

# MODUL GUIDE

All Degree Programs  
Bachelor of Science  
Faculty of Economics

for the Bachelor's Degree Programs

- *Business Administration*
- *Business Administration Dual*
- *Business Administration – Taxes Dual*
- *Business Administration (Part-time) “VWA”*
- *Marketing and International Business*
- *SME Management*

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<b>Business English II</b>					
Module	Workload	Credits	Study semester	Frequency offered	Duration
BEEN2	150 h	5	3 <sup>rd</sup> or 4 <sup>th</sup> semester	Each semester	1 semester
<b>Course components</b>		<b>Contact time</b>	<b>Independent study</b>	<b>Group size</b>	
Seminar		2 semester hours / 32 h	86 h	30 students	
Tutorial		2 semester hours / 32 h			
<b>Teaching language</b> English					
<b>Module used in</b> (degree program)					
<input checked="" type="checkbox"/> Bachelor's degree program: Business Administration <input checked="" type="checkbox"/> Bachelor's degree program: Business Administration Dual <input checked="" type="checkbox"/> Bachelor's degree program: Business Administration – Taxes Dual <input checked="" type="checkbox"/> Bachelor's degree program: Business Administration (Part-time) "VWA" (business science degree) <input checked="" type="checkbox"/> Bachelor's degree program: Marketing and International Business <input checked="" type="checkbox"/> Bachelor's degree program: SM( Management <input checked="" type="checkbox"/> Bachelor's degree program: Civil and Industrial Engineering ( <b>compulsory module</b> ) <input checked="" type="checkbox"/> Bachelor's degree program: Industrial Engineering ( <b>compulsory module</b> ) <input checked="" type="checkbox"/> Bachelor's degree program: Industrial Ceramic Engineering ( <b>compulsory module</b> )					
<b>Learning outcome</b>					
<ul style="list-style-type: none"> <li>▪ Participants will learn how to present ideas, arguments and information with clarity and reasonable accuracy both orally and in written form using appropriate register and conventions.</li> <li>▪ They will learn how to discuss business related topics using appropriate register, select and organize suitable information, plan the structure, highlights and delivery of both written and oral presentations.</li> <li>▪ On successful completion of this module, participants should be able to: <ul style="list-style-type: none"> <li>▪ collect appropriate data from a range of sources</li> <li>▪ undertake a simple research task with guidance</li> <li>▪ work effectively with others as a member of a team</li> <li>▪ take responsibility for their own learning</li> </ul> </li> </ul>					
<b>Skills</b> Groupwork, negotiating, communication, problem solving.					
<b>Contents</b>					
<ol style="list-style-type: none"> <li>1. Presenting in English</li> <li>2. Differences between written and spoken language</li> <li>3. Presenting ideas – written</li> <li>4. Presenting ideas – spoken</li> <li>5. Oral presentations – structure, language, and register</li> </ol>					



6. Techniques to aid oral presentations
7. Software tools: SPSS, PPT, Prezi, and interactive presentations

**Tutorial**

Case studies, group work and exercises

**Teaching formats**

Lectures incl. seminar-like elements with speeches, presentations, discussions, and work assignments.

**Requirements**

**Formal:** no requirements

**Content:** no requirements

**Forms of examination**

Written exam or written assignment/report

**Requirements for the award of credits**

Passed examination

**Weight of the grading**

According to the ECTS credits

**Module representative and lecturers**

Module representatives:

- Ellen Rana

Lecturers:

- Ellen Rana / assistant lecturers

**Additional Information**

**Literature list**

- Will be provided throughout the module

<b>Business English III</b>					
<b>Module</b>	<b>Workload</b>	<b>Credits</b>	<b>Study semester</b>	<b>Frequency offered</b>	<b>Duration</b>
BEEN3	150 h	5	3 <sup>rd</sup> or 4 <sup>th</sup> semester	Each semester	1 semester
<b>Course components</b>		<b>Contact time</b>	<b>Independent study</b>	<b>Group size</b>	
Seminar		2 semester hours / 32 h	86 h	30 students	
Tutorial		2 semester hours / 32 h			
<b>Teaching language</b> English					
<b>Module used in (degree program)</b>					
<input checked="" type="checkbox"/> Bachelor's degree program: Business Administration <input checked="" type="checkbox"/> Bachelor's degree program: Business Administration Dual <input checked="" type="checkbox"/> Bachelor's degree program: Business Administration – Taxes Dual <input checked="" type="checkbox"/> Bachelor's degree program: Business Administration (Part-time) "VWA" (business science degree) <input checked="" type="checkbox"/> Bachelor's degree program: Marketing and International Business <input checked="" type="checkbox"/> Bachelor's degree program: SME Management <input type="checkbox"/> Bachelor's degree program: Civil and Industrial Engineering <input type="checkbox"/> Bachelor's degree program: Industrial Engineering <input type="checkbox"/> Bachelor's degree program: Industrial Ceramic Engineering					
<b>Learning outcome</b>					
On successful completion of this module, participants should:					
<ul style="list-style-type: none"> <li>▪ understand how the English speaking, international recruitment process works</li> <li>▪ be able to successfully complete various application methods</li> <li>▪ be confident about presenting themselves to potential employers</li> <li>▪ realize the importance of interview training</li> <li>▪ be prepared to apply for internships and/or jobs in English-speaking companies</li> </ul>					
Transferable skills: planning, written communication, meeting deadlines					
<b>Skills</b>					
Communication, problem solving, group work, time management					
<b>Contents</b>					
<ol style="list-style-type: none"> <li>1. Identifying my qualities and skills, strengths and weaknesses</li> <li>2. Creating 'My Profile'</li> <li>3. Understanding job adverts – specifications and descriptions</li> <li>4. Filling in application forms – paper-based and online</li> <li>5. An English Curriculum Vitae &amp; Letter of Application</li> <li>6. Assessment Centers – what to expect and the different tests</li> <li>7. Giving presentations in the recruitment process</li> <li>8. Interviews – face to face</li> </ol>					

- 9. Interviews – Telephone / online interviews
- 10. Job contracts – identifying important features

**Tutorial**

Case studies, group work and exercises

**Teaching formats**

Lectures incl. seminar-like elements with speeches, presentations, discussions, and work assignments.

**Requirements**

**Formal:** no requirements

**Content:** no requirements

**Forms of examination**

Written exam / portfolio review

**Requirements for the award of credits**

Passed examination

**Weight of the grading**

According to the ECTS credits

**Module representative and lecturers**

Module representatives:

- Ellen Rana

Lecturers:

- Ellen Rana / assistant lecturers

**Additional Information**

**Literature list**

- Will be provided throughout the module

<b>Business Planning</b>					
<b>Module</b>	<b>Workload</b>	<b>Credits</b>	<b>Semester</b>	<b>Frequency offered</b>	<b>Duration</b>
BEGRÜ	150 h	5	3 <sup>rd</sup> /4 <sup>th</sup>	Each semester	1 semester
<b>Course components</b>		<b>Contact time</b>	<b>Independent study</b>	<b>Planned group size</b>	
Seminar/workshop		3 semester hours / 48 h	86 h	30 students	
Tutorial		1 semester hour / 16 h			
<b>Teaching language</b>					
German					
<p><b>Module used in (degree program)/ Type of module (compulsory, specialization, elective)</b></p> <p><input checked="" type="checkbox"/> Bachelor's degree program: Business Administration</p> <p><input checked="" type="checkbox"/> Bachelor's degree program: Business Administration Dual</p> <p><input checked="" type="checkbox"/> Bachelor's degree program: Business Administration – Taxes Dual</p> <p><input type="checkbox"/> Bachelor's degree program: Business Administration (Part-time)</p> <p><input checked="" type="checkbox"/> Bachelor's degree program: SME Management</p> <p><input checked="" type="checkbox"/> Bachelor's degree program: Marketing and International Business</p> <p><input type="checkbox"/> Bachelor's degree program: Civil and Industrial Engineering</p> <p><input type="checkbox"/> Bachelor's degree program: Industrial Engineering</p> <p><input type="checkbox"/> Bachelor's degree program: Industrial Ceramic Engineering</p>					
<p><b>Learning outcome / skills</b></p> <p>In this module, students will examine the business plan as a central business planning tool and develop their awareness of entrepreneurial management. The module teaches the relevant knowledge to be able to make fundamental decisions in a business.</p> <p>Key skills: teamwork and cooperation skills (debating about content, discussing and moderating seminar sessions), independent work, presentation skills, media skills</p>					
<p><b>Contents</b></p> <p><b>I. General information about business plans</b></p> <ul style="list-style-type: none"> <li>▪ What is a business plan?</li> <li>▪ Intent and purpose of the business plan</li> <li>▪ Perspective of potential investors</li> <li>▪ Examples of typical planning situations</li> <li>▪ Planning process</li> <li>▪ Logical structure of business plans</li> <li>▪ Basic rules for the preparation of a business plan</li> </ul>					

## II. Central elements of the business plan

- Marketing and sales
- Organization, management and key people
- Implementation planning
- Opportunities and risks
- Planning calculations
- Financial requirements

## III. Tutorial

Executive summary, business model, product or service, industry and market, marketing, management and key people, opportunities and risks, financial planning

### Tutorial

Case studies, practical cases, and group work

### Teaching formats

Seminar-like class with interactive presentation and discussion elements as well as exercises and group work

### Requirements

**Formal:** no requirements

**Content:** no requirements

### Forms of examination

Term paper and presentation

### Requirements for the award of credits

Passed module exam

### Weight of the grade in the final score

Weighted according to the number of ECTS credits

### Module representative and full-time lecturers

Module representative:

- Prof. Dr. Silke Griemert

Lecturers:

- Assistant lecturers

### Other information

Literature list (latest editions):

- Heucher, Martin et al. McKinsey & Company: Planen, gründen, wachsen
- Pinson, Linda: Anatomy of a Business Plan
- NUK Neues Unternehmertum e.V.: Handbuch Businessplanwettbewerb 2007

China I – Discovering and Understanding China as an Economic Nation					
Module	Workload	Credits	Semester	Frequency offered	Duration
BECHI	150 h	5	3 <sup>rd</sup> or 4 <sup>th</sup> semester	Each semester	1 semester
<b>Course components</b>		<b>Contact time</b>	<b>Independent study</b>	<b>Planned group size</b>	
Seminar		3 semester hours / 48 h	86 h	30 students	
Tutorial		1 semester hour / 16 h			
<b>Teaching language</b>					
Chinese/German					
<b>Module used in</b> (degree program)					
<input checked="" type="checkbox"/> Bachelor's degree program: Business Administration <input checked="" type="checkbox"/> Bachelor's degree program: Business Administration Dual <input checked="" type="checkbox"/> Bachelor's degree program: Business Administration – Taxes Dual <input checked="" type="checkbox"/> Bachelor's degree program: Business Administration (Part-time) "VWA" (business science degree) <input checked="" type="checkbox"/> Bachelor's degree program: Marketing and International Business <input checked="" type="checkbox"/> Bachelor's degree program: SME Management <input type="checkbox"/> Bachelor's degree program: Civil and Industrial Engineering <input type="checkbox"/> Bachelor's degree program: Industrial Engineering <input type="checkbox"/> Bachelor's degree program: Industrial Ceramic Engineering					
<b>Learning outcome</b>					
<p>Chinese I is designed for students with no prior knowledge of the Chinese language. This course will teach basic knowledge and communication skills during the semester. Students will acquire active and passive language skills in everyday language (all major everyday situations).</p> <p>The semester Chinese I leads to the Spanish level A1+ as defined in the "Common European Framework of Reference". The module also provides an introduction to the basics of Chinese business culture.</p> <p><b>Skills:</b> Written and oral presentation of content and context, communication about aspects of content; acquisition of language skills.</p>					
<b>Contents</b>					
<p>Language:</p> <ul style="list-style-type: none"> <li>▪ Greeting, introduction, talking about the profession and place of work</li> <li>▪ Expressing likes and dislikes</li> <li>▪ Daily routine and habits</li> <li>▪ Times, numbers</li> </ul> <p>Business culture:</p> <ul style="list-style-type: none"> <li>▪ Economic importance of the PRC</li> </ul>					

- Concept of hierarchy
- Form of address / respect
- "Business etiquette" in China

**Tutorial**

Case studies, practical cases, and group work on China I

**Teaching formats**

Seminar-like class with interactive presentation and discussion elements. Group work, role plays, translations, and grammar exercises.

**Requirements**

**Formal:** no requirements

**Content:** no requirements

**Forms of examination**

Written exam, portfolio review, oral exam

**Requirements for the award of credits**

Passed module exam

**Weight of the grade in the final score**

Weighted according to the number of ECTS credits

**Module representative:**

- Prof. Dr. Silke Griemert

**Lecturers:**

- Feihong Bräkling Sun

**Literature list (latest editions):**

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## China II – Establishing and Maintaining Business Contacts

Module	Workload	Credits	Semester	Frequency offered	Duration
BECHII	150 h	5	3 <sup>rd</sup> or 4 <sup>th</sup> semester	Each semester	1 semester
<b>Course components</b>		<b>Contact time</b>	<b>Independent study</b>	<b>Planned group size</b>	
Seminar		3 semester hours / 48 h	86 h	30 students	
Tutorial		1 semester hour / 16 h			
<b>Teaching language</b>					
Chinese/German					
<b>Module used in (degree program)</b>					
<input checked="" type="checkbox"/> Bachelor's degree program: Business Administration <input checked="" type="checkbox"/> Bachelor's degree program: Business Administration Dual <input checked="" type="checkbox"/> Bachelor's degree program: Business Administration – Taxes Dual <input checked="" type="checkbox"/> Bachelor's degree program: Business Administration (Part-time) "VWA" (business science degree) <input checked="" type="checkbox"/> Bachelor's degree program: Marketing and International Business <input checked="" type="checkbox"/> Bachelor's degree program: SME Management <input type="checkbox"/> Bachelor's degree program: Civil and Industrial Engineering <input type="checkbox"/> Bachelor's degree program: Industrial Engineering <input type="checkbox"/> Bachelor's degree program: Industrial Ceramic Engineering					
<b>Learning outcome</b>					
<p>Chinese II is aimed at students with an elementary knowledge of the Chinese language and first insights into Chinese business culture. This course will expand the basic knowledge and the communication skills during the semester. Students will acquire additional active and passive language skills in everyday language. The semester Chinese II leads to the Spanish level A2+ as defined in the "Common European Framework of Reference". The introduction to Chinese business culture will be explored in more depth.</p> <p><b>Skills:</b> Written and oral presentation of content and context, communication about aspects of content; acquisition of language skills.</p>					
<b>Contents</b>					
<p>Language:</p> <ul style="list-style-type: none"> <li>▪ Exploring greeting, introduction, talking about the profession and place of work in more depth</li> <li>▪ Basics of office communication</li> <li>▪ Language elements of buying &amp; selling</li> <li>▪ Business small talk</li> </ul> <p>Business culture:</p> <ul style="list-style-type: none"> <li>▪ Meeting culture in companies</li> <li>▪ Business lunch / business dinner</li> </ul>					



- Conflicts & consent

**Tutorial**

Case studies, practical cases, and group work on China II

**Teaching formats**

Seminar-like class with interactive presentation and discussion elements. Group work, role plays, translations, and grammar exercises.

**Requirements**

**Formal:** no requirements

**Content:** no requirements

**Forms of examination**

Written exam, portfolio review, oral exam

**Requirements for the award of credits**

Passed module exam

**Weight of the grade in the final score**

Weighted according to the number of ECTS credits

**Module representative:**

- Prof. Dr. Silke Griemert

**Lecturers:**

- Feihong Bräkling Sun

**Literature list (latest editions):**

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<b>Diversity in Marketing</b>					
<b>Module</b>	<b>Workload</b>	<b>Credits</b>	<b>Study semester</b>	<b>Frequency offered</b>	<b>Duration</b>
BEDIV	150 h	5	3 <sup>rd</sup> or 4 <sup>th</sup> semester	Each semester	1 semester
<b>Course components</b>		<b>Contact time</b>	<b>Independent study</b>	<b>Group size</b>	
Seminar		3 semester hours / 48 h	86 h	30 students	
Tutorial		1 semester hour / 16 h			
<b>Teaching language</b>					
English					
<b>Module used in (degree program)</b>					
<input type="checkbox"/> Bachelor's degree program: Business Administration <input type="checkbox"/> Bachelor's degree program: Business Administration Dual <input type="checkbox"/> Bachelor's degree program: Business Administration – Taxes Dual <input type="checkbox"/> Bachelor's degree program: Business Administration (Part-time) "VWA" (business science degree) <input checked="" type="checkbox"/> Bachelor's degree program: Marketing and International Business <input type="checkbox"/> Bachelor's degree program: SME Management <input type="checkbox"/> Bachelor's degree program: Civil and Industrial Engineering <input type="checkbox"/> Bachelor's degree program: Industrial Engineering <input type="checkbox"/> Bachelor's degree program: Industrial Ceramic Engineering					
<b>Learning outcome</b>					
<p>Upon the successful completion of this module, students should have detailed knowledge and an understanding of diversity in the marketing management process. The course is designed to provide students with the opportunity to apply theory to practice in a selection of business scenarios. At the same time, course participants will learn how to solve problems through responsible decision-making and critical or creative thinking. Course participants will learn how to work effectively with others, e.g., as a member of a team or group. To organize and manage oneself, e.g., through effective time management. Collect, analyze, organize, and critically evaluate information. To communicate effectively in visual, oral and/or written presentations. To use scientific resources and technology such as computers effectively and responsibly. To show understanding of systems and those problems that cannot be solved in isolation.</p>					
<b>Contents</b>					
<p>Customers are increasingly opting for brands based upon how diverse and inclusive they are in their marketing. Research has proven that consumers want diversity in marketing and yet many brands struggle to achieve this and do not know how to fix it. Customers who feel that they belong to and feel included in the marketing of their favorite brands or products will become loyal, which will fuel business growth and offer improved customer experiences.</p> <p>This course will look at how diversity is incorporated in the workplace as well as in practice from a marketing perspective. In this course students are introduced to racial diversity, inclusion, and representation in marketing.</p> <p>Throughout the course, participants will be provided with an introduction to the theories, strategies, and practices of diversity in marketing in different contexts. Topics that will be included:</p>					

- How brands and marketers speak to and through diversity
- The rewards that diversity in marketing offers
- The risk of executing diversity in marketing
- Diversity in marketing in the 21<sup>st</sup> century
- The role of online pressure groups
- Diversifying demographics in targeting
- Media regulations
- Diversity in retail management
- Responding to diverse marketing environments and managing diversity

The module includes an introduction to diversity marketing. In an increasingly complex global marketing environment, marketers are continuously challenged to develop inclusive brands. This module introduces students to the concept of addressing the contemporary consumer. Finally, students will develop an understanding of how to analyze how brands adapt to the mercurial conditions of media today and how to respond.

**Tutorial**

Case studies, group work, exercises, presentations, and discussions.

**Teaching formats**

The module will draw upon a mixture of activities including seminars, case study analyses, group work, presentations, and discussions. Learning support material will be provided in OLAT.

**Requirements**

**Formal:** students enrolled in the "BSc Marketing and International Business" program and students from international partner institutions.

**Content:** no requirements

**Forms of examination**

Written exam and written project

**Requirements for the award of credits**

Passed examination

**Weight of the grading in the final score**

According to the ECTS credits

**Module representative and lecturers**

Module representatives:

- Simone Thomas

Lecturers:

- Simone Thomas

**Additional information**

Course participants will be provided with case studies, articles, and lecture notes during the course. In addition, it's recommended to use the following textbooks to deepen the understanding of marketing theory and practice.

- Khamis, S. (2020). Branding Diversity: New Advertising and Cultural Strategies. Routledge: New York.
- Rudolph, T., Schlegelmilch, B.B. & Bauer, A. (2012). Diversity in European Marketing: Text and Cases. Springer Gabler: Germany.
- Additional reading: Fulp, C. (2018). Success Through Diversity: Why the Most Inclusive Companies Will Win. Beacon Press: Massachusetts.

<b>Intercultural Communication</b>					
Module	Workload	Credits	Study semester	Frequency offered	Duration
BEUC	150 h	5	3 <sup>rd</sup> or 4 <sup>th</sup> semester	Each semester	1 semester
<b>Course components</b>		<b>Contact time</b>	<b>Independent study</b>	<b>Group size</b>	
Seminar		3 semester hours / 48 h	86 h	30 students	
Tutorial		1 semester hour / 16 h			
<b>Teaching language</b>					
English					
<b>Module used in (degree program)</b>					
<input checked="" type="checkbox"/> Bachelor's degree program: Business Administration <input checked="" type="checkbox"/> Bachelor's degree program: Business Administration Dual <input checked="" type="checkbox"/> Bachelor's degree program: Business Administration – Taxes Dual <input type="checkbox"/> Bachelor's degree program: Business Administration (Part-time) "VWA" (business science degree) <input checked="" type="checkbox"/> Bachelor's degree program: Marketing and International Business <input checked="" type="checkbox"/> Bachelor's degree program: SME Management <input type="checkbox"/> Bachelor's degree program: Civil and Industrial Engineering <input type="checkbox"/> Bachelor's degree program: Industrial Engineering <input type="checkbox"/> Bachelor's degree program: Industrial Ceramic Engineering					
<b>Learning outcome</b>					
<b>The aims of this module are to:</b>					
<ul style="list-style-type: none"> <li>▪ equip students with knowledge and an understanding of concepts relating to intercultural communication</li> <li>▪ provide students with a range of specific skills needed to study and work in an international setting</li> <li>▪ develop transferable skills including: co-operative learning, critical thinking, and expressing ideas in a clear, concise way</li> <li>▪ demonstrate the importance of being 'mindful' in international situations</li> </ul>					
<b>Learning outcome:</b>					
Participants should have gained knowledge and an understanding of:					
<ul style="list-style-type: none"> <li>▪ their own personal culture</li> <li>▪ how culture influences our behavior and understanding of the world</li> <li>▪ how the communication process works – both verbally and non-verbally</li> <li>▪ how to minimize misunderstandings in a multicultural context</li> <li>▪ how to find and synthesize key information from written and spoken sources</li> <li>▪ how to engage in analytical and critical thinking</li> <li>▪ how to present ideas and information to multicultural audiences</li> <li>▪ how to think and work independently</li> </ul>					
<b>Skills</b>					
Communication, problem solving, group work, time management.					
<b>Contents</b>					

1. What is culture?
2. Discovering your own cultural traits
3. Stereotypes and generalizations
4. What is communication?
5. Non-verbal communication
6. Models of intercultural communication
7. High and low context cultures
8. Uses of time globally
9. Relationship building
10. Working in a culturally diverse team
11. English as the lingua franca for international meetings and negotiations

#### **Tutorial**

Case studies, group work, and exercises

#### **Teaching formats**

Lectures – live and recorded, student presentations, student-led discussions, synchronous and asynchronous online activities. Students are expected to conduct a considerable amount of independent reading/research/international team activities in addition to classroom-based teaching.

#### **Requirements**

**Formal:** English language level minimum B2

**Content:** no requirements

#### **Forms of examination**

Written exam or written assignment/report

#### **Requirements for the award of credits**

Passed examination

#### **Weight of the grading in the final score**

According to the ECTS credits

#### **Module representative and lecturers**

Module representatives:

- Ellen Rana

Lecturers:

- Ellen Rana

#### **Additional Information**

##### **Literature list**

- Holliday, A., Hyde, M. and Kullman, J. Intercultural Communication. An Advanced Resource Book. London and New York: Routledge.
- Piller, I. Intercultural Communication. A Critical Introduction. Edinburgh: Edinburgh University Press.
- Additional sources will be provided throughout the semester

<b>Mathematics II (Dynamic Modeling and Linear Optimization)</b>					
<b>Module</b>	<b>Workload</b>	<b>Credits</b>	<b>Semester</b>	<b>Frequency offered</b>	<b>Duration</b>
BEMA2	150 h	5	3 <sup>rd</sup> or 4 <sup>th</sup> semester	Summer semester only	1 semester
<b>Course components</b>		<b>Contact time</b>	<b>Independent study</b>	<b>Planned group size</b>	
Seminar		3 semester hours / 48 h	86 h	30 students	
Tutorial		1 semester hour / 16 h			
<b>Teaching language</b>					
German					
<b>Module used in (degree program)</b>					
<input checked="" type="checkbox"/> Bachelor's degree program: Business Administration <input checked="" type="checkbox"/> Bachelor's degree program: Business Administration Dual <input checked="" type="checkbox"/> Bachelor's degree program: Business Administration – Taxes Dual <input type="checkbox"/> Bachelor's degree program: Business Administration (Part-time) "VWA" (business science degree) <input checked="" type="checkbox"/> Bachelor's degree program: Marketing and International Business <input checked="" type="checkbox"/> Bachelor's degree program: SME Management <input type="checkbox"/> Bachelor's degree program: Civil and Industrial Engineering <input type="checkbox"/> Bachelor's degree program: Industrial Engineering <input type="checkbox"/> Bachelor's degree program: Industrial Ceramic Engineering					
<b>Learning outcome</b>					
<p>After completing this module, students will be able to deal with more advanced topics in mathematical modeling. This includes more in-depth topics in calculus and dynamic modeling (difference and differential equations) and advanced topics in linear algebra (linear optimization).</p> <p><b>Skills:</b> Acquisition of technical expertise and methodological skills</p>					
<b>Content</b>					
<p>Advanced mathematics – calculus</p> <ul style="list-style-type: none"> <li>▪ Difference equations</li> <li>▪ Differential equations</li> <li>▪ Deeper exploration of integral calculus</li> </ul> <p>Advanced mathematics - linear algebra</p> <ul style="list-style-type: none"> <li>▪ Linear optimization</li> <li>▪ Economic applications</li> </ul>					
<b>Tutorial</b>					
Case studies and practical cases on Mathematics II					
<b>Teaching formats</b>					

Seminar-like class with interactive presentation and discussion elements as well as exercises
<b>Requirements</b> <b>Formal:</b> no requirements <b>Content:</b> no requirements
<b>Forms of examination</b> Written exam
<b>Requirements for the award of credits</b> Passed module exam
<b>Weight of the grade in the final score</b> Weighted according to the number of ECTS credits
<b>Module representative:</b> <ul style="list-style-type: none"> <li>▪ Prof. Dr. Mark. O. Sellenthin</li> </ul> <b>Lecturers:</b> <ul style="list-style-type: none"> <li>▪ Prof. Dr. Mark. O. Sellenthin / assistant lecturers</li> </ul>
<b>Literature list (latest editions):</b> <ul style="list-style-type: none"> <li>▪ Sellenthin, M.: Volkswirtschaftslehre – mathematisch gedacht, Springer Verlag.</li> <li>▪ Matthäus &amp; Matthäus: Mathematik für BWL-Master, Vieweg + Teubner, Wiesbaden.</li> <li>▪ Schwarze: Mathematik für Wirtschaftswissenschaftler, Band 1, 2 and 3, latest edition</li> </ul>

Quality Management					
Module	Workload	Credits	Semester	Frequency offered	Duration
BEQMA	150 h	5	3 <sup>rd</sup> or 4 <sup>th</sup> semester	Each semester	1 semester
<b>Course components</b>		<b>Contact time</b>	<b>Independent study</b>	<b>Planned group size</b>	
Seminar		3 semester hours / 48 h	86 h	30 students	
Tutorial		1 semester hour / 16 h			
Teaching language German					
<b>Module used in</b> (degree program)					
<input checked="" type="checkbox"/> Bachelor's degree program: Business Administration <input checked="" type="checkbox"/> Bachelor's degree program: Business Administration Dual <input checked="" type="checkbox"/> Bachelor's degree program: Business Administration – Taxes Dual <input type="checkbox"/> Bachelor's degree program: Business Administration (Part-time) "VWA" (business science degree) <input checked="" type="checkbox"/> Bachelor's degree program: Marketing and International Business <input checked="" type="checkbox"/> Bachelor's degree program: SME Management <input type="checkbox"/> Bachelor's degree program: Civil and Industrial Engineering <input type="checkbox"/> Bachelor's degree program: Industrial Engineering <input type="checkbox"/> Bachelor's degree program: Industrial Ceramic Engineering					
<b>Learning outcome</b>					
<p>After completing this module, students will know the importance, functions, and objectives of quality management systems used in businesses. Furthermore, they will be able to apply the essential methods and working techniques of quality management in selected cases.</p> <p><b>Skills:</b>  Understanding the basics of how quality management systems work. The ability to apply theory to a practical task in quality management. Acquisition of technical expertise and methodological skills.</p>					
<b>Contents</b>					
I. Quality management basics II. Strategic corporate alignment as the basis for QM systems III. Business processes as the basis for QM systems IV. Quality management systems according to DIN EN ISO 9000ff and their application V. Application of quality tools VI. Quality audits VII. Quality controlling VIII. Effect of quality management systems IX. Outlook for integrated management systems					
<b>Tutorial</b>					



Case studies and practical cases on quality management
<b>Teaching formats</b> Seminar-like class with interactive presentation and discussion elements as well as exercises
<b>Requirements</b> <b>Formal:</b> no requirements <b>Content:</b> no requirements
<b>Forms of examination</b> Written exam
<b>Requirements for the award of credits</b> Passed module exam
<b>Weight of the grade in the final score</b> Weighted according to the number of ECTS credits
Module representative: ▪ Prof. Dr. Bert Leyendecker Lecturers: ▪ Assistant lecturers
<b>Literature list:</b> ▪ Bräkling, Oidtmann: Kundenorientiertes Prozessmanagement. expertverlag ▪ DIN EN ISO 9000:2008; Beuth Verlag ▪ DIN EN ISO 9001:2008; Beuth Verlag ▪ DIN EN ISO 9004:2000; Beuth Verlag ▪ DIN EN ISO 19011; Beuth Verlag ▪ Kamiske; Qualitätsmanagement von A bis Z, Hanser Verlag

Regional and International Networks					
Module	Workload	Credits	Semester	Frequency offered	Duration
BERIN	150 h	5	3 <sup>rd</sup> or 4 <sup>th</sup> semester	At least 1x per academic year	1 semester
<b>Course components</b>		<b>Contact time</b>	<b>Independent study</b>	<b>Planned group size</b>	
Seminar		3 semester hours / 48 h	86 h	30 students	
Tutorial		1 semester hour / 16 h			
<b>Teaching language</b>					
German					
<b>Module used in (degree program)</b>					
<input checked="" type="checkbox"/> Bachelor's degree program: Business Administration <input checked="" type="checkbox"/> Bachelor's degree program: Business Administration Dual <input checked="" type="checkbox"/> Bachelor's degree program: Business Administration – Taxes Dual <input type="checkbox"/> Bachelor's degree program: Business Administration (Part-time) "VWA" (business science degree) <input type="checkbox"/> Bachelor's degree program: Marketing and International Business <input checked="" type="checkbox"/> Bachelor's degree program: SME Management <input type="checkbox"/> Bachelor's degree program: Civil and Industrial Engineering <input type="checkbox"/> Bachelor's degree program: Industrial Engineering <input type="checkbox"/> Bachelor's degree program: Industrial Ceramic Engineering					
<b>Learning outcome</b>					
<p>After attending the module, students will be able to contextualize the regional dimension in general economic theory and economic policy and know the main growth factors at the regional level. Students will learn about the importance of innovations and networks for economic development.</p>					
<b>Skills</b>					
Acquisition of technical expertise and methodological skills					
<b>Content</b>					
<ul style="list-style-type: none"> <li>▪ Basic issues, methods, and subject matter of regional, innovation and network economics</li> <li>▪ Regional growth theories: overview of the main approaches</li> <li>▪ Innovations and networks as drivers of growth: introduction to innovation economics</li> <li>▪ Mechanisms that promote innovation and networks: innovation policy</li> </ul>					
<b>Tutorial</b>					
Case studies and practical cases on regional and international networks					
<b>Teaching formats</b>					
Seminar-like class with interactive presentation and discussion elements as well as exercises					
<b>Requirements</b>					
<b>Formal:</b> no requirements					

<b>Content:</b> no requirements
<b>Forms of examination</b> Written exam or term paper
<b>Requirements for the award of credits</b> Passed module exam
<b>Weight of the grade in the final score</b> Weighted according to the number of ECTS credits
<b>Module representative:</b> <ul style="list-style-type: none"> <li>▪ Prof. Dr. Mark Sellenthin</li> </ul> <b>Lecturers:</b> <ul style="list-style-type: none"> <li>▪ Prof. Dr. Mark Sellenthin</li> </ul>
<b>Literature list (latest editions):</b> <ul style="list-style-type: none"> <li>▪ Eckey: Regionalökonomie, Gabler Verlag.</li> <li>▪ Heinemann, Hagen, Mohl, Osterloh &amp; Sellenthin: Die Zukunft der EU-Strukturpolitik, Nomos Verlag.</li> <li>▪ Blanchard, O. und Illing, G.: Makroökonomie, Munich.</li> <li>▪ Pindyck, R. &amp; Rubinfeld, D.: Mikroökonomie, Pearson, Munich.</li> <li>▪ Fagerberg, J., Mowery, D. &amp; Nelson, R. R.: The Oxford Handbook of Innovation, Oxford University Press, Oxford.</li> <li>▪ Herrmann-Pillath, C.: Grundriss der Evolutionsökonomik, UTB.</li> <li>▪ Sellenthin, M.: Volkswirtschaftslehre – mathematisch gedacht, Springer Verlag.</li> <li>▪ Weise, Brandes, Eger &amp; Kraft: Neue Mikroökonomie, Physica-Verlag, Heidelberg.</li> </ul>

<b>Rhetoric and Presentation Techniques</b>					
<b>Module</b> RHETO	<b>Workload</b> 150 h	<b>Credits</b> 5	<b>Semester</b> 3 <sup>rd</sup> or 4 <sup>th</sup> semester	<b>Frequency offered</b> 1 x per academic year	<b>Duration</b> 1 semester
<b>Course components</b>		<b>Contact time</b>	<b>Independent study</b>	<b>Planned group size</b>	
Seminar		3 semester hours / 48 h	86 h	30 students	
Tutorial		1 semester hour / 16 h			
<b>Teaching language</b> German					
<b>Module used in (degree program)</b>					
<input checked="" type="checkbox"/> Bachelor's degree program: Business Administration <input checked="" type="checkbox"/> Bachelor's degree program: Business Administration Dual <input checked="" type="checkbox"/> Bachelor's degree program: Business Administration – Taxes Dual <input type="checkbox"/> Bachelor's degree program: Business Administration (Part-time) "VWA" (business science degree) <input checked="" type="checkbox"/> Bachelor's degree program: Marketing and International Business <input checked="" type="checkbox"/> Bachelor's degree program: SME Management <input type="checkbox"/> Bachelor's degree program: Civil and Industrial Engineering <input type="checkbox"/> Bachelor's degree program: Industrial Engineering <input type="checkbox"/> Bachelor's degree program: Industrial Ceramic Engineering					
<b>Learning outcome / skills</b>					
After completing this module, students will be equipped with basic knowledge of the use of communication in the application fields of rhetoric and presentation, especially in a virtual context. They will be able to distinguish themselves by using the skills they have learned (communication skills, preparation and delivery of presentations, confident use of presentation media) in their own speeches and presentations.					
<b>Contents</b>					
I. Rhetoric <ul style="list-style-type: none"> <li>▪ Basics, components, regularities, effects on oneself and others, stylistic devices, rhetoric mistakes, dealing with difficult situations, digression: voice training</li> </ul> II. Presentation technique/s <ul style="list-style-type: none"> <li>▪ Analysis of addressees, planning of media use, goal setting, visualization</li> </ul> III. Feedback					
<b>Tutorial</b>					
Case studies, practical cases, and group work on rhetoric and presentation techniques					
<u>Teaching tools</u> : Virtual, synchronous and asynchronous presentations (screencasts, podcasts, etc.), exercises individually and in teams, groups and the entire class, self-tests.					
<b>Teaching formats</b>					
Seminar-like class with interactive presentation and discussion elements as well as exercises					

<p><b>Requirements</b>  <b>Formal:</b> no requirements  <b>Content:</b> no requirements</p>
<p><b>Forms of examination</b>  Speech script and presentation/rhetorical contributions (portfolio review)</p>
<p><b>Requirements for the award of credits</b>  Passed module exam</p>
<p><b>Weight of the grade in the final score</b>  Weighted according to the number of ECTS credits</p>
<p><b>Module representative:</b>  ▪ Prof. Dr. Christian Lebrecht  <b>Lecturers:</b>  ▪ Assistant professors, assistant lecturers</p>
<p><b>Literature list (latest editions):</b></p> <ul style="list-style-type: none"> <li>▪ <b>Argyle, M.:</b> Körpersprache &amp; Kommunikation. Nonverbaler Ausdruck und soziale Interaktion. 10<sup>th</sup> revised edition. Junfermann. Paderborn. 2013.</li> <li>▪ <b>Ascheron, Claus (2007):</b> Die Kunst des wissenschaftlichen Präsentierens und Publizierens. Ein Praxisleitfaden für junge Wissenschaftler</li> <li>▪ <b>Birkenbihl, V. F.:</b> Rhetorik. Redetraining für jeden Anlass: Besser reden, verhandeln, diskutieren. Münchner Verlagsgruppe. Munich. (Oktober) 2018.</li> <li>▪ <b>Ehlers, M.:</b> Rhetorik - Die Kunst der Rede im digitalen Zeitalter. Books4success. Kulmbach. 2018.</li> <li>▪ <b>Molcho, S:</b> Körpersprache des Erfolgs. Die Zunge kann lügen – der Körper nie! Ariston. Munich. 2015.</li> <li>▪ <b>Schulz von Thun, F. (2014)</b> Miteinander Reden 1-4: Störungen und Klärungen/Stile, Werte und Persönlichkeitsentwicklung/DasInnere Team und situationsgerechte Kommunikation/Fragen und Antworten. Rowohlt. Reinbek. 2014.</li> <li>▪ <b>Thiele, A:</b> Die Kunst zu überzeugen. Faire und unfaire Dialektik. 8<sup>th</sup> edition. Springer. Berlin/Heidelberg. 2006.</li> </ul>

Key Skills for Young Professionals					
Module	Workload	Credits	Semester	Frequency offered	Duration
BEYPR	150 h	5	3 <sup>rd</sup> /4 <sup>th</sup>	1 x per academic year	1 semester
<b>Course components</b>		<b>Contact time</b>	<b>Independent study</b>	<b>Planned group size</b>	
Seminar/workshop		3 semester hours / 48 h	86 h	30 students	
Tutorial		1 semester hour / 16 h			
<b>Teaching language</b>					
German					
<b>Module used in (degree program)</b>					
<input checked="" type="checkbox"/> Bachelor's degree program: Business Administration <input checked="" type="checkbox"/> Bachelor's degree program: Business Administration Dual <input checked="" type="checkbox"/> Bachelor's degree program: Business Administration – Taxes Dual <input type="checkbox"/> Bachelor's degree program: Business Administration (Part-time) "VWA" (business science degree) <input checked="" type="checkbox"/> Bachelor's degree program: Marketing and International Business <input checked="" type="checkbox"/> Bachelor's degree program: SME Management <input type="checkbox"/> Bachelor's degree program: Civil and Industrial Engineering <input type="checkbox"/> Bachelor's degree program: Industrial Engineering <input type="checkbox"/> Bachelor's degree program: Industrial Ceramic Engineering					
<b>Learning outcome / skills</b>					
<p>After successfully completing the module, students will know their social and personal skills and be able place them in a professional context. Based on the broad knowledge base acquired in the course, they will be able to take personal responsibility and actively shape their studies and career start. Among other things, students will be equipped with the techniques and an overview to optimize their course of study according to their goals.</p>					
<b>Contents</b>					
<p>The workshop has a modular structure. The content is based on the personal skills required for the start of the students' careers. These skills include: strategic and analytical skills, networking, and self-promotion. Each lecture is a self-contained unit and covers varying topics.</p> <ol style="list-style-type: none"> <li>I. Abstract thinking</li> <li>II. Analytical thinking</li> <li>III. Feedback</li> <li>IV. Creativity techniques</li> <li>V. Motivation</li> <li>VI. Networking</li> <li>VII. Presentation</li> <li>VIII. Self-management</li> </ol>					

IX. Self-promotion X. Social skills XI. Ability to work in a team
<b>Tutorial</b> Case studies, practical cases, and group work
<u>Teaching tools:</u> Virtual, synchronous and asynchronous presentations (screencasts, podcasts, etc.), text analysis, self-tests, case studies/exercises individually and in teams, groups and the entire class, market analysis.
<b>Teaching formats</b> Seminar-like class with interactive presentation and discussion elements as well as exercises
<b>Requirements</b> <b>Formal:</b> no requirements <b>Content:</b> no requirements
<b>Forms of examination</b> Portfolio (cross-thematic)
<b>Requirements for the award of credits</b> Passed module exam
<b>Weight of the grade in the final score</b> Weighted according to the number of ECTS credits
<b>Module representative:</b> Prof. Dr. Christian Lebrecht <b>Lecturers:</b> Assistant professors, assistant lecturers
<b>Literature list: (latest editions)</b> <ul style="list-style-type: none"> <li>▪ Gorr, C. / Bauer, M. C. (Eds.): Was treibt uns an?: Motivation und Frustration aus Sicht der Hirnforschung. 1<sup>st</sup> edition. Springer. Berlin. 2018.</li> <li>▪ Püschel, E.: Selbstmanagement und Zeitplanung. 2<sup>nd</sup> updated and corrected edition Schöningh. Paderborn. 2017.</li> <li>▪ Radecki, M.: Sprechen Sie für sich. Authentisches und wirksames Selbstmarketing. Springer. Berlin. 1<sup>st</sup> ed. 2017.</li> <li>▪ Sprenger, R. K.: Mythos Motivation: Wege aus der Sackgasse. 20<sup>th</sup> edition. Campus. Frankfurt. 2014.</li> <li>▪ Stahl, E.: Dynamik in Gruppen. Handbuch der Gruppenleitung. 4<sup>th</sup> fully revised and expanded edition. Weinheim/Basel. Beltz. 2017.</li> <li>▪ Further literature will be specified on a case-by-case basis.</li> </ul>

Taxes III (Tax Code and Value Added Tax)					
Module	Workload	Credits	Semester	Frequency offered	Duration
BEST2	150 h	5	3 <sup>rd</sup> or 4 <sup>th</sup> semester	Each semester	1 semester
<b>Course components</b>		<b>Contact time</b>	<b>Independent study</b>	<b>Planned group size</b>	
Seminar		3 semester hours / 48 h	86 h	30 students	
Tutorial		1 semester hour / 16 h			
<b>Teaching language</b>	<b>Compulsory for the students of the "Business Administration – Taxes Dual" program</b>				
German					
<b>Module used in (degree program)</b>					
<input checked="" type="checkbox"/> Bachelor's degree program: Business Administration <input checked="" type="checkbox"/> Bachelor's degree program: Business Administration Dual <input checked="" type="checkbox"/> <b>Bachelor's degree program: Business Administration – Taxes Dual (compulsory)</b> <input type="checkbox"/> Bachelor's degree program: Business Administration (Part-time) "VWA" (business science degree) <input checked="" type="checkbox"/> Bachelor's degree program: Marketing and International Business <input checked="" type="checkbox"/> Bachelor's degree program: SME Management <input type="checkbox"/> Bachelor's degree program: Civil and Industrial Engineering <input type="checkbox"/> Bachelor's degree program: Industrial Engineering <input type="checkbox"/> Bachelor's degree program: Industrial Ceramic Engineering					
<b>Learning outcome / skills</b>					
<p>Students will acquire basic knowledge on the tax code and value added tax in the areas of general tax law. After attending the module, students will have the following knowledge in the areas of general tax law and the tax code: financing of public budgets, tax types and classifications, tax regulations and their significance, structure of tax administration and tax courts, duties and responsibilities of tax authorities, tax administration acts, tax deadlines, procedures for determining, assessing, establishing, and collecting taxes, appeal procedures. After completing the module, students will be able to distinguish between assessable and taxable sales in the area of value added tax. They will know what an exchange of services is, and which factual characteristics describe a business. They will know what chain transactions and intra-community transactions are. Furthermore, they will be able to determine the place of supply and other performance, know which tax exemptions exist, and which VAT options an entrepreneur can apply. They will be familiar with the calculation of input tax deduction, tax bases, actual taxation, and the adjustment of input tax.</p> <p><b>Skills:</b>  Application of basic principles for the entire tax law as well as linking tax administration, taxation procedures, and individual types of taxes. Application of matters under value added tax law.  Acquisition of technical expertise and methodological skills</p>					



<p><b>Contents</b></p> <p>Tax code: public-law dues, classification of taxes, tax legislation and tax regulations, tax administration, jurisdiction of tax authorities, law of tax obligations, tax administration act, implementation of taxation, collection procedure, extrajudicial appeal procedure. Value added tax: assessable transactions, exchange of services, entrepreneurial status, scope of business, chain transactions, intra-community transactions, places of supply and other performance, tax exemptions, VAT options, input tax deductions, tax bases, actual taxation, input tax adjustments.</p> <p><b>Tutorial</b></p> <p>Case studies and practical cases on Taxes III</p>
<p><b>Teaching formats</b></p> <p>Seminar-like class with interactive presentation and discussion elements as well as exercises</p>
<p><b>Requirements</b></p> <p><b>Formal:</b> no requirements  <b>Content:</b> no requirements</p>
<p><b>Forms of examination</b></p> <p>Written exam</p>
<p><b>Requirements for the award of credits</b></p> <p>Passed module exam</p>
<p><b>Weight of the grade in the final score</b></p> <p>Weighted according to the number of ECTS credits</p>
<p><b>Module representative:</b></p> <ul style="list-style-type: none"> <li>▪ Prof. Dr. Arno Steudter</li> </ul> <p><b>Lecturers:</b></p> <ul style="list-style-type: none"> <li>▪ Assistant lecturers</li> </ul>
<p><b>Literature list: (latest editions)</b></p> <ul style="list-style-type: none"> <li>▪ Bornhofen: Steuerlehre 1, Lösungen zum Lehrbuch Steuerlehre 1.</li> <li>▪ Grefe: Unternehmenssteuern</li> <li>▪ Kortschak: Lehrbuch Umsatzsteuer</li> <li>▪ Helmschrott/Schaeberle/Scheel: Abgabenordnung</li> </ul>

<b>Economic Geography</b>					
<b>Module</b> BEGEO	<b>Workload</b> 150 h	<b>Credits</b> 5	<b>Semester</b> 3 <sup>rd</sup> or 4 <sup>th</sup> semester	<b>Frequency offered</b> Each semester	<b>Duration</b> 1 semester
<b>Course components</b>		<b>Contact time</b>	<b>Independent study</b>	<b>Planned group size</b>	
Seminar		3 semester hours / 48 h	86 h	30 students	
Tutorial		1 semester hour / 16 h			
<b>Teaching language</b> German					
<b>Module used in (degree program)</b> <ul style="list-style-type: none"> <li><input checked="" type="checkbox"/> Bachelor's degree program: Business Administration</li> <li><input checked="" type="checkbox"/> Bachelor's degree program: Business Administration Dual</li> <li><input checked="" type="checkbox"/> Bachelor's degree program: Business Administration – Taxes Dual</li> <li><input type="checkbox"/> Bachelor's degree program: Business Administration (Part-time) "VWA" (business science degree)</li> <li><input checked="" type="checkbox"/> Bachelor's degree program: Marketing and International Business</li> <li><input checked="" type="checkbox"/> Bachelor's degree program: SME Management</li> <li><input type="checkbox"/> Bachelor's degree program: Civil and Industrial Engineering</li> <li><input type="checkbox"/> Bachelor's degree program: Industrial Engineering</li> <li><input type="checkbox"/> Bachelor's degree program: Industrial Ceramic Engineering</li> </ul>					
<b>Learning outcome</b> <p>The course aims to provide students with a geographical perspective on global economic structures and processes in order to understand and critically analyze economic relations and economic action. After completing the module, students should be able to independently obtain data and information and use them to develop their own analyses of economic-geographic problems.</p> <p><b>Skills</b> Communication skills, conversational skills, conflict resolution, critical thinking skills, self-reflection. Acquisition of technical expertise and methodological skills as well as social skills.</p>					
<b>Contents</b> <p>The course focuses on the the development of the global economy. For this purpose, students will first receive an introduction to the basic concepts and issues of economic geography. Topics include the choice of the business location, theories on globalization, international trade, global value chains, multinational corporations as well as trade and the environment.</p> <p><b>Tutorial</b> Case studies and practical cases on economic geography</p>					
<b>Teaching formats</b> Seminar-like class with interactive presentation and discussion elements as well as exercises					

<p><b>Requirements</b>  <b>Formal:</b> no requirements  <b>Content:</b> no requirements</p>
<p><b>Forms of examination</b>  Written exam or term paper</p>
<p><b>Requirements for the award of credits</b>  Passed module exam</p>
<p><b>Weight of the grade in the final score</b>  Weighted according to the number of ECTS credits</p>
<p><b>Module representative:</b>  ▪ Isabell Goebel  <b>Lecturers:</b>  ▪ Isabell Goebel</p>
<p><b>Literature list (latest editions):</b></p> <ul style="list-style-type: none"> <li>▪ Bathelt, H. / Glückler, J.: Wirtschaftsgeographie. Ökonomische Beziehungen in räumlicher Perspektive. Stuttgart.</li> <li>▪ Giese, E. / Mossig, I. / Schröder, H.: Grundriss Allgemeine Geographie. Globalisierung der Wirtschaft. Paderborn i. a.</li> <li>▪ Haas, H.-D. / Neumair, S.-M. / Schlesinger, D.-M.: Internationale Wirtschaft. Unternehmen und Wirtschaftsraum im Globalisierungsprozess. Munich.</li> <li>▪ Hahn, B.: Welthandel. Geschichte, Konzepte, Perspektiven. Darmstadt.</li> <li>▪ Kulke, E.: Grundriss Allgemeine Geographie. Wirtschaftsgeographie. Paderborn i. a.</li> </ul>