

## Module Overview Semester 1

Semester 1	Number of Groups	CR	Hours	Exam Type in Minutes	Responsible Professor
<b>I.1. Business Administration</b>		<b>7</b>	<b>6</b>	<b>W 90</b>	<b>Prof. Dr. Lerchenmüller</b>
I.1.1. Introduction to BA - Lecture	1	2	2		
I.1.2. Introduction to BA - Exercises	3	2	1		
I.1.3. Principles of Organisation	1	2	2		
I.1.4. Service Management	1	1	1		
<b>I.2. Financial Accounting</b>		<b>5</b>	<b>4</b>	<b>W 90</b>	<b>Prof. Dr. Rümmele</b>
I.2.1. Bookkeeping	2	2	2		
I.2.2. Balancing	2	1	1		
I.2.3. Exercises	2	2	1		
<b>I.3. Information Technology</b>		<b>4</b>	<b>3</b>	<b>W 60 + O</b>	<b>Prof. Dr. Staiger</b>
I.3.1. Basics	2	1	1		
I.3.2. Databases - Lecture	2	1	1		
I.3.3. Databases - Exercises	4	2	1		
<b>I.4. Basic Methods I</b>		<b>4</b>	<b>2</b>	<b>P</b>	<b>Prof. Dr. Hohlstein</b>
I.4.1. Methods of scientific Working - Exercises	4	2,5	1		
I.4.2. Presentation Techniques - Exercises	4	1,5	1		
<b>I.5. Economics I</b>		<b>6</b>	<b>5</b>	<b>W 60 + P</b>	<b>Prof. Dr. Hohlstein</b>
I.5.1. Mathematics in Economics	3	1,5	1		
I.5.2. Introduction to Economics	3	2	2		
I.5.3. Microeconomics	1	1	1		
I.5.4. Case Studies in Microeconomics - Exercises	3	1,5	1		
<b>I.6. Commercial Law I</b>		<b>4</b>	<b>4</b>	<b>W 90</b>	<b>Prof. Dr. Scori</b>
I.6.1. Legal Transaction	2	3	3		
I.6.2. Exercises	3	1	1		
<b>Complete/Total</b>		<b>30</b>	<b>24</b>	<b>5W (2x60, 3x90)+2P+1O</b>	

# Degree Program Business Administration (B.Sc.)

## Module Description

<b>Code:</b> I.1.	<b>Name:</b> Business Administration
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## Administration

<b>Module Coordinator:</b> Professor Dr. Michael Lerchenmüller		
<b>Cycle:</b> Winter and Summer semesters	<b>ECTS-Credits:</b> 7	<b>Lecture hours per week:</b> 6
<b>Prerequisites:</b> None	<b>Language of Instruction:</b> German	

## Student Evaluation

Written exam (90 minutes)
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## Module Details

<b>Learning Outcomes and Skills:</b> Business Studies Basic Knowledge Organizational Basic Knowledge Understanding of Structures and Processes of Enterprises Services Basic Knowledge
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<b>Course Components:</b> Introduction into Business Studies – Lecture Introduction into Business Studies – Exercise Principles of Organization Service Management
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## Degree Program Business Administration (B.Sc.)

<b>Course Component:</b> Introduction into Business Studies – Lecture		
<b>ECTS-Credits:</b> 2	<b>Lecture hours per week:</b> 2	<b>Language of Instruction:</b> German
<b>Course Contents:</b> Business Studies as Science Enterprises acting on a market Structural characteristics of organizations Functional characteristics of organizations Factors for generating business Business Processes Control of enterprises Certain problems Business ethics		
<b>Teaching Methods</b> Lectures shall try to communicate basic business knowledges with help of a certain amount of interactive discussions. Current examples and figures shall try to connect a relation to real business life. Students will have to prepare themselves for lectures as well as to revise the taught contents. This learning process is conducted by means of suggested specific literature. Hence, this class requires a high amount of self-organization as well as discipline.		
<b>Text books/Learning resources:</b> Wöhe, G., Döring, U., Einführung in die Allgemeine Betriebswirtschaftslehre, Vahlen, jeweils neueste Auflage  Olfert, K., Rahn, H.-J., Lexikon der Betriebswirtschaftslehre, Kiehl-Verlag 2004		

## Degree Program Business Administration (B.Sc.)

<b>Course Component:</b> Introduction into Business Studies – Exercise		
<b>ECTS-Credits:</b> 2	<b>Lecture hours per week:</b> 1	<b>Language of Instruction:</b> German
<b>Course Contents:</b> Exercises in accordance with the lecture. Look at the lecture description “Introduction into Business Studies” for further information.		
<b>Teaching Methods</b> For a better understanding of complex problems students have to solve certain assignments in team work. Results are going to be presented and discussed with other students as well as the teaching instructor. Moreover, the teaching instructor implements case studies to grant a better connection to real business life.  Active work of students is basis of this class.		
<b>Text books/Learning resources:</b> Wöhe, G., Döring, U., Einführung in die Allgemeine Betriebswirtschaftslehre, Vahlen, jeweils neueste Auflage Olfert, K., Rahn, H.-J., Lexikon der Betriebswirtschaftslehre, Kiehl-Verlag 2004 Wöhe, G., u.a., Übungsbuch zur Einführung in die allgemeine Betriebswirtschaftslehre, Vahlen, 2005 Copies of Team Work Papers		

## Degree Program Business Administration (B.Sc.)

<b>Course Component:</b> Principles of Organization		
<b>ECTS-Credits:</b> 2	<b>Lecture hours per week:</b> 2	<b>Language of Instruction:</b> German
<b>Course Contents:</b> Enterprises from a organizational perspective and its objectives Organization as system Basic organizations, techniques, and methods Organizational structures Business Processing Organization as change process in enterprises Operational functions of organizational structures Further organizational structures		
<b>Teaching Methods</b> Students learn terms and definitions by interactive discussions. Examples shall provide a better understanding. Students have to study the recommended book and to prepare themselves for the lectures in which they shall show what they learned out of it.		
<b>Text books/Learning resources:</b> Wöhe, G., Döring, U., Einführung in die Allgemeine Betriebswirtschaftslehre, Vahlen, jeweils neueste Auflage Olfert, K., Organisation, Kiehl-Verlag, jeweils neueste Auflage Schmelzer, H.J., Sesselmann, W. (2008): Geschäftsprozessmanagement in der Praxis, Carl Hanser Verlag Vahs, D. (2003): Organisation, 4. Auflage, Stuttgart, Schäffer Poeschel Verlag		

## Degree Program Business Administration (B.Sc.)

<b>Course Component:</b> Service Management		
<b>ECTS-Credits:</b> 1	<b>Lecture hours per week:</b> 1	<b>Language of Instruction:</b> German
<b>Course Contents:</b> Introduction into service management Functional characteristics of service organizations Factors for generating business Business processes Control of service enterprises Special problems of service branches Future of Service Management		
<b>Teaching Methods</b> Students learn terms and definitions by interactive discussions. Examples shall provide a better understanding. Students have to study the recommended book and to prepare themselves for the lectures in which they shall show what they learned out of it.		
<b>Text books/Learning resources:</b> Biermann, Thomas: Kompakt-Training Dienstleistungsmanagement, 2. Aufl., Ludwigshafen 2003 Corsten, Hans; Gössinger, Ralf: Dienstleistungsmanagement, 5. Aufl., München 2007 Diller, Hermann (Hrsg.): Vom Produkt- zum Dienstleistungsgeschäft, Nürnberg 2008 Pepels, Werner (Hrsg.): Kundendienstpolitik, München 1999 Handout given by Teaching Instructor		

### Module Description

<b>Code:</b> I.2.	<b>Name:</b> Financial Accounting
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### Administration

<b>Module Coordinator:</b> Professor Dr. Peter Rümmele		
<b>Cycle:</b> Winter and Summer semesters	<b>ECTS-Credits:</b> 6	<b>Lecture hours per week:</b> 5
<b>Prerequisites:</b> None	<b>Language of Instruction:</b> German	

### Student Evaluation

Written exam (max. 90 minutes)
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### Module Details

<b>Learning Outcomes and Skills:</b> Main object of this mandatory course is to provide an adequate understanding of the German accounting techniques and system. Basics of reporting and fiscal accounting build up on the above mentioned objects.
<b>Course Components:</b> Bookkeeping Balancing Exercises

## Degree Program Business Administration (B.Sc.)

<b>Course Component:</b> Bookkeeping		<b>Lecturer:</b> Bernd Greiner/Dr. Peter Schmidt	
<b>ECTS-Credits:</b> 2	<b>Lecture hours per week:</b> 2	<b>Language of Instruction:</b> German	
<b>Course Contents:</b> Basics about Accounting/Financial Reporting Technique of the German “double book-accounting” Booking and Balancing Removable Goods Booking and Balancing Fixed Assets Booking Production Costs Booking Labor Costs Booking and Balancing Receivables Booking and Balancing Liabilities Booking and Balancing Financial Assets Booking Taxes Preliminary Annual Balance Sheet Booking Equity and Operating Profit			
<b>Teaching Methods</b> Students shall learn the German accounting system and its special techniques with help of case studies. Main objective is to understand the so called “double book-accounting”. The class builds up on lectures, team work, partner work, exercises, and homework.			
<b>Text books/Learning resources:</b> Bähr, Gottfried/Fischer-Winkelmann, Wolf: Buchführung und Jahresabschluss, Gabler, Wiesbaden 2006. Bornhofen, Manfred: Buchführung 1 und 2, Gabler, Wiesbaden 2007. Buchholz, Rainer: Grundzüge des Jahresabschlusses nach HGB und IFRS, Vahlen, München 2002. Coenenberg, Adolf G.: Jahresabschluss und Jahresabschlussanalyse, Verlag Moderne Industrie, Lndasberg am Lech, Stuttgart 2001. Döring, Ulrich/Buchholz, Rainer: Buchhaltung und Jahresabschluss, Erich Schmidt, Berlin 2005. Eisele, Wolfgang: Technik des betrieblichen Rechnungswesens, Vahlen, München 1999.			



Degree Program Business Administration (B.Sc.)

<b>Course Component:</b> Balancing		<b>Lecturer:</b> Bernd Greiner/Dr. Peter Schmidt
<b>ECTS-Credits:</b> 1	<b>Lecture hours per week:</b> 1	<b>Language of Instruction:</b> German
<p><b>Course Contents:</b></p> <p>Basics about Accounting/Financial Reporting</p> <p>Technique of the German “double book-accounting”</p> <p>Booking and Balancing Removable Goods</p> <p>Booking and Balancing Fixed Assets</p> <p>Booking Production Costs</p> <p>Booking Labor Costs</p> <p>Booking and Balancing Receivables</p> <p>Booking and Balancing Liabilities</p> <p>Booking and Balancing Financial Assets</p> <p>Booking Taxes</p> <p>Preliminary Annual Balance Sheet</p> <p>Booking Equity and Operating Profit</p>		
<p><b>Teaching Methods</b></p> <p>Students shall learn basics of balancing, i. e. to structure a balance sheet and to assess the balance sheet items adequately. The class builds up on lectures, team work, partner work, exercises, and homework.</p>		
<p><b>Text books/Learning resources:</b></p> <p>Bähr, Gottfried/Fischer-Winkelmann, Wolf: Buchführung und Jahresabschluss, Gabler, Wiesbaden 2006.</p> <p>Bornhofen, Manfred: Buchführung 1 und 2, Gabler, Wiesbaden 2007.</p> <p>Buchholz, Rainer: Grundzüge des Jahresabschlusses nach HGB und IFRS, Vahlen, München 2002.</p> <p>Coenenberg, Adolf G.: Jahresabschluss und Jahresabschlussanalyse, Verlag Moderne Industrie, Lndasberg am Lech, Stuttgart 2001.</p> <p>Döring, Ulrich/Buchholz, Rainer: Buchhaltung und Jahresabschluss, Erich Schmidt, Berlin 2005.</p> <p>Eisele, Wolfgang: Technik des betrieblichen Rechnungswesens, Vahlen, München 1999.</p>		

## Degree Program Business Administration (B.Sc.)

<b>Course Component:</b> Exercises		<b>Lecturer:</b> Bernd Greiner/Dr. Peter Schmidt
<b>ECTS-Credits:</b> 3	<b>Lecture hours per week:</b> 2	<b>Language of Instruction:</b> German
<b>Course Contents:</b> Basics about Accounting/Financial Reporting Technique of the German “double book-accounting” Booking and Balancing Removable Goods Booking and Balancing Fixed Assets Booking Production Costs Booking Labor Costs Booking and Balancing Receivables Booking and Balancing Liabilities Booking and Balancing Financial Assets Booking Taxes Preliminary Annual Balance Sheet Booking Equity and Operating Profit		
<b>Teaching Methods</b> Case studies and examples try to provide a better understanding in connection with students discussing given problems. Students shall learn to structure and solve these problems adequately. The class builds up on lectures, team work, partner work, exercises, and homework.		
<b>Text books/Learning resources:</b> Bähr, Gottfried/Fischer-Winkelmann, Wolf: Buchführung und Jahresabschluss, Gabler, Wiesbaden 2006. Bornhofen, Manfred: Buchführung 1 und 2, Gabler, Wiesbaden 2007. Buchholz, Rainer: Grundzüge des Jahresabschlusses nach HGB und IFRS, Vahlen, München 2002. Coenenberg, Adolf G.: Jahresabschluss und Jahresabschlussanalyse, Verlag Moderne Industrie, Lndasberg am Lech, Stuttgart 2001. Döring, Ulrich/Buchholz, Rainer: Buchhaltung und Jahresabschluss, Erich Schmidt, Berlin 2005. Eisele, Wolfgang: Technik des betrieblichen Rechnungswesens, Vahlen, München 1999.		

## Degree Program Business Administration (B.Sc.)

### Module Description

<b>Code:</b> I.3.	<b>Name:</b> Information Technology
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### Administration

<b>Module Coordinator:</b> Professor Dr. Siegfried Staiger		
<b>Cycle:</b> Winter and Summer semesters	<b>ECTS-Credits:</b> 5	<b>Lecture hours per week:</b> 3
<b>Prerequisites:</b> None	<b>Language of Instruction:</b> German	

### Student Evaluation

Written Exam	80 %
Data Base Case Study, SQL Exam	20 %

### Module Details

<b>Learning Outcomes and Skills:</b> Basic knowledges of IT technologies, techniques, processes, and problems. Understanding of information storing and related problems like redundancy or lay offs.
<b>Course Components:</b> Basics Databases – Lecture Databases – Exercises

## Degree Program Business Administration (B.Sc.)

<b>Course Component:</b> Basics		
<b>ECTS-Credits:</b> 2	<b>Lecture hours per week:</b> 1	<b>Language of Instruction:</b> German
<b>Course Contents:</b> Basic terms and definitions as well as the historical development of IT-systems and architectures are part of this class. Students learn about mass storing systems and concepts, bits and bytes, and different encryptions. In connection with business students shall get an understanding of costs and time problems regarding data volume and transmission. Moreover, students shall build a knowledge connection to the Internet with help of the above mentioned contents. The class builds up on lectures, exercises, and homework.		
<b>Teaching Methods</b> Lectures are held by showing presentation slides and animations. Small student groups shall solve given problems by using computers.		
<b>Text books/Learning resources:</b> Manuscript and handout of presentation slides. Stahlknecht, Einführung in die Wirtschaftsinformatik		

<b>Course Component:</b> Databases – Lecture		
<b>ECTS-Credits:</b> 1	<b>Lecture hours per week:</b> 1	<b>Language of Instruction:</b> German
<b>Course Contents:</b> Students shall get an overview about problems of business data management and information supply with help of brief examples. Part of these given problems are structuring methods that shall recognize objects, attributes, and relations as well as normalization to avoid redundancies. Main content of this class is the use of the data base system MS Access.		
<b>Teaching Methods</b> Lectures are held by showing presentation slides and animations. The teaching instructor shows the students how to use MS Access by projecting the user surface on a screen. Moreover, the class shall discuss problems like methods for data supply as base for business decisions. .		
<b>Text books/Learning resources:</b> Manuscript and handout of presentation slides. Stahlknecht, Einführung in die Wirtschaftsinformatik		

## Degree Program Business Administration (B.Sc.)

<b>Course Component:</b> Databases – Exercises		
<b>ECTS-Credits:</b> 2	<b>Lecture hours per week:</b> 1	<b>Language of Instruction:</b> German
<b>Course Contents:</b> This Exercise builds up on the lecture. Student shall solve in group work problems like data storing and the present vulnerabilities of the system. In addition to this, students will be confronted with entity-relationship-diagrams, relational data bases, table attributes, and similar circumstances. It is important that students adopt the ability to analyze and understand the SQL-encryption of a graphically generated data retrieval.		
<b>Teaching Methods</b> In a component exam students can show in small group what they learned in this class. Small groups shall solve given assignments autonomously.		

## Degree Program Business Administration (B.Sc.)

### Module Description

<b>Code:</b> I.4.	<b>Name:</b> Basic Methods I
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### Administration

<b>Module Coordinator:</b> Professor Dr. Michal Hohlstein		
<b>Cycle:</b> Winter and Summer semesters	<b>ECTS-Credits:</b> 4	<b>Lecture hours per week:</b> 2
<b>Prerequisites:</b> None		<b>Language of Instruction:</b> German

### Student Evaluation

Paper Homework	60 %
Further Exams: Team Work Presentation	40 %

### Module Details

<b>Learning Outcomes and Skills:</b> Students shall learn how to write an essay or paper adequately. In addition to this, students shall learn how to present acquired knowledges.
<b>Course Components:</b> Methods of Writing a Scientific Paper – Exercise Presentation Techniques – Exercises

## Degree Program Business Administration (B.Sc.)

<b>Course Component:</b> Methods Writing a Scientific Paper– Exercise		
<b>ECTS-Credits:</b> 2,5	<b>Lecture hours per week:</b> 1	<b>Language of Instruction:</b> German
<b>Course Contents:</b> 1 What is an Academic Paper 2 Planning and Preparation 2.1 Question Analysis and Structuring 2.2 Information Supply/Research 3 Writing a Paper 3.1 Paper Items 3.2 Layout 4 Quotation Rules 5 Special Cases		
<b>Teaching Methods</b> Students shall learn the basics of academic papers with help of examples and different exercises; e. g. quoting. Students shall write a brief homework paper about a given topic.		
<b>Text books/Learning resources:</b> Heister, W., Weißler-Po?berg, D.: Studieren mit Erfolg: Wissenschaftliches Arbeiten, Stuttgart 2007 Franck, N., Stary, J.: Die Technik wissenschaftlichen Arbeitens, 14. Aufl., Paderborn 2009 Theisen, R.: Wissenschaftliches Arbeiten, München 1991 Fitzke, C.: Leitfaden für wissenschaftliche Arbeiten und Referate, 5. Aufl., Nürtingen 2011		

## Degree Program Business Administration (B.Sc.)

<b>Course Component:</b> Presentation Techniques – Exercise		
<b>ECTS-Credits:</b> 1,5	<b>Lecture hours per week:</b> 1	<b>Language of Instruction:</b> German
<b>Course Contents:</b> The Most Important: Concern about One Self's Topic Conditions: A good preparation...in Each Aspect! Accommodation Structuring a Presentation How to Use the Right Media Basics about Rhetoric Techniques The Oral Presentation: Speech and Voice Body Language as Most Important Aid: Mimic and Gesture Special Case Group Presentations: The appearance as a Team Problems: What to do, if...		
<b>Teaching Methods</b> In this class the teaching instructor tries to communicate success criteria for the right presentation. Main thing is to show the student don'ts to avoid certain mistakes when presenting. Students shall make presentations in groups to show what they could learn out of the class. Following the presentation, the teaching instructor will provide the group as well as each single group member with feedback. Autonomous Group Presentations		
<b>Text books/Learning resources:</b> Berger, W.: Präsentieren und Visualisieren mit und ohne Multimedia, München 2003 Manuscript		



# Degree Program Business Administration (B.Sc.)

## Module Description

<b>Code:</b> I.5.	<b>Name:</b> Economics I
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## Administration

<b>Module Coordinator:</b> Professor Dr. Michael Hohlstein		
<b>Cycle:</b> Winter and Summer semesters	<b>ECTS-Credits:</b> 6	<b>Lecture hours per week:</b> 5
<b>Prerequisites:</b> None	<b>Language of Instruction:</b> German	

## Student Evaluation

Written Exam	70 %
Paper Work	30 %

## Module Details

<b>Learning Outcomes and Skills:</b> The teaching instructor tries to communicate economic basics, i. e. economics as science, parts and structures of a national economy, organizational interrelations, and international economic interrelations. Students shall learn basics of economic mathematics, i. e. functions, optimizing and elasticity theories. Students shall also learn basics of micro economics., i. e. several theories, pricing models, and governmental influence into price building)
<b>Course Components:</b> Mathematics in Economics Introduction to Economics Microeconomics Case Studies in Microeconomics - Exercises

## Degree Program Business Administration (B.Sc.)

<b>Course Component:</b> Mathematics in Economics		
<b>ECTS-Credits:</b> 1,5	<b>Lecture hours per week:</b> 1	<b>Language of Instruction:</b> German
<b>Course Contents:</b> Functions with one Variable Functions with Multiple Variables Determining an Extremum in Connection with Side Conditions by using Lagrange Interpolation Formula Elasticity regarding Functions with one Variable and Functions with multiple Variables		
<b>Teaching Methods</b> <p>In the first part of the semester the teaching instructor teaches the above mentioned contents by calculating the exercises in common with the students. This way students shall get the possibility to solve assignments that are going to be discussed with the teaching instructor in the next teaching session. To have a better overview, students get a formulary issued by the teaching instructor. In addition to this students get an exercise book with sample solutions for an autonomous study. Moreover, students have the chance to join a tutorial held by students out of higher semester.</p> <p>Students shall learn to apply their analytical and mathematical skills to solve problems regarding business and economic issues. This class serves moreover as preparation for the following case studies out of the second part of the semester</p>		
<b>Text books/Learning resources:</b> Schwarze, J.: Mathematik für Wirtschaftswissenschaftler, 3 Bände, 13. Aufl., Herne 2003 Luderer, B., Würker, U.: Einstieg in die Wirtschaftsmathematik, 4. Aufl., Stuttgart 2001 Peters, H.: Wirtschaftsmathematik, Klausur Intensiv Training, Stuttgart 2003 Müller-Fonfara, R., Scholl, W.: Mathematik verständlich, München 2005 Handout		

## Degree Program Business Administration (B.Sc.)

<b>Course Component:</b> Introduction to Economics		
<b>ECTS-Credits:</b> 2	<b>Lecture hours per week:</b> 2	<b>Language of Instruction:</b> German
<b>Course Contents:</b> Definitions, Duties and Responsibilities of General Economics as Science Needs Goods and its Factors of Production Scarceness and Division of Labour Organizational Models International Cooperations and Economic Integration		
<b>Teaching Methods</b> The teaching instructor presents problems and contents of economics with help of past and current examples out of economic policy. Basic condition is a student's relation to economics in general, policy sciences, history, and philosophy. To provide a brighter knowledge spectrum, several national economies are taken as examples.		
<b>Text books/Learning resources:</b> Engelkamp, P.; Sell, F.: Einführung in die Volkswirtschaftslehre, 3. Aufl., Berlin u.a.O. 2005 Sperber, H.: Wirtschaft verstehen, 3. Aufl., Stuttgart 2009 Bartling, H., Luzius, F.: Grundzüge der Volkswirtschaftslehre, 15. Aufl., München 2004 Basseler, U. u. a.: Grundlagen und Probleme der Volkswirtschaft, 18. Aufl., Stuttgart 2006 Siebert, H.: Einführung in die Volkswirtschaftslehre, 14. Aufl., Stuttgart 2003		

## Degree Program Business Administration (B.Sc.)

<b>Course Component:</b> Microeconomics		
<b>ECTS-Credits:</b> 1	<b>Lecture hours per week:</b> 1	<b>Language of Instruction:</b> German
<b>Course Contents:</b> The Meaning of a Free Pricing for free Market Economies Household Theory and Demand Enterprise Theory and Production of Goods Free pricing regarding different Market Forms Possibilities and Outcomes of a governmental influence into Pricing		
<b>Teaching Methods</b> In the first part of the semester the teaching instructor teaches basics to provide students with adequate theoretic knowledge for the case studies in the second part of the semester. Students shall prepare themselves for the lectures and revise the learned contents after each one. The teaching instructor attaches importance to the intermediation of economic analytical models that shall enable the students to solve the case studies out of the second part of the semester.		
<b>Text books/Learning resources:</b> Franke, J.: Grundzüge der Mikroökonomik, 8. Aufl., München/Wien, 1996 Hohlstein, M. u. a.: Lexikon der Volkswirtschaft, 3. Aufl., München 2009 Schumann, J.: Grundzüge der mikroökonomischen Theorie, 7. Aufl., Berlin u.a.O. 1999 Varian, H.: Microeconomic analysis, New York 1992 Handout		

## Degree Program Business Administration (B.Sc.)

<b>Course Component:</b> Case Studies in Microeconomics - Exercises		
<b>ECTS-Credits:</b> 1,5	<b>Lecture hours per week:</b> 1	<b>Language of Instruction:</b> German
<b>Course Contents:</b> The Meaning of a Free Pricing for free Market Economies Household Theory and Demand Enterprise Theory and Production of Goods Free pricing regarding different Market Forms Possibilities and Outcomes of a governmental influence into Pricing		
<b>Teaching Methods</b> Student shall apply the learned contents out of the first theoretic part of the semester. They are going to work in groups consisting out of four persons to not only improve their problem solving expertise but also their capacity to work in a team. After writing a paper the students will have to explain themselves orally. At the end of the session the students get the teaching instructor's feedback.		
<b>Text books/Learning resources:</b> Franke, J.: Grundzüge der Mikroökonomik, 8. Aufl., München/Wien, 1996 Hohlstein, M. u. a.: Lexikon der Volkswirtschaft, 3. Aufl., München 2009 Schumann, J.: Grundzüge der mikroökonomischen Theorie, 7. Aufl., Berlin u.a.O. 1999 Varian, H.: Microeconomic analysis, New York 1992 handout		

## Degree Program Business Administration (B.Sc.)

### Module Description

<b>Code:</b> I.6.	<b>Name:</b> Commercial Law I
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### Administration

<b>Module Coordinator:</b> Prof. Dr. jur. Konrad Scori		
<b>Cycle:</b> Winter and Summer semesters	<b>ECTS-Credits:</b> 5	<b>Lecture hours per week:</b> 5
<b>Prerequisites:</b> None	<b>Language of Instruction:</b> German	

### Student Evaluation

Written exam (max. 90 minutes)	100 %
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### Module Details

<b>Learning Outcomes and Skills:</b> Students shall learn the basics of private law, especially civil law, commercial and corporate law, as well as the basics of the German legal system and its connection with European law. Main objective of this course is to apply the contents in daily business life. In addition to the theoretical approach, the teaching instructor will use real law cases to provide a better understanding.
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<b>Course Components:</b> II.5.1 Legal Transaction II.5.2 Commercial and Corporation Law II.5.3 Exercises
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## Degree Program Business Administration (B.Sc.)

<b>Course Component:</b> Legal Transaction		
<b>ECTS-Credits:</b> 3	<b>Lecture hours per week:</b> 3	<b>Language of Instruction:</b> German
<b>Course Contents:</b> Basic Principles of the System and Execution of Law Exam Technique: Solving Private Law Cases Legal Bodies and specific Characteristics of Legal Persons Material Character Basics of Legal Acts and the Statement of Intention Basics of Contracts: Term, Meaning, Conclusion, Termination Lack of Will Right of Proxy Limitation of timely Execution		
<b>Teaching Methods</b> Detailed Script, Compilation of Cases, and Compilation of Terms and Definitions will be given out.		
<b>Text books/Learning resources:</b> Will be presented in lecture		

Degree Program Business Administration (B.Sc.)

<b>Course Component:</b> Commercial and Corporation Law		
<b>ECTS-Credits:</b> 1	<b>Lecture hours per week:</b> 1	<b>Language of Instruction:</b> German
<b>Course Contents:</b> <b>A Commercial Law</b> I Commercial Law and Legal Act II The Merchant III Commercial Firm IV Legal Acts (Proxy, Trade Register)  <b>B Corporate Law</b> I Introduction and Basics II Private Companies III Capital Companies		
<b>Teaching Methods</b> More an interactive discussion than a lecture, students shall learn basic principles of commercial and corporate law. To make an interrelation to real business life, law cases will be presented by the teaching instructor. Moreover, students shall use a handout to ensure a learning success.		
<b>Text books/Learning resources:</b> <b>Wörten, Rainer: Handelsrecht mit Gesellschaftsrecht</b> , Carl Heymanns Verlag <b>Kindler, Peter: Grundkurs Handels- und Gesellschaftsrecht</b> , Verlag C.H. Beck <b>Jung, Peter: Handelsrecht</b> , „Studium Jura“, Verlag C.H. Beck <b>Klunzinger, Eugen Grundzüge des Handelsrechts</b> , „Lernbücher für Wirtschaft und Recht“, Verlag Vahlen <b>Klunzinger, Eugen Grundzüge des Gesellschaftsrechts</b> , „Lernbücher für Wirtschaft und Recht“, Verlag Vahlen <b>Roth, Günter H. Handels- und Gesellschaftsrecht</b> , „Studienreihe Jura“, Verlag Vahlen		



## Degree Program Business Administration (B.Sc.)

<b>Course Component:</b> Exercises		
<b>ECTS-Credits:</b> 1	<b>Lecture hours per week:</b> 1	<b>Language of Instruction:</b> German
<b>Course Contents:</b> The main problem about this course is handling the abstract legal language. Students shall learn in this class to use the abstract language by solving cases autonomously in small groups. Moreover, students shall get the ability to build a interrelation between legal and business aspects.		
<b>Teaching Methods</b> The students shall be introduced into solving techniques with help of the teaching instructor as well as group work and individual work. The solved cases will be presented and by the students. Afterwards a sample solution will be given to the students to provide the possibility to correct their work and to learn to solve the case correctly.  The students shall be approached to a completely new way of thinking, i. e. the forensic way of thinking. Legal prerequisites and different effects of legal acts shall be taught by solving realistic legal cases.		
<b>Text books/Learning resources:</b> Will be presented in lecture		

## Module Overview Semester 2

Semester 2	Number of Groups	CR	Hours	Exam Type in Minutes	Responsible Professor
<b>II.1. Procurement and Production</b>		<b>5</b>	<b>4</b>	<b>W 90</b>	<b>Prof. Dr. Matthäus</b>
II.1.1. Productionmanagement	1	3	2		
II.1.2. Procurementmanagement	1	2	2		
<b>II.2. Empirical Methods I</b>		<b>5</b>	<b>4</b>	<b>W 90</b>	<b>Prof. Dr. Wewel</b>
II.2.1. Descriptive Statistics	3	3	2		
II.2.2. Statistical Forecasting	3	2	2		
<b>II.3. Internal Accounting</b>		<b>5</b>	<b>5</b>	<b>W 90</b>	<b>Prof. Dr. Barth</b>
II.3.1. Full Cost Accounting	2	2	2		
II.3.2. Direct Costing	2	1	1		
II.3.3. Exercises	2	2	2		
<b>II.4. Business English</b>		<b>5</b>	<b>4</b>	<b>W 90 + P</b>	<b>Prof. Dr. Wilcox</b>
II.4.1. Business English	2	5	4		
<b>II.5. Commercial Law II</b>		<b>5</b>	<b>5</b>	<b>W 90</b>	<b>Prof. Dr. Förschler</b>
II.5.1. Law of obligations	2	3	3		
II.5.2. Commercial Law	2	1	1		
II.5.3. Exercises	3	1	1		
<b>II.6. IT-Systems in Business</b>		<b>5</b>	<b>4</b>	<b>W 60 + O</b>	<b>Prof. Dr. Reinert</b>
II.6.1. Modelling of IT-Systems	2	3	2		
II.6.2. IT-Systems Applications	4	2	2		
<b>Complete/Total</b>		<b>30</b>	<b>26</b>	<b>6 W (1x60, 5x90) + 1 P + 1 O</b>	

## Degree Program Business Administration (B.Sc.)

### Module Description

<b>Code:</b> II.1.	<b>Name:</b> Procurement and Production
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### Administration

<b>Module Coordinator:</b> Professor Dr. Fritz Matthäus		
<b>Cycle:</b> Winter and Summer semesters	<b>ECTS-Credits:</b> 8	<b>Lecture hours per week:</b> 6
<b>Prerequisites:</b> None	<b>Language of Instruction:</b> German	

### Student Evaluation

Written exam (max. 90 minutes)	100 %
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### Module Details

<b>Learning Outcomes and Skills:</b> Understanding, knowledge, and skills of basics and principle interrelations of supply chain management.
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<b>Course Components:</b> II.1.1 Production II.1.2 Procurement II.1.3 Services
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## Degree Program Business Administration (B.Sc.)

<b>Course Component:</b> Production		
<b>ECTS-Credits:</b> 3	<b>Lecture hours per week:</b> 2	<b>Language of Instruction:</b> German
<b>Course Contents:</b> Basic Terms and Definitions Goods and Production Process Operative Planning and Control of Production Quality Management		
<b>Teaching Methods</b> Lectures with examples shall grant a better understanding. Students shall solve current problems in groups to provide a better knowledge about the basic principles. Besides the mentioned teaching methods the teaching instructor presents concepts to provide a better connection to real business life. More than 75 % of the people working in production industries are working in the production sector. Thus it is likely that some students are going to work in these branch one day. So it is important to get a first view into this topic. Students will get the chance to visit a investment goods production plant.		
<b>Text books/Learning resources:</b> Vahrenkamp, R.: Produktionsmanagement. Oldenbourg, München Wien 2004 Wiendahl, H.-P.: Betriebsorganisation für Ingenieure. Hanser, München Wien 2005 Wieneke, F.: Produktionsmanagement. Produktionsplanung und –logistik am Beispiel einer virtuellen Firma. Europa Lehrmittel, Haan-Gruiten 2004 Zäpfel, G.: Taktisches Produktionsmanagement. de Gruyter, München Wien, 2000		

## Degree Program Business Administration (B.Sc.)

<b>Course Component:</b> Procurement		
<b>ECTS-Credits:</b> 3	<b>Lecture hours per week:</b> 2	<b>Language of Instruction:</b> German
<b>Course Contents:</b> Introduction and Overview Material, Purchase, Supplier Material Supply Program Related Disposal Demand Forecasting Inventory Quality Management		
<b>Teaching Methods</b> Students get involved into interactive lectures. Moreover, student get the possibility to study on their own with help of given exercises.		
<b>Text books/Learning resources:</b> Arnolds,H. u. a.: Materialwirtschaft und Einkauf. Verlag: Gabler Bichler/Krohn: Beschaffungs- und Lagerwirtschaft. Verlag: Gabler. Koppelman, U.: Beschaffungsmarketing. Verlag: Springer. Melzer-Riedinger, R.: Materialwirtschaft und Einkauf. Verlag: Oldenbourg. Thonemann, U.: Operations Management. Verlag: Pearson. Wagner / Weber: Beschaffungscontrolling. Verlag: Wiley.		

## Degree Program Business Administration (B.Sc.)

<b>Course Component:</b> Services		
<b>ECTS-Credits:</b> 2	<b>Lecture hours per week:</b> 2	<b>Language of Instruction:</b> German
<b>Course Contents:</b> Insight into Service Industries Understanding of special Circumstances regarding Services Becoming familiar with the Field of Action of Service Management Knowledge about Basics of Service Industries Overview and Future Outlook of Service Management		
<b>Teaching Methods</b> What makes the difference between service management and general management? Introduction into Service Management Formal Introduction Introduction of Contents Field of Action Information Retrieval for Service Management Targeting and Strategic Development of Service Management Service Industries Marketing Organization in Service Industries Service Industries Controlling Service Management in different Sectors Service Management in the Business-to-Business Sector (B2B) Service Management in the Business-to-Consumer Sector (B2C) Future Outlook of Service Management Internationalization Management Information Systems and individual Service Marketing Customer Orientation  Lecture with interactive elements. The instruction tries to grant a better understanding with help of real business life examples. A larger case study accompanies the lectures to provide a better practical interrelations for the students.		
<b>Text books/Learning resources:</b> Biermann, Thomas: Kompakt-Training Dienstleistungsmanagement, 2. Aufl., Ludwigshafen 2003 Corsten, Hans; Gössinger, Ralf: Dienstleistungsmanagement, 5. Aufl., München 2007 Diller, Hermann (Hrsg.): Vom Produkt- zum Dienstleistungsgeschäft, Nürnberg 2008 Pepels, Werner (Hrsg.): Kundendienstpolitik, München 1999		

## Degree Program Business Administration (B.Sc.)

### Module Description

<b>Code:</b> II.2.	<b>Name:</b> Empirical Methods I
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### Administration

<b>Module Coordinator:</b> Prof. Dr. Max C. Wewel		
<b>Cycle:</b> Each semester	<b>ECTS-Credits:</b> 5	<b>Lecture hours per week:</b> 4
<b>Prerequisites:</b> None		<b>Language of Instruction:</b> German

### Student Evaluation

Written exam (90 minutes)	100 %
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### Module Details

<b>Learning Outcomes and Skills:</b> <ul style="list-style-type: none"><li>• Tabulating, Graphing, and Interpreting Frequency Distributions</li><li>• Using, Interpreting, and Assessing Statistical Measures</li><li>• Preparing and Assessing Statistical Forecasts</li></ul>
<b>Course Components:</b> <ul style="list-style-type: none"><li>II.2.1 Descriptive Statistics</li><li>II.2.2 Statistical Forecasting</li></ul>

## Degree Program Business Administration (B.Sc.)

<b>Course Component:</b> Descriptive Statistics		
<b>ECTS-Credits:</b> 3	<b>Lecture hours per week:</b> 2	<b>Language of Instruction:</b> German
<b>Course Contents:</b> <ul style="list-style-type: none"><li>• Introduction into Statistical Methods</li><li>• Univariate Frequency Distributions</li><li>• Bivariate Frequency Distributions</li><li>• Index Numbers</li></ul>		
<b>Teaching Methods</b> <p>An interactive teaching approach is used to explain statistical concepts and to discuss typical applications in business and economics. Special emphasis is put on interpretation of statistical results in the application context. To allow for self-control of the learning process by the students, homework problems are given on a regular basis. These problems ought to be solved individually by the students or in work groups and are later reviewed in detail during class meetings. Also, students are advised to reflect on the topics after classes and encouraged to re-address difficulties in the subsequent class meeting. Moreover, the course is accompanied by an optional tutorial and the instructor's textbook.</p>		
<b>Text books/Learning resources:</b> <p>Wewel, M.C.: Statistik im Bachelor-Studium der BWL und VWL, 2<sup>nd</sup> Edition, Pearson: München/Boston 2011</p>		

<b>Course Component:</b> Statistical Forecasting		
<b>ECTS-Credits:</b> 2	<b>Lecture hours per week:</b> 2	<b>Language of Instruction:</b> German
<b>Course Contents:</b> <ul style="list-style-type: none"><li>• Regression Analysis</li><li>• Time Series Analysis</li><li>• Introduction to Probabilities</li></ul>		
<b>Teaching Methods</b> <p>See above</p>		
<b>Text books/Learning resources:</b> <p>See above</p>		



## Module Description

<b>Code:</b> II.3.	<b>Name:</b> Internal Accounting
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## Administration

<b>Module Coordinator:</b> Prof. Dr. Thomas Barth		
<b>Cycle:</b> Winter and Summer semesters	<b>ECTS-Credits:</b> 6	<b>Lecture hours per week:</b> 5
<b>Prerequisites:</b> None		<b>Language of Instruction:</b> German

## Student Evaluation

Written exam (max. 90 minutes)	100 %
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## Module Details

<b>Learning Outcomes and Skills:</b> <p>Financial reporting and cost accounting are the two main elements of accounting in general. In contrast to financial reporting, cost accounting tries to provide an overview about the internal view of accounting. Aim of this course is to provide basic knowledge of cost types, cost centers, product costing, and period costing. These mentioned parts build up on full cost accounting. On the other hand, students shall get an introduction into direct costing with help of contribution margins. The students shall apply the learned objectives for a managerial accounting that builds up on decision making.</p>
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<b>Course Components:</b> II.2.1 Full Cost Accounting II.2.2 Direct Costing II.2.3 Exercises
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## Degree Program Business Administration (B.Sc.)

<b>Course Component:</b> Full Cost Accounting		
<b>ECTS-Credits:</b> 2	<b>Lecture hours per week:</b> 2	<b>Language of Instruction:</b> German
<b>Course Contents:</b> Aim of this class is to provide basic knowledge of cost types, cost centers, cost units, product costing, and period costing. Objectives and Functions of Cost Accounting Cost Type Accounting Cost Center Accounting Product Costing Period Costing		
<b>Teaching Methods</b> The students shall be involved interactively into the lectures. Real business examples shall try to provide a better understanding of the taught theories. In addition to this, students shall get the possibility to apply learned contents by solving homework assignments.		
<b>Text books/Learning resources:</b> 1. Barth, T., Barth, D.: Kosten- und Erfolgsrechnung für Industrie und Handel, Stuttgart 2006 2. Coenenberg, A. G.; Fischer, T; Günther, T.: Kostenrechnung und Kostenanalyse, 7. Auflage, Stuttgart, 2009 3. Däumler, K.-D./Grabe, J.: Kostenrechnung 1, Grundlagen, 10. Auflage, Berlin/Herne 2008 4. Däumler, K.-D./Grabe, J.: Kostenrechnung 2, Deckungsbeitragsrechnung, 9. Auflage, Berlin/Herne 2008 5. Eisele, W.: Technik des betrieblichen Rechnungswesens, 7. Auflage, München 2002 6. Heinhold, M.: Kosten-, Erlös- und Erfolgsrechnung, 5. Auflage, Stuttgart 2010		

## Degree Program Business Administration (B.Sc.)

<b>Course Component:</b> Direct Costing		
<b>ECTS-Credits:</b> 1	<b>Lecture hours per week:</b> 1	<b>Language of Instruction:</b> German
<b>Course Contents:</b> Direct costing is essential for decision making in connection with managerial accounting. With help of calculating contribution margins students shall learn the various possibilities to use this support tool as a basic to make business decisions. Cost Accounting Systems Contribution Margin Accounting/Progressive Common Function Contribution Accounting Program Improvement Make-or-Buy Decisions Process Selection		
<b>Teaching Methods</b> The students shall be involved interactively into the lectures. Real business examples shall try to provide a better understanding for the taught theories. In addition to this, students shall get the possibility to apply learned contents by solving homework assignments		
<b>Text books/Learning resources:</b> 1. Barth, T., Barth, D.: Kosten- und Erfolgsrechnung für Industrie und Handel, Stuttgart 2006 2. Coenenberg, A. G.; Fischer, T; Günther, T.: Kostenrechnung und Kostenanalyse, 7. Auflage, Stuttgart, 2009 3. Däumler, K.-D./Grabe, J.: Kostenrechnung 1, Grundlagen, 10. Auflage, Berlin/Herne 2008 4. Däumler, K.-D./Grabe, J.: Kostenrechnung 2, Deckungsbeitragsrechnung, 9. Auflage, Berlin/Herne 2008 5. Eisele, W.: Technik des betrieblichen Rechnungswesens, 7. Auflage, München 2002 6. Heinhold, M.: Kosten-, Erlös- und Erfolgsrechnung, 5. Auflage, Stuttgart 2010		

## Degree Program Business Administration (B.Sc.)

<b>Course Component:</b> Exercises		
<b>ECTS-Credits:</b> 3	<b>Lecture hours per week:</b> 2	<b>Language of Instruction:</b> German
<b>Course Contents:</b> Full Cost Accounting Direct Costing Summary		
<b>Teaching Methods</b> Students shall solve exercises, homework assignments, and a case study. The assignments will be solved individually or in small groups and in addition students shall present their . Using this teaching method, the teaching instructor is able to assess the learning success.		
<b>Text books/Learning resources:</b> <ol style="list-style-type: none"><li>1. Barth, T., Barth, D.: Kosten- und Erfolgsrechnung für Industrie und Handel, Stuttgart 2006</li><li>2. Coenenberg, A. G.; Fischer, T; Günther, T.: Kostenrechnung und Kostenanalyse, 7. Auflage, Stuttgart, 2009</li><li>3. Jandt, J.: Trainingsfälle Kostenrechnung. Übungen und Lösungen, 2. Auflage, Herne/Berlin, 2005</li><li>4. Küpper, H.-U.; Friedl, G; Pedell, G.: Übungsbuch zur Kosten und Erlösrechnung, 6. Auflage, München 2010</li></ol>		

## Modulbeschreibung

<b>Code:</b> II.4.	<b>Modulbezeichnung:</b> Business English
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## Bezüge zu anderen Modulen

<b>Vorgelagerte Module:</b> keine	<b>Nachgelagerte Module:</b> keine
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## Organisation

<b>Modulverantwortliche/r:</b> Prof. Dr. Wilcox		
<b>Modulart:</b> Pflichtfach		<b>Turnus:</b> jedes Semester
<b>Zulassungsvoraussetzungen:</b> keine	<b>ECTS-Punkte:</b> 5	<b>SWS:</b> 4

## Prüfungsleistungen

<b>Art:</b>	<b>Gewichtung:</b>
Klausur, 90 Minuten	70 %
Referatsleistungen	30 %

## Ausgestaltung des Moduls

<b>Lernziele und Kompetenzen:</b>  The aim of this course is to further develop the students' individual business English proficiency, as well as generally improve their communicative competence, learning skills, and ensure the students possess adequate reading, listening skills & presenting as well as other business communication skills required in today's global business environment. Furthermore, they need to demonstrate an appropriate level of learning competency in English as well as an adequate degree of understanding of international economic & management issues as well as business terms, concepts & systems common in international business.	
<b>Modulelemente:</b> II.4.	<b>Dozent/in:</b> Ms. Jean Stocker, Dip TEB, MA (TESOL) Ms. Karyn Weston, BA, Cert. TESOL Mr. Keith Hana, BSc. hons, PGCE, Cert. TEFL Ms. Vinita Balasubramanian, MA, Cert. of Teaching Business English, Cert. of Cross-cultural Training

## Beschreibung für Modulelement

<b>Code:</b> II.4	<b>Titel des Modulelements:</b> Business English
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## Organisation

<b>Dozent/in:</b> Lecturers Stocker, Weston, Hanna, Balasubramanian		<b>Status:</b> Lehrbeauftragte
<b>ECTS-Punkte:</b> 5	<b>SWS:</b> 4	<b>Sprache:</b> englisch
<b>Workload:</b> ECTS-Punkte x 25 = 100 Stunden, mit der folgenden Aufteilung:		
<b>Vorlesung:</b> 50 %	<b>Vor-/Nachbereitung/Selbststudium:</b> 40 %	<b>Bearbeit. v. Aufgaben/Gruppenarbeit</b> 10 %

## Ausgestaltung des Modulelements

<p><b>Lerninhalte:</b></p> <p>This class should help prepare students for studying business in English (for academic purposes) as well as for their later positions in internationally active enterprises. The students receive input on selected topics from general and international management as well as various operations/functions (e.g. marketing, HRM, project management), business, finance and banking, international trade and economics etc. The focus is placed on comparative semantics and structures, and developing reading, listening, and writing skills for learning business content in English by doing it. Indeed, the major purport of the course is to test to what extent students are capable of taking notes, picking up social, linguistic, e.g. semantic, and affective differences in meanings across cultures, developing an understanding of business, mgmt. and economic structures and categories, appreciating their respective relationships and interdependencies, internalizing their systems, and gaining insight, in short, learning from the various inputs, albeit, predominately from the lectures, in English.</p>
<p><b>Lehr-/Lernmethoden:</b></p> <p><u>Input:</u> from live-lectures, original-source texts, homework exercises, textbook readings (chapter-wise), supplementary readings, video inputs, current articles from the FT, the Economist etc., with on-going instructor's discussions, updates and in-depth clarifications, all in dialogue with students. As far as possible case studies and critical incidents will also be used.</p> <p><u>Output:</u> interactive, experiential, and as far as possible, communicative didactic methods will be utilized. Students receive lots of practice through exercises, worksheets, simulations, role plays, and case studies. Moreover, they have to make individual presentations and/or carry out communicative assignments in English during the semester for which they will be graded/evaluated, and which will also be evaluated as part of the total grade/mark (Referatsleistungen).</p>
<p><b>Literatur/Lehrmaterial:</b></p> <p><i>Business Proficiency</i>, Klett Verlag</p>

## Bachelorstudiengang Betriebswirtschaft Nürtingen

**Besonderes:** Communicative assignments (Referatsleistungen) shall be carried out and evaluated during the semester. They can be in written form and/or be an oral presentation/ assignment. They will comprise 30% and the written exam (Klausur – 90 min.) 70% of the total mark/ grade. The respective instructor shall inform the class of what the communicative assignments will consist of well in advance and the students must be present when they are to be carried out.

The class will be carried out with the respective BA class in total in the second semester divided into groups/classes consisting of 15 – 20 (25 max.) students per group.

This course will also make regular use of guest lecturers from HfWU partner universities.

### Module Description

<b>Code:</b> II.5.	<b>Name:</b> Commercial Law II
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### Administration

<b>Module Coordinator:</b> Professor Dr. jur. Peter Förschler		
<b>Cycle:</b> Winter and Summer semesters	<b>ECTS-Credits:</b> 5	<b>Lecture hours per week:</b> 4
<b>Prerequisites:</b> Commercial Law I	<b>Language of Instruction:</b> German	

### Student Evaluation

Written exam (max. 90 minutes)	100 %
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### Module Details

<b>Learning Outcomes and Skills:</b> <p>This class shall provide students with applied knowledge of business law. Students shall acquire the ability to solve legal matters in enterprises. The teaching instructor shows the students several ways how to solve those matters with Business Law I as an important prerequisite. That means knowledge of law of obligations, property law, as well as commercial and corporate law shall be enlarged.</p>
<b>Course Components:</b> III.5.1 Law of Obligations III.5.2 Exercises



## Degree Program Business Administration (B.Sc.)

<b>Course Component:</b> Law of Obligations		
<b>ECTS-Credits:</b> 3	<b>Lecture hours per week:</b> 3	<b>Language of Instruction:</b> German
<b>Course Contents</b> <ul style="list-style-type: none"><li>I. Law of Obligations Problems in Connection with Commercial Reference<ul style="list-style-type: none"><li>1. Law of Obligation in General</li><li>2. Default</li><li>3. Contracts of Purchase</li><li>4. Contracts of Work and Labor</li><li>5. Special Contractual Constellations</li><li>6. Unlawful Acts</li></ul></li><li>II. Property Law<ul style="list-style-type: none"><li>1. Property and Transfer of Ownership</li><li>2. Loan Safeguarding</li></ul></li><li>III. Corporate Law Feature</li></ul>		
<b>Teaching Methods</b> Students shall learn the basics with help of a script in connection with an interactive lecture. In addition to this students shall not only learn theoretic knowledge. But also practical approaches to apply legal rules and regulations. The teaching instructor uses visual presentation methods and tries to solve case team oriented with the students.		
<b>Text books/Learning resources:</b> Förschler, Peter: Privat- und Prozessrecht, Bad Wörishofen, 13. Aufl. 2011 Mehring, Jos: Grundlagen des Wirtschaftsprivatrechts, Vahlen, 2010		

## Degree Program Business Administration (B.Sc.)

<b>Course Component:</b> Exercises		
<b>ECTS-Credits:</b> 2	<b>Lecture hours per week:</b> 1	<b>Language of Instruction:</b> German
<b>Course Contents:</b> Several cases shall be solved taking regard to the lecture of Business Law II.		
<b>Teaching Methods</b> Small groups shall solve case studies with help and instructions provided by the teaching instructor. After solving the cases students get a chance to present their solutions to the rest of the class using beamer or overhead. Moreover, students shall be able to solve appearing problems autonomously using literature.		
<b>Text books/Learning resources:</b> Förschler, Peter: Prüfungsvorbereitungen Privat- und Prozessrecht, Bad Wörishofen, 8. Aufl. 2010		

# Degree Program Business Administration (B.Sc.)

## Module Description

<b>Code:</b> II.6.	<b>Name:</b> IT-Systems in Business
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## Administration

<b>Module Coordinator:</b> Professor Dr. Joachim Reinert		
<b>Cycle:</b> Winter and Summer semesters	<b>ECTS-Credits:</b> 5	<b>Lecture hours per week:</b> 4
<b>Prerequisites:</b> none	<b>Language of Instruction:</b> German	

## Student Evaluation

Written exam (max. 90 minutes)	70 %
Other assessed assignments	30 %
To pass at least 50% of the reachable points are required	

## Module Details

<b>Learning Outcomes and Skills:</b> Knowledge Transfer of <ul style="list-style-type: none"><li>• Modelling of Systems with special Regard of EDP Systems</li><li>• Modelling and Optimizing Business Processes</li></ul>
<b>Course Components:</b> II.6.1 System Modelling

## Degree Program Business Administration (B.Sc.)

<b>Course Component:</b> II.6.1 System Modelling		
<b>ECTS-Credits:</b> 5	<b>Lecture hours per week:</b> 4	<b>Language of Instruction:</b> German
<b>Course Contents:</b> <ul style="list-style-type: none"><li>• Rationals for modelling business processes</li><li>• Concepts of business process optimization</li><li>• General characteristics of models</li><li>• Rationals for IT in Business</li><li>• Development process of IT-Systems in Business</li><li>• Introduction to ERP-systems</li><li>• Usage of a specific ERP-system</li></ul>		
<b>Teaching Methods</b> <p>Students get involved into interactive lectures. However, the main part consists of independent and partially IT-based problem solutions. These solutions are connected with concepts of system modelling. In addition the students gets involved with hands on experience of SAP ERP 6.x.</p>		
<b>Text books/Learning resources:</b> <ul style="list-style-type: none"><li>● Lehner, F., Hildebrand, K., Maier, R.: Wirtschaftsinformatik, Hanser, 1995</li><li>● Lehmann, F.: Integrierte Prozessmodellierung mit ARIS, dpunkt.verlag, 2007</li><li>● Abts, A., Mülder, W.: Grundkurs Wirtschaftsinformatik, 7. Auflage, Vieweg+Teubner, 2011</li><li>● Oestereich, B., Bremer, S.: Analyse und Design mit UML 2.3: Objektorientierte Softwareentwicklung, 2. Auflage, Oldenburg, 2009</li><li>● Balzert, H.: Lehrbuch Grundlagen der Informatik, 2. Auflage, Spektrum, Akad. Verlag, 2004</li></ul>		

## Module Overview Semester 3

Semester 3	Number of Groups	CR	Hours	Exam Type in Minutes	Responsible Professor
<b>III.1. Introduction to Finance &amp; Investments</b>		<b>7</b>	<b>6</b>	<b>W 60 + P</b>	<b>Prof. Dr. Sailer</b>
III.1.1. Financial Mathematics	2	2	1		
III.1.2. Investments	2	2	2		
III.1.3. Financing and Financial Planing	2	2	2		
III.1.4. Cases in Finance	4	1	1		
<b>III.2. Human Resources (HR) Management</b>		<b>7</b>	<b>6</b>	<b>W 90</b>	<b>Prof. Dr. Achouri</b>
III.2.1. Basics of HR-Management	2	3	2		
III.2.2. Labour Law	2	2	2		
III.2.3. Exercises	3	2	2		
<b>III.3. Empirical Methods II</b>		<b>6</b>	<b>4</b>	<b>W 90</b>	<b>Prof. Dr. Wewel</b>
III.3.1. Probabilities	3	3	2		
III.3.2. Statistical sampling	3	3	2		
<b>III.4. Economics II</b>		<b>6</b>	<b>5</b>	<b>W 60 + P</b>	<b>Prof. Dr. Hohlstein</b>
III.4.1. Real Economics	2	2	2		
III.4.2. Monetary Economics	2	2	2		
III.4.3. Case Studies in Macroeconomics	4	2	1		
<b>III.5. Basic Methods II</b>		<b>4</b>	<b>2</b>	<b>P</b>	<b>Prof. Dr. Hohlstein</b>
III.5.1. Seminar Paper in Business	6	4	2		
<b>Complete/Total</b>		<b>30</b>	<b>23</b>	<b>4 W (2x90, 2x60), 3 P</b>	

## Degree Program Business Administration (B.Sc.)

### Module Description

<b>Code:</b> III.1.	<b>Name:</b> Introduction to Finance & Investments
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### Administration

<b>Module Coordinator:</b> Professor Dr. Ulrich Sailer		
<b>Cycle:</b> Winter and Summer semesters	<b>ECTS-Credits:</b> 7	<b>Lecture hours per week:</b> 6
<b>Prerequisites:</b> None	<b>Language of Instruction:</b> German	

### Student Evaluation

Written exam (max. 60 minutes)	80 %
Term Paper/Presentation	20 %

### Module Details

<b>Learning Outcomes and Skills:</b> Students shall know about basic financial processes in enterprises and they shall be able to make decisions regarding fundamental financing or investment topics. Moreover, students understand interrelations between financing and investing in connection with economic circumstances, capital markets, and banks.
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<b>Course Components:</b> III.1.1 Financial Mathematics III.1.2 Investments III.1.3 Financing and Financial Planning III.1.4 Cases in Finance
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## Degree Program Business Administration (B.Sc.)

<b>Course Component:</b> Financial Mathematics		
<b>ECTS-Credits:</b> 2	<b>Lecture hours per week:</b> 1	<b>Language of Instruction:</b> German
<b>Course Contents:</b> <ol style="list-style-type: none"><li>1. Interest Calculation</li><li>2. Benefits Principle</li><li>3. Pensions</li><li>4. Amortization</li></ol>		
<b>Teaching Methods</b> <p>Students shall take interactively part in this class what results in a 30 % portion of only exercises. It is important to be able to solve assignments by oneself as well as in small groups. In addition to this, each week one small group consisting of two or three students shall prepare a given assignment that is going to be presented in front of the class.</p> <p>The teaching instructor gives out a handout to grant a better overview as well as a compilation of questions and answers.</p>		
<b>Text books/Learning resources:</b> <p>Luderer, Bernd: Starthilfe Finanzmathematik. Stuttgart, Leipzig: Teubner 2002.</p> <p>Pfeifer, Andreas: Praktische Finanzmathematik. Thun/Frankfurt a. Main: Verlag Harri Deutsch 2000.</p> <p>Purkert, Walter: Brückenkurs Mathematik für Wirtschaftswissenschaftler. Stuttgart, Leipzig: Teubner 2005</p> <p>Sydsæter, Knut; Hammond, Peter: Essential Mathematics for Economic Analysis. Harlow: Pearson Education 2002.</p> <p>Tietze, Jürgen: Einführung in die Finanzmathematik. Braunschweig/Wiebaden: Vieweg 2003.</p>		

## Degree Program Business Administration (B.Sc.)

<b>Course Component:</b> Investments		
<b>ECTS-Credits:</b> 2	<b>Lecture hours per week:</b> 2	<b>Language of Instruction:</b> German
<b>Course Contents:</b> <ol style="list-style-type: none"><li>1. Basics and the Meaning of Investment Calculation</li><li>2. Investment Planning</li><li>3. Objectives/Problems/Methods of Investment Calculation</li><li>4. Static Investment Calculation</li><li>5. Basics of dynamic Investment Calculation</li><li>6. Investment Decision making in Business Life</li><li>7. Handling Insecurities</li></ol>		
<b>Teaching Methods</b> <p>Students get a handout containing numerous exercises regarding investment calculation. Accounting knowledge shall be applied and even enlarged. This class contains various exercises that are going to be solved by oneself or in small groups. Regular homework assignments are part of this class as well.</p> <p>Moreover, acquired knowledge of the class "Financial Mathematics" shall serve as a theoretic basis. The students shall apply this knowledge to practical use in enterprises. Microsoft Excel is going to be used as a method to solve certain problems.</p>		
<b>Text books/Learning resources:</b> <p>Bitz, M./ Ewert, J./ Terstege, U.: Investition – multimediale Einführung in finanzmathematische Entscheidungskonzepte, Wiesbaden 2002</p> <p>Dörsam, P.: Grundlagen der Investitionsrechnung – anschaulich dargestellt, 5. Auflage, Heidenau 2007</p> <p>Kruschwitz, L.: Investitionsrechnung, 12. Auflage, München/ Wien 2008</p> <p>Schäfer, H.: Unternehmensinvestitionen – Grundzüge in Theorie und Management, 2. Auflage, Heidelberg 2005</p>		



## Degree Program Business Administration (B.Sc.)

<b>Course Component:</b> Financing and Financial Planning		
<b>ECTS-Credits:</b> 2	<b>Lecture hours per week:</b> 2	<b>Language of Instruction:</b> German
<b>Course Contents:</b> <ul style="list-style-type: none"><li>1 Basics of Financing Management<ul style="list-style-type: none"><li>1.1 Objectives and Tools</li><li>1.2 Forms of Financing</li><li>1.3 Actors</li><li>1.4 Pricing and Opportunity Costs</li><li>1.5 Business Risk</li></ul></li><li>2 Financial Planning<ul style="list-style-type: none"><li>2.1 Planning as a Part of Business Planning</li><li>2.2 Financial/Balance/Result Planning</li><li>2.3 Operative/Tactical/Strategic Planning</li></ul></li></ul> <p><i>Excursus: Forecasting Possibilities</i></p> <ul style="list-style-type: none"><li>2.4 Business and Financial Planning with Start-Ups</li><li>2.5 Private Wealth Management</li></ul> <li>3 Key Data<ul style="list-style-type: none"><li>3.1 Validity and Data Access</li><li>3.2 Key Data and Key Data Systems</li><li>3.3 Cash-Flow</li><li>3.4 Leverage-Effect</li></ul></li> <li>4 Funding<ul style="list-style-type: none"><li>4.1 Parameter for Optimizing the Financial Structure</li><li>4.2 Forms of Funding<ul style="list-style-type: none"><li>4.2.1 Internal Financing</li><li>4.2.2 Special Forms<ul style="list-style-type: none"><li>4.2.2.1 Leasing</li><li>4.2.2.2 Factoring</li><li>4.2.2.3 Forfaiting</li><li>4.2.2.4 Asset Backed Securities</li></ul></li><li>4.2.3 External Financing<ul style="list-style-type: none"><li>4.2.3.1 Equity Financing</li><li>4.2.3.2 Debt Financing</li><li>4.2.3.3 Mezzanine Financing</li></ul></li></ul></li></ul></li>		
<b>Teaching Methods</b> <p>Students shall learn to optimize the financial structure in an enterprise based upon a financial plan. Funding alternatives shall be appraised with help of cash-flow, solvency, risks, and independence.</p> <p>Additionally they shall be involved interactively into discussions in this class. The teaching instructor is going to give out a handout with a compilation of questions that shall be worked out.</p>		
<b>Text books/Learning resources:</b> <p>Klaus Amann, <i>Finanzwirtschaft</i>, Kohlhammer Verlag, akt. Auflage</p> <p>Klaus Olfert, <i>Finanzierung</i>, Kiehl Verlag, akt. Auflage</p> <p>Perridon/Steiner, <i>Finanzwirtschaft der Unternehmung</i>, Vahlen Verlag, akt. Auflage</p>		

## Degree Program Business Administration (B.Sc.)

<b>Course Component:</b> Cases in Finance		
<b>ECTS-Credits:</b> 1	<b>Lecture hours per week:</b> 1	<b>Language of Instruction:</b> German
<b>Course Contents:</b> Students shall work out assignments in teams that are going to be presented in front of the class by using Microsoft PowerPoint.		
<b>Teaching Methods</b> Students shall work out case studies in groups that are going to be presented after finishing them.		
<b>Text books/Learning resources:</b> see above		

## Degree Program Business Administration (B.Sc.)

### Module Description

<b>Code:</b> III.2.	<b>Name:</b> Human Resource (HR) Management
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### Administration

<b>Module Coordinator:</b> Professor Dr. Cyrus Achouri		
<b>Cycle:</b> Winter and Summer semesters	<b>ECTS-Credits:</b> 7	<b>Lecture hours per week:</b> 6
<b>Prerequisites:</b> None	<b>Language of Instruction:</b> German	

### Student Evaluation

Written exam (max. 90 minutes)	100 %
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### Module Details

<b>Learning Outcomes and Skills:</b> Understanding, knowledge, and skills of basics and principle interrelations of human resource management.
<b>Course Components:</b> III.2.1 Personnel Management III.2.2 Labour Law III.2.3 Psychology III.2.4 Human Resources Management

## Degree Program Business Administration (B.Sc.)

<b>Course Component:</b> Personnel Management		
<b>ECTS-Credits:</b> 2	<b>Lecture hours per week:</b> 2	<b>Language of Instruction:</b> German
<b>Course Contents:</b> Students shall get an overview about Human Resource Management with a focus on personnel selection. Hence, students shall be prepared on their application for the practical semester. <ul style="list-style-type: none"><li>● Recruiting</li><li>● Personnel Selection</li><li>● Placement</li><li>● Equal Treatment</li></ul>		
<b>Teaching Methods</b> Lectures with examples shall grant a better understanding. Students shall solve current problems in groups to provide a better knowledge about the basic principles.		
<b>Text books/Learning resources:</b> Achouri, C: Recruiting und Placement. Methoden und Instrumente der Personalauswahl und -platzierung. Gabler, 2010 Bartscher, T.; Huber, A.: Praktische Personalwirtschaft, 2. Aufl., Wiesbaden 2007 Berthel, J.; Becker, F.: Personalmanagement, 8. Aufl., Stuttgart 2007 Bohlen, F.: Das Bewerber-Auswahl-Gespräch, Leonberg 2002 Bröckermann, R.: Personalwirtschaft. 3. Aufl., Stuttgart 2003 Bühner, R.: Personalmanagement, 3. Aufl., Landsberg 2005 Hohlbaum, A.; Olesch, G.: Human Resources, Rinteln 2006 R.: Praxisorientierte Personalwirtschaftslehre, 6. Aufl., Jung, H.: Personalwirtschaft, 7. Aufl., München 2006 Weuster, A: Personalauswahl, Wiesbaden 2004		

## Degree Program Business Administration (B.Sc.)

<b>Course Component:</b> Labour Law		
<b>ECTS-Credits:</b> 2	<b>Lecture hours per week:</b> 2	<b>Language of Instruction:</b> German
<b>Course Contents:</b> Students shall be introduced into individual labor law with sample connections to works constitution law. Practical parts of this lecture are contracts, trial period, sick pay, dismissals protection, and other relevant topics.		
<b>Teaching Methods</b> Primarily, students shall be introduced into labor law. To grant a better understanding cases studies will be solved and discussed.		
<b>Text books/Learning resources:</b> The professor recommends books from Brox/Rüthers, Etzel/Griebeling/Liebscher, Dütz, or Hannau/Adomeit		

## Degree Program Business Administration (B.Sc.)

<b>Course Component:</b> Psychology		
<b>ECTS-Credits:</b> 1	<b>Lecture hours per week:</b> 1	<b>Language of Instruction:</b> German
<b>Course Contents:</b> <ul style="list-style-type: none"><li>1 Communication Basics and its Meaning<ul style="list-style-type: none"><li>1.1 Communication Channels</li><li>1.2 Communication Patterns</li><li>1.3 Active Listening, Question Techniques</li><li>1.4 Feedback Rules</li></ul></li><li>2 Motivation and its Elements<ul style="list-style-type: none"><li>2.1 Factors of Motivation and Dismotivation</li><li>2.2 Connection to Prior Models</li><li>2.3 Interrelation between Comfort Zones, “being-in-flow”, and Motivation</li></ul></li><li>3 Cognitive Information Processing in the Human Brain and its Effects on the Individual Personality-Development<ul style="list-style-type: none"><li>3.1 Thinking and Feeling as one Unit</li><li>3.2 Identifying and Explaining Mental Barriers</li><li>3.3 Unconscious Information Storing and Processing</li><li>3.4 Future Outlooks into Modern Happiness Researching</li></ul></li><li>4 Power and Teams<ul style="list-style-type: none"><li>4.1 Team Structures</li><li>4.2 Team Roles and JOHARI-Window</li></ul></li></ul>		
<b>Teaching Methods</b> <p>Lecture, exercises, and practical cases. The students shall be introduced into labor psychology and acquire the ability to understand complex circumstances of communication, conflict resolution, and power relations within team structures.</p> <p>This course shall provide the students with background information for a precise, efficient, and hence effective communication at work.</p>		
<b>Text books/Learning resources:</b> Will be announced in the lecture.		

## Degree Program Business Administration (B.Sc.)

<b>Course Component:</b> Human Resources Management		
<b>ECTS-Credits:</b> 2	<b>Lecture hours per week:</b> 1	<b>Language of Instruction:</b> German
<b>Course Contents:</b> The teaching instructor presents students how to handle their own job searching situation. Hereby students shall learn how to create their application documents, how to behave in an interview, as well as in certain different personnel selection procedures like assessment centers.		
<b>Teaching Methods</b> Lecture with interactive elements. The instruction tries to grant a better understanding with help of real business life examples. Several case studies accompany the lectures to provide a better practical interrelation for the students. Moreover, role playing with video feedback shall make the theoretic basics real and develop the individual social expertise.		
<b>Text books/Learning resources:</b> Will be announced in the lecture.		

## Degree Program Business Administration (B.Sc.)

### Module Description

<b>Code:</b> III.3.	<b>Name:</b> Empirical Methods II
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### Administration

<b>Module Coordinator:</b> Professor Dr. Max C. Wewel		
<b>Cycle:</b> Each semester	<b>ECTS-Credits:</b> 5	<b>Lecture hours per week:</b> 4
<b>Prerequisites:</b> Empirical Methods I	<b>Language of Instruction:</b> German	

### Student Evaluation

Written exam (90 minutes)	100 %
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### Module Details

<b>Learning Outcomes and Skills:</b> <ul style="list-style-type: none"><li>● Understanding, Applying, and Interpreting Various Probability Distribution Models</li><li>● Understanding, Applying, and Interpreting Sampling Methods</li></ul>
<b>Course Components:</b> III.3.1 Probability Distribution Models III.3.2 Sampling Methods



## Degree Program Business Administration (B.Sc.)

<b>Course Component:</b> Probability Distribution Models		
<b>ECTS-Credits:</b> 3	<b>Lecture hours per week:</b> 2	<b>Language of Instruction:</b> German
<b>Course Contents:</b> <ul style="list-style-type: none"> <li>● Foundations of Probability Theory</li> <li>● Discrete and Continuous Random Variables</li> <li>● Relationships between Random Variables</li> <li>● Special Probability Distributions and Their Application</li> <li>● Central Limit Theorem</li> </ul>		
<b>Teaching Methods</b> <p>An interactive teaching approach is used to explain stochastic concepts and to discuss typical applications in business and economics. Special emphasis is put on interpretation of statistical results in the application context. To allow for self-control of the learning process by the students, homework problems are given on a regular basis. These problems ought to be solved individually by the students or in work groups and are later reviewed in detail during class meetings. Also, students are advised to reflect on the topics after classes and encouraged to re-address difficulties in the subsequent class meeting. Moreover, the course is accompanied by an optional tutorial and the instructor's textbook.</p>		
<b>Text books/Learning resources:</b> <p>Wewel, M.C.: Statistik im Bachelor-Studium der BWL und VWL, 2<sup>nd</sup> Edition, Pearson: München/Boston 2011</p>		

<b>Course Component:</b> Sampling Methods		
<b>ECTS-Credits:</b> 2	<b>Lecture hours per week:</b> 2	<b>Language of Instruction:</b> German
<b>Course Contents:</b> <ul style="list-style-type: none"> <li>● Introduction to Statistical Sampling</li> <li>● Parameter Estimation, Confidence Intervals</li> <li>● Statistical Hypothesis Testing, Parametric and Non-Parametric Tests</li> </ul>		
<b>Teaching Methods</b> <p>See above</p>		
<b>Text books/Learning resources:</b> <p>See above</p>		

## Module Description

<b>Code:</b> III.4.	<b>Name:</b> Economics II
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## Administration

<b>Module Coordinator:</b> Professor Dr. Michael Hohlstein		
<b>Cycle:</b> Winter and Summer semesters	<b>ECTS-Credits:</b> 6	<b>Lecture hours per week:</b> 5
<b>Prerequisites:</b> Economics I		<b>Language of Instruction:</b> German

## Student Evaluation

Written exam (max. 60 minutes)	70 %
Term Paper/Presentation	30 %

## Module Details

<b>Learning Outcomes and Skills:</b> <ul style="list-style-type: none"><li>● Understanding of Economy as a Whole</li><li>● Understanding of Global Economic Interrelations</li><li>● Macroeconomic Analytical Methods</li><li>● Presentation of Economic Policy Instruments and its Effects</li></ul>
<b>Course Components:</b> III.4.1 Real Economics III.4.2 Monetary Theory III.4.3 Case Studies in Macroeconomics

## Degree Program Business Administration (B.Sc.)

<b>Course Component:</b> Real Economics		
<b>ECTS-Credits:</b> 2	<b>Lecture hours per week:</b> 2	<b>Language of Instruction:</b> German
<b>Course Contents:</b> <ol style="list-style-type: none"><li>1. Important Economic Problems and Questions</li><li>2. Macroeconomic Accounting</li><li>3. Short Term and Long Term Development of Gross Domestic Product (GDP)</li><li>4. Business Cycle Theory</li><li>5. Features of Business Cycle Policy</li><li>6. Growth Theory</li><li>7. Features of Growth Theory</li></ol>		
<b>Teaching Methods</b> <p>The teaching instructor tries to provide the above mentioned contents and methods by holding an interactive lecture with the students. These shall work out the handover from week to week. To provide a better understanding students are going to deal with case studies and solve exercises together with the teaching instructor.</p>		
<b>Text books/Learning resources:</b> <p>Hohlstein, M. u.a.: Lexikon der Volkswirtschaft, 3. Aufl. , München 2009 Mankiw, G. N.: Grundzüge der Volkswirtschaftslehre, 3. Aufl., Stuttgart 2004 Sperber, H. : Wirtschaft verstehen, 3. Aufl., Stuttgart 2009 Vorlesungsskript</p>		

## Degree Program Business Administration (B.Sc.)

<b>Course Component:</b> Monetary Theory		
<b>ECTS-Credits:</b> 1	<b>Lecture hours per week:</b> 1	<b>Language of Instruction:</b> German
<b>Course Contents:</b> As fundament, students shall get introduced into main problems and analytical concepts of money theories. Building up on the basic knowledge the students learn the belonging to instruments, strategies, and its effects. Moreover, the teaching instructor shows the forces of the international economic and currency controlling institutions and their inputs.		
<b>Teaching Methods</b> Students get involved into interactive lectures. Moreover, student groups shall solve case studies containing current monetary policy and foreign economics backgrounds.		
<b>Text books/Learning resources:</b> Hohlstein, M. u.a.: Lexikon der Volkswirtschaft, 3. Aufl. , München 2009 Görgens, E. et. al.: Europäische Geldpolitik, 4. Aufl., Stuttgart 2004 Sperber, H.: Wirtschaft verstehen, 3. Aufl., Stuttgart 2009 Sperber, H./ Sprink, J.: Internationale Wirtschaft und Finanzen, München 2007		

## Degree Program Business Administration (B.Sc.)

<b>Course Component:</b> Case Studies in Macroeconomics		
<b>ECTS-Credits:</b> 2	<b>Lecture hours per week:</b> 2	<b>Language of Instruction:</b> English
<b>Course Contents:</b> <ul style="list-style-type: none"><li>• Important Economic Problems and Questions</li><li>• Business Cycle Theory</li><li>• Features of Business Cycle Policy</li><li>• Growth Theory</li><li>• Features of Growth Policy</li><li>• Monetary Policy</li></ul>		
<b>Teaching Methods</b> <ul style="list-style-type: none"><li>• Reading/Studying Economic texts ("Frühjahrs-, Herbstgutachten")</li><li>• Discussion of theoretical concepts and policy issues involved in the cases presented</li><li>• Writing of brief summaries</li><li>• brief oral presentations of economic topics.</li></ul>		
<b>Text books/Learning resources:</b>  Frühjahrs- bzw. Herbstgutachten der führenden Wirtschaftsforschungsinstitute Hohlstein, M. u.a.: Lexikon der Volkswirtschaft, 3. Aufl. , München 2009 Mankiw, G. N.: Grundzüge der Volkswirtschaftslehre, 3. Aufl., Stuttgart 2004 Sperber, H. : Wirtschaft verstehen, 3. Aufl., Stuttgart 2009		

## Degree Program Business Administration (B.Sc.)

### Module Description

<b>Code:</b> III.5.	<b>Name:</b> Basic Methods II
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### Administration

<b>Module Coordinator:</b> Professor Dr. Michal Hohlstein		
<b>Cycle:</b> Winter and Summer semesters	<b>ECTS-Credits:</b> 4	<b>Lecture hours per week:</b> 2
<b>Prerequisites:</b> None	<b>Language of Instruction:</b> German	

### Student Evaluation

Paper Homework	70 %
Presentation	30 %

### Module Details

#### Learning Outcomes and Skills:

Students shall learn how to write a paper on an economic topic as an exercise for the bachelor thesis. In addition to this, students have to present the acquired knowledges and the main results of their papers.

There are courses with different specialities, for example markets/marketing , logistics/production methods, economic law, IT, accounting. Students have to decide which course they attend to.

#### Course Components:

Methods of Writing a Scientific Paper – Exercise

Discussion to the topics of the papers

#### Text books/Learning resources:

Heister, W., Weßler-Poßberg, D.: Studieren mit Erfolg: Wissenschaftliches Arbeiten, Stuttgart 2007

Franck, N., Stary, J.: Die Technik wissenschaftlichen Arbeitens, 14. Aufl., Paderborn 2009

Theisen, R.: Wissenschaftliches Arbeiten, München 1991

Fitzke, C.: Leitfaden für wissenschaftliche Arbeiten und Referate, 5. Aufl., Nürtingen 2011

Themenspezifische Literatur

## Module Overview Semester 4

Semester 4	Number of Groups	CR	Hours	Exam Type in Minutes	Responsible Professor
<b>IV.1. Business Taxation</b>		<b>7</b>	<b>4</b>	<b>W 90</b>	<b>Prof. Dr. Hoss</b>
IV.1.1. Company Taxation	2	4	2		
IV.1.2. Tax Planning	2	3	2		
<b>IV.2. Marketing</b>		<b>8</b>	<b>6</b>	<b>W 60 + P</b>	<b>Prof. Dr. Ramme</b>
IV.2.1. Introduction to Marketing <sup>E</sup>	2	2	1		
IV.2.2. B2B-Marketing	2	3	2		
IV.2.3. Cases in Marketing <sup>E</sup>	4	3	3		
<b>IV.3. Operations Research</b>		<b>5</b>	<b>4</b>	<b>W 90</b>	<b>Prof. Dr. Matthäus</b>
IV.3.1. Operations Research	2	5	4		
<b>IV.4. Management</b>		<b>10</b>	<b>8</b>	<b>W 120</b>	<b>Prof. Dr. Bruck</b>
IV.4.1. Strategic Management	2	4	3		
IV.4.2. Management Simulation - Exercises	3	2	2		
IV.4.3. Controlling	1	2	1		
IV.4.4. Corporate Law	1	2	2		
<b>Complete/Total</b>		<b>30</b>	<b>22</b>	<b>4 W (1x60, 2x90, 1x120) + 1 P</b>	

### Module Description

<b>Code:</b> IV.1.	<b>Name:</b> Business Taxation
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### Administration

<b>Module Coordinator:</b> Professor Dr. Günter Hoss		
<b>Cycle:</b> Winter and Summer semesters	<b>ECTS-Credits:</b> 7	<b>Lecture hours per week:</b> 4
<b>Prerequisites:</b> None	<b>Language of Instruction:</b> German	

### Student Evaluation

Written exam (max. 90 minutes)	100 %
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### Module Details

<b>Learning Outcomes and Skills:</b> <p>In this course students shall learn the basics of German business taxation principles and the most important tax types (income tax, corporate tax, trade income tax, value added tax) as well as the basics of tax accounting and the procedural law. The main topics though, are going to be the income taxation of private property and the basics of company taxation. Moreover, the course shall serve to know the different models of tax planning.</p>
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<b>Course Components:</b> IV.1.1 Company Taxation IV.1.2 Tax Planning
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## Degree Program Business Administration (B.Sc.)

<b>Course Component:</b> Company Taxation		
<b>ECTS-Credits:</b> 4	<b>Lecture hours per week:</b> 2	<b>Language of Instruction:</b> German
<b>Course Contents:</b> Introduction to Business Taxation Financial Aspects of Taxes Principles of Income Tax, Corporate Tax, Trade Income Tax Principles of Tax Accounting Principles of formal Law Legal Form Choice - Models		
<b>Teaching Methods</b> The class is going to be held in terms of an interactive discussion that includes cases studies. Additional exercises shall be worked out by the students whether individually or in groups. Besides this it is recommended to use according technical literature.		
<b>Text books/Learning resources:</b> Bornhofen, M.: Steuerlehre Bande 1 und 2. Gabler, Wiesbaden 2007 Daumke, M.: Grundriss des deutschen Steuerrechts. Erich Schmidt Bielefeld 2002 Rose, G.: Unternehmenssteuerrecht. Erich Schmidt Berlin 2004 Zenthöfer u.a.: Körperschaftsteuer, Gewerbesteuer. Schäffer-Poeschel, Stuttgart 2005 Zimmermann u.a.: Einkommensteuer. Schäffer-Poeschel, Stuttgart 2004		

## Degree Program Business Administration (B.Sc.)

<b>Course Component:</b> Tax Planning		
<b>ECTS-Credits:</b> 3	<b>Lecture hours per week:</b> 2	<b>Language of Instruction:</b> German
<b>Course Contents:</b> This class is about the tax influence on business decisions and tax planning. Principles of Business Taxation Income Tax and Earnings Tax Principles of Trade Income Tax Tax Planning Principles Standard Model with general Tax on Profits Objectives Standard Model with German Income Taxation Standard Model with Cash-Flow Taxation Standard Model with Interest adjusted Income Tax Principle of Neutrality of Decisionmaking regarding Taxation Principles of Corporate Taxation Taxation and Balance Accounting of Securities Principles of Value added Tax		
<b>Teaching Methods</b> Students shall acquire the knowledge with help of lectures, case studies, examples, and control questions. In addition to this, students shall get the chance to take part in a tutorial. The tutorial provides the students with further case studies and exercises to extend their knowledge.		
<b>Text books/Learning resources:</b> Bornhofen, Manfred: Steuerlehre 1 und 2. Gabler, Wiesbaden 2007. Haberstock, Lothar/Breithecker, Volker: Einführung in die Betriebswirtschaftliche Steuerlehre, Schmidt, Berlin 2005. Horschitz, Harald/Groß, Walter/Weidner, Werner/Fanck, Bernfried: Bilanzsteuerrecht und Buchführung, Schäffer-Poeschel, Stuttgart 2007. Kruschwitz, Lutz: Investitionsrechnung, Oldenbourg, München Wien, 2007. Rose, Gerd: Die Ertragsteuern, Die Wirtschaft, Berlin 1999. Schneeloch, Dieter: Besteuerung und betriebliche Steuerpolitik, Band 1 und 2. Vahlen München. Schult, Eberhard: Betriebswirtschaftliche Steuerlehre. Oldenbourg, München, Wien 2002. Zenthöfer, Wolfgang/Leben, Gerd: Körperschaftsteuer und Gewerbesteuer, Schäffer-Poeschel, Stuttgart 2005.		

## Modulbeschreibung

<b>Code:</b> IV.2.	<b>Modulbezeichnung:</b> Marketing
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## Bezüge zu anderen Modulen

<b>Vorgelagerte Module:</b> keine	<b>Nachgelagerte Module:</b> keine
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## Organisation

<b>Modulverantwortliche/r:</b> Prof. Dr. Ginter		
<b>Modulart:</b> Pflichtveranstaltung		<b>Turnus:</b> semesterweise
<b>Zulassungsvoraussetzungen:</b>	<b>ECTS-Punkte:</b> 8	<b>SWS:</b> 6

## Prüfungsleistungen

<b>Art:</b>	<b>Gewichtung:</b>
Intro Marketing: written exam 40 minutes	30%
Business Markets and B. Buyer Behavior	15%
Consumer Markets and C. Behavior	15%
Papers and presentations Cases in Marketing	40%

## Ausgestaltung des Moduls

<p><b>Lernziele und Kompetenzen:</b></p> <p>The students will learn the most important concepts in marketing. Special attention is given to Business to Business Marketing, Consumer Behavior and the 4 Ps. The students will also learn how to develop marketing plans, document creative ideas and how to communicate to specified target groups in presentations. This module is completely taught in the English language. Therefore the prerequisite for this class is a sound knowledge of the English language (active listening and speaking skills as well as reading comprehension and writing skills).</p>
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<p><b>Modulelemente:</b></p> <p>IV.2.1 Introduction to Marketing</p> <p>IV.2.2 Business Markets and Business Buyer Behavior</p> <p>IV.2.3 Consumer Markets and Consumer Behavior</p> <p>IV.2.4 Cases in Marketing</p>	<p><b>Dozent/in:</b></p> <p>Prof. Dr. Eberhard-Yom/ Dipl.-Betw. (FH) Stefan Mareien</p> <p>Prof. Dr. Thomas Ginter</p> <p>Prof. Dr. Ramme</p> <p>Dipl.-Betw. (FH) Dennis Köhler/ Dipl.-Betw. (FH) Linda Butzlaff / Dipl.-Betw. (FH) Stefan Mareien / Dipl.-Kffr. Isabella Friege</p>
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## Beschreibung für Modulelement

<b>Code:</b> IV.2.1.	<b>Titel des Modulelements:</b> Introduction to Marketing
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## Organisation

<b>Dozent/in:</b> Prof. Dr. Eberhard-Yom/ Dipl.-Betw. (FH) Mareien		<b>Status:</b> Professor und Lehrbeauftragter	
<b>ECTS-Punkte:</b> 2	<b>SWS:</b> 2	<b>Sprache:</b> English	
<b>Workload:</b> ECTS-Punkte x 25 = 50 Stunden, mit der folgenden Aufteilung:			
<b>Vorlesung:</b> 45 %	<b>Vor-/Nachbereitung/Selbststudium:</b> 55 %	<b>Bearbeit. v. Aufgaben/Gruppenarbeit</b> 0 %	

## Ausgestaltung des Modulelements

<p><b>Lerninhalte:</b></p> <ul style="list-style-type: none"> <li>• Marketing: Managing Profitable Customer Relationships</li> <li>• Company and Marketing Strategy</li> <li>• The Marketing Environment</li> <li>• Managing Marketing Information</li> <li>• Product Policy</li> <li>• Pricing Policy</li> <li>• Distribution Policy</li> <li>• Promotion Policy</li> </ul>
<p><b>Lehr-/Lernmethoden:</b></p> <p>Lecture with discussion (due to group size not an essential part). The students are provided with copies of the lecture slides which can be downloaded from our neo platform. The lecture slides follow the recommended below mentioned textbook so that it is easy to follow the content of the lecture. In order to make sure the students understand all concepts and details of the lecture there are short partner team work sessions in each lecture where the students answer short questions or have to find real life examples for the issues being discussed during the lecture.</p>
<p><b>Literatur/Lehrmaterial:</b></p> <p>Gary Armstrong, Philip Kotler: Marketing - An Introduction. Prentice Hall 10<sup>th</sup> ed. 2010</p>
<p><b>Besonderes:</b></p> <p>Guest lecturers from our partner universities</p>

## Beschreibung für Modulelement

<b>Code:</b> IV.2.2.	<b>Titel des Modulelements:</b> Business Markets and Business Buyer Behavior
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## Organisation

<b>Dozent/in:</b> Prof. Dr. Thomas Ginter		<b>Status:</b> Professor	
<b>ECTS-Punkte:</b> 1	<b>SWS:</b> 1	<b>Sprache:</b> english	
<b>Workload:</b> ECTS-Punkte x 25 = 37,5 Stunden, mit der folgenden Aufteilung:			
<b>Vorlesung:</b> 30%	<b>Vor-/Nachbereitung/Selbststudium:</b> 60%	<b>Bearbeit. v. Aufgaben/Gruppenarbeit</b> 10%	

## Ausgestaltung des Modulelements

<b>Lerninhalte:</b> <ul style="list-style-type: none"><li>• B2B-Markets and Marketing</li><li>• Buyer Behaviour</li><li>• Inter-firm Relationships and Networks</li><li>• Business Market Segmentation</li></ul>
<b>Lehr-/Lernmethoden:</b> <p>Lecture with discussion. The students are provided with copies of the lecture slides which can be downloaded from our neo platform. The lecture slides follow the recommended below mentioned textbooks so that it is easy to follow the content of the lecture.</p>
<b>Literatur/Lehrmaterial:</b> <p>Brennan / Canning / McDowell (2011): Business-to-Business Marketing, 2<sup>nd</sup> Edition, SAGE Publications.</p> <p>In addition for german students: Backhaus 2009: Industriegütermarketing, 9. Auflage, Vahlen</p>
<b>Besonderes:</b>

## Beschreibung für Modulelement

<b>Code:</b> IV.2.3.	<b>Titel des Modulelements:</b> Consumer Markets and Consumer Behavior
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## Organisation

<b>Dozent/in:</b> Prof. Dr. Iris Ramme	<b>Status:</b> Professor	
<b>ECTS-Punkte:</b> 1	<b>SWS:</b> 1	<b>Sprache:</b> english
<b>Workload:</b> ECTS-Punkte x 25 = 37,5 Stunden, mit der folgenden Aufteilung:		
<b>Vorlesung:</b> 40 %	<b>Vor-/Nachbereitung/Selbststudium:</b> 40 %	<b>Bearbeit. v. Aufgaben/Gruppenarbeit</b> 20 %

## Ausgestaltung des Modulelements

<b>Lerninhalte:</b> <ul style="list-style-type: none"><li>• Process of Selecting Target Consumers</li><li>• Methods of Segmentation in Consumer Markets</li><li>• Important Consumer Markets</li><li>• Models of Consumer Behavior</li><li>• Factors Influencing Consumer Behavior</li><li>• Decision Process in Consumer Markets</li></ul>
<b>Lehr-/Lernmethoden:</b> <p>Lecture with discussion. The students are provided with copies of the lecture slides which can be downloaded from our neo platform. The lecture slides follow the recommended below mentioned textbooks so that it is easy to follow the content of the lecture.</p>
<b>Literatur/Lehrmaterial:</b> <p>Gary Armstrong, Philip Kotler: Marketing - An Introduction. Prentice Hall 10<sup>th</sup> ed. 2010 Evans, M.; Jamal, A.; Foxall, G.: Consumer Behavior, Wiley 2006</p>
<b>Besonderes:</b>

## Beschreibung für Modulelement

<b>Code:</b> IV.2.4.	<b>Titel des Modulelements:</b> Cases in Marketing
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### Organisation

<b>Dozent/in:</b> Dipl.-Betw. (FH) Dennis Köhler / Dipl.-Betw. (FH) Linda Butzlaff / Dipl.-Betw. (FH) Stefan Mareien / Dipl.-Kffr. Isabella Friege		<b>Status:</b> Lehrbeauftragte	
<b>ECTS-Punkte:</b> 4	<b>SWS:</b> 3	<b>Sprache:</b>	
<b>Workload:</b> ECTS-Punkte x 25 = 75 Stunden, mit der folgenden Aufteilung:			
<b>Vorlesung:</b> 30 %	<b>Vor-/Nachbereitung/Selbststudium:</b> 20 %	<b>Bearbeit. v. Aufgaben/Gruppenarbeit</b> 50 %	

### Ausgestaltung des Modulelements

<p><b>Lerninhalte:</b></p> <p>This course examines the application of current theories and concepts in marketing goods and services effectively to defined target customers from a domestic and global perspective. Topics include market research, identifying target customers, developing product offers, branding, pricing, marketing communications, and distribution channels. The role of marketing is critically examined from the perspective of the consumer, the economy, technology, legal/political issues, and ethical/social responsibility.</p>
<p><b>Lehr-/Lernmethoden:</b></p> <p>The students will work in small teams on assignments like developing a strategy and marketing plan or analyzing markets, industries, customers, and competition. They will employ computer technology and online skills in obtaining, analyzing and managing information effectively. They will have to write at least one longer report, one management summary of a given topic and make at least two presentations. One of the presentations will be an ad-lib presentation and the other one will be a PowerPoint supported presentation. They will also work on one in-class assignment in which they have to work on a short project in a team and will communicate the findings of their discussion to their peers. The focus of this class is on carrying out academic research, making presentations, working efficiently in a team and familiarize with marketing topics in the English language.</p>
<p><b>Literatur/Lehrmaterial:</b></p> <ul style="list-style-type: none"> <li>• Gary Armstrong, Philip Kotler: Marketing - An Introduction. Prentice Hall 10<sup>th</sup> ed. 2010</li> <li>• Books, articles, and online sources researched by the students</li> </ul>
<p><b>Besonderes:</b></p> <p>None</p>

## Degree Program Business Administration (B.Sc.)

### Module Description

<b>Code:</b> IV.4.	<b>Name:</b> Management
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### Administration

<b>Module Coordinator:</b> Professor Dr. Jürgen Bruck		
<b>Cycle:</b> Winter and Summer semesters	<b>ECTS-Credits:</b> 10	<b>Lecture hours per week:</b> 8
<b>Prerequisites:</b> Management Accounting Business Law I and II	<b>Language of Instruction:</b> German	

### Student Evaluation

Written exam (120minutes)	100 %
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### Module Details

<p><b>Learning Outcomes and Skills:</b></p> <p>The aim of this module is to provide the students with knowledge in the areas principles of management, strategy and controlling. In addition, corporate law as a frame for all management activities is focussed.</p> <p>The classes are mainly performed in terms of interactive lectures. In addition to this the students are going to get the chance to interact as a management team within a business simulation.</p> <p>Participants shall develop a profound competence regarding both the comprehension and the appliance of these essential management functions.</p>
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<p><b>Course Components:</b></p> <p>IV.4.1 Strategic Management</p> <p>IV.4.2 Management Simulation</p> <p>IV.4.3 Cost Accounting</p> <p>IV.4.4 Corporate Law</p>
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## Degree Program Business Administration (B.Sc.)

<b>Course Component:</b> IV.4.1 Strategic Management		
<b>ECTS-Credits:</b> 4	<b>Lecture hours per week:</b> 3	<b>Language of Instruction:</b> German
<b>Course Contents:</b> <ul style="list-style-type: none"><li>○ Understanding of the Interdependencies between the Design Parameters of Management (strategy, structure, culture, leadership, ...) and between these and the environment</li><li>○ Broad Knowledge of Basic Strategic Planning Processes and its Elements</li><li>○ Understanding of the importance of power and hierarchies in companies and understanding for the processes between the various interest groups of a company (corporate governance)</li><li>○ Basic Knowledge of Fundamental Aspects of Leadership</li></ul>		
<b>Teaching Methods</b> <p>A script shall serve as basis for discussions within an interactive lecture. Hereby the lecturer gets a feedback about the learning outcome. Moreover, the presented topics are going to be made clear with help of numerous real business life examples.</p>		
<b>Text books/Learning resources:</b> <ul style="list-style-type: none"><li>○ Script</li><li>○ Jung, Rüdiger; Bruck, Jürgen; Quarg, Sabine: Allgemeine Managementlehre – Lehrbuch für die angewandte Unternehmens- und Personalführung, 4. edition., Berlin 2011.</li></ul>		

## Degree Program Business Administration (B.Sc.)

<b>Course Component:</b> IV.4.2 Management Simulation		
<b>ECTS-Credits:</b> 2	<b>Lecture hours per week:</b> 2	<b>Language of Instruction:</b> German
<b>Course Contents:</b> <ul style="list-style-type: none"><li>○ Practical Use of the Taught Contents</li><li>○ General Management of an Enterprise for Several Time Periods</li><li>○ Experiencing the real life characteristics of Group Work</li></ul>		
<b>Teaching Methods</b> Using the Renowned Simulation "Topsim General Management II" <ul style="list-style-type: none"><li>○ Realistic IT-based Simulation of an Enterprise out of a Certain Industry Sector</li><li>○ Challenge: General Management for Several Time Periods<ul style="list-style-type: none"><li>– Analysing the Business and its Environment</li><li>– Decision-Making for all Important Business Divisions</li><li>– Competition with Other Groups</li></ul></li><li>○ Introduction through Teaching Instructor</li><li>○ Self Dependent Group Work with Eventual Help of the Teaching Instructor</li></ul>		
<b>Text books/Learning resources:</b>  User manual for the simulation  <b>Please note: A question concerning this management simulation will be part of the written exam (as part of "Strategic Management")</b>		

## Degree Program Business Administration (B.Sc.)

<b>Course Component:</b> IV.4.3 Cost Accounting		
<b>ECTS-Credits:</b> 2	<b>Lecture hours per week:</b> 1	<b>Language of Instruction:</b> German
<b>Course Contents:</b> <ul style="list-style-type: none"><li>○ Comprehensive understanding of the theoretical fundamentals of accounting</li><li>○ Basic understanding of the tasks to be carried out by cost accounting (planning, controlling, provision of information and governance)</li><li>○ Understanding the tasks of cost accounting on the basis of integrated corporate</li></ul>		
<b>Teaching Methods</b> <ul style="list-style-type: none"><li>○ Lecture is based on a detailed script to ease the learning focus</li><li>○ The functions of controlling and the organisation of the controlling process is introduced by lecture on the basis of real life examples.</li><li>○ The understanding of the functions of controlling is deepened by a case study focussing integrated corporate planning.</li><li>-</li></ul>		
<b>Text books/Learning resources:</b> <ul style="list-style-type: none"><li>○ Script</li><li>○ Barth, Thomas, und Barth Daniela: Controlling, 2. Aufl., München 2008.</li><li>○ Barth, Thomas, Barth, Daniela und Bäuchle, Simon: Kosten- und Erfolgsrechnung für Industrie und Handel, Stuttgart 2005.</li></ul>		

## Degree Program Business Administration (B.Sc.)

<b>Course Component:</b> IV.4.4 Corporate Law		
<b>ECTS-Credits:</b> 2	<b>Lecture hours per week:</b> 2	<b>Language of Instruction:</b> German
<b>Course Contents:</b> Introduction in corporate law (incl. a short repetition of commercial law) by - starting with a presentation of the theoretical knowledge, followed by - a case study-based, interactive discussion of the essential forms of legal corporate structures (non-incorporated: GbR, OHG and KG; incorporated: GmbH and AG) and their characteristics, especially company structure, legal capacity, participation in legal relations and liability.		
<b>Teaching Methods</b> <ul style="list-style-type: none"><li>- Script and Powerpoint slides as basis</li><li>- interactive, based on real life examples</li><li>- Use of various case studies to control and secure learning success</li></ul>		
<b>Text books/Learning resources:</b> <ul style="list-style-type: none"><li>o Legislative texts: Actual corporate law texts, e.g. NWB-Redaktion, 23. ed. 2010 (Important: BGB, HGB, GmbHG, AktG, PartGG)</li><li>o Lecture script</li><li>o Klunzinger, Eugen: Grundzüge des Gesellschaftsrechts, Verlag Vahlens, 15. ed. 2009</li><li>o Hüffer, Gesellschaftsrecht, Verlag Beck, 7. ed. 2007</li><li>o Timm/Schöne, Fälle zum Handels- und Gesellschaftsrecht I und II, Verlag Beck, 8. bzw. 7. ed. 2010</li><li>o Hemmer/Wüst, Gesellschaftsrecht, Verlag Hemmer-Wüst, 10. ed. 2009</li><li>o Förschler, Peter: Privat- und Prozessrecht, 13. ed. 2011: Grundzüge des Gesellschaftsrechts, Chapter 16</li></ul>		