

Module Catalogue | winter term International Fall Term (Bachelor)

Preliminary version
Last update: 10th of January 2017

Presemester German Course A1

Deutsch Vorkurs A1

Module Number | 00-067-GER12-H-0915

Semester | Winter and summer

Course Type | Lecture/Tutorial

Contact Hours | 2 SWS

Number of Credits | 5 ECTS

Language | German

Chair | Language Center

Lecturer | Susanne Schäfer

Learning Outcomes

- Students are able to understand and use familiar, everyday expressions and basic sentences when related to specific needs; e.g. introducing and answering questions about oneself. They can make themselves understood when their discussion partner speaks slowly and clearly and is willing to help them.
- Students are able to read (if necessary – several times) and understand short, basic texts on familiar topics. They can also write simple, individual sentences.

Goal: Level A1 (according to GER)

Module Content

- Structured instruction in core grammar topics.
- Training in listening- and reading comprehension, speaking and writing at the appropriate level.

Teaching Methods

- Single work, partner work, small groups, plenary session
- One practical seminar
- Intensive block course prior to the beginning of the semester

Grading

- | | |
|--------|-------|
| ▪ Exam | 100 % |
|--------|-------|

Assessment criteria in detail

- A minimum passing grade requirement of 'adequate': Exam

Average Workload

60 h = Regular and active participation in lessons or self-study

60 h = Preparation and revision

30 h = Academic assessment

150 h = Total workload

Previous Knowledge/Prerequisites

- None

Readings

- Literature is provided in the Opening Session.

German Courses are offered on Level A1 – C1.

Company Taxation in the European Union

Unternehmensbesteuerung in der Europäischen Union

Module Number | 82-021-TA15-H-0507

Degree | Bachelor

Semester | Winter

Course Type | Lecture/Tutorial

Participation Limit | None

Creditable for | Compulsory elective

Contact Hours | 2 SWS

Number of Credits | 5 ECTS

Language | English

Chair | Tax Management

Lecturer | Prof. Dr. Reinald Koch

Learning Outcomes

- Students of the module learn the fundamental provisions of European tax law. They obtain the ability to recognize tax consequences of several cross-border economic activities.
- Students gain the ability to solve complex tax related business cases including the application of their knowledge to new cases. Furthermore they learn how to handle the relevant international legal texts.
- After attending the module students will have gained a comprehensive overview of the business tax systems in the European Union and the relevant European law.

Module Content

- Basics of European legal forms
- Concepts of taxation in EU member states
- Basic terms and concepts of foreign income
- Impact of EU tax law on tax planning opportunities

Teaching Methods

- Lecture
- Tutorial

Grading

- Final exam 100 %

Assessment criteria in detail

- Gained competences are tested in a written exam

Average Workload

28 h = Time of attendance lecture
28 h = Preparation and postprocessing lecture
28 h = Time of attendance tutorial
28 h = Preparation and postprocessing tutorial
38 h = Exam preparation
150 h = Total workload

Previous Knowledge/Prerequisites

- None

Readings

- Literature is provided in the Opening Session.

Development Economics

Development Economics

Module Number | 82-021-VWLECO06-H-0507

Degree | Bachelor

Semester | Winter

Course Type | Lecture/Tutorial

Participation Limit | None

Creditable for | Compulsory elective

Contact Hours | 4 SWS

Number of Credits | 5 ECTS

Language | English

Chair | Economics, esp. Microeconomics

Lecturer | Prof. Dr. Alexander M. Danzer

Learning Outcomes

- Students acquire substantial knowledge for the facts about the developing world.
- They are able to apply theoretical and simple empirical economic analyses to the study of development and growth.
- Students develop reflected views on relevant policy issues.
- They acquire knowledge about the global development agenda (e.g., Millennium Development Goals), development aid and International Organizations (e.g., World Bank, IMF).
- Students acquire the skills to search for suitable data covering development topics. They develop competencies to analyse, interpret, critically assess, and present the data.

Module Content

- Introduction to development economics
 - Income and development differences between countries
 - Vicious circle of poverty
 - Basic concepts of empirical strategies in development economics
- Fundamental determinants of economic development
- Physical capital accumulation, development and growth
 - The Solow growth model
 - The relationship between investment and saving
 - Convergence
- Measurement of poverty and inequality
- Population and economic development, the demographic transition
- Fertility and the economic model of the demand for children
 - The income and substitution effect
 - Family planning
 - The quantity-quality tradeoff in the demand for children
- Human capital and economic development
 - Human capital in the form of education
 - Human capital in the form of health
- Urban-rural division, labour markets and development
 - Migration and the emergence of the informal sector
- Land rights and risky investments
- Development policies
 - Anti-poverty policies, aid and development
 - Trade policies in developing countries

Teaching Methods

- Lectures
- Tutorial

Grading

- Final exam (1 hour) 100%

Assessment criteria in detail

- Written exam at the end of the term

Average Workload

25 h = Time of attendance lecture
25 h = Preparation and postprocessing lecture
25 h = Time of attendance tutorial
25 h = Preparation and postprocessing tutorial
50 h = Exam preparation
150 h = Total workload

Previous Knowledge/Prerequisites

- Mathematics, Microeconomics I, Macroeconomics I
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Readings

- Debraj Ray. 1998. Development Economics, Princeton University Press.
- Rose, Elaina. 1999. "Consumption Smoothing and Excess Female Mortality in Rural India." *The Review of Economics and Statistics*, 81, 1: 41–49.
- Duflo, Esther. 2001. "Schooling and Labor Market Consequences of School Construction in Indonesia: Evidence from an Unusual Policy Experiment." *American Economic Review*, 91: 795–813.
- Bleakly, Hoyt. 2007. "Disease and Development: Evidence from Hookworm Eradication in the American South." *Quarterly Journal of Economics*, 122, 1: 73-117.
- Harris, John R. and Michael P. Todaro. 1970. "Migration, Unemployment and Development: A Two-Sector Analysis." *American Economic Review*, 60: 126-42.
- Besley, Timothy. 1995. "Property Rights and Investment Incentives: Theory and Evidence from Ghana." *Journal of Political Economy*, 103: 903–937.
- Acemoglu, Daron, Simon Johnson and James A. Robinson. 2001. "The Colonial Origins of Comparative Development: An Empirical Investigation." *American Economic Review*, 91: 1369-1401.
- Glaeser, Edward L., La Porta, Rafael, Lopez-de-Silanes, Florencio and Andrei Shleifer. 2004. "Do Institutions Cause Growth?" *Journal of Economic Growth*, 9: 271-303.
- Jones, Benjamin F. and Benjamin A. Olken. 2005. "Do Leaders Matter? National Leadership and Growth Since World War II." *The Quarterly Journal of Economics*, 120, 3: 835-864.
- Barrera-Osorio, Felipe, Marianne Bertrand, Leigh L. Linden and Francisco Perez-Calle. 2011. "Improving the Design of Conditional Transfer Programs: Evidence from a Randomized Education Experiment in Colombia." *American Economic Journal: Applied Economics*, 3: 167–195.
- Burnside, Craig and David Dollar. 2000. "Aid, Policies, and Growth." *American Economic Review*, 90, 4: 847-868.
- Easterly, William, Levine, Ross and David Roodman. 2004. "Aid, Policies, and Growth: Comment." *American Economic Review*, 94, 3: 774-780.
- Krugman, Paul R. and Maurice Obstfeld. 2003. *International Economics – Theory and Policy*, Chapter 22.
- Romer, Paul, 1994: New goods, old theory, and the welfare costs of trade restrictions. *Journal of Development Economics*, 43, 5-38.

Ethical Aspects of International Business

Ethische Aspekte internationaler Unternehmensführung

Module Number | 82-021-IM17-H-0916

Degree | Bachelor

Semester | Winter

Course Type | Seminar

Participation Limit | 25

Creditable for | Compulsory elective

Contact Hours | 2,5

Number of Credits | 5 CPT

Language | English

Chair | Christian Social Ethics and Social Policy

Lecturer | Prof. Dr. André Habisch

Learning Outcomes

- The course provides an overview on Ethical aspects of International Business Management. This includes aspects of operational management (International Recruiting, Sending-out of Expatriates, CSR), of Strategic Entrepreneurship (Corporate Citizenship, Social Entrepreneurship and Microfinance) as well as the institutional analysis of host country environments (Varieties of Capitalism, Social Market Economy).
- This seminar mainly addresses international students at WFI: They learn to perceive cultural differences – as well as different expectations emerging from these differences – as challenges for their management decisions. Moreover, they train how to use diversity as a corporate asset for their management practice.
- They develop an understanding of the specific contribution of enterprises and entrepreneurs for the social and economic development of their host countries (also reflecting their own role in this).
- They are confronted with the concept of Practical Wisdom in Management – with a special focus on the cultural capital of host countries.
- Moreover, in case studies, they learn about typical challenges of international business management.

Module Content

- Doing business on international competitive markets: ethical foundations and the role of Corporations for social and economic Development.
- Ethical challenges of HR managers in international business operations
- Social challenges in host countries/ Corporate Citizenship
- Social Entrepreneurship and Microfinance
- Diversity management as a tool for minimizing Environmental, Social and Governance risks
- Analyzing host country environments: Varieties of Capitalism
- Practical Wisdom in Management
- Case Studies

Teaching Methods

- Lectures
- Discussions
- Presentations (pecha-cucha method)
- Exercises

Grading

- 100% Portfolio

Assessment criteria in detail

- Students will develop presentations about different aspects of the module according to the so called Pecha Cucha method, which includes a time limit of about 6 minutes per presentation. The presentations will be held during lecture time and account for 20% of the total grade.
- The students are required to make an online wiki entry on ILIAS for the topic presented in class, which accounts for 10% of the total grade.
- 10% of the grade will be attendance.
- At the end of the course there will be a written exam, accounting for 60% of the total grade.

Average Workload

28 h = Time of attendance lecture
28 h = Preparation and postprocessing lecture
7 h = Time of attendance colloquium
7 h = Preparation and postprocessing colloquium
80 h = Exam preparation
150 h = Total workload

Previous Knowledge/Prerequisites

- None

Readings

- Belz, F.K./ Peatty, K. (2012), Sustainability Marketing: A Global Perspective, Wiley.
- Habisch, A., & Loza Adai, C. R. (2012), Entrepreneurial Spirit and the Role of Gratuitousness for Innovation. In D. Melé & C. Dierksmeier (Eds.), Human Development in Business (pp. 217–236). Hampshire: Palgrave Macmillan.
- Melé, Domenec (2009), Business Ethics in Action. Palgrave.
- Schmidpeter, R. & Schneider, A. (2012), Corporate Social Responsibility: Verantwortungsvolle Unternehmensführung in Theorie und Praxis, Springer-Verlag.

International Business

Internationale Unternehmensführung

Module Number | 82-021-IM02-H-0507

Degree | Bachelor

Semester | Winter

Course Type | Lecture/Exercise

Participation Limit | None

Creditable for | Compulsory elective

Contact Hours | 4 SWS

Number of Credits | 5 ECTS

Language | English

Chair | ABWL und Internationales Management

Lecturer | Prof. Katja Gelbrich, PhD; Jana Gäthke, PhD

Learning Outcomes

In the course of the lecture, students acquire knowledge on how firms successfully operate in international markets. For this purpose, they develop an understanding of the globalization of markets as well as of the reasons why firms internationalize. Then, participants gain the competence to assess the environment of international business operations, that is, the economic, financial, legal, political, and cultural environment in foreign markets.

Students acquire knowledge about techniques how to use this information for international market assessment and for choosing the appropriate entry mode. Finally, students are enabled to understand how firms organize their international value chain activities including strategy and organization, human resource management, and financial management.

Based on case studies, students acquire in the adjunct tutorial the capability to analyze the international environment in a structured way, and to derive recommendation for managers. Further, they are enabled to improve their presentation and argumentation skills. Upon completion of the module, students have the expertise as well as social competence to handle decisions regarding the internationalization process of firms.

Module Content

- Globalization of markets
- Internationalization of firms
- Economic and financial environment
- Legal, political, and cultural environment
- International market assessment
- Entry modes
- International strategy and organization
- International human resource management
- International financial management

Teaching Methods

- Lecture
- Tutorial

Grading

- | | |
|---|------|
| ▪ Final exam on the lecture (~60%) and on tutorial (~40%) | 100% |
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Assessment criteria in detail

- For the written exam, students answer a number of questions. The answers have to be written down in a brief way (e.g., using keywords).

Average Workload

22,5 h = Time of attendance lecture
28 h = Preparation and postprocessing lecture
22,5 h = Time of attendance tutorial
14 h = Preparation and postprocessing tutorial
63 h = Exam preparation
150 h = Total workload

Previous Knowledge/Prerequisites

- Basic knowledge in Business Administration and Marketing.
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Readings

- Cavusgil, T. S.; Knight, G.; Riesenberger, J. R. (2008): International Business. Strategy, Management, and the New Realities, Pearson.
- Wild, J. J.; Wild, K. L.; Han, J. C. Y. (2010): International Business. The Challenges of Globalization, 4th Ed., Boston, Pearson.

Political Economy

Politische Ökonomie

Module Number | 82-021-VWLECO15-H-0716

Degree | Bachelor

Semester | Winter

Course Type | Lecture and Tutorial

Participation Limit | none

Creditable for | Compulsory elective

Contact Hours | 4 hours/week

Number of Credits | 5 ECTS

Language | English

Chair | Economics, esp. Public Finance

Lecturer | Prof. Dr. Dominika Langenmayr

Learning Outcomes

- Upon completion of the course, the students understand the background of political decisions.
- The students are able to apply economic methods to the political context.
- The students know how to apply economic reasoning to different topics, including non-economic topics.

Module Content

- Politics from an Economic Perspective
 - Direct Democracy and Majority Voting
 - Arrow's Impossibility Theorem
 - Median Voter Theorem
 - Alternative Voting Systems
 - Partisan Politics
 - The Paradox of Voting
- Agents in the Political Process
 - Lobbies and Interest Groups
 - Bureaucracy
 - Rent-Seeking
- Political Agency
- Economic Policy as a Result of the Political Process
 - Redistribution as a political decision
 - Privatisation
 - Competition Policy
- Economic Theory of Federalism
 - Fiscal Competition and Fiscal Federalism
 - Fiscal Equalisation Schemes

Teaching Methods

- Lecture
- Tutorial

Grading

- Final Exam (90 minutes) 100 %

Assessment criteria in detail

- Written exam at the end of the semester

Average Workload

30 h = Time of attendance lecture
30 h = Preparation and postprocessing lecture
30 h = Time of attendance tutorial
30 h = Preparation and postprocessing tutorial
30 h = Exam preparation
150 h = Total workload

Previous Knowledge/Prerequisites

- Microeconomics I is recommended

Readings

- Mueller, Dennis C., 2003, Public Choice III, Cambridge, New York and Melbourne: Cambridge University Press.
- Besley, Tim, 2007, Principled Agents?: The Political Economy of Good Government, Oxford, New York: Oxford University Press.
- Persson, Torsten; Tabellini, Guido, 2000, Political Economics: Explaining Economic Policy, Cambridge (MA): MIT Press.
- Further readings will be announced in the course.

Service Performance Management

Service Performance Management

Module Number | 82-021-MD03-H-0507

Degree | Bachelor

Semester | Winter

Course Type | Lecture/Tutorial

Participation Limit | None

Creditable for | Compulsory elective

Contact Hours | 4 SWS

Number of Credits | 5 ECTS

Language | English

Chair | Services Management

Lecturer | Prof. Dr. Jens Hogleve, Kathrin Albrecht

Learning Outcomes

- After completing the module, students have a broader knowledge in terms of the various instruments and models that are needed for the analysis of service quality and service processes. Moreover, they will tackle the topic of resource utilization in service companies.
- Besides, core aspects will be elaborated in case studies to strengthen the students' problem-solving competence as well as their competence to apply module topics to both academic and real-life problems.
- Due to discussions of case studies and real-life examples in class, students broaden their communication and discussion skills. Additionally, students will acquire time management skills by working independently on case studies.

Module Content

The lecture provides insights into the models and concepts of service performance management:

1. Customer Expectations and Zone of Tolerance
2. Terms and definition of service quality
3. Models of service quality
4. Customer-oriented measurement of service quality
5. Firm-oriented measurement of service quality
6. Operational implementation of service quality management
7. Controlling of service quality management
8. Process and service quality management in service firms
9. Customer and firm-centric management of services

Teaching Methods

- Lecture: teaching the theoretical foundations of service management
- Tutorial: Deepening and discussing content of lecture through case studies

Grading

- Final exam (90 minutes) 100%

Assessment criteria in detail

Final exam (100%)

The students have to answer several essay questions on the course and tutorial content in written form.

Average Workload

30 h = Time of attendance lecture
15 h = Time of attendance tutorial
15 h = Preparation and postprocessing lecture
30 h = Preparation and postprocessing tutorial
60 h = Exam preparation
150 h = Total workload

Previous Knowledge/Prerequisites

- None

Readings

- Will be announced in the first lecture