

# Module manual for Business Administration (Bachelor (1- Subject))

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Examination Regulation Field



Module offer



Examination offer



Teaching offer

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**Examination Regulation Title & Version:  
Business Administration (SPO Version / 2021)**

<b>Title</b>	Business Administration
<b>Short title</b>	BSBWL
<b>Version</b>	2021
<b>Study/Qualification Objectives</b>	<p>Graduates of the program “Bachelor of Science in Business Administration” are equipped with the business knowledge and skills needed to pursue business-oriented positions in companies, organizations, or public institutions. They have a firm understanding of the basic theories of business administration as well as a sound knowledge of the established methods of the discipline. They have developed an awareness for the interdisciplinary dimensions and impacts of their work and are able to reflect on their own responsibility towards society. They are in a position</p> <ul style="list-style-type: none"> <li>• to use their theoretical knowledge base in order to analyse business problems and challenges and to develop and implement solutions.&lt;\li&gt;</li> <li>• to apply and critically reflect on methods specific to business administration – particularly those of a mathematical and quantitative nature.&lt;\li&gt;</li> <li>• to convincingly present solutions for business problems and challenges and to work effectively in groups.&lt;\li&gt;</li> <li>• to understand the ethical and social consequences of business decisions and to develop sustainable solutions.&lt;\li&gt; &lt;\ul&gt;</li> </ul>
<b>Qualification Profile</b>	
<b>Additional information</b>	

<b>Module titel</b>	Marketing and Procurement (Compulsory subject)
<b>Identifier</b>	8013793
<b>Version</b>	Angelegt über RWTH API als 1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	summer semester
<b>Valid from</b>	Summer semester 2011
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	In der Lehrveranstaltung werden die Grundzüge des Marketing und die darauf bezogenen Ziele, Strategien, Instrumente und Entscheidungshilfen der Unternehmungen dargestellt. Die Veranstaltung Absatz und Beschaffung vermittelt grundlegende Kenntnisse zum Marketing. In der Lehrveranstaltung werden Beschaffungs- und Absatzmarktprozesse und die darauf bezogenen Ziele, Strategien, Instrumente und Entscheidungshilfen der Unternehmungen in ihren Grundzügen vorgestellt.
<b>Learning Objectives/ Learning Outcomes</b>	Die Veranstaltung dient primär dazu, den Studierenden die Grundlagen zur strategischen und operativen Gestaltung des Marketing eines Unternehmens zu vermitteln. Ein weiteres zentrales Ziel der Veranstaltung besteht darin, die Studierenden mit den quantitativen Methoden, die für effektive Entscheidungen im Marketing erforderlich sind, vertraut zu machen und sie zum kritischen Hinterfragen des Einsatzes dieser Methoden zu befähigen. In begrenztem Umfang zielt die Veranstaltung auch darauf ab, die soziale und ethische Verantwortung der Unternehmen bei der Planung und Umsetzung ihrer Marketingmaßnahmen kritisch zu reflektieren.
<b>(Study-Specific) Prerequisites</b>	None
<b>(recommended) Requirements</b>	None
<b>References</b>	Homburg, Christian (2014): Grundlagen des Marketingmanagements, 4. Aufl., Wiesbaden.
<b>Language</b>	German
<b>Examination Terms</b>	Folgende Optionen für die Prüfungsleistung: 1.) Klausur (100%, benotet) 2.) Klausur (100%, benotet) + Modulbaustein (Notenverbesserung): Sollten im Planspiel 80% der Punkte erreicht werden, so erhält der Student eine Notenverbesserung von einem Notenschritt (0,3-0,4). 3.) Klausur (100%, benotet) + Modulbaustein (Notenverbesserung): Sollten im Planspiel 90% der Punkte erreicht werden, so erhält der Student eine Notenverbesserung von einem Notenschritt (0,3-0,4). Die Option wird zu Beginn der Veranstaltung bekannt gegeben.
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Universitätsprofessor Dr. oec. Daniel Wentzel
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	60
<b>Total hours (h)</b>	150,0
<b>Contact hours (h)</b>	60,0
<b>Self-study hours (h)</b>	90,0

● Exam node

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Marketing and Procurement (Exam) (801379301)	2nd semester	no semester recommended	5	0

▲ Offer node

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Marketing and Procurement (Lecture)	2nd semester	no semester recommended	-	2
Marketing and Procurement (Exercise)	2nd semester	no semester recommended	-	2



<b>Module titel</b>	Principles of Management (Compulsory subject)
<b>Identifier</b>	8024098
<b>Version</b>	V1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	winter semester
<b>Valid from</b>	Winter semester 2021
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	Einführung in die Merkmale ökonomischen Denkens; Kennzeichnung, Analyse und Lösungsansätze zentraler betriebswirtschaftlicher Fragestellungen; Grundlagen von Organisation, betrieblichen Grundfunktionen, Unternehmensführung, strategischem Management, Investition und Finanzierung; Einblick in die Anwendung wichtiger betriebswirtschaftlicher Methoden und Instrumente Die Übung und die Tutorien vertiefen die in der Vorlesung vorgestellten Inhalte.
<b>Learning Objectives/ Learning Outcomes</b>	Die Studierenden kennen die grundlegenden Denkweisen der Betriebswirtschaftslehre. Die Studierenden können wesentliche Fachbegriffe ebenso wie grundlegende Konzepte auf aktuelle Fragestellungen übertragen. Die Studierenden sind fähig, einen Bezug zwischen den theoretisch vermittelten Kursinhalten und der unternehmerischen Praxis herzustellen. Die Studierenden haben die Fähigkeit zu einem kritisch-reflektierten Herangehen an wirtschaftliche Fragestellungen.
<b>(Study-Specific) Prerequisites</b>	None
<b>(recommended) Requirements</b>	None
<b>References</b>	Hutschenreuter, Thomas, 2008: Allgemeine Betriebswirtschaftslehre. Grundlagen mit zahlreichen Praxisbeispielen, 2. Auflage, Lehrbuch, Gabler Verlag. ISBN: 8349-052-5; Schreyögg, Georg; Koch, Jochen, 2007: Grundlagen des Managements. Basiswissen für Studium und Praxis, Lehrbuch, Gabler Verlag. ISBN: 978-3-8349-0376-1; Picot, Arnold; Reichwald, Ralf; Wigand, Rolf, T., 2001: Die grenzenlose Unternehmung. Information, Organisation und Management. 4. Aufl., Gabler Verlag, Lehrbuch. ISBN: 3-409-42214-5; Reichwald, Ralf; Piller, Frank, 2008: Open Innovation, Individualisierung und neue Formen der Arbeitsteilung, 2. Aufl. Gabler Verlag. ISBN: 978-3834901064
<b>Language</b>	German
<b>Examination Terms</b>	Klausur (100%, benotet) und Modulbaustein (im Falle des Bestehens der Klausur, kann durch erfolgreiche Teilnahme an semesterbegleitenden e-learning Hausaufgaben eine Verbesserung der Klausurnote um 0.3 bzw. 0.4 erreicht werden, wenn über 70% der möglichen Punkte erreicht wurden. Es kann eine Verbesserung um 0.6 bzw. 0.7 erreicht werden, wenn über 95% der möglichen Punkte erreicht wurden). Die Klausur und Wiederholungsklausur werden zu Beginn bzw. Ende des auf das jeweilige Wintersemester folgenden Prüfungszeitraums angeboten.
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Universitätsprofessor Dr. rer. pol. Frank Thomas Piller
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	3
<b>Examination duration (min)</b>	60
<b>Total hours (h)</b>	150,0

<b>Contact hours (h)</b>	45,0
<b>Self-study hours (h)</b>	105,0

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Principles of Management (Exam (802409801))	1st semester	no semester recommended	5	-

▲ **Offer node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Principles of Management (Lecture)	1st semester	no semester recommended	-	2
Principles of Management (Tutorial)	1st semester	no semester recommended	-	1

<b>Module titel</b>	Capital Budgeting (Compulsory subject)
<b>Identifier</b>	8013783
<b>Version</b>	V2
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	winter semester
<b>Valid from</b>	Summer semester 2018
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	This course deals with basic knowledge about capital budgeting. Major emphasis is given to decisions based on net present value computations.
<b>Learning Objectives/ Learning Outcomes</b>	This course aims primarily at 1) imparting approaches to identify and structure basic financial decision problems, 2) fostering problem solving competencies by presenting and applying theoretical models based on quantitative approaches in order to solve practical problems, 3) encouraging a stringent line of argument and critical questioning of different solution approaches. To be more specific, after successful participation, students will 1) know the basic assumptions of static and dynamic capital budgeting planning tools, 2) understand problems associated with decisions based on internal rates of return, 3) can apply and assess quantitative capital budgeting techniques for decisions under certainty (e.g. on perfect or imperfect capital markets, with flat or non-flat yield curves, for one-shot or repeated decisions) bearing in mind the underlying assumptions.
<b>(Study-Specific) Prerequisites</b>	None
<b>(recommended) Requirements</b>	None
<b>References</b>	Breuer, W. (2012): Investition I, 4. Auflage, Gabler-Verlag, Wiesbaden. Breuer, W. (2002): Miete oder Kauf eines Eigenheims?, in: WiSt - Wirtschaftswissenschaftliches Studium, 31. Jg., S. 668-672 Breuer, W. (2004): Immobilienfinanzierung und effektiver Jahreszinssatz, in: WiSt - Wirtschaftswissenschaftliches Studium, 33. Jg., S. 568[OS1] ; -572 Breuer, W. (2006): Leasing oder Kauf eines Pkw?, in: WiSt - Wirtschaftswissenschaftliches Studium, 35. Jg., S. 117-120
<b>Language</b>	German
<b>Examination Terms</b>	Klausur (100%, benotet), Modulbaustein: Darüber hinaus kann eine Verbesserung der Klausurnote durch E-Learning-Zusatzleistungen erreicht werden. Notwendig hierzu ist das Lösen von mindestens 8 aus 11 Übungsblättern im Lernraum „Investition und Finanzierung“ und deren Bewertung mit „Bestanden“ (ein Übungsblatt gilt als bestanden, wenn 66 % der erzielbaren Punkte erreicht werden). Maximal kann durch die genannten Zusatzleistungen eine Verbesserung der Klausurnote um eine Notenstufe (z. B. von 3,7 auf 3,3) erreicht werden und dies auch nur unter der Voraussetzung, dass die Klausur mit einer Note von 4,0 oder besser bewertet wird. Eine bessere Gesamtnote als 1,0 ist in jedem Fall ausgeschlossen.
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Univ.-Prof. Dr.rer.pol. Wolfgang Breuer
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	70
<b>Total hours (h)</b>	150,0

<b>Contact hours (h)</b>	60,0
<b>Self-study hours (h)</b>	90,0

● **Exam node**

<b>Title</b>	<b>Recommended Semester (Study start winter)</b>	<b>Recommended Semester (Study start summer)</b>	<b>ECTS Credits</b>	<b>Contact time (WSH)</b>
Capital Budgeting (Exam) (801378301)	3rd semester	no semester recommended	5	0

▲ **Offer node**

<b>Title</b>	<b>Recommended Semester (Study start winter)</b>	<b>Recommended Semester (Study start summer)</b>	<b>ECTS Credits</b>	<b>Contact time (WSH)</b>
Capital Budgeting (Lecture)	3rd semester	no semester recommended	-	2
Capital Budgeting (Exercise)	3rd semester	no semester recommended	-	2

<b>Module titel</b>	Basics of Human Resource Management and Organisation (Compulsory subject)
<b>Identifier</b>	8013865
<b>Version</b>	Angelegt über RWTH API als 1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	winter semester
<b>Valid from</b>	Winter semester 2010
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	<p>In der Veranstaltung werden grundlegende Begriffe und Fragestellungen des Personalmanagements sowie der Organisationsgestaltung vorgestellt. Folgende Themen werden behandelt:</p> <ul style="list-style-type: none"> <li>• Organisationsstrukturen</li> <li>• Koordinations- und Kooperationsprobleme</li> <li>• Herausforderungen des Personalmanagements</li> <li>• Motivation und Anreizsetzung</li> <li>• Personalauswahl</li> </ul>
<b>Learning Objectives/ Learning Outcomes</b>	<p>Die Studierenden ... ;  ... verstehen grundlegende Begriffe und Herausforderungen des Personalmanagements und der Gestaltung von Organisationen. ;  ... wissen, wie das Personalmanagement und die Gestaltung der Organisation zum Unternehmenserfolg beitragen können. ;  ;... analysieren einfache strategische Situationen in Organisationen mit Hilfe von ökonomischen Ansätzen.</p>
<b>(Study-Specific) Prerequisites</b>	None
<b>(recommended) Requirements</b>	None
<b>References</b>	-
<b>Language</b>	German
<b>Examination Terms</b>	Klausur (100%, benotet)
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Universitätsprofessorin Dr. Christine Harbring
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	60
<b>Total hours (h)</b>	150,0
<b>Contact hours (h)</b>	60,0
<b>Self-study hours (h)</b>	90,0

● Exam node

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Organisation and Human Recource Management (Exam) (801386501)	3rd semester	no semester recommended	5	0

▲ Offer node

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Organisation and Human Recource Management (Exercise)	3rd semester	no semester recommended	-	2
Organisation and Human Recource Management (Lecture)	3rd semester	no semester recommended	-	2

<b>Module titel</b>	Production and Logistics (Compulsory subject)
<b>Identifier</b>	8013778
<b>Version</b>	Angelegt über RWTH API als 1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	winter semester
<b>Valid from</b>	Winter semester 2010
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	Behandelt werden theoretische Grundzüge sowie praktische Gestaltungsmöglichkeiten und -probleme wertschaffender, insbesondere auch logistischer Transformationsprozesse, veranschaulicht und konkretisiert durch Beispiele verschiedener Branchen. Der Schwerpunkt liegt auf industriebetrieblchen Leistungserstellungsprozessen und Fragen der hierarchischen Planung im Rahmen des Produktionsmanagements
<b>Learning Objectives/ Learning Outcomes</b>	<ul style="list-style-type: none"> <li>• Grundlegender Überblick über produktionswirtschaftliche und logistische Fragestellungen und Zusammenhänge</li> <li>• Beherrschung des elementaren Fachvokabulars sowie grundlegender Modelle</li> <li>• Verständnis der grundsätzlichen Struktur betrieblicher Prozesse der Leistungserbringung</li> <li>• Kenntnis quantitativer Lösungsansätze für einfache Managementaufgaben der Produktion und Logistik</li> </ul>
<b>(Study-Specific) Prerequisites</b>	None
<b>(recommended) Requirements</b>	Erwartete Vorkenntnisse: Grundkenntnisse der Wirtschaftswissenschaften und mathematischer Methoden. Die vorherige Teilnahme an den Modulen Absatz und Beschaffung sowie Mikroökonomie wird empfohlen, ist aber nicht Voraussetzung für den Besuch dieses Moduls.
<b>References</b>	Dyckhoff, H./Spengler, T.(2007): Produktionswirtschaft Eine Einführung für Wirtschaftsingenieure, 2. Auflage, Berlin et al.
<b>Language</b>	German
<b>Examination Terms</b>	Klausur (100%, benotet), Modulbaustein: Darüber hinaus kann eine Verbesserung der Klausurnote durch das erfolgreiche Lösen von Dynexite-Übungsblättern und/oder das erfolgreiche Absolvieren des Planspiels erreicht werden. Die genaue Ausgestaltung zum Erwerb der Notenverbesserung wird jeweils zum Beginn des Semesters jedoch spätestens in der ersten Veranstaltung bekannt gegeben. Maximal kann eine Verbesserung der Klausurnote um eine Notenstufe (also z.B. von 3,7 auf 3,3) erreicht werden und dies auch nur unter der Voraussetzung, dass die Klausur mit einer Note von 4,0 oder besser bewertet wird.
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Universitätsprofessorin Dr. rer. pol. Grit Walther
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	70
<b>Total hours (h)</b>	150,0
<b>Contact hours (h)</b>	60,0
<b>Self-study hours (h)</b>	90,0

● Exam node

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Production and Logistics (Exam) (801377801)	3rd semester	no semester recommended	5	0

▲ Offer node

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Production and Logistics (Lecture)	3rd semester	no semester recommended	-	2
Production and Logistics (Exercise)	3rd semester	no semester recommended	-	2



<b>Module titel</b>	Introduction to Empirical Economic Research (Compulsory subject)
<b>Identifier</b>	8011357
<b>Version</b>	Angelegt über RWTH API als 1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	winter semester
<b>Valid from</b>	Winter semester 2007
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	Statistische Grundlagen für Ökonometrie - Schätzung linearer Regressionsmodelle (kleinste Quadrate, Hypothesentests) – Jenseits von OLS (Fehlspezifikation, Endogenität , Heteroskedastizität , IV Schätzung) – Wie arbeitet man mit realen Daten?
<b>Learning Objectives/ Learning Outcomes</b>	Anwendung von empirischen Methoden, um ökonomische Fragen mit realen Daten zu verstehen und zu bewerten - Fähigkeit zum Lesen und kritischen Auswerten empirischer Studien.
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	Grundkenntnisse der deskriptiven und der induktiven Statistik
<b>References</b>	Begleitende und vertiefende Literatur: - Stock, James H., und Mark W. Watson, Introduction to Econometrics, 2. /3. Auflage, Boston. - Wooldridge, Jeffrey, Introductory Econometrics - A Modern Approach, South-Western Cengage Learning, 4. Auflage, 2009. - Schira, J., Statistische Methoden der VWL und BWL: Theorie und Praxis, Addison-Wesley Verlag, 2. Auflage, 2005.
<b>Language</b>	German
<b>Examination Terms</b>	Klausur (100%, benotet), Modulbaustein: Möglichkeit, im Rahmen von E-Learning einen Bonus zu erlangen, der die Klausurnote um maximal eine Notenstufe verbessert.
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Modulverantwortlicher: Universitätsprofessorin Dr. rer. pol. Almut Balleer
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	60
<b>Total hours (h)</b>	150,0
<b>Contact hours (h)</b>	60,0
<b>Self-study hours (h)</b>	90,0

● Exam node

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Introduction to Empirical Economic Research (Exam) (801135701)	3rd semester	no semester recommended	5	0

▲ Offer node

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Introduction to Empirical Economic Research (Exercise)	3rd semester	no semester recommended	-	2
Introduction to Empirical Economic Research (Lecture)	3rd semester	no semester recommended	-	2

<b>Module titel</b>	Introduction to Economics (Compulsory subject)
<b>Identifier</b>	8023961
<b>Version</b>	V1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	winter semester
<b>Valid from</b>	Winter semester 2021
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	<p>Die Vorlesung beginnt mit einem Überblick über Methoden und Modelle die in der modernen Volkswirtschaftslehre Anwendung finden. In einem ersten Schritt befasst sich der Kurs dann mit der individuellen Entscheidungsfindung von Haushalten auf Grundlage von ökonomischen Verhaltensprinzipien. Im Anschluss liegt der Fokus auf den Entscheidungen von Unternehmen und dem Gleichgewicht auf Faktormärkten.</p> <p>Aufbauend auf den Erkenntnissen aus der Entscheidungsfindung auf der Mikroebene wird anschließend in das Konzept des Allgemeinen Gleichgewichts in makroökonomischen Modellen eingeführt. Spezieller Fokus liegt hierbei auf der Rolle des technologischen Fortschritts.</p>
<b>Learning Objectives/ Learning Outcomes</b>	<p>Am Ende dieses Kurses sollen die Studierenden einen ersten Überblick über die moderne Volkswirtschaftslehre als (i) empirische, datenorientierte und (ii) modelltheoretisch arbeitende sowie (iii) mikroökonomisch fundierte Wissenschaft haben, die die (iv) dynamischen Entscheidungen wirtschaftlicher Agenten ins Zentrum der Analyse stellt. Die Studierenden lernen in einer ersten Einführung die Erzeugung und die Analyse makroökonomischer Daten kennen.</p>
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	None
<b>References</b>	-
<b>Language</b>	German
<b>Examination Terms</b>	Klausur(100%) (schriftlich oder als E-Prüfung)
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Univ.-Prof. Dr. Thomas S. Lontzek
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	60
<b>Total hours (h)</b>	150,0
<b>Contact hours (h)</b>	60,0
<b>Self-study hours (h)</b>	90,0

● Exam node

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Introduction to Economics (Examination) (802396101)	1st semester	no semester recommended	5	-

▲ Offer node

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Introduction to Economics (Lecture Unit)	1st semester	no semester recommended	-	2
Introduction to Economics (Exercise Unit)	1st semester	no semester recommended	-	2

<b>Module titel</b>	Markets and strategic decision making (Compulsory subject)
<b>Identifier</b>	8023962
<b>Version</b>	V1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	summer semester
<b>Valid from</b>	Winter semester 2021
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	In dem Kurs werden Grundlagenkenntnisse des Entscheidens unter strategischer Interdependenz vermittelt. Einführend werden zunächst grundlegende spieltheoretische Konzepte eingeführt. Strategische Interdependenz tritt im Wettbewerb auf Märkten auf und hierzu werden verschiedene Marktformen wie vollständige Konkurrenz, Monopol und Oligopol betrachtet. Dann wird insbesondere diskutiert, wie Marktmacht strategisches Entscheiden beeinflussen und zu Markteffizienzen/ Marktversagen führen kann. Als weitere Ursache für Marktversagen werden externe Effekte besprochen.
<b>Learning Objectives/ Learning Outcomes</b>	1. ; Aneignung elementarer spieltheoretischer Methoden zur Beschreibung, Strukturierung und Analyse von strategischen Entscheidungsproblemen wie sie auf Wettbewerbsmärkten auftreten können. ; 2. Verständnis für die Funktionsweise von Märkten und Fähigkeit zur Identifikation und Bewertung von Markteffizienzen/ Marktversagen in formalen Marktmodellen.
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	None
<b>References</b>	-
<b>Language</b>	German
<b>Examination Terms</b>	Klausur(100%)
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Univ.-Prof. Dr. Thomas Kittsteiner
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	60
<b>Total hours (h)</b>	150,0
<b>Contact hours (h)</b>	60,0
<b>Self-study hours (h)</b>	90,0

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Markets and strategic decision making (Examination) (802396201)	2nd semester	no semester recommended	5	-

▲ **Offer node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Markets and strategic de-cision making (Lecture Unit)	2nd semester	no semester recommended	-	2
Markets and strategic de-cision making (Exercise Unit)	2nd semester	no semester recommended	-	2

<b>Module titel</b>	Decision Theory (Compulsory subject)
<b>Identifier</b>	8015037
<b>Version</b>	Angelegt über RWTH API als 1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	winter semester
<b>Valid from</b>	Winter semester 2010
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	In a descriptive part of the course, typical errors in decision behavior and possible biases in subjective assessments are discussed first. As a prescriptive answer to these rationality weaknesses, a decision process is presented with which a reflected decision with high decision quality can be achieved. This decision-making process will also be practiced by the participants by working on their own problem with the online training tool Entscheidungsnavi.
<b>Learning Objectives/ Learning Outcomes</b>	Upon successful completion, students should (1) know the typical decision and estimation errors, (2) be able to apply methods and tools for rational decision making and (3) be able to make reflective decisions using their head (analytics) and gut (intuition).
<b>(Study-Specific) Prerequisites</b>	None
<b>(recommended) Requirements</b>	None
<b>References</b>	Von Nitzsch, R. : Entscheidungslehre (Skript zur Vorlesung), Aachen. (jeweils in der aktuellen Auflage) <a href="http://www.entscheidungsnavi.de">www.entscheidungsnavi.de</a>
<b>Language</b>	German
<b>Examination Terms</b>	Klausur (100%, benotet, 60min.) Modulbaustein: Bei erfolgreicher Absolvierung einer freiwilligen Zusatzleistung (eigenständige Analyse eines Entscheidungsproblems mit dem Entscheidungsnavi) wird die Klausurnote – sofern diese 4,0 oder besser beträgt – um 0,3 bzw. 0,4 Notenpunkte verbessert.
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Universitätsprofessor Dr. rer. pol. Rüdiger von Nitzsch
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	60
<b>Total hours (h)</b>	150,0
<b>Contact hours (h)</b>	60,0
<b>Self-study hours (h)</b>	90,0

● Exam node

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Decision Theory (Exam) (801503701)	1st semester	no semester recommended	5	0

▲ Offer node

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Decision Theory (Lecture)	1st semester	no semester recommended	-	2
Decision Theory (Exercise)	1st semester	no semester recommended	-	2



<b>Module titel</b>	Quantitative Methods in Economics (Compulsory subject)
<b>Identifier</b>	8013733
<b>Version</b>	Angelegt über RWTH API als 1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	summer semester
<b>Valid from</b>	Summer semester 2015
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	Einführung in das Operations Research und seine Anwendungen; Klärung der Begriffe Problem, Modell, und Algorithmus; Graphen und grundlegende Graphenalgorithmen: Graphensuche, kürzeste Wege, maximale Flüsse, Minimalkostenflüsse; lineare Optimierung: lineare Programme, Diskussion der Geometrie und Algebra, Simplexverfahren, Startlösung, Komplexität, Entartung, Dualität, duales Simplexverfahren, Sensitivitätsanalyse, Anwendungen z. B. in der Spieltheorie oder Datenanalyse. Ein Schwerpunkt liegt in der Modellierung wirtschaftswissenschaftlicher Fragestellungen (Entscheidungs-, Planungs- und Optimierungsprobleme). Mathematische Hintergründe werden ansatzweise vermittelt. Es werden für das Operations Research relevante grundlegende Fertigkeiten am Computer vorgestellt. ; ;
<b>Learning Objectives/ Learning Outcomes</b>	Studierende können grundlegende betriebliche Planungs- und Entscheidungsprobleme mit Hilfe von Graphen und linearen Programmen sowohl konkret in einer Modellierungssprache (wie z. B. GAMS oder auch z. B. in Python) als auch abstrakt modellieren; sie können Modelle, Methoden und Algorithmen der linearen Optimierung anwenden, insbesondere erkennen, welche Modelle und welche Algorithmen in welcher Situation anzuwenden sind. Die Studierenden verstehen die mathematischen Zusammenhänge mindestens grundlegend.
<b>(Study-Specific) Prerequisites</b>	None
<b>(recommended) Requirements</b>	None
<b>References</b>	Ahuja, Magnanti, Orlin: Network Flows, Prentice-Hall, 1993 Bertsimas, Tsitsiklis: Introduction to Linear Optimization, Athena Scientific, 1997
<b>Language</b>	German
<b>Examination Terms</b>	Klausur (100%, benotet)
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Universitätsprofessor Dr. rer. nat. habil. Marco Lübbecke
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	90
<b>Total hours (h)</b>	150,0
<b>Contact hours (h)</b>	60,0
<b>Self-study hours (h)</b>	90,0

● Exam node

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Quantitative Methods in Economics (Exam) (801373301)	4th semester	no semester recommended	5	0

▲ Offer node

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Quantitative Methods in Economics (Exercise)	4th semester	no semester recommended	-	2
Quantitative Methods in Economics (Lecture)	4th semester	no semester recommended	-	2

<b>Module titel</b>	Strategic Management (Compulsory subject)
<b>Identifier</b>	8022478
<b>Version</b>	V1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	summer semester
<b>Valid from</b>	Winter semester 2020
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	<p>Diese Veranstaltung bietet eine Einführung in den Prozess, Inhalt und Kontext des Strategischen Managements.</p> <p>(1) Strategieprozess: Hier wird der gesamte Strategieprozess von der Zieldefinition über die externe und interne Analyse bis hin zur Strategieimplementierung und -kontrolle betrachtet.</p> <p>(2) Strategieinhalte: Hier werden insbesondere kompetitive und kooperative Strategien sowie externe, umfeldorientierte und interne, ressourcenorientierte Perspektiven unterschieden und die entsprechenden Theorien vorgestellt.</p> <p>(3) Strategiekontext: Strategisches Management ist stets im jeweiligen organisationalen, sektoralen und kulturellen Kontext zu betrachten. Auch werden etwaige ethisch-moralische Problemfelder diskutiert. Neben einer Flipped-Classroom Komponente mit umfangreichen vorbereitenden Lernvideos werden in der Veranstaltung Fachartikel und Fallstudien diskutiert sowie Gastdozenten aus Forschung und Praxis eingebunden.</p>
<b>Learning Objectives/ Learning Outcomes</b>	<p>Durch Teilnahme an dieser Veranstaltung sollen die Studierenden in die Lage versetzt werden:</p> <p>(1) ausgewählte Theorien des Strategischen Managements verstehen und kritisch diskutieren zu können.</p> <p>(2) wichtige Werkzeuge des Strategischen Managements im Hinblick auf ihre Stärken und Schwächen verstehen und sinnvoll anwenden zu können.</p> <p>(3) Fragestellungen des Strategischen Managements aus der betrieblichen Praxis systematisch analysieren und adäquate Lösungen erarbeiten zu können.</p>
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	None
<b>References</b>	-
<b>Language</b>	German/English
<b>Examination Terms</b>	<p>Die Prüfungsleistung kann sich wie folgt zusammensetzen:</p> <ul style="list-style-type: none"> <li>• Option A: Klausur (100%, benotet, 60min.),</li> <li>• Option B: Kolloquium (50%, benotet) und Klausur (50%, benotet, 60min.).</li> </ul> <p>Der exakte Prüfungsmodus (A oder B) wird zu Beginn des Kurses bekannt gegeben. Andernfalls trifft Option A zu. Ggf. wird die Möglichkeit einer Notenverbesserung über Zusatzleistungen angeboten.</p>
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Univ.-Prof. Torsten-Oliver Salge, Ph.D.
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	60
<b>Total hours (h)</b>	150,0

<b>Contact hours (h)</b>	60,0
<b>Self-study hours (h)</b>	90,0

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Strategic Management (Exam) (802247801)	2nd semester	no semester recommended	5	-

▲ **Offer node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Lecture Unit to Strategic Management	2nd semester	no semester recommended	-	2
Exercise Unit to Strategic Management	2nd semester	no semester recommended	-	2

<b>Module titel</b>	Bookkeeping and Managerial Accounting (Compulsory subject)
<b>Identifier</b>	8013687
<b>Version</b>	Angelegt über RWTH API als 1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	winter semester
<b>Valid from</b>	Winter semester 2019
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	Teil "Buchführung": • Zwecke und Zielgrößen der Finanzberichte von Unternehmen, • System der doppelten Buchführung, • Behandlung von relevanten Ereignissen während des Abrechnungszeitraums, • Behandlung von relevanten Ereignissen am Ende des Abrechnungszeitraums • Abschlussarbeiten Teil "internes Rechnungswesen": • Einführende Fallstudie • Problematik von Erlös- und Kostenrechnungen • Kostenartenrechnungen, • Kostenstellenrechnungen, • Kostenträgerrechnungen, • Anwendung von Erlös- und Kostenträgerrechnungen in verschiedenen Entscheidungssituationen, • Planungsrechnungen und Abweichungsermittlung
<b>Learning Objectives/ Learning Outcomes</b>	Nach erfolgreichem Absolvieren der Veranstaltung sollen Studierende die Grundlagen von Buchführung und internem Rechnungswesen verstanden haben und anwenden können. Im einzelnen sollen Studierende: Wissen/ Verstehen: a) Buchführungssystem und Buchführungsprozess verstanden haben, b) die grundlegenden Finanzberichte von Unternehmen kennen und wissen, wie diese aus Daten der Buchführung herzuleiten sind, c) wissen wie diese Daten im Rahmen eines internen Rechnungswesens in unternehmerische Entscheidungen einbezogen werden können. Fähigkeiten: a) Buchführung betreiben können und Methoden bzw. Verfahren des internen Rechnungswesens beherrschen, b) in die Lage versetzt werden, mittels des internen Rechnungswesens unternehmerische Entscheidungen zu fundieren. Durch die Veranstaltung sollen die Studierenden folgende Kompetenzen erwerben: - Wissen und Fähigkeit zur Anwendung wirtschaftlicher Methoden und Theorien - Kritisches Hinterfragen von wirtschaftlichen Problemstellungen - Quantitative Methoden und angewandte Lösungsverfahren.
<b>(Study-Specific) Prerequisites</b>	None
<b>(recommended) Requirements</b>	None
<b>References</b>	Möller, H.P., Hüfner, B., Ketteniß, H.: Buchführung und Finanzberichte, 5. Auflage, Wiesbaden (SpringerGabler) 2018. Friedl, G., Hofmann, C., Pedell, B.: Kostenrechnung – Eine entscheidungsorientierte Einführung, 3. Auflage München (Vahlen) 2017. Möller, H.-P., Hüfner, B., Ketteniß, H.: Internes Rechnungswesen, 2. Auflage, Heidelberg et al. (Springer) 2010. ;
<b>Language</b>	German
<b>Examination Terms</b>	Klausur (100%, benotet), Modulbaustein: Möglichkeit der Notenverbesserung über bestandene Übungsaufgaben (eine Übungsaufgabe gilt als bestanden, wenn 2/3 der erzielbaren Punkte erreicht werden). Es kann die Note der regulären Prüfung um 0,3 bzw. 0,4 Notenpunkte verbessert werden, wenn ; 1. die reguläre Prüfung auch ohne diese Verbesserung mit 4,0 oder besser bestanden wurde und ; 2. wenn wenigstens 3/4 der angebotenen Übungsaufgaben bestanden sind.
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Modulverantwortlicher: Dr. rer. pol. Holger Ketteniß
<b>ECTS Credits</b>	5

<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	70
<b>Total hours (h)</b>	150,0
<b>Contact hours (h)</b>	60,0
<b>Self-study hours (h)</b>	90,0

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Bookkeeping and Managerial Accounting (Exam) (801368701)	1st semester	no semester recommended	5	0

▲ **Offer node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Bookkeeping and Managerial Accounting (Exercise)	1st semester	no semester recommended	-	2
Bookkeeping and Managerial Accounting (Lecture)	1st semester	no semester recommended	-	2

- Advanced Mandatory Moduls
- Business Administration and Economics
- + Introduction to programming for business analytics (8024258)

<b>Module titel</b>	Introduction to programming for business analytics (Compulsory subject)
<b>Identifier</b>	8024258
<b>Version</b>	V1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	winter semester
<b>Valid from</b>	Winter semester 2021
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	The goal of this course is to introduce students to programming. ; First, an overview of popular programming languages is given, and their advantages and disadvantages are discussed. The first part of the course will then focus on Julia, a high-level programming language characterized by high readability and a very good performance. Students are introduced to the main elements of the language using exemplary business applications. They also learn how to code efficient algorithms using suitable data structures. The second part of the course will focus on Python, another high-level programming language. ; Differently from Julia, Python is an interpreted language and it suffers from lower performance. However, its maturity allows users to have access to a higher number of libraries and tools to execute a great variety of tasks. Popular libraries for scientific calculus and big data applications (such as NumPy, Pandas) will be introduced. In addition, in contrast to Julia, Python allows to introduce students to pure object-oriented programming. Through classes and exercises, students will become familiar with both programming languages, and they will learn the best practices for efficient programming.
<b>Learning Objectives/ Learning Outcomes</b>	At the end of the course, students will be able to: <ul style="list-style-type: none"> <li>- select among different programming languages the one most suitable for their needs</li> <li>- understand how to program efficiently</li> <li>- program in Julia</li> <li>- program in Python</li> <li>- apply their programming knowledge to business applications</li> </ul>
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	None
<b>References</b>	-
<b>Language</b>	English
<b>Examination Terms</b>	Written Examination (100%) The exact form of the examination will be announced at the beginning of the semester
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Dr. Rossana Cavagnini Universitätsprofessor Dr. Michael Schneider
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	60
<b>Total hours (h)</b>	150,0

- Advanced Mandatory Moduls
- Business Administration and Economics
- + Introduction to programming for business analytics (8024258)

<b>Contact hours (h)</b>	60,0
<b>Self-study hours (h)</b>	90,0

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Introduction to programming for business analytics (Examination) (802425801)	1st semester	no semester recommended	5	-

▲ **Offer node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Introduction to programming for business analytics (Lecture Unit)	1st semester	no semester recommended	-	2
Introduction to programming for business analytics (Exercise Unit)	1st semester	no semester recommended	-	2



- Advanced Mandatory Moduls
- Business Administration and Economics
- + Introduction to Design and Analysis of Algorithms (8024259)

<b>Module titel</b>	Introduction to Design and Analysis of Algorithms (Compulsory subject)
<b>Identifier</b>	8024259
<b>Version</b>	V1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	summer semester
<b>Valid from</b>	Winter semester 2021
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	<p>Die Studierenden erwerben ; Grundfertigkeiten ; für Design und ; Analyse von Algorithmen für Entscheidungsprobleme im Management Science. Anhand ausgewählter Beispiele aus Produktions- und Logistikplanungsprozessen werden Basistechniken wie Greedy, ; Divide-and-Conquer-Verfahren, sowie Graph- und Netzwerkalgorithmen vermittelt.</p> <p>Den Studierenden wird ein tiefergehendes Verständnis für die Grenzen und Möglichkeiten automatisierter Verfahren zur Lösung von Entscheidungsproblemen vermittelt. Durch theoretische Hausaufgaben soll das kritisch-analytische Denkvermögen geschult werden, und insbesondere Grundtechniken zur Korrektheits- und Laufzeitanalyse von Algorithmen vermittelt werden.</p>
<b>Learning Objectives/ Learning Outcomes</b>	Studierende erlangen Grundkenntnisse des Design und der Analyse von Algorithmen
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	Vorlesung "Introduction to Programming in Business Analytics"
<b>References</b>	-
<b>Language</b>	German
<b>Examination Terms</b>	Klausur(100%)
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Universitätsprofessorin Dr. Britta Peis
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	90
<b>Total hours (h)</b>	150,0
<b>Contact hours (h)</b>	60,0
<b>Self-study hours (h)</b>	90,0

- Advanced Mandatory Moduls
- Business Administration and Economics
- + Introduction to Design and Analysis of Algorithms (8024259)

● Exam node

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Einführung in Design und Analyse von Algorithmen (Klausur) (802425901)	2nd semester	no semester recommended	5	-

▲ Offer node

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Einführung in Design und Analyse von Algorithmen (Vorlesung)	2nd semester	no semester recommended	-	2
Einführung in Design und Analyse von Algorithmen (Übung)	2nd semester	no semester recommended	-	2

<b>Module titel</b>	Financial Accounting (Compulsory subject)
<b>Identifier</b>	8013818
<b>Version</b>	Angelegt über RWTH API als 1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	summer semester
<b>Valid from</b>	Summer semester 2015
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	In der Lehrveranstaltung wird die Rechnungslegung nach Handelsgesetzbuch (HGB) und nach International Financial Reporting Standards (IFRS) vorgestellt. Dabei wird eingegangen auf (1) Einführende Überlegungen zur externen Rechnungslegung, (2) Grundlagen der externen Rechnungslegung, (3) Bilanzierung gemäß dHGB, (4) Bilanzierung gemäß IFRS, (5) Möglichkeiten der Bilanzpolitik.
<b>Learning Objectives/ Learning Outcomes</b>	Nach erfolgreichem Absolvieren sollen die Studierenden (1) die in Deutschland vorrangig angewendeten vielfältigen gesetzlichen Vorschriften und Standards zur externen Rechnungslegung kennen, (2) konkrete Sachverhalte bilanziell – unter Beachtung relevanter Vorschriften – abbilden können, (3) bilanzpolitische Maßnahmen zur Erreichung vorgegebener Rechnungslegungsziele beurteilen können, (4) Jahresabschlüsse von Unternehmen verstehen können. Durch die Veranstaltung sollen die Studierenden folgende Kompetenzen erwerben: - Wissen und Fähigkeit zur Anwendung wirtschaftlicher Methoden und Theorien - Kritisches Hinterfragen von wirtschaftlichen Problemstellungen.
<b>(Study-Specific) Prerequisites</b>	None
<b>(recommended) Requirements</b>	Inhalte der Pflichtmodule der ersten Studienjahre des B. Sc. in Betriebswirtschaftslehre der RWTH Aachen (insbesondere Buchführung und Internes Rechnungswesen)
<b>References</b>	1. Grundlagenliteratur: Coenenberg, A. G./Haller, A./Mattner, G./Schultze, W.: Einführung in das Rechnungswesen, 7. Auflage, Stuttgart (Schäffer-Poeschel) 2018. ;2. Ergänzungsliteratur: - ; Alexander, D./Nobes, C.: Financial Accounting, 6. Auflage, Harlow (Pearson) 2016[OS1] ; - ; Baetge, J./Kirsch, H.-J./Thiele, S.: Bilanzen, 14. Auflage, Düsseldorf (IDW) 2017. Coenenberg, A. G./Haller, A./Schultze, W.: Jahresabschluss und Jahresabschlussanalyse, 25. überarbeitete Auflage, Stuttgart (Schäffer-Poeschel) 2018. ;
<b>Language</b>	German
<b>Examination Terms</b>	Erfolgreiche Teilnahme an einer Klausur (100%, benotet), sowie – unter Umständen – an Hausaufgaben /Modulbaustein (eine Hausaufgabe gilt als bestanden, wenn 2/3 der erzielbaren Punkte erreicht werden) Es kann die Note der regulären Prüfung um 0,3 bzw. 0,4 Notenpunkte verbessert werden, wenn 1. die reguläre Prüfung auch ohne diese Verbesserung mit 4,0 oder besser bestanden wurde und 2. wenn wenigstens 3/4 der angebotenen Haus-aufgaben bestanden sind.
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Dr. rer. pol. Holger Ketteniß
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	70

- Advanced Mandatory Moduls
- Accounting
- + Financial Accounting (8013818)

<b>Total hours (h)</b>	150,0
<b>Contact hours (h)</b>	60,0
<b>Self-study hours (h)</b>	90,0

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Financial Accounting (Exam) (801381801)	2nd semester	no semester recommended	5	0

▲ **Offer node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Financial Accounting (Exercise)	2nd semester	no semester recommended	-	2
Financial Accounting (Lecture)	2nd semester	no semester recommended	-	2

- Advanced Mandatory Moduls
- Mathematics/Statistics
- + Mathematics A (1110956)

<b>Module titel</b>	Mathematics A (Compulsory subject)
<b>Identifier</b>	1110956
<b>Version</b>	Angelegt über RWTH API als 1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	winter semester
<b>Valid from</b>	Winter semester 2005
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	In der Lehrveranstaltung werden grundlegende mathematische Methoden behandelt, die in den Wirtschaftswissenschaften Anwendung finden.
<b>Learning Objectives/ Learning Outcomes</b>	Nach erfolgreichem Absolvieren sollen die Studierenden (1) die Grundbegriffe (z.B. Variablen, Mengen, logische Aussagen, Funktionen, Grenzwerte etc.) der Mathematik kennen, (2) Folgen und Reihen hinsichtlich ihrer Eigenschaften (z.B. Monotonie, Konvergenz etc.) analysieren können, (3) einen Überblick über die Eigenschaften von Funktionen einer Veränderlichen (z.B. Stetigkeit, Monotonie, Differenzierbarkeit, Extremalstellen, Integrierbarkeit) und ihre ökonomischen Anwendungen haben, (4) Optimierungsprobleme in einer Variablen mit Methoden der Differentialrechnung lösen können.
<b>(Study-Specific) Prerequisites</b>	None
<b>(recommended) Requirements</b>	Keine
<b>References</b>	U. Kamps, E. Cramer, H. Oltmanns (2003) Wirtschaftsmathematik, 2. Auflage, Oldenbourg Verlag, München (Lehrbuch zur Vorlesung) U. Kamps, E. Cramer, D. Strauer, W. Herff (2005) Prüfungsvorbereitung Wirtschaftsmathematik: Analysis, Oldenbourg Verlag, München. S. Clermont, E. Cramer, B. Jochems, U. Kamps (2001) Wirtschaftsmathematik: Aufgaben und Lösungen, 3. Auflage, Oldenbourg Verlag, München. Steland, A. (2004): Grundlagen der empirischen Forschung. Springer-Verlag, Berlin. Steland, A. (2007): Basiswissen Mathematik und Statistik. Sydsaeter K. und Hammond P. (2006): MAtematik für Wirtschaftswissenschaftler, Pearson Studium, München.
<b>Language</b>	German
<b>Examination Terms</b>	Klausur (100%, benotet) oder Teilleistungen (30 Minuten - 30 Minuten - 30 Minuten), Gewichtung: 30%-30%-40%; in schriftlicher Form oder als E-Tests. Die Prüfungsform wird jeweils zu Semesterbeginn festgelegt. Der Erwerb von Bonuspunkten zur Notenverbesserung kann ermöglicht werden. Eine Information erfolgt zu Semesterbeginn.
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Universitätsprofessor Dr. rer. nat. Udo Kamps Universitätsprofessor Dr. rer. nat. Erhard Cramer
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	90
<b>Total hours (h)</b>	150,0
<b>Contact hours (h)</b>	60,0

- Advanced Mandatory Moduls
- Mathematics/Statistics
- + Mathematics A (1110956)

**Self-study hours (h)** 90,0

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Mathematics A (Exam) (111095602)	1st semester	no semester recommended	5	-

▲ **Offer node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Mathematik A (Vorlesung)	1st semester	no semester recommended	-	2
Mathematik A (Übung)	1st semester	no semester recommended	-	2

- Advanced Mandatory Moduls
- Mathematics/Statistics
- + Mathematics B (1112374)

<b>Module titel</b>	Mathematics B (Compulsory subject)
<b>Identifier</b>	1112374
<b>Version</b>	Angelegt über RWTH API als 1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	summer semester
<b>Valid from</b>	Summer semester 2006
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	In der Lehrveranstaltung werden weiterführende mathematische Methoden behandelt, die in den Wirtschaftswissenschaften Anwendung finden sowie die Grundlagen der Beschreibenden Statistik vermittelt.
<b>Learning Objectives/ Learning Outcomes</b>	Nach erfolgreichem Absolvieren sollen die Studierenden (1) lineare Gleichungssystem lösen können, (2) die Grundlagen der Theorie der Funktionen mehrerer Veränderlicher kennen, (3) Optimierungsprobleme in mehreren Variablen (mit und ohne Nebenbedingungen) unter Verwendung von Methoden der Differentialrechnung lösen können, (4) die Befähigung haben, Differenzengleichungen aufzustellen und zu lösen, (5) einen Überblick über die Methoden der Beschreibenden Statistik haben.
<b>(Study-Specific) Prerequisites</b>	content of the course mathematics a
<b>(recommended) Requirements</b>	Inhalte des Modules Mathematik A
<b>References</b>	München (Lehrbuch zur Vorlesung; Anteil Mathematik) E. Cramer, U. Kamps, A. Steland (2007) Grundlagen der Wahrscheinlichkeitsrechnung und Statistik. Springer-Verlag, Berlin. (Lehrbuch zur Vorlesung; Anteil Statistik) E. Cramer, U. Kamps (2006) Statistik griffbereit - Formelsammlung zur Statistik und Wahrscheinlichkeitsrechnung. ISW, Aachen. M. Burkschat, E. Cramer, U. Kamps (2003) Beschreibende Statistik: Grundlegende Methoden. Springer-Verlag, Heidelberg. (zur vertiefenden Nachbereitung der Beschreibenden Statistik; s. auch <a href="http://emilea-stat.rwth-aachen.de">http://emilea-stat.rwth-aachen.de</a> ) E. Cramer, K. Cramer, U. Kamps, Ch. Zuckschwerdt (2004) Beschreibende Statistik: Interaktive Grafiken. Springer-Verlag, Heidelberg. (s. auch <a href="http://emilea-stat.rwth-aachen.de">http://emilea-stat.rwth-aachen.de</a> ); Sydsaeter K. und Hammond P. (2006): Mathematik für Wirtschaftswissenschaftler, Pearson Studium, München. Steland, A. (2004): Grundlagen der empirischen Forschung, Springer-Verlag, Berlin. Steland, A. (2007): Basiswissen Mathematik und Statistik; Fahrmeier L., Künstler R., Pigeort I. und Tutz G. (2004), Statistik - Der Weg zur Datenanalyse, Springer-Verlag, Berlin.
<b>Language</b>	German
<b>Examination Terms</b>	Klausur (100%, benotet) oder Teilleistungen (30 Minuten - 30 Minuten - 30 Minuten), Gewichtung: 30%-30%-40%; in schriftlicher Form oder als E-Tests. Die Prüfungsform wird jeweils zu Semesterbeginn festgelegt. Der Erwerb von Bonuspunkten zur Notenverbesserung kann ermöglicht werden. Eine Information erfolgt zu Semesterbeginn.
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Universitätsprofessor Dr. rer. nat. Udo Kamps Universitätsprofessor Dr. rer. nat. Erhard Cramer
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	90

- Advanced Mandatory Moduls
- Mathematics/Statistics
- + Mathematics B (1112374)

<b>Total hours (h)</b>	150,0
<b>Contact hours (h)</b>	60,0
<b>Self-study hours (h)</b>	90,0

### ● Exam node

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Mathematics B (Exercise) (111237402)	2nd semester	no semester recommended	0	2
Mathematik B (Exam) (111237403)	2nd semester	no semester recommended	5	-

### ▲ Offer node

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Mathematik B (Vorlesung)	2nd semester	no semester recommended	-	2
Mathematik B (Diskussion)	2nd semester	no semester recommended	-	-
Mathematik B (Fragetage)	2nd semester	no semester recommended	-	-



- Advanced Mandatory Moduls
- Mathematics/Statistics
- + Statistics (1114962)

<b>Module titel</b>	Statistics (Compulsory subject)
<b>Identifier</b>	1114962
<b>Version</b>	Angelegt über RWTH API als 1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	summer semester
<b>Valid from</b>	Summer semester 2006
<b>Valid until</b>	-
<b>Module level</b>	Bachelor/Master
<b>Content</b>	In der Lehrveranstaltung werden die Grundlagen der Wahrscheinlichkeitsrechnung und der schließenden Statistik vorgestellt.
<b>Learning Objectives/ Learning Outcomes</b>	Nach erfolgreichem Absolvieren sollen die Studierenden (1) die Grundbegriffe der Wahrscheinlichkeitsrechnung kennen, (2) einen Überblick über die wichtigsten diskreten und stetigen Wahrscheinlichkeitsverteilungen (u.a. Binomial- und Normalverteilung) haben, (3) Zufallsvariablen zur modellhaften Beschreibung realer Größen verwenden und analysieren können, (4) Punkt- und Intervallschätzungen (Konfidenzintervalle) in grundlegenden Modellen anwenden können, (5) die Grundbegriffe der statistischen Testtheorie kennen und Hypothesentests ausführen können, (6) Regressionsanalysen durchführen können.
<b>(Study-Specific) Prerequisites</b>	content of the courses mathematics a and b
<b>(recommended) Requirements</b>	Inhalte der Module Mathematik A und Mathematik B
<b>References</b>	E. Cramer, U. Kamps, A. Steland (2007) Grundlagen der Wahrscheinlichkeitsrechnung und Statistik. Springer-Verlag, Berlin. (Lehrbuch zur Vorlesung) E. Cramer, U. Kamps (2006) Statistik griffbereit - Formelsammlung zur Statistik und Wahrscheinlichkeitsrechnung. ISW, Aachen. EMILeA-stat: <a href="http://emilea-stat.rwth-aachen.de">http://emilea-stat.rwth-aachen.de</a> (kostenfrei zugängliche Lehr- und Lernumgebung zur angewandten Statistik; enthält die meisten Inhalte der Vorlesung sowie viele Beispiele und Übungsaufgaben mit ausführlicher Lösung); Steland, A. (2004), Grundlagen der empirischen Forschung, Springer-Verlag, Berlin. Steland, A. (2007), Basiswissen Statistik für Anwender.; Fahrmeier L., Künstler, R. Pigeot I. und Tutz G. (2004), Statistik - Der Weg zur Datenanalyse, Springer-Verlag, Berlin.
<b>Language</b>	German
<b>Examination Terms</b>	Klausur (100%, benotet) oder Teilleistungen (30 Minuten - 30 Minuten - 30 Minuten), Gewichtung: 30%-30%-40%; in schriftlicher Form oder als E-Tests. Die Prüfungsform wird jeweils zu Semesterbeginn festgelegt. Der Erwerb von Bonuspunkten zur Notenverbesserung kann ermöglicht werden. Eine Information erfolgt zu Semesterbeginn.
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Universitätsprofessor Dr. rer. nat. Udo Kamps Universitätsprofessor Dr. rer. nat. Erhard Cramer
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	90
<b>Total hours (h)</b>	150,0

- Advanced Mandatory Moduls
- Mathematics/Statistics
- + Statistics (1114962)

<b>Contact hours (h)</b>	60,0
<b>Self-study hours (h)</b>	90,0

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Statistics (Exercise) (111496202)	4th semester	no semester recommended	0	1
Statistics (Exam) (111496203)	4th semester	no semester recommended	5	-

▲ **Offer node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Statistik (Vorlesung)	4th semester	no semester recommended	-	3

<b>Module titel</b>	Mandatory Seminar in Business Administration and Economics (Compulsory subject)
<b>Identifier</b>	8013901
<b>Version</b>	Angelegt über RWTH API als 1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	winter/summer semester
<b>Valid from</b>	Summer semester 2008
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	In jedem Semester wird ein breites Angebot an Seminarthemen zu aktueller Forschung angeboten.
<b>Learning Objectives/ Learning Outcomes</b>	Die Studierenden können eine komplexe Fragestellung eigenständig mit wissenschaftlichen Methoden bearbeiten.
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	Themenspezifische Grundkenntnisse der Wirtschaftswissenschaft
<b>References</b>	-
<b>Language</b>	German/English
<b>Examination Terms</b>	A: Hausarbeit (60%), Referat (40%) B: Hausarbeit (60%), Referat (20%), Kolloquium (20%) C: Hausarbeit (60%), Referat (20%), Klausur oder mündliche Prüfung (20%) D: Hausarbeit (40%), Referat (40%), Kolloquium (20%) E: Hausarbeit (40%), Referat (20%), Kolloquium (20%), Klausur oder mündliche Prüfung (20%) Die genaue Variante A, B, C, D oder E wird vor Beginn des Seminars rechtzeitig bekannt gegeben
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	-
<b>ECTS Credits</b>	10
<b>Contact time (WSH)</b>	-
<b>Examination duration (min)</b>	0
<b>Total hours (h)</b>	300,0
<b>Contact hours (h)</b>	-
<b>Self-study hours (h)</b>	-

● Exam node

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Seminar (801390101)	4th semester	no semester recommended	10	2

<b>Module titel</b>	Financial Management (Compulsory elective subject)
<b>Identifier</b>	8024262
<b>Version</b>	V1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	winter semester
<b>Valid from</b>	Winter semester 2021
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	<ul style="list-style-type: none"> <li>• Introduction ; ;to Corporate Finance</li> <li>• The transformation function of corporate finance</li> <li>• The no-arbitrage condition and the irrelevancy theorem</li> <li>• Optimal leverage ratios with taxes and bankruptcy costs</li> <li>• The signaling function of corporate financing decisions</li> <li>• Agency problems of external equity financing</li> <li>• Agency problems of debt financing</li> <li>• Case study in Corporate Finance</li> <li>• Net present value maximization</li> <li>• Markowitz Portfolio Theory</li> <li>• Corporate Valuation and the Capital Asset Pricing Model (CAPM)</li> <li>• Case study in Corporate Valuation</li> </ul>
<b>Learning Objectives/ Learning Outcomes</b>	<p>This course aims at developing the following skills in students in an interactive class-room environment: (1) The ability to identify and classify the basic forms of financing activities. (2) The capacity to systematically describe the objectives of financing activities (including ethical aspects) in terms of an overview of the functions of corporate finance identified in the literature so far. (3) The qualification to derive (and to critically question) in a qualitative as well as a quantitative way practically relevant and context-dependent recommendations for the application of different financial instruments for decisions under risk. (4) The competence to apply (and critically question) state of the art methods of firm valuation.</p> <p>The course approaches the first three learning goals based on the functions of financing activities and in doing so it aims at teaching basic methods and theories in finance. The fourth goal is mainly addressed by way of introducing the Fisher Model and the Capital Asset Pricing Model as the most important theoretical descriptions for a perfect capital market in equilibrium. As an overarching goal, students get acquainted with problem-solving mechanisms as well as thinking in quantitative terms under perfect and imperfect capital market conditions.</p>
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	None ;
<b>References</b>	<p>Berk, J.B. &amp; DeMarzo, P.M. (2020). Corporate finance, 5th ed, Harlow: Pearson Education Limited.</p> <p>Brealey, R. A., Myers, S. C. &amp; Allen, F. (2020). Principles of corporate finance, 13th ed., New York: McGraw-Hill Education.</p> <p>Breuer, W. (2001). Investition II, 2nd edition, Wiesbaden: Gabler.</p> <p>Breuer, W. (2012). Investition I. 4th edition, Wiesbaden: Gabler.</p> <p>Breuer, W. (2013). Finanzierung, 3rd edition, Wiesbaden: Gabler.</p> <p>Copeland, T. E., Weston, F. J. &amp; Shastri, K. (2014). Financial theory and corporate policy, 4th ed., Harlow: Pearson Education Limited.</p>
<b>Language</b>	English
<b>Examination Terms</b>	Written Examination (100%)
<b>Miscellaneous</b>	-

- Core elective section for Business and ...
- Quantitative Methods and Applications
- + Financial Management (8024262)

<b>Module coordinator</b>	Universitätsprofessor ;Dr. rer. pol. Wolfgang Breuer
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	70
<b>Total hours (h)</b>	150,0
<b>Contact hours (h)</b>	60,0
<b>Self-study hours (h)</b>	90,0

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Financial Management (Examination) (802426201)	3rd semester	no semester recommended	5	-

▲ **Offer node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Financial Management (Lecture Unit)	3rd semester	no semester recommended	-	2
Financial Management (Exercise Unit)	3rd semester	no semester recommended	-	2

- Core elective section for Business and ...
- Quantitative Methods and Applications
- + International Trade and Economic Law (8024267)

<b>Module titel</b>	International Trade and Economic Law (Compulsory elective subject)
<b>Identifier</b>	8024267
<b>Version</b>	V1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	winter/summer semester
<b>Valid from</b>	Winter semester 2021
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	<p>Contents of the course:</p> <p>;</p> <p>With the rapid advance of globalization and the integration of markets, the importance of international economic relations continues to increase, both for states and for private companies. International trade and business law forms the framework for these relations. This area of law will – in its main features – be the subject of the course.</p> <p>;</p> <p>In a first part, aspects of public international and European Law are to be illuminated and discussed. The focus of these considerations will be the system of the World Trade Organization (WTO): its tasks, powers and structures as well as the essential contents of the GATT, GATS and TRIPS agreements on which it is based.</p> <p>;</p> <p>The following part of the course is to deal primarily with the European Customs Union and the law of the EU internal market, which have a significant impact on trade and economy within the European Union. In addition to the four fundamental freedoms of the TFEU and the relevant case law of the European Court of Justice, the methods for creating the internal market, in particular legal standardization, legal approximation and legal recognition, will also be subject of the course.</p> <p>;</p> <p>To illustrate the interrelationships, current political issues such as the US government's punitive tariffs against China or Brexit and its consequences will be addressed and discussed.</p>
<b>Learning Objectives/ Learning Outcomes</b>	<p>The seminar aims at all students who want to work professionally in European and international economic contexts. They should be given the essential overview of the legal framework of European and international economic life. The main features of international trade and business law, in particular the system of the World Trade Organization (WTO) as well as the law of the EU internal market and the European customs union, are addressed and discussed. In addition, the seminar intends to provide an overview of the private law framework of international economic relations, such as the UN Sales Convention (CISG) and European private law. Current political issues such as the US government's punitive tariffs or Brexit are taken up and discussed. Previous legal knowledge, particularly in private law, is not absolutely necessary.</p>
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	None
<b>References</b>	-
<b>Language</b>	English
<b>Examination Terms</b>	<p>Presentation (100%)</p> <p>Mandatory Attendance;</p> <p>Module with Special Didactic Form in Accordance with §9;</p> <p>Limitation of Participants;</p>
<b>Miscellaneous</b>	-

- Core elective section for Business and ...
- Quantitative Methods and Applications
- + International Trade and Economic Law (8024267)

<b>Module coordinator</b>	-
<b>ECTS Credits</b>	10
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	-
<b>Total hours (h)</b>	300,0
<b>Contact hours (h)</b>	60,0
<b>Self-study hours (h)</b>	240,0

● **Exam node**

<b>Title</b>	<b>Recommended Semester (Study start winter)</b>	<b>Recommended Semester (Study start summer)</b>	<b>ECTS Credits</b>	<b>Contact time (WSH)</b>
International Trade and Economic Law (Seminar) (802426701)	4th semester	no semester recommended	10	4



- Core elective section for Business and ...
- Quantitative Methods and Applications
- + Consolidation of Financial Reports (8013984)

<b>Module titel</b>	Consolidation of Financial Reports (Compulsory elective subject)
<b>Identifier</b>	8013984
<b>Version</b>	Angelegt über RWTH API als 1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	summer semester
<b>Valid from</b>	Summer semester 2009
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	<ul style="list-style-type: none"> <li>• Basics of Group Accounting, • Economic concepts and legal frame, • Preparation of Consolidation, • At equity-consolidation, • Proportional consolidation • Full Consolidation (with prorated and full goodwill) • Consolidation according to IFRS and German GAAP</li> </ul>
<b>Learning Objectives/ Learning Outcomes</b>	Students learn about, (1) The techniques how to consolidate several financial statements by help of different consolidation methods (2) The information content of consolidated financial statements (3) The critical aspects of different consolidation methods. The course allows students to acquire the following competencies: • Knowledge of and ability to apply business methods and theories • Critical thinking in basic business contexts
<b>(Study-Specific) Prerequisites</b>	Erfolgreicher Abschluss von Prüfungen zu Pflichtmodulen im Umfang von mindestens 55 CP gemäß § 5 Abs. 2 PO
<b>(recommended) Requirements</b>	Inhalte der Module 'Buchführung und Internes Rechnungswesen' und 'Externes Rechnungswesen' (kann auch begleitend absolviert werden) des Bachelorstudiengangs BWL an der RWTH.
<b>References</b>	Baetge, J., Kirsch, H.-J., Thiele, S., Konzernbilanzen, 7. Auflage, Düsseldorf (IDW Verlag) 2004
<b>Language</b>	German
<b>Examination Terms</b>	Erfolgreiche Teilnahme an einer Klausur (100%, benotet) bzw. nach gesonderter Ankündigung an einer mündlichen Prüfung (100%, benotet), sowie – unter Umständen – Erbringung von Vortragsleistungen/ Modulbaustein (eine Vortragsleistung gilt als erbracht, wenn ein vorgegebenes Teilthema der Veranstaltung in mindestens befriedigender Weise im Rahmen der Veranstaltung als Vortrag präsentiert wird; bei Erbringung einer Vortragsleistung kann die Note der regulären Prüfung um 0,3 bzw. 0,4 Notenpunkte verbessert werden, allerdings nur dann, wenn die reguläre Prüfung auch ohne diese Verbesserung mit 4,0 oder besser bestanden wurde.)
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Dr. rer. pol. Holger Ketteniß
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	70 (Klausur); 25-30 (mündliche Prüfung)
<b>Total hours (h)</b>	150,0
<b>Contact hours (h)</b>	60,0
<b>Self-study hours (h)</b>	90,0

- Core elective section for Business and ...
- Quantitative Methods and Applications
- + Consolidation of Financial Reports (8013984)

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Consolidation of Financial Reports (Exam) (801398401)	4th semester	no semester recommended	5	0

▲ **Offer node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Consolidation of Financial Reports (Lecture)	4th semester	no semester recommended	-	2
Consolidation of Financial Reports (Exercise)	4th semester	no semester recommended	-	2

- Core elective section for Business and ...
- Quantitative Methods and Applications
- + Cost Management (8013912)

<b>Module titel</b>	Cost Management (Compulsory elective subject)
<b>Identifier</b>	8013912
<b>Version</b>	Angelegt über RWTH API als 1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	summer semester
<b>Valid from</b>	Summer semester 2015
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	Presumably, the following topics will be discussed: • Basics of Cost Management • Planned Cost Calculation • Calculations based on Direct Costs • Activity Based Costing • Extended Cost Unit Accounting (Learning Effects) • Target Costing • Life Cycle Costing • Sales Management • Cash Flow Management • Sustainability Management • Business Modelling
<b>Learning Objectives/ Learning Outcomes</b>	Based on the basics of cost accounting that were taught in the course "Management Accounting and Bookkeeping", students learn about advanced concepts of management accounting which allow an integrated business planning and management control. The discussion of integrated case studies will deepen the understanding of the main course contents. The course allows students to acquire the following competencies: • Knowledge of and ability to apply business methods and theories • Critical thinking in basic business contexts • Communication abilities to present solutions for business problems of limited scope
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	Die Veranstaltung baut inhaltlich auf der Vorlesung " Buchführung und internes Rechnungswesen " auf.
<b>References</b>	-
<b>Language</b>	German
<b>Examination Terms</b>	Die Prüfungsleistung besteht entweder ... (A) aus einem Kolloquium (50%, benotet) und der erfolgreichen Teilnahme an einer Klausur (50%, benotet); oder (B) in der erfolgreichen Teilnahme an einer Klausur (100%, benotet) Die endgültige Form der zu erbringenden Prüfungsleistung (A oder B) wird zu Beginn der zweiten Lehrveranstaltung per Aushang bekanntgegeben. Modulbaustein: Zudem besteht – unter Umständen (Bekanntgabe spätestens in der zweiten Lehrveranstaltung) – die Möglichkeit zur Erbringung von Vortragsleistungen, die auf die Prüfungsleistung (A oder B) wie folgt angerechnet werden können: Eine Vortragsleistung gilt als erbracht, wenn ein vorgegebenes Teilthema der Veranstaltung in mindestens befriedigender Weise im Rahmen der Veranstaltung als Vortrag präsentiert wird; bei Erbringung einer Vortragsleistung kann die Note der regulären Prüfungsleistung (A oder B) um 0,3 bzw. 0,4 Notenpunkte verbessert werden, allerdings nur dann, wenn die reguläre Prüfungsleistung (A oder B) auch ohne diese Verbesserung mit 4,0 oder besser bestanden wurde.
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Dr. rer. pol. Holger Ketteniß / Universitätsprofessor Dr. rer. pol. Peter Letmathe
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	0
<b>Total hours (h)</b>	150,0

- Core elective section for Business and ...
- Quantitative Methods and Applications
- + Cost Management (8013912)

<b>Contact hours (h)</b>	60,0
<b>Self-study hours (h)</b>	90,0

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Cost Management (Exam) (801391201)	4th semester	no semester recommended	5	0

▲ **Offer node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Cost Management (Exercise)	4th semester	no semester recommended	-	2
Cost Management (Lecture)	4th semester	no semester recommended	-	2

<b>Module titel</b>	Managerial Economics (Compulsory elective subject)
<b>Identifier</b>	8024268
<b>Version</b>	V1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	winter semester
<b>Valid from</b>	Winter semester 2021
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	The course provides microeconomic insights that are relevant to managerial decision making. It covers topics such as competitive and cooperative behaviour, market structure, market power and profitability, differentiation and pricing strategies, transfer pricing and strategic acquisitions.
<b>Learning Objectives/ Learning Outcomes</b>	1. ; ; Knowledge of and ability to apply microeconomic concepts and models to analyse market structure and derive implications for managerial decision making. ; ; 2. Identification of strategic problems that firms face in a competitive environment and evaluation of possible solutions by using formal microeconomic models. 3. Recognition of basic ethical dilemmas that arise in a competitive context.
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	VWL: Märkte und strategisches Entscheiden
<b>References</b>	-
<b>Language</b>	English
<b>Examination Terms</b>	Written Examination (100%)
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Universitätsprofessor Dr. Thomas Kittsteiner/Michael Thomas
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	60
<b>Total hours (h)</b>	150,0
<b>Contact hours (h)</b>	60,0
<b>Self-study hours (h)</b>	90,0

- Core elective section for Business and ...
- Quantitative Methods and Applications
- + Managerial Economics (8024268)

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Managerial Economics (Examination) (802426801)	5th semester	no semester recommended	5	-

▲ **Offer node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Managerial Economics (Lecture Unit)	5th semester	no semester recommended	-	2
Managerial Economics (Exercise Unit)	5th semester	no semester recommended	-	2

<b>Module titel</b>	Energy Economics (Compulsory elective subject)
<b>Identifier</b>	8024903
<b>Version</b>	V1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	winter semester
<b>Valid from</b>	Winter semester 2021
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	<p>Since the end of the 19th century, the energy industry has developed into an increasingly important branch of industry. An adequate supply of energy (e.g. electricity, natural gas, heat, or gasoline) at an acceptable price has become a necessity for survival a sustainable development in modern industrial society. Energy economics is a relatively young scientific discipline. It aims at examining energy supply and demand issues with known and proven methods but under consideration of new aspects and developments. An important role is played by energy transition (Energiewende) policies, market regulation and reform, the coordinating function of prices, infrastructure and path dependencies / lock-ins as well as the very specific features of the energy markets and investment needs (e.g. consumer behavior, technological acceptance and diffusion, fuel poverty, fuel inequality and injustice, citizen energy communities, energy prosumers).</p> <p>Rising energy prices, the threat to energy supply security posed by scarcer or more expensive fossil fuels and the rapidly increasing energy consumption of countries such as China and India make this field of research just as interesting as the consequences of climate change, the (re)regulation requirements due to the liberalization of the energy markets, and the often slow diffusion of energy efficiency and renewable energy technologies. A comparatively good availability of data and a high level of political and social interest in changes in the energy markets also make the field extremely attractive for empirical research. Due to the increasing importance of energy in recent years, social and economic scientists, (economic) engineers, and natural scientists in business and administration need to better understand the fundamental functioning and changes in energy markets and policies and to acquire suitable tools to analyze and assess them in their daily work.</p>
<b>Learning Objectives/ Learning Outcomes</b>	<ul style="list-style-type: none"> <li>• ; ; ; ; ; ; ; ; ; ; Getting to know the basic conditions and mechanisms to which the energy consumers, energy industry and political action is exposed.</li> <li>• ; ; ; ; ; ; ; ; ; ; Acquisition of a basic knowledge of energy economics in terms of theory-based and targeted decisions on energy markets.</li> <li>• ; ; ; ; ; ; ; ; ; ; Acquisition of central insights into the significance and economic analysis of conventional and alternative energy sources and carriers, and their markets.</li> <li>• ; ; ; ; ; ; ; ; ; ; Familiarization with bottom-up and top-down modeling and analysis of energy demand.</li> <li>• ; ; ; ; ; ; ; ; ; ; Understand the most important aspects of the markets for solid, liquid and gaseous conventional and alternative energy sources and carriers, electricity and greenhouse gas emissions, and of renewable energy and storage technologies.</li> <li>• ; ; ; ; ; ; ; ; ; ; Understand the importance of externalities and costs in the energy industry and the possibilities and strategies for cost internalization.</li> <li>• ; ; ; ; ; ; ; ; ; ; Joint analysis of the goals and implications of energy system transformation as a social and economic but also socio-temporal transformation process.</li> </ul>
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	Basic knowledge of economics
<b>References</b>	-
<b>Language</b>	English
<b>Examination Terms</b>	Written Examination (80%)

- Core elective section for Business and ...
- Quantitative Methods and Applications
- + Energy Economics (8024903)

	Paper (20%)
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Universitätsprofessor Dr. Reinhold Madlener
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	60
<b>Total hours (h)</b>	150,0
<b>Contact hours (h)</b>	60,0
<b>Self-study hours (h)</b>	90,0

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Energy Economics (Examination) (802490301)	3rd semester	no semester recommended	5	-

▲ **Offer node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Energy Economics (Lecture Unit/ Exercise Unit)	3rd semester	no semester recommended	-	4



- Core elective section for Business and ...
- Quantitative Methods and Applications
- + Introduction to energy economics for students of Business and ...

<b>Module titel</b>	Introduction to energy economics for students of Business and Economics (Compulsory elective subject)
<b>Identifier</b>	8025526
<b>Version</b>	V1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	winter semester
<b>Valid from</b>	Winter semester 2021
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	<p>Die Energiewirtschaft bietet mit der Energiewende für Absolventinnen und Absolventen wirtschaftswissenschaftlicher Studiengänge sehr spannende Tätigkeitsfelder. Energiemärkte unterscheiden sich allerdings aufgrund naturwissenschaftlich-technischer Besonderheiten der gehandelten Güter und Dienstleistungen in wesentlichen Punkten von anderen Märkten. Grundlegende wirtschaftswissenschaftliche Konzepte sind wegen dieser Unterschiede somit häufig für die Analyse und Bewertung von Energiemärkten nicht oder nur eingeschränkt anwendbar.</p> <p>Ziel der Veranstaltung „Einführung in die Energiewirtschaft für Studierende der Wirtschaftswissenschaften“ ist es, Bachelorstudierenden für die maßgeblichen Eigenschaften und Besonderheiten verschiedener Energieträger zu sensibilisieren. Hierdurch soll ihnen der Zugang zu weiterführenden Lehrveranstaltungen im Energiebereich (bspw. Energieökonomik, Energiesystemanalyse) erleichtert werden.</p>
<b>Learning Objectives/ Learning Outcomes</b>	<p>Die Studierenden sollen</p> <ul style="list-style-type: none"> <li>- die Terminologie der einschlägigen Fachpublikationen kennen und diese für ihre spätere berufliche Tätigkeit nutzen können,</li> <li>- die Funktionsweise von Energiemärkten sowie typische Eigenschaften der gehandelten Güter und Dienstleistungen kennen,</li> <li>- Herausforderungen, vor denen Energiemärkte aufgrund der Energiewende stehen, einordnen sowie Lösungsansätze für diese diskutieren können.</li> </ul>
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	Keine
<b>References</b>	-
<b>Language</b>	German
<b>Examination Terms</b>	Klausur(100%)
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Univ.-Prof. Aaron Praktijnjo
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	-
<b>Total hours (h)</b>	150,0
<b>Contact hours (h)</b>	60,0

- Core elective section for Business and ...
- Quantitative Methods and Applications
- + Introduction to energy economics for students of Business and ...

**Self-study hours (h)** 90,0

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Introduction to energy economics for students of Business and Economics (Exam) (802552601)	5th semester	6th semester	5	-

▲ **Offer node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Introduction to energy economics for students of Business and Economics (Lecture/ Exercise)	no semester recommended	no semester recommended	-	4

- Core elective section for Business and ...
- Strategy and Organization
- + Corporate Culture and Social Responsibility (8013903)

<b>Module titel</b>	Corporate Culture and Social Responsibility (Compulsory elective subject)
<b>Identifier</b>	8013903
<b>Version</b>	V2
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	summer semester
<b>Valid from</b>	Summer semester 2019
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	This course will address the role of corporate culture for the company's performance. Organizational culture will be analyzed from an economic perspective. The challenge of measuring culture will be outlined. In addition to different topics of business ethics the focus will be on "Corporate Social Responsibility" which has increasingly gained importance in recent years. For example, the following questions will be discussed: Why do companies take over social responsibility? How do they do it? Does it improve a company's performance?
<b>Learning Objectives/ Learning Outcomes</b>	Students should ... ... gain a fundamental understanding of the role of organizational culture for a company's performance. ... know the alternatives of measuring culture and the difficulties of such procedures. ... understand an organization's challenges to cope with ethical problems and to deal with "Corporate Social Responsibility". ... be able to critically evaluate approaches to "Corporate Social Responsibility". ... be able to apply the analytical skills to new strategic situations within organizations.
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	;A basic knowledge in microeconomics is recommended.
<b>References</b>	Schein, E. H. (2004): Organizational Culture and Leadership. John Wiley & Son. San Francisco. Lawrence, A. T. & J. Weber (2011): Business and Society. Stakeholders, Ethics, Public Policy. McGrawHill, New York. Blowfield, M. & A. Murray (2008): Corporate Responsibility - a critical introduction. Oxford University Press
<b>Language</b>	English
<b>Examination Terms</b>	Examination (100%, graded) or oral examination (100% graded). The applied form of examination will be announced at the beginning of the course. Module Component: There is an opportunity to improve the exam grade by fulfilling an additional voluntary task (Give a presentation or elaborate a short essay). Provided that the exam is graded with 4.0 or better, the exam grade can be improved by at most one grade level (e.g. from 3.7 to 3.3).
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Univ.-Prof. Dr.rer.pol. Christine Harbring
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	15-30 min (oral); 60 min (written)
<b>Total hours (h)</b>	150,0

- Core elective section for Business and ...
- Strategy and Organization
- + Corporate Culture and Social Responsibility (8013903)

<b>Contact hours (h)</b>	60,0
<b>Self-study hours (h)</b>	90,0

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Corporate Culture and Social Responsibility (Examination) (801390301 2)	4th semester	no semester recommended	5	0

▲ **Offer node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Corporate Culture and Social Responsibility (Lecture Unit) (2)	4th semester	no semester recommended	-	2
Corporate Culture and Social Responsibility (Exercise Unit) (2)	4th semester	no semester recommended	-	2

- Core elective section for Business and ...
- Strategy and Organization
- + Doing Field Research on Information Infrastructures (8024261)

<b>Module titel</b>	Doing Field Research on Information Infrastructures (Compulsory elective subject)
<b>Identifier</b>	8024261
<b>Version</b>	V1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	summer semester
<b>Valid from</b>	Winter semester 2021
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	The course will thematize information infrastructures in various industries and countries. For each semester, there will be a separate announcement regarding the chosen industry and country in which information infrastructures will be studied.
<b>Learning Objectives/ Learning Outcomes</b>	Participants will learn to appreciate the specific research challenges associated with studying information infrastructure and to address these challenges effectively.
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	None
<b>References</b>	-
<b>Language</b>	English
<b>Examination Terms</b>	Paper (70%) Presentation (30%) Mandatory Attendance; Module with Special Didactic Form in Accordance with § 9; Limitation of Participants;
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Universitätsprofessor Dr. Kai Reimers
<b>ECTS Credits</b>	10
<b>Contact time (WSH)</b>	10
<b>Examination duration (min)</b>	-
<b>Total hours (h)</b>	300,0
<b>Contact hours (h)</b>	150,0
<b>Self-study hours (h)</b>	150,0

- Core elective section for Business and ...
- Strategy and Organization
- + Doing Field Research on Information Infrastructures (8024261)

● Exam node

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Doing Field Research on Information Infrastructures (Project) (802426101)	4th semester	no semester recommended	10	10

<b>Module titel</b>	Financial Management (Compulsory elective subject)
<b>Identifier</b>	8024262
<b>Version</b>	V1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	winter semester
<b>Valid from</b>	Winter semester 2021
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	<ul style="list-style-type: none"> <li>• Introduction ; ;to Corporate Finance</li> <li>• The transformation function of corporate finance</li> <li>• The no-arbitrage condition and the irrelevancy theorem</li> <li>• Optimal leverage ratios with taxes and bankruptcy costs</li> <li>• The signaling function of corporate financing decisions</li> <li>• Agency problems of external equity financing</li> <li>• Agency problems of debt financing</li> <li>• Case study in Corporate Finance</li> <li>• Net present value maximization</li> <li>• Markowitz Portfolio Theory</li> <li>• Corporate Valuation and the Capital Asset Pricing Model (CAPM)</li> <li>• Case study in Corporate Valuation</li> </ul>
<b>Learning Objectives/ Learning Outcomes</b>	<p>This course aims at developing the following skills in students in an interactive class-room environment: (1) The ability to identify and classify the basic forms of financing activities. (2) The capacity to systematically describe the objectives of financing activities (including ethical aspects) in terms of an overview of the functions of corporate finance identified in the literature so far. (3) The qualification to derive (and to critically question) in a qualitative as well as a quantitative way practically relevant and context-dependent recommendations for the application of different financial instruments for decisions under risk. (4) The competence to apply (and critically question) state of the art methods of firm valuation.</p> <p>The course approaches the first three learning goals based on the functions of financing activities and in doing so it aims at teaching basic methods and theories in finance. The fourth goal is mainly addressed by way of introducing the Fisher Model and the Capital Asset Pricing Model as the most important theoretical descriptions for a perfect capital market in equilibrium. As an overarching goal, students get acquainted with problem-solving mechanisms as well as thinking in quantitative terms under perfect and imperfect capital market conditions.</p>
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	None ;
<b>References</b>	<p>Berk, J.B. &amp; DeMarzo, P.M. (2020). Corporate finance, 5th ed, Harlow: Pearson Education Limited.</p> <p>Brealey, R. A., Myers, S. C. &amp; Allen, F. (2020). Principles of corporate finance, 13th ed., New York: McGraw-Hill Education.</p> <p>Breuer, W. (2001). Investition II, 2nd edition, Wiesbaden: Gabler.</p> <p>Breuer, W. (2012). Investition I. 4th edition, Wiesbaden: Gabler.</p> <p>Breuer, W. (2013). Finanzierung, 3rd edition, Wiesbaden: Gabler.</p> <p>Copeland, T. E., Weston, F. J. &amp; Shastri, K. (2014). Financial theory and corporate policy, 4th ed., Harlow: Pearson Education Limited.</p>
<b>Language</b>	English
<b>Examination Terms</b>	Written Examination (100%)
<b>Miscellaneous</b>	-

- Core elective section for Business and ...
- Strategy and Organization
- + Financial Management (8024262)

<b>Module coordinator</b>	Universitätsprofessor ;Dr. rer. pol. Wolfgang Breuer
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	70
<b>Total hours (h)</b>	150,0
<b>Contact hours (h)</b>	60,0
<b>Self-study hours (h)</b>	90,0

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Financial Management (Examination) (802426201)	3rd semester	no semester recommended	5	-

▲ **Offer node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Financial Management (Lecture Unit)	3rd semester	no semester recommended	-	2
Financial Management (Exercise Unit)	3rd semester	no semester recommended	-	2



- Core elective section for Business and ...
- Strategy and Organization
- + Civil Law (8014115)

<b>Module titel</b>	Civil Law (Compulsory elective subject)
<b>Identifier</b>	8014115
<b>Version</b>	Angelegt über RWTH API als 1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	summer semester
<b>Valid from</b>	Summer semester 2006
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	Es wird das BGB als grundlegendes Gesetz für das gesamte Privatrecht mit den darin kodifizierten Regelungen und Prinzipien vorgestellt, so dass die Studierenden mit den Strukturen unserer Privatrechtsordnung vertraut werden. Die für angehende Wirtschaftswissenschaftler besonders relevanten Inhalte mit wirtschaftsrechtlichem Bezug werden dabei aufgegriffen und vertieft behandelt. Dabei werden typische Konstellationen mit Fallbeispielen aus der Praxis veranschaulicht. Über das Handels- und Gesellschaftsrecht wird ein Überblick gegeben.
<b>Learning Objectives/ Learning Outcomes</b>	Nach erfolgreichem Absolvieren sollen die Studierenden in der Lage sein, die rechtlichen Strukturen hinter wirtschaftlichen Vorgängen zu erkennen und zu analysieren. Sie werden befähigt, Gestaltungen zu wählen, um Streit zu vermeiden oder dafür eine günstigere Ausgangsposition zu haben und für einfach gelagerte Streitige Fälle selbst eine Lösung auf der Grundlage der geltenden Gesetze zu entwickeln. Bei schwierigen Fällen können sie die Notwendigkeit der Hinzuziehung von jeweils kompetenten Fachleuten erkennen, mit ihnen kommunizieren und deren Handeln nachvollziehen.
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	None
<b>References</b>	Müßig, Wirtschaftsprivatrecht, C.F. Müller, 12. Auflage 2009 Brox/Walker, Allgemeiner Teil des BGB, Carl Heymanns Verlag, 33. Auflage 2009 Looschelders, Schuldrecht Allgemeiner Teil, Carl Heymanns Verlag, 6. Auflage 2008 Hirsch, Besonderes Schuldrecht, Carl Heymanns Verlag, 2007 Prütting, Sachenrecht, C.H. Beck, 33. Auflage 2008 Metzler-Müller, Wie löse ich einen Privatrechtsfall?, Richard Boorberg Verlag, 5. Auflage 2008 ; Eine umfangreiche Literaturliste ist auf folgender Homepage: : <a href="http://www.jura.rwth-aachen.de/buergerlichesrecht/top/lehre.html">http://www.jura.rwth-aachen.de/buergerlichesrecht/top/lehre.html</a> abrufbar
<b>Language</b>	German
<b>Examination Terms</b>	Klausur (100%, benotet)
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Universitätsprofessor Dr. iur. Christian Huber
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	105
<b>Total hours (h)</b>	150,0
<b>Contact hours (h)</b>	60,0

- Core elective section for Business and ...
- Strategy and Organization
- + Civil Law (8014115)

**Self-study hours (h)** 90,0

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Civil Law (Exam) (801411501)	4th semester	no semester recommended	5	0

▲ **Offer node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Civil Law (Exercise)	4th semester	no semester recommended	-	2
Civil Law (Lecture)	4th semester	no semester recommended	-	2

- Core elective section for Business and ...
- Strategy and Organization
- + Human Resource Management (8024264)

<b>Module titel</b>	Human Resource Management (Compulsory elective subject)
<b>Identifier</b>	8024264
<b>Version</b>	V1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	irregularly
<b>Valid from</b>	Winter semester 2021
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	The course introduces the main fields of Human Resources. Among others these include personnel planning, recruitment, retention and turnover, training, performance evaluation, and compensation and benefits.
<b>Learning Objectives/ Learning Outcomes</b>	The students get an overview about core aspects of Human Resource Management. They receive the ability to apply core concepts of personnel economics and personnel psychology to HR issues. Students should be able to analyze fundamental HR problems and be aware of possibilities and limitations of concepts.
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	None (knowledge in Statistics, Microeconomics and Decision Theory desirable)
<b>References</b>	-
<b>Language</b>	English
<b>Examination Terms</b>	Written Examination (100%)
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Universitätsprofessor Dr. Christian Grund
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	60
<b>Total hours (h)</b>	150,0
<b>Contact hours (h)</b>	60,0
<b>Self-study hours (h)</b>	90,0

- Core elective section for Business and ...
- Strategy and Organization
- + Human Resource Management (8024264)

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Human Resource Management (Examination) (802426401)	3rd semester	no semester recommended	5	-

▲ **Offer node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Human Resource Management (Lecture Unit)	3rd semester	no semester recommended	-	2
Human Resource Management (Exercise Unit)	3rd semester	no semester recommended	-	2

- Core elective section for Business and ...
- Strategy and Organization
- + Innovation and Strategy Projects (8024265)

<b>Module titel</b>	Innovation and Strategy Projects (Compulsory elective subject)
<b>Identifier</b>	8024265
<b>Version</b>	V1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	summer semester
<b>Valid from</b>	Winter semester 2021
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	In this course participants work under supervision on applied research projects related to strategic management and/or innovation management. The projects usually have an empirical character and include the collection and/or analysis of qualitative and/or quantitative data.
<b>Learning Objectives/ Learning Outcomes</b>	After participating in this course, students should be able to (1) work on applied research projects as independently as possible. (2) collect and/or analyse data themselves. (3) derive meaningful action implications from the results of the analysis.
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	None
<b>References</b>	-
<b>Language</b>	English
<b>Examination Terms</b>	Paper(70%) Colloquium(30%) Mandatory Attendance; Module with Special Didactic Form in Accordance with § 9; Limitation of Participants;
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Universitätsprofessor Dr. D. Antons, Universitätsprofessor Dr. Thorsten-Oliver Salge, PhD
<b>ECTS Credits</b>	10
<b>Contact time (WSH)</b>	5
<b>Examination duration (min)</b>	-
<b>Total hours (h)</b>	300,0
<b>Contact hours (h)</b>	75,0
<b>Self-study hours (h)</b>	225,0

- Core elective section for Business and ...
- Strategy and Organization
- + Innovation and Strategy Projects (8024265)

● Exam node

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Innovation and Strategy Projects (Project) (802426501)	4th semester	no semester recommended	10	5

- Core elective section for Business and ...
- Strategy and Organization
- + International Business Strategy (8023240)

<b>Module titel</b>	International Business Strategy (Compulsory elective subject)
<b>Identifier</b>	8023240
<b>Version</b>	V1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	winter semester
<b>Valid from</b>	Winter semester 2020
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	This course introduces into the international business environment in which firms operate and deals with strategies for multinational firms. The course begins with a survey of the world economy and its development over time. It then analyses the economic consequences of international trade, multinational firms, and financial market integration. Building on these economic foundations, the course then has a closer look at the international firm and its strategic options. We will also discuss the implications of internationalization for firms and society. The course will involve chapters on: The International Business Environment1. Trends and Developments in the Global Economy2. Comparative Advantage and International Trade3. Intra- and Intersectoral Trade4. Multinational Corporations5. Exchange Rates and International Financial Markets6. Trade PolicyThe International Firm7. International Business Strategies8. Organization of the International Firm9. Foreign Market Entry10. International Business in the Digital Economy11. Global Corporations, Governments, and Society(Tentative Course Outline)
<b>Learning Objectives/ Learning Outcomes</b>	Upon successful completion of this course, students will be able to:• Discuss the implications of globalization for firms, industries and countries• Explain basic concepts of international economic theories• Work with various sources of economic information• Formulate strategies for a range of international business scenarios• Critically reflect on the role of global corporations
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	Microeconomics I or similar.
<b>References</b>	• Cavusgill, S.T., G. Knight and J. Riesenberger (2017). International Business: The New Realities, Pearson, 4th ed. • Feenstra, R.C. and A.M. Taylor (2019). International Economics, Worth Publishers, 4th ed. • Krugman, P., M. Obstfeld and M. Melitz (2017). International Economics: Theory and Policy, Pearson, 11th ed. • Lasserre, P. (2018). Global Strategic Management, Palgrave, 4th ed.
<b>Language</b>	English
<b>Examination Terms</b>	Examination (75%, graded, 60min.), Presentation (25%, graded)
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Univ.-Prof. Dr.sc.pol. Oliver Lorz
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	60
<b>Total hours (h)</b>	150,0
<b>Contact hours (h)</b>	60,0

- Core elective section for Business and ...
- Strategy and Organization
- + International Business Strategy (8023240)

**Self-study hours (h)** 90,0

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Examination to International Business Strategy (802324002)	3rd semester	no semester recommended	5	-

▲ **Offer node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Lecture Unit to International Business Strategy	3rd semester	no semester recommended	-	2
Exercise Unit to International Business Strategy	3rd semester	no semester recommended	-	2



- Core elective section for Business and ...
- Strategy and Organization
- + International Trade and Economic Law (8024267)

<b>Module titel</b>	International Trade and Economic Law (Compulsory elective subject)
<b>Identifier</b>	8024267
<b>Version</b>	V1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	winter/summer semester
<b>Valid from</b>	Winter semester 2021
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	<p>Contents of the course:</p> <p>;</p> <p>With the rapid advance of globalization and the integration of markets, the importance of international economic relations continues to increase, both for states and for private companies. International trade and business law forms the framework for these relations. This area of law will – in its main features – be the subject of the course.</p> <p>;</p> <p>In a first part, aspects of public international and European Law are to be illuminated and discussed. The focus of these considerations will be the system of the World Trade Organization (WTO): its tasks, powers and structures as well as the essential contents of the GATT, GATS and TRIPS agreements on which it is based.</p> <p>;</p> <p>The following part of the course is to deal primarily with the European Customs Union and the law of the EU internal market, which have a significant impact on trade and economy within the European Union. In addition to the four fundamental freedoms of the TFEU and the relevant case law of the European Court of Justice, the methods for creating the internal market, in particular legal standardization, legal approximation and legal recognition, will also be subject of the course.</p> <p>;</p> <p>To illustrate the interrelationships, current political issues such as the US government's punitive tariffs against China or Brexit and its consequences will be addressed and discussed.</p>
<b>Learning Objectives/ Learning Outcomes</b>	<p>The seminar aims at all students who want to work professionally in European and international economic contexts. They should be given the essential overview of the legal framework of European and international economic life. The main features of international trade and business law, in particular the system of the World Trade Organization (WTO) as well as the law of the EU internal market and the European customs union, are addressed and discussed. In addition, the seminar intends to provide an overview of the private law framework of international economic relations, such as the UN Sales Convention (CISG) and European private law. Current political issues such as the US government's punitive tariffs or Brexit are taken up and discussed. Previous legal knowledge, particularly in private law, is not absolutely necessary.</p>
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	None
<b>References</b>	-
<b>Language</b>	English
<b>Examination Terms</b>	<p>Presentation (100%)</p> <p>Mandatory Attendance;</p> <p>Module with Special Didactic Form in Accordance with §9;</p> <p>Limitation of Participants;</p>
<b>Miscellaneous</b>	-

- Core elective section for Business and ...
- Strategy and Organization
- + International Trade and Economic Law (8024267)

<b>Module coordinator</b>	-
<b>ECTS Credits</b>	10
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	-
<b>Total hours (h)</b>	300,0
<b>Contact hours (h)</b>	60,0
<b>Self-study hours (h)</b>	240,0

● **Exam node**

<b>Title</b>	<b>Recommended Semester (Study start winter)</b>	<b>Recommended Semester (Study start summer)</b>	<b>ECTS Credits</b>	<b>Contact time (WSH)</b>
International Trade and Economic Law (Seminar) (802426701)	4th semester	no semester recommended	10	4

- Core elective section for Business and ...
- Strategy and Organization
- + Consolidation of Financial Reports (8013984)

<b>Module titel</b>	Consolidation of Financial Reports (Compulsory elective subject)
<b>Identifier</b>	8013984
<b>Version</b>	Angelegt über RWTH API als 1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	summer semester
<b>Valid from</b>	Summer semester 2009
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	<ul style="list-style-type: none"> <li>• Basics of Group Accounting, • Economic concepts and legal frame, • Preparation of Consolidation, • At equity-consolidation, • Proportional consolidation • Full Consolidation (with prorated and full goodwill) • Consolidation according to IFRS and German GAAP</li> </ul>
<b>Learning Objectives/ Learning Outcomes</b>	Students learn about, (1) The techniques how to consolidate several financial statements by help of different consolidation methods (2) The information content of consolidated financial statements (3) The critical aspects of different consolidation methods. The course allows students to acquire the following competencies: • Knowledge of and ability to apply business methods and theories • Critical thinking in basic business contexts
<b>(Study-Specific) Prerequisites</b>	Erfolgreicher Abschluss von Prüfungen zu Pflichtmodulen im Umfang von mindestens 55 CP gemäß § 5 Abs. 2 PO
<b>(recommended) Requirements</b>	Inhalte der Module 'Buchführung und Internes Rechnungswesen' und 'Externes Rechnungswesen' (kann auch begleitend absolviert werden) des Bachelorstudiengangs BWL an der RWTH.
<b>References</b>	Baetge, J., Kirsch, H.-J., Thiele, S., Konzernbilanzen, 7. Auflage, Düsseldorf (IDW Verlag) 2004
<b>Language</b>	German
<b>Examination Terms</b>	Erfolgreiche Teilnahme an einer Klausur (100%, benotet) bzw. nach gesonderter Ankündigung an einer mündlichen Prüfung (100%, benotet), sowie – unter Umständen – Erbringung von Vortragsleistungen/ Modulbaustein (eine Vortragsleistung gilt als erbracht, wenn ein vorgegebenes Teilthema der Veranstaltung in mindestens befriedigender Weise im Rahmen der Veranstaltung als Vortrag präsentiert wird; bei Erbringung einer Vortragsleistung kann die Note der regulären Prüfung um 0,3 bzw. 0,4 Notenpunkte verbessert werden, allerdings nur dann, wenn die reguläre Prüfung auch ohne diese Verbesserung mit 4,0 oder besser bestanden wurde.)
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Dr. rer. pol. Holger Ketteniß
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	70 (Klausur); 25-30 (mündliche Prüfung)
<b>Total hours (h)</b>	150,0
<b>Contact hours (h)</b>	60,0
<b>Self-study hours (h)</b>	90,0

- Core elective section for Business and ...
- Strategy and Organization
- + Consolidation of Financial Reports (8013984)

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Consolidation of Financial Reports (Exam) (801398401)	4th semester	no semester recommended	5	0

▲ **Offer node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Consolidation of Financial Reports (Lecture)	4th semester	no semester recommended	-	2
Consolidation of Financial Reports (Exercise)	4th semester	no semester recommended	-	2

- Core elective section for Business and ...
- Strategy and Organization
- + Cost Management (8013912)

<b>Module titel</b>	Cost Management (Compulsory elective subject)
<b>Identifier</b>	8013912
<b>Version</b>	Angelegt über RWTH API als 1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	summer semester
<b>Valid from</b>	Summer semester 2015
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	Presumably, the following topics will be discussed: • Basics of Cost Management • Planned Cost Calculation • Calculations based on Direct Costs • Activity Based Costing • Extended Cost Unit Accounting (Learning Effects) • Target Costing • Life Cycle Costing • Sales Management • Cash Flow Management • Sustainability Management • Business Modelling
<b>Learning Objectives/ Learning Outcomes</b>	Based on the basics of cost accounting that were taught in the course "Management Accounting and Bookkeeping", students learn about advanced concepts of management accounting which allow an integrated business planning and management control. The discussion of integrated case studies will deepen the understanding of the main course contents. The course allows students to acquire the following competencies: • Knowledge of and ability to apply business methods and theories • Critical thinking in basic business contexts • Communication abilities to present solutions for business problems of limited scope
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	Die Veranstaltung baut inhaltlich auf der Vorlesung " Buchführung und internes Rechnungswesen " auf.
<b>References</b>	-
<b>Language</b>	German
<b>Examination Terms</b>	Die Prüfungsleistung besteht entweder ... (A) aus einem Kolloquium (50%, benotet) und der erfolgreichen Teilnahme an einer Klausur (50%, benotet); oder (B) in der erfolgreichen Teilnahme an einer Klausur (100%, benotet) Die endgültige Form der zu erbringenden Prüfungsleistung (A oder B) wird zu Beginn der zweiten Lehrveranstaltung per Aushang bekanntgegeben. Modulbaustein: Zudem besteht – unter Umständen (Bekanntgabe spätestens in der zweiten Lehrveranstaltung) – die Möglichkeit zur Erbringung von Vortragsleistungen, die auf die Prüfungsleistung (A oder B) wie folgt angerechnet werden können: Eine Vortragsleistung gilt als erbracht, wenn ein vorgegebenes Teilthema der Veranstaltung in mindestens befriedigender Weise im Rahmen der Veranstaltung als Vortrag präsentiert wird; bei Erbringung einer Vortragsleistung kann die Note der regulären Prüfungsleistung (A oder B) um 0,3 bzw. 0,4 Notenpunkte verbessert werden, allerdings nur dann, wenn die reguläre Prüfungsleistung (A oder B) auch ohne diese Verbesserung mit 4,0 oder besser bestanden wurde.
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Dr. rer. pol. Holger Ketteniß / Universitätsprofessor Dr. rer. pol. Peter Letmathe
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	0
<b>Total hours (h)</b>	150,0

- Core elective section for Business and ...
- Strategy and Organization
- + Cost Management (8013912)

<b>Contact hours (h)</b>	60,0
<b>Self-study hours (h)</b>	90,0

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Cost Management (Exam) (801391201)	4th semester	no semester recommended	5	0

▲ **Offer node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Cost Management (Exercise)	4th semester	no semester recommended	-	2
Cost Management (Lecture)	4th semester	no semester recommended	-	2

<b>Module titel</b>	Managerial Economics (Compulsory elective subject)
<b>Identifier</b>	8024268
<b>Version</b>	V1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	winter semester
<b>Valid from</b>	Winter semester 2021
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	The course provides microeconomic insights that are relevant to managerial decision making. It covers topics such as competitive and cooperative behaviour, market structure, market power and profitability, differentiation and pricing strategies, transfer pricing and strategic acquisitions.
<b>Learning Objectives/ Learning Outcomes</b>	1. ; ; Knowledge of and ability to apply microeconomic concepts and models to analyse market structure and derive implications for managerial decision making. ; ; 2. Identification of strategic problems that firms face in a competitive environment and evaluation of possible solutions by using formal microeconomic models. 3. Recognition of basic ethical dilemmas that arise in a competitive context.
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	VWL: Märkte und strategisches Entscheiden
<b>References</b>	-
<b>Language</b>	English
<b>Examination Terms</b>	Written Examination (100%)
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Universitätsprofessor Dr. Thomas Kittsteiner/Michael Thomas
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	60
<b>Total hours (h)</b>	150,0
<b>Contact hours (h)</b>	60,0
<b>Self-study hours (h)</b>	90,0

- Core elective section for Business and ...
- Strategy and Organization
- + Managerial Economics (8024268)

● Exam node

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Managerial Economics (Examination) (802426801)	5th semester	no semester recommended	5	-

▲ Offer node

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Managerial Economics (Lecture Unit)	5th semester	no semester recommended	-	2
Managerial Economics (Exercise Unit)	5th semester	no semester recommended	-	2



- Core elective section for Business and ...
- Strategy and Organization
- + Taxation and Corporate Decision Making (6 CP) (8015038)

<b>Module titel</b>	Taxation and Corporate Decision Making (6 CP) (Compulsory elective subject)
<b>Identifier</b>	8015038
<b>Version</b>	Angelegt über RWTH API als 1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	summer semester
<b>Valid from</b>	Winter semester 2016
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	Especially in medium-sized enterprises economic decisions are heavily influenced tax . For this reason, have both the decision-makers themselves as well as consultants of such companies knowledge . The aim of the event is to work out the tax implications for important business decisions based on practical case studies . It covers the issues of choice of legal form , the location , the accounting policies and the design of the power relations between shareholders and society . For the individual decision situations recommendations for typical conditions are worked out.
<b>Learning Objectives/ Learning Outcomes</b>	The course allows students to acquire the following competencies: • Knowledge of and ability to apply business methods and theories • Critical thinking in basic business contexts • Communication abilities to present solutions for business problems of limited scope • Quantitative orientation
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	Allgemeine betriebswirtschaftliche Grundkenntnisse; Inhalte der Pflichtmodule der ersten Studienjahre des B.Sc. in Betriebswirtschaftslehre der RWTH Aachen (insbesondere „Buchführung und Internes Rechnungswesen“)
<b>References</b>	Kußmaul, Betriebswirtschaftliche Steuerlehre, 3. Auflage Schneeloch, Betriebswirtschaftliche Steuerlehre - Band 2: Betriebliche Steuerpolitik, 3. Auflage Haberstock/ Breithecker, Einführung in die Betriebswirtschaftliche Steuerlehre, 15. Auflage Kessler/ Schiffers/ Teufel, Rechtsformwahl, Rechtsoptimierung, 1. Aufl. Jacobs Unternehmensbesteuerung, 5. Auflage
<b>Language</b>	German
<b>Examination Terms</b>	Klausur (100%, benotet) oder Mündliche Prüfung (100%, benotet), sowie – unter Umständen – Erbringung von Zusatzleistungen. Eine Zusatzleistung gilt als erbracht, wenn ein in der Veranstaltung vorgegebener Praxisfall in mindestens befriedigender Weise im Rahmen der Veranstaltung als Vortrag gehalten oder als schriftliches Referat eingereicht wird. Bei Erbringung einer Zusatzleistung kann die Note der regulären Prüfung um 0,3 bzw. 0,4 Notenpunkte verbessert werden, allerdings nur dann, wenn die reguläre Prüfung auch ohne diese Verbesserung mit 4,0 oder besser bestanden wird.
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Honorarprofessor Dr. rer. pol. Joachim Schiffers
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	3
<b>Examination duration (min)</b>	60 (Klausur), 15-20 (mündliche Prüfung)
<b>Total hours (h)</b>	150,0
<b>Contact hours (h)</b>	45,0

- Core elective section for Business and ...
- Strategy and Organization
- + Taxation and Corporate Decision Making (6 CP) (8015038)

**Self-study hours (h)** 105,0

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Taxation and Corporate Decision Making (Exam) (801503801)	4th semester	no semester recommended	5	0

▲ **Offer node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Taxation and Corporate Decision Making (Course)	4th semester	no semester recommended	-	3

- Core elective section for Business and ...
- Strategy and Organization
- + Strategic Business Model Innovation (8024271)

<b>Module titel</b>	Strategic Business Model Innovation (Compulsory elective subject)
<b>Identifier</b>	8024271
<b>Version</b>	V1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	summer semester
<b>Valid from</b>	Winter semester 2021
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	This lecture will provide students with a comprehensive overview of the basic concepts, theories, and methods in business model innovation and their practical application, especially in the context of digital transformation challenges such as technological discontinuities, business model disruptions, ecosystems, etc.. All frameworks and theories will be discussed based on examples from a variety of industries, ranging from the automotive and high technology context to energy and FMCG products. Case-based discussions in class contribute to the highly practical and interactive nature of this course.
<b>Learning Objectives/ Learning Outcomes</b>	<p>Participants shall</p> <p>Understand the role of technology/industry life cycles and discontinuities</p> <p>Understand development challenges in the context of digital transformation</p> <p>Understand strategies and business models in platform based ecosystems</p> <p>Be able to manage business model challenges as opposed to core product innovation</p> <p>Apply basic and advanced business model innovation processes and techniques</p> <p>Learned a methodology for how to do customer discovery</p> <p>Understand and apply repeatable ideation techniques</p> <p>Learn about sources of inertia to change and resistance to innovation, and shall develop insights into ways to overcome these hurdles and barriers;</p> <p>Be able to connect theories of innovation and models explaining innovation success with actionable knowledge for industry practice; develop the ability to critically reflect common perceptions about business model innovation management and gain their own understanding of the factors making an business model innovation projects successful.</p>
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	None
<b>References</b>	-
<b>Language</b>	English
<b>Examination Terms</b>	<p>The exact examination variant or combination of examination forms 1, 2 or 3 will be announced at the beginning of the semester</p> <p>1) paper (70%) with presentation (30%)</p> <p>2) Presentation (30%) with oral examination (70%)</p> <p>3) Presentation (30%) with written examination (70%)</p> <p>Mandatory Attendance;</p> <p>Module with Special Didactic Form in Accordance with §9;</p> <p>Limitation of Participants;</p>
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Dr. Dirk Lüttgens
<b>ECTS Credits</b>	10

- Core elective section for Business and ...
- Strategy and Organization
- + Strategic Business Model Innovation (8024271)

<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	-
<b>Total hours (h)</b>	300,0
<b>Contact hours (h)</b>	60,0
<b>Self-study hours (h)</b>	240,0

● **Exam node**

<b>Title</b>	<b>Recommended Semester (Study start winter)</b>	<b>Recommended Semester (Study start summer)</b>	<b>ECTS Credits</b>	<b>Contact time (WSH)</b>
Strategic Business Model Innovation (Seminar) (802427101)	4th semester	no semester recommended	10	4

- Core elective section for Business and ...
- Strategy and Organization
- + Basics of Company Taxation (8013790)

<b>Module titel</b>	Basics of Company Taxation (Compulsory elective subject)
<b>Identifier</b>	8013790
<b>Version</b>	V2
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	winter semester
<b>Valid from</b>	Summer semester 2018
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	<p>In the German economy medium-sized enterprises play a prominent role. Advising medium-sized businesses through tax consultant / auditor requires a high level of technical knowledge and a special degree of empathy with the operational specifics. Just managers must have in such an undertaking over basic knowledge regarding the current taxation. The aim of the course is to learn the fundamentals of taxation of companies with a focus on medium-sized companies. The following topics are covered:</p> <ul style="list-style-type: none"> <li>• Taxation of sole proprietorships and partnerships (quantification of the tax burden on partnerships, income qualification and profit determination in partnerships, withdrawal and admission of members, tax loss utilization)</li> <li>• taxation of corporations (quantification of the tax burden on corporations, dividend policy, tax planning through performance fees, tax consequences of hidden profit distributions, tax loss utilization, sale of shares).</li> </ul>
<b>Learning Objectives/ Learning Outcomes</b>	<p>After successful completion , the students should</p> <ol style="list-style-type: none"> <li>1. know the taxation principles in individuals companies and corporations</li> <li>2. work on appropriate tax practise cases</li> <li>3. can perform simple calculations for the current tax burden .</li> </ol> <p>The course allows students to acquire the following competencies:</p> <ul style="list-style-type: none"> <li>• Knowledge of and ability to apply business methods and theories</li> <li>• Critical thinking in basic business contexts</li> </ul>
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	Allgemeine betriebswirtschaftliche Grundkenntnisse; Inhalte der Pflichtmodule der ersten Studienjahre des B.Sc. in Betriebswirtschaftslehre der RWTH Aachen (insbesondere Buchführung und Internes Rechnungswesen)
<b>References</b>	-
<b>Language</b>	German
<b>Examination Terms</b>	<p>The completion of the course requires the successful participation in a written exam (100%, graded) or an oral examination (weight: 100%). Besides, it is possible – under certain circumstances to give a lecture which will be charged for the examination as follows/Module Component: Giving a lecture is considered as passed if a predefined practical case is presented as a lecture as part of the course or as a paper; if the lecture is passed, the grade of the regular examination can be improved by 0,3 or 0,4 grade points, respectively. However, this improvement is only possible if the regular examination is passed with 4,0 or better without the improvement.</p>
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Univ.-Prof. Dr.rer.pol. Peter Letmathe, ; J. Schiffrers
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	3
<b>Examination duration (min)</b>	60 min Klausur
<b>Total hours (h)</b>	150,0

- Core elective section for Business and ...
- Strategy and Organization
- + Basics of Company Taxation (8013790)

<b>Contact hours (h)</b>	45,0
<b>Self-study hours (h)</b>	105,0

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Basics of Company Taxation (Exam) (801379001 2)	3rd semester	no semester recommended	5	0

▲ **Offer node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Basics of Company Taxation (Lecture) (2)	3rd semester	no semester recommended	-	3

- Core elective section for Business and ...
- Strategy and Organization
- + Simulation Game (8013904)

<b>Module titel</b>	Simulation Game (Compulsory elective subject)
<b>Identifier</b>	8013904
<b>Version</b>	Angelegt über RWTH API als 1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	summer semester
<b>Valid from</b>	Summer semester 2011
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	Im Team wird zunächst ein Businessplan für eine fiktive Unternehmensgründung entwickelt, in dem Finanzierungs-, Marketing- und Managementstrategien für ein eigenes Produkt entworfen und präsentiert werden. Nach einer mit der Spielleitung zu führenden Kapitalverhandlung treffen die verschiedenen unternehmerischen Teams in Abhängigkeit des dynamischen Planspielmarktes unternehmerische Entscheidungen bezüglich der Produktion, des Absatzes, der Personalkapazität und des Finanzierungsbedarfs des eigenen Unternehmens mit dem Ziel, einen möglichst hohen Unternehmenswert zu generieren.
<b>Learning Objectives/ Learning Outcomes</b>	Die Veranstaltung dient dazu, das erforderliche Methodenwissen zur Unternehmensgründung und zur Erstellung von Businessplänen zu vermitteln und die angewandten Methoden kritisch zu hinterfragen. Der Schwerpunkt der Veranstaltungen liegt dabei auf der Vermittlung von quantitativen Inhalten. Die Veranstaltung soll auch die Fähigkeiten der Teilnehmer trainieren, anspruchsvolle Sachverhalte zu kommunizieren und zu präsentieren.
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	Grundkenntnisse in Finanzierung und Investition, Absatz und Beschaffung sowie Rechnungswesen
<b>References</b>	Wittmann, R./Reuter, M./Magerl, R. (2007): Unternehmensstrategie und Businessplan, Heidelberg 2007, S. 11-67. Arnaout, A. (2003): Kostenrechnung und Kostenmanagement in Wachstumsunternehmen, in Achleitner, A.-K./Bassen, A. (Hrsg.): Controlling von jungen Unternehmen, Stuttgart 2003, S. 175-197. Ballwieser, W. (2003): Externes Rechnungswesen in Wachstumsunternehmen, in Achleitner, A.-K./Bassen, A. (Hrsg.): Controlling von jungen Unternehmen, Stuttgart 2003, S. 159-173. Gruber, M./Harhoff, D./Tausend, C. (2003): Finanzielle Entwicklung junger Wachstumsunternehmen, in Achleitner, A.-K./Bassen, A. (Hrsg.): Controlling von jungen Unternehmen, Stuttgart 2003, S. 27-50. Schwall, B. (2001): Die Bewertung junger, innovativer Unternehmen auf Basis des Discounted cash flow, Frankfurt et al. 2001, S. 107ff.
<b>Language</b>	German
<b>Examination Terms</b>	Referat (50%, benotet), Schriftliche Hausarbeit (50%, benotet). Modul mit didaktischer Sonderform gemäß §9. Anwesenheitspflicht. Teilnehmerbeschränkt
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Dr. rer. pol. Claudia Nadler
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	2
<b>Examination duration (min)</b>	0
<b>Total hours (h)</b>	150,0

- Core elective section for Business and ...
- Strategy and Organization
- + Simulation Game (8013904)

<b>Contact hours (h)</b>	30,0
<b>Self-study hours (h)</b>	120,0

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Simulation Game (Seminar) (801390401)	4th semester	no semester recommended	5	0



- Core elective section for Business and ...
- Strategy and Organization
- + Blockchain and Tokenization in Real Estate and Financial Markets ...

<b>Module titel</b>	Blockchain and Tokenization in Real Estate and Financial Markets [Current Topic] (Compulsory elective subject)
<b>Identifier</b>	8025525
<b>Version</b>	V1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	irregularly
<b>Valid from</b>	Winter semester 2021
<b>Valid until</b>	Winter semester 2021
<b>Module level</b>	Bachelor
<b>Content</b>	This course discuss and analyze the economic and technical basics for tokenization (digital securitization) of assets (e.g. real estate). In addition to the original interest in easier and cheaper trading, aspects such as sustainability, regulation, control of decentralized exchanges, pricing and effects on the financial market are also discussed.
<b>Learning Objectives/ Learning Outcomes</b>	The course focuses on the following skills. (1) The ability to analyze and evaluate current topics in the field of digitization and the capital market. (2) The knowledge of how specific questions from the field of digitization and the capital market can be classified in the context of economic theories. (3) The qualification to work independently and in a structured manner on a problem of your choice using appropriate scientific methods. (4) The ability to precisely present demanding facts and analysis results in group work.
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	None
<b>References</b>	-
<b>Language</b>	English
<b>Examination Terms</b>	Paper (40%) Colloquium(60%) Mandatory Attendance; Limited Number of Participants; Module with Special Didactic Form in Accordance with §8
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Prof. Dr. Bertram Steininger
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	2
<b>Examination duration (min)</b>	-
<b>Total hours (h)</b>	150,0
<b>Contact hours (h)</b>	30,0
<b>Self-study hours (h)</b>	120,0

- Core elective section for Business and ...
- Strategy and Organization
- + Blockchain and Tokenization in Real Estate and Financial Markets ...

● Exam node

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Blockchain and Tokenization in Real Estate and Financial Markets [Current Topic] (Seminar) (802552501)	no semester recommended	no semester recommended	5	2

- Core elective section for Business and ...
- Strategy and Organization
- + Management of Real Estate and Financing (8014006)

<b>Module titel</b>	Management of Real Estate and Financing (Compulsory elective subject)
<b>Identifier</b>	8014006
<b>Version</b>	Angelegt über RWTH API als 1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	summer semester
<b>Valid from</b>	Summer semester 2015
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	In this module basic knowledge on real estate as an economic good, on value-driven real estate management, as well as on valuation methods regarding different real estate types (residential-, commercial- and specialized properties) is imparted. Moreover, the specifics of real estate financing are covered and financing strategies during the entire real estate life cycle are analyzed. In groups, the students apply the acquired knowledge on practical valuation and financing of an actual property. Afterwards, they present and discuss their results in front of the group.
<b>Learning Objectives/ Learning Outcomes</b>	Upon successful completion, students will • be able to better assess the specifics of real estate as the investment type with the highest volume. • be able to name and apply the different methods of evaluation. • be able to know and apply the specifics of real estate financing. • have performed a teamwork and a presentation. • have improved their style in written and in oral form. • have improved their IT skills by application. This module primarily serves to convey the necessary methodological knowledge for evaluating and financing of real estate as well as the ability to critically question the requirements for applying these methods. The module should also train the participants' ability to present challenging issues in written and in oral form.
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	Grundkenntnisse in Investition und Finanzierung.
<b>References</b>	-
<b>Language</b>	German/English
<b>Examination Terms</b>	Schriftliche Hausarbeit (70%, benotet), Kolloquium (30%, benotet).Teilnehmerbeschränkt.
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Dr. rer. pol. Claudia Nadler
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	0
<b>Total hours (h)</b>	150,0
<b>Contact hours (h)</b>	60,0
<b>Self-study hours (h)</b>	90,0

- Core elective section for Business and ...
- Strategy and Organization
- + Management of Real Estate and Financing (8014006)

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Management of Real Estate and Financing (Exam) (801400601)	4th semester	no semester recommended	5	0

▲ **Offer node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Immobilienmanagement und -finanzierung (Vorlesung/Übung)	4th semester	no semester recommended	-	4

- Core elective section for Business and ...
- Innovation and Markets
- + Doing Field Research on Information Infrastructures (8024261)

<b>Module titel</b>	Doing Field Research on Information Infrastructures (Compulsory elective subject)
<b>Identifier</b>	8024261
<b>Version</b>	V1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	summer semester
<b>Valid from</b>	Winter semester 2021
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	The course will thematize information infrastructures in various industries and countries. For each semester, there will be a separate announcement regarding the chosen industry and country in which information infrastructures will be studied.
<b>Learning Objectives/ Learning Outcomes</b>	Participants will learn to appreciate the specific research challenges associated with studying information infrastructure and to address these challenges effectively.
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	None
<b>References</b>	-
<b>Language</b>	English
<b>Examination Terms</b>	Paper (70%) Presentation (30%) Mandatory Attendance; Module with Special Didactic Form in Accordance with § 9; Limitation of Participants;
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Universitätsprofessor Dr. Kai Reimers
<b>ECTS Credits</b>	10
<b>Contact time (WSH)</b>	10
<b>Examination duration (min)</b>	-
<b>Total hours (h)</b>	300,0
<b>Contact hours (h)</b>	150,0
<b>Self-study hours (h)</b>	150,0

- Core elective section for Business and ...
- Innovation and Markets
- + Doing Field Research on Information Infrastructures (8024261)

● Exam node

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Doing Field Research on Information Infrastructures (Project) (802426101)	4th semester	no semester recommended	10	10

- Core elective section for Business and ...
- Innovation and Markets
- + Civil Law (8014115)

<b>Module titel</b>	Civil Law (Compulsory elective subject)
<b>Identifier</b>	8014115
<b>Version</b>	Angelegt über RWTH API als 1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	summer semester
<b>Valid from</b>	Summer semester 2006
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	Es wird das BGB als grundlegendes Gesetz für das gesamte Privatrecht mit den darin kodifizierten Regelungen und Prinzipien vorgestellt, so dass die Studierenden mit den Strukturen unserer Privatrechtsordnung vertraut werden. Die für angehende Wirtschaftswissenschaftler besonders relevanten Inhalte mit wirtschaftsrechtlichem Bezug werden dabei aufgegriffen und vertieft behandelt. Dabei werden typische Konstellationen mit Fallbeispielen aus der Praxis veranschaulicht. Über das Handels- und Gesellschaftsrecht wird ein Überblick gegeben.
<b>Learning Objectives/ Learning Outcomes</b>	Nach erfolgreichem Absolvieren sollen die Studierenden in der Lage sein, die rechtlichen Strukturen hinter wirtschaftlichen Vorgängen zu erkennen und zu analysieren. Sie werden befähigt, Gestaltungen zu wählen, um Streit zu vermeiden oder dafür eine günstigere Ausgangsposition zu haben und für einfach gelagerte streitige Fälle selbst eine Lösung auf der Grundlage der geltenden Gesetze zu entwickeln. Bei schwierigen Fällen können sie die Notwendigkeit der Hinzuziehung von jeweils kompetenten Fachleuten erkennen, mit ihnen kommunizieren und deren Handeln nachvollziehen.
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	None
<b>References</b>	Müßig, Wirtschaftsprivatrecht, C.F. Müller, 12. Auflage 2009 Brox/Walker, Allgemeiner Teil des BGB, Carl Heymanns Verlag, 33. Auflage 2009 Looschelders, Schuldrecht Allgemeiner Teil, Carl Heymanns Verlag, 6. Auflage 2008 Hirsch, Besonderes Schuldrecht, Carl Heymanns Verlag, 2007 Prütting, Sachenrecht, C.H. Beck, 33. Auflage 2008 Metzler-Müller, Wie löse ich einen Privatrechtsfall?, Richard Boorberg Verlag, 5. Auflage 2008 ; Eine umfangreiche Literaturliste ist auf folgender Homepage: : <a href="http://www.jura.rwth-aachen.de/buergerlichesrecht/top/lehre.html">http://www.jura.rwth-aachen.de/buergerlichesrecht/top/lehre.html</a> abrufbar
<b>Language</b>	German
<b>Examination Terms</b>	Klausur (100%, benotet)
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Universitätsprofessor Dr. iur. Christian Huber
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	105
<b>Total hours (h)</b>	150,0
<b>Contact hours (h)</b>	60,0

- Core elective section for Business and ...
- Innovation and Markets
- + Civil Law (8014115)

**Self-study hours (h)** 90,0

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Civil Law (Exam) (801411501)	4th semester	no semester recommended	5	0

▲ **Offer node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Civil Law (Exercise)	4th semester	no semester recommended	-	2
Civil Law (Lecture)	4th semester	no semester recommended	-	2



- Core elective section for Business and ...
- Innovation and Markets
- + Innovation and Strategy Projects (8024265)

<b>Module titel</b>	Innovation and Strategy Projects (Compulsory elective subject)
<b>Identifier</b>	8024265
<b>Version</b>	V1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	summer semester
<b>Valid from</b>	Winter semester 2021
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	In this course participants work under supervision on applied research projects related to strategic management and/or innovation management. The projects usually have an empirical character and include the collection and/or analysis of qualitative and/or quantitative data.
<b>Learning Objectives/ Learning Outcomes</b>	After participating in this course, students should be able to (1) work on applied research projects as independently as possible. (2) collect and/or analyse data themselves. (3) derive meaningful action implications from the results of the analysis.
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	None
<b>References</b>	-
<b>Language</b>	English
<b>Examination Terms</b>	Paper(70%) Colloquium(30%) Mandatory Attendance; Module with Special Didactic Form in Accordance with § 9; Limitation of Participants;
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Universitätsprofessor Dr. D. Antons, Universitätsprofessor Dr. Thorsten-Oliver Salge, PhD
<b>ECTS Credits</b>	10
<b>Contact time (WSH)</b>	5
<b>Examination duration (min)</b>	-
<b>Total hours (h)</b>	300,0
<b>Contact hours (h)</b>	75,0
<b>Self-study hours (h)</b>	225,0

- Core elective section for Business and ...
- Innovation and Markets
- + Innovation and Strategy Projects (8024265)

● Exam node

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Innovation and Strategy Projects (Project) (802426501)	4th semester	no semester recommended	10	5

- Core elective section for Business and ...
- Innovation and Markets
- + Integrated Marketing Communication (8024266)

<b>Module titel</b>	Integrated Marketing Communication (Compulsory elective subject)
<b>Identifier</b>	8024266
<b>Version</b>	V1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	winter/summer semester
<b>Valid from</b>	Winter semester 2021
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	<p>This course on IMC is based on a combination of lectures and discussions, Harvard cases, videos, outside speakers, and snapshots.</p> <p>The focus of this course is to provide an overview over the most common instruments in Marketing Communications so that the students will be able to make use of those methods in practical situations.</p> <p>Main topics are:</p> <ul style="list-style-type: none"> <li>• Introduction to Marketing Communication (Current Challenges in Marketing, Definition of (integrated) Marketing Communication)</li> <li>• “Classical” Instruments in Marketing Communication (Advertising and Public Relations)</li> <li>• Contemporary Instruments of Marketing Communication (Online Marketing Communication, Direct Marketing)</li> </ul>
<b>Learning Objectives/ Learning Outcomes</b>	<p>The students will be able to explain the idea of marketing communications, particularly integrated marketing communications. Furthermore, they will understand classical and contemporary instruments of marketing communication and the chances and restrictions of their application. Course Objectives:</p> <ul style="list-style-type: none"> <li>• To acquire the basic knowledge, concepts, tools, and terminology necessary to understand integrated marketing problems and issues</li> <li>• To develop managerial reading skills with a goal of acquiring the ability to understand and synthesize readings and business cases presented in a class</li> </ul>
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	None
<b>References</b>	-
<b>Language</b>	English
<b>Examination Terms</b>	<p>The final grade can be composed as follows:</p> <ul style="list-style-type: none"> <li>• Option A: Colloquium &amp; presentation (50%, graded) and examination (50%, graded, 60min.)</li> <li>• Option B: Colloquium &amp; presentation (50%, graded) and paper (50%, graded)</li> <li>• Option C: Paper (50%, graded) and examination (50%, graded, 60min.)</li> <li>• Option D: Examination (100%, graded, 60min.)</li> </ul> <p>All components specified for the respective option need to be passed to pass the module. The exact form of examination (A, B, C or D) will be announced at the start of the course.</p>
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Prof. Dr. Thomas Wittkop
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	60

- Core elective section for Business and ...
- Innovation and Markets
- + Integrated Marketing Communication (8024266)

<b>Total hours (h)</b>	150,0
<b>Contact hours (h)</b>	60,0
<b>Self-study hours (h)</b>	90,0

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Integrated Marketing Communication (Examination) (802426601)	2nd semester	no semester recommended	5	-

▲ **Offer node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Integrated Marketing Communication (Lecture Unit / Exercise Unit)	2nd semester	no semester recommended	-	4

- Core elective section for Business and ...
- Innovation and Markets
- + International Business Strategy (8023240)

<b>Module titel</b>	International Business Strategy (Compulsory elective subject)
<b>Identifier</b>	8023240
<b>Version</b>	V1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	winter semester
<b>Valid from</b>	Winter semester 2020
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	This course introduces into the international business environment in which firms operate and deals with strategies for multinational firms. The course begins with a survey of the world economy and its development over time. It then analyses the economic consequences of international trade, multinational firms, and financial market integration. Building on these economic foundations, the course then has a closer look at the international firm and its strategic options. We will also discuss the implications of internationalization for firms and society. The course will involve chapters on: The International Business Environment1. Trends and Developments in the Global Economy2. Comparative Advantage and International Trade3. Intra- and Intersectoral Trade4. Multinational Corporations5. Exchange Rates and International Financial Markets6. Trade PolicyThe International Firm7. International Business Strategies8. Organization of the International Firm9. Foreign Market Entry10. International Business in the Digital Economy11. Global Corporations, Governments, and Society(Tentative Course Outline)
<b>Learning Objectives/ Learning Outcomes</b>	Upon successful completion of this course, students will be able to:• Discuss the implications of globalization for firms, industries and countries• Explain basic concepts of international economic theories• Work with various sources of economic information• Formulate strategies for a range of international business scenarios• Critically reflect on the role of global corporations
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	Microeconomics I or similar.
<b>References</b>	• Cavusgill, S.T., G. Knight and J. Riesenberger (2017). International Business: The New Realities, Pearson, 4th ed. • Feenstra, R.C. and A.M. Taylor (2019). International Economics, Worth Publishers, 4th ed. • Krugman, P., M. Obstfeld and M. Melitz (2017). International Economics: Theory and Policy, Pearson, 11th ed. • Lasserre, P. (2018). Global Strategic Management, Palgrave, 4th ed.
<b>Language</b>	English
<b>Examination Terms</b>	Examination (75%, graded, 60min.), Presentation (25%, graded)
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Univ.-Prof. Dr.sc.pol. Oliver Lorz
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	60
<b>Total hours (h)</b>	150,0
<b>Contact hours (h)</b>	60,0

- Core elective section for Business and ...
- Innovation and Markets
- + International Business Strategy (8023240)

**Self-study hours (h)** 90,0

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Examination to International Business Strategy (802324002)	3rd semester	no semester recommended	5	-

▲ **Offer node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Lecture Unit to International Business Strategy	3rd semester	no semester recommended	-	2
Exercise Unit to International Business Strategy	3rd semester	no semester recommended	-	2

- Core elective section for Business and ...
- Innovation and Markets
- + International Marketing (8014003)

<b>Module titel</b>	International Marketing (Compulsory elective subject)
<b>Identifier</b>	8014003
<b>Version</b>	Angelegt über RWTH API als 1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	winter semester
<b>Valid from</b>	Winter semester 2015
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	This course on International Marketing is based on a combination of lectures and discussions, Harvard cases, videos, outside speakers, and country snapshots. It integrates and addresses the significant impact of cultural, economic, and political, infrastructure in international marketing management. Students will explore marketing issues and marketing implications in a cross-cultural perspective. Students will learn the scope and challenge of international marketing, the dynamic environment of international trade, the culture, political, legal, and business systems of global markets, the global market opportunities and finally, the ways to develop global marketing strategies. This course is designed to provide students with the latest understanding of global issues, disciplines, competitions and the necessary skills in making strategic decisions based on an international perspective.
<b>Learning Objectives/ Learning Outcomes</b>	This course will balance academic rigor and theoretical framework with the practical application that will require the use of provided global marketing tools and business practices, with the emphasis on the implementation of international marketing strategy, plans and programs. Students will also learn to develop a formal analytic framework of decision-making based on recent developments in the field of International Marketing through the group project and case studies. Course Objectives: (1) To acquire the basic knowledge, concepts, tools, and international terminology necessary to understand international problems and issues (2) To develop managerial reading skills with a goal of acquiring the ability to understand and synthesize readings and business cases presented in a class
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	Absatz und Beschaffung.solid English.
<b>References</b>	-
<b>Language</b>	English
<b>Examination Terms</b>	The final grade can be composed as follows:• Option A: Colloquium & presentation (50%, graded) and examination (50%, graded, 60min.)• Option B: Colloquium & presentation (50%, graded) and paper (50%, graded)• Option C: Paper (50%, graded) and examination (50%, graded, 60min.)• Option D: Examination (100%, graded, 60min.)The exact form of examination (A, B, C or D) will be announced at the start of the course.
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Universitätsprofessorin Dr. rer. pol. Stefanie Paluch
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	0
<b>Total hours (h)</b>	150,0

- Core elective section for Business and ...
- Innovation and Markets
- + International Marketing (8014003)

<b>Contact hours (h)</b>	60,0
<b>Self-study hours (h)</b>	90,0

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
International Marketing (Seminar) (801400301)	3rd semester	no semester recommended	5	4



<b>Module titel</b>	Managerial Economics (Compulsory elective subject)
<b>Identifier</b>	8024268
<b>Version</b>	V1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	winter semester
<b>Valid from</b>	Winter semester 2021
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	The course provides microeconomic insights that are relevant to managerial decision making. It covers topics such as competitive and cooperative behaviour, market structure, market power and profitability, differentiation and pricing strategies, transfer pricing and strategic acquisitions.
<b>Learning Objectives/ Learning Outcomes</b>	1. ; ; Knowledge of and ability to apply microeconomic concepts and models to analyse market structure and derive implications for managerial decision making. ; ; 2. Identification of strategic problems that firms face in a competitive environment and evaluation of possible solutions by using formal microeconomic models. 3. Recognition of basic ethical dilemmas that arise in a competitive context.
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	VWL: Märkte und strategisches Entscheiden
<b>References</b>	-
<b>Language</b>	English
<b>Examination Terms</b>	Written Examination (100%)
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Universitätsprofessor Dr. Thomas Kittsteiner/Michael Thomas
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	60
<b>Total hours (h)</b>	150,0
<b>Contact hours (h)</b>	60,0
<b>Self-study hours (h)</b>	90,0

- Core elective section for Business and ...
- Innovation and Markets
- + Managerial Economics (8024268)

● Exam node

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Managerial Economics (Examination) (802426801)	5th semester	no semester recommended	5	-

▲ Offer node

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Managerial Economics (Lecture Unit)	5th semester	no semester recommended	-	2
Managerial Economics (Exercise Unit)	5th semester	no semester recommended	-	2

- Core elective section for Business and ...
- Innovation and Markets
- + Service and Technology Projects (8024269)

<b>Module titel</b>	Service and Technology Projects (Compulsory elective subject)
<b>Identifier</b>	8024269
<b>Version</b>	V1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	summer semester
<b>Valid from</b>	Winter semester 2021
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	The basic goal of the course is to enable students to systematically prepare, conduct, analyse and present ; empirical research projects. The entire spectrum of methods of empirical social research will be used, so that groups of students will be confronted with qualitative and/or quantitative marketing challenges. The research topics of the course will deal with relevant questions from the field of service and technology marketing. These ; topics vary every term and will be presented to the groups at the kick-off meeting.
<b>Learning Objectives/ Learning Outcomes</b>	Get an understanding of empirical research Learn and apply conceptional-empirical methodology self-reliant preparation, conduction and presentation (verbally, written) of empirical studies Preparation for the challenges of writing a bachelor thesis
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	None
<b>References</b>	-
<b>Language</b>	English
<b>Examination Terms</b>	The final grade can be composed as follows: <ul style="list-style-type: none"> <li>• Option A: Colloquium &amp;; presentation (50%, graded) and examination (50%, graded, 60min.)</li> <li>• Option B: Colloquium &amp;; presentation (50%, graded) and paper (50%, graded)</li> <li>• Option C: Paper (50%, graded) and examination (50%, graded, 60min.)</li> <li>• Option D: Examination (100%, graded, 60min.)</li> </ul> All components specified for the respective option need to be passed to pass the module. The exact form of examination (A, B, C or D) will be announced at the start of the course. Unless announced differently, option B applies. Mandatory Attendance; Module with Special Didactic Form in Accordance with §9; Limitation of Participants;
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Universitätsprofessorin Dr. Stefanie Paluch
<b>ECTS Credits</b>	10
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	60
<b>Total hours (h)</b>	300,0

- Core elective section for Business and ...
- Innovation and Markets
- + Service and Technology Projects (8024269)

<b>Contact hours (h)</b>	60,0
<b>Self-study hours (h)</b>	240,0

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Service and Technology Projects (Project) (802426901)	4th semester	no semester recommended	10	4

- Core elective section for Business and ...
- Innovation and Markets
- + Service Marketing (8024270)

<b>Module titel</b>	Service Marketing (Compulsory elective subject)
<b>Identifier</b>	8024270
<b>Version</b>	V1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	winter semester
<b>Valid from</b>	Winter semester 2021
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	The course aims to provide students with a fundamental understanding of service management and service marketing. Specifically, the course will focus on understanding (a) how and why services are different from physical goods, (b) how these differences lead to specific challenges for service firms, (c) how firms can develop effective strategies and instruments for marketing services.
<b>Learning Objectives/ Learning Outcomes</b>	The main goal of this course is to familiarize students with the basics of service marketing and the most important instruments for bringing services to the market. On a limited scale, this course also deals with the ethical and social issues that firms may face when marketing their services. Another goal of the course is to enable students to reflect critically on current research findings and to transfer these findings to real-world challenges. To this end, students will develop their own market research projects in small groups that focus on a specific challenge of service marketing. These research projects will be presented and discussed in class and will also be documented in a final report. Thus, the course also aims to help students improve their methodological skills and their communication abilities.
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	None
<b>References</b>	-
<b>Language</b>	English
<b>Examination Terms</b>	Written Examination (50%) Paper (50%) Limitation of Participants;
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Dr. Stefan Raff
<b>ECTS Credits</b>	10
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	60
<b>Total hours (h)</b>	300,0
<b>Contact hours (h)</b>	60,0
<b>Self-study hours (h)</b>	240,0

- Core elective section for Business and ...
- Innovation and Markets
- + Service Marketing (8024270)

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Service Marketing (Examination) (802427001)	5th semester	no semester recommended	10	-

▲ **Offer node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Service Marketing (Lecture Unit/ Exercise Unit)	5th semester	no semester recommended	-	4

- Core elective section for Business and ...
- Innovation and Markets
- + Strategic Business Model Innovation (8024271)

<b>Module titel</b>	Strategic Business Model Innovation (Compulsory elective subject)
<b>Identifier</b>	8024271
<b>Version</b>	V1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	summer semester
<b>Valid from</b>	Winter semester 2021
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	This lecture will provide students with a comprehensive overview of the basic concepts, theories, and methods in business model innovation and their practical application, especially in the context of digital transformation challenges such as technological discontinuities, business model disruptions, ecosystems, etc.. All frameworks and theories will be discussed based on examples from a variety of industries, ranging from the automotive and high technology context to energy and FMCG products. Case-based discussions in class contribute to the highly practical and interactive nature of this course.
<b>Learning Objectives/ Learning Outcomes</b>	<p>Participants shall</p> <p>Understand the role of technology/industry life cycles and discontinuities</p> <p>Understand development challenges in the context of digital transformation</p> <p>Understand strategies and business models in platform based ecosystems</p> <p>Be able to manage business model challenges as opposed to core product innovation</p> <p>Apply basic and advanced business model innovation processes and techniques</p> <p>Learned a methodology for how to do customer discovery</p> <p>Understand and apply repeatable ideation techniques</p> <p>Learn about sources of inertia to change and resistance to innovation, and shall develop insights into ways to overcome these hurdles and barriers;</p> <p>Be able to connect theories of innovation and models explaining innovation success with actionable knowledge for industry practice; develop the ability to critically reflect common perceptions about business model innovation management and gain their own understanding of the factors making an business model innovation projects successful.</p>
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	None
<b>References</b>	-
<b>Language</b>	English
<b>Examination Terms</b>	<p>The exact examination variant or combination of examination forms 1, 2 or 3 will be announced at the beginning of the semester</p> <p>1) paper (70%) with presentation (30%)</p> <p>2) Presentation (30%) with oral examination (70%)</p> <p>3) Presentation (30%) with written examination (70%)</p> <p>Mandatory Attendance;</p> <p>Module with Special Didactic Form in Accordance with §9;</p> <p>Limitation of Participants;</p>
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Dr. Dirk Lüttgens
<b>ECTS Credits</b>	10

- Core elective section for Business and ...
- Innovation and Markets
- + Strategic Business Model Innovation (8024271)

<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	-
<b>Total hours (h)</b>	300,0
<b>Contact hours (h)</b>	60,0
<b>Self-study hours (h)</b>	240,0

● **Exam node**

<b>Title</b>	<b>Recommended Semester (Study start winter)</b>	<b>Recommended Semester (Study start summer)</b>	<b>ECTS Credits</b>	<b>Contact time (WSH)</b>
Strategic Business Model Innovation (Seminar) (802427101)	4th semester	no semester recommended	10	4



- Core elective section for Business and ...
- Innovation and Markets
- + Simulation Game (8013904)

<b>Module titel</b>	Simulation Game (Compulsory elective subject)
<b>Identifier</b>	8013904
<b>Version</b>	Angelegt über RWTH API als 1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	summer semester
<b>Valid from</b>	Summer semester 2011
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	Im Team wird zunächst ein Businessplan für eine fiktive Unternehmensgründung entwickelt, in dem Finanzierungs-, Marketing- und Managementstrategien für ein eigenes Produkt entworfen und präsentiert werden. Nach einer mit der Spielleitung zu führenden Kapitalverhandlung treffen die verschiedenen unternehmerischen Teams in Abhängigkeit des dynamischen Planspielmarktes unternehmerische Entscheidungen bezüglich der Produktion, des Absatzes, der Personalkapazität und des Finanzierungsbedarfs des eigenen Unternehmens mit dem Ziel, einen möglichst hohen Unternehmenswert zu generieren.
<b>Learning Objectives/ Learning Outcomes</b>	Die Veranstaltung dient dazu, das erforderliche Methodenwissen zur Unternehmensgründung und zur Erstellung von Businessplänen zu vermitteln und die angewandten Methoden kritisch zu hinterfragen. Der Schwerpunkt der Veranstaltungen liegt dabei auf der Vermittlung von quantitativen Inhalten. Die Veranstaltung soll auch die Fähigkeiten der Teilnehmer trainieren, anspruchsvolle Sachverhalte zu kommunizieren und zu präsentieren.
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	Grundkenntnisse in Finanzierung und Investition, Absatz und Beschaffung sowie Rechnungswesen
<b>References</b>	Wittmann, R./Reuter, M./Magerl, R. (2007): Unternehmensstrategie und Businessplan, Heidelberg 2007, S. 11-67. Arnaout, A. (2003): Kostenrechnung und Kostenmanagement in Wachstumsunternehmen, in Achleitner, A.-K./Bassen, A. (Hrsg.): Controlling von jungen Unternehmen, Stuttgart 2003, S. 175-197. Ballwieser, W. (2003): Externes Rechnungswesen in Wachstumsunternehmen, in Achleitner, A.-K./Bassen, A. (Hrsg.): Controlling von jungen Unternehmen, Stuttgart 2003, S. 159-173. Gruber, M./Harhoff, D./Tausend, C. (2003): Finanzielle Entwicklung junger Wachstumsunternehmen, in Achleitner, A.-K./Bassen, A. (Hrsg.): Controlling von jungen Unternehmen, Stuttgart 2003, S. 27-50. Schwall, B. (2001): Die Bewertung junger, innovativer Unternehmen auf Basis des Discounted cash flow, Frankfurt et al. 2001, S. 107ff.
<b>Language</b>	German
<b>Examination Terms</b>	Referat (50%, benotet), Schriftliche Hausarbeit (50%, benotet). Modul mit didaktischer Sonderform gemäß §9. Anwesenheitspflicht. Teilnehmerbeschränkt
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Dr. rer. pol. Claudia Nadler
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	2
<b>Examination duration (min)</b>	0
<b>Total hours (h)</b>	150,0

- Core elective section for Business and ...
- Innovation and Markets
- + Simulation Game (8013904)

<b>Contact hours (h)</b>	30,0
<b>Self-study hours (h)</b>	120,0

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Simulation Game (Seminar) (801390401)	4th semester	no semester recommended	5	0

- Core elective section for Business and ...
- Innovation and Markets
- + Strategic Marketing Challenge (8024272)

<b>Module titel</b>	Strategic Marketing Challenge (Compulsory elective subject)
<b>Identifier</b>	8024272
<b>Version</b>	V1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	irregularly
<b>Valid from</b>	Winter semester 2021
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	<p>Online Simulation: Introduces the basic concepts of marketing. Based on customer needs, students formulate an initial marketing strategy and make brand, price, advertising, and distribution decisions. Customer feedback, competitor data, and profitability reports challenge students to adjust their strategy in a dynamic and highly competitive environment. The Introduction to Marketing simulation allows your students to develop and execute a complete marketing strategy including:</p> <ul style="list-style-type: none"> <li>· ; ; ; ; ; ; Market opportunity analysis</li> <li>· ; ; ; ; ; ; Brand development</li> <li>· ; ; ; ; ; ; Advertising</li> <li>· ; ; ; ; ; ; Pricing</li> <li>· ; ; ; ; ; ; Sales force management</li> <li>· ; ; ; ; ; ; Profitability projections and analysis</li> </ul> <p>Internet Marketing</p>
<b>Learning Objectives/ Learning Outcomes</b>	<p>After successfully completing this course, the student will have acquired the following learning outcomes: The simulation exposes participants to all aspects of modern marketing. It allows students to develop and execute a complete marketing strategy, including brand design, pricing, ad copy design, media placement, distribution, and sales force management. Throughout the exercise, students receive information on customer needs as well as a feedback on customer satisfaction with brands, prices and advertising.</p>
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	None
<b>References</b>	-
<b>Language</b>	English
<b>Examination Terms</b>	<p>The final grade can be composed as follows:</p> <ul style="list-style-type: none"> <li>• Option A: Colloquium &amp; presentation (50%, graded) and examination (50%, graded, 60min.)</li> <li>• Option B: Colloquium &amp; presentation (50%, graded) and paper (50%, graded)</li> <li>• Option C: Paper (50%, graded) and examination (50%, graded, 60min.)</li> <li>• Option D: Examination (100%, graded, 60min.)</li> </ul> <p>All components specified for the respective option need to be passed to pass the module. The exact form of examination (A, B, C or D) will be announced at the start of the course. Unless announced differently, option B applies. Anwesenheitspflicht: Ja; Bachelormodul mit didaktischer Sonderform gem. §9; Teilnehmerbegrenzung;</p>
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Prof. Dr. Thomas Wittkop

- Core elective section for Business and ...
- Innovation and Markets
- + Strategic Marketing Challenge (8024272)

<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	-
<b>Total hours (h)</b>	150,0
<b>Contact hours (h)</b>	60,0
<b>Self-study hours (h)</b>	90,0

● **Exam node**

<b>Title</b>	<b>Recommended Semester (Study start winter)</b>	<b>Recommended Semester (Study start summer)</b>	<b>ECTS Credits</b>	<b>Contact time (WSH)</b>
Strategic Marketing Challenge (Seminar) (802427201)	1st semester	no semester recommended	5	4

<b>Module titel</b>	Energy Economics (Compulsory elective subject)
<b>Identifier</b>	8024903
<b>Version</b>	V1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	winter semester
<b>Valid from</b>	Winter semester 2021
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	<p>Since the end of the 19th century, the energy industry has developed into an increasingly important branch of industry. An adequate supply of energy (e.g. electricity, natural gas, heat, or gasoline) at an acceptable price has become a necessity for survival a sustainable development in modern industrial society. Energy economics is a relatively young scientific discipline. It aims at examining energy supply and demand issues with known and proven methods but under consideration of new aspects and developments. An important role is played by energy transition (Energiewende) policies, market regulation and reform, the coordinating function of prices, infrastructure and path dependencies / lock-ins as well as the very specific features of the energy markets and investment needs (e.g. consumer behavior, technological acceptance and diffusion, fuel poverty, fuel inequality and injustice, citizen energy communities, energy prosumers).</p> <p>Rising energy prices, the threat to energy supply security posed by scarcer or more expensive fossil fuels and the rapidly increasing energy consumption of countries such as China and India make this field of research just as interesting as the consequences of climate change, the (re)regulation requirements due to the liberalization of the energy markets, and the often slow diffusion of energy efficiency and renewable energy technologies. A comparatively good availability of data and a high level of political and social interest in changes in the energy markets also make the field extremely attractive for empirical research. Due to the increasing importance of energy in recent years, social and economic scientists, (economic) engineers, and natural scientists in business and administration need to better understand the fundamental functioning and changes in energy markets and policies and to acquire suitable tools to analyze and assess them in their daily work.</p>
<b>Learning Objectives/ Learning Outcomes</b>	<ul style="list-style-type: none"> <li>• ; ; ; ; ; ; ; ; ; ; Getting to know the basic conditions and mechanisms to which the energy consumers, energy industry and political action is exposed.</li> <li>• ; ; ; ; ; ; ; ; ; ; Acquisition of a basic knowledge of energy economics in terms of theory-based and targeted decisions on energy markets.</li> <li>• ; ; ; ; ; ; ; ; ; ; Acquisition of central insights into the significance and economic analysis of conventional and alternative energy sources and carriers, and their markets.</li> <li>• ; ; ; ; ; ; ; ; ; ; Familiarization with bottom-up and top-down modeling and analysis of energy demand.</li> <li>• ; ; ; ; ; ; ; ; ; ; Understand the most important aspects of the markets for solid, liquid and gaseous conventional and alternative energy sources and carriers, electricity and greenhouse gas emissions, and of renewable energy and storage technologies.</li> <li>• ; ; ; ; ; ; ; ; ; ; Understand the importance of externalities and costs in the energy industry and the possibilities and strategies for cost internalization.</li> <li>• ; ; ; ; ; ; ; ; ; ; Joint analysis of the goals and implications of energy system transformation as a social and economic but also socio-temporal transformation process.</li> </ul>
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	Basic knowledge of economics
<b>References</b>	-
<b>Language</b>	English
<b>Examination Terms</b>	Written Examination (80%)

- Core elective section for Business and ...
- Innovation and Markets
- + Energy Economics (8024903)

	Paper (20%)
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Universitätsprofessor Dr. Reinhold Madlener
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	60
<b>Total hours (h)</b>	150,0
<b>Contact hours (h)</b>	60,0
<b>Self-study hours (h)</b>	90,0

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Energy Economics (Examination) (802490301)	3rd semester	no semester recommended	5	-

▲ **Offer node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Energy Economics (Lecture Unit/ Exercise Unit)	3rd semester	no semester recommended	-	4

- Core elective section for Business and ...
- Innovation and Markets
- + Blockchain and Tokenization in Real Estate and Financial Markets ...

<b>Module titel</b>	Blockchain and Tokenization in Real Estate and Financial Markets [Current Topic] (Compulsory elective subject)
<b>Identifier</b>	8025525
<b>Version</b>	V1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	irregularly
<b>Valid from</b>	Winter semester 2021
<b>Valid until</b>	Winter semester 2021
<b>Module level</b>	Bachelor
<b>Content</b>	This course discuss and analyze the economic and technical basics for tokenization (digital securitization) of assets (e.g. real estate). In addition to the original interest in easier and cheaper trading, aspects such as sustainability, regulation, control of decentralized exchanges, pricing and effects on the financial market are also discussed.
<b>Learning Objectives/ Learning Outcomes</b>	The course focuses on the following skills. (1) The ability to analyze and evaluate current topics in the field of digitization and the capital market. (2) The knowledge of how specific questions from the field of digitization and the capital market can be classified in the context of economic theories. (3) The qualification to work independently and in a structured manner on a problem of your choice using appropriate scientific methods. (4) The ability to precisely present demanding facts and analysis results in group work.
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	None
<b>References</b>	-
<b>Language</b>	English
<b>Examination Terms</b>	Paper (40%) Colloquium(60%) Mandatory Attendance; Limited Number of Participants; Module with Special Didactic Form in Accordance with §8
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Prof. Dr. Bertram Steininger
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	2
<b>Examination duration (min)</b>	-
<b>Total hours (h)</b>	150,0
<b>Contact hours (h)</b>	30,0
<b>Self-study hours (h)</b>	120,0

- Core elective section for Business and ...
- Innovation and Markets
- + Blockchain and Tokenization in Real Estate and Financial Markets ...

● Exam node

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Blockchain and Tokenization in Real Estate and Financial Markets [Current Topic] (Seminar) (802552501)	5th semester	no semester recommended	5	2



- Core elective section for Business and ...
- Innovation and Markets
- + Introduction to energy economics for students of Business and ...

<b>Module titel</b>	Introduction to energy economics for students of Business and Economics (Compulsory elective subject)
<b>Identifier</b>	8025526
<b>Version</b>	V1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	winter semester
<b>Valid from</b>	Winter semester 2021
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	<p>Die Energiewirtschaft bietet mit der Energiewende für Absolventinnen und Absolventen wirtschaftswissenschaftlicher Studiengänge sehr spannende Tätigkeitsfelder. Energiemärkte unterscheiden sich allerdings aufgrund naturwissenschaftlich-technischer Besonderheiten der gehandelten Güter und Dienstleistungen in wesentlichen Punkten von anderen Märkten. Grundlegende wirtschaftswissenschaftliche Konzepte sind wegen dieser Unterschiede somit häufig für die Analyse und Bewertung von Energiemärkten nicht oder nur eingeschränkt anwendbar.</p> <p>Ziel der Veranstaltung „Einführung in die Energiewirtschaft für Studierende der Wirtschaftswissenschaften“ ist es, Bachelorstudierenden für die maßgeblichen Eigenschaften und Besonderheiten verschiedener Energieträger zu sensibilisieren. Hierdurch soll ihnen der Zugang zu weiterführenden Lehrveranstaltungen im Energiebereich (bspw. Energieökonomik, Energiesystemanalyse) erleichtert werden.</p>
<b>Learning Objectives/ Learning Outcomes</b>	<p>Die Studierenden sollen</p> <ul style="list-style-type: none"> <li>- die Terminologie der einschlägigen Fachpublikationen kennen und diese für ihre spätere berufliche Tätigkeit nutzen können,</li> <li>- die Funktionsweise von Energiemärkten sowie typische Eigenschaften der gehandelten Güter und Dienstleistungen kennen,</li> <li>- Herausforderungen, vor denen Energiemärkte aufgrund der Energiewende stehen, einordnen sowie Lösungsansätze für diese diskutieren können.</li> </ul>
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	Keine
<b>References</b>	-
<b>Language</b>	German
<b>Examination Terms</b>	Klausur(100%)
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Univ.-Prof. Aaron Praktijnjo
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	-
<b>Total hours (h)</b>	150,0
<b>Contact hours (h)</b>	60,0

- Core elective section for Business and ...
- Innovation and Markets
- + Introduction to energy economics for students of Business and ...

**Self-study hours (h)** 90,0

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Introduction to energy economics for students of Business and Economics (Exam) (802552601)	5th semester	6th semester	5	-

▲ **Offer node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Introduction to energy economics for students of Business and Economics (Lecture/ Exercise)	no semester recommended	no semester recommended	-	4

<b>Module titel</b>	Service Marketing (Compulsory elective subject)
<b>Identifier</b>	8015039
<b>Version</b>	Angelegt über RWTH API als 1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	winter semester
<b>Valid from</b>	Winter semester 2011
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	Diese Veranstaltung gibt einen Überblick über das Management und Marketing von Dienstleistungen. Im Rahmen der Veranstaltung werden (a) die Besonderheiten von Dienstleistungen im Vergleich zu physischen Produkten erörtert, (b) die daraus resultierenden Herausforderungen für Dienstleistungsunternehmen behandelt und (c) Strategien und Techniken für die erfolgreiche Vermarktung von Dienstleistungen vorgestellt.
<b>Learning Objectives/ Learning Outcomes</b>	Die Veranstaltung dient primär dazu, die Studierenden mit den grundlegenden Entscheidungsproblemen des Dienstleistungsmarketing und den wichtigsten Instrumenten zur Vermarktung von Dienstleistungen vertraut zu machen. In begrenztem Umfang wird auch die soziale und ethische Verantwortung der Unternehmen bei der Vermarktung ihrer Dienstleistungen thematisiert. Ein weiteres zentrales Ziel der Veranstaltung besteht darin, die Studierenden dazu zu befähigen, die theoretischen Grundlagen kritisch zu reflektieren und diese auf reale Problemstellungen im Dienstleistungssektor zu übertragen. Zu diesem Zweck führen die Studierenden in Kleingruppen eigene Marktforschungsprojekte mit Dienstleistungsunternehmen durch und präsentieren die Ergebnisse dieser Projekte im Plenum und im Rahmen einer schriftlichen Hausarbeit. Daher soll die Veranstaltung auch die Fähigkeiten der Studierenden trainieren, anspruchsvolle Sachverhalte zu kommunizieren und zu präsentieren.
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	Absatz und Beschaffung
<b>References</b>	Christopher H. Lovelock und Jochen Wirtz , Services Marketing - People, Technology, Strategie, 7. ed., Global ed. - Boston, Mass. [u.a.] : Pearson, 2011.
<b>Language</b>	German
<b>Examination Terms</b>	Die Endnote kann wie folgt zusammengesetzt werden:• Option A: Erfolgreiche Teilnahme an einer Klausur (50%, benotet, 60min.), und Anfertigung einer schriftlichen Hausarbeit (35%, benotet) und Referat (15%, benotet) während der Veranstaltung. • Option B: Erfolgreiche Teilnahme an einer Klausur (100%, benotet, 60min.). • Option C: Erfolgreiche Teilnahme an einer Klausur (50%, benotet, 60min.), und Anfertigung einer schriftlichen Hausarbeit (50%, benotet). • Option D: Anfertigung einer schriftlichen Hausarbeit (100%, benotet). Die genaue Form der Prüfung (A, B, C oder D) wird zu Beginn der Veranstaltung bekannt gegeben. Sofern nicht anders angegeben, gilt Option A. ;
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Universitätsprofessor Dr. oec. Daniel Wentzel
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	60

- Core elective section for Business and ...
- Innovation and Markets
- + Service Marketing (8015039)

<b>Total hours (h)</b>	150,0
<b>Contact hours (h)</b>	60,0
<b>Self-study hours (h)</b>	90,0

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Service Marketing (Exam) (801503901)	3rd semester	no semester recommended	5	0

▲ **Offer node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Service Marketing (Lecture/Exercise)	3rd semester	no semester recommended	-	4

- Core elective section for Business and ...
- Innovation and Markets
- + Management of Real Estate and Financing (8014006)

<b>Module titel</b>	Management of Real Estate and Financing (Compulsory elective subject)
<b>Identifier</b>	8014006
<b>Version</b>	Angelegt über RWTH API als 1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	summer semester
<b>Valid from</b>	Summer semester 2015
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	In this module basic knowledge on real estate as an economic good, on value-driven real estate management, as well as on valuation methods regarding different real estate types (residential-, commercial- and specialized properties) is imparted. Moreover, the specifics of real estate financing are covered and financing strategies during the entire real estate life cycle are analyzed. In groups, the students apply the acquired knowledge on practical valuation and financing of an actual property. Afterwards, they present and discuss their results in front of the group.
<b>Learning Objectives/ Learning Outcomes</b>	Upon successful completion, students will • be able to better assess the specifics of real estate as the investment type with the highest volume. • be able to name and apply the different methods of evaluation. • be able to know and apply the specifics of real estate financing. • have performed a teamwork and a presentation. • have improved their style in written and in oral form. • have improved their IT skills by application. This module primarily serves to convey the necessary methodological knowledge for evaluating and financing of real estate as well as the ability to critically question the requirements for applying these methods. The module should also train the participants' ability to present challenging issues in written and in oral form.
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	Grundkenntnisse in Investition und Finanzierung.
<b>References</b>	-
<b>Language</b>	German/English
<b>Examination Terms</b>	Schriftliche Hausarbeit (70%, benotet), Kolloquium (30%, benotet).Teilnehmerbeschränkt.
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Dr. rer. pol. Claudia Nadler
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	0
<b>Total hours (h)</b>	150,0
<b>Contact hours (h)</b>	60,0
<b>Self-study hours (h)</b>	90,0

- Core elective section for Business and ...
- Innovation and Markets
- + Management of Real Estate and Financing (8014006)

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Management of Real Estate and Financing (Exam) (801400601)	4th semester	no semester recommended	5	0

▲ **Offer node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Immobilienmanagement und -finanzierung (Vorlesung/Übung)	4th semester	no semester recommended	-	4

<b>Module titel</b>	Civil Law (Compulsory elective subject)
<b>Identifier</b>	8014115
<b>Version</b>	Angelegt über RWTH API als 1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	summer semester
<b>Valid from</b>	Summer semester 2006
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	Es wird das BGB als grundlegendes Gesetz für das gesamte Privatrecht mit den darin kodifizierten Regelungen und Prinzipien vorgestellt, so dass die Studierenden mit den Strukturen unserer Privatrechtsordnung vertraut werden. Die für angehende Wirtschaftswissenschaftler besonders relevanten Inhalte mit wirtschaftsrechtlichem Bezug werden dabei aufgegriffen und vertieft behandelt. Dabei werden typische Konstellationen mit Fallbeispielen aus der Praxis veranschaulicht. Über das Handels- und Gesellschaftsrecht wird ein Überblick gegeben.
<b>Learning Objectives/ Learning Outcomes</b>	Nach erfolgreichem Absolvieren sollen die Studierenden in der Lage sein, die rechtlichen Strukturen hinter wirtschaftlichen Vorgängen zu erkennen und zu analysieren. Sie werden befähigt, Gestaltungen zu wählen, um Streit zu vermeiden oder dafür eine günstigere Ausgangsposition zu haben und für einfach gelagerte Streitige Fälle selbst eine Lösung auf der Grundlage der geltenden Gesetze zu entwickeln. Bei schwierigen Fällen können sie die Notwendigkeit der Hinzuziehung von jeweils kompetenten Fachleuten erkennen, mit ihnen kommunizieren und deren Handeln nachvollziehen.
<b>(Study-Specific) Prerequisites</b>	None
<b>(recommended) Requirements</b>	None
<b>References</b>	Müßig, Wirtschaftsprivatrecht, C.F. Müller, 12. Auflage 2009 Brox/Walker, Allgemeiner Teil des BGB, Carl Heymanns Verlag, 33. Auflage 2009 Looschelders, Schuldrecht Allgemeiner Teil, Carl Heymanns Verlag, 6. Auflage 2008 Hirsch, Besonderes Schuldrecht, Carl Heymanns Verlag, 2007 Prütting, Sachenrecht, C.H. Beck, 33. Auflage 2008 Metzler-Müller, Wie löse ich einen Privatrechtsfall?, Richard Boorberg Verlag, 5. Auflage 2008 ; Eine umfangreiche Literaturliste ist auf folgender Homepage: : <a href="http://www.jura.rwth-aachen.de/buergerlichesrecht/top/lehre.html">http://www.jura.rwth-aachen.de/buergerlichesrecht/top/lehre.html</a> abrufbar
<b>Language</b>	German
<b>Examination Terms</b>	Klausur (100%, benotet)
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Universitätsprofessor Dr. iur. Christian Huber
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	105
<b>Total hours (h)</b>	150,0
<b>Contact hours (h)</b>	60,0

- Core elective section for Business and ...
- General Management
- + Civil Law (8014115)

**Self-study hours (h)** 90,0

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Civil Law (Exam) (801411501)	4th semester	no semester recommended	5	0

▲ **Offer node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Civil Law (Exercise)	4th semester	no semester recommended	-	2
Civil Law (Lecture)	4th semester	no semester recommended	-	2



- Core elective section for Business and ...
- General Management
- + Consolidation of Financial Reports (8013984)

<b>Module titel</b>	Consolidation of Financial Reports (Compulsory elective subject)
<b>Identifier</b>	8013984
<b>Version</b>	Angelegt über RWTH API als 1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	summer semester
<b>Valid from</b>	Summer semester 2009
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	<ul style="list-style-type: none"> <li>• Basics of Group Accounting, • Economic concepts and legal frame, • Preparation of Consolidation, • At equity-consolidation, • Proportional consolidation • Full Consolidation (with prorated and full goodwill) • Consolidation according to IFRS and German GAAP</li> </ul>
<b>Learning Objectives/ Learning Outcomes</b>	Students learn about, (1) The techniques how to consolidate several financial statements by help of different consolidation methods (2) The information content of consolidated financial statements (3) The critical aspects of different consolidation methods. The course allows students to acquire the following competencies: • Knowledge of and ability to apply business methods and theories • Critical thinking in basic business contexts
<b>(Study-Specific) Prerequisites</b>	Erfolgreicher Abschluss von Prüfungen zu Pflichtmodulen im Umfang von mindestens 55 CP gemäß § 5 Abs. 2 PO
<b>(recommended) Requirements</b>	Inhalte der Module 'Buchführung und Internes Rechnungswesen' und 'Externes Rechnungswesen' (kann auch begleitend absolviert werden) des Bachelorstudiengangs BWL an der RWTH.
<b>References</b>	Baetge, J., Kirsch, H.-J., Thiele, S., Konzernbilanzen, 7. Auflage, Düsseldorf (IDW Verlag) 2004
<b>Language</b>	German
<b>Examination Terms</b>	Erfolgreiche Teilnahme an einer Klausur (100%, benotet) bzw. nach gesonderter Ankündigung an einer mündlichen Prüfung (100%, benotet), sowie – unter Umständen – Erbringung von Vortragsleistungen/ Modulbaustein (eine Vortragsleistung gilt als erbracht, wenn ein vorgegebenes Teilthema der Veranstaltung in mindestens befriedigender Weise im Rahmen der Veranstaltung als Vortrag präsentiert wird; bei Erbringung einer Vortragsleistung kann die Note der regulären Prüfung um 0,3 bzw. 0,4 Notenpunkte verbessert werden, allerdings nur dann, wenn die reguläre Prüfung auch ohne diese Verbesserung mit 4,0 oder besser bestanden wurde.)
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Dr. rer. pol. Holger Ketteniß
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	70 (Klausur); 25-30 (mündliche Prüfung)
<b>Total hours (h)</b>	150,0
<b>Contact hours (h)</b>	60,0
<b>Self-study hours (h)</b>	90,0

- Core elective section for Business and ...
- General Management
- + Consolidation of Financial Reports (8013984)

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Consolidation of Financial Reports (Exam) (801398401)	4th semester	no semester recommended	5	0

▲ **Offer node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Consolidation of Financial Reports (Lecture)	4th semester	no semester recommended	-	2
Consolidation of Financial Reports (Exercise)	4th semester	no semester recommended	-	2

- Core elective section for Business and ...
- General Management
- + Simulation Game (8013904)

<b>Module titel</b>	Simulation Game (Compulsory elective subject)
<b>Identifier</b>	8013904
<b>Version</b>	Angelegt über RWTH API als 1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	summer semester
<b>Valid from</b>	Summer semester 2011
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	Im Team wird zunächst ein Businessplan für eine fiktive Unternehmensgründung entwickelt, in dem Finanzierungs-, Marketing- und Managementstrategien für ein eigenes Produkt entworfen und präsentiert werden. Nach einer mit der Spielleitung zu führenden Kapitalverhandlung treffen die verschiedenen unternehmerischen Teams in Abhängigkeit des dynamischen Planspielmarktes unternehmerische Entscheidungen bezüglich der Produktion, des Absatzes, der Personalkapazität und des Finanzierungsbedarfs des eigenen Unternehmens mit dem Ziel, einen möglichst hohen Unternehmenswert zu generieren.
<b>Learning Objectives/ Learning Outcomes</b>	Die Veranstaltung dient dazu, das erforderliche Methodenwissen zur Unternehmensgründung und zur Erstellung von Businessplänen zu vermitteln und die angewandten Methoden kritisch zu hinterfragen. Der Schwerpunkt der Veranstaltungen liegt dabei auf der Vermittlung von quantitativen Inhalten. Die Veranstaltung soll auch die Fähigkeiten der Teilnehmer trainieren, anspruchsvolle Sachverhalte zu kommunizieren und zu präsentieren.
<b>(Study-Specific) Prerequisites</b>	A minimum of 57 CP is required in accordance with § 5 (2)
<b>(recommended) Requirements</b>	Grundkenntnisse in Finanzierung und Investition, Absatz und Beschaffung sowie Rechnungswesen
<b>References</b>	Wittmann, R./Reuter, M./Magerl, R. (2007): Unternehmensstrategie und Businessplan, Heidelberg 2007, S. 11-67. Arnaout, A. (2003): Kostenrechnung und Kostenmanagement in Wachstumsunternehmen, in Achleitner, A.-K./Bassen, A. (Hrsg.): Controlling von jungen Unternehmen, Stuttgart 2003, S. 175-197. Ballwieser, W. (2003): Externes Rechnungswesen in Wachstumsunternehmen, in Achleitner, A.-K./Bassen, A. (Hrsg.): Controlling von jungen Unternehmen, Stuttgart 2003, S. 159-173. Gruber, M./Harhoff, D./Tausend, C. (2003): Finanzielle Entwicklung junger Wachstumsunternehmen, in Achleitner, A.-K./Bassen, A. (Hrsg.): Controlling von jungen Unternehmen, Stuttgart 2003, S. 27-50. Schwall, B. (2001): Die Bewertung junger, innovativer Unternehmen auf Basis des Discounted cash flow, Frankfurt et al. 2001, S. 107ff.
<b>Language</b>	German
<b>Examination Terms</b>	Referat (50%, benotet), Schriftliche Hausarbeit (50%, benotet). Modul mit didaktischer Sonderform gemäß §9. Anwesenheitspflicht. Teilnehmerbeschränkt
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Dr. rer. pol. Claudia Nadler
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	2
<b>Examination duration (min)</b>	0
<b>Total hours (h)</b>	150,0

- Core elective section for Business and ...
- General Management
- + Simulation Game (8013904)

<b>Contact hours (h)</b>	30,0
<b>Self-study hours (h)</b>	120,0

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Simulation Game (Seminar) (801390401)	4th semester	no semester recommended	5	2

- Core elective section for Business and ...
- General Management
- + Cost Management (8013912)

<b>Module titel</b>	Cost Management (Compulsory elective subject)
<b>Identifier</b>	8013912
<b>Version</b>	Angelegt über RWTH API als 1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	summer semester
<b>Valid from</b>	Summer semester 2015
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	Presumably, the following topics will be discussed: • Basics of Cost Management • Planned Cost Calculation • Calculations based on Direct Costs • Activity Based Costing • Extended Cost Unit Accounting (Learning Effects) • Target Costing • Life Cycle Costing • Sales Management • Cash Flow Management • Sustainability Management • Business Modelling
<b>Learning Objectives/ Learning Outcomes</b>	Based on the basics of cost accounting that were taught in the course "Management Accounting and Bookkeeping", students learn about advanced concepts of management accounting which allow an integrated business planning and management control. The discussion of integrated case studies will deepen the understanding of the main course contents. The course allows students to acquire the following competencies: • Knowledge of and ability to apply business methods and theories • Critical thinking in basic business contexts • Communication abilities to present solutions for business problems of limited scope
<b>(Study-Specific) Prerequisites</b>	A minimum of 57 CP is required in accordance with § 5 (2) from the mandatory modules.
<b>(recommended) Requirements</b>	Die Veranstaltung baut inhaltlich auf der Vorlesung " Buchführung und internes Rechnungswesen " auf.
<b>References</b>	-
<b>Language</b>	German
<b>Examination Terms</b>	Die Prüfungsleistung besteht entweder ... (A) aus einem Kolloquium (50%, benotet) und der erfolgreichen Teilnahme an einer Klausur (50%, benotet); oder (B) in der erfolgreichen Teilnahme an einer Klausur (100%, benotet) Die endgültige Form der zu erbringenden Prüfungsleistung (A oder B) wird zu Beginn der zweiten Lehrveranstaltung per Aushang bekanntgegeben. Modulbaustein: Zudem besteht – unter Umständen (Bekanntgabe spätestens in der zweiten Lehrveranstaltung) – die Möglichkeit zur Erbringung von Vortragsleistungen, die auf die Prüfungsleistung (A oder B) wie folgt angerechnet werden können: Eine Vortragsleistung gilt als erbracht, wenn ein vorgegebenes Teilthema der Veranstaltung in mindestens befriedigender Weise im Rahmen der Veranstaltung als Vortrag präsentiert wird; bei Erbringung einer Vortragsleistung kann die Note der regulären Prüfungsleistung (A oder B) um 0,3 bzw. 0,4 Notenpunkte verbessert werden, allerdings nur dann, wenn die reguläre Prüfungsleistung (A oder B) auch ohne diese Verbesserung mit 4,0 oder besser bestanden wurde.
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Dr. rer. pol. Holger Ketteniß / Universitätsprofessor Dr. rer. pol. Peter Letmathe
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	0
<b>Total hours (h)</b>	150,0

- Core elective section for Business and ...
- General Management
- + Cost Management (8013912)

<b>Contact hours (h)</b>	60,0
<b>Self-study hours (h)</b>	90,0

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Cost Management (Exam) (801391201)	4th semester	no semester recommended	5	0

▲ **Offer node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Cost Management (Exercise)	4th semester	no semester recommended	-	2
Cost Management (Lecture)	4th semester	no semester recommended	-	2

<b>Module titel</b>	International Marketing (Compulsory elective subject)
<b>Identifier</b>	8014003
<b>Version</b>	Angelegt über RWTH API als 1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	winter semester
<b>Valid from</b>	Winter semester 2015
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	This course on International Marketing is based on a combination of lectures and discussions, Harvard cases, videos, outside speakers, and country snapshots. It integrates and addresses the significant impact of cultural, economic, and political, infrastructure in international marketing management. Students will explore marketing issues and marketing implications in a cross-cultural perspective. Students will learn the scope and challenge of international marketing, the dynamic environment of international trade, the culture, political, legal, and business systems of global markets, the global market opportunities and finally, the ways to develop global marketing strategies. This course is designed to provide students with the latest understanding of global issues, disciplines, competitions and the necessary skills in making strategic decisions based on an international perspective.
<b>Learning Objectives/ Learning Outcomes</b>	This course will balance academic rigor and theoretical framework with the practical application that will require the use of provided global marketing tools and business practices, with the emphasis on the implementation of international marketing strategy, plans and programs. Students will also learn to develop a formal analytic framework of decision-making based on recent developments in the field of International Marketing through the group project and case studies. Course Objectives: (1) To acquire the basic knowledge, concepts, tools, and international terminology necessary to understand international problems and issues (2) To develop managerial reading skills with a goal of acquiring the ability to understand and synthesize readings and business cases presented in a class
<b>(Study-Specific) Prerequisites</b>	A minimum of 57 CP is required in accordance with § 5 (2) from the mandatory modules.
<b>(recommended) Requirements</b>	Absatz und Beschaffung.solid English.
<b>References</b>	-
<b>Language</b>	English
<b>Examination Terms</b>	The final grade can be composed as follows:• Option A: Colloquium & presentation (50%, graded) and examination (50%, graded, 60min.)• Option B: Colloquium & presentation (50%, graded) and paper (50%, graded)• Option C: Paper (50%, graded) and examination (50%, graded, 60min.)• Option D: Examination (100%, graded, 60min.)The exact form of examination (A, B, C or D) will be announced at the start of the course.
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Universitätsprofessorin Dr. rer. pol. Stefanie Paluch
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	0
<b>Total hours (h)</b>	150,0

- Core elective section for Business and ...
- General Management
- + International Marketing (8014003)

<b>Contact hours (h)</b>	60,0
<b>Self-study hours (h)</b>	90,0

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
International Marketing (Seminar) (801400301)	3rd semester	no semester recommended	5	4



- Core elective section for Business and ...
- General Management
- + Taxation and Corporate Decision Making (6 CP) (8015038)

<b>Module titel</b>	Taxation and Corporate Decision Making (6 CP) (Compulsory elective subject)
<b>Identifier</b>	8015038
<b>Version</b>	Angelegt über RWTH API als 1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	summer semester
<b>Valid from</b>	Winter semester 2016
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	Especially in medium-sized enterprises economic decisions are heavily influenced tax . For this reason, have both the decision-makers themselves as well as consultants of such companies knowledge . The aim of the event is to work out the tax implications for important business decisions based on practical case studies . It covers the issues of choice of legal form , the location , the accounting policies and the design of the power relations between shareholders and society . For the individual decision situations recommendations for typical conditions are worked out.
<b>Learning Objectives/ Learning Outcomes</b>	The course allows students to acquire the following competencies: • Knowledge of and ability to apply business methods and theories • Critical thinking in basic business contexts • Communication abilities to present solutions for business problems of limited scope • Quantitative orientation
<b>(Study-Specific) Prerequisites</b>	A minimum of 57 CP is required in accordance with § 5 (2) from the mandatory modules.
<b>(recommended) Requirements</b>	Allgemeine betriebswirtschaftliche Grundkenntnisse; Inhalte der Pflichtmodule der ersten Studienjahre des B.Sc. in Betriebswirtschaftslehre der RWTH Aachen (insbesondere „Buchführung und Internes Rechnungswesen“)
<b>References</b>	Kußmaul, Betriebswirtschaftliche Steuerlehre, 3. Auflage Schneeloch, Betriebswirtschaftliche Steuerlehre - Band 2: Betriebliche Steuerpolitik, 3. Auflage Haberstock/ Breithecker, Einführung in die Betriebswirtschaftliche Steuerlehre, 15. Auflage Kessler/ Schiffers/ Teufel, Rechtsformwahl, Rechtsoptimierung, 1. Aufl. Jacobs Unternehmensbesteuerung, 5. Auflage
<b>Language</b>	German
<b>Examination Terms</b>	Klausur (100%, benotet) oder Mündliche Prüfung (100%, benotet), sowie – unter Umständen – Erbringung von Zusatzleistungen. Eine Zusatzleistung gilt als erbracht, wenn ein in der Veranstaltung vorgegebener Praxisfall in mindestens befriedigender Weise im Rahmen der Veranstaltung als Vortrag gehalten oder als schriftliches Referat eingereicht wird. Bei Erbringung einer Zusatzleistung kann die Note der regulären Prüfung um 0,3 bzw. 0,4 Notenpunkte verbessert werden, allerdings nur dann, wenn die reguläre Prüfung auch ohne diese Verbesserung mit 4,0 oder besser bestanden wird.
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Honorarprofessor Dr. rer. pol. Joachim Schiffers
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	3
<b>Examination duration (min)</b>	60 (Klausur), 15-20 (mündliche Prüfung)
<b>Total hours (h)</b>	150,0
<b>Contact hours (h)</b>	45,0

- Core elective section for Business and ...
- General Management
- + Taxation and Corporate Decision Making (6 CP) (8015038)

**Self-study hours (h)** 105,0

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Taxation and Corporate Decision Making (Exam) (801503801)	4th semester	no semester recommended	5	0

▲ **Offer node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Taxation and Corporate Decision Making (Course)	4th semester	no semester recommended	-	3

- Core elective section for Business and ...
- General Management
- + Corporate Culture and Social Responsibility (8013903)

<b>Module titel</b>	Corporate Culture and Social Responsibility (Compulsory elective subject)
<b>Identifier</b>	8013903
<b>Version</b>	V2
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	summer semester
<b>Valid from</b>	Summer semester 2019
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	This course will address the role of corporate culture for the company's performance. Organizational culture will be analyzed from an economic perspective. The challenge of measuring culture will be outlined. In addition to different topics of business ethics the focus will be on "Corporate Social Responsibility" which has increasingly gained importance in recent years. For example, the following questions will be discussed: Why do companies take over social responsibility? How do they do it? Does it improve a company's performance?
<b>Learning Objectives/ Learning Outcomes</b>	Students should ... ... gain a fundamental understanding of the role of organizational culture for a company's performance. ... know the alternatives of measuring culture and the difficulties of such procedures. ... understand an organization's challenges to cope with ethical problems and to deal with "Corporate Social Responsibility". ... be able to critically evaluate approaches to "Corporate Social Responsibility". ... be able to apply the analytical skills to new strategic situations within organizations.
<b>(Study-Specific) Prerequisites</b>	A Minimum of 57 CP is required in Accordance with §5 (2) from the mandatory modules.
<b>(recommended) Requirements</b>	;A basic knowledge in microeconomics is recommended.
<b>References</b>	Schein, E. H. (2004): Organizational Culture and Leadership. John Wiley & Son. San Francisco. Lawrence, A. T. & J. Weber (2011): Business and Society. Stakeholders, Ethics, Public Policy. McGrawHill, New York. Blowfield, M. & A. Murray (2008): Corporate Responsibility - a critical introduction. Oxford University Press
<b>Language</b>	English
<b>Examination Terms</b>	Examination (100%, graded) or oral examination (100% graded). The applied form of examination will be announced at the beginning of the course. Module Component: There is an opportunity to improve the exam grade by fulfilling an additional voluntary task (Give a presentation or elaborate a short essay). Provided that the exam is graded with 4.0 or better, the exam grade can be improved by at most one grade level (e.g. from 3.7 to 3.3).
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Univ.-Prof. Dr.rer.pol. Christine Harbring
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	15-30 min (oral); 60 min (written)
<b>Total hours (h)</b>	150,0

- Core elective section for Business and ...
- General Management
- + Corporate Culture and Social Responsibility (8013903)

<b>Contact hours (h)</b>	60,0
<b>Self-study hours (h)</b>	90,0

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Corporate Culture and Social Responsibility (Examination) (801390301 2)	4th semester	no semester recommended	5	0

▲ **Offer node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Corporate Culture and Social Responsibility (Lecture Unit) (2)	4th semester	no semester recommended	-	2
Corporate Culture and Social Responsibility (Exercise Unit) (2)	4th semester	no semester recommended	-	2

- Core elective section for Business and ...
- General Management
- + International Business Strategy (8023240)

<b>Module titel</b>	International Business Strategy (Compulsory elective subject)
<b>Identifier</b>	8023240
<b>Version</b>	V1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	winter semester
<b>Valid from</b>	Winter semester 2020
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	This course introduces into the international business environment in which firms operate and deals with strategies for multinational firms. The course begins with a survey of the world economy and its development over time. It then analyses the economic consequences of international trade, multinational firms, and financial market integration. Building on these economic foundations, the course then has a closer look at the international firm and its strategic options. We will also discuss the implications of internationalization for firms and society. The course will involve chapters on: The International Business Environment1. Trends and Developments in the Global Economy2. Comparative Advantage and International Trade3. Intra- and Intersectoral Trade4. Multinational Corporations5. Exchange Rates and International Financial Markets6. Trade PolicyThe International Firm7. International Business Strategies8. Organization of the International Firm9. Foreign Market Entry10. International Business in the Digital Economy11. Global Corporations, Governments, and Society(Tentative Course Outline)
<b>Learning Objectives/ Learning Outcomes</b>	Upon successful completion of this course, students will be able to:• Discuss the implications of globalization for firms, industries and countries• Explain basic concepts of international economic theories• Work with various sources of economic information• Formulate strategies for a range of international business scenarios• Critically reflect on the role of global corporations
<b>(Study-Specific) Prerequisites</b>	Formal: Minimum of 57 CP is required in accordance with §5 (2) from the mandatory Modules The Module "The Global Economy: Trade and Investment" (8013917) may not be completed successfully.
<b>(recommended) Requirements</b>	Microeconomics I or similar.
<b>References</b>	• Cavusgill, S.T., G. Knight and J. Riesenberger (2017). International Business: The New Realities, Pearson, 4th ed. • Feenstra, R.C. and A.M. Taylor (2019). International Economics, Worth Publishers, 4th ed. • Krugman, P., M. Obstfeld and M. Melitz (2017). International Economics: Theory and Policy, Pearson, 11th ed. • Lasserre, P. (2018). Global Strategic Management, Palgrave, 4th ed.
<b>Language</b>	English
<b>Examination Terms</b>	Examination (75%, graded, 60min.), Presentation (25%, graded)
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Univ.-Prof. Dr.sc.pol. Oliver Lorz
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	60
<b>Total hours (h)</b>	150,0
<b>Contact hours (h)</b>	60,0

- Core elective section for Business and ...
- General Management
- + International Business Strategy (8023240)

**Self-study hours (h)** 90,0

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Examination to International Business Strategy (802324002)	3rd semester	no semester recommended	5	-

▲ **Offer node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Lecture Unit to International Business Strategy	3rd semester	no semester recommended	-	2
Exercise Unit to International Business Strategy	3rd semester	no semester recommended	-	2

- Core elective section for Business and ...
- General Management
- + Doing Field Research on Information Infrastructures (8024261)

<b>Module titel</b>	Doing Field Research on Information Infrastructures (Compulsory elective subject)
<b>Identifier</b>	8024261
<b>Version</b>	V1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	summer semester
<b>Valid from</b>	Winter semester 2021
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	The course will thematize information infrastructures in various industries and countries. For each semester, there will be a separate announcement regarding the chosen industry and country in which information infrastructures will be studied.
<b>Learning Objectives/ Learning Outcomes</b>	Participants will learn to appreciate the specific research challenges associated with studying information infrastructure and to address these challenges effectively.
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	None
<b>References</b>	-
<b>Language</b>	English
<b>Examination Terms</b>	Paper (70%) Presentation (30%) Mandatory Attendance; Module with Special Didactic Form in Accordance with § 9; Limitation of Participants;
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Universitätsprofessor Dr. Kai Reimers
<b>ECTS Credits</b>	10
<b>Contact time (WSH)</b>	10
<b>Examination duration (min)</b>	-
<b>Total hours (h)</b>	300,0
<b>Contact hours (h)</b>	150,0
<b>Self-study hours (h)</b>	150,0

- Core elective section for Business and ...
- General Management
- + Doing Field Research on Information Infrastructures (8024261)

● Exam node

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Doing Field Research on Information Infrastructures (Project) (802426101)	4th semester	no semester recommended	10	10



<b>Module titel</b>	Financial Management (Compulsory elective subject)
<b>Identifier</b>	8024262
<b>Version</b>	V1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	winter semester
<b>Valid from</b>	Winter semester 2021
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	<ul style="list-style-type: none"> <li>• Introduction ; ;to Corporate Finance</li> <li>• The transformation function of corporate finance</li> <li>• The no-arbitrage condition and the irrelevancy theorem</li> <li>• Optimal leverage ratios with taxes and bankruptcy costs</li> <li>• The signaling function of corporate financing decisions</li> <li>• Agency problems of external equity financing</li> <li>• Agency problems of debt financing</li> <li>• Case study in Corporate Finance</li> <li>• Net present value maximization</li> <li>• Markowitz Portfolio Theory</li> <li>• Corporate Valuation and the Capital Asset Pricing Model (CAPM)</li> <li>• Case study in Corporate Valuation</li> </ul>
<b>Learning Objectives/ Learning Outcomes</b>	<p>This course aims at developing the following skills in students in an interactive class-room environment: (1) The ability to identify and classify the basic forms of financing activities. (2) The capacity to systematically describe the objectives of financing activities (including ethical aspects) in terms of an overview of the functions of corporate finance identified in the literature so far. (3) The qualification to derive (and to critically question) in a qualitative as well as a quantitative way practically relevant and context-dependent recommendations for the application of different financial instruments for decisions under risk. (4) The competence to apply (and critically question) state of the art methods of firm valuation.</p> <p>The course approaches the first three learning goals based on the functions of financing activities and in doing so it aims at teaching basic methods and theories in finance. The fourth goal is mainly addressed by way of introducing the Fisher Model and the Capital Asset Pricing Model as the most important theoretical descriptions for a perfect capital market in equilibrium. As an overarching goal, students get acquainted with problem-solving mechanisms as well as thinking in quantitative terms under perfect and imperfect capital market conditions.</p>
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	None ;
<b>References</b>	<p>Berk, J.B &amp;; DeMarzo, P.M. (2020). Corporate finance, 5th ed, Harlow: Pearson Education Limited.</p> <p>Brealey, R. A., Myers, S. C. &amp;; Allen, F. (2020). Principles of corporate finance, 13th ed., New York: McGraw-Hill Education.</p> <p>Breuer, W. (2001). Investition II, 2nd edition, Wiesbaden: Gabler.</p> <p>Breuer, W. (2012). Investition I. 4th edition, Wiesbaden: Gabler.</p> <p>Breuer, W. (2013). Finanzierung, 3rd edition, Wiesbaden: Gabler.</p> <p>Copeland, T. E., Weston, F. J. &amp;; Shastri, K. (2014). Financial theory and corporate policy, 4th ed., Harlow: Pearson Education Limited.</p>
<b>Language</b>	English
<b>Examination Terms</b>	Written Examination (100%)
<b>Miscellaneous</b>	-

- Core elective section for Business and ...
- General Management
- + Financial Management (8024262)

<b>Module coordinator</b>	Universitätsprofessor ;Dr. rer. pol. Wolfgang Breuer
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	70
<b>Total hours (h)</b>	150,0
<b>Contact hours (h)</b>	60,0
<b>Self-study hours (h)</b>	90,0

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Financial Management (Examination) (802426201)	3rd semester	no semester recommended	5	-

▲ **Offer node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Financial Management (Lecture Unit)	3rd semester	no semester recommended	-	2
Financial Management (Exercise Unit)	3rd semester	no semester recommended	-	2

<b>Module titel</b>	Human Resource Management (Compulsory elective subject)
<b>Identifier</b>	8024264
<b>Version</b>	V1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	irregularly
<b>Valid from</b>	Winter semester 2021
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	The course introduces the main fields of Human Resources. Among others these include personnel planning, recruitment, retention and turnover, training, performance evaluation, and compensation and benefits.
<b>Learning Objectives/ Learning Outcomes</b>	The students get an overview about core aspects of Human Resource Management. They receive the ability to apply core concepts of personnel economics and personnel psychology to HR issues. Students should be able to analyze fundamental HR problems and be aware of possibilities and limitations of concepts.
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	None (knowledge in Statistics, Microeconomics and Decision Theory desirable)
<b>References</b>	-
<b>Language</b>	English
<b>Examination Terms</b>	Written Examination (100%)
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Universitätsprofessor Dr. Christian Grund
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	60
<b>Total hours (h)</b>	150,0
<b>Contact hours (h)</b>	60,0
<b>Self-study hours (h)</b>	90,0

- Core elective section for Business and ...
- General Management
- + Human Resource Management (8024264)

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Human Resource Management (Examination) (802426401)	3rd semester	no semester recommended	5	-

▲ **Offer node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Human Resource Management (Lecture Unit)	3rd semester	no semester recommended	-	2
Human Resource Management (Exercise Unit)	3rd semester	no semester recommended	-	2

<b>Module titel</b>	Innovation and Strategy Projects (Compulsory elective subject)
<b>Identifier</b>	8024265
<b>Version</b>	V1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	summer semester
<b>Valid from</b>	Winter semester 2021
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	In this course participants work under supervision on applied research projects related to strategic management and/or innovation management. The projects usually have an empirical character and include the collection and/or analysis of qualitative and/or quantitative data.
<b>Learning Objectives/ Learning Outcomes</b>	After participating in this course, students should be able to (1) work on applied research projects as independently as possible. (2) collect and/or analyse data themselves. (3) derive meaningful action implications from the results of the analysis.
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	None
<b>References</b>	-
<b>Language</b>	English
<b>Examination Terms</b>	Paper(70%) Colloquium(30%) Mandatory Attendance; Module with Special Didactic Form in Accordance with § 9; Limitation of Participants;
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Universitätsprofessor Dr. D. Antons, Universitätsprofessor Dr. Thorsten-Oliver Salge, PhD
<b>ECTS Credits</b>	10
<b>Contact time (WSH)</b>	5
<b>Examination duration (min)</b>	-
<b>Total hours (h)</b>	300,0
<b>Contact hours (h)</b>	75,0
<b>Self-study hours (h)</b>	225,0

- Core elective section for Business and ...
- General Management
- + Innovation and Strategy Projects (8024265)

● Exam node

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Innovation and Strategy Projects (Project) (802426501)	4th semester	no semester recommended	10	5

- Core elective section for Business and ...
- General Management
- + Integrated Marketing Communication (8024266)

<b>Module titel</b>	Integrated Marketing Communication (Compulsory elective subject)
<b>Identifier</b>	8024266
<b>Version</b>	V1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	winter/summer semester
<b>Valid from</b>	Winter semester 2021
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	<p>This course on IMC is based on a combination of lectures and discussions, Harvard cases, videos, outside speakers, and snapshots.</p> <p>The focus of this course is to provide an overview over the most common instruments in Marketing Communications so that the students will be able to make use of those methods in practical situations.</p> <p>Main topics are:</p> <ul style="list-style-type: none"> <li>• Introduction to Marketing Communication (Current Challenges in Marketing, Definition of (integrated) Marketing Communication)</li> <li>• “Classical” Instruments in Marketing Communication (Advertising and Public Relations)</li> <li>• Contemporary Instruments of Marketing Communication (Online Marketing Communication, Direct Marketing)</li> </ul>
<b>Learning Objectives/ Learning Outcomes</b>	<p>The students will be able to explain the idea of marketing communications, particularly integrated marketing communications. Furthermore, they will understand classical and contemporary instruments of marketing communication and the chances and restrictions of their application. Course Objectives:</p> <ul style="list-style-type: none"> <li>• To acquire the basic knowledge, concepts, tools, and terminology necessary to understand integrated marketing problems and issues</li> <li>• To develop managerial reading skills with a goal of acquiring the ability to understand and synthesize readings and business cases presented in a class</li> </ul>
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	None
<b>References</b>	-
<b>Language</b>	English
<b>Examination Terms</b>	<p>The final grade can be composed as follows:</p> <ul style="list-style-type: none"> <li>• Option A: Colloquium &amp; presentation (50%, graded) and examination (50%, graded, 60min.)</li> <li>• Option B: Colloquium &amp; presentation (50%, graded) and paper (50%, graded)</li> <li>• Option C: Paper (50%, graded) and examination (50%, graded, 60min.)</li> <li>• Option D: Examination (100%, graded, 60min.)</li> </ul> <p>All components specified for the respective option need to be passed to pass the module. The exact form of examination (A, B, C or D) will be announced at the start of the course.</p>
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Prof. Dr. Thomas Wittkop
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	60

- Core elective section for Business and ...
- General Management
- + Integrated Marketing Communication (8024266)

<b>Total hours (h)</b>	150,0
<b>Contact hours (h)</b>	60,0
<b>Self-study hours (h)</b>	90,0

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Integrated Marketing Communication (Examination) (802426601)	2nd semester	no semester recommended	5	-

▲ **Offer node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Integrated Marketing Communication (Lecture Unit / Exercise Unit)	2nd semester	no semester recommended	-	4



- Core elective section for Business and ...
- General Management
- + International Trade and Economic Law (8024267)

<b>Module titel</b>	International Trade and Economic Law (Compulsory elective subject)
<b>Identifier</b>	8024267
<b>Version</b>	V1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	winter/summer semester
<b>Valid from</b>	Winter semester 2021
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	<p>Contents of the course:</p> <p>;</p> <p>With the rapid advance of globalization and the integration of markets, the importance of international economic relations continues to increase, both for states and for private companies. International trade and business law forms the framework for these relations. This area of law will – in its main features – be the subject of the course.</p> <p>;</p> <p>In a first part, aspects of public international and European Law are to be illuminated and discussed. The focus of these considerations will be the system of the World Trade Organization (WTO): its tasks, powers and structures as well as the essential contents of the GATT, GATS and TRIPS agreements on which it is based.</p> <p>;</p> <p>The following part of the course is to deal primarily with the European Customs Union and the law of the EU internal market, which have a significant impact on trade and economy within the European Union. In addition to the four fundamental freedoms of the TFEU and the relevant case law of the European Court of Justice, the methods for creating the internal market, in particular legal standardization, legal approximation and legal recognition, will also be subject of the course.</p> <p>;</p> <p>To illustrate the interrelationships, current political issues such as the US government's punitive tariffs against China or Brexit and its consequences will be addressed and discussed.</p>
<b>Learning Objectives/ Learning Outcomes</b>	<p>The seminar aims at all students who want to work professionally in European and international economic contexts. They should be given the essential overview of the legal framework of European and international economic life. The main features of international trade and business law, in particular the system of the World Trade Organization (WTO) as well as the law of the EU internal market and the European customs union, are addressed and discussed. In addition, the seminar intends to provide an overview of the private law framework of international economic relations, such as the UN Sales Convention (CISG) and European private law. Current political issues such as the US government's punitive tariffs or Brexit are taken up and discussed. Previous legal knowledge, particularly in private law, is not absolutely necessary.</p>
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	None
<b>References</b>	-
<b>Language</b>	English
<b>Examination Terms</b>	<p>Presentation (100%)</p> <p>Mandatory Attendance;</p> <p>Module with Special Didactic Form in Accordance with §9;</p> <p>Limitation of Participants;</p>
<b>Miscellaneous</b>	-

- Core elective section for Business and ...
- General Management
- + International Trade and Economic Law (8024267)

<b>Module coordinator</b>	-
<b>ECTS Credits</b>	10
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	-
<b>Total hours (h)</b>	300,0
<b>Contact hours (h)</b>	60,0
<b>Self-study hours (h)</b>	240,0

● **Exam node**

<b>Title</b>	<b>Recommended Semester (Study start winter)</b>	<b>Recommended Semester (Study start summer)</b>	<b>ECTS Credits</b>	<b>Contact time (WSH)</b>
International Trade and Economic Law (Seminar) (802426701)	4th semester	no semester recommended	10	4

<b>Module titel</b>	Managerial Economics (Compulsory elective subject)
<b>Identifier</b>	8024268
<b>Version</b>	V1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	winter semester
<b>Valid from</b>	Winter semester 2021
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	The course provides microeconomic insights that are relevant to managerial decision making. It covers topics such as competitive and cooperative behaviour, market structure, market power and profitability, differentiation and pricing strategies, transfer pricing and strategic acquisitions.
<b>Learning Objectives/ Learning Outcomes</b>	1. ; ; Knowledge of and ability to apply microeconomic concepts and models to analyse market structure and derive implications for managerial decision making. ; ; 2. Identification of strategic problems that firms face in a competitive environment and evaluation of possible solutions by using formal microeconomic models. 3. Recognition of basic ethical dilemmas that arise in a competitive context.
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	VWL: Märkte und strategisches Entscheiden
<b>References</b>	-
<b>Language</b>	English
<b>Examination Terms</b>	Written Examination (100%)
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Universitätsprofessor Dr. Thomas Kittsteiner/Michael Thomas
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	60
<b>Total hours (h)</b>	150,0
<b>Contact hours (h)</b>	60,0
<b>Self-study hours (h)</b>	90,0

- Core elective section for Business and ...
- General Management
- + Managerial Economics (8024268)

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Managerial Economics (Examination) (802426801)	5th semester	no semester recommended	5	-

▲ **Offer node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Managerial Economics (Lecture Unit)	5th semester	no semester recommended	-	2
Managerial Economics (Exercise Unit)	5th semester	no semester recommended	-	2

- Core elective section for Business and ...
- General Management
- + Service and Technology Projects (8024269)

<b>Module titel</b>	Service and Technology Projects (Compulsory elective subject)
<b>Identifier</b>	8024269
<b>Version</b>	V1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	summer semester
<b>Valid from</b>	Winter semester 2021
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	The basic goal of the course is to enable students to systematically prepare, conduct, analyse and present ; empirical research projects. The entire spectrum of methods of empirical social research will be used, so that groups of students will be confronted with qualitative and/or quantitative marketing challenges. The research topics of the course will deal with relevant questions from the field of service and technology marketing. These ; topics vary every term and will be presented to the groups at the kick-off meeting.
<b>Learning Objectives/ Learning Outcomes</b>	Get an understanding of empirical research Learn and apply conceptional-empirical methodology self-reliant preparation, conduction and presentation (verbally, written) of empirical studies Preparation for the challenges of writing a bachelor thesis
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	None
<b>References</b>	-
<b>Language</b>	English
<b>Examination Terms</b>	The final grade can be composed as follows: <ul style="list-style-type: none"> <li>• Option A: Colloquium &amp;; presentation (50%, graded) and examination (50%, graded, 60min.)</li> <li>• Option B: Colloquium &amp;; presentation (50%, graded) and paper (50%, graded)</li> <li>• Option C: Paper (50%, graded) and examination (50%, graded, 60min.)</li> <li>• Option D: Examination (100%, graded, 60min.)</li> </ul> All components specified for the respective option need to be passed to pass the module. The exact form of examination (A, B, C or D) will be announced at the start of the course. Unless announced differently, option B applies. Mandatory Attendance; Module with Special Didactic Form in Accordance with §9; Limitation of Participants;
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Universitätsprofessorin Dr. Stefanie Paluch
<b>ECTS Credits</b>	10
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	60
<b>Total hours (h)</b>	300,0

- Core elective section for Business and ...
- General Management
- + Service and Technology Projects (8024269)

<b>Contact hours (h)</b>	60,0
<b>Self-study hours (h)</b>	240,0

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Service and Technology Projects (Project) (802426901)	4th semester	no semester recommended	10	4

<b>Module titel</b>	Service Marketing (Compulsory elective subject)
<b>Identifier</b>	8024270
<b>Version</b>	V1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	winter semester
<b>Valid from</b>	Winter semester 2021
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	The course aims to provide students with a fundamental understanding of service management and service marketing. Specifically, the course will focus on understanding (a) how and why services are different from physical goods, (b) how these differences lead to specific challenges for service firms, (c) how firms can develop effective strategies and instruments for marketing services.
<b>Learning Objectives/ Learning Outcomes</b>	The main goal of this course is to familiarize students with the basics of service marketing and the most important instruments for bringing services to the market. On a limited scale, this course also deals with the ethical and social issues that firms may face when marketing their services. Another goal of the course is to enable students to reflect critically on current research findings and to transfer these findings to real-world challenges. To this end, students will develop their own market research projects in small groups that focus on a specific challenge of service marketing. These research projects will be presented and discussed in class and will also be documented in a final report. Thus, the course also aims to help students improve their methodological skills and their communication abilities.
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	None
<b>References</b>	-
<b>Language</b>	English
<b>Examination Terms</b>	Written Examination (50%) Paper (50%) Limitation of Participants;
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Dr. Stefan Raff
<b>ECTS Credits</b>	10
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	60
<b>Total hours (h)</b>	300,0
<b>Contact hours (h)</b>	60,0
<b>Self-study hours (h)</b>	240,0

- Core elective section for Business and ...
- General Management
- + Service Marketing (8024270)

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Service Marketing (Examination) (802427001)	5th semester	no semester recommended	10	-

▲ **Offer node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Service Marketing (Lecture Unit/ Exercise Unit)	5th semester	no semester recommended	-	4



- Core elective section for Business and ...
- General Management
- + Strategic Business Model Innovation (8024271)

<b>Module titel</b>	Strategic Business Model Innovation (Compulsory elective subject)
<b>Identifier</b>	8024271
<b>Version</b>	V1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	summer semester
<b>Valid from</b>	Winter semester 2021
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	This lecture will provide students with a comprehensive overview of the basic concepts, theories, and methods in business model innovation and their practical application, especially in the context of digital transformation challenges such as technological discontinuities, business model disruptions, ecosystems, etc.. All frameworks and theories will be discussed based on examples from a variety of industries, ranging from the automotive and high technology context to energy and FMCG products. Case-based discussions in class contribute to the highly practical and interactive nature of this course.
<b>Learning Objectives/ Learning Outcomes</b>	<p>Participants shall</p> <p>Understand the role of technology/industry life cycles and discontinuities</p> <p>Understand development challenges in the context of digital transformation</p> <p>Understand strategies and business models in platform based ecosystems</p> <p>Be able to manage business model challenges as opposed to core product innovation</p> <p>Apply basic and advanced business model innovation processes and techniques</p> <p>Learned a methodology for how to do customer discovery</p> <p>Understand and apply repeatable ideation techniques</p> <p>Learn about sources of inertia to change and resistance to innovation, and shall develop insights into ways to overcome these hurdles and barriers;</p> <p>Be able to connect theories of innovation and models explaining innovation success with actionable knowledge for industry practice; develop the ability to critically reflect common perceptions about business model innovation management and gain their own understanding of the factors making an business model innovation projects successful.</p>
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	None
<b>References</b>	-
<b>Language</b>	English
<b>Examination Terms</b>	<p>The exact examination variant or combination of examination forms 1, 2 or 3 will be announced at the beginning of the semester</p> <p>1) paper (70%) with presentation (30%)</p> <p>2) Presentation (30%) with oral examination (70%)</p> <p>3) Presentation (30%) with written examination (70%)</p> <p>Mandatory Attendance;</p> <p>Module with Special Didactic Form in Accordance with §9;</p> <p>Limitation of Participants;</p>
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Dr. Dirk Lüttgens
<b>ECTS Credits</b>	10

- Core elective section for Business and ...
- General Management
- + Strategic Business Model Innovation (8024271)

<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	-
<b>Total hours (h)</b>	300,0
<b>Contact hours (h)</b>	60,0
<b>Self-study hours (h)</b>	240,0

● **Exam node**

<b>Title</b>	<b>Recommended Semester (Study start winter)</b>	<b>Recommended Semester (Study start summer)</b>	<b>ECTS Credits</b>	<b>Contact time (WSH)</b>
Strategic Business Model Innovation (Seminar) (802427101)	4th semester	no semester recommended	10	4

- Core elective section for Business and ...
- General Management
- + Basics of Company Taxation (8013790)

<b>Module titel</b>	Basics of Company Taxation (Compulsory elective subject)
<b>Identifier</b>	8013790
<b>Version</b>	V2
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	winter semester
<b>Valid from</b>	Summer semester 2018
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	<p>In the German economy medium-sized enterprises play a prominent role. Advising medium-sized businesses through tax consultant / auditor requires a high level of technical knowledge and a special degree of empathy with the operational specifics. Just managers must have in such an undertaking over basic knowledge regarding the current taxation. The aim of the course is to learn the fundamentals of taxation of companies with a focus on medium-sized companies. The following topics are covered:</p> <ul style="list-style-type: none"> <li>• Taxation of sole proprietorships and partnerships (quantification of the tax burden on partnerships, income qualification and profit determination in partnerships, withdrawal and admission of members, tax loss utilization)</li> <li>• taxation of corporations (quantification of the tax burden on corporations, dividend policy, tax planning through performance fees, tax consequences of hidden profit distributions, tax loss utilization, sale of shares).</li> </ul>
<b>Learning Objectives/ Learning Outcomes</b>	<p>After successful completion , the students should</p> <ol style="list-style-type: none"> <li>1. know the taxation principles in individuals companies and corporations</li> <li>2. work on appropriate tax practise cases</li> <li>3. can perform simple calculations for the current tax burden .</li> </ol> <p>The course allows students to acquire the following competencies:</p> <ul style="list-style-type: none"> <li>• Knowledge of and ability to apply business methods and theories</li> <li>• Critical thinking in basic business contexts</li> </ul>
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	Allgemeine betriebswirtschaftliche Grundkenntnisse; Inhalte der Pflichtmodule der ersten Studienjahre des B.Sc. in Betriebswirtschaftslehre der RWTH Aachen (insbesondere Buchführung und Internes Rechnungswesen)
<b>References</b>	-
<b>Language</b>	German
<b>Examination Terms</b>	<p>The completion of the course requires the successful participation in a written exam (100%, graded) or an oral examination (weight: 100%). Besides, it is possible – under certain circumstances to give a lecture which will be charged for the examination as follows/Module Component: Giving a lecture is considered as passed if a predefined practical case is presented as a lecture as part of the course or as a paper; if the lecture is passed, the grade of the regular examination can be improved by 0,3 or 0,4 grade points, respectively. However, this improvement is only possible if the regular examination is passed with 4,0 or better without the improvement.</p>
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Univ.-Prof. Dr.rer.pol. Peter Letmathe, ; J. Schiffrs
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	3
<b>Examination duration (min)</b>	60 min Klausur
<b>Total hours (h)</b>	150,0

- Core elective section for Business and ...
- General Management
- + Basics of Company Taxation (8013790)

<b>Contact hours (h)</b>	45,0
<b>Self-study hours (h)</b>	105,0

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Basics of Company Taxation (Exam) (801379001 2)	3rd semester	no semester recommended	5	0

▲ **Offer node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Basics of Company Taxation (Lecture) (2)	3rd semester	no semester recommended	-	3

<b>Module titel</b>	Strategic Marketing Challenge (Compulsory elective subject)
<b>Identifier</b>	8024272
<b>Version</b>	V1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	irregularly
<b>Valid from</b>	Winter semester 2021
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	<p>Online Simulation: Introduces the basic concepts of marketing. Based on customer needs, students formulate an initial marketing strategy and make brand, price, advertising, and distribution decisions. Customer feedback, competitor data, and profitability reports challenge students to adjust their strategy in a dynamic and highly competitive environment. The Introduction to Marketing simulation allows your students to develop and execute a complete marketing strategy including:</p> <ul style="list-style-type: none"> <li>· ; ; ; ; ; Market opportunity analysis</li> <li>· ; ; ; ; ; Brand development</li> <li>· ; ; ; ; ; Advertising</li> <li>· ; ; ; ; ; Pricing</li> <li>· ; ; ; ; ; Sales force management</li> <li>· ; ; ; ; ; Profitability projections and analysis</li> </ul> <p>Internet Marketing</p>
<b>Learning Objectives/ Learning Outcomes</b>	<p>After successfully completing this course, the student will have acquired the following learning outcomes: The simulation exposes participants to all aspects of modern marketing. It allows students to develop and execute a complete marketing strategy, including brand design, pricing, ad copy design, media placement, distribution, and sales force management. Throughout the exercise, students receive information on customer needs as well as a feedback on customer satisfaction with brands, prices and advertising.</p>
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	None
<b>References</b>	-
<b>Language</b>	English
<b>Examination Terms</b>	<p>The final grade can be composed as follows:</p> <ul style="list-style-type: none"> <li>• Option A: Colloquium &amp; presentation (50%, graded) and examination (50%, graded, 60min.)</li> <li>• Option B: Colloquium &amp; presentation (50%, graded) and paper (50%, graded)</li> <li>• Option C: Paper (50%, graded) and examination (50%, graded, 60min.)</li> <li>• Option D: Examination (100%, graded, 60min.)</li> </ul> <p>All components specified for the respective option need to be passed to pass the module. The exact form of examination (A, B, C or D) will be announced at the start of the course. Unless announced differently, option B applies. Anwesenheitspflicht: Ja; Bachelormodul mit didaktischer Sonderform gem. §9; Teilnehmerbegrenzung;</p>
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Prof. Dr. Thomas Wittkop

- Core elective section for Business and ...
- General Management
- + Strategic Marketing Challenge (8024272)

<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	-
<b>Total hours (h)</b>	150,0
<b>Contact hours (h)</b>	60,0
<b>Self-study hours (h)</b>	90,0

● **Exam node**

<b>Title</b>	<b>Recommended Semester (Study start winter)</b>	<b>Recommended Semester (Study start summer)</b>	<b>ECTS Credits</b>	<b>Contact time (WSH)</b>
Strategic Marketing Challenge (Seminar) (802427201)	1st semester	no semester recommended	5	4

<b>Module titel</b>	Energy Economics (Compulsory elective subject)
<b>Identifier</b>	8024903
<b>Version</b>	V1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	winter semester
<b>Valid from</b>	Winter semester 2021
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	<p>Since the end of the 19th century, the energy industry has developed into an increasingly important branch of industry. An adequate supply of energy (e.g. electricity, natural gas, heat, or gasoline) at an acceptable price has become a necessity for survival a sustainable development in modern industrial society. Energy economics is a relatively young scientific discipline. It aims at examining energy supply and demand issues with known and proven methods but under consideration of new aspects and developments. An important role is played by energy transition (Energiewende) policies, market regulation and reform, the coordinating function of prices, infrastructure and path dependencies / lock-ins as well as the very specific features of the energy markets and investment needs (e.g. consumer behavior, technological acceptance and diffusion, fuel poverty, fuel inequality and injustice, citizen energy communities, energy prosumers).</p> <p>Rising energy prices, the threat to energy supply security posed by scarcer or more expensive fossil fuels and the rapidly increasing energy consumption of countries such as China and India make this field of research just as interesting as the consequences of climate change, the (re)regulation requirements due to the liberalization of the energy markets, and the often slow diffusion of energy efficiency and renewable energy technologies. A comparatively good availability of data and a high level of political and social interest in changes in the energy markets also make the field extremely attractive for empirical research. Due to the increasing importance of energy in recent years, social and economic scientists, (economic) engineers, and natural scientists in business and administration need to better understand the fundamental functioning and changes in energy markets and policies and to acquire suitable tools to analyze and assess them in their daily work.</p>
<b>Learning Objectives/ Learning Outcomes</b>	<ul style="list-style-type: none"> <li>• ; ; ; ; ; ; ; ; ; ; Getting to know the basic conditions and mechanisms to which the energy consumers, energy industry and political action is exposed.</li> <li>• ; ; ; ; ; ; ; ; ; ; Acquisition of a basic knowledge of energy economics in terms of theory-based and targeted decisions on energy markets.</li> <li>• ; ; ; ; ; ; ; ; ; ; Acquisition of central insights into the significance and economic analysis of conventional and alternative energy sources and carriers, and their markets.</li> <li>• ; ; ; ; ; ; ; ; ; ; Familiarization with bottom-up and top-down modeling and analysis of energy demand.</li> <li>• ; ; ; ; ; ; ; ; ; ; Understand the most important aspects of the markets for solid, liquid and gaseous conventional and alternative energy sources and carriers, electricity and greenhouse gas emissions, and of renewable energy and storage technologies.</li> <li>• ; ; ; ; ; ; ; ; ; ; Understand the importance of externalities and costs in the energy industry and the possibilities and strategies for cost internalization.</li> <li>• ; ; ; ; ; ; ; ; ; ; Joint analysis of the goals and implications of energy system transformation as a social and economic but also socio-temporal transformation process.</li> </ul>
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	Basic knowledge of economics
<b>References</b>	-
<b>Language</b>	English
<b>Examination Terms</b>	Written Examination (80%)

- Core elective section for Business and ...
- General Management
- + Energy Economics (8024903)

	Paper (20%)
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Universitätsprofessor Dr. Reinhold Madlener
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	60
<b>Total hours (h)</b>	150,0
<b>Contact hours (h)</b>	60,0
<b>Self-study hours (h)</b>	90,0

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Energy Economics (Examination) (802490301)	3rd semester	no semester recommended	5	-

▲ **Offer node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Energy Economics (Lecture Unit/ Exercise Unit)	3rd semester	no semester recommended	-	4



- Core elective section for Business and ...
- General Management
- + Blockchain and Tokenization in Real Estate and Financial Markets ...

<b>Module titel</b>	Blockchain and Tokenization in Real Estate and Financial Markets [Current Topic] (Compulsory elective subject)
<b>Identifier</b>	8025525
<b>Version</b>	V1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	irregularly
<b>Valid from</b>	Winter semester 2021
<b>Valid until</b>	Winter semester 2021
<b>Module level</b>	Bachelor
<b>Content</b>	<p>This course discuss and analyze the economic and technical basics for tokenization (digital securitization) of assets (e.g. real estate).</p> <p>In addition to the original interest in easier and cheaper trading, aspects such as sustainability, regulation, control of decentralized exchanges, pricing and effects on the financial market are also discussed.</p>
<b>Learning Objectives/ Learning Outcomes</b>	<p>The course focuses on the following skills.</p> <p>(1) The ability to analyze and evaluate current topics in the field of digitization and the capital market.</p> <p>(2) The knowledge of how specific questions from the field of digitization and the capital market can be classified in the context of economic theories.</p> <p>(3) The qualification to work independently and in a structured manner on a problem of your choice using appropriate scientific methods.</p> <p>(4) The ability to precisely present demanding facts and analysis results in group work.</p>
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	None
<b>References</b>	-
<b>Language</b>	English
<b>Examination Terms</b>	<p>Paper (40%)</p> <p>Colloquium(60%)</p> <p>Mandatory Attendance;</p> <p>Limited Number of Participants;</p> <p>Module with Special Didactic Form in Accordance with §8</p>
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Prof. Dr. Bertram Steininger
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	2
<b>Examination duration (min)</b>	-
<b>Total hours (h)</b>	150,0
<b>Contact hours (h)</b>	30,0
<b>Self-study hours (h)</b>	120,0

- Core elective section for Business and ...
- General Management
- + Blockchain and Tokenization in Real Estate and Financial Markets ...

● Exam node

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Blockchain and Tokenization in Real Estate and Financial Markets [Current Topic] (Seminar) (802552501)	5th semester	no semester recommended	5	2

- Core elective section for Business and ...
- General Management
- + Introduction to energy economics for students of Business and ...

<b>Module titel</b>	Introduction to energy economics for students of Business and Economics (Compulsory elective subject)
<b>Identifier</b>	8025526
<b>Version</b>	V1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	winter semester
<b>Valid from</b>	Winter semester 2021
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	<p>Die Energiewirtschaft bietet mit der Energiewende für Absolventinnen und Absolventen wirtschaftswissenschaftlicher Studiengänge sehr spannende Tätigkeitsfelder. Energiemärkte unterscheiden sich allerdings aufgrund naturwissenschaftlich-technischer Besonderheiten der gehandelten Güter und Dienstleistungen in wesentlichen Punkten von anderen Märkten. Grundlegende wirtschaftswissenschaftliche Konzepte sind wegen dieser Unterschiede somit häufig für die Analyse und Bewertung von Energiemärkten nicht oder nur eingeschränkt anwendbar.</p> <p>Ziel der Veranstaltung „Einführung in die Energiewirtschaft für Studierende der Wirtschaftswissenschaften“ ist es, Bachelorstudierenden für die maßgeblichen Eigenschaften und Besonderheiten verschiedener Energieträger zu sensibilisieren. Hierdurch soll ihnen der Zugang zu weiterführenden Lehrveranstaltungen im Energiebereich (bspw. Energieökonomik, Energiesystemanalyse) erleichtert werden.</p>
<b>Learning Objectives/ Learning Outcomes</b>	<p>Die Studierenden sollen</p> <ul style="list-style-type: none"> <li>- die Terminologie der einschlägigen Fachpublikationen kennen und diese für ihre spätere berufliche Tätigkeit nutzen können,</li> <li>- die Funktionsweise von Energiemärkten sowie typische Eigenschaften der gehandelten Güter und Dienstleistungen kennen,</li> <li>- Herausforderungen, vor denen Energiemärkte aufgrund der Energiewende stehen, einordnen sowie Lösungsansätze für diese diskutieren können.</li> </ul>
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	Keine
<b>References</b>	-
<b>Language</b>	German
<b>Examination Terms</b>	Klausur(100%)
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Univ.-Prof. Aaron Praktijnjo
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	-
<b>Total hours (h)</b>	150,0
<b>Contact hours (h)</b>	60,0

- Core elective section for Business and ...
- General Management
- + Introduction to energy economics for students of Business and ...

**Self-study hours (h)** 90,0

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Introduction to energy economics for students of Business and Economics (Exam) (802552601)	5th semester	6th semester	5	-

▲ **Offer node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Introduction to energy economics for students of Business and Economics (Lecture/ Exercise)	no semester recommended	no semester recommended	-	4

- Core elective section for Business and ...
- General Management
- + Law for entrepreneurs - Civil, corporate and patent law (8025527)

<b>Module titel</b>	Law for entrepreneurs - Civil, corporate and patent law (Compulsory elective subject)
<b>Identifier</b>	8025527
<b>Version</b>	V1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	winter semester
<b>Valid from</b>	Winter semester 2021
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	Folgende Inhalte sind geplant: • Grundlagen des Ehe- und Erbrechts, damit angehende Unternehmer und Führungskräfte erkennen, wann ein Ehevertrag, Testament o.ä. notwendig ist und was dort geregelt werden kann und sollte • Grundlagen des Betreuungsrechtes, damit angehende Unternehmer und Führungskräfte erkennen können, was vorsorgend zu tun ist (Stichwort: Betreuungs- bzw. Vorsorgevollmacht) • Grundlagen des Gesellschaftsrechtes, damit angehende Unternehmer und Führungskräfte erkennen können, welche Rechtsform sich für ihre unternehmerische Idee eignet • Grundlagen des Patentrechts, damit angehende Unternehmer und Führungskräfte erkennen können, welcher rechtliche Schutz bei technischen Erfindungen geboten ist .
<b>Learning Objectives/ Learning Outcomes</b>	Aufbauend auf den Grundlagen der jeweils vorgenannten Rechtsgebiete lernen die Studierenden fortgeschrittene Gestaltungskonzeptionen kennen, die eine erfolgreiche unternehmerische Tätigkeit ermöglichen. Verschiedene Elemente der Veranstaltung werden durch Fallstudien vertieft. Durch die Veranstaltung sollen die Studierenden folgende Kompetenzen erwerben: • Wissen und Fähigkeit zur Anwendung wirtschaftlicher Methoden und Theorien. • Kritisches Hinterfragen von rechtlichen Problemstellungen • Vermittlung und Präsentation von Lösungen für komplexe Problemstellungen
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	Keine
<b>References</b>	-
<b>Language</b>	German
<b>Examination Terms</b>	Die Prüfungsleistung besteht entweder ... (A) aus einem Kolloquium (50%, benotet) und der erfolgreichen Teilnahme an einer Klausur (50%, benotet, 70min.); oder (B) in der erfolgreichen Teilnahme an einer Klausur (100%, benotet, 70min.) Die endgültige Form der zu erbringenden Prüfungsleistung (A oder B) wird zu Beginn der zweiten Lehrveranstaltung per Aushang bekanntgegeben. Modulbaustein: Zudem besteht – unter Umständen (Bekanntgabe spätestens in der zweiten Lehrveranstaltung) – die Möglichkeit zur Erbringung von Vortragsleistungen, die auf die Prüfungsleistung (A oder B) wie folgt angerechnet werden können: Eine Vortragsleistung gilt als erbracht, wenn ein vorgegebenes Teilthema der Veranstaltung in mindestens befriedigender Weise im Rahmen der Veranstaltung als Vortrag präsentiert wird; bei Erbringung einer Vortragsleistung kann die Note der regulären Prüfungsleistung (A oder B) um 0,3 bzw. 0,4 Notenpunkte verbessert werden, allerdings nur dann, wenn die reguläre Prüfungsleistung (A oder B) auch ohne diese Verbesserung mit 4,0 oder besser bestanden wurde.
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Prof. Dr. Christoph Terbrack
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	2

- Core elective section for Business and ...
- General Management
- + Law for entrepreneurs - Civil, corporate and patent law (8025527)

<b>Examination duration (min)</b>	-
<b>Total hours (h)</b>	150,0
<b>Contact hours (h)</b>	30,0
<b>Self-study hours (h)</b>	120,0

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Jura für Unternehmer - Zivil-, Gesellschafts und Patentrecht (Klausur) (802552701)	5th semester	no semester recommended	5	-

▲ **Offer node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Jura für Unternehmer - Zivil-, Gesellschafts und Patentrecht (Vorlesung)	5th semester	no semester recommended	-	2

<b>Module titel</b>	Service Marketing (Compulsory elective subject)
<b>Identifier</b>	8015039
<b>Version</b>	Angelegt über RWTH API als 1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	winter semester
<b>Valid from</b>	Winter semester 2011
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	Diese Veranstaltung gibt einen Überblick über das Management und Marketing von Dienstleistungen. Im Rahmen der Veranstaltung werden (a) die Besonderheiten von Dienstleistungen im Vergleich zu physischen Produkten erörtert, (b) die daraus resultierenden Herausforderungen für Dienstleistungsunternehmen behandelt und (c) Strategien und Techniken für die erfolgreiche Vermarktung von Dienstleistungen vorgestellt.
<b>Learning Objectives/ Learning Outcomes</b>	Die Veranstaltung dient primär dazu, die Studierenden mit den grundlegenden Entscheidungsproblemen des Dienstleistungsmarketing und den wichtigsten Instrumenten zur Vermarktung von Dienstleistungen vertraut zu machen. In begrenztem Umfang wird auch die soziale und ethische Verantwortung der Unternehmen bei der Vermarktung ihrer Dienstleistungen thematisiert. Ein weiteres zentrales Ziel der Veranstaltung besteht darin, die Studierenden dazu zu befähigen, die theoretischen Grundlagen kritisch zu reflektieren und diese auf reale Problemstellungen im Dienstleistungssektor zu übertragen. Zu diesem Zweck führen die Studierenden in Kleingruppen eigene Marktforschungsprojekte mit Dienstleistungsunternehmen durch und präsentieren die Ergebnisse dieser Projekte im Plenum und im Rahmen einer schriftlichen Hausarbeit. Daher soll die Veranstaltung auch die Fähigkeiten der Studierenden trainieren, anspruchsvolle Sachverhalte zu kommunizieren und zu präsentieren.
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	Absatz und Beschaffung
<b>References</b>	Christopher H. Lovelock und Jochen Wirtz , Services Marketing - People, Technology, Strategie, 7. ed., Global ed. - Boston, Mass. [u.a.] : Pearson, 2011.
<b>Language</b>	German
<b>Examination Terms</b>	Die Endnote kann wie folgt zusammengesetzt werden:• Option A: Erfolgreiche Teilnahme an einer Klausur (50%, benotet, 60min.), und Anfertigung einer schriftlichen Hausarbeit (35%, benotet) und Referat (15%, benotet) während der Veranstaltung. • Option B: Erfolgreiche Teilnahme an einer Klausur (100%, benotet, 60min.). • Option C: Erfolgreiche Teilnahme an einer Klausur (50%, benotet, 60min.), und Anfertigung einer schriftlichen Hausarbeit (50%, benotet). • Option D: Anfertigung einer schriftlichen Hausarbeit (100%, benotet). Die genaue Form der Prüfung (A, B, C oder D) wird zu Beginn der Veranstaltung bekannt gegeben. Sofern nicht anders angegeben, gilt Option A. ;
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Universitätsprofessor Dr. oec. Daniel Wentzel
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	60

- Core elective section for Business and ...
- General Management
- + Service Marketing (8015039)

<b>Total hours (h)</b>	150,0
<b>Contact hours (h)</b>	60,0
<b>Self-study hours (h)</b>	90,0

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Service Marketing (Exam) (801503901)	3rd semester	no semester recommended	5	0

▲ **Offer node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Service Marketing (Lecture/Exercise)	3rd semester	no semester recommended	-	4



- Core elective section for Business and ...
- General Management
- + Management of Real Estate and Financing (8014006)

<b>Module titel</b>	Management of Real Estate and Financing (Compulsory elective subject)
<b>Identifier</b>	8014006
<b>Version</b>	Angelegt über RWTH API als 1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	summer semester
<b>Valid from</b>	Summer semester 2015
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	In this module basic knowledge on real estate as an economic good, on value-driven real estate management, as well as on valuation methods regarding different real estate types (residential-, commercial- and specialized properties) is imparted. Moreover, the specifics of real estate financing are covered and financing strategies during the entire real estate life cycle are analyzed. In groups, the students apply the acquired knowledge on practical valuation and financing of an actual property. Afterwards, they present and discuss their results in front of the group.
<b>Learning Objectives/ Learning Outcomes</b>	Upon successful completion, students will • be able to better assess the specifics of real estate as the investment type with the highest volume. • be able to name and apply the different methods of evaluation. • be able to know and apply the specifics of real estate financing. • have performed a teamwork and a presentation. • have improved their style in written and in oral form. • have improved their IT skills by application. This module primarily serves to convey the necessary methodological knowledge for evaluating and financing of real estate as well as the ability to critically question the requirements for applying these methods. The module should also train the participants' ability to present challenging issues in written and in oral form.
<b>(Study-Specific) Prerequisites</b>	-
<b>(recommended) Requirements</b>	Grundkenntnisse in Investition und Finanzierung.
<b>References</b>	-
<b>Language</b>	German/English
<b>Examination Terms</b>	Schriftliche Hausarbeit (70%, benotet), Kolloquium (30%, benotet).Teilnehmerbeschränkt.
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Dr. rer. pol. Claudia Nadler
<b>ECTS Credits</b>	5
<b>Contact time (WSH)</b>	4
<b>Examination duration (min)</b>	0
<b>Total hours (h)</b>	150,0
<b>Contact hours (h)</b>	60,0
<b>Self-study hours (h)</b>	90,0

- Core elective section for Business and ...
- General Management
- + Management of Real Estate and Financing (8014006)

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Management of Real Estate and Financing (Exam) (801400601)	4th semester	no semester recommended	5	0

▲ **Offer node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Immobilienmanagement und -finanzierung (Vorlesung/Übung)	4th semester	no semester recommended	-	4

- Core elective section for Business and ...
- Foreign Exchange Studies/Internship
- + Foreign Exchange Studies (8013957)

<b>Module titel</b>	Foreign Exchange Studies (Compulsory elective subject)
<b>Identifier</b>	8013957
<b>Version</b>	Angelegt über RWTH API als 1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	irregularly
<b>Valid from</b>	Winter semester 2010
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	Während des Auslandsstudiums sind im Rahmen des Wahlpflichtbereichs Prüfungen zu wirtschaftswissenschaftlichen Modulen, die sich inhaltlich von den Modulen in den Pflichtbereichen deutlich unterscheiden, im Umfang von 12-24 CP erfolgreich zu absolvieren. Über die Anrechnung der Prüfungen entscheidet der Prüfungsausschuss.
<b>Learning Objectives/ Learning Outcomes</b>	keine Angabe
<b>(Study-Specific) Prerequisites</b>	Erfolgreich abgeschlossenes Auslandsstudium, aus dem mind. 12 ECTS an Modulen für den wirtschaftswissenschaftlichen Wahlpflichtbereich angerechnet werden können.
<b>(recommended) Requirements</b>	None
<b>References</b>	-
<b>Language</b>	German/English
<b>Examination Terms</b>	Schriftliche Hausarbeit (Erfahrungsbericht) (100 %, unbenotet)
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	-
<b>ECTS Credits</b>	10
<b>Contact time (WSH)</b>	-
<b>Examination duration (min)</b>	0
<b>Total hours (h)</b>	300,0
<b>Contact hours (h)</b>	-
<b>Self-study hours (h)</b>	-

- Core elective section for Business and ...
- Foreign Exchange Studies/Internship
- + Foreign Exchange Studies (8013957)

● Exam node

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Foreign Exchange Studies (Report) (801395701)	5th semester	no semester recommended	10	0

- Core elective section for Business and ...
- Foreign Exchange Studies/Internship
- + Internship in business administration and economics (8013981)

<b>Module titel</b>	Internship in business administration and economics (Compulsory elective subject)
<b>Identifier</b>	8013981
<b>Version</b>	Angelegt über RWTH API als 1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	winter/summer semester
<b>Valid from</b>	Winter semester 2016
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	Zum ausreichenden Verständnis der betriebswirtschaftlichen Vorlesungen und Übungen sowie zur Vorbereitung auf die spätere Berufstätigkeit sind Praktika in Unternehmen unerlässlich. Die praktische Unterweisung der Studierenden der RWTH ist eine der Voraussetzungen für ein erfolgreiches Studium und bildet einen wesentlichen Teil der Ausbildung.
<b>Learning Objectives/ Learning Outcomes</b>	Die Studierenden sollen Einblicke in betriebswirtschaftliche Abläufe und unmittelbar praxisrelevante Aspekte ihres Studiums gewinnen.
<b>(Study-Specific) Prerequisites</b>	None
<b>(recommended) Requirements</b>	None
<b>References</b>	-
<b>Language</b>	German/English
<b>Examination Terms</b>	Schriftliche Hausarbeit (Praktikumsbericht) (100 %, unbenotet)
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	-
<b>ECTS Credits</b>	15
<b>Contact time (WSH)</b>	16
<b>Examination duration (min)</b>	0
<b>Total hours (h)</b>	450,0
<b>Contact hours (h)</b>	240,0
<b>Self-study hours (h)</b>	210,0

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Internship in Business Administration and Economics (Exam) (801398101)	5th semester	no semester recommended	15	16

- Core elective section for Business and ...
  - Foreign Exchange Studies/Internship
  - + Internship in business administration and economics (8013981)
-

<b>Module titel</b>	Course offered by the Writing Center (Compulsory elective subject)
<b>Identifier</b>	8015041
<b>Version</b>	Angelegt über RWTH API als 1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	winter/summer semester
<b>Valid from</b>	Winter semester 2016
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	Veranstaltungsspezifisch Siehe Kursangebot des Schreibzentrums der RWTH Aachen University unter <a href="http://www.zks.rwth-aachen.de/">http://www.zks.rwth-aachen.de/</a>
<b>Learning Objectives/ Learning Outcomes</b>	Veranstaltungsspezifisch Siehe Kursangebot des Schreibzentrums der RWTH Aachen University unter <a href="http://www.zks.rwth-aachen.de/">http://www.zks.rwth-aachen.de/</a>
<b>(Study-Specific) Prerequisites</b>	None
<b>(recommended) Requirements</b>	None
<b>References</b>	wird in der jeweiligen Veranstaltung bekannt gegeben
<b>Language</b>	German/English
<b>Examination Terms</b>	Prüfung gemäß § 9 BPO (veranstaltungsabhängig), Gewichtung je nach Veranstaltung, benotet.Evtl. Anwesenheitspflicht (veranstaltungsspezifisch)
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Dr. phil. Christoph Leuchter
<b>ECTS Credits</b>	-
<b>Contact time (WSH)</b>	-
<b>Examination duration (min)</b>	0
<b>Total hours (h)</b>	-
<b>Contact hours (h)</b>	-
<b>Self-study hours (h)</b>	-

● Exam node

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Course offered by the Writing Center (Exam) (801504101)	1st semester	no semester recommended	2	0

— Basic Skills

+ Course offered by the Writing Center (8015041)

Course offered by the Writing Center 2 (Exam) (801504102)	1st semester	no semester recommended	2	-
Course offered by the Writing Center 3 (Exam) (801504103)	1st semester	no semester recommended	2	-
Course offered by the Writing Center 4 (Exam) (801504104)	1st semester	no semester recommended	2	-
Course offered by the Writing Center 5 (Exam) (801504105)	1st semester	no semester recommended	4	-
Course offered by the Writing Center 6 (Exam) (801504106)	1st semester	no semester recommended	4	-
Course offered by the Writing Center 7 (Exam) (801504107)	1st semester	no semester recommended	6	-

▲ Offer node

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Course offered by the Writing Center (Lecture)	1st semester	no semester recommended	-	2



<b>Module titel</b>	Presentation and Negotiation (Compulsory elective subject)
<b>Identifier</b>	8013805
<b>Version</b>	Angelegt über RWTH API als 1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	irregularly
<b>Valid from</b>	Winter semester 2010
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	Im Präsentationsteil der Veranstaltung wurde die Erstellung und das Vortragen von Präsentationen vertieft. Im daran anschließenden Verhandlungsteil wurden neben den Grundlagen sowohl distributive (Hard Negotiation) als auch integrative (Soft Negotiation) Verhandlungsstrategien vorgestellt und diskutiert. Vorlesung und Übung wurden unmittelbar nacheinander abgehalten, so dass die Theorie sofort in einer Präsentations- bzw. Verhandlungssimulation in die Praxis umgesetzt werden konnte. Eine Präsentationsübung der Studierenden wurde auf Video aufgezeichnet und anschließend - auf Wunsch - individuell ausgewertet.
<b>Learning Objectives/ Learning Outcomes</b>	• Problemlösungsmethoden • Präsentationshardware – Gestaltungsregeln • Präsentationssoftware (Präsentationsdurchführung und Vortagstechniken, Umgehen mit Rückfragen) • Verhandlungsvorbereitungsphase • Hard-Negotiating • Soft-Negotiating
<b>(Study-Specific) Prerequisites</b>	Die Veranstaltung findet in Deutsch statt: sehr gute Deutschkenntnisse in Wort und Schrift erforderlich.
<b>(recommended) Requirements</b>	None
<b>References</b>	* Hungenberg, H.: Problemlösung und Kommunikation - Vorgehensweisen und Techniken, 2. Aufl., München u. a. 2002. * Zelazny, G.: Das Präsentationsbuch, 2. Aufl., Frankfurt 2002. * Raiffa, H.: The Art and Science of Negotiation, 15. Aufl., Cambridge 2000. * Lewicky, R. J./ Saunders, D. M./ Minton, J. W.: Negotiation, 3. Aufl., Boston u. a. 1999. * Fisher, R./ Ury, W./ Patton, P. M.: Das Harvard-Konzept - Sachgerecht verhandeln, erfolgreich verhandeln, 22. Aufl., Frankfurt 2004.
<b>Language</b>	German
<b>Examination Terms</b>	Referat (50%, benotet), Schriftliche Hausarbeit (25%, benotet), Schriftliche Hausarbeit (25%, benotet).Anwesenheit ist Pflicht insb. an den Workshop-Terminen.Die Veranstaltung findet auf Deutsch statt. Sehr gute Deutschkenntnisse in Wort und Schrift notwendig.Modul mit didaktischer Sonderform gemäß § 9.Anwesenheitspflicht.Teilnehmerbeschränkt.
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Universitätsprofessor Dr. rer. pol. Malte Brettel
<b>ECTS Credits</b>	4
<b>Contact time (WSH)</b>	2
<b>Examination duration (min)</b>	0
<b>Total hours (h)</b>	120,0
<b>Contact hours (h)</b>	30,0
<b>Self-study hours (h)</b>	90,0

● Exam node

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Presentation and Negotiation (Seminar) (801380501)	1st semester	no semester recommended	4	2

<b>Module titel</b>	Course Concerning Offer of Ethics (Compulsory elective subject)
<b>Identifier</b>	8013867
<b>Version</b>	Angelegt über RWTH API als 1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	winter/summer semester
<b>Valid from</b>	Winter semester 2010
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	Unterschiedlicher Inhalt entsprechend dem jeweiligen Lehrangebot des Lehrstuhls
<b>Learning Objectives/ Learning Outcomes</b>	Ergänzung der wirtschaftswissenschaftlichen Ausbildung um ethische Aspekte.
<b>(Study-Specific) Prerequisites</b>	None
<b>(recommended) Requirements</b>	None
<b>References</b>	wird in der jeweiligen Veranstaltung bekannt gegeben
<b>Language</b>	German/English
<b>Examination Terms</b>	Prüfung gemäß § 9 BPO (veranstaltungsabhängig) Gewichtung: 100%.Evtl. Anwesenheitspflicht (veranstaltungspezifisch).
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Hildegard Peters
<b>ECTS Credits</b>	-
<b>Contact time (WSH)</b>	-
<b>Examination duration (min)</b>	0
<b>Total hours (h)</b>	-
<b>Contact hours (h)</b>	-
<b>Self-study hours (h)</b>	-

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Course Concerning Offer of Ethics (Exam) (801386701)	1st semester	no semester recommended	2	2

Course Concerning Offer of Ethics 2 (Exam) (801386702)	1st semester	no semester recommended	2	-
Course Concerning Offer of Ethics 3 (Exam) (801386703)	1st semester	no semester recommended	2	-
Course Concerning Offer of Ethics 4 (Exam) (801386704)	1st semester	no semester recommended	2	-
Course Concerning Offer of Ethics 5 (Exam) (801386705)	1st semester	no semester recommended	4	-
Course Concerning Offer of Ethics 6 (Exam) (801386706)	1st semester	no semester recommended	4	-
Course Concerning Offer of Ethics 7 (Exam) (801386707)	1st semester	no semester recommended	6	-

▲ Offer node

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Lehrveranstaltung aus dem Angebot über Ethik (Veranstaltung)	1st semester	no semester recommended	-	2

<b>Module titel</b>	AIESEC-Engagement (Compulsory elective subject)
<b>Identifier</b>	8013878
<b>Version</b>	Angelegt über RWTH API als 1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	winter/summer semester
<b>Valid from</b>	Winter semester 2010
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	Richtet sich nach den Projekthinhalten
<b>Learning Objectives/ Learning Outcomes</b>	Das Modul verfolgt das Ziel, Fähigkeiten im Bereich des ergebnisorientierten Arbeitens innerhalb eines vorgegebenen Rahmens (Zeit, Ergebnis) zu entwickeln bzw. zu stärken. Die Teilnehmer stärken folgende Kompetenzen: Teamfähigkeit, Zeitmanagement, Kommunikationsfähigkeit, Präsentationsfähigkeit und unternehmerisches Denken.
<b>(Study-Specific) Prerequisites</b>	None
<b>(recommended) Requirements</b>	None
<b>References</b>	Keine
<b>Language</b>	German/English
<b>Examination Terms</b>	Durchführung eines unbezahlten Projektes im Rahmen der ehrenamtlichen Mitarbeit bei der internationalen Studentenorganisation AIESEC e.V. und Präsentation der Ergebnisse und des Vorgehens im Rahmen eines Projektberichtes und/oder eines Referats (100%, unbenotet).
<b>Miscellaneous</b>	Die Veranstaltung wird mit begrenzter Teilnehmerzahl durchgeführt. Anmeldungen sind ausschließlich in Rücksprache mit Prof. Piller möglich. Bei Interesse bitte zuerst mit dem Vorstand von AIESEC Aachen in Verbindung setzen unter <a href="mailto:lcp.aachen(at)aiesec.de">lcp.aachen(at)aiesec.de</a> .
<b>Module coordinator</b>	Modulverantwortlicher: Universitätsprofessor Dr. rer. pol. Frank Thomas Piller
<b>ECTS Credits</b>	2
<b>Contact time (WSH)</b>	1
<b>Examination duration (min)</b>	0
<b>Total hours (h)</b>	60,0
<b>Contact hours (h)</b>	15,0
<b>Self-study hours (h)</b>	45,0

● Exam node

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
AIESEC-Engagement (Project) (801387801)	1st semester	no semester recommended	2	1

<b>Module titel</b>	Student Work (Compulsory elective subject)
<b>Identifier</b>	8013874
<b>Version</b>	Angelegt über RWTH API als 1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	winter/summer semester
<b>Valid from</b>	Summer semester 2011
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	Richtet sich nach den Projekthinhalten.
<b>Learning Objectives/ Learning Outcomes</b>	Das Modul verfolgt das Ziel, Fähigkeiten im Bereich ergebnisorientierten Arbeitens zu entwickeln bzw. zu stärken und dies innerhalb eines vorgegebenen Rahmens (Zeit, Ergebnis) zu tun.
<b>(Study-Specific) Prerequisites</b>	None
<b>(recommended) Requirements</b>	None
<b>References</b>	keine
<b>Language</b>	German/English
<b>Examination Terms</b>	Projektarbeit (100%, benotet) Durchführung eines unbezahlten Projektes im Rahmen der Fachschaftsarbeit inkl. Bericht
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	-
<b>ECTS Credits</b>	2
<b>Contact time (WSH)</b>	1
<b>Examination duration (min)</b>	0
<b>Total hours (h)</b>	60,0
<b>Contact hours (h)</b>	15,0
<b>Self-study hours (h)</b>	45,0

● Exam node

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Student Work (801387401)	1st semester	no semester recommended	2	1

<b>Module titel</b>	Support of Foreign Students (Compulsory elective subject)
<b>Identifier</b>	8013872
<b>Version</b>	Angelegt über RWTH API als 1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	winter/summer semester
<b>Valid from</b>	Summer semester 2011
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	1. Persönlicher Empfang in Aachen 2. Hilfestellung bei der immatrikulation 3. Hilfe bei der Wohnungssuche, falls dies nicht vom Akademischen Auslandsamt übernommen wird. 4. Unterstützung bei Behördengängen 5. Hilfestellung bei der Klausuranmeldung und Kurswahl Während des kompletten Auslandsaufenthaltes dem Studierenden beratend zur Seite stehen
<b>Learning Objectives/ Learning Outcomes</b>	Durch den engen Kontakt zu Studierenden anderer Nationalitäten erweitern unsere Studierenden ihren persönlichen Horizont und haben zusätzlich noch die Möglichkeit, ECTS-Punkte zu erwerben.
<b>(Study-Specific) Prerequisites</b>	None
<b>(recommended) Requirements</b>	None
<b>References</b>	keine
<b>Language</b>	German
<b>Examination Terms</b>	Projektarbeit (100%, unbenotet): Betreuung mehrerer Austauschstudierender inkl. Projektbericht.
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	-
<b>ECTS Credits</b>	2
<b>Contact time (WSH)</b>	1
<b>Examination duration (min)</b>	0
<b>Total hours (h)</b>	60,0
<b>Contact hours (h)</b>	15,0
<b>Self-study hours (h)</b>	45,0

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Support of Foreign Students (801387201)	2nd semester	no semester recommended	2	1





<b>Module titel</b>	Tutorials (Compulsory elective subject)
<b>Identifier</b>	8013870
<b>Version</b>	Angelegt über RWTH API als 1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	summer semester
<b>Valid from</b>	Summer semester 2011
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	Richtet sich nach den Inhalten der jeweiligen Veranstaltungen
<b>Learning Objectives/ Learning Outcomes</b>	Das Modul verfolgt das Ziel, den gezielten Einsatz von Präsentationstechniken zu üben, didaktische Fertigkeiten weiter zu entwickeln und die Moderationskompetenz der Teilnehmer zu stärken.
<b>(Study-Specific) Prerequisites</b>	None
<b>(recommended) Requirements</b>	None
<b>References</b>	Richtet sich nach den Inhalten der jeweiligen Veranstaltung
<b>Language</b>	German
<b>Examination Terms</b>	Durchführung von mindestens 2 Tutorien im Rahmen des Bachelorstudiengangs BWL, Kolloquium (100 %, unbenotet). Erfolgreich abgeschlossene Prüfung in der entsprechenden Veranstaltung.
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	-
<b>ECTS Credits</b>	4
<b>Contact time (WSH)</b>	2
<b>Examination duration (min)</b>	0
<b>Total hours (h)</b>	120,0
<b>Contact hours (h)</b>	30,0
<b>Self-study hours (h)</b>	90,0

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Tutorials (801387001)	4th semester	no semester recommended	4	2

<b>Module titel</b>	Foreign Language (Compulsory elective subject)
<b>Identifier</b>	8013820
<b>Version</b>	Angelegt über RWTH API als 1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	winter/summer semester
<b>Valid from</b>	Winter semester 2010
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	Grundlagen oder kenntnisbezogene Vertiefungen der jeweiligen Sprache
<b>Learning Objectives/ Learning Outcomes</b>	Förderung der Fähigkeit, sich in anderen als der deutschen Sprache berufs- und studienfachbezogen auszudrücken.
<b>(Study-Specific) Prerequisites</b>	None
<b>(recommended) Requirements</b>	Keine beim Grundkurs, sonst fortgeschrittene Kenntnisse.
<b>References</b>	wird in der jeweiligen Veranstaltung bekannt gegeben
<b>Language</b>	German
<b>Examination Terms</b>	Beteiligung am Unterricht, Prüfung gemäß § 9 BPO (veranstaltungsabhängig) (100%, benotet oder unbenotet)
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	-
<b>ECTS Credits</b>	-
<b>Contact time (WSH)</b>	-
<b>Examination duration (min)</b>	0
<b>Total hours (h)</b>	-
<b>Contact hours (h)</b>	-
<b>Self-study hours (h)</b>	-

● **Exam node**

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Foreign Language (Exam) (801382001)	1st semester	no semester recommended	4	0

- Basic Skills
- + Foreign Language (8013820)

Foreign Language 2 (Exam) (801382002)	1st semester	no semester recommended	4	2
Foreign Language 7 (Exam) (801382007)	1st semester	no semester recommended	8	-

▲ Offer node

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Foreign Language (Seminar)	1st semester	no semester recommended	-	2

<b>Module titel</b>	Microsoft Excel for Business Administration (Compulsory elective subject)
<b>Identifier</b>	8017608
<b>Version</b>	Angelegt über RWTH API als 1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	summer semester
<b>Valid from</b>	Summer semester 2018
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	This course introduces basic and advanced techniques in "Microsoft Excel". Specifically, the following functions will be addressed: creation and manipulation of tables, editing and formatting of data, use of simple functions (if/then, min/max, logical links), sorting, screening and consolidation of large amounts of data, use of pivot tables and analytical tools as well as an introduction to macros. In this course students will work on practical problems and gain a thorough understanding of select advanced topics through teamwork.
<b>Learning Objectives/ Learning Outcomes</b>	Die Studierenden können die für die jeweilige Aufgabenstellung passende Funktion oder Technik ermitteln und anwenden. Sie sind in der Lage, mit großen Datenmengen und komplexen Zusammenhängen sinnvoll umzugehen. Gleichzeitig lernen die Studierenden, sich durch Gruppenarbeit eigenständig weitere Programmkenntnisse zu erarbeiten.
<b>(Study-Specific) Prerequisites</b>	Dieses Modul kann nur belegt werden wenn das ehemalige Modul 'Microsoft Excel für Fortgeschrittene' noch nicht erfolgreich abgeschlossen wurde.
<b>(recommended) Requirements</b>	None
<b>References</b>	-
<b>Language</b>	German
<b>Examination Terms</b>	Klausur (100%, benotet). Durch erfolgreiche Bearbeitung und Einreichung von mindestens 2/3 der Übungsaufgaben kann eine Verbesserung der Klausurnote um eine Notenstufe erreicht werden, sofern die Klausur auch ohne diese Verbesserung als bestanden gilt. Modul mit didaktischer Sonderform gemäß §9. Anwesenheitspflicht. Teilnehmerbeschränkt.
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Universitätsprofessor Dr. rer. oec. Kai Reimers
<b>ECTS Credits</b>	4
<b>Contact time (WSH)</b>	2
<b>Examination duration (min)</b>	60
<b>Total hours (h)</b>	120,0
<b>Contact hours (h)</b>	30,0
<b>Self-study hours (h)</b>	90,0

● Exam node

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Microsoft Excel for Business Administration (Exercise) (801760802)	3rd semester	no semester recommended	4	2

<b>Module titel</b>	Networking and Business Etiquette (Compulsory elective subject)
<b>Identifier</b>	8023241
<b>Version</b>	V1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	irregularly
<b>Valid from</b>	Winter semester 2020
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	Netzwerke erfolgreich nutzen und sicher situationsgerecht im Berufsleben agieren können, das sind wichtige Bausteine für einen erfolgreichen Berufseinstieg und eine erfolgreiche Karriere. In dieser Veranstaltung erlernen die Studierenden, was grundsätzlich unter Netzwerken verstanden wird, wieso Netzwerke wichtig sind, welche Formen von Netzwerken es gibt, wie man sie aufbaut und sinnvoll nutzt. In praktischen Übungen wird dieses Wissen vertieft und ausgebaut. Darüber hinaus werden die wichtigsten Regeln des Business Knigge vermittelt und ebenfalls anhand von praktischen Übungen vertieft.
<b>Learning Objectives/ Learning Outcomes</b>	The course conveys the contents with the objective of helping students to keep a confident and convincing stance as well as to acquire the basic rules of networking. The acquired knowledge is broadened by a variety of exercises that aim at improving the success of the learning process. In this way, an early and targeted examination of one's own way of working in a professional environment is promoted.
<b>(Study-Specific) Prerequisites</b>	Das Modul "Business Knigge" (8019148) darf nicht erfolgreich abgeschlossen sein.
<b>(recommended) Requirements</b>	Keine
<b>References</b>	-
<b>Language</b>	German
<b>Examination Terms</b>	Schriftliche Hausarbeit (100%, benotet) Modul mit didaktischer Sonderform gemäß §8. Anwesenheitspflicht. Teilnehmerbeschränkt.
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Univ.-Prof. Dr.rer.pol. Wolfgang Breuer
<b>ECTS Credits</b>	2
<b>Contact time (WSH)</b>	1
<b>Examination duration (min)</b>	-
<b>Total hours (h)</b>	60,0
<b>Contact hours (h)</b>	15,0
<b>Self-study hours (h)</b>	45,0

● Exam node

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Seminar to Networking and Business Etiquette (802324101)	1st semester	no semester recommended	2	1



<b>Module titel</b>	Personality analysis and career planning (Compulsory elective subject)
<b>Identifier</b>	8023243
<b>Version</b>	V1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	irregularly
<b>Valid from</b>	Winter semester 2020
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	Die Studierenden beschäftigen sich eigenständig mit Persönlichkeitstests und bilanzieren in Eigenarbeit ihre Fähigkeiten und Interessen. Die dazu benötigten Grundlagen werden im ersten Treffen des Seminars besprochen. Diese erzielten Ergebnisse werden im zweiten Teil des Seminars anhand von theoretischen Modellen erläutert und reflektiert. Nach der Einführung in die Thematik „Kompetenzmodelle und Typologien im Arbeitsmarkt“ erfolgt in Gruppenarbeiten eine individuelle Karriereplanung.
<b>Learning Objectives/ Learning Outcomes</b>	Die Studierenden entwickeln ein Verständnis für ihre eigenen Fähigkeiten und Interessen und werden so befähigt, sich mit der eigenen Karriereplanung und beruflichen Positionierung zu beschäftigen. Auf dieser Grundlage können konkrete nächste Schritte in der eigenen Entwicklung abgeleitet werden.
<b>(Study-Specific) Prerequisites</b>	Das Modul "Persönlichkeitsanalyse und Karriere" (8013892) darf nicht erfolgreich abgeschlossen sein.
<b>(recommended) Requirements</b>	Keine
<b>References</b>	-
<b>Language</b>	German
<b>Examination Terms</b>	Schriftliche Hausarbeit (100%, benotet) Modul mit didaktischer Sonderform gemäß §8. Anwesenheitspflicht. Teilnehmerbeschränkt .
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	Univ.-Prof. Dr.rer.pol. Wolfgang Breuer
<b>ECTS Credits</b>	1.5
<b>Contact time (WSH)</b>	1
<b>Examination duration (min)</b>	-
<b>Total hours (h)</b>	45,0
<b>Contact hours (h)</b>	15,0
<b>Self-study hours (h)</b>	30,0

● Exam node

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Seminar to Personality analysis and career planning (802324301)	1st semester	no semester recommended	1.5	1

+ Bachelor Thesis (8014009)

<b>Module titel</b>	Bachelor Thesis (Compulsory subject)
<b>Identifier</b>	8014009
<b>Version</b>	Angelegt über RWTH API als 1
<b>Duration (Semester)</b>	one semester
<b>Cycle (Semester)</b>	winter/summer semester
<b>Valid from</b>	Winter semester 2010
<b>Valid until</b>	-
<b>Module level</b>	Bachelor
<b>Content</b>	Individuelle Themenabsprache im Bereich aktueller Forschung.
<b>Learning Objectives/ Learning Outcomes</b>	Die Studierenden können eine umfangreiche und komplexe Fragestellung innerhalb einer gesetzten Frist eigenständig mit wissenschaftlichen Methoden bearbeiten.
<b>(Study-Specific) Prerequisites</b>	Die Aufgabenstellung der Bachelorarbeit kann erst ausgegeben werden, wenn der Pflichtbereich einschließlich des wirtschaftswissenschaftlichen Pflichtseminars erfolgreich absolviert wurde. Über Ausnahmen entscheidet der Prüfungsausschuss. Im Idealfall sollte bereits zur Anmeldung der Abschlussarbeit ein wirtschaftswissenschaftliches Auslandsstudium oder eine einschlägige berufspraktische Tätigkeit im Umfang von mindestens 12 Wochen nachgewiesen werden können. Gem. § 15 Abs. 2
<b>(recommended) Requirements</b>	None
<b>References</b>	-
<b>Language</b>	German/English
<b>Examination Terms</b>	Abschlussarbeit (100%, benotet) Schriftliche Ausarbeitung einer Bachelorarbeit. Dauer 3 Monate.
<b>Miscellaneous</b>	-
<b>Module coordinator</b>	-
<b>ECTS Credits</b>	12
<b>Contact time (WSH)</b>	-
<b>Examination duration (min)</b>	0
<b>Total hours (h)</b>	360,0
<b>Contact hours (h)</b>	-
<b>Self-study hours (h)</b>	-

● Exam node

Title	Recommended Semester (Study start winter)	Recommended Semester (Study start summer)	ECTS Credits	Contact time (WSH)
Bachelor Thesis (801400901)	6th semester	no semester recommended	12	0