
Modulhandbuch

Economic Education - Dual-Subject Bachelor's Programme

im Winter semester 2024/2025

erstellt am 09/12/24

ökb019 - Economics education - Introductory module	3
.....	
ökb021 - Private households and businesses	5
.....	
ökb031 - State and international economic ties	7
.....	
ökb051 - Recent approaches and fields of application of economics	9
.....	
ökb060 - Fields of application of economics education: Principles in terms of subject matter and didactics	11
.....	
ökb211 - Consumption and market	13
.....	
ökb221 - Performance processes and marketing	15
.....	
ökb231 - Accounting and Control	17
.....	
ökb241 - Macroeconomic questions	18
.....	
ökb251 - International economic ties and the European Union	20
.....	
ökb261 - Profession-related workshop	22
.....	
ökb271 - Didactics in economic education	23
.....	
ökb281 - Didactics workshop (structure)	25
.....	
ökb291 - Human resources (HR) management and collective bargaining policy	27
.....	
ökb301 - Career and labour market	29
.....	
ökb312 - Extracurricular fields of application of economic education	31
.....	
bam - Bachelor's Thesis Module	33
.....	

Basismodule

ökb019 - Economics education - Introductory module

Module label	Economics education - Introductory module	
Module code	ökb019	
Credit points	6.0 KP	
Workload	180 h	
Applicability of the module	<ul style="list-style-type: none"> • Dual-Subject Bachelor's Programme Economic Education (Bachelor) > Basismodule • Dual-Subject Bachelor's Programme Politics-Economics (Bachelor) > Basismodule • Erweiterungsfach Gymnasium Politik-Wirtschaft (Extension tray) > Module 	
Responsible persons	<ul style="list-style-type: none"> • Lehrenden, Die im Modul (authorised to take exams) • Schröder, Rudolf (module responsibility) 	
Prerequisites		
Skills to be acquired in this module	<p>Students:</p> <ul style="list-style-type: none"> • discuss economics education as a component of personal development relevant to current and future life situations; • reconstruct the historic lines of development of economics education • analyse various teaching approaches with regard to the development of economics education • describe the components of an overall concept of economics education • analyse the current requirements of career transitions • reconstruct career orientation as an individual process that takes place on the interface between personal motives, social environment and the labour market • categorise career orientation within an overall concept of economics education • work out the didactical and school educational elements of contemporary career and study orientation. 	
Module contents	<p>Teaching principles of economics education (3 ECTS)</p> <ul style="list-style-type: none"> • Economics education as an integral part of general education • Competences of general economics education • Historic lines of development of economics education • Conceptual approaches to economics education • Components of a contemporary overall concept of economics education <p>Principles of career and study orientation (3 ECTS)</p> <ul style="list-style-type: none"> • Situation of career transition after secondary levels I and II • Relevant advanced modules after secondary levels I and II • Career and study orientation as a task of economics education • Career choice theories • Shaping and promotion of career choice competence • Important elements of school concepts for career and study orientation 	
Recommended reading	<p>Kaminski, H./Eggert K./ Koch, M./ Hänke, S. (2011): Einführung in die Fachdidaktik der ökonomischen Bildung. Baustein D 10. Oldenburg: Institut für Ökonomische Bildung. Kaminski, H./Krol. G.-J. (2008) (Hg.): Ökonomische Bildung: legitimiert, etabliert, zukunftsfähig. Stand und Perspektiven. Bad Heilbrunn: Klinkhardt. Schröder, R./Stabbert, R./v. Walcke-Schuldt, J. (2015): Berufsorientierung Sek I Baustein D09, Oldenburg: Institut für Ökonomische Bildung. Schröder, R./Stabbert, R./Cornelius, P. (2013): Berufs- und Studienorientierung Sek II, 2. vollständig überarbeitete Auflage, Oldenburg: Institut für Ökonomische Bildung.</p>	
Links	http://www.uni-oldenburg.de/wire/ioeb/studienangebote/	
Language of instruction	German	
Duration (semesters)	1 Semester	
Module frequency	jährlich	
Module capacity	unlimited	
Reference text	-	
Examination	Prüfungszeiten	Type of examination
Final exam of module	Anmeldung zur Modulprüfung über Stud.IP erforderlich - Prüfungstermin und Prüfungsart siehe	- Für den Studiengang **Ökonomische Bildung** - Klausur (2 Stunden)

Examination	Prüfungszeiten	Type of examination
	Stud.IP: https://elearning.uni-oldenburg.de/plugins.php/pruefungenplugin/studentpruefungen/current	- Für den Studiengang **Politik-Wirtschaft** 1 Modulprüfung - Klausur (120 min.)
Type of course	Lecture and exercise <i>Sie müssen sich für beide Veranstaltungen anmelden!</i>	
SWS	4	
Frequency	WiSe	
Workload attendance time	56 h	

ökb021 - Private households and businesses

Module label	Private households and businesses	
Module code	ökb021	
Credit points	6.0 KP	
Workload	180 h	
Applicability of the module	<ul style="list-style-type: none"> • Dual-Subject Bachelor's Programme Economic Education (Bachelor) > Basismodule • Dual-Subject Bachelor's Programme Politics-Economics (Bachelor) > Basismodule • Erweiterungsfach Gymnasium Politik-Wirtschaft (Extension tray) > Module 	
Responsible persons	<ul style="list-style-type: none"> • Schröder, Rudolf (module responsibility) • Loerwald, Dirk (module responsibility) • Lehrenden, Die im Modul (authorised to take exams) 	
Prerequisites		
Skills to be acquired in this module	<p>Students:</p> <ul style="list-style-type: none"> • develop an understanding of the functions of private households and consumers in the economic process • have a command of behavioural theory principles in economics • analyse explanatory models of consumer behaviour • understand the pricing mechanism in perfect markets • analyse the functions of businesses in the economic process, in both the general economic process and regional economies • deal with fundamental attributes of businesses (esp. organization, management, legal forms) • apply the fundamentals of external accounting • develop questions for the orientation internship. 	
Module contents	<p>Principles of micro- and macroeconomic aspects of private households</p> <ul style="list-style-type: none"> • Functions of private households in the economic process • Consumers in the market economy • Starting points for the explanation of consumer behaviour • Development of a simple market model <p>Principles of the organisation of economic and social processes in businesses</p> <ul style="list-style-type: none"> • Businesses in the economic cycle • Attributes of businesses • Preconditions for entrepreneurial activity • Legal principles, esp. legal forms and sales contracts • Principles of external accounting • Basic functions and management <p>Accompanying session for the orientation internship: Regional economies and career orientation – Preparation for orientation internship</p> <ul style="list-style-type: none"> • Development of questions for the orientation internship • Fulfilment of the orientation internship • Evaluation of the orientation internship <p>(28 contact hours & 152 self-study, see PB)</p>	
Recommended reading	<p>Breisig, T. (2009): Betriebliche Organisation, Oldenburg: IÖB. Krol, G.-J./Karpe, J./Zoerner, A. (2014): Die Stellung der Privaten Haushalte im Wirtschaftsgeschehen, 3. aktualisierte Auflage, Oldenburg: IÖB. Mankiw, N./Taylor, M. (2012): Grundzüge der Volkswirtschaftslehre, 5. überarbeitete und erweiterte Auflage, Stuttgart: Schäffer-Poeschel. Weber, W. (2014): Unternehmen als ökonomische und soziale Aktionszentren, Oldenburg: IÖB.</p>	
Links	<p>https://www.uni-oldenburg.de/nc/studium/studiengang/?tab=profile&id_studg=131 und https://www.uni-oldenburg.de/nc/studium/studiengang/?tab=profile&id_studg=546</p>	
Language of instruction	German	
Duration (semesters)	1 Semester	
Module frequency	jährlich	
Module capacity	unlimited	
Reference text	-	
Examination	Prüfungszeiten	Type of examination
Final exam of module	Anmeldung zur Modulprüfung über Stud.IP erforderlich - Prüfungstermin und Prüfungsart siehe Stud.IP: https://elearning.uni-oldenburg.de/plugins.p	Für den Studiengang **Ökonomische Bildung** - Klausur (2 Stunden) Für den Studiengang **Politik-Wirtschaft** 1 Modulprüfung - Klausur (120 min.)

Examination	Prüfungszeiten	Type of examination
	hp/pruefungenplugin/studentpruefungen/current	
Type of course	Lecture and exercise	
	<i>Sie müssen beide Veranstaltungen belegen! Die Veranstaltung 2.04.023 ist integriert und bereitet auf das Orientierungspraktikum vor.</i>	
SWS	4	
Frequency	WiSe	
Workload attendance time	56 h	

ökb031 - State and international economic ties

Module label	State and international economic ties	
Module code	ökb031	
Credit points	6.0 KP	
Workload	180 h	
Applicability of the module	<ul style="list-style-type: none"> • Dual-Subject Bachelor's Programme Economic Education (Bachelor) > Basismodule • Dual-Subject Bachelor's Programme Politics-Economics (Bachelor) > Basismodule • Erweiterungsfach Gymnasium Politik-Wirtschaft (Extension tray) > Module 	
Responsible persons	<ul style="list-style-type: none"> • Loerwald, Dirk (module responsibility) • Schröder, Rudolf (module responsibility) • Lehrenden, Die im Modul (authorised to take exams) • Modulverantwortlichen, Die (authorised to take exams) 	
Prerequisites		
Skills to be acquired in this module	<p>Students:</p> <ul style="list-style-type: none"> • know about the tasks and structural elements of an economic system; • are familiar with allocation, distribution and stabilization as the central tasks of national economic policy; • understand the functions of the state with regard to the setting up of the economic system; • are familiar with the rationale, objectives, carriers, fields of operation and problems of national economic policy; • recognize and reflect on the extra-economic dimensions of national economic policy; • are familiar with and assess explanatory approaches to international economic ties 	
Module contents	<p>Principles of the economic system and functions of the state</p> <ul style="list-style-type: none"> • Economic system concepts • Social market economy in the Federal Republic of Germany • Economic policy actors • Economic policy decision-making process • Principles of international economic ties • Significance of international economic ties for the Federal Republic of Germany • Structure and scope of international economic ties • Grounds and explanatory approaches of international economic ties. 	
Recommended reading	<p>Frey, B. S./Kirchgässner, G. (2002): Demokratische Wirtschaftspolitik, München: Vahlen. Fritsch, M./Wein, T./Ewers, H. J. (2011): Marktversagen und Wirtschaftspolitik, Mikroökonomische Grundlagen staatlichen Handelns, 8. überarbeitete Auflage, München: Vahlen. Kruber, K.-P. (2005): Internationale Wirtschaftsbeziehungen, Ökonomische Bildung kompakt Band 6, Braunschweig Westermann. Krugman, P. R. (2011): Internationale Wirtschaft, Theorie und Politik der Außenwirtschaft, 9. aktualisierte Auflage, München: Pearson.</p>	
Links	http://www.uni-oldenburg.de/wire/ioeb/studienangebote/	
Language of instruction	German	
Duration (semesters)	1 Semester	
Module frequency	jährlich	
Module capacity	unlimited	
Reference text	-	
Examination	Prüfungszeiten	Type of examination
Final exam of module	Anmeldung zur Modulprüfung über Stud.IP erforderlich - Prüfungstermin und Prüfungsart siehe Stud.IP: https://elearning.uni-oldenburg.de/plugins.php/pruefungenplugin/studentpruefungen/current	Written exam (2 hours)
Type of course	Lecture and exercise <i>Sie müssen beide Veranstaltungen belegen!</i>	
SWS	4	
Frequency	SuSe	
Workload attendance time	56 h	

ökb051 - Recent approaches and fields of application of economics

Module label	Recent approaches and fields of application of economics
Module code	ökb051
Credit points	6.0 KP
Workload	180 h
Applicability of the module	<ul style="list-style-type: none"> • Dual-Subject Bachelor's Programme Economic Education (Bachelor) > Basismodule • Erweiterungsfach Gymnasium Politik-Wirtschaft (Extension tray) > Module • Master of Education Programme (Gymnasium) Politics-Economics (Master of Education) > Ökonomische Bildung
Responsible persons	<ul style="list-style-type: none"> • Loerwald, Dirk (module responsibility) • Schröder, Rudolf (module responsibility)
Prerequisites	Anmeldung zu den Lehrveranstaltungen des Moduls über Stud.IP erforderlich, Einführung in Stud.IP und die internetgestützte Lernumgebung
Skills to be acquired in this module	<p>Students</p> <ul style="list-style-type: none"> - Are familiar with the lines along which economic thinking has developed - Understand how key concepts of micro- and macro-economic theory fit into the history of economic thought - Are familiar with theories of Institutional Economics and can apply these to the discussion of problems - Have a basic understanding of new approaches to Game Theory, behavioural economics and experimental economic research - Can identify similarities and differences between the various theoretical approaches
Module contents	<p>The module comprises two lectures:</p> <p>The Development of Economic Thinking, and Recent Approaches This lecture will deal, first, with the history of economic thought and the main lines of its development. Starting with classic approaches (e.g. Smith and Ricardo), we will go on to discuss the key ideas of selected economists (e.g. Marx, Keynes, Friedman and Schumpeter). We will classify these according to the paradigms of economic theory on which they are based. Next, the lecture will focus on more recent, as well as the very latest, approaches to economics. Here we will present the main outlines of New Institutional Economics, Game Theory, Behavioural Economics and experimental economic research.</p> <p>Micro-Economic Theories and Their Areas of Application The second lecture discusses important micro-economic theories. These include approaches related to Institutional Economics (Transaction Cost Theory, Property Rights Theory, Principal Agent Theory), decision-making theories, organisational theories and resource-oriented theories. These will be discussed in a social context and also in the context of the history of economic ideas. We will also analyse the relevance of these theories to firms and the world of business today. How useful are they to the actions and decisions of business people?</p>
Recommended reading	<ul style="list-style-type: none"> - Beck, H. (2014): Behavioral Economics. Eine Einführung. Wiesbaden. - Breisig, T. (2009): Betriebliche Organisation - Gerum, E. (2011): Unternehmensverfassung. Oldenburg - Göbel, E. (2002): Neue Institutionenökonomik. Konzepte und betriebswirtschaftliche Anwendungen. Stuttgart. - Kurz, H.-D. (2013): Geschichte des ökonomischen Denkens Taschenbuch. München. - Pfriem, R. (2011): Heranführung an die Betriebswirtschaftslehre, 3. Aufl. Marburg: Metroplois - Pierenkemper, T. (2012): Geschichte des modernen ökonomischen Denkens. Große Ökonomen und ihre Ideen. 4. Auflage. Göttingen. - Richter, R./Furubotn, E. G. (2010): Neue Institutionenökonomik: eine kritische Würdigung. 4., überarbeitete und erweiterte Auflage. Tübingen. - Schwaiger, M.; Meyer, A. (Hrsg.) (2009): Theorien und Methoden der Betriebswirtschaft: Handbuch für Wissenschaftler und Studierende. München.
Links	http://www.uni-oldenburg.de/wire/ioeb/studienangebote/
Language of instruction	German
Duration (semesters)	1 Semester
Module frequency	jährlich
Module capacity	unlimited
Reference text	-

Examination	Prüfungszeiten	Type of examination
Final exam of module	Anmeldung zur Modulprüfung über Stud.IP erforderlich - Prüfungstermin und Prüfungsart siehe Stud.IP: https://elearning.uni-oldenburg.de/plugins.php/pruefungenplugin/studentpruefungen/current	Written exam (2 hours)
Type of course	Seminar and exercise <i>Sie müssen beide Veranstaltungen belegen!</i>	
SWS	4	
Frequency	SuSe	
Workload attendance time	56 h	

ökb060 - Fields of application of economics education: Principles in terms of subject matter and didactics

Module label	Fields of application of economics education: Principles in terms of subject matter and didactics
Module code	ökb060
Credit points	6.0 KP
Workload	180 h
Applicability of the module	<ul style="list-style-type: none"> • Dual-Subject Bachelor's Programme Economic Education (Bachelor) > Basismodule • Erweiterungsfach Gymnasium Politik-Wirtschaft (Extension tray) > Module • Master of Education Programme (Gymnasium) Politics-Economics (Master of Education) > Ökonomische Bildung
Responsible persons	<ul style="list-style-type: none"> • Loerwald, Dirk (module responsibility) • Schröder, Rudolf (module responsibility) • Lehrenden, Die im Modul (authorised to take exams) • Modulverantwortlichen, Die (authorised to take exams)
Prerequisites	
Skills to be acquired in this module	<p>Students:</p> <ul style="list-style-type: none"> • have a fundamental understanding of economics in respect of finances, entrepreneurship, economic ethics and environmental economics • are familiar with central models and theoretic approaches in respect of finances, entrepreneurship, economic ethics and environmental economics, and apply these in a problem-oriented manner • understand, analyse and reflect on concepts about and implications for didactics in respect of financial education, entrepreneurship education, environmental education and economic ethics education • are capable of initiating, and reflect on, teaching-learning processes based on subject matter and didactics.
Module contents	<p>Economics education can be differentiated into various fields, each one of which in turn comprises very specific fields of application. Two sessions, each focusing on one of two closely related fields of application, will outline the basics of these respective fields in terms of subject matter and didactics.</p> <p>General financial education and entrepreneurship education: This session will deal with two societally relevant and individually significant education tasks of economics education. Numerous studies show that financial knowhow and financial competences of children and adolescents are deficient and that this results in problems, including cases of excessive debt. The promotion of consumer education is closely related to this. Empirical data likewise indicate that a pioneering and entrepreneurial attitude needs to be encouraged, especially in Europe and Germany, to ensure economic growth and competitive power, promote independence and enable fulfilment of the requirements of the modern labour market. Based on these fundamental diagnoses and descriptions of problems, curricular principles, conceptual approaches and teaching-learning arrangements of both fields of application are developed.</p> <p>Economic ethics and environmental education: The examination of moral questions concerning the economy can be traced back to antiquity, but economic ethics did not establish itself as an independent discipline until the late 20th century. Literature on economic ethics covers a wide range of different approaches, which can be roughly divided into concepts based on individual ethics or institutional ethics. These approaches will be the focus of the first part of the module, and will be illustrated using a selection of fields of application of economic ethics. The second part of the module will focus on environmental theories and, against that background, deal with the conceptual and substantive principles of environmental education, also in connection with economics.</p>
Recommended reading	<p>Homann, K./Lütge C. (2004): Einführung in die Wirtschaftsethik, Münster: LIT Kirchner, V./Loerwald, D. (2014): Entrepreneurship Education in der ökonomischen Bildung. Eine fachdidaktische Konzeption für den Wirtschaftsunterricht, Hamburg: Joachim-Herz-Stiftung Krol, G.-J. (2011): Umweltökonomik. Qualifizierungsbaustein G 09. Oldenburg: IÖB Retzmann, T. (Hg.) (2011): Finanzielle Bildung in der Schule - Mündige Verbraucher durch ökonomische Bildung, Schwalbach/Ts.: Wochenschau.</p>
Links	http://www.uni-oldenburg.de/wire/ioeb/studienangebote/
Language of instruction	German
Duration (semesters)	1 Semester

Module frequency	jährlich	
Module capacity	unlimited	
Examination	Prüfungszeiten	Type of examination
Final exam of module	Anmeldung zur Modulprüfung über Stud.IP erforderlich - Prüfungstermin siehe Stud.IP: https://elearning.uni-oldenburg.de/plugins.php/pruefungenplugin/studentpruefungen/current	1 Modulprüfung <ul style="list-style-type: none"> • mündl. Prüfung (45 - 60 min.) oder • Klausur (120 min.) oder • Referat (30 - 60 min.) oder • Hausarbeit (3000 - 5000 Wörter) oder • Portfolio (max. 5 Teilleistungen)
Type of course	Seminar and exercise <i>Sie müssen beide Veranstaltungen belegen!</i>	
SWS	4	
Frequency	SuSe	
Workload attendance time	56 h	

Aufbaumodule

ökb211 - Consumption and market

Module label	Consumption and market	
Module code	ökb211	
Credit points	6.0 KP	
Workload	180 h	
Applicability of the module	<ul style="list-style-type: none"> • Dual-Subject Bachelor's Programme Economic Education (Bachelor) > Aufbaumodule • Master of Education Programme (Special Needs Education) Economic Education (Master of Education) > Mastermodule 	
Responsible persons	<ul style="list-style-type: none"> • Schröder, Rudolf (module responsibility) • Lehrenden, Die im Modul (authorised to take exams) 	
Prerequisites	Basiscurriculum	
Skills to be acquired in this module	<p>Students:</p> <ul style="list-style-type: none"> • learn about the principles and development of consumer research • analyse economic, psychological and sociological explanatory approaches to consumer behaviour • are able to critically reflect on incentives and restrictions in consumer behaviour, the impact of environmental determinants, and indicate possible actions to ensure consumer protection • understand – in terms of neoclassical and institutional economics – determinants for pricing, possibilities and limits of model-based thinking • analyse market forms/structures, and reflect on the impact on market competition policy; • are able to critically reflect on markets as a coordination tool in the context of an economic order. 	
Module contents	<p>Theories on consumer behaviour</p> <ul style="list-style-type: none"> • Principles of consumer research • Explanatory approaches to consumer behaviour • Activating and cognitive processes • Buying decision processes • Environmental determinants for consumer behaviour • Consumer protection <p>Forms and functions of markets and pricing</p> <ul style="list-style-type: none"> • Market as a coordination mechanism • Pricing, perfect competition • Principles of market formation/pricing from an institutional-economics perspective • Market forms and market structure analysis • Competition policy 	
Recommended reading	<p>Kroeber-Riel, W./Gröppel-Klein, A. (2013): Konsumentenverhalten, 10. überarbeitete und ergänzte Auflage, München: Vahlen. Krol, G.-J./Karpe, J.; Zoerner, A. (2014): Die Stellung der Privaten Haushalte im Wirtschaftsgeschehen, 3. aktualisierte Auflage, Oldenburg: IÖB. Mankiw, N.G./Taylor, M.P. (2012): Grundzüge der Volkswirtschaftslehre, 5., überarbeitete und erweiterte Auflage, Stuttgart: Schäffer-Poeschel. Schulz, N. (2009): Formen und Funktionen von Märkten und Preisbildung, 2. aktualisierte Auflage, Oldenburg: IÖB.</p>	
Links	https://www.uni-oldenburg.de/nc/studium/studiengang/?tab=profile&id_studg=131	
Language of instruction	German	
Duration (semesters)	1 Semester	
Module frequency	jährlich	
Module capacity	30	
Reference text	Im Lehrenden-Jour-Fix zu Beginn des Semesters wird abgestimmt und festgelegt, mit Hilfe welcher Prüfungsform die Modulprüfung durchgeführt wird. Dies wird zu Beginn der Veranstaltungen den Studierenden erläutert	
Examination	Prüfungszeiten	Type of examination
Final exam of module	Die Anmeldung über Stud.IP zu den Lehrveranstaltungen des Moduls erforderlich. Die Anmeldung der Modulprüfungen (spätestens 8 Tage vor Abgabe bzw. Prüfungs-/Klausurtermin!) über Stud.IP (nach BPO §9 bzw. MPO §10) unerlässlich	The form of research for conducting the module research will be determined and documented in the regular student session at the start of the semester. This will be explained to the students at the start of the courses.

Examination	Prüfungszeiten	Type of examination
	- auch für die Module bam und mam. Weitere Hinweise hier: http://www.uni-oldenburg.de/wire/ieob/studienangebote/modulpruefungen-pruefende/ .	
Type of course	Seminar <i>Sie müssen **beide** Veranstaltungen belegen!</i>	
SWS	4	
Frequency	SuSe and WiSe	
Workload attendance time	56 h	

ökb221 - Performance processes and marketing

Module label	Performance processes and marketing	
Module code	ökb221	
Credit points	6.0 KP	
Workload	180 h	
Applicability of the module	<ul style="list-style-type: none"> • Dual-Subject Bachelor's Programme Economic Education (Bachelor) > Aufbaumodule • Dual-Subject Bachelor's Programme Politics-Economics (Bachelor) > Aufbaumodule • Erweiterungsfach Gymnasium Politik-Wirtschaft (Extension tray) > Module • Master of Education Programme (Special Needs Education) Economic Education (Master of Education) > Mastermodule 	
Responsible persons	<ul style="list-style-type: none"> • Henn, Frank-Michael (module responsibility) • Lehrenden, Die im Modul (authorised to take exams) 	
Prerequisites		
Skills to be acquired in this module	<p>Students:</p> <ul style="list-style-type: none"> • know about the performance-related process of a business • understand the goals, assessment indicators and calculations for resolving decision-making problems in various business sectors • recognize the central role of marketing in businesses • understand the various decision-making principles in marketing • are capable of applying – and hence analysing – the acquired subject matter to current developments. 	
Module contents	<p>Business performance process</p> <ul style="list-style-type: none"> • Target figures of the business performance process • Value creation chain and supply chain <p>Marketing</p> <ul style="list-style-type: none"> • Conceptual principles of marketing • Markets and environments businesses operate in • Behaviour and information principles of marketing 	
Recommended reading	<p>Literatureempfehlungen</p> <p>Schneidewind, U. (2003): Betrieblicher Leistungsprozess, Oldenburg: Bertelsmann Stiftung und Institut für Ökonomische Bildung. Meffert, H./Burmans, Ch./Kirchgeorg, M./Eisenbeiß, M. (2019): Marketing. Grundlagen marktorientierter Unternehmensführung, 13. Auflage, Wiesbaden: Springer Gabler. Thommen, J.-P./Achleitner A.-K./Gilbert, D. U./Hachmeister, D./Jarchow, S./Kaiser, G. (2020): Allgemeine Betriebswirtschaftslehre, Umfassende Einführung aus managementorientierter Sicht, 9. Auflage, Wiesbaden: Gabler</p>	
Links	https://www.uni-oldenburg.de/wire/ioeb/studienangebote/	
Language of instruction	German	
Duration (semesters)	1 Semester	
Module frequency	halbjährlich	
Module capacity	30	
Reference text	Im Lehrenden-Jour-Fix zu Beginn des Semesters wird abgestimmt und festgelegt, mit Hilfe welcher Prüfungsform die Modulprüfung durchgeführt wird. Dies wird zu Beginn der Veranstaltungen den Studierenden erläutert	
Examination	Prüfungszeiten	Type of examination
Final exam of module	Anmeldung zur Modulprüfung über Stud.IP erforderlich - Prüfungstermin und Prüfungsart siehe Stud.IP: https://elearning.uni-oldenburg.de/plugins.php/pruefungenplugin/studentpruefungen/current	The form of research for conducting the module research will be determined and documented in the regular student session at the start of the semester. This will be explained to the students at the start of the courses.
Type of course	Seminar	
	<i>Sie müssen **beide** Veranstaltungen im Modul ökb221 belegen! Veranstaltung 2.04.072 "Marketing" wird als Blockseminar durchgeführt. Termine und Raum werden rechtzeitig bekannt gegeben.</i>	
SWS	4	
Frequency	SuSe	

Workload attendance time

56 h

ökb231 - Accounting and Control

Module label	Accounting and Control	
Module code	ökb231	
Credit points	6.0 KP	
Workload	180 h	
Applicability of the module	<ul style="list-style-type: none"> • Dual-Subject Bachelor's Programme Economic Education (Bachelor) > Aufbaumodule • Master of Education Programme (Special Needs Education) Economic Education (Master of Education) > Mastermodule 	
Responsible persons	<ul style="list-style-type: none"> • Lehrenden, Die im Modul (authorised to take exams) • Modulverantwortlichen, Die (authorised to take exams) • Schröder, Rudolf (module responsibility) 	
Prerequisites	Basiscurriculum	
Skills to be acquired in this module	<p>Students:</p> <ul style="list-style-type: none"> • use ERP software in commercial processes • perform calculations in the context of internal accounting • use calculation results for more detailed calculations, such as price calculation and capital expenditure calculation • assess the significance of the results for business decisions • describe important development forms and methods of controlling • analyse the significance of internal or external accounting for controlling. 	
Module contents	<p>The module is mainly based on the session 'Principles of the organization of economic and social processes in businesses' in basic module 'ökb021 – Private households and businesses'. In this module, the lectures and exercises about the following topics are interrelated:</p> <ul style="list-style-type: none"> • ERP software in commercial processes • Internal accounting (accrual accounting; cost type, cost centre and cost unit accounting; actual, normal and standard costing; absorption and variable costing) • Use of internal accounting results in the context of investment and sales decisions • Controlling: forms of development and controlling tools 	
Recommended reading	<p>Däumler, K.-D./Grabe, J. (2013): Kostenrechnung 1 - Grundlagen. Herne: NWB. Grob, L./Schulz, M. B. (2010): Rechnungswesen und Controlling, Oldenburg: IÖB. Grob, L./Bensberg, F. (2009): Controllingsysteme: Entscheidungstheoretische- und informationstechnische Grundlagen. München: Vahlen. Weber, J./Weißenberger, B. E. (2006): Einführung in das Rechnungswesen: Bilanzierung und Kostenrechnung, 7. überarbeitete und erweiterte Auflage, Stuttgart: Schäffer-Poeschel.</p>	
Links	http://www.uni-oldenburg.de/wire/ioeb/studienangebote/	
Language of instruction	German	
Duration (semesters)	1 Semester	
Module frequency	jährlich	
Module capacity	30	
Examination	Prüfungszeiten	Type of examination
Final exam of module	Registration for the module examination via Stud.IP required - examination date and examination type see Stud.IP: https://elearning.uni-oldenburg.de/plugins.php/pruefungenplugin/studentpruefungen/current	Written exam (2 hours)
Type of course	Seminar	
	<i>Sie müssen **beide** Veranstaltungen belegen!</i>	
SWS	4	
Frequency	SuSe	
Workload attendance time	56 h	

ökb241 - Macroeconomic questions

Module label	Macroeconomic questions	
Module code	ökb241	
Credit points	6.0 KP	
Workload	180 h	
Applicability of the module	<ul style="list-style-type: none"> • Dual-Subject Bachelor's Programme Economic Education (Bachelor) > Aufbaumodule • Dual-Subject Bachelor's Programme Politics-Economics (Bachelor) > Aufbaumodule • Erweiterungsfach Gymnasium Politik-Wirtschaft (Extension tray) > Module • Master of Education Programme (Special Needs Education) Economic Education (Master of Education) > Mastermodule 	
Responsible persons	<ul style="list-style-type: none"> • Lehrenden, Die im Modul (authorised to take exams) • Modulverantwortlichen, Die (authorised to take exams) • Schröder, Rudolf (module responsibility) 	
Prerequisites		
Skills to be acquired in this module	<p>Students:</p> <ul style="list-style-type: none"> • study the fields of action of economic policy (esp. regulatory, structural and process policy) • analyse objectives of and conflicts in economic policy • analyse supply-and-demand-oriented concepts and conjunctural policy tools • describe the economic cycle and employ it as an analysis tool • explain the system of domestic product calculation in Germany/Europe and its conceptual principles; • draft chronological and international domestic product comparisons; • discuss the significance of the domestic product and explain approaches to its growth and alternative approaches • research and use up-to-date statistics about the national accounts. 	
Module contents	<p>Principles of economic policy</p> <ul style="list-style-type: none"> • Theoretical principles • Examples of economic policy fields/topics • Economic policy objectives, conflicting objectives, actors and tools • Practical implementation of economic policy (implementation examples) <p>National accounts and economic cycle</p> <ul style="list-style-type: none"> • Understanding, principles, implementation and history of the national accounts • Structure of European national accounts • Chronological and international domestic product comparisons • Problems in compiling and implementing national accounts • Alternative approaches to affluence measurements and national accounts growth 	
Recommended reading	<p>Grundzüge der Wirtschaftspolitik: Fredebeul-Krein, M. u. a. (2014): Grundlagen der Wirtschaftspolitik. 4. Auflage Konstanz: UVK. Fritsch, M. (2014): Marktversagen und Wirtschaftspolitik: Mikroökonomische Grundlagen staatlichen Handelns. 9. Auflage, München: Vahlen. Mussel, G./Pätzold, J. (2012): Grundfragen der Wirtschaftspolitik. 8. Auflage, München: Vahlen. Arbeitsbeziehung und Tarifsysteem: Dütz, W.; Thüsing, G. (2017): Arbeitsrecht, 22. Aufl., München: Beck. Maties, M. (2017): Arbeitsrecht, 6. Auflage, München: Beck. Oechsler, W.A. (2015): Arbeitsbeziehungen in Unternehmen, 3. Auflage, Oldenburg: Institut für Ökonomische Bildung.</p>	
Links	http://www.uni-oldenburg.de/wire/ioeb/studienangebote/	
Language of instruction	German	
Duration (semesters)	1 Semester	
Module frequency	jährlich	
Module capacity	30	
Reference text	-	
Examination	Prüfungszeiten	Type of examination
Final exam of module	Registration for the module examination via Stud.IP required - examination date and examination type see Stud.IP: https://elearning.uni-oldenburg.de/plugins.php/pruefungenplugin/studentpruefungen/current	Written exam (2 hours) or presentation (45 to 75 minutes) or housework (15 to 20 pages) or Project work (12 to 17 pages) or portfolio (maximum of 6 part)
Type of course	Seminar	
	<i>Sie müssen **beide** Veranstaltungen belegen!</i>	

SWS	4
Frequency	SuSe
Workload attendance time	56 h

ökb251 - International economic ties and the European Union

Module label	International economic ties and the European Union	
Module code	ökb251	
Credit points	6.0 KP	
Workload	180 h	
Applicability of the module	<ul style="list-style-type: none"> • Dual-Subject Bachelor's Programme Economic Education (Bachelor) > Aufbaumodule • Master of Education Programme (Gymnasium) Politics-Economics (Master of Education) > Ökonomische Bildung • Master of Education Programme (Special Needs Education) Economic Education (Master of Education) > Mastermodule 	
Responsible persons	<ul style="list-style-type: none"> • Lehrenden, Die im Modul (authorised to take exams) • Loerwald, Dirk (module responsibility) 	
Prerequisites		
Skills to be acquired in this module	<p>Students:</p> <ul style="list-style-type: none"> • possess basic knowledge of the topics 'international economic ties' and 'European Union'; • analyse the links between the convergence of economies and economic growth • recognise that the increase in the number of international economic ties leads to more economic freedoms and diminishes the significance of the borders between them; • reflect on the fact that this also leads to increases in the number of dependencies and interdependencies as well as international competitive pressure; • describe the development of the European Union, starting with the monetary union up to and including the present-day EU • know about the economic and political objectives of the EU. 	
Module contents	<p>Explanatory approaches to international trade and global economy institutions:</p> <ul style="list-style-type: none"> • Significance and recording of international trade • Causes of international trade • Free trade or protectionism • Liberalisation and regional economic integration • Currency and exchange rate • International financial institutions <p>The European Union:</p> <ul style="list-style-type: none"> • Brief history of European integration • EU institutions, funding and treaties • Stages of integration • EU expansion of 2014 • EU constitution 	
Recommended reading	<p>Kruber, K.-P. (2005): Internationale Wirtschaftsbeziehungen, Ökonomische Bildung kompakt Band 6, Braunschweig: Wetsermann.</p> <p>Krugman, P. R. (2011): Internationale Wirtschaft. Theorie und Politik der Außenwirtschaft, 9. aktualisierte Auflage, München: Pearson.</p> <p>Holzinger, K u. a. (2005): Die Europäische Union. Theorien und Analysekonzepte, Paderborn: Schöningh.</p> <p>Pfetsch, F. R. (2005): Die Europäische Union. Eine Einführung. Geschichte, Institutionen, Prozesse, München: Fink.</p>	
Links	https://www.uni-oldenburg.de/nc/studium/studiengang/?tab=profile&id_studg=131	
Language of instruction	German	
Duration (semesters)	1 Semester	
Module frequency	jährlich	
Module capacity	30	
Reference text	<p>Im Lehrenden-Jour-Fix zu Beginn des Semesters wird abgestimmt und festgelegt, mit Hilfe welcher Prüfungsform die Modulprüfung durchgeführt wird. Dies wird zu Beginn der Veranstaltungen den Studierenden erläutert</p>	
Examination	Prüfungszeiten	Type of examination
Final exam of module	<p>Anmeldung zur Modulprüfung über Stud.IP erforderlich - Prüfungstermin und Prüfungsart siehe Stud.IP: https://elearning.uni-oldenburg.de/plugins.php/pruefung/plugin/studentpruefungen/current</p>	<p>The form of research for conducting the module research will be determined and documented in the regular student session at the start of the semester. This will be explained to the students at the start of the courses.</p>
Type of course	Seminar	

*Sie müssen ****beide**** Veranstaltungen belegen!*

SWS	4
Frequency	WiSe
Workload attendance time	56 h

ökb261 - Profession-related workshop

Module label	Profession-related workshop	
Module code	ökb261	
Credit points	6.0 KP	
Workload	180 h	
Applicability of the module	<ul style="list-style-type: none"> • Dual-Subject Bachelor's Programme Economic Education (Bachelor) > Aufbaumodule • Erweiterungsfach Gymnasium Politik-Wirtschaft (Extension tray) > Module • Master of Education Programme (Gymnasium) Politics-Economics (Master of Education) > Ökonomische Bildung • Master of Education Programme (Special Needs Education) Economic Education (Master of Education) > Mastermodule 	
Responsible persons	<ul style="list-style-type: none"> • Lehrenden, Die im Modul (authorised to take exams) • Schröder, Rudolf (module responsibility) 	
Prerequisites		
Skills to be acquired in this module	<p>Students:</p> <ul style="list-style-type: none"> • analyse selected contradictory debates within the relevant professional field • assess alternative academic positions with respect to range and limits of the approach in question • examine the question of the relationship between the professional field and didactics. 	
Module contents	<p>Both sessions will focus on a selected definition of a problem.</p> <p>Profession-related workshop I</p> <ul style="list-style-type: none"> • Developments in and debates on general economics and business administration • Developments in and debates on micro-economics and macro-economics <p>Profession-related workshop II</p> <ul style="list-style-type: none"> • Developments in and debates on general economics and business administration • Developments in and debates on micro-economics and macro-economics 	
Recommended reading	Literaturangabe erfolgt über die Veranstaltungskommentare und von den Lehrenden in den Veranstaltungen	
Links	Anmeldung über Stud.IP zu den Lehrveranstaltungen des Moduls erforderlich	
Language of instruction	German	
Duration (semesters)	1 Semester	
Module frequency	halbjährlich	
Module capacity	30	
Reference text	Im Lehrenden-Jour-Fix zu Beginn des Semesters wird abgestimmt und festgelegt, mit Hilfe welcher Prüfungsform die Modulprüfung durchgeführt wird. Dies wird zu Beginn der Veranstaltungen den Studierenden erläutert	
Examination	Prüfungszeiten	Type of examination
Final exam of module	Anmeldung zur Modulprüfung über Stud.IP erforderlich - Prüfungstermin und Prüfungsart siehe Stud.IP: https://elearning.uni-oldenburg.de/plugins.php/pruefungenplugin/studentpruefungen/current	The form of research for conducting the module research will be determined and documented in the regular student session at the start of the semester. This will be explained to the students at the start of the courses.
Type of course	Seminar	
	<i>Sie müssen beide Veranstaltungen belegen!</i>	
SWS	4	
Frequency	SuSe and WiSe	
Workload attendance time	56 h	

ökb271 - Didactics in economic education

Module label	Didactics in economic education	
Module code	ökb271	
Credit points	6.0 KP	
Workload	180 h	
Applicability of the module	<ul style="list-style-type: none"> • Dual-Subject Bachelor's Programme Economic Education (Bachelor) > Aufbaumodule • Dual-Subject Bachelor's Programme Politics-Economics (Bachelor) > Aufbaumodule • Erweiterungsfach Gymnasium Politik-Wirtschaft (Extension tray) > Module • Master of Education Programme (Special Needs Education) Economic Education (Master of Education) > Mastermodule 	
Responsible persons	<ul style="list-style-type: none"> • Lehrenden, Die im Modul (authorised to take exams) • Loerwald, Dirk (module responsibility) 	
Prerequisites		
Skills to be acquired in this module	<p>Students:</p> <ul style="list-style-type: none"> • possess basic knowledge of didactics and methodology for economics education • apply teaching concepts to real-life examples • analyse current questions relevant to didactics • assess various didactic approaches with regard to their explanatory power • understand modes of instructions as forms, based in learning theory, of the organisation of teaching-learning processes • know relevant micro- and macromethods for economics education • reflect on the use of modes of instruction for the correlation, in terms of didactics, between goals, content and methods. 	
Module contents	<p>Didactics in economics education</p> <ul style="list-style-type: none"> • Economics education as part of general education • Setting of objectives and content in economics education • Position of economics education in schools and society • Relationship between profession and didactics <p>Methodological principles of economics education</p> <ul style="list-style-type: none"> • Learning theory principles of methodical practices • Forms of action as a structure for educational practices • Educational preconditions of a learning concept 	
Recommended reading	<p>Kaminski, H./Krol, G.-J. (Hg.) (2008): Ökonomische Bildung – legitimiert, etabliert, zukunftsfähig? Bad Heilbrunn/Obb.: Klinkhardt. Kaiser, F. - J./Kaminski, H. (2012): Methodik des Ökonomieverrichts, Grundlagen eines handlungsorientierten Lernkonzepts mit Beispielen, 4. vollständig überarbeitete Auflage, Bad Heilbrunn: Klinkhardt Kruber, K. P. (Hg.) (1997): Konzeptionelle Ansätze ökonomischer Bildung. Bergisch-Gladbach: Hobein.</p>	
Links	https://www.uni-oldenburg.de/wire/ioeb/studienangebote/	
Language of instruction	German	
Duration (semesters)	1 Semester	
Module frequency	jährlich	
Module capacity	30	
Reference text	Im Lehrenden-Jour-Fix zu Beginn des Semesters wird abgestimmt und festgelegt, mit Hilfe welcher Prüfungsform die Modulprüfung durchgeführt wird. Dies wird zu Beginn der Veranstaltungen den Studierenden erläutert	
Examination	Prüfungszeiten	Type of examination
Final exam of module	Anmeldung zur Modulprüfung über Stud.IP erforderlich - Prüfungstermin und Prüfungsart siehe Stud.IP: https://elearning.uni-oldenburg.de/plugins.php/pruefungenplugin/studentpruefungen/current	The form of research for conducting the module research will be determined and documented in the regular student session at the start of the semester. This will be explained to the students at the start of the courses.
Type of course	Seminar	
	<i>Sie müssen **zwei** Veranstaltungen wie folgt belegen: 2.04.121 Fachdidaktik der ökonomischen Bildung I **und** 2.04.122 Methodische Grundlagen der ökonomischen Bildung I **oder** 2.04.123 Fachdidaktik der ökonomischen Bildung II **und** 2.04.124 Methodische Grundlagen der ökonomischen Bildung II</i>	
SWS	4	
Frequency	WiSe	

Workload attendance time

56 h

ökb281 - Didactics workshop (structure)

Module label	Didactics workshop (structure)
Module code	ökb281
Credit points	6.0 KP
Workload	180 h
Applicability of the module	<ul style="list-style-type: none"> • Dual-Subject Bachelor's Programme Economic Education (Bachelor) > Aufbaumodule • Dual-Subject Bachelor's Programme Politics-Economics (Bachelor) > Aufbaumodule • Erweiterungsfach Gymnasium Politik-Wirtschaft (Extension tray) > Module • Master of Education Programme (Special Needs Education) Economic Education (Master of Education) > Mastermodule
Responsible persons	<ul style="list-style-type: none"> • Lehrenden, Die im Modul (authorised to take exams) • Schröder, Rudolf (module responsibility)
Prerequisites	
Skills to be acquired in this module	<p>Students:</p> <ul style="list-style-type: none"> • deal with competence diagnostics within economics education • analyse diagnostic procedures with regard to their scope in terms of didactics, and empirical and educational content • implement diagnostic procedures in teaching practice at schools • reflect on their experiences with the implementation of diagnostic procedures.
Module contents	<p>In the module, selected questions about didactics will be dealt with, focusing, in particular, on the use of diagnostic tools, as well as one of the following two focal points:</p> <p>Competence diagnostics and diagnostic competence in economics education</p> <ul style="list-style-type: none"> • Status quo and initial findings of didactic diagnostics in economics education • Using examples, examination of and reflection on diagnostic tools (e.g. tests) for didactics • Development, and possibly trialling, of diagnostic tools developed in-house, and reflection on such tools in terms of didactics <p>Vocational aptitude diagnostics in the context of career and study orientation</p> <ul style="list-style-type: none"> • Theoretical principles of vocational aptitude diagnostics • Fulfilment of statistical quality criteria • Procedures of vocational aptitude diagnostics, esp. psychometric and simulation-oriented • procedures • Principles of counselling interviews • Introduction to the implementation of a simulation-based procedure • Implementation of a simulation-based procedure, incl. feedback meeting in a school, and reflection directly after
Recommended reading	<p>**Berufseignungsdiagnostiken:** Arbeitsförderung Offenbach (2014) (Hg.): Berufsorientierung und Kompetenzen: Methoden - Tools - Projekte, Bielefeld: Bertelsmann. Hesse, I./Latzko, B. (2011): Diagnostik für Lehrkräfte. 2. Auflage. Opladen: Budrich. Birke, F./Lutter, A. (2014): Herausforderungen fachdidaktische Diagnostik in der ökonomischen und politischen Bildung, in: Unterricht Wirtschaft+Politik, 2014(2), 2-8. Petermann, F./Eid, M. (2006) (Hg.): Handbuch der psychologischen Diagnostik, Göttingen: Hogrefe.</p> <p>**Digitalisierung** und **Ökonomische** **Bildung**: Kaminski, H. (2017): Fachdidaktik der ökonomischen Bildung, Paderborn: Schönningh. H. Arndt : Medien des Wirtschaftsunterrichts, Leverkusen-Opladen: Barbara Budrich.</p> <p>Arnold, P./Kilian, L./u. a. (2018): Handbuch E-Learning. Lehren und Lernen mit digitalen Medien, 5. akt. Auflage, Bielefeld: Bertelsmann. Kerres, M. (2018): Mediendidaktik: Konzeption und Entwicklung digitaler Lernangebote, Berlin: De Gruyter.</p>
Links	http://www.uni-oldenburg.de/wire/ioeb/studienangebote/
Language of instruction	German
Duration (semesters)	1 Semester
Module frequency	halbjährlich
Module capacity	30
Reference text	Im Lehrenden-Jour-Fix zu Beginn des Semesters wird abgestimmt und festgelegt, mit welcher Prüfungsform die Modulprüfung durchgeführt wird. Dies wird zu Beginn der Veranstaltungen den Studierenden erläutert.
Examination	Prüfungszeiten
	Type of examination

Examination	Prüfungszeiten	Type of examination
Final exam of module	Anmeldung zur Modulprüfung über Stud.IP erforderlich - Prüfungstermin und Prüfungsart siehe Stud.IP: https://elearning.uni-oldenburg.de/plugins.php/pruefungenplugin/studentpruefungen/current	The form of research for conducting the module research will be determined and documented in the regular student session at the start of the semester. This will be explained to the students at the start of the courses.
Type of course	Seminar <i>Internetgestützte Veranstaltung, Anmeldung über StudIP erforderlich. Sie müssen **zwei** Veranstaltungen **wie** **folgt** belegen: 2.04.131 - Fachdidaktische Werkstatt I: Kompetenzdiagnostik und Diagnosekompetenz in der ökonomischen Bildung **und** 2.04.132 - Fachdidaktische Werkstatt I: Berufseignungsdiagnostik im Rahmen der Berufs- und Studienorientierung **oder** 2.04.133 - Fachdidaktische Werkstatt II: Digitalisierung als inhaltliche Dimension der ökonomischen Bildung **und** 2.04.134 - Fachdidaktische Werkstatt II: Digitalisierung - Fachdidaktische Konsequenzen für die ökonomische Bildung. Die Teilnahme an der Fortbildungsveranstaltung zum Verfahren Profil AC am 29. und 30. Mai 2024 jeweils von 9:00 bis 16:30 Uhr ist verpflichtender Bestandteil des Seminars. Außerdem ist eine Durchführungswoche an der KGS Rastede vorgesehen, in der die Studierenden 3 von 5 Tage (von ca. 8:00 bis 15:00 Uhr) in der Woche vom 10. bis 14. Juni 2024 an der KGS Rastede sein werden.</i>	
SWS	4	
Frequency	SuSe	
Workload attendance time	56 h <i>2.04.131 - Fachdidaktische Werkstatt I: Kompetenzdiagnostik und Diagnosekompetenz in der ökonomischen Bildung **und** 2.04.132 - Fachdidaktische Werkstatt I: Berufseignungsdiagnostik im Rahmen der Berufs- und Studienorientierung werden teilweise als **Blockseminar** und teilweise **an der Schule** durchgeführt. Die Termine und Räume werden rechtzeitig über den Ablaufplan in Stud.IP bekannt gegeben.</i>	

ökb291 - Human resources (HR) management and collective bargaining policy

Module label	Human resources (HR) management and collective bargaining policy
Module code	ökb291
Credit points	6.0 KP
Workload	180 h
Applicability of the module	<ul style="list-style-type: none">Dual-Subject Bachelor's Programme Economic Education (Bachelor) > Aufbaumodule
Responsible persons	<ul style="list-style-type: none">Lehrenden, Die im Modul (authorised to take exams)Schröder, Rudolf (module responsibility)
Prerequisites	Basiscurriculum
Skills to be acquired in this module	<p>Students:</p> <ul style="list-style-type: none">acquire principles for explaining the performance of staff members in commercial organisations, taking into account the preconditions and influencing factorsanalyse possibilities and limits in staff deployment, the influence of the organisation of work and of incentive structures on performance;are introduced to the tasks involved in diversity management and analyse leadership concepts with a view to their transferability within the education systemacquire knowledge about staff development and redundanciesacquire basic knowledge about employment relationships and their legal basis in the context of employment contractsreflect on disruption of employment relationships and legal instruments for defining and terminating an employment relationshipare able to distinguish between regulatory levels in the system of employer-employee relationshipsanalyse types of collective bargaining agreement, legal basis, procedure for collective bargaining negotiations and effects of collective bargaining agreements.
Module contents	<p>Staff management</p> <ul style="list-style-type: none">Aims and preconditions of human resources, with particular focus on changing values and demographic developmentStaff recruitment/selection, with particular focus on recruitment process and assessment centreStaff deployment and organisation of work, compensation and incentive systems in businesses and schoolsDiversity management, taking into account work-life balance, HR management and 'classroom management'HR development, employee appraisals, redundancies <p>Labour relations and collective bargaining system</p> <ul style="list-style-type: none">Principles of employment lawEmployment contractEmployment contract terminationRegulatory levels in employer-employee relationshipsCollective bargaining partners and types of collective bargaining contract, collective bargaining contract lawCollective bargaining policy provisions, collective bargaining negotiations and collective bargaining agreements
Recommended reading	<p>**Basisliteratur:** • Nicolai, Chr. (2016): Personalmanagement, 4., überarb. u. erw. Aufl., Bad Heilbrunn • Becker, M. (2010): Personalwirtschaft. Lehrbuch für Studium und Praxis, Stuttgart: Schäffer-Poeschel • Bröckermann, R. (2016): Personalwirtschaft. Lehr- und Übungsbuch für Human Resource Management, 7., überarb. Aufl. Stuttgart: Schäffer-Poeschel **Weiterführende Literatur:** • Bendl, R.; Hanappi-Egger, E.; Hofmann, R. (Hg.) (2012): Diversität und Diversitätsmanagement, Wien: UTB • v. Rosenstiel, L.; Regnet, E.; Domsch, M.E. (Hg.) (2014): Führung von Mitarbeitern. Handbuch für erfolgreiches Personalmanagement, 7. überarb. Aufl. Stuttgart: Schäffer-Poeschel</p>
Links	https://www.uni-oldenburg.de/nc/studium/studiengang/?tab=profile&id_studg=131
Language of instruction	German
Duration (semesters)	1 Semester
Module frequency	halbjährlich
Module capacity	30
Reference text	Im Lehrenden-Jour-Fix zu Beginn des Semesters wird abgestimmt und festgelegt, mit Hilfe welcher Prüfungsform die Modulprüfung durchgeführt wird.

Dies wird zu Beginn der Veranstaltungen den Studierenden erläutert
****Inhaltliche Erläuterung:**** Die Veranstaltung Personalmanagement beinhaltet Inhalte, die „quer“ zur Struktur der Ökonomischen Bildung liegen; beispielsweise sind sowohl in Betrieben als auch im Bereich des Staates qualifizierte und motivierte Mitarbeiter/-innen die Grundlage erfolgreichen wirtschaftlichen und staatlichen Handelns. Ferner beinhaltet die Veranstaltung Grundlagenwissen (z.B. Bewerbung oder Vorstellungsgespräch), das auch für den Bereich der Berufsorientierung relevant ist. Das Personalmanagement stellt eine Kernfunktion im betrieblichen Leistungsgefüge dar. Es beschäftigt sich mit der Erklärung und ggf. Steuerung des menschlichen Arbeitsverhaltens unter ökonomischen Verwertungsgesichtspunkten, wobei jedoch stets zu berücksichtigen ist, dass die Potenziale des „Faktors Arbeit“ an lebendigen Menschen „kleben“. Die Teilnehmer und Teilnehmerinnen erwerben Grundlagenwissen und Kriterien, um besondere Anforderungen und Brisanz des Personalmanagements zu analysieren und zu beurteilen. Sie reflektieren die Entwicklung des Personalwesens sowie theoretische Grundlagen und Bedingungen des arbeitenden Menschen als Mittelpunkt der Unternehmensführung. Desweiteren wird ein Transfer von ausgewählten Kenntnissen der Personalwirtschaft auf pädagogische Institutionen und die Situation einer Lehrkraft im Schulwesen angestrebt. Inhalte der Veranstaltung sind: • Erkenntnisinteresse und Grundlagen des Personalwesens • Rahmenbedingungen des Personalwesens: Wertewandel und „Work-Life-Balance“ • Demografie und Personalwirtschaft: Beispiel Ältere Arbeitnehmer • Personalbeschaffung/–auswahl: Bewerbungsunterlagen und Vorstellungsgespräch • Assessment Center als elaboriertes Auswahlverfahren • Personaleinsatz und Arbeitsorganisation • Entlohnung und Anreizsysteme in Unternehmen und „Schule als pädagogisches Organisation“ • Personalführung und „Führung im Klassenzimmer“ • Personalentwicklung und Mitarbeitergespräche • Personalfreisetzung ****Durchführung:**** Die Veranstaltung Personalmanagement ist Teil des Moduls ökb291 „Personalmanagement und Tarifpolitik“; in der zweiten Modul-Veranstaltung „Arbeitsrecht“ werden die rechtlichen Grundlagen von Arbeitgeber-Arbeitnehmer-Beziehungen behandelt. Die Veranstaltung Personalmanagement wird z.T. internetgestützt auf Basis des Blended-Learning-Ansatzes in einem Wechsel von Online-, Präsenzphasen und Gruppenarbeitsphasen durchgeführt.

Examination	Prüfungszeiten	Type of examination
Final exam of module	Anmeldung zur Modulprüfung über Stud.IP erforderlich - Prüfungstermin und Prüfungsart siehe Stud.IP: https://elearning.uni-oldenburg.de/plugins.php/pruefungenplugin/studentpruefungen/current	The form of research for conducting the module research will be determined and documented in the regular student session at the start of the semester. This will be explained to the students at the start of the courses.
Type of course	Seminar <i>Hinweis: Sie müssen **beide** Veranstaltungen belegen!</i>	
SWS	4	
Frequency	SuSe or WiSe	
Workload attendance time	56 h	

ökb301 - Career and labour market

Module label	Career and labour market	
Module code	ökb301	
Credit points	6.0 KP	
Workload	180 h	
Applicability of the module	<ul style="list-style-type: none"> • Dual-Subject Bachelor's Programme Economic Education (Bachelor) > Aufbaumodule • Dual-Subject Bachelor's Programme Politics-Economics (Bachelor) > Aufbaumodule • Erweiterungsfach Gymnasium Politik-Wirtschaft (Extension tray) > Module 	
Responsible persons	<ul style="list-style-type: none"> • Schröder, Rudolf (module responsibility) • Lehrenden, Die im Modul (authorised to take exams) 	
Prerequisites		
Skills to be acquired in this module	<p>Students:</p> <ul style="list-style-type: none"> • learn about structural changes in employment and economy, and about changed qualifications and qualification requirements • analyse changes in the workforce structure in economic sectors and changes in the qualification structure within economic sectors; • assess qualification developments on the labour market; • are able to incorporate this knowledge in the development of conceptual career orientation consultations • are able to reflect on developments in vocational education, continued and additional education and training • analyse qualification changes in regional labour markets • take into account the life planning issues of male and female employees, including the results of gender mainstreaming and migration issues in studying the content of the module. 	
Module contents	<p>Career and qualification development:</p> <ul style="list-style-type: none"> • Career and qualification • Structural changes and labour market, inter- and intra-sector changes • Migration and labour market • Qualification requirements and qualification changes <p>Professional education and training</p> <ul style="list-style-type: none"> • Career orientation in general education • Vocational education in the dual system and vocational education in schools • Development of regional economic and labour market structures • Continued and additional education and training 	
Recommended reading	<p>Bundesministerium für Bildung und Forschung (Hg.) (2015): Berufsbildungsbericht 2015, Bonn: Publikationsversand der Bundesregierung. Schmid, A. (2008): Beschäftigung und Arbeitsmarkt, 2. überarbeitete Auflage, Oldenburg: Institut für Ökonomische Bildung. Hoeckel, K./Schwartz, R. (2010): Lernen für die Arbeitswelt. OECD-Studien zur Berufsbildung Deutschland, OECD. Beicht, U. (2015): Berufliche Orientierung junger Menschen mit Migrationshintergrund und ihre Erfolgchancen beim Übergang in betriebliche Berufsausbildung, hg. v. Bundesinstitut für Berufsbildung, Heft-Nr.: 163, BIBB, Bonn.</p>	
Links	https://www.uni-oldenburg.de/nc/studium/studiengang/?tab=profile&id_studg=131	
Language of instruction	German	
Duration (semesters)	1 Semester	
Module frequency	halbjährlich	
Module capacity	30	
Reference text	<p>Im Lehrenden-Jour-Fix zu Beginn des Semesters wird abgestimmt und festgelegt, mit Hilfe welcher Prüfungsform die Modulprüfung durchgeführt wird. Dies wird zu Beginn der Veranstaltungen den Studierenden erläutert</p>	
Examination	Prüfungszeiten	Type of examination
Final exam of module	<p>Anmeldung zur Modulprüfung über Stud.IP erforderlich - Prüfungstermin und Prüfungsart siehe Stud.IP: https://elearning.uni-oldenburg.de/plugins.php/pruefungenplugin/studentpruefungen/current</p>	<p>The form of research for conducting the module research will be determined and documented in the regular student session at the start of the semester. This will be explained to the students at the start of the courses.</p>
Type of course	<p>Seminar</p> <p><i>Sie müssen beide Veranstaltungen belegen!</i></p>	

SWS	4
Frequency	SuSe or WiSe
Workload attendance time	56 h

ökb312 - Extracurricular fields of application of economic education

Module label	Extracurricular fields of application of economic education	
Module code	ökb312	
Credit points	6.0 KP	
Workload	180 h	
Applicability of the module	<ul style="list-style-type: none"> Dual-Subject Bachelor's Programme Economic Education (Bachelor) > Aufbaumodule 	
Responsible persons	<ul style="list-style-type: none"> Lehrenden, Die im Modul (authorised to take exams) Loerwald, Dirk (module responsibility) 	
Prerequisites	Anmeldung zu den Lehrveranstaltungen des Moduls über Stud.IP erforderlich, Einführung in Stud.IP und die internetgestützte Lernumgebung	
Skills to be acquired in this module	<p>The students</p> <ul style="list-style-type: none"> Are familiar with institutions for civic education outside the school system Discuss in a detailed and practical manner opportunities for and limitations to their future careers Reflect on opportunities for, and the limitations to, cooperation between schools and business Assess practical interactions between schools and business from several perspectives: the psychology of learning, pedagogical theory and the didactics of econo 	
Module contents	<p>This module introduces Bachelor's students of Teaching Economics to possible areas of employment outside the school system. In response to a world of education that is forever changing and to the demands of life-long learning, the module offers perspectives and insights to students seeking careers inside or outside the school system. It shows how the versatile Teaching Economics programme prepares students both for jobs in familiar domains of adult education and for careers outside the education sector. The module clearly lays out the qualifications required for teaching economics outside the school system, qualifications that a conventional teacher training programme may not provide. However, it also serves students seeking to teach in schools. In the module, we look at interactions between schools and other domains of learning, and ask ourselves what this means for the methodology of teaching economics. Furthermore, students gain direct access to domains of learning outside formal institutes of education by meeting practitioners from sectors including:</p> <ul style="list-style-type: none"> Consumer counselling and consumer protection Quality assurance and the management of knowledge and learning in institutions outside the school system In-company training of all kinds (initial and advanced training, retraining, etc.), aiming to organise and provide knowledge at the vocational, the company or the macro-economic level Publishing houses, editorial boards of newspapers, radio and TV stations, as well as public relations agencies that deal with economic and business issues Information and public communication departments in companies and other institutions Foundations and other non-profit organisations Institutions of adult education 	
Recommended reading	Wird im Seminar bekannt gegeben.	
Links	http://www.uni-oldenburg.de/wire/ioeb/studienangebote/	
Language of instruction	German	
Duration (semesters)	1 Semester	
Module frequency	jährlich	
Module capacity	30	
Examination	Prüfungszeiten	Type of examination
Final exam of module	Registration for the module examination via Stud.IP required - examination date and examination type see Stud.IP: https://elearning.uni-oldenburg.de/plugins.php/pruefungenplugin/studentpruefungen/current	Written housework (15 to 20 pages)
Type of course	Seminar	
	<i>Sie müssen beide Veranstaltungen belegen!</i>	
SWS	4	
Frequency	SuSe or WiSe	
Workload attendance time	56 h	

Abschlussmodul

bam - Bachelor's Thesis Module

Module label	Bachelor's Thesis Module	
Module code	bam	
Credit points	15.0 KP	
Workload	450 h	
Applicability of the module	<ul style="list-style-type: none"> Dual-Subject Bachelor's Programme Economic Education (Bachelor) > Abschlussmodul 	
Responsible persons	<ul style="list-style-type: none"> Schröder, Rudolf (module responsibility) Modulverantwortlichen, Die (authorised to take exams) Lehrenden, Die im Modul (authorised to take exams) 	
Prerequisites		
Skills to be acquired in this module	<p>Students:</p> <ul style="list-style-type: none"> are able to identify and isolate a problem in the area of economics education for the purpose of writing a Bachelor's thesis are capable of interpreting problem-specific in-depth knowledge based on the latest research on the selected subject matter independently write an academic thesis using relevant knowledge-acquisition procedures and academic methods are able to present subject-specific positions and potential solutions to trainees and students, and discuss and critically reflect on them write an exposé on the planned Bachelor's thesis. 	
Module contents	<ul style="list-style-type: none"> Principles of academic thought and practices in economic's education Hints on academic theses and for developing a synopsis of the Bachelor's thesis Isolating subject matter and developing a topic for writing a bachelor thesis Adding structure to a Bachelor's thesis Methods for writing a Bachelor's thesis Assessment of a Bachelor's thesis 	
Recommended reading	<p>Disterer, G. (2019): Studien- und Abschlussarbeiten schreiben. Seminar-, Bachelor- und Masterarbeiten in den Wirtschaftswissenschaften, 8. Auflage, Berlin: Springer Gabler</p> <p>Karmasin, M./Ribing, R. (2019): Die Gestaltung wissenschaftlicher Arbeiten. Ein Leitfaden für Facharbeit/VWA, Seminararbeiten, Bachelor-, Master-, Magister- und Diplomarbeiten sowie Dissertationen, 10. Auflage, Wien: Utb</p> <p>Kornmeier, M. (2021): Wissenschaftlich schreiben leicht gemacht: Für Bachelor, Master und Dissertation, 9 Auflage, Bern: Utb.</p> <p>Roos, M./Leutwyler, B. (2022): Wissenschaftliches Arbeiten im Lehramtsstudium. Recherchieren, Schreiben, Forschen, 3. Auflage, Bern: Hogrefe</p>	
Links	https://www.uni-oldenburg.de/nc/studium/studiengang/?tab=profile&id_studg=131	
Language of instruction	German	
Duration (semesters)	1 Semester	
Module frequency	halbjährlich	
Module capacity	unlimited	
Reference text	The module includes the accompanying course (3 credits) for writing the Bachelor thesis (12 credits) in economic education. The topic of the Bachelor thesis should come from the field of specialist science.	
Examination	Prüfungszeiten	Type of examination
Final exam of module	Registration for the module examination via Stud.IP required - examination date and examination type see Stud.IP: https://elearning.uni-oldenburg.de/plugins.php/pruefungplugin/studentpruefungen/current	The module incorporates the guidance session (3 ECTS) for writing the Bachelor's thesis (12 ECTS) on economic education. The topic of the Bachelor's thesis must be derived from the curriculum.
Type of course	Seminar	

Begleitveranstaltung zur Bachelorarbeit!

SWS	2
Frequency	SuSe and WiSe
Workload attendance time	28 h

