



Course Descriptions Summer Term 2024



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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
Empirical Consumer Research in Arab Cultures	Business Studies	t.b.a.	Seminar	Mohammed Salem Ralf Wagner
Educational Science Odysee: Navigating Seminal Research of the Last Decades	Economics	t.b.a.	Seminar	Michael Goller
European Economics	Economics	6	Lecture	Abeer Ibtsam Aziz Ivo Bischoff
International Human Resource Management	Business Studies	6	Seminar/ Exercise	Thomas Degener Peter Eberl
Introduction to Behavioral Economics	Economics	6	Lecture	Astrid Dannenberg
Introduction to Game Theory	Economics	6	Lecture	Björn Frank Minh Nhat Luong
Introductory Econometrics	Economics	6	Lecture/ Exercise	Andreas Ziegler Marvin Gleue Thilo Haverkamp
Microeconomics Using Calculus	Economics	6	Lecture/ Exercise	Abeer Ibtsam Aziz Ivo Bischoff
R for Modern Data Analysis	Economics	6	Lecture	Anastasiya-Mariya Noha
Sustainability Management II	Business Studies	6	Seminar	Stefan Gold
Sustainable Supply and Operations Management	Economics	6	Seminar	Stefan Seuring-Stella

List of Courses

at Master's Level

Lecture	Field of Studies	ECTS	Type of Class	Name
Academic Writing for Economists	Economics	6	Seminar	Ivo Bischoff
Applied econometric analysis of stated choice data	Economics	6	Block seminar	Andreas Ziegler
Circular Supply Chain Management	Economics	6	Seminar	Stefan Seuring-Stella
Contemporary Issues in Public Economics	Economics	6	Seminar	Ivo Bischoff
Digital Transformation of Sustainable Supply Chains	Economics	6	Lecture/ Seminar	Oliver Bischoff
Economics of Entrepreneurship	Economics	6	Lecture	Guido Bünstorf
Environmental Economics	Economics	6	Lecture	Astrid Dannenberg
Green Business in Europe	Business Studies	6	Seminar	Ralf Wagner Katrin Zulauf
Intermediate Public Economics	Economics	6	Lecture / Exercise	Ivo Bischoff
Leadership and Change Management	Business Studies	6	Lecture	Peter Eberl
Microeconometrics	Economics	6	Lecture / Exercise	Andreas Ziegler
Paradoxes and unintended consequences in sustainable operations and supply chain management	Business Studies	6	Seminar	Annika Mies Stefan Gold
Quantitative Methods of Experimental Economics	Economics	6	Blockseminar	Christoph Bühren Björn Frank
Research in Applied Psychology	Economics	3	Seminar	Marc-André Reinhard
Research Methods for Business	Business Studies	6	Seminar	Stefan Seuring-Stella
Supply Chain Management in Emerging Economies	Economics	6	Lecture/ Seminar	Lara Schilling
Targeting	Business Studies	6	Seminar	Ralf Wagner

Course Descriptions

at Bachelor's Level

Competitive Intelligence				
Seminar	Business Studies	6 ECTS	Type of examination: t.b.a	Katrin Zulauf Ralf Wagner
Mon 14:00-18:00 h, weekly 15.04.–08.07.24				
<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: Presentation, Term paper	Peter Eberl Fabian M. Teichmann
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06.-10.05.2024, 10:00 – 16:00 h

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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Multiple dates, block 10.06.-19.06.2024

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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Thu 8:00 - 12:00 h, weekly 18.04.-11.07.24

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.

Empirical Consumer Research in Arab Cultures

Seminar	Business Studies	6 ECTS	Type of Examination: t.b.a.	Mohammed Salem Ralf Wagner
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Mon 14:00 - 18:00 h, weekly 22.04.-08.07.24

Content:

t.b.a.

Educational Science Odysee: Navigating Seminal Research of the Last Decades

Seminar	Economics	ECTS	Type of Examination: t.b.a.	Michael Goller
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t.b.a.

Content:

Research in educational science is an international endeavour. Scholars all over the world are jointly investigating phenomena like learning, teaching or motivation. These findings are then usually published in English to share findings with others not capable of understanding local languages like German, Spanish or Mandarin.

As a result, the most seminal research findings connected to educational science and pedagogy can be found in articles, chapters, and books that are authored in English. This seminar aims on exploring this research. Every second week we will discuss a research paper that brought forward seminal ideas or findings related to educational science. The weeks not used for discussing papers in class are devoted to self-directed reading.

The teaching language of the seminar is English.

European Economics

Lecture	Economics	6 ECTS	Type of examination: Exam	Abeer Ibitsam Aziz Ivo Bischoff
Thu 14:00 – 16:00 h, weekly 18.04.-18.07.24				
<u>Content:</u> <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>				

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 19.04.-19.07.24

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

Introduction to Behavioral Economics

Lecture	Economics	6 ECTS	Type of examination: Exam	Astrid Dannenberg
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Tue 8:00 - 12:00 h, weekly 30.04.-16.07.24

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 register under following link: t.b.a.

Introduction to Game Theory

Lecture

Economics

6 ECTS

Type of
examination:
exam

Björn
Frank

Mon 14:00 – 18:00 h, weekly 15.04.-15.07.24

Content:

- Solution concepts for static games
- Sequential games
- Evolutionary game theory
- Oligopol theory
- Repeated games
- Negotiations
- Auctions
- Behavioral Game Theory

Introductory Econometrics

Lecture/ Excercise	Economics	6 ECTS	Type of examination: exam	Andreas Ziegler Marvin Gleue Thilo Haverkamp
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Tue 14:00 - 18:00 h, weekly 16.04.-16.07.24

Content:

This course is designed to give students a sound overview of estimation and testing procedures in linear regression models. In addition, econometric models with binary dependent variables will also be considered. Special emphasis will be placed on the practical application of the relevant concepts based on real data sets and using the statistical software package Stata. Therefore, the course consists of two parts, i.e. a lecture part as well as an integrated PC exercise, where the lecture contents are reproduced by means of examples.

Microeconomics Using Calculus

Lecture/Exercise	Economics	6 ECTS	Type of Examination: Exam	Abeer Ibitsam Aziz Ivo Bischoff
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Mon 10:00-12:00 h, weekly 15.04. - 15.07.24

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.

R for Modern Data Analysis

Lecture

Economics

6 ECTS

Type of
examination:
t.b.a.

Anastasiya-Mariya
Noha

Thu 14:00 – 18:00 h, weekly, 18.04. – 18.07.24

Content:

t.b.a.

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, 16.04. – 16.07.24

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 Supply and Operations Management

Seminar

Economics

6 ECTS

Type of
examination:
t.b.a.

Stefan Seuring-Stella

Thu 8:00 - 12:00 h, weekly 87.04. – 18.07.2024

Content:

Sustainability aspects have to be integrated into all aspects of supply or purchasing management as well as operations management.

This seminar will introduce some background, but will focus on students writing an essay on related topics.

Students would work in a team of three students.

Topics would cover a range of related issue, so these are only examples:

* Circular Supply Chains

* Stakeholder Management

* Digital Technologies in Sustainable Supply Management

* Supply and Operations Management in Base-of-the-Pyramid contexts

Course Descriptions

at Master's Level

Academic Writing for Economists				
Seminar	Economics	6 ECTS	Type of examination: Assignments	Ivo Bischoff
Mon 10:00-12:00, Thu 8:00 – 10:00 h, weekly 22.04. - 18.07.24				
<p><u>Content:</u></p> <p>The seminar 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.</p> <p>Students are required to participate in all sessions of the course and do a number of assignments.</p>				

Applied Econometric Analysis of Stated Choice Data

Blockeminar

Economics

6 ECTS

Type of
examination:
Assignments

Thilo Haverkamp
Sophia Möller
Andreas Ziegler

25.03.-15.04.24 & 17.-19.07.24 10:00 - 18:00 h

Content:

Please refer to the website for further details on the schedule

Circular Supply Chain Management

Seminar

Economics

6 ECTS

Type of
Examination:
t.b.a.

Stefan Seuring-Stella

Wed 8:00 – 12:00 h, weekly 17.04. – 17.07.24

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.

Contemporary Issues in Public 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 18.04. – 18.07.24

Content:

The seminar "Contemporary Issues in Public Economics" introduces students to the scientific literature in selected fields of Public Economics. We will read some of the key contributions to these fields. You are expected to work through these contributions (the main readings) and – whenever necessary – consult background literature. The course will be reading-intensive!

Digital Transformation of Sustainable Supply Chains

Lecture/
Seminar

Economics

6 ECTS

Type of
Examination:
Essay

Oliver Bischoff

Wed 8:00 – 12:00 h, weekly 17.04. – 17.07.24

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

Economics of Entrepreneurship

Lecture

Economics

6 ECTS

Type of
examination:
exam

Guido Bünstorf

Mon 14:00-18:00 h, weekly 15.04. – 08.07.24

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.

Environmental Economics

Lecture

Economics

6 ECTS

Type of
examination:
exam

Johannes Diederich

Wed 10:00-14:00 h, weekly 01.05. – 17.07.24

Content:

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.

Green Business in Europe

Blockseminar	Economics	6 ECTS	Type of Examination: t.b.a.	Ralf Wagner Katrin Zulauf
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30.06.-05.07, 8:00 - 18:00 h

Content:

t.b.a.

Intermediate Public Economics

Lecture / Exercise	Economics	6 ECTS	Type of examination: Exam	Ivo Bischoff
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Fri, 08:00-10:00 h, weekly 19.04. – 19.07.24

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.

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, 18.04.- 11.07.24

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

Business
Studies

6 ECTS

Type of
examination:
Exam

Andreas Ziegler

Mon 14:00 - 20:00 h, weekly, 22.04.- 15.07.24

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.

Modeling the Supply Chain

Lecture	Economics	6 ECTS	Type of examination: Exam	Marcus Brandenburg Biman Darshana Hettiarachchi
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Tue 14:00-18:00 h, weekly, 19.03.-30.04.24
Thu, 14:00-18:00 h, weekly 21.03.-02.05.24

Content:

1. Models and IT systems for Supply Chain Management
2. Linear Programming and Mixed-Integer Programming (LP/MILP)
3. Heuristics and Meta-Heuristics
4. Forecasting Models

Paradox and Unintended Consequences in Sustainable Operations and Supply Chain Management

Seminar	Business Studies	ECTS 6	Type of examination: presentation, seminar paper	Annika Mies Stefan Gold
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Tue 14:00-18:00 h, weekly, 16.04.- 16.07.24

Content:

This course focusses on a critical approach to sustainability management.

Circular Economy is a highly evolving and promoted topic within the realm of sustainability management, which we will further explore within the course of this seminar.

Thereby, the main focus will be on the unintended consequences and inherent tensions within the concept. 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 concepts of Circular Economy.

Quantitative Methods of Experimental Economics

Blockseminar	Economics	6 ECTS	Type of examination: Experiment, presentation, term paper	Blanca Tena Estrada
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16.04.24, 16:00 - 18:00 h

26.06.24, 10:00 - 12:00 h / 20.05.24, 8:00 - 10:00 h

07-06.-06.07.24, 8:00 -18:00 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 in Applied Psychology

Seminar	Economics	3 ECTS	Type of Examination: Manuscript	Marc-André Reinhard
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Thu, 16:00 – 18:00 h, weekly 18.04. – 18.07.24

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	Lara Schilling Stefan Seuring-Stella
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Wed, 8:00 – 12:00 h, weekly 17.04. – 17.07.24

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.

Supply Chain Management in Emerging Economies

Lecture/ Seminar	Economics	6 ECTS	Type of Examination: t.b.a.	Lara Schilling
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Wed 8:00 – 12:00 h, weekly 17.04. – 17.07.24

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.

Targeting

Seminar	Business Studies	6 ECTS	Type of examination: Presentation, Term paper	Ralf Wagner
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Tue 08:00 - 12:00 h, weekly, 16.04. – 09.07.24

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.