9. Case Studies and Cross-cultural Analysis

By the end of the course, students will have developed a profound understanding of the interplay between culture and demarketing, enabling them to navigate the challenges of managing demand across diverse cultural contexts. Through critical analysis, case studies, and interactive discussions, students will acquire the skills to design culturally-sensitive demarketing strategies that effectively address consumer behavior while respecting cultural nuances and ethical considerations.

International Strategy Simulation

Excursion/ Blockseminar	Business Studies	6 ECTS	Type of examination: Term paper	Sarah Kniel Peter Eberl
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Kick-off: tba + Excursion: tba

Content:

- Marketing Strategy
- Business Simulation
- International Management
- Intercultural Competencies
- Strategic Marketing
- Time Management
- Teamwork

Legal and Business English

Seminar	Business Law	3 ECTS	Type of examination: tba	Alison Franklin
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Mon, 10:00 – 14:00 h, weekly 16.10.2023 to 05.02.2024 /

Tue, 14:00 – 18:00 h, weekly 17.10.2023 to 06.02.2024

Content:

The aim of this course is to prepare students for academic study in business law in the English language. We focus on the language skills a student of business law needs. The subject should enable students to understand the relationship between language and law and how they work together in professional settings.

Prerequisites:

English Level B2

Microeconomics Using Calculus

Lecture/Exercise	Economics	6 ECTS	Type of Examination: Exam	Abeer I. Aziz Ivo Bischoff
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Wed, 10:00 – 12:00 h, weekly 18.10.2023 to 07.02.2024

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.

This course uses calculus and graphical methods to present microeconomic principles and theories. The objective of the course is to help students use analytic reasoning to understand and apply basic models of microeconomics. It provides a deeper understanding of the behavior of individuals and firms with the help of real-world problems and applications.

For details, see Moodle-course:

<https://moodle.uni-kassel.de/course/view.php?id=3092>

Public Economics

Lecture/
Exercise

Economics

6 ECTS

Type of
Examination:
Exam

Ivo Bischoff
Sourav Das

Fri, 10:00 - 14:00 h, weekly 20.10.2023 to 02.02.2024

Content:

Please note:

- 1) The course consists of lectures and exercise sessions.
- 2) You do not need to register for the course ex ante. Just come to the first session.
- 3) You are expected to prepare for the lectures based the suggested readings.
- 4) For the exercise sessions, you are expected to prepare the assignments provided beforehand.
- 5) 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.
- 6) To receive 6 credits, you need to pass the final exam.
- 7) We strongly advise you to participate in the lectures and exercise sessions though participation is not obligatory.

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.

A detailed outline is available at:

<https://moodle.uni-kassel.de/course/view.php?id=5445>

Supply Management

Lecture/ Seminar	Supply Chain Management	6 ECTS	Type of Examination: Presentation and Essay	Lara Schilling
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Thu, 8:00 - 12:00 h, weekly 19.10.2023 to 08.02.2024

Content:

Basic concepts like:

The role of purchasing
Strategic supply management
Outsourcing and risk management
Purchasing process
Supplier selection, evaluation and monitoring
Supplier performance
CSR and Sustainability in Supplier Management

Prerequisites:

BWL 1b (German course name) or a similar course in production management is a requirement. A helpful prerequisite for Germans is "Einführung in das Prozessmanagement" or "Strategic Operations Management".

Course descriptions

at Master's Level

Academic Writing in Economics				
Seminar	Economics	3 ECTS	Type of examination: Exam	Ivo Bischoff
Wed, 8:00 – 10:00 h, weekly 02.11.2023 to 25.01.2024				
<p><u>Content:</u></p> <p>Students are required to participate in all sessions of the course and do a number of assignments.</p> <p>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.</p> <p>For details, see the Moodle course https://moodle.uni-kassel.de/course/view.php?id=7794.</p> <p>The course addresses new students - especially international students - in the Master program "Economic Behavior & Governance" with little experience in academic writing.</p>				

Advances in Sustainable Marketing

Seminar	Business Studies	6 ECTS	Type of examination: Term Paper, Exam, Assignments	Ralf Wagner Katrin Zulauf
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Tue, 8:00 - 12:00 h, weekly 17.10.2023 to 30.01.2024

Content:

"International Framing. Trade blocks, key figures, entropy for assessing the degree of internationalization, contemporary marketing practices (CMP project).

Globalization and Emotions.

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)

International marketing processes.

International communication, standardisation of prices & communication including the cases of the promotion campaign for the EMBS; country of origin effect

Targeting of and relating to foreign customers.

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."

Adversity & Organisational Behavior

Seminar

Business
Studies

6 ECTS

Type of
examination:
Seminar Paper,
Presentation

Peter Eberl
Kijan Vakilzadeh

Thu, 14:00 - 18:00 h, weekly 26.10.2023 to 25.01.2024

Content:

- Individual resilience and how organizations can benefit from it
- The resilient entrepreneur
- Organizational resilience – A construct with diverse understandings?
- The characteristics and indicators of resilient organizations
- Organizational resilience and high reliability organizations – different capabilities for different circumstances?
- How is organizational resilience related to adaptive capacity?
- Does resilience building in start-ups (alternative SMEs) differ from resilience building in large corporations?

Why do some firms fail, while others grow in face of a crisis? This question can be analyzed through the lens of organizational resilience. The roots of resilience are in the clinical psychology, where scholars examined in how far individuals are able to cope with adversity during childhood. Recently the resilience concept has been adopted to the organizational context.

In this seminar we will focus on resilience in small and entrepreneurial firms. For instance, it can be asked in how far does the founder's resilience influence the organization's capability to cope with crises and adverse events? Does the process of resilience building differ between small/entrepreneurial firms compared to large corporations?

- Students will be required to search for relevant literature with regard to specific topics in the range of organizational learning (specifically organizational resilience). They will author a seminar paper in which they refer to and reflect on publications from international journals.
- Students will prepare a presentation based on their seminar paper.
- Students will moderate and actively participate in class discussion.

Please enter the moodle course to access the zoom link for the introductory session! <https://moodle.uni-kassel.de/course/view.php?id=5826>

Behavioral Economics Meets the Public Sector

Seminar	Economics	6 ECTS	Type of examination: Exam	Ivo Bischoff
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Thu, 16:00 – 18:00 h, weekly 19.10.2023 to 08.02.2024

Content:

The seminar "Behavioral Economics meets the Public Sector" introduces students to the scientific literature on selected concepts or methods of Behavioral 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!

For details, see the Moodle course (tba)

Decision Support Tools in Sustainability Management

Seminar	Business Studies	6 ECTS	Type of examination: tba	Stefan Gold Annika Mies
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Tue, 14:00 - 18:00 h, weekly 31.10.2023 to 06.02.2024

Content:

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), decision-tree methodology, 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

- Get acquainted to decision support tools that are applicable for problems in the realm of sustainability management
- Get in-depth insights and gain first experience in building a system dynamics model
- Reflect on the assets and limitations of various decision support tools
- Gain experience in working in a team, in how to make decisions in a group and how to manage time and resources

Digital Transformation of Sustainable Supply Chains

Lecture/ Seminar	Business Studies	6 ECTS	Type of Examination: t.b.a	Oliver Bischoff
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Wed, 8:00 - 12:00 h, weekly 25.10.23 – 07.02.24

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.

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

Economic and Monetary Union (EMU)

Seminar	Economics	6 ECTS	Type of examination: Presentation, Seminar Paper	Jan Hattenbach Luzie Thiel Jochen Michaelis
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Thu, 8:00 – 12:00 h, weekly 19.10.2023 to 08.02.2024

Content:

This class is supposed to deal with important features and configurations of Economic and Monetary Unions (EMU). Interested students will gain insight into the economic concepts laying at the heart of optimal currency areas, their costs and benefits, and the corresponding implications for monetary and fiscal policy.

The course will be divided into two parts - a lecture part and a seminar part. There will be a kickoff-meeting at xx.xx.xxxx, where all organizational issues are clarified. The lecture part starts at xx.xx.xxxx and is held by Luzie Thiel, M.Sc. and Jan Hattenbach, M.Sc.. The seminar part starts after the winter break. Each participant is required to give a presentation about a previously self-chosen topic. In addition, participants must write and hand in a supplementary seminar paper (about 15 text pages). At the kickoff-meeting we will describe each topic and inform about the allocation procedure.

Some selected topics

- Optimal currency areas
- Costs and benefits of monetary unions
- Monetary policy in a currency area
- Fiscal policy in a currency union
- The implications of BREXIT for UK and the Euro-area
- The economic implications of migration
- The European economic policy answer to the corona pandemic

All information and material will be provided in a course on [moodle](#).

Environmental Economics

Lecture	Economics	6 ECTS	Type of examination: Exam	Astrid Dannenberg Johannes Diederich
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Mon, 16:00 – 20:00 h, weekly 23.10.2023 to 05.02.2024

Content:

Please register under following link: tba

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.

Evidence-Based Economic Policy

Lecture / Exercise	Economics	6 ECTS	Type of examination: Presentation and Term Paper	Guido Bünstorf
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Mon, 14:00 - 18:00 h, weekly 23.10.2023 to 05.02.2024

Content:

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.

Forecasting

Lecture

Economics

6 ECTS

Type of
Examination:
Exam

Dominik Heinisch

Tue, 16:00 - 18:00 h, weekly 24.10.2023 to 06.02.2024

Content:

Even though predictions often go wrong, they are everywhere. But why is it so difficult to foresee the future, and is there any chance to improve? Or are we hopelessly lost to the fortune of coincidences? In this lecture, we will embark on an adventurous journey through the universe of forecasting. We will start from chaos and venture towards determinism, always in search of signals from the future that will guide us to enlightenment. Our exploration will reveal how easily we could be led astray by noisy data and/or our intuition. We will grasp what constitutes a good forecast and how forecasts can translate into helpful decisions. This journey will be less theoretically oriented and more focused on real-world problems and pragmatic solutions. The lecture aims to provide a general understanding of different forecasting techniques in a daily forecaster's life, with a focus on data-driven approaches including statistics, econometrics, and machine learning techniques, combined with concepts from behavioral economics. Expect to gain practical knowledge, insights, and strategies.

Foundations of Experimental Economics

Lecture	Economics	6 ECTS	Type of Examination: Exam	Christoph Bühren Marcel Lumkowsky
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Fri, 10:00 - 14:00 h, weekly 20.10.2023 to 09.02.2024

Content:

While in summer term we offer specialized experimental economics seminars, in winter term this course in lecture format is intended to prepare for the seminars; it is highly recommended for anyone interested in one of the (experimental economics) seminars. Students who have passed the exam are given priority when seminar places are allocated. Topics in this course 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.

Implications of Meaningful Work on Sustainability

Seminar	Business Studies	6 ECTS	Type of examination: Presentation, Seminar Paper	Wolfgang Bichler-Riedl Stefan Gold
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Thu, 14:00 – 18:00 h, weekly 26.10.2023 to 08.02.2024

Content:

We are all confronted with this question: What exactly is meaning concerning work? Is "following the money" meaning? Is a prestigious career path that I knew I wanted to follow since childhood meaning? Or is sacrificing myself for the good of others such as nursing professions meaning?

This seminar aims to discuss and evaluate these notions from a sustainability perspective! I thus want to welcome anybody interested in this topic with a business or economics background.

Meaningful work is neither a new nor a scarce field of research. Students are thus invited to read some literature beforehand to ease the introduction.

Structure of this seminar

We will have up to 14 seminars. Depending on the number of participants, the contents of the following plan may change. The preliminary approach is as follows:

26th of October: Introduction to the topic

2nd of November: Characteristics of meaningful work | **Group Formation**

9th of November: Boundaries of meaningful work | **Choice of topic**

16th of November: Pitfalls of meaningful work

23rd of November: Adjacent concepts

30th of November: Is this sustainable?

7th of December: **Group presentations: Chosen professions' characteristics**

14th of December: Digging deeper: Why exactly are meaningful careers often paid worse? How administrative science evaluates salaries

21st of December: **no seminar**

11th of January: Evaluating "meaning" from different perspectives and origins

Following dates: tba

Intermediate Public Economics

Lecture/ Exercise	Economics	6 ECTS	Type of Examination: Exam	Ivo Bischoff
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Fri, 8:00 - 10:00 h, weekly 20.10.2023 to 09.02.202

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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Fri, 14:00 - 18:00 h, weekly 20.10.2023 to 09.02.2024

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 Causal Machine Learning

Lecture/ Seminar	Economics	6 ECTS	Type of examination: Exam	Igor Asanov
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Thu, 12:00 - 16:00 h, weekly 19.10.2023 to 08.02.2024

Content:

Causal Machine Learning relies on modern statistical (machine learning) inference and causal inference methods to identify causal patterns in data. The course aims to explain (1) the advantages and limitations of causal machine learning applied to questions in Economics and (2) how to execute basic data analysis with the help of (casual) machine learning.

Law and Economics / Public Choice

Lecture	Economics	6 ECTS	Type of examination: tba	Georg von Wangenheim Martina Deckert
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Mon, 12:00 - 14:00 h, weekly 23.10.2023 to 05.02.2024

Thu, 10:00 - 12:00 h, weekly 19.10.2023 to 08.02.2024

Content:

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.

Managing Diversity, Equity and Inclusion

Seminar	Business Studies	6 ECTS	Type of examination: tba	Anna Schlüter Stefan Gold
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Thu, 8:00 – 12:00 h, weekly 19.10.2023 to 08.02.2024

Content:

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 and global workforce trends, relevant theories (e.g. similarity-attraction theory, self-categorization theory, social identity theory, upper echelons theory), intersectionality, inequality in organisations, effects of diversity management, legitimizing diversity management as well as global and local approaches.

Microeconometrics

Lecture/ Tutorial	Economics	6 ECTS	Type of examination: tba	Andreas Ziegler Sophia Möller
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Lecture: Wed, 14:00 - 18:00 h, weekly 25.10.2023 to 07.02.2024
Tutorial: tba

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.

Prerequisites:

For this course we expect a good knowledge in common regression analysis, i.e. estimation methods and tests in linear regression models.

Multivariate Statistics and Structural Equation Modeling Seminar

Seminar

Business Studies

6 ECTS

Type of examination:
tba

Paul Dion
Ralf Wagner

Block: 23.-27.10.2023, 08:30 – 17:00 h

Content:

The topic of the seminar is structural equation modelling (SEM), both structural models which test research hypotheses and measurement models which test the reliability and validity of the measurement of latent variable. These are used to test subjective variables.

The seminar addresses the two main challenges in data analysis in completing a thesis or research project:

- Most research models are complex in that they contain mediating variables and often multiple dependent variables. Multiple regression will not do this. Another advantage is that multicollinearity, a major problem in multiple regression, can be modeled using SEM.
- Using SEM also allows the researcher to assess the reliability and validity of the latent variable measurements in the complete model as a whole. This is superior to simply conducting factor analyses and reliability checks one variable at a time.

Objectives for Course

The objective is for the student to be able to test a measurement model of the research model and refine it if necessary and to apply these measurement models to a structural model test of their research hypotheses.

Class Procedure

The instructor will present examples of analyses, explain the rationale behind each technique and conduct an actual data-based analysis in class. Following this the students will each analysis another set of data in a hands-on approach under the close supervision of the instructor.

Course Time-Duration

The course will be offered from 9 AM to 4 PM each class day.

Population Economics

Lecture/ Seminar	Economics	6 ECTS	Type of examination: Presentation, Term Paper	Holger Bonin
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Wed, 12:00 – 16:00 h, weekly 18.10.2023 to 07.02.2024

Content:

The course will examine the economic determinants and consequences of population change and demographic behavior including household formation, marriage, child bearing and rearing, mortality 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 population aging and fiscal sustainability, the effects of government policies in support of families, and the economic impact of immigration. The course mostly emphasizes a microeconomic approach. Occasionally, however, the lecture also adopts a macro perspective.

The course consists of two parts: a series of five lectures providing an overview of the topic, and a seminar digging deeper into specific topics.

Research in Applied Psychology

Seminar

Economics

6 ECTS

Type of
examination:
tba

Marc-André Reinhard

Wed, 18:00 - 20:00 h, weekly 25.10.2023 to 07.02.2024

Content:

In this seminar students will have the chance to plan, conduct, analyze, and publish their own new research ideas in applied psychology.

Moreover, students finish a manuscript ready to submit for publication and have the chance to send it to a scientific journal with peer review.

Research Methods for Business

Lecture	Business Studies	6 ECTS	Type of examination: Presentation, Research Proposal, etc	Ronak Warasthe
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Mon, 8:00 - 12:00 h, weekly 25.10.2023 to 07.02.2024

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.

Further Information on the module: tba.

Class participation is limited to 36 students.

Preference is given to students that completed the SCM lectures and seminars sustainability management and to those taking the IIM major, ideally, all criteria apply!

Attending the first day is required as we will assign the different presentations.

Presentations are compulsory and will be marked!

You cannot submit the final assignment without completing all assignments that are required throughout the semester!

Research Seminar "Deception"

Seminar	Economics	3 ECTS	Type of examination: Seminar Paper	Marc-André Reinhard
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Tue, 18:00 - 20:00 h, weekly 24.10.2023 to 06.02.2024

Content:

In this seminar students will have the chance to plan, conduct, analyze and discuss their own new research ideas in the field of deception research. Moreover, students finish a manuscript ready to submit for publication and have the chance to send it to a scientific journal with peer review.

Risk Management

Lecture	Business Studies	6 ECTS	Type of examination: Exam	Boris Lehnert Christian Klein
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Mon, 10:00 - 14:00 h, weekly 23.10.2023 to 05.02.2024

Content:

Course aim:

The purpose of this course is to acquaint the participants with different dimensions of risk. Moreover, participants will also learn how to assess and minimize the risk in financial institutions using the different tools and rules.

Course Contents:

Following is the list of course contents.

- 1) Introduction of risk and risk management
- 2) Risk Management processes
- 3) Structure and classification of risks
- 4) Quantitative risk measurement

5) Risk Management and Hedging

6) Default risk

Spatial Econometrics

Lecture/ Exercise	Economics	6 ECTS	Type of examination: Exam	Reinhold Kosfeld Jochen Michaelis
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Wed, 10:00 - 14:00 h, weekly 25.10.2023 to 31.01.2024

Content:

Educational objectives:

Understanding spatial econometric methods and their application with R.

- Connectivity in space
- Spatial autocorrelation
- Standard regression model
- Tests on spatial error dependence
- Spatial regression models
- Spatial heterogeneity

Prerequisites:

- Descriptive Statistics
- Probability Calculus and Inductive Statistics
- Regression analysis (based on knowledge of Statistics I or Basic Econometrics)

The lecture takes place ONLINE!

Strategic Communication

Seminar	Business Studies	6 ECTS	Type of examination: Presentation, Term Paper	Maren Vakilzadeh Peter Eberl
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Kick-off: 04.09.2023, 11:00 – 13:30 h

Block: 04.-06.03.2024, 09:00 – 18:00 h

Content:

Dear students,

In this block seminar you will learn more about the field of strategic communication. What can be understood by it and why is it important to look into strategic communication? How can communication be used to present strategies to an audience and thereby make them a reality? And how can this communication possibly be influenced.

This block seminar will be held on 04.-06.03.2024. To register for this block seminar, attendance at the kick-off session is mandatory as we will be assigning topics for student presentations and seminar papers.

For further information, please attend the kick-off session on September 4th at 11am via Zoom.

Kick-off session: Strategic Communication

Supply Chain Management

Lecture / Seminar	Supply Chain Management	6 ECTS	Type of Examination: Presentation,	Stefan Seuring-Stella
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Mon, 8:00 - 12:00 h, weekly 23.10.2023 to 05.02.2024

Content:

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
- Sustainable supply chain management

Thereby, the lectures extend knowledge on purchasing, operations and logistics management.

The lectures will be based on current research publication on supply chain management. So, readings will be assigned each week.

As a further mode of student involvement, each student will have to present at least one paper summary in class.