

**Module Handbook  
for the three-year B.A. study program  
Corporate Management & Economics  
BA CME | 3y**

(starting from Fall Semester 2024)

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**Note on the topicality of the module descriptions**

Current information on content and examination results, which may vary depending on the number of course participants, can be found in the online course search via ZU|hause

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## The Zeppelin Year

Module 10000   Interdisciplinary Module   Zeppelin Project				
BA CME	Sem. 1-2	6 h/week	13 ECTS	Contact time/self-study (in hrs): 72/253
Teaching form			Lecture   Workshop   Group support	
Eventy type			mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>	
Duration			2 semesters	
Rotation			annually <input type="checkbox"/> per semester <input checked="" type="checkbox"/>	
Examination			Term paper   Presentation   Group research project report	
Scope and duration of examination			Term paper: 12-15 pages   Presentation: 20 minutes   Group research project report: approx. 20 pages per person	
Module responsibility			Prof. Dr. Maren Lehmann Chair of Sociological Theory   Prof. Dr. Jarko Fidrmuc Chair of International Economic Theory and Economic Policy   Prof. Dr. Joachim Behnke Chair of Political Science	
Prerequisites			-	
Use of module			Mandatory module BA CME	
<p><b>Contents</b></p> <p>The aim of this module is to enable students to work independently on content relevant to their studies and to enable them to carry out academic work. Students are encouraged to formulate a scientific research question independently, to work on it by applying theories and scientific methods, and to interpret their research results.</p> <p>The results will be presented at a final conference open to the university. The teaching research project is flanked by an interdisciplinary seminar and two methods courses. Students are supported in their project work by an academic supervisor.</p> <p><b>Learning objective</b></p> <p>Right from the start in the first semester, students are enabled to ask themselves scientific questions in the context of an individual term paper and to work on them. In addition, they learn how to address scientific questions as part of group work and how to access and utilize expert knowledge from different disciplines. The introduction of multidisciplinary and transdisciplinary research methods enables them to explore a field of research or a social problem area. It is important to define and control the processes of cooperation and coordination in a project team. As part of the module, students learn to observe and narrow down a current social problem area in such a way that it can</p>				

be implemented in a project and presented to the public. To this end, they are shown the necessary forms of academic work and the appropriate methods, which they then develop together.

Courses in the module	ECTS	h/week
C 100006   Disciplinary Perspectives	3	2
C 100007   Methods Workshop I	1	1.5
C 100007   Methods Workshop II	1	1.5
C 100008   Project Work in Groups	8	1

Module 10001   Interdisciplinary Module   Introduction to Science				
BA CME	Sem. 1-2	6 h/week	5 ECTS	Contact time/self-study (in hrs): 72/53
Teaching form			Lecture, seminar	
Eventy type			mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>	
Duration			1 semester	
Rotation			annually <input type="checkbox"/> per semester <input checked="" type="checkbox"/>	
Examination			Written test   Term paper	
Scope and duration of examination			Written exam: 90 min   Term paper: 12-15 pages	
Module responsibility			Prof. Dr. Joachim Behnke Prof. Dr. Matthias Weiß Prof. Dr. Udo Göttlich	
Prerequisites			-	
Use of module			Mandatory module BA CME	
<p><b>Contents</b></p> <p>The module deals with fundamental questions of scientific theory, explains central scientific theory concepts, theories and controversies in economics, social sciences, and cultural studies, and deals with the special features of interdisciplinary work and research. In addition, the basics of artificial intelligence are taught with a view to their use in research, studies and practice. The basics of scientific work are also taught.</p> <p>Possible topics of the module include:</p> <ul style="list-style-type: none"> <li>  What is science?</li> <li>  Theories, methods, hypotheses</li> <li>  What is economic, social and cultural science?</li> <li>  Concepts of interdisciplinary work</li> <li>  Weber's program scientific theory (objectivity and value freedom)</li> <li>  Popper's critical rationalism</li> <li>  Kuhn's theory of the paradigm shift</li> <li>  Lakatos' research program</li> <li>  Feyerabend's methodological pluralism</li> <li>  Lyotard and postmodern knowledge</li> <li>  Science and scientific theories as a social construct</li> <li>  How does artificial intelligence work?</li> <li>  What data- and model-related biases can exist?</li> <li>  What are potential ethical implications of AI use?</li> <li>  How can predictions made by AI algorithms be critically evaluated?</li> </ul> <p><b>Learning objectives</b></p> <p>After completing the module, students should be familiar with various basic concepts of scientific and epistemological theory in economics, social sciences and cultural studies and be able to critically relate these to each other and evaluate scientific approaches against the background of developments in scientific theory and current challenges. Furthermore, students should be able to understand and critically evaluate the basic functioning of artificial intelligence in general and with regard to its application in research.</p> <p><b>Literature</b></p>				

Adorno, Th. W. u.a. (1972): Der Positivismusstreit in der deutschen Soziologie, Darmstadt.  
 Chalmers, Alan F. (2001)[1976]: Wege der Wissenschaft, Berlin.  
 Geertz, Clifford (2003): Dichte Beschreibung. Beiträge zum Verstehen kultureller Systeme. Suhrkamp, Frankfurt a.M.  
 Hollis, Martin (1994): The Philosophy of Social Science, Cambridge.  
 Giere, Ronald N. (1991): Understanding Scientific Reasoning, Fort Worth.  
 Moses, Jonathon W./ Torbjorn L. Knutsen (2007): Ways of Knowing. Competing Methodologies in Social and Political Research, New York.  
 Weber, Max (1988) [1922]: Gesammelte Aufsätze zur Wissenschaftslehre, Tübingen.  
 Wright, Georg Henrik von (1991): Erklären und Verstehen, Frankfurt a. M.  
 Heine, M., Dhungel, A. K., Schrills, T., & Wessel, D. (2023). Künstliche Intelligenz in öffentlichen Verwaltungen: Grundlagen, Chancen, Herausforderungen und Einsatzszenarien (p. 208). Springer Nature.

Courses in the module	ECTS	h/week
C 100014   Philosophy of Science	3	3
C 100015   Introduction to Academic Research	1	1.5
C 100009   Fundamentals of Artificial Intelligence (AI)	1	1.5

Module 10002   Foundations of Methods				
BA CME	Sem. 1-2	6 h/week	12 ECTS	Contact time/self-study (in hrs): 72/228
Teaching form			Lecture   Tutorials	
Eventy type			mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>	
Duration			2 semesters	
Rotation			annually <input type="checkbox"/> per semester <input checked="" type="checkbox"/>	
Examination			Written test	
Scope and duration of examination			90 min	
Module responsibility			Prof. Dr. Franziska Peter Chair of Empirical Capital Market Research and Econometrics Dr. Kilian Seng Method Center	
Prerequisites			-	
Use of module			Mandatory module BA CME	
<p><b>Contents</b></p> <p>The course Empirical Social Research introduces the fundamentals of scientific theory and basic methodological concepts. In addition, research designs, sampling methods, and measurements are covered. Qualitative and quantitative surveys, observations and content analyses are explained as survey methods. Practical aspects such as the design of questionnaires or the specifics of certain survey situations, such as reactivity, will also be addressed.</p> <p>The Statistics course covers the fundamentals of probability theory, descriptive statistics, and inferential statistics. Univariate and bivariate statistics as well as measures of correlation and tests for variables with different scale levels are introduced step by step.</p> <p><b>Learning objectives</b></p> <p>The aim of the module is to convey the process of a research project from the theoretical foundations, planning and data collection to data analysis. In addition, students should be sensitized to the sensible use of statistics and gain an overview of descriptive and inductive statistics.</p> <p><b>Literature</b></p> <p>Diekmann, Andreas (2010): Empirische Sozialforschung. Grundlagen, Methoden, Anwendungen. Reinbek: Hamburg.</p> <p>Porst, Rolf (2011): Fragebogen. Ein Arbeitsbuch. Wiesbaden: VS Verlag.</p> <p>Jann, Ben (2005): Einführung in die Statistik. 2nd edition, Munich: Oldenbourg.</p> <p>Kühnel, Steffen M. und Dagmar Krebs (2012): Statistik für die Sozialwissenschaften. Grundlagen, Methoden, Anwendungen. Reinbek: Rowohlt.</p>				
Courses in the module			ECTS	h/week
C 100024   Empirical Social Research			6	3
C 100025   Statistics			6	3



Module 10007   Program Module CME				
BA CME	Sem. 1-2	9 h/week	18 ECTS	Contact time/self-study (in hrs): 108/342
Teaching form				Seminar
Eventy type				mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>
Duration				2 semesters
Rotation				annually <input type="checkbox"/> per semester <input checked="" type="checkbox"/>
Examination				Written test (MTP)
Scope and duration of examination				90 minutes
Responsible for the module				Prof. Dr. Josef Wieland Prof. Dr. Alexander Eisenkopf NN.
Prerequisites				-
Use of module				Mandatory module BA CME
<p>The CME program module includes three courses: Introduction to Business Administration, Introduction to Economics, and Management Accounting.</p> <p><b>Contents</b></p> <p>In the Introduction to Business Administration course, students learn about the object of study and the specific perspective of business administration. To this end, the theoretical foundations and the application of basic business management functions such as management, organization, investment, financing and accounting, procurement and production as well as marketing are covered.</p> <p><b>Learning objectives</b></p> <p>Students will be able to analyze and solve business management problems on a case-by-case basis. They are familiar with basic approaches and have mastered the relevant methods of the subject. Students will gain an insight into important areas of business administration and will be able to apply the knowledge gained to the management of companies and cultural and political institutions.</p> <p><b>Contents</b></p> <p>The aim of the Introduction to Economics course is to raise students' awareness of economic issues. They receive an introductory overview of the main areas of economics, in particular microeconomics and macroeconomics. The theories on which these areas are based are applied to current economic policy issues.</p> <p><b>Learning objectives</b></p> <p>The course enables students to analyze macroeconomic problems using basic microeconomic and macroeconomic methods. They should also master the methodological foundations of economics and central concepts of economic thinking.</p> <p><b>Contents</b></p> <p>The Management Accounting course teaches the basics of both external and internal accounting. The course focuses on bookkeeping and cost and performance accounting.</p> <p><b>Learning objectives</b></p> <p>After attending this course, students will be able to understand the basic principles of external and internal accounting in a company. With these basics, students who are interested in further questions and problems in accounting can easily explore further topics on their own.</p>				

<b>Literature</b>		
Will be announced in the respective courses.		
Courses in the module	ECTS	h/week
C 100071   Introduction to Business Administration	6	3
C 100072   Introduction to Economics	6	3
C 100073   Business Accounting	6	3

Module 10015   Interdisciplinary Perspectives				
BA CME	Sem. 1-2	6 h/week	12 ECTS	Contact time/self-study (in hrs): 72/228
Teaching form			Lecture, seminar, tutorials	
Eventy type			mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>	
Duration			2 semesters	
Rotation			annually <input type="checkbox"/> per semester <input checked="" type="checkbox"/>	
Examination			Written test   Presentation   Term paper	
Scope and duration of examination			Written test: 90 minutes   Presentation: 20 minutes   Term paper: 12-15 pages	
Responsible for the module			See the program modules CCM, PAIR, SPE	
Prerequisites			-	
Use of module			Mandatory module in Semester 1	
<p><b>Contents</b></p> <p>This module consists of the courses of the program-specific mandatory modules of all BA study programs. Students can freely choose 2 courses from a total of 8 courses.</p> <p><b>Learning objectives</b></p> <p>From the first semester onwards, students can set further priorities in their studies in addition to their mandatory courses and systematically gain insights into the scientific-theoretical heuristics and methodology of other disciplines.</p> <p><b>Literature</b></p> <p>Will be announced in the respective courses.</p>				
Courses in the module			ECTS	h/week
C 100091   Polity, Politics, Policy			6	3
C 100092   Public Administration			6	3
C 100093   Fundamentals of Law			6	3
C 100094   International Relations			6	3
C 100081   Introduction to Issues in Communication			6	3
C 100082   Introduction to Issues in Cultural Science			6	3
C 100083   Cultural History			6	3
C 100151   Foundations of Sociology			6	3

## Major Phase CME – Mandatory Modules

Module 112041   Business Mathematics				
BA CME	Sem. 3	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form		Lecture   Exercise or tutorial   Seminar		
Eventy type		mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>		
Duration		1 semester		
Rotation		annually <input type="checkbox"/> per semester <input checked="" type="checkbox"/>		
Examination		Written test (MTP)		
Scope and duration of examination		90 minutes		
Module responsibility		Prof. Dr. Franziska Peter Chair of Empirical Capital Market Research and Econometrics		
Prerequisites		Completed Zeppelin year   All participants are expected to have knowledge of mathematics equivalent to at least high school graduation level in the following areas: calculating powers; sine, cosine, tangent; polynomial division   logarithms; basics of sequences and series; solving quadratic equations.		
Use of module		Mandatory module BA CME		
<b>Contents</b> <ul style="list-style-type: none"> <li>  Linear algebra</li> <li>  Differentiation and its application</li> <li>  Optimization of functions of a variable</li> <li>  Functions of several variables</li> <li>  Tools for comparative-static analysis</li> <li>  Optimization of functions of several variables</li> <li>  Optimization under constraints</li> <li>  Integral calculus</li> </ul> <b>Learning objectives</b> Students will be able to describe economic problems mathematically and solve them using mathematical methods. The content taught also serves as a basis for further methods courses, in particular econometrics.				
<b>Literature</b> Sydsaeter, K.; Hammond, P. (various years). Mathematik für Wirtschaftswissenschaftler (2nd, 3rd or 4th edition). Pearson Studium.				
Courses in the module			ECTS	h/week
C 112041   Business Mathematics			6	3

Module 112044   Econometrics					
BA CME	Sem. 4	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114	
Teaching form				Lecture   Exercise or tutorial   Seminar	
Eventy type				mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>	
Duration				1 semester	
Rotation				annually <input type="checkbox"/> per semester <input checked="" type="checkbox"/>	
Examination				Written test   Poster presentation	
Scope and duration of examination				According to agreement	
Module responsibility				Prof. Dr. Franziska Peter Chair of Empirical Capital Market Research and Econometrics	
Prerequisites				Completed Zeppelin year   Statistics I, Statistics II, Mathematics For Economics	
Use of module				Mandatory module BA CME   Mandatory module MSc CME	
<p><b>Contents</b></p> <ul style="list-style-type: none"> <li>  Basic concepts of probability theory</li> <li>  The simple regression model</li> <li>  Extensions of the simple regression model</li> <li>  The multiple regression model</li> <li>  Regression with binary variables</li> <li>  Asymptotics</li> <li>  Maximum likelihood estimation</li> <li>  Logit and probit models</li> </ul> <p><b>Learning objectives</b></p> <p>Students learn elementary econometric methods. The focus is on the linear regression model and its practical application. The theory is illustrated by computer exercises using the statistics program R.</p> <p><b>Literature</b></p> <p>Wooldridge, Jeffrey M. (2012): Introductory Econometrics: A Modern Approach. South-Western College Publishers.</p>					
Courses in the module				ECTS	h/week
C 112044   Econometrics				6	3

Module 112091   Advanced Statistics					
BA CME	Sem. 3	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114	
Teaching form				Lecture   Exercise or tutorial   Seminar	
Eventy type				mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>	
Duration				1 semesters	
Rotation				annually <input type="checkbox"/> per semester <input checked="" type="checkbox"/>	
Examination				Written test (MTP)	
Scope and duration of examination				According to agreement	
Module responsibility				Prof. Dr. Franziska Peter Chair of Empirical Capital Market Research and Econometrics	
Prerequisites				Completed Zeppelin year   Statistics I	
Use of module				Mandatory module BA CME   Mandatory module MSc CME	
<p><b>Statistics II</b></p> <p>Building on Statistics I, the Statistics II course builds a bridge between descriptive statistics and the analogous concepts in probability theory. Students deepen their knowledge from Statistics I, in particular knowledge of special distributions (e.g. Bernoulli, exponential, Poisson, normal distribution) and important limit theorems. The course forms the basis for further method courses.</p> <p><b>Applied statistics with R</b></p> <p>In this course, the content learned in Statistics I and II will be practiced on the computer using the R software. Students acquire the methodological basis of probability theory and in-depth knowledge of programming. In doing so, they acquire the skills to understand and verify statistical statements using data analysis on the computer.</p> <p><b>Literature</b></p> <p>Schira, J. (various years). Statistische Methoden der VWL und BWL: Theorie und Praxis. Pearson Studium.</p> <p>Hellbrück, R. (various years). Angewandte Statistik mit R. Eine Einführung für Ökonomen und Sozialwissenschaftler. Springer.</p>					
Courses in the module				ECTS	h/week
C 112091   Advanced Statistics				6	3

Module 112045   Data Science				
BA CME	Sem. 4	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form		Lecture   Exercise or tutorial   Seminar		
Eventy type		mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>		
Duration		1 semester		
Rotation		annually <input type="checkbox"/> per semester <input checked="" type="checkbox"/>		
Examination		Written test (30%)   Project work and presentation (70%)		
Scope and duration of examination		60 minutes written exam   20 pages of project work   30 minutes presentation		
Module responsibility		Prof. Dr. Christian Opitz ZF Friedrichshafen Chair of Corporate Management & Personnel Management		
Prerequisites		Basic knowledge of R		
Use of module		Mandatory module BA CME		
<p><b>Contents</b></p> <p>The course provides an insight into the field of data science, understood as the targeted extraction of knowledge from large and complex data sets.</p> <p>It builds on initial knowledge of the R programming language and introduces the various steps involved in data collection and data preparation. Students learn various methods of data analysis (cluster methods, regression methods, decision trees, etc.) and model evaluation, and can apply these to practical problems.</p> <p><b>Learning objectives</b></p> <ul style="list-style-type: none"> <li>  Gaining information about the conceptual foundations and possible fields of application of data science</li> <li>  A sound insight into the various process steps of a corresponding project</li> <li>  Knowledge of selected methods and procedures in the areas of data collection, data preparation, and data analysis</li> <li>  Ability to interpret and critically evaluate the results obtained</li> <li>  Knowledge of the special potential of this approach and how to deal with possible ethical and moral limits</li> <li>  Ability to plan and implement smaller projects independently</li> </ul> <p><b>Literature</b></p> <p>James, G.; Witten, D.; Hastie, T.; Tibshirani, R. (2017). An Introduction to Statistical Learning. Springer.</p> <p>Munzert, S.; Rubba, C.; Meißner, P; Nyhuis, D. (2015). Automated Data Collection. A Practical Guide to Web Scraping and Text Mining. Wiley.</p> <p>Provost, F.; Fawcett, T: (2013). Data Science for Business. O'Reilly.</p> <p>Zumel, N.; Mount, J. (2014). Practical Data Science with R. Manning.</p>				
Courses in the module			ECTS	h/week
C 112045   Data Science			6	3

Module 112051   Controlling				
BA CME	Sem. 3	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form			Seminar   Lecture with exercises	
Eventy type			mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>	
Duration			1 semester	
Rotation			annually <input type="checkbox"/> per semester <input checked="" type="checkbox"/>	
Examination			Written test	
Scope and duration of examination			90 minutes	
Module responsibility			Prof. Dr. Florentina Paraschiv Chair of Finance	
Prerequisites			Completed Zeppelin year   C 100114	
Use of module			Mandatory module BA CME	
<p><b>Contents</b></p> <ul style="list-style-type: none"> <li>  Introduction and basics of controlling</li> <li>  Introduction to cost accounting and cost management</li> <li>  Success planning, measurement, and control in enterprises</li> </ul> <p><b>Learning objectives</b></p> <p>As part of the Controlling course, students gain a sound insight into the tasks and instruments of controlling, learn how to apply them and acquire basic knowledge of the various planning calculations and control systems.</p> <p><b>Literature</b></p> <p>Weber, J.; Schäffer, U. (2016). Einführung in das Controlling. Schäffer Poeschel.</p> <p>Brühl, R. (2016). Controlling – Grundlagen einer erfolgsorientierten Unternehmenssteuerung. Vahlen.</p> <p>Horváth, P. (2015). Controlling. Vahlen.</p>				
Courses in the module			ECTS	h/week
C 112051   Controlling			6	3



Module 112052   Corporate Finance				
BA CME	Sem. 4	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form			Lecture   Exercise or tutorial   Seminar	
Eventy type			mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>	
Duration			1 semester	
Rotation			annually <input type="checkbox"/> per semester <input checked="" type="checkbox"/>	
Examination			Written test	
Scope and duration of examination			90 minutes	
Module responsibility			Prof. Dr. Florentina Paraschiv Chair of Finance	
Prerequisites			Completed Zeppelin year   C 100114	
Use of module			Mandatory module BA CME	
<p><b>Contents</b></p> <p>The course covers the basic theory of corporate finance with focus on:</p> <ul style="list-style-type: none"> <li>  Importance of good governance and incentive systems</li> <li>  Theories of risk and return</li> <li>  Portfolio theory and CAPM</li> <li>  Theories regarding capital structure of a corporation</li> <li>  Capital investment and financing decisions made by financial managers</li> </ul> <p><b>Learning objectives</b></p> <p>Skills:</p> <p>Students are expected to be able to:</p> <ul style="list-style-type: none"> <li>  Use various valuation methods depending on the context of the corporate decision</li> <li>  Analyze investment projects and securities</li> </ul> <p>Competence:</p> <p>Students are expected to recognize the consequences of various investment and financing decisions made by a firm.</p> <p><b>Literature</b></p> <p>Brealey, R.A., Myers, S.C., Allen, F., Principles of Corporate Finance 13th ed. (2020) McGraw Hill.</p>				
Courses in the module			ECTS	h/week
C 112052   Corporate Finance			6	3

Module 112061   Microeconomics				
BA CME	Sem. 3	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form			Lecture   Exercise or tutorial   Seminar	
Eventy type			mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>	
Duration			1 semester	
Rotation			annually <input type="checkbox"/> per semester <input checked="" type="checkbox"/>	
Examination			Written test	
Scope and duration of examination			90 minutes	
Module responsibility			Prof. Dr. Jarko Fidrmuc Chair of International Economic Theory and Economic Policy	
Prerequisites			Completed Zeppelin year	
Use of module			Mandatory module BA CME   Mandatory module MSc CME	
<b>Contents</b> <ul style="list-style-type: none"> <li>  Overview of microeconomics; basic questions and methods</li> <li>  Household and consumption theory</li> <li>  Production and cost theory</li> <li>  Market equilibria and social efficiency: consumer and producer surplus</li> <li>  Introduction to game theory</li> <li>  Market forms and competition theory: perfect competition, monopoly, oligopolies</li> <li>  Competition policy, economic order, and economic policy</li> <li>  Market failure: asymmetric information, external effects and their internalization</li> </ul>				
<b>Learning objectives</b> Students learn the basic concepts and analytical tools of microeconomics. They are able to apply these to important applications in selected economic and economic policy decision-making situations.				
<b>Literature</b> Varian, H. R. (2016). Grundzüge der Mikroökonomik. Springer. Varian, Hal R. (2019). Intermediate Microeconomics: A Modern Approach. Norton.				
Courses in the module			ECTS	h/week
C 112061   Microeconomics			6	3

Module 112062   Macroeconomics					
BA CME	Sem. 4	4 h/week	3 ECTS	Contact time/self-study (in hrs): 36/114	
Teaching form				Lecture   Exercise or tutorial   Seminar	
Eventy type				mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>	
Duration				1 semester	
Rotation				annually <input type="checkbox"/> per semester <input checked="" type="checkbox"/>	
Examination				Written test	
Scope and duration of examination				90 minutes	
Module responsibility				Prof. Dr. Jarko Fidrmuc Chair of International Economic Theory and Economic Policy	
Prerequisites				Completed Zeppelin year	
Use of module				Mandatory module BA CME   Mandatory module MSc CME	
<p><b>Contents</b></p> <ul style="list-style-type: none"> <li>  Short-run model (ISLM)</li> <li>  Medium-run model (ASAD)</li> <li>  Open macroeconomics</li> <li>  Growth models</li> </ul> <p>High attendance (80%) at all lectures is obligatory!</p> <p><b>Learning objectives</b></p> <p>The students will improve and deepen their knowledge and analytical capabilities in the areas of macroeconomics and economic policy.</p> <p><b>Literature</b></p> <p>Blanchard, O.; Johnson, D.R (2013). Macroeconomics, Global 6th Edition. Pearson.</p> <p>Blanchard, O. (2017). Macroeconomics, Global 7th Edition. Pearson.</p> <p>Bowles, S.; Carlin, W. (2020). What Students Learn in Economics 101: Time for a Change. Journal of Economic Literature, 58 (1), 176-214.</p> <p>Forster, J.; Klüh, Ü.; Sauer, S. (2009). Übungen zur Makroökonomie. Pearson Studium.</p> <p>The Core Team (2020) The Economy, e-book. <a href="https://core-econ.org/the-economy/?lang=en">https://core-econ.org/the-economy/?lang=en</a></p>					
Courses in the module				ECTS	h/week
C 112061   Microeconomics				6	3

Module 100102   Civil Law					
BA CME	Sem. 3	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114	
Teaching form					
Eventy type					
mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>					
Duration					
1 semester					
Rotation					
annually <input type="checkbox"/> per semester <input checked="" type="checkbox"/>					
Examination					
Written test					
Scope and duration of examination					
90 min					
Module responsibility					
Prof. Dr. Georg Jochum Chair of Public Law, Tax & European Law & Regulatory Law					
Prerequisites					
-					
Use of module					
Mandatory module CME					
<b>Contents</b>					
Fundamentals and concepts of civil law. This includes the first books of the German Civil Code with a focus on contract law. The basics of labor law are covered. In addition to general civil law, commercial and corporate law are also covered.					
<b>Learning objectives</b>					
Students should be familiar with the legal principles of economic activity and be able to apply them in simple cases. They should know the legal requirements for the most important contracts and the special features of commercial law. They should also know the most important forms of company for economic activity and their respective rules.					
<b>Literature</b>					
Textbooks and reference books as specified by the lecturer.					
Courses in the module				ECTS	h/week
C 100102   Civil Law				6	3

Module 112075   Commercial & Corporate Law					
BA CME	Sem. 4	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114	
Teaching form					
Eventy type					
mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>					
Duration					
1 semester					
Rotation					
annually <input type="checkbox"/> per semester <input checked="" type="checkbox"/>					
Examination					
Written test					
Scope and duration of examination					
90 min					
Module responsibility					
Prof. Dr. Georg Jochum Chair of Public Law, Tax & European Law & Regulatory Law					
Prerequisites					
-					
Use of module					
Mandatory module CME					
<b>Contents</b>					
<p>The module covers the basics of commercial and company law. In the area of commercial law, the course deals in particular with the concept of a merchant, company forms, the publicity of the commercial register, the representation of the merchant in legal transactions and some of the types of contracts regulated in the German Commercial Code (commercial sale, commission). In corporate law, the focus is on the law of partnerships (BGB-Gesellschaft, OHG, KG). Therefore, the standards of the BGB and the HGB will also be dealt with. In addition, an overview of the law of corporations (AG, GmbH) is given.</p>					
<b>Learning objectives</b>					
<p>Students develop a basic understanding of the special law for merchants regulated in the German Commercial Code (HGB) and its typical issues. Students learn the differences between merchant criteria, trading companies, the special types of representation of merchants, and commercial transactions. Students learn about the legal sources and key structures of company law as well as the various forms of partnerships and corporations.</p>					
<b>Literature</b>					
Textbooks and reference books as specified by the lecturer.					
Courses in the module				ECTS	h/week
C 112075   Commercial & Corporate Law				6	3

Module 12347   Advanced Methods					
BA CME	Sem. 3-5	2 h/week	3 ECTS	Contact time/self-study (in hrs): !\$7&!	
Teaching form					
Eventy type					
mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>					
Duration					
1 semester					
Rotation					
annually <input type="checkbox"/> per semester <input checked="" type="checkbox"/>					
Examination					
depends on the course					
Scope and duration of examination					
depends on the course					
Module responsibility					
Prof. Dr. Franziska Peter Chair of Empirical Capital Market Research & Econometrics					
Prerequisites					
Completed Zeppelin Year and, if applicable, other event-specific requirements					
Use of module					
Mandatory module BA CME					
<p><b>Contents</b></p> <p>The "Advanced Methods CME" module consists of attending two methods workshops on different topics. The combination is arbitrary, as long as the workshops (no. 123241-44) are declared accordingly. Between one and four workshops are regularly offered per semester.</p> <p>Exemplary contents are the following:</p> <ul style="list-style-type: none"> <li>  Advanced qualitative methods</li> <li>  Online surveys</li> <li>  Field experiments</li> <li>  Agent Based Modeling</li> <li>  Causal inference</li> <li>  Web Scraping</li> </ul> <p><b>Learning objectives</b></p> <p>Die Studierenden lernen innovative und fortgeschrittene sozialwissenschaftliche Erhebungs- und Analysemethoden kennen und können deren Gebrauch kritisch reflektieren.</p> <p><b>Literature</b></p> <p>Will be announced in the respective courses.</p>					
Courses in the module				ECTS	h/week
C 12341-44   A-Z Advanced Methods Workshop				3	2

Module 11001   Interdisciplinary Workshops				
BA CME	Sem. 3-5	4 h/week	4 ECTS	Contact time/self-study (in hrs): 48/52
Teaching form			Seminar   Exercise	
Eventy type			mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Duration			1 semester	
Rotation			annually <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examination			Ungraded participation (70% attendance)	
Scope and duration of examination			-	
Module responsibility			Academic program management BA CME	
Prerequisites			-	
Use of module			Mandatory module BA CME	
<b>Fundamentals of Entrepreneurship</b>				
<b>Contents</b>				
<p>The workshop on value-added entrepreneurship familiarizes students with the background, questions, risks, and potentials of founding a company. Closely aligned with the timeline of the start-up project, it provides an overview of the necessary steps for planning new business ideas and discusses the theories and concepts of entrepreneurship. In addition to traditional start-ups, start-ups in the field of social entrepreneurship are also considered in particular.</p>				
<b>Learning objectives</b>				
<p>After completing the workshop, students will have the techniques and tools to independently identify and assess market-effective innovation potential and to plan, finance, and successfully market their own business ideas.</p>				
<b>Creativity &amp; Performativity</b>				
<b>Contents</b>				
<p>The workshop focuses on the question of how the new and different enters the world and how to gain unfamiliar perspectives on the familiar. Students are encouraged to try out the possibilities of aesthetic and artistic forms of knowledge in experimental and performative ways and to become creatively active. They learn observation, improvisation, and imagination techniques and are familiarized with forms of world appropriation that are derived from practical creative action and that unfold in work with their own body and senses.</p> <p>Different focal points are offered and combined within the course. These range from performative forms of presentation to filmic works, photography and drawing, design, and the ritual self-techniques of yoga. Practical workshop blocks and a final public presentation structure the program.</p> <p>Those interested in a more intensive examination of this topic should take module 121403 Creative Performance instead of the workshop. This module can be selected as an elective module for CCM students and as a multidisciplinary module for students of other programs.</p>				
<b>Learning objectives</b>				
<p>The module aims to sharpen perception and imparts knowledge of alternative forms of knowledge and creativity techniques in the context of university education. Students receive a practical introduction to creative skills and a sense of the social situation of their actions.</p>				

**Literature**

Will be announced in the respective courses.

Courses in the module	ECTS	h/week
C 110011   Workshop Fundamentals of Entrepreneurship	2	2
C 110012   Workshop Creativity & Performativity	2	2



Module 000081   Domestic Internship or Internship Abroad				
BA CME	Sem. 3- 8	h/week -	9 ECTS	Contact time/self-study (in hrs): -
Teaching form			Internship	
Eventy type			mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>	
Duration			1 semester	
Rotation			annually <input type="checkbox"/> per semester <input checked="" type="checkbox"/>	
Examination			Ungraded field report	
Scope and duration of examination			10 – 15 pages	
Module responsibility			Academic Program Director BA CME	
Prerequisites			Other mandatory modules of the Major phase	
Use of module			Mandatory module BA CME	
<p><b>Contents</b></p> <p>As part of this module, students complete an internship in a company, a cultural organization, or a political organization. The internship can take place in Germany or abroad. The content of this module should build on the students' theoretical and methodological knowledge and complement it in a practical way. Students gain an in-depth insight into economic interrelationships, become familiar with elements of work methodology, company organizational structures and information flows, and recognize the importance of corporate culture and leadership for individual and collective work success. Internships abroad also allow a deeper insight into the respective national and work culture. The internships are prepared through counseling sessions at the SPC and in the ZU partner pool. The students' practical coaches are on hand to advise them on questions and problems during the initiation and course of their internship. The examination consists of the preparation of an ungraded experience report describing the individual activities and reflecting on the knowledge gained.</p> <p><b>Learning objectives</b></p> <p>The students</p> <ul style="list-style-type: none"> <li>  Apply the technical and methodological knowledge they have acquired during their studies to practical problems and in this way deepen their professional competence</li> <li>  Acquire in-depth technical knowledge and skills in their respective functional areas of application</li> <li>  Learn to work constructively and in an interdisciplinary way with other people in a specific work situation</li> <li>  Gain the ability to work in groups, organize and implement projects effectively, and develop corresponding management responsibility</li> <li>  Hone important key skills, particularly in the areas of social and personal skills</li> </ul> <p>An internship abroad adds an international dimension to the skills described above and specifically promotes students' intercultural skills.</p>				

Courses in the module	ECTS	h/week
C 000081   Domestic Internship or Internship Abroad	9	

Module 000082   Own Start-up					
BA CME	Sem. 3-8	h/week -	18 ECTS	Contact time/self-study (in hrs): -	
Teaching form				Internship	
Eventy type				mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>	
Duration				2 semesters	
Rotation				annually <input type="checkbox"/> per semester <input checked="" type="checkbox"/>	
Examination				Ungraded field report	
Scope and duration of examination				15 – 20 pages	
Module responsibility				Academic program management BA CME	
Prerequisites				Other mandatory modules of the Major phase	
Use of module				Mandatory module 4y BA CME	
<p><b>Contents</b></p> <p>As part of this module, students deal with the establishment of their own company. Typical areas of activity include brainstorming, developing a valid business model, analyzing the market and its environment, and drawing up a business and financial plan. Other activities may relate to initiating and maintaining contacts with potential customers and suppliers, acquiring venture capital or funding, dealing with various legal aspects of the start-up, or recruiting co-founders or other personnel.</p> <p>The content of this module should build on the students' theoretical and methodological knowledge and complement it in a practical way. Students gain an in-depth insight into economic interrelationships, become familiar with elements of work methodology, company organizational structures and information flows, and recognize the importance of corporate culture and leadership for individual and collective work success. Cross-national start-up contexts also allow a deeper insight into the respective national country and work culture.</p> <p>The module is prepared through consultations in the PioneerPort. Specific projects are supported by a start-up coach from the PioneerPort and a mentor from the field who is available to advise on questions and problems.</p> <p>The examination consists of the preparation of an ungraded experience report in which the company is presented, the individual activities are described, the hours worked are listed and the knowledge gained is reflected upon.</p> <p><b>Learning objectives</b></p> <p>The students</p> <ul style="list-style-type: none"> <li>  Apply the technical and methodological knowledge they have acquired during their studies to the establishment of their own company and thus deepen their professional competence</li> <li>  Acquire in-depth specialist knowledge and skills in the areas relevant to the respective start-up</li> <li>  Learn to work constructively and in an interdisciplinary way with other people in a specific work situation</li> <li>  Gain the ability to work in groups, organize and implement projects effectively, and develop corresponding management responsibility</li> <li>  Hone important key skills, particularly in the areas of social and personal skills</li> </ul> <p>In a transnational start-up context, the skills described above are supplemented by an international dimension and students' intercultural skills are specifically promoted.</p>					
Courses in the module				ECTS	h/week
C 000082   Own Start-up				18	

## Major Phase CME – Elective Modules

Module 112071   Human Resource Management				
BA CME	Sem. 3-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form			Seminar   Exercise   Tutorial	
Eventy type			mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Duration			1 semester	
Rotation			annually <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examination			Written test	
Scope and duration of examination			60 minutes	
Module responsibility			Prof. Dr. Christian Opitz ZF Friedrichshafen Chair of Business Management & Personnel Management	
Prerequisites			-	
Use of module			Elective module BA CME	
<p><b>Contents</b></p> <p>People clearly are an organization's most critical resource. Their knowledge and skills along with their commitment, creativity, and effort are the basis for competitive advantage. It is people that have creative ideas for new products or for process improvements, that devise marketing strategy, or take technologies to the next level. Therefore, this seminar focuses on how to coordinate, manage, and lead people in organizations to achieve the desired outcomes. The seminar builds on key theories and concepts in organizational research along with a critical reflection of these theories and concepts and their underlying assumptions.</p> <p>In so doing, a particular focus will be on specific elements and types of organizations and current trends and developments in this regard. The seminar aims to provide an understanding of organization theories and concepts to derive evidence based recommendations for addressing problems and challenges in organizational practice.</p> <p><b>Learning objectives</b></p> <p>Students</p> <ul style="list-style-type: none"> <li>  are able to understand and apply key organization theories and concepts to develop solutions to problems and challenges in organizations;</li> <li>  are able to critically reflect, evaluate, and adapt organizational processes;</li> <li>  are able to evaluate the need for organizational change and to plan and implement change activities;</li> <li>  are able to apply taught concepts in different organizational contexts and scenarios.</li> </ul> <p><b>Literature</b></p> <p>Berthel, Jürgen/Becker, Fred G. (2010): Personalmanagement – Grundzüge für Konzeptionen betrieblicher Personalarbeit. Schäffer-Poeschel.</p> <p>Picot, Arnold/Dietl, Helmut/Franck, Egon (2008): Organisation – Eine ökonomische Perspektive. Schaeffer-Poeschel.</p> <p>Steinmann, Horst/Schreyögg, Georg (2005): Management. Grundlagen der Unternehmensführung: Konzepte – Funktionen – Fallstudien. Gabler.</p>				

Courses in the module	ECTS	h/week
C 112071   Human Resource Management	6	3

Module 122101   Organization				
BA CME	Sem. 3-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form			Seminar	
Eventy type			mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Duration			1 semester	
Rotation			annually <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examination			Written test	
Scope and duration of examination			90 minutes	
Module responsibility			Prof. Dr. Matthias Weiss Chair of Innovation Management & Transformation	
Prerequisites			-	
Use of module			Elective module BA CME	
<p><b>Contents</b></p> <p>People clearly are an organization's most critical resource. Their knowledge and skills along with their commitment, creativity, and effort are the basis for competitive advantage. It is people that have creative ideas for new products or for process improvements, that devise marketing strategy, or take technologies to the next level. Therefore, this seminar focuses on how to coordinate, manage, and lead people in organizations to achieve the desired outcomes. The seminar builds on key theories and concepts in organizational research along with a critical reflection of these theories and concepts and their underlying assumptions.</p> <p>In so doing, a particular focus will be on specific elements and types of organizations and current trends and developments in this regard. The seminar aims to provide an understanding of organization theories and concepts to derive evidence based recommendations for addressing problems and challenges in organizational practice.</p> <p><b>Learning objectives</b></p> <p>Students</p> <ul style="list-style-type: none"> <li>  are able to understand and apply key organization theories and concepts to develop solutions to problems and challenges in organizations;</li> <li>  are able to critically reflect, evaluate, and adapt organizational processes;</li> <li>  are able to evaluate the need for organizational change and to plan and implement change activities;</li> <li>  are able to apply taught concepts in different organizational contexts and scenarios.</li> </ul> <p><b>Literature</b></p> <p>Kieser, A.; Ebers, E. (2014) Organisationstheorien. Kohlhammer.</p> <p>Kühl, S. (2011). Organisationen: eine sehr kurze Einführung. Springer.</p>				
Courses in the module			ECTS	h/week
C 122101   Organization			6	3

Module 122102   Strategic Management					
BA CME	Sem. 3-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114	
Teaching form				Seminar	
Eventy type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Duration				1 semester	
Rotation				annually <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examination				Term paper	
Scope and duration of examination				12-15 pages	
Module responsibility				Prof. Dr. Christian Opitz ZF Friedrichshafen Chair of Business Management & Personnel Management	
Prerequisites				Basic knowledge of business management thinking	
Use of module				Elective module BA CME	
<p><b>Contents</b></p> <p>The module introduces the theory, the object, and the methods of strategic management. Key corporate decisions are viewed from a general management perspective that takes into account the dynamics of the corporate environment and the interests of other stakeholders in the decision-making process.</p> <p>In the general section, the basic contents of the market and resource-based view are presented first. These are then finally discussed as a basis in relation to concrete strategy derivation and strategy implementation by companies. In a second part, the focus is placed on individual, more specific areas of the current debate. In this context, issues from the areas of corporate strategy (Strategic Organization &amp; International Business Strategy) and strategic cooperation (Strategic Alliances &amp; Business Ecosystems) are presented in more detail.</p> <p><b>Learning objectives</b></p> <p>The students</p> <ul style="list-style-type: none"> <li>  Are able to understand the basic assumptions of the theories discussed</li> <li>  Are familiar with the theoretical principles of strategic management</li> <li>  Are familiar with the current research literature on strategic management and can discuss it critically</li> <li>  Are able to independently analyze practice-oriented strategic problems and develop their own sustainable solutions</li> </ul> <p><b>Literature</b></p> <p>Grant, R.M. (2018). Contemporary Strategy Analysis. Wiley.</p> <p>Lynch, R. (2018). Strategic Management. Pearson.</p> <p>Rothaermel, F.T. (2019). Strategic Management. McGraw-Hill.</p>					
Courses in the module				ECTS	h/week
C 122102   Strategic Management				6	3

Module 112072   Marketing				
BA CME	Sem. 3-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form			Seminar	
Eventy type			mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Duration			1 semester	
Rotation			annually <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examination			Written test   Presentation	
Scope and duration of examination			Written test: 60 minutes (60%)   Presentation: 20 minutes (40%)	
Module responsibility			Prof. Dr. Martin Fritze Chair for Marketing	
Prerequisites			-	
Use of module			Elective module BA CME	
<p><b>Contents</b></p> <p>This course introduces the main theories and concepts in marketing and their application in creating value for various stakeholders. Students will gain insights into the philosophy, functions, and implications of marketing, developing the skills needed to identify, conceptualize, and communicate marketing problems and solutions. The course adopts a consumer-centric approach, recognizing that successful marketing is deeply rooted in understanding the needs, preferences, perceptions, and behaviors of consumers. Topics covered include strategic marketing, market research, consumer psychology, marketing mix, service marketing, and sustainable marketing. Coursework will include lectures, discussions, in-class exercises, student presentations, assignments, and a final exam.</p> <p><b>Learning objectives</b></p> <p>Upon completion of this course, students will:</p> <ul style="list-style-type: none"> <li>  Have gained a holistic understanding of marketing.</li> <li>  Be able to apply the basic principles and tools of marketing management.</li> <li>  Have developed an understanding of the importance of marketing in creating a sustainable competitive advantage.</li> <li>  Be able to evaluate marketing decision based on consumer insights.</li> <li>  Be equipped to critically reflect on and implement marketing practices in the light of environmental and social challenges.</li> <li>  Have a basic understanding to evaluate empirical studies and engage in discussions centered around scientific, peer-reviewed publications.</li> <li>  Be able to engage in discussions rooted in scientific research to approach real-world marketing problems.</li> </ul> <p><b>Literature</b></p> <p>Relevant course materials will be provided throughout the course.</p>				
Courses in the module			ECTS	h/week
C 112072   Marketing			6	3



Module 122112   External Accounting				
BA CME	Sem. 3-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form			Seminar   Exercise   Tutorial	
Eventy type			mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Duration			1 semester	
Rotation			annually <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examination			Written test	
Scope and duration of examination			90 minutes	
Module responsibility			Prof. Dr. Florentina Paraschiv Chair of Finance	
Prerequisites			C 100073   Management Accounting	
Use of module			Elective module BA CME	
<p><b>Contents</b></p> <ul style="list-style-type: none"> <li>  The nature and principles of annual financial statements / basic elements of accounting in accordance with German commercial law (HGB)</li> <li>  Selected accounting topics in HGB annual financial statements (individual financial statements)</li> <li>  Group accounting principles</li> <li>  Cash flow statement</li> <li>  (Group) notes and (group) management report</li> </ul> <p><b>Learning objectives</b></p> <p>The students</p> <ul style="list-style-type: none"> <li>  Are able to understand the basic assumptions of the theories discussed</li> <li>  Acquire an in-depth understanding of (group) accounting in accordance with national regulations (HGB)</li> <li>  Acquire the ability to analyze and interpret annual and consolidated financial statements</li> </ul> <p><b>Literature</b></p> <p>Will be announced at the beginning of the course.</p>				
Courses in the module			ECTS	h/week
C 122112   External Accounting			6	3

Module 112073   Management of Innovation and Transformation					
BA CME	Sem. 3-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114	
Teaching form				Seminar	
Eventy type				mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>	
Duration				1 semester	
Rotation				annually <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examination				Written exam, midterm presentation	
Scope and duration of examination				60 minutes	
Module responsibility				Prof. Dr. Weiss ZEPPELIN Chair of Innovation Management and Transformation	
Prerequisites				-	
Use of module				Elective module BA CME	
<p><b>Content</b></p> <p>Innovations and new technologies play a key role for the competitiveness of companies, especially in today's globalized markets. However, which aspects influence the innovativeness of a company and its offerings and what can managers do address and shape these aspects in a way to enhance the innovative potential and output of their company? Therefore, this seminar will cover relevant foundations of innovation and technology management in organizations. It will offer evidence-based knowledge about and the opportunity for critical reflection of managerial options to facilitate creativity and organizational innovation. Moreover, a particular focus will be put on aspects of sustainability and of the digital transformation of organizations.</p> <p><b>Learning objectives</b></p> <p>Students</p> <ul style="list-style-type: none"> <li>  have a deep understanding on the role and management of innovation within firms;</li> <li>  are able to understand and apply key theories and concepts of innovation and technology management in business practice;</li> <li>  are able to evaluate and use methods to develop, plan, and implement innovation projects;</li> <li>  understand and recognize different situations and environments regarding technology and innovation and are able to derive specific managerial implications;</li> <li>  are able to evaluate and use methods and tools of ITM purposefully.</li> </ul> <p><b>Literature</b></p> <p>Provided in the course.</p>					
Courses in the module				ECTS	h/week
C 112073   Management of Innovation and Transformation				6	3

Module 122152   Entrepreneurship				
BA CME	Sem. 3-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form			Seminar	
Eventy type			mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Duration			1 semester	
Rotation			annually <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examination			Term paper	
Scope and duration of examination			12-15 pages	
Module responsibility			Prof. Dr. Reinhard Prügl Chair of Innovation, Technology & Entrepreneurship at FIF	
Prerequisites			-	
Use of module			Elective module BA CME	
<p><b>Content</b> The module deals with entrepreneurial thinking and action, crisis resistance, and the future viability of companies using numerous practical examples. The entire life cycle of a company is considered, from the start-up phase through the establishment of the company to a (possible) sale. In particular, innovative business models are examined in more detail. A particular focus is on family businesses and their entrepreneurial orientation in the context of tradition and innovation as well as their regional roots. Both theoretical work and empirical analyses are examined.</p> <p><b>Learning objectives</b> Students learn to independently analyze and question current interdisciplinary scientific research on the topic of entrepreneurship and then apply it to practical problems.</p> <p><b>Literature</b> Current papers, books, and case studies on entrepreneurship.</p>				
Courses in the module			ECTS	h/week
C 122152   Entrepreneurship			6	3

Module 122151   Family Business Management					
BA CME	Sem. 3-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114	
Teaching form				Seminar   Group work	
Eventy type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Duration				1 semester	
Rotation				annually <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examination				Term paper	
Scope and duration of examination				12-15 pages	
Module responsibility				Prof. Dr. Reinhard Prügl Chair of Innovation, Technology & Entrepreneurship at FIF	
Prerequisites				-	
Use of module				Elective module BA CME	
<p><b>Contents</b></p> <p>The module deals with entrepreneurial thinking and action with a special focus on family businesses. With around three million companies, family businesses are the mainstay of the German economy. The trend in other German-speaking countries is similar. Among other things, they are characterized by their long-term corporate strategies, their roots in the region, and their high value orientation. The previous focus of research approaches at German universities has already developed important solutions for the current strategic and operational challenges of family businesses, and these need to be further intensified. Interdisciplinary research and successor training as well as entrepreneur training specifically geared to the needs of family businesses are at the forefront of this section. Both theoretical work and empirical analyses are examined.</p> <p><b>Learning objectives</b></p> <p>Students learn to independently analyze and question current scientific research in the areas of start-ups and family businesses and then apply it to practical problems.</p> <p><b>Literature</b></p> <p>Current papers, books, and case studies on family businesses.</p>					
Courses in the module				ECTS	h/week
C 122151   Family Business Management				6	3

Module 122182   Mobility					
BA CME	Sem. 3-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114	
Teaching form			Seminar		
Eventy type			mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>		
Duration			1 semester		
Rotation			annually <input checked="" type="checkbox"/> per semester <input type="checkbox"/>		
Examination			Written assignment		
Scope and duration of examination			12-15 pages		
Module responsibility			Prof. Dr. Wolfgang H. Schulz Chair of Mobility, Trade, and Logistics Director of the Center for Mobility Studies		
Prerequisites			-		
Use of module			Elective module BA CME		
<p><b>Content</b></p> <p>Using an industrial economic approach, the future of the mobility industry will be assessed. By applying trends and scenarios and applying micro- and macroeconomic theories, relevant use cases will be created and analyzed. Overall, the seminars will focus on theoretical knowledge sharing with a structured application process.</p> <p><b>Learning outcomes</b></p> <p>Students</p> <ul style="list-style-type: none"> <li>  Have a deeper understanding of the key trends and drivers in consumer mobility and related challenges for the industry</li> <li>  Are sensitive to the trend-driven technological developments</li> <li>  Are able to discuss the business model enabler</li> <li>  Can critically comment on the drivers and barriers for the market deployment of mobility innovations</li> </ul> <p><b>Literature</b></p> <p>The readings will be defined in the course.</p>					
Courses in the module				ECTS	h/week
C 122182   Mobility				6	3

Module 124041   Behavioral Business Ethics				
BA CME	Sem. 3-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form			Seminar	
Eventy type			mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Duration			1-2 semesters	
Rotation			annually <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examination			Presentation   Written test	
Scope and duration of examination			Presentation: 20 minutes   Written test: 60 minutes	
Module responsibility			Prof. Dr. Carmen Tanner Chair of Business Psychology and Leadership Ethics at the Leadership Excellence Institute Zeppelin   LEIZ	
Prerequisites			-	
Use of module			Elective module BA CME	
<p><b>Contents</b></p> <p>The module will focus on the role of psychological mechanisms and situational factors that facilitate or hinder individual ethical behavior. In the course, current topics of behavioral ethics will be deepened and discussed by reading empirical-experimental studies. Questions are examined such as: Why do people (even people of integrity) behave unethically without realizing it? What factors contribute to moral blind spots? Does reflection or intuition play the greater role in moral judgment and decision-making? Does ethical behavior have anything to do with self-control and dealing with selfish temptations? How does mental exhaustion affect ethical behavior? How do individuals justify their own (im)moral behavior? Is there such a thing as subtle contextual influences on moral behavior?</p> <p><b>Learning objectives</b></p> <p>The students</p> <ul style="list-style-type: none"> <li>  Acquire knowledge of important theories and findings on behavioral ethics</li> <li>  Are made aware of psychological pitfalls and company-related factors that influence individual ethical behavior</li> <li>  Expand methodological knowledge in the field of experimental research</li> <li>  Learn to apply research findings to their own everyday and practice-related examples</li> </ul> <p><b>Literature</b></p> <p>Original literature from international journals will be announced at the beginning of the seminar.</p> <p>De Cremer, D., Tenbrunsel, A.E. (2012). Behavioral Business Ethics: Shaping an Emerging Field. Taylor &amp; Francis Group.</p> <p>De Cremer, D. (2009). Psychological Perspectives on Ethical Behavior and Decision Making. Information Age Publishing.</p> <p>Bazerman, M.H., Tenbrunsel, A.E. (2011). Blind spots. Why We Fail to Do What's Right and What to Do about It. Princeton University Press.</p>				
Courses in the module			ECTS	h/week
C 124041   Behavioral Business Ethics			6	3

Module 124042   Corporate Responsibility & Leadership				
BA CME	Sem. 3-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form				Seminar
Eventy type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>
Duration				1 semester
Rotation				annually <input checked="" type="checkbox"/> per semester <input type="checkbox"/>
Examination				Term paper
Scope and duration of examination				12-15 pages
Module responsibility				Prof. Dr. Josef Wieland Director of the Leadership Excellence Institute Zeppelin   LEIZ Chair of Institutional Economics
Prerequisites				-
Use of module				Elective module BA CME
<b>Contents</b>				
<ul style="list-style-type: none"> <li>  Nature of the Firm</li> <li>  Strategical Normative Management</li> <li>  Integrity &amp; Compliance Management</li> <li>  Corporate Responsibility &amp; Human Rights</li> <li>  Sustainable Development Goals</li> <li>  Innovation Management</li> <li>  Stakeholder Management &amp; Shared Value</li> <li>  Case study</li> <li>  Compliance Management Systems &amp; Values Management</li> <li>  Types of Leadership</li> <li>  Leadership Style, Corporate Culture, Corporate Government</li> <li>  Character Formation, Ethical Leadership, Case Studies</li> <li>  Normative Strategic Management as Leadership Excellence</li> </ul>				
<b>Learning objectives</b>				
<ul style="list-style-type: none"> <li>  Knowledge of legal and voluntary regulations regarding integrity and compliance</li> <li>  Knowledge of compliance management system implementation strategies</li> <li>  Knowledge of corporate social responsibility and human rights, sustainability: standards, management systems, public debate</li> <li>  Strategic management &amp; societal motivation</li> <li>  Knowledge of leadership approaches</li> </ul>				
<b>Literature</b>				
Wieland, J.; Grüninger, S.; Steinmeier, R. (2010) (eds.). Handbuch Compliance-Management. Konzeptionelle Grundlagen, praktische Erfolgsfaktoren, globale Herausforderungen. Erich Schmidt.				
Wieland, J. (2014). Governance Ethics: Global Value Creation, Economic Organization and Normativity. Springer.				
Carroll, A.B.; Buchholtz, A.K. (2008). Business and Society: Ethics and Stakeholders. Cengage Learning.				
Sacconi, L.; Blair, M.; Freeman, R.E. (eds.) (2010). Corporate Social Responsibility and Corporate Governance: The Contribution of Economic Theory and Related Disciplines. Palgrave.				
Freeman, E.A. (2010). Stakeholder Theory: The State of the Art. Cambridge.				
Wieland, J. (2018). Relational Economics. Ökonomische Theorie der Governance wirtschaftlicher Transaktionen. Metropolis.				

Courses in the module	ECTS	h/week
C 124042   Corporate Responsibility & Leadership	6	3



Module 122161   Tax and Fiscal Law					
BA CME	Sem. 3-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114	
Teaching form			Seminar		
Eventy type			mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>		
Duration			1 semester		
Rotation			annually <input checked="" type="checkbox"/> per semester <input type="checkbox"/>		
Examination			Written test		
Scope and duration of examination			90 minutes		
Module responsibility			Prof. Dr. Georg Jochum Chair of Public Law, Tax & European Law & Regulatory Law		
Prerequisites			C 100093   Fundamentals of Law		
Use of module			Elective module BA CME		
<p><b>Contents</b></p> <p>Economic decisions must always be made also with regard to their tax consequences. Tax law taxes profits and establishes rules of conduct for managers. The course includes the conceptual and systematic fundamentals of taxation, the most important rules of procedural law, as well as the main features of income tax law, corporate tax law, turnover and inheritance tax law, and the basic problems of foreign tax law.</p> <p><b>Learning objectives</b></p> <p>Students acquire basic knowledge of the tax law system and the obligations and burdens it imposes. They can solve everyday and simple tax problems and have a systematic overview.</p> <p><b>Literature</b></p> <p>Recommendations by the lecturer.</p>					
Courses in the module				ECTS	h/week
C 122161   Tax and Fiscal Law				6	3

Module 123121   Market Regulation Law					
BA CME	Sem. 3-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114	
Teaching form				Seminar	
Eventy type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Duration				1 semester	
Rotation				annually <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examination				Written test	
Scope and duration of examination				90 minutes	
Module responsibility				Prof. Dr. Georg Jochum Chair of Public Law, Tax & European Law & Regulatory Law	
Prerequisites				C 100093   Fundamentals of Law	
Use of module				Elective module BA CME	
<p><b>Contents</b></p> <p>The content of the course is the EU and national legal regulatory framework for economic activity. The focus is on the legal instruments for state control of markets, with an emphasis on antitrust and competition law. In addition to the general antitrust regulations, sector-specific regulations of individual industries (e.g. energy industry, telecommunications, railroads, capital market) are covered.</p> <p><b>Learning objectives</b></p> <p>The aim of the course is to familiarize students with the relevant legal framework. The study of the development of case and decision-making practice in regulation should enable them to competently assess specific regulatory problems from a legal perspective. In addition, participants should acquire knowledge of the relevant regulatory institutions and their scope for intervention in order to be able to make an expert assessment of regulatory problems from a legal perspective. In exercises, the contents of the course are tested in practical applications.</p> <p><b>Literature</b></p> <p>Textbooks on competition and antitrust law, recommendations of the lecturer.</p>					
Courses in the module				ECTS	h/week
C 123121   Market Regulation Law				6	3

Module 123122   Political and Economic Aspects of Regulation					
BA CME	Sem. 3-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114	
Teaching form				Seminar	
Eventy type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Duration				1 semester	
Rotation				annually <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examination				Term paper	
Scope and duration of examination				10-12 pages	
Module responsibility				Prof. Dr. Eisenkopf ZEPPELIN Chair of Economic & Transport Policy	
Prerequisites				C 112061   Microeconomics	
Use of module				Elective module BA CME	
<p><b>Contents</b></p> <p>The course deals with the economic and political-economic foundations of the regulation of markets. Important example markets are the network industries (telecommunications, energy, transportation), but also other areas of the economy in which market failures can occur.</p> <p>Specific contents of the course are:</p> <ul style="list-style-type: none"> <li>  Fundamentals of competition theory and regulatory concepts</li> <li>  Economic foundations of regulation I: Market failure as a justification for regulation</li> <li>  Economic foundations of regulation II: Positive regulation theory</li> <li>  Regulatory problems and regulatory concepts for network industries</li> <li>  Political science concepts of regulation</li> <li>  Current regulatory problems in specific sectors</li> <li>  Political economy of regulation</li> </ul> <p><b>Learning objectives</b></p> <p>Through a critical analysis of the economic, political, and political-economic problems of regulation, students will be able to understand and justify regulatory designs and regulatory decisions from a political and economic perspective. This requires in-depth knowledge of economic and political regulatory theory. In addition, participants should be enabled to develop a sound position based on economic and political science regarding regulatory problems and to evaluate current or planned regulatory concepts in a qualified manner. They should also be able to anticipate, understand, and evaluate future political trends in regulation and their economic significance for the industries concerned.</p> <p><b>Literature</b></p> <p>Will be announced at the beginning of the course.</p>					
Courses in the module				ECTS	h/week
C 123122   Political and Economic Aspects of Regulation				6	3

Module 100111   History of Economic Thought					
BA CME	Sem. 3-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114	
Teaching form				Seminar	
Eventy type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Duration				1 semester	
Rotation				annually <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examination				Term paper	
Scope and duration of examination				10-12 pages	
Module responsibility				Prof. Dr. Dr. Manfred Moldaschl Chair of Socioeconomics Director of the European Center for Sustainability Research   ECS	
Prerequisites				-	
Use of module				Elective module BA CME	
<b>Contents</b>					
<p>The seminar deals with the question of how and why economics became what it is, and thus also how it could be DIFFERENT. It is about socio-scientific contexts and basic assumptions of economic theories. Classic texts by great economists and philosophers are read and discussed together. The ideas range from Aristotle to the French physiocrats and representatives of the classical period such as Adam Smith and David Ricardo, via Marx to the emergence of neoclassical economics (Jevons, Menger) and evolutionary economics. Students explore the main paths of economic thinking, including forks and dead ends. Economic controversies such as the so-called Methodenstreit (methods dispute) (Menger versus Schmoller) and the Werturteilsstreit (value judgement dispute) (Max Weber) are also dealt with. Finally, students study key texts by particularly influential economists of the 20th century. These are: Joseph Schumpeter, John Maynard Keynes, Friedrich von Hayek, and Douglass C. North. This touches on questions from related subject areas, from the philosophy of science and ethics to economic history, sociology, and cultural history. This course is therefore a building block of interdisciplinary studies.</p>					
<b>Learning objectives</b>					
<p>The course provides students with a sound overview of the development of economics and familiarizes them with key milestones in the history of economic analysis. They can critically discuss original texts with the help of relevant specialist literature and apply knowledge of important basic economic concepts when discussing current issues.</p>					
<b>Literature</b>					
<p>Priddat, B. (2002). Theoriegeschichte der Wirtschaft. Wilhelm Fink Verlag.          Kurz, H. (2008). Klassiker des ökonomischen Denkens. Vahlen.          Schumpeter, J. (1965). Geschichte der ökonomischen Analyse. UTB.          Hunt, E.K.; Lautzenheiser, M. (2003). History of Economic Thought. Routledge.</p>					
Courses in the module				ECTS	h/week
C 100111   History of Economic Thought				6	3

Module 124043   Theory of the Firm				
BA CME	Sem. 3-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form			Seminar	
Eventy type			mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Duration			1 semester	
Rotation			annually <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examination			Term paper	
Scope and duration of examination			12-15 pages	
Module responsibility			Prof. Dr. Josef Wieland Director of the Leadership Excellence Institute Zeppelin   LEIZ Chair of Institutional Economics	
Prerequisites			-	
Use of module			Elective module BA CME	
<p><b>Contents</b></p> <ul style="list-style-type: none"> <li>  Institutional economic theory of the firm</li> <li>  Transaction cost theory</li> <li>  Property rights theory</li> <li>  Principal-agent theory</li> <li>  Stakeholder relationships</li> </ul> <p><b>Learning objectives</b></p> <p>Students should become familiar with the basics of organizational economics and work independently on the basis of relevant texts on the theory of the firm. In particular, they should understand the institutional economics approach of property rights theory, transaction cost theory and principal-agent theory and critically analyze them using primary texts. There is also a focus on responsibility and stakeholder relations.</p> <p><b>Literature</b></p> <p>Alchian, A.A.; Demsetz, H. (1972). Production, information costs and economic organization. American Economic Review 62(5): 777-795.</p> <p>Coase, R. (1937). The Nature of the Firm. In: <i>Economica</i> 4(16): 386-405</p> <p>Jensen, M.C.; Meckling, W.H. (1976). Agency costs and the theory of the firm. <i>Journal of Financial Economics</i> 3(4): 305-360.</p> <p>Machlup, F. 1967. Theories of the firm: Marginalist, behavioral, managerial. <i>The American Economic Review</i> 57(1): 1-33.</p> <p>Penrose, E. (1995). <i>The theory of the growth of the firm</i>. Oxford University Press.</p> <p>Richardson, G.B. (1972). The Organization of Industry. In: <i>Economic Journal</i> 82: 883-896.</p> <p>Schumpeter, J.A. (1993). <i>Kapitalismus, Sozialismus und Demokratie</i>. Francke.</p> <p>Wieland, J. (2014). <i>Governance Ethics: Global Value Creation, Economic Organization and Normativity</i>. Springer.</p> <p>Williamson, O.E. (2005). The Economics of Governance. In: <i>The American Economic Review</i> 95(2): 1-18.</p>				
Courses in the module			ECTS	h/week
C 124043   Theory of the Firm			6	3

Module 122172   International Monetary Economics				
BA CME	Sem. 3-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form			Seminar	
Eventy type			mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Duration			1 semester	
Rotation			annually <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examination			Written test	
Scope and duration of examination			60 minutes	
Module responsibility			Prof. Dr. Jarko Fidrmuc Chair of International Economic Theory & Economic Policy	
Prerequisites			C 112062   Macroeconomics	
Use of module			Elective module BA CME	
<p><b>Content</b></p> <p>The course 'International Monetary Economics' studies macroeconomic and financial aspects. It touches on all areas in macroeconomics and finance, especially monetary economics and monetary policy. We focus on central banking, economic growth, exchange rates, and the Economic and Monetary Union (EMU).</p> <p>The course focuses on theoretical and empirical research for better decision making in governmental managerial positions.</p> <p>This course offers viable insights into the methods of theoretical economics and the design of economic policy solutions. This course is taught from an academic point of view and integrates current policy discussions.</p> <p><b>Learning Outcome</b></p> <p>By the end of this course, students have acquired a profound understanding of</p> <ul style="list-style-type: none"> <li>  Monetary and fiscal policy issues</li> <li>  The differences of monetary and fiscal policy within the EMU</li> <li>  The growth theory and growth models</li> <li>  How the ECB operates and what its goals are</li> <li>  The effects of money supply and money demand in the money market and interest rates</li> <li>  Macro supply and demand in goods markets + investments</li> <li>  The functioning of exchange rates</li> <li>  The interconnections in an open-economy</li> <li>  The European debt crisis</li> <li>  The macroeconomic models discussed</li> </ul> <p><b>Literature</b></p> <p>Abel, A.B.; B.S. Bernanke, D.; Croushore, V (2014). Macroeconomics. Pearson.</p> <p>Blanchard, O. (2017). Macroeconomics. Pearson.</p> <p>Blanchard, O.; D.R. Johnson (2013). Macroeconomics. Pearson.</p> <p>Obstfeld, M.; Rogoff, K. (1996). Foundation of International Macroeconomics. MIT Press.</p> <p>Romer, D. (2018). Advanced Macroeconomics. McGraw Hill.</p> <p>Varian, H.R. (2016). Grundzüge der Mikroökonomik. Oldenbourg.</p> <p>Varian, Hal R., Intermediate Microeconomics: A Modern Approach, Media Update, Norton, 2019.</p>				
Courses in the module			ECTS	h/week
C 122172   International Monetary Economics			6	3

Module 122174   Advanced Microeconomics				
BA CME	Sem. 3-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114
Teaching form			Seminar	
Eventy type			mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>	
Duration			1 semester	
Rotation			annually <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examination			Written test	
Scope and duration of examination			90 min	
Module responsibility			Prof. Dr. Alexander Eisenkopf ZEPPELIN Chair of Economic & Transport Policy	
Prerequisites			C 122061   Microeconomics	
Use of module			Elective module BA CME	
<p><b>Contents</b></p> <ul style="list-style-type: none"> <li>  Building blocks of industrial economics</li> <li>  Oligopolies and oligopoly markets</li> <li>  Concepts of game theory</li> <li>  Fundamentals of behavioral economics</li> <li>  Theory and politics of externalities</li> <li>  Microeconomic foundations of competition policy</li> </ul> <p><b>Learning objectives</b></p> <p>Students acquire knowledge of in-depth and advanced microeconomic concepts. They understand the theoretical approaches of industrial economics, oligopoly theory, and behavioral economics and master their application to economic policy problems. They will be able to explain and justify competition policy decisions on the basis of microeconomic theories. They are proficient in the theory of externalities and are able to apply it to the solution of e.g. environmental economic problems.</p> <p><b>Literature</b></p> <p>Bellaflame, P.; Peitz, M. (2015). Industrial Organization. Markets and Strategies. Cambridge.</p> <p>Fritsch, Michael: Marktversagen und Wirtschaftspolitik. Mikroökonomische Grundlagen staatlichen Handelns. Vahlen.</p> <p>Knieps, G. (2008). Wettbewerbsökonomie. Regulierungstheorie, Industrieökonomie, Wettbewerbspolitik. Springer.</p>				
Courses in the module			ECTS	h/week
C 122174   Advanced Microeconomics			6	3

Module 122171   Advanced Macroeconomics					
BA CME	Sem. 3-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114	
Teaching form				Seminar	
Eventy type				mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>	
Duration				1 semester	
Rotation				annually <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examination				Multiple choice	
Scope and duration of examination				90 minutes	
Module responsibility				Prof. Dr. Jarko Fidrmuc Chair of International Economic Theory & Economic Policy	
Prerequisites				C 112062   Macroeconomics	
Use of module				Elective module BA CME	
<p><b>Content</b></p> <p>A fundamental question in macroeconomic theory and policy is what factors determine income, growth, inflation, employment and unemployment, as well as welfare. The traditional macroeconomic theory analyzes the role of fiscal and monetary policies, which should be used mainly in order to stabilize growth around a country's long-term growth-rate. Based on the assumption of fully rational economic agents (e.g. consumers, investors, firms, and government representatives), economic development follows a standard business cycle pattern, which is caused mainly by exogenous shocks of different types (e.g. demand or liquidity shocks).</p> <p>By contrast, Paul De Grauwe and Yuemei Yi propose a new behavioral framework for macroeconomics, which reflects that agents are heterogeneous. Moreover, these agents are subject to important cognitive limitations which determine their behavior. Instead of the earlier assumption of rational expectations, these agents use simple forecasting rules (heuristics), which are continuously evaluated with respect to their actual performance. Despite the simplicity of these behavioral rules, high complexity emerges in macroeconomic developments. It will be shown that adaptive learning leads to the emergence of a so-called animal spirit (market sentiments which are subject to waves of optimism and pessimism). As a result, macroeconomic development is characterized by periods of macroeconomic stability (tranquility) alternating in an unpredictable way with periods of boom and bust. This pattern can also include large and repeated economic crises. In other words, the distribution of income growth follows a non-normal distribution with fat tails.</p> <p>The behavioral macroeconomic approach will be used to analyze the role of fiscal and monetary policy, structural reforms, and international synchronization of business cycles. Policy implications will be compared with conclusions of standard macroeconomic models.</p> <p>High attendance (80%) at all lectures is obligatory!</p> <p><b>Learning outcomes</b></p> <p>Students will improve and deepen their knowledge and analytical capabilities in the areas of macroeconomics, economic policy, and empirical economics.</p> <p><b>Literature</b></p> <p>Acemoglu, D. (2009). Introduction to Modern Economic Growth Princeton University Press.</p> <p>Blanchard, O. (2017). Macroeconomics. Pearson.</p> <p>De Grauwe, P.; Ji, Y. (2019). Behavioral Macroeconomics: Theory and Policy. Oxford University Press.</p> <p>Selected Papers.</p>					
Courses in the module				ECTS	h/week
C 122171   Advanced Macroeconomics				6	3



Module 114093   Political Economy					
BA CME	Sem. 3-8	3 h/week	6 ECTS	Contact time/self-study (in hrs): 36/114	
Teaching form				Seminar	
Eventy type				mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Duration				1 semester	
Rotation				annually <input checked="" type="checkbox"/> per semester <input type="checkbox"/>	
Examination				Presentation   Essay or   Written test	
Scope and duration of examination				Presentation: 40 minutes   Essay: approx. 15,000 characters   Written test: 60 minutes	
Module responsibility				Chair of International & Digital Economics	
Prerequisites				Fundamental knowledge of microeconomics and macroeconomics	
Use of module				Elective module BA CME	
<p><b>Contents</b></p> <p>A fundamental question in new political economy is which factors determine the institutions of collective decision making. Why some countries are democracies with regular elections and where politicians are accountable to citizens, while other countries are not. The framework of the new political economy is 'economic-based'; it stresses the individual economic incentives determining political preferences. The new political economy assumes that people behave strategically and that their behaviour can be modelled by the means of the game theory. Different groups have opposing interests over political outcomes and these translate into opposing interests over the form of political institution which determine the political outcome. The lecture will also discuss the importance of culture, religion and geography on the economic development</p> <p><b>Learning objectives</b></p> <p>The students should improve and deepen their knowledge and analytical capabilities in the areas of political economy, macroeconomics and empirical economics.</p> <p><b>Literature</b></p> <p>Acemoglu, D.; Robinson, J. (2012). Economic Origins of Dictatorship and Democracy. Crown Publisher.</p> <p>Acemoglu, D.; Robinson, J. (2012). Why Nations Fail: The Origins of Power, Prosperity, and Poverty. Cambridge University Press.</p> <p>Selected journal articles and working papers.</p>					
Courses in the module				ECTS	h/week
C 114093   Political Economy				6	3

Module 122401, 122402   Selected Topics CME I, II					
BA CME	Sem. 3-8	3-6 h/week	6-12 ECTS	Contact time/self-study (in hrs): 36/114	
Teaching form			Seminar		
Eventy type			mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>		
Duration			1 semester		
Rotation			annually <input checked="" type="checkbox"/> per semester <input type="checkbox"/>		
Examination			See the specific course		
Scope and duration of examination			See the specific course		
Module responsibility			Academic program management BA CME		
Prerequisites			Completed Zeppelin year. Depending on the content of the module, further subject-specific prerequisites may be required, which are defined in the individual course descriptions.		
Use of module			Elective module CME		
<p><b>Contents</b></p> <p>The module addresses current issues, topics, and problems in the field of corporate management &amp; economics and gives students the opportunity to develop their own ideas about the constitution of problems and possible solutions or solution strategies in discourse and debate. Business and economics topics can be dealt with on a semester-by-semester basis.</p> <p><b>Learning objectives</b></p> <p>As part of the module, students expand the theoretical, methodological, and empirical knowledge they have acquired up to this point to include the aspect of competent participation in discourses and debates on current topics in the fields of business administration and economics. Students learn to transfer theoretical approaches to practical applications and to apply methodological knowledge in the development of their own case studies and independent solution proposals. They practice defending normative positions in current debates.</p> <p><b>Literature</b></p> <p>See the specific course.</p>					
Courses in the module				ECTS	h/week
C 122401   Selected Topics CME I				6	3
C 122402   Selected Topics CME II				6	3

Module 122406, 122407   Specialization I, II				
BA CME	Sem. 3-8	3-6 h/week	6-12 ECTS	Contact time/self-study (in h): according to the specific course
Teaching form			See the specific course	
Eventy type			mandatory <input type="checkbox"/> elective <input checked="" type="checkbox"/>	
Duration			1 semester	
Rotation			annually <input type="checkbox"/> per semester <input checked="" type="checkbox"/>	
Examination			See the specific course	
Scope and duration of examination			See the specific course	
Module responsibility			Academic program management BA CME	
Recommended prerequisites			Mandatory modules of the Major phase	
Use of module			Elective module 4y BA CME	
<p><b>Contents</b></p> <p>This module can include courses with a minimum of 6 and a maximum of 18 ECTS credits that were successfully completed as part of a study visit to a foreign or another German university and that are not offered in this form at ZU. The prerequisite is that the content is in-depth and advanced in economics and that the skills acquired are at least equivalent in level to those of an elective module as part of a university Bachelor's degree course.</p> <p>In this way, students are given the opportunity to acquire a more or less extensive further technical and/or methodological specialization in one or more subject areas during their studies.</p> <p>The scope and the specific content of this module are defined by the respective courses.</p> <p>Students who choose this module are advised by the SPC and the ZU International Office before, during, and after their stay abroad. The students' science coaches assist with planning and clarify conceptual questions in the context of a particular specialization, for example with regard to suitable elements and courses to be taken.</p> <p><b>Learning objectives</b></p> <p>The students</p> <ul style="list-style-type: none"> <li>  Acquire in-depth technical and methodological skills in the areas of the respective specialization</li> <li>  Are able to apply relevant scientific methods and new findings from these fields to practical tasks and take economic, ecological, technical, and social requirements into account when making decisions</li> <li>  Can operate in a specific international context and expand and deepen their corresponding intercultural skills</li> </ul> <p><b>Literature</b></p> <p>In accordance with the course submitted.</p>				
Courses in the module			ECTS	h/week
C 122406   Specialization I			6	3
C 122407   Specialization II			6	3

## Bachelor Phase

Module 11280   Final Module				
BA CME	Sem. 8	1 h/week	14 ECTS	Contact time/self-study (in hrs): 12/338
Teaching form				Individual supervision as part of the thesis   Thesis defense
Eventy type				mandatory <input checked="" type="checkbox"/> elective <input type="checkbox"/>
Duration				1 semester
Rotation				annually <input type="checkbox"/> per semester <input checked="" type="checkbox"/>
Examination				Written elaboration   Oral examination
Scope and duration of examination				35-45 pages for the thesis   30-45 minutes for the defense
Module responsibility				The Chairperson of the Central Examination Board
Prerequisites				Mandatory modules (thesis)   Thesis (defense)
Use of module				Mandatory module 4y BA CME from semester 8
<p><b>Contents</b></p> <p>The module forms the conclusion of the study program and includes the preparation of a Bachelor's thesis and a thesis defense.</p> <p>The Bachelor's thesis is an examination paper and at the same time part of the scientific training. Students formulate a research question and carry out a literature search using scientific sources. They select suitable theoretical perspectives and scientific methods, apply them, and/or develop them further to answer their research question. They critically compare and evaluate the results of their work with the latest state of research and present them clearly and in an academically appropriate form. In the defense, students defend their Bachelor's thesis. They first give a brief introduction to it in a presentation. They then discuss the work under the guidance of the examiner (reviewer).</p> <p><b>Learning objectives</b></p> <p>The students</p> <ul style="list-style-type: none"> <li>  Demonstrate that they are able to work independently on a research topic from their field of study, possibly including an interdisciplinary perspective, using scientific methods and in a research-oriented manner within a specified period of time</li> <li>  Demonstrate that they have independently identified and worked on the topic of their Bachelor thesis</li> <li>  Know how to present this work in a compact form to a specialist audience</li> <li>  Are able to explain the research question, the chosen theoretical perspective and methodology, as well as the approach to the topic and are able to discuss the results of their work at a scientific level</li> </ul> <p><b>Literature</b></p> <p>Subject-related specialist literature.</p>				

Courses in the module	ECTS	h/week
Bachelor Thesis	12	1
Disputation	2	