Mantelmodule

wir801 - Concepts of Organisation and Management

Module label
Concepts of Organisation and Management

Module code
wir801

Credit points
6.0 KP

Workload
180 h

Applicability of the module
- Master's Programme Business Administration, Economics and Law (Master) > Mantelmodule
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "China - Wirtschaft und Sprache" (CHI) - Kernmodule
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)
- Master's Programme Management Consulting (Master) > Mastermodule

Responsible persons
Breisig, Thomas (Module responsibility)

Lehrenden, Die im Modul (Authorized examiners)
Wengelowski, Peter (Module counselling)
Gilbert, Jonathan (Module counselling)
Breisig, Thomas (Module counselling)

Prerequisites
keine

Skills to be acquired in this module
Students get to know selected concepts of organisation and management. Their respective objectives, instruments and methods are discussed and their use in everyday business is critically reflected. Students learn to deal with different management concepts in a conscious and critical way, especially through case studies and discussions.

Upon completion of the module, students will:
- be familiar with the emergence, development, and content of various management concepts;
- be able to convey key findings of the various management concepts to practical issues in the field of organisation and management;
- develop skills of self-reflection (supported by the technical and didactical concepts).

Module contents
Students receive deeper insights into concepts of organisation and management, including:
- Lean Management
- Change Management
- Quality Management
- Business Process Reengineering

The presentations and discussions within the seminars also offer possibilities to deepen and broaden these topics according to the student's interest and current developments in theory and practice, e. g. Balanced Scorecard, Learning Organisation, Organisational Culture, Worker Participation, Networks, Diversity Management, Management by Objectives.

Reader's advisory

Further literature will be announced during the semester according to the particular lecture/seminar content.

Links
www.uol.de/orgpers

Language of instruction
German

Duration (semesters)
1 Semester

Module frequency
jährlich

Module capacity
unlimited

Reference text
Das Modul muss im Masterstudiengang Wirtschafts- und Rechtswissenschaften als Basismodul von allen Schwerpunkten gewählt werden.

Modullevel / module level

Modulart / typ of module
je nach Studiengang Pflicht oder Wahlpflicht

Lehr-/Lernform / Teaching/Learning method
Vorkenntnisse / Previous knowledge

Praktische Erfahrungen: Kenntnisse aus den Bachelor-Modulen: Organisation und Human Resource Management

<table>
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<tr>
<th>Examination</th>
<th>Time of examination</th>
<th>Type of examination</th>
</tr>
</thead>
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<td>Final exam of module</td>
<td>Depending on the type of examination during the lecture period, at the end of the lecture period or at the end of the semester</td>
<td>Seminar paper or presentation or written exam or oral exam or portfolio or project report (will be determined and announced at the beginning of the semester by the lecturer)</td>
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<tr>
<td>Seminar</td>
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</table>

Total time of attendance for the module 56 h
**wir802 - Economic Policy**

**Module label** | Economic Policy
--- | ---
**Module code** | wir802
**Credit points** | 6.0 KP
**Workload** | 180 h

**Applicability of the module**
- Master's Programme Business Administration, Economics and Law (Master) > Mantelmodule
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "China - Wirtschaft und Sprache" (CHI) - Kernmodule

**Responsible persons**
- Böhringer, Christoph (Module responsibility)
- Lehrenden, Die im Modul (Authorized examiners)
- Rahmeier Seyffarth, Anelise (Module counselling)
- Asane-Otoo, Emmanuel (Module counselling)
- Milliot, Georgina Michelle (Module counselling)

**Prerequisites**
This course aims at giving students an understanding of reasons, goals and instruments for government policy from a micro- and macroeconomic perspective. Students first need to learn how decentralised markets can result in an efficient equilibrium and what the theoretical assumptions for this outcome are. Against this reference case it is possible to evaluate the consequences when some of the assumptions are not fulfilled in reality. Furthermore, the problems of the aggregated economy with its fundamental uncertainty are approached and the answers of economic policy to changes in variables like inflation, unemployment and economic growth will be evaluated.

With successful completion of the course, students shall be able to approach questions of economic policy making by applying concise economic reasoning, graphical intuition, analytical models and historical understanding. Furthermore, students shall be enabled to follow other Economics courses at Master's level.

**Module contents**
1. Welfare economics: equilibrium and efficiency; theorems of welfare economics; discussion of model assumptions.
2. Macroeconomics: on money; on the balance of payments, on long-run economic growth.
3. Examples for market failure from a microeconomic perspective, e.g. public goods. Deviations from the efficient outcome and discussion of government intervention.

**Reader's advisory**
- Varian, Hal, 'Intermediate Microeconomics', Norton & Company. (Deutsche Übersetzung: 'Grundzüge der Mikroökonomik'.)
- Carlin, Wendy and David Soskice, 'Macroeconomics: imperfections, institutions and policies', 2006
- Dornbusch, Rüdiger and Stanley Fischer, 'Macroeconomics', McGraw-Hill. (Deutsche Übersetzung: 'Makroökonomik').
- Felderer, Bernhard and Stefan Homburg, 'Macroeconomics and New Macroeconomics', Springer-Verlag, 1987. (Deutsche Übersetzung: 'Makroökonomik und neue Makroökonomik').
- Sydsaeter, Knud and Peter Hammond, 'Essential Mathematics for Economic Analysis', Pearson. (Deutsche Übersetzung: 'Mathematik für Wirtschaftswissenschaftler')

**Links**
- Language of instruction: English
- Duration (semesters): 1 Semester
- Module frequency: jährlich
- Module capacity: unlimited
- Reference text: Die Vorlesung wird in englischer Sprache gehalten.
- Modullevel / module level: ---
- Modulart / typ of module: je nach Studiengang Pflicht oder Wahlpflicht
- Lehr-/Lernform / Teaching/Learning method: Lecture
- Time of examination: end of semester
- Type of examination: written exam
- SWS: 4.00
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### wir803 - Advanced Macroeconomics

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<td>Master's Programme Business Administration, Economics and Law (Master) &gt; Schwerpunkt “China - Wirtschaft und Sprache” (CHI) - Kernmodule</td>
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<td>Responsible persons</td>
<td>Trautwein, Hans-Michael (Module responsibility)</td>
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<td></td>
<td>Drews, Dennis (Authorized examiners)</td>
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<td>Trautwein, Hans-Michael (Authorized examiners)</td>
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<td>Bitzer, Jürgen (Authorized examiners)</td>
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<td>Poppitz, Philipp (Authorized examiners)</td>
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<td>Bitzer, Jürgen (Module counselling)</td>
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<td>Poppitz, Philipp (Module counselling)</td>
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<td>Skills to be acquired in this module</td>
<td>Understanding of the interdependence of goods markets, labour markets and financial markets in the economy</td>
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<td></td>
<td>Ability to assess controversial views of the causes of output fluctuations (business cycles), inflation and unemployment</td>
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<td>Ability to present and evaluate different concepts of macroeconomic stabilization by way of fiscal and monetary policies</td>
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<td>Ability to describe and handle (simple) dynamic models of output, price-level and employment fluctuations and economic growth</td>
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<td>The lectures address the following issues:</td>
</tr>
<tr>
<td></td>
<td>the development of macroeconomic thinking,</td>
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<td></td>
<td>output fluctuations, inflation and unemployment,</td>
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<td>statics and dynamics in macroeconomic theories,</td>
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<td>open economy macroeconomics,</td>
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<td></td>
<td>business cycles,</td>
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<td></td>
<td>economic growth and innovations,</td>
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<td>microfoundations of macroeconomics,</td>
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<td>policy rules.</td>
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<td>Spezifische Literaturangaben zu einzelnen Vorlesungsinhalten werden in der Vorlesung bekannt gegeben.</td>
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<tr>
<td>Module capacity</td>
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<td>Reference text</td>
<td>Die Veranstaltung wird in flexibler Form als Kombination von Vorlesungs- und Übungselementen gehalten. Die Studierenden können Leistungsnachweise erwerben, indem sie Übungen vorbereiten und durchführen (Referate; bei sehr großen Teilnehmerzahlen werden zusätzlich auch Klausuren angeboten). Die Verteilung der Übungsthemen findet im Rahmen der Auftaktveranstaltung statt.</td>
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**Modullevel / module level**

- je nach Studiengang Pflicht oder Wahlpflicht

**Teaching/Learning method**

- English
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<th>Vorkenntnisse / Previous knowledge</th>
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Total time of attendance for the module: 56 h
wir806 - Information Technology Law

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**Applicability of the module**
- Bachelor's Programme Business Informatics (Bachelor) > Wahlbereich Informatik, Kultur und Gesellschaft
- Master of Education Programme (Gymnasium) Computing Science (Master of Education) > Mastermodule
- Master of Education Programme (Vocational and Business Education) Computing Science (Master of Education) > Recht und Gesellschaft
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)
- Master's Programme Computing Science (Master) > Nicht Informatik

**Responsible persons**
- Lehrenden, Die im Modul (Authorized examiners)
- Louven, Sebastian (Module counselling)
- Taeger, Jürgen (Module responsibility)

**Prerequisites**
- Skills to be acquired in this module
  - Upon completion of the module, students will be able to:
    - deal with all legal questions arising from the use of information and communication technology in all sectors of society,
    - identify legal issues arising from the use of information and communication technology,
    - draft solutions for these legal questions.

**Module contents**
- Internet law; IT contracts law

**Reader's advisory**
- Köhler, Fetzer, Recht des Internet, 8. Aufl., 2016
- Redeker, IT-Recht, 6. Aufl., 2017

**Links**
- Kühn, Reinhard, Medienrecht

**Language of instruction**
- German

**Duration (semesters)**
- 1 Semester

**Module frequency**
-jährlich

**Module capacity**
-unlimited

**Modulart / typ of module**
- je nach Studiengang Pflicht oder Wahlpflicht

**Lehr-/Lernform / Teaching/Learning method**

**Vorkenntnisse / Previous knowledge**

**Exam**
- Time of examination
- Type of examination
  - presentation and handout, written exam or oral exam

**Final exam of module**
- during term

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**Total time of attendance for the module**
- 56 h
**wir807 - Taxation and Tax Law I**

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| Applicability of the module | • Master of Education Programme (Vocational and Business Education) Economics and Business Administration (Master of Education) > Mastermodule  
• Master's Programme Business Administration, Economics and Law (Master) > Mantelmodule |
| Responsible persons       | Dittmer, Jochen (Module responsibility)  |
| Prerequisites             |                                          |
| Skills to be acquired in this module | The aim of the course is to provide students with a deep and thorough knowledge regarding  
• Tax accounting law and  
• Taxation procedures. |
| Module contents           | The course provides a deep insight into  
Tax accounting law  
• Basics of tax accounting law  
• Principal values (cost of purchase/cost of manufacture, going concern value, fair market value)  
• Depreciation, subsidy regulations  
• Transfer of hidden reserves  
• Leasing  
• Provisions  
Taxation procedures  
• Overview about general fiscal law (AO) and tax court code (FGO)  
• Tax determination and taxing procedures  
• Types of taxing  
• Deadlines and extent of balances and tax assessments corrections  
• Interest yield |
| Reader's advisory         | • Falterbaum, Hermann (aktuelle Fassung): Buchführung und Bilanz  
• Rose, Gerd & Watrin, Christoph (aktuelle Fassung): Abgabenordnung; mit Finanzgerichtsordnung  
It is worth mentioning, that due to the fast-changing tax law, further recommendations regarding the literature cannot be made yet, but are rather given during the course. Required are:  
• A collection of the most important tax laws (e.g. NWB-publisher) in current form  
• A loose-leaf collection of the tax regulations (e.g. Beck-publisher) |
| Links                     | http://www.fiwi-bbl.uni-oldenburg.de/     |
| Language of instruction   | German                                   |
| Duration (semesters)      | 1 Semester                               |
| Module frequency          | jährlich                                  |
| Module capacity           | unlimited                                 |
| Modulart / module level   | ---                                      |
| Modultyp / typ of module  | je nach Studiengang Pflicht oder Wahlpflicht |

**Vorkenntnisse / Previous knowledge**

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<td>written exam</td>
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wir808 - Multivariate Statistics

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<td>Workload</td>
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**Applicability of the module**
- Master's Programme Business Administration, Economics and Law (Master) > Mantelmodule
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Volkswirtschaftslehre" (VWL)
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)
- Master's Programme Computing Science (Master) > Nicht Informatik
- Master's Programme Environmental Modelling (Master) > Mastermodule
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules

**Responsible persons**
- Stecking, Ralf Werner (Module responsibility)
- Lehrenden, Die im Modul (Authorized examiners)

**Prerequisites**
- Lehrenden, Die im Modul (Authorized examiners)

**Skills to be acquired in this module**
- With successful completion of the course, students shall:
  - be aware of and be able to evaluate advanced methods of multivariate data analysis.
  - be able to select adequate methods in relevant fields of application, like prediction, classification, and segmentation analysis.
  - be able to run computer-aided analyses and to interpret the results properly.

**Module contents**
- Various methods of quantitative data analysis such as:
  - Linear Regression,
  - Logistic Regression,
  - Linear Discriminant Analysis,
  - Principal Component Analysis,
  - Feature selection and evaluation methods.

**Reader's advisory**

**Links**
- Language of instruction: German
- Duration (semesters): 1 Semester
- Module frequency: jährlich
- Module capacity: unlimited
- Modulelevel / module level: MM-PB (Professionalsierungsbereichsmodul im Master)
- Modulart / typ of module: je nach Studiengang Pflicht oder Wahlpflicht

**Vorkenntnisse / Previous knowledge**
- Time of examination: at the end of the semester
- Type of examination: written exam or oral exam
- Course type: Lecture, Exercises
- Comment: 2.00
- SWS: 2.00
- Frequency: 28
- Workload of compulsory attendance: 28
- Total time of attendance for the module: 56 h
**wir809 - Econometrics**

**Module label**  
Econometrics

**Module code**  
wir809

**Credit points**  
6.0 KP

**Workload**  
180 h

**Applicability of the module**  
- Bachelor's Programme Sustainability Economics (Bachelor) > Aufbaumodule
- Master's Programme Business Administration, Economics and Law (Master) > Mantelmodule
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules

** Responsible persons**  
Lehrenden, Die im Modul (Authorized examiners)  
Bitzer, Jürgen (Module responsibility)

**Prerequisites**  
Keine

**Skills to be acquired in this module**  
The students are able to:  
- apply the basic econometric methods,  
- follow, evaluate and interpret basic empirical studies,  
- apply basic econometric methods in empirical studies,  
- use the econometric software STATA.

**Module contents**  
The module consists of a lecture and an exercise. In the module the basic statistical principles are recapitulated, deepens the knowledge of the multiple regression and introduce the students to the advanced topics of panel econometrics, binary dependent variables, instrumental variable estimation and time series econometrics.

**Reader's advisory**  


**Links**  
https://www.uni-oldenburg.de/wire/

**Language of instruction**  
German

**Duration (semesters)**  
1 Semester

**Module frequency**  
jährlich

**Module capacity**  
unlimited

**Reference text**  

**Modullevel / module level**  
---

**Modulart / typ of module**  
je nach Studiengang Pflicht oder Wahlpflicht

**Lehr-/Lernform / Teaching/Learning method**  
Vorlesung und Übung

**Vorkenntnisse / Previous knowledge**  
Statistik I und II, Mathematik für Ökonomen.

**Examination**  
Time of examination  
Type of examination

**Final exam of module**  
end of the semester  
written exam

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<th>Course type</th>
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<tr>
<td>Exercises</td>
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<td>2.00</td>
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**Total time of attendance for the module**  
56 h
### wir812 - Environmental Law

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<tbody>
<tr>
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<td>6.0 KP</td>
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<td>Workload</td>
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#### Applicability of the module
- Master's Programme Business Administration, Economics and Law (Master) > Mantelmodule
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)
- Master's Programme Computing Science (Master) > Nicht Informatik
- Master's Programme Sustainability Economics and Management (Master) > Basic and Accentuation Modules

#### Responsible persons
- Meyerholt, Ulrich (Module counselling)
- Godt, Christine (Module responsibility)
- Lehrenden, Die im Modul (Authorized examiners)

#### Prerequisites
Building on the existing knowledge of the participants, the course will deepen knowledge of European and international law, whereby emphasis will be laid on those areas in which the dividing line between state intervention (public law) and market rights (private law) has become blurred. Students will be able to analyze contemporary regulatory techniques inherent in the multilevel system of governance and to assess them from an interdisciplinary (economic and legal) perspective.

#### Module contents
The module comprises two courses, one of which will be taught by PD Dr. Meyerholt, and the other together with Prof. Godt. The first course deals with selected issues in environmental law. With the general structure of environmental law as a point of departure, the course content will be taught in a holistic manner that will also incorporate the leading decisions of the higher courts. The second course takes into consideration intra-disciplinary environmental law as situated between public and private economic law, whereby special focus will be laid on the European and international dimensions.

#### Reader's advisory

#### Links
- Language of instruction: German
- Duration (semesters): 1 Semester
- Module frequency: jährlich
- Module capacity: unlimited
- Module level / module level: ---
- Modulart / typ of module: je nach Studiengang Pflicht oder Wahlpflicht
- Lehr-/Lernform / Teaching/Learning method
- Vorkenntnisse / Previous knowledge
  - Examination: Time of examination
  - Final exam of module: during term
  - Type of examination: oral presentation and written script
- Course type: Lecture
- SWS: 4.00
- Frequency: SuSe or WiSe
- Workload attendance: 56 h
**wir814 - Strategic Management**

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<td>Workload</td>
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**Applicability of the module**
- Master's Programme Business Administration, Economics and Law (Master) > Mantelmodule
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "China - Wirtschaft und Sprache" (CHI) - Kernmodule
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)
- Master's Programme Computing Science (Master) > Nicht Informatik

**Responsible persons**
Hoppmann, Jörn (Module responsibility)

**Prerequisites**
Keine

**Skills to be acquired in this module**
- Know advanced theoretical concepts, research streams, and frameworks of in the field of Strategic Management
- Understand the links between different theories and are able to critically question them
- Can apply theories to understand and interpret organizational dynamics in daily life
- Are able to develop solutions for concrete practical challenges in companies in the context of Strategic Management based on the concepts and frameworks they have learned
- Can put the newly acquired knowledge into a broader context, so it can be deepened in the further professional life

**Module contents**
The course offers an overview of advanced concepts and frameworks in the field of Strategic Management. At the beginning, the course will provide a brief introduction into the historical development, goals, and research streams of the field. In this context, important terms, methods, and philosophical approaches of (management) research will be clarified. Subsequently, students form groups to analyze selected scientific articles with regard to their theoretical relevance and practical implications. Theoretical topics that will be covered in depth are:
1. Top Management Teams, Upper Echelons und Corporate Governance
2. Resource- and Capability-based Approaches
4. Institutional Theory, Institutional Work/Entrepreneurship and Social Movements
5. Organizational Cognition, Identity, and Framing
6. Organizational Learning and Ambidexterity
7. Organizational networks and ecosystems

The results of the analysis will be summarized in a seminar thesis, presented in class, and discussed with the other students. The main goal of the course is to equip students with advanced concepts, which allow them to understand organizational dynamics, question established practices in firms, and develop new solutions that go beyond the application of standard instruments.

**Reader's advisory**

**Links**

<table>
<thead>
<tr>
<th>Language of instruction</th>
<th>German</th>
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<tbody>
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<td>Duration (semesters)</td>
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<td>Module frequency</td>
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<tr>
<td>Module capacity</td>
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<td>Modullevel / module level</td>
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<td>je nach Studiengang Pflicht oder Wahlpflicht</td>
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<td>Lehr-/Lernform / Teaching/Learning method</td>
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</tr>
<tr>
<td>Vorkenntnisse / Previous knowledge</td>
<td></td>
</tr>
<tr>
<td>Examination</td>
<td>Time of examination</td>
</tr>
<tr>
<td>Final exam of module</td>
<td>Zum Ende des Semesters</td>
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<tr>
<td>Seminar</td>
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| Total time of attendance for the module | 56 h   |
### wir847 - Advanced Managerial Accounting

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<tr>
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<tr>
<td>Credit points</td>
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<td>Workload</td>
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**Applicability of the module**
- Master of Education Programme (Vocational and Business Education) Economics and Business Administration (Master of Education) > Mastermodule
- Master's Programme Business Administration, Economics and Law (Master) > Mantelmodule
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Unternehmensführung"

**Responsible persons**
- Lehrenden, Die im Modul (Authorized examiners)
- Hombach, Katharina (Module responsibility)

**Prerequisites**

**Skills to be acquired in this module**
The aim of the course is to provide students with a deep knowledge of the theory and concepts in managerial accounting.

**Module contents**
- Theory and concept of managerial accounting
- Profit planning
- Budgeting
- Ratios and financial analysis
- Operating performance measures
- Cash flow and segment reporting
- paper discussion on current and special issues.

**Reader's advisory**
Garrison, Ray H. et al., Managerial Accounting, latest version.

**Links**
http://www.fk2.uni-oldenburg.de/InstBWL/Rewe/

**Languages of instruction**
German, English

**Duration (semesters)**
1 Semester

**Module frequency**
jährlich

**Module capacity**
unlimited

**Modullevel / module level**
je nach Studiengang Pflicht oder Wahlpflicht

**Lehr-/Lernform / Teaching/Learning method**

**Vorkenntnisse / Previous knowledge**

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<th>Type of examination</th>
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<td>term paper or seminar paper and presentation or written exam or oral exam or portfolio or project paper</td>
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<tr>
<td>Exercises</td>
<td></td>
<td>2.00</td>
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<td>28</td>
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**Total time of attendance for the module**
56 h
Capital market law, insolvency law

• demonstrate a knowledge of the basics of insolvency law and insolvency proceedings law as well as the basics of banking law and capital market law.
• classify insolvency law with its functions as enforcement law, restructuring law, and the right to alter a relationship in business life.
• demonstrate a knowledge of the positions of the groups involved (creditors, debtors, the responsible bodies of legal persons) in the insolvency proceedings, including the rights and obligations of the groups involved in the process and in the run-up to the crisis, as well as the discharge of residual debt as a rehabilitation option for natural persons.
• demonstrate a familiarity with the principles of the legitimacy verification pursuant to the general tax code, money laundering, bank secrecy, and the information requirements of credit institutions.
• identify the functions of banking and capital market law as well as modern insolvency law.
• use these functions in practical examples.
• assess the progress of insolvency proceedings, including their requirements on creditors and debtors.

The module deals with banking and capital market law as well as insolvency and insolvency proceedings law within two separate lectures.

The main focus of the lecture in banking and capital market law is banking law. After an introduction to general banking law, the most important legal questions regarding collateralisation of loans are discussed. Additionally, the topics of the legitimacy verification pursuant to the general tax code, money laundering, bank secrecy, and the information requirements of credit institutions are discussed. Subsequently, the basic principles of securities law are discussed. Their legal basis and the economic background are analysed. Where possible, the interrelations between the various securities and the events of the financial market crisis will be discussed.

The lecture Insolvency Law deals with the basics of debt enforcement and insolvency law. Procedures will be shown and explained. The first part deals with company insolvency law, the second part with consumer insolvency and residual debt relief law.

Current literature references are given in the events.
<table>
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<tr>
<th>SWS</th>
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<tbody>
<tr>
<td><strong>Frequency</strong></td>
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<tr>
<td><strong>Workload attendance</strong></td>
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**wir874 - Advanced Microeconomics**

<table>
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<tr>
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<tr>
<td>Module code</td>
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<tr>
<td>Credit points</td>
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<td>Workload</td>
<td>180 h</td>
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<td>Applicability of the module</td>
<td>Master's Programme Business Administration, Economics and Law (Master) &gt; Mantelmodule</td>
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<tr>
<td>Responsible persons</td>
<td>Meya, Jasper (Module counselling)</td>
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<tr>
<td></td>
<td>Helm, Carsten (Module responsibility)</td>
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<td>Lehrenden, Die im Modul (Authorized examiners)</td>
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<tr>
<td>Prerequisites</td>
<td>keine</td>
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<tr>
<td>Skills to be acquired in this module</td>
<td>Students</td>
</tr>
<tr>
<td></td>
<td>• understand the importance of incentive systems for economic processes and can analyze the effects of incentive systems;</td>
</tr>
<tr>
<td></td>
<td>• have a firm knowledge in game theory and contract theory, and can address questions in the context of scientific discussion;</td>
</tr>
<tr>
<td></td>
<td>• are able to apply methods from game theory and contract theory largely independently to the analysis of situations in which agents interact strategically;</td>
</tr>
<tr>
<td></td>
<td>• are able to design incentive schemes – on their own and in teams – and to acquire knowledge on their own for this purpose and, to present their results, and to defend them in the scientific discourse.</td>
</tr>
<tr>
<td>Module contents</td>
<td>The first part of the module covers game theory. Game theory is an important method in economics to analyze strategic interactions of agents, e.g., on markets, in organizations or in bargaining situations. The second part of the module covers contract theory that – according to the Nobel laureate Kenneth Arrow – has been „the most important development in economics in the last forty years“. We work out the fundamentals of screenings, signaling and moral hazard and apply them to different topics, e.g., from labor economics, economic organization and management, law and economics as well as industrial economics. In both parts, there is a tutorial. Here students largely independently apply the acquired knowledge to different situations of strategic interaction in economics and present their results.</td>
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<tr>
<td>Links</td>
<td><a href="http://www.fiwi.uni-oldenburg.de/">http://www.fiwi.uni-oldenburg.de/</a></td>
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<tr>
<td>Languages of instruction</td>
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<td>Duration (semesters)</td>
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<td>Module frequency</td>
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<td>Modullevel / module level</td>
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<td>Modulart / typ of module</td>
<td>je nach Studiengang Pflicht oder Wahlpflicht</td>
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<td>Vorkenntnisse / Previous knowledge</td>
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<td>Examination</td>
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<tr>
<td></td>
<td>Time of examination</td>
</tr>
<tr>
<td></td>
<td>Type of examination</td>
</tr>
<tr>
<td>Final exam of module</td>
<td>At the end of the lecture period. In consultation with the students, the exam can be split in two parts (part 1: mid-term, part 2: end of lecture period)</td>
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<td>Course type</td>
<td>Comment</td>
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<td>SWS</td>
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<td>Frequency</td>
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<td>Total time of attendance for the module</td>
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# wir815 - Modern Transformations of International and EU Economic Law

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<td>Credit points</td>
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<td>Applicability of the module</td>
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<tr>
<td>Master's Programme Business Administration, Economics and Law (Master) &gt; Mantelmodule</td>
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<tr>
<td>Master's Programme Business Administration, Economics and Law (Master) &gt; Schwerpunkt &quot;China - Wirtschaft und Sprache&quot; (CHI) - Kernmodule</td>
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<tr>
<td>Responsible persons</td>
<td>Godt, Christine (Module responsibility)</td>
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<tr>
<td>Lehrenden, Die im Modul (Authorized examiners)</td>
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<tr>
<td>Prerequisites</td>
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<tr>
<td>Skills to be acquired in this module</td>
<td>Students will be able</td>
</tr>
<tr>
<td>- to describe European and international legal-economic interdependencies</td>
<td></td>
</tr>
<tr>
<td>- apply international and European legal norms and legal issues</td>
<td></td>
</tr>
<tr>
<td>- have a command of English legal terminology.</td>
<td></td>
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<tr>
<td>Module contents</td>
<td>The module consists of two lectures which deal with changes in policies and institutions of international economic law. One lecture focuses on economic law and institutions as shaped by international law, while the other class is dedicated to EU foreign trade law. A basic knowledge of the institutions of international and EU economic law (WTO, IMF, World Bank, European Commission) is a prerequisite for attending this module. The focus lies in helping students understand the processes of internationalization and Europeanization that inform the current interactions between the different actors on the international plane (companies, states and parastatals). In this module, public and private economic law will be presented as a single unit. The international law part of the module focuses on the rationale and regulation of the major free trade agreements, including dispute settlement. Other topics to be addressed include the conflict of laws and the UN Convention (CISG). The EU law focuses on competition and foreign trade law, including procurement and taxation law.</td>
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<tr>
<td>Links</td>
<td><a href="http://www.fk2.unioldenburg.de/InstRW/oeffwr/">http://www.fk2.unioldenburg.de/InstRW/oeffwr/</a></td>
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<td>Duration (semesters)</td>
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<td>Module frequency</td>
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<td>2 Vorlesungen</td>
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<td>Previous knowledge</td>
<td>Einführung in das Bürgerliche Recht (BM 1), Vertiefung im Bürgerlichen Recht (AM 3), Handelsrecht (AM 1), Grundlage des EU-Wirtschaftsrechts und Grundzüge des Arbeitsrechts (BM 2).</td>
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<tr>
<td>Examination</td>
<td>Time of examination</td>
</tr>
<tr>
<td>Final exam of module</td>
<td>End of term (i.e. lecture period).</td>
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<tr>
<td>Type of examination</td>
<td>The examination consists either of term papers or an end of term test. In the case of term papers, students will work on current decisions or policy papers that are to be analyzed and evaluated by processing secondary literature.</td>
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Schwerpunkt "Recht der Wirtschaft" (RdW)

wir837 - Advanced Corporate Finance

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<th>Advanced Corporate Finance</th>
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Applicability of the module
- Master of Education Programme (Vocational and Business Education) Economics and Business Administration (Master of Education) > Mastermodule
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Auditing, Finance, Taxation" (AFT)
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Recht der Wirtschaft" (RdW)

Responsible persons
Lehrenden, Die im Modul (Authorized examiners)
Prokop, Jörg (Module responsibility)

Prerequisites

Skills to be acquired in this module
Upon completion of the module, students
• will have a sound understanding of methods used in finance to determine the value of a firm under uncertainty,
• will have a sound understanding of how investment and financing decisions are related, and how they both affect the value of the firm,
• will be able to determine intrinsic firm values based on accounting information, and they will be aware of the respective models' strengths and weaknesses.

Module contents
The course covers key concepts of modern corporate finance in theory and practice. In particular, we focus on how investment and financing decisions affect the value of the firm. Among the topics discussed are:
• Fundamental analysis and capital market efficiency.
• Cost of debt and equity capital.
• Business valuation models based on dividends, cash flows, and (abnormal) earnings.
• Capital structure and dividend policy.
• Advanced valuation issues.

Reader's advisory
• Titman / Martin: Valuation, latest edition, Boston (Mass.)

Further readings may be announced during the course.

Links
http://www.uni-oldenburg.de/en/fiwi_bbl/

Languages of instruction
German, English

Duration (semesters)
1 Semester

Module frequency
jährlich

Module capacity
unlimited

Modullevel / module level
---

Modulart / typ of module
Wahlpflicht / Elective

Lehr-/Lernform / Teaching/Learning method
2 VL oder 1 VL und 1 U

Vorkenntnisse / Previous knowledge

Examination
Time of examination
Typ of examination
Final exam of module
typically at the end of the semester; potential midterm examination dates will be announced in the first session
1 term paper (Hausarbeit) or 1 written exam (Klausur) or 1 oral exam (mündliche Prüfung) or 1 Portfolio

Course type
Comment
SWS
Frequency
Workload of compulsory attendance
Lecture (ggf. mit Übung)
4.00
--
56
Exercises
0.00
SuSe or WiSe
0

Total time of attendance for the module
56 h
### wir842 - Banking

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#### Applicability of the module
- Master of Education Programme (Vocational and Business Education) Economics and Business Administration (Master of Education) > Mastermodule
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Auditing, Finance, Taxation" (AFT)
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Recht der Wirtschaft" (RdW)
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)

#### Responsible persons
- Prokop, Jörg (Module responsibility)
- Lehrenden, Die im Modul (Authorized examiners)

#### Prerequisites

#### Skills to be acquired in this module
Upon completion of the module students will be able to explain the role financial institutions play in financial markets based on economic theory. They will have a sound knowledge of institutional and regulatory conditions under which financial institutions operate today, and they will be able to critically assess respective developments in the financial sector. Moreover, they will have developed a sound understanding of how banks are managed in a competitive environment.

#### Module contents
We will discuss theoretical foundations of financial intermediation in general, and of banking in particular as well as the economic, institutional, and regulatory context in which financial institutions operate today. Moreover, we will cover selected topics in the area of bank management and bank accounting.

#### Reader's advisory
- Berger / Molyneux / Wilson (Eds.): The Oxford Handbook of Banking, latest edition, Oxford University Press
- Tolkmitt: Neue Bankbetriebslehre, latest edition, Gabler

Further readings may be announced during the course.

#### Links
- [http://www.uni-oldenburg.de/fiwi_bbli/](http://www.uni-oldenburg.de/fiwi_bbli/)

#### Languages of instruction
- German
- English

#### Duration (semesters)
- 1 Semester

#### Module frequency
- jährlich

#### Module capacity
- unlimited

#### Module level / module level
- MM (Mastermodul / Master module)

#### Modulart / typ of module
- Wahlpflicht / Elective

#### Lehr-/Lernform / Teaching/Learning method

#### Vorkenntnisse / Previous knowledge

#### Examination Time of examination Type of examination
- Final exam of module typically at the end of the semester; potential midterm examination dates will be announced in the first session 1 term paper (Hausarbeit) or 1 written exam (Klausur) or 1 oral exam (mündliche Prüfung) or 1 Portfolio

#### Course type
- Lecture

#### SWS
- 4.00

#### Frequency

#### Workload attendance
- 56 h
wir855 - Intellectual Property Law, Competition Law

Module label: Intellectual Property Law, Competition Law
Module code: wir855
Credit points: 6.0 KP
Workload: 180 h
Applicability of the module:
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Recht der Wirtschaft" (RdW)

Responsible persons:
- Lehrende, Die im Modul (Authorized examiners)
- Taeger, Jürgen (Module responsibility)
- Louven, Sebastian (Module counselling)

Prerequisites: keine

Skills to be acquired in this module:
The students:
- understand the interference of intellectual property law and competition law.
- The decision justifies the claim to property rights (or the waiver thereof).
- decide and evaluate the legitimate exercise and abuse of intellectual property rights.

Module contents:
The module deals with the competition order shaped by intellectual property rights. The module comprises two courses, the first of which can also be attended by the participants of the TEL 1 module. One course provides an overview of the individual property rights (in copyright, patent law, trademark law) within the framework of German, European and international law.
- The second course deepens the basic facts of competition law (antitrust law, UWG) and focuses on the intersections with intellectual property law.

Reader’s advisory:

Links:

Language of instruction: English
Duration (semesters): 1 Semester
Module frequency: jährlich
Module capacity: unlimited
Modulelevel / module level: ---
Modulart / typ of module: je nach Studiengang Pflicht oder Wahlpflicht

Lehr-/Lernform / Teaching/Learning method:

Vorkenntnisse / Previous knowledge:

Examination:
- Time of examination
- Type of examination

Final exam of module:
- about 6 weeks after presentation
- presentation or term paper or oral exam

Course type:
- Lecture

SWS: 4.00
Frequency:
Workload attendance: 56 h
**wir856 - Codetermination Act**

**Module label**  
Codetermination Act

**Module code**  
wir856

**Credit points**  
6.0 KP

**Workload**  
180 h

**Applicability of the module**
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Führung von Unternehmen und gesellschaftliche Organisationen" (FUGO)
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Recht der Wirtschaft" (RdW)

**Responsible persons**
- Brors, Christiane (Module responsibility)
- Lehrenden, Die im Modul (Authorized examiners)

**Prerequisites**

**Skills to be acquired in this module**
Based on the module „Employment Law“ the students will in the context of Employment Law and Collective Bargaining Law understand - the special legal problems concerning the rights of the Betriebsrat - the procedure of problem solving (Einigungsstelle, procedure of court).

**Module contents**
Rights of the Betriebsrat, Einigungsstellenverfahren, procedure of court, rights of the members of the Betriebsrat, organisation of the Betriebsrat, duties and rights of the employer.

**Reader’s advisory**
Literature will be announced in the lecture

**Links**

**Languages of instruction**

**Duration (semesters)**  
1 Semester

**Module frequency**  
halbjährlich

**Module capacity**  
unlimited

**Module level / module level**  
---

**Module type / type of module**
je nach Studiengang Pflicht oder Wahlpflicht

**Vorkenntnisse / Previous knowledge**

**Examination**

**Time of examination**

**Type of examination**

**Final exam of module**

**Portfolio**

**Course type**

**Comment**

**SWS**

**Frequency**

**Workload of compulsory attendance**

| Lecture | 2.00 | 28 |
| Seminar | 2.00 | 28 |

**Total time of attendance for the module**  
56 h
**Module label**
Law of Media and Telecommunication

**Module code**
wir857

**Credit points**
6.0 KP

**Workload**
180 h

**Applicability of the module**
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Recht der Wirtschaft" (RdW)
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)
- Master's Programme Computing Science (Master) > Nicht Informatik

**Responsible persons**
Boehme-Netßler, Volker (Module responsibility)
Lehrenden, Die im Modul (Authorized examiners)

**Prerequisites**
The students:
- have in-depth insights into the economic conditions of media production, distribution and exploitation.
- know the legal basis and framework conditions of media production, media presentation and mediation (e.g. copyrights, performance rights, distribution of media).
- bring together economic and legal dimensions of media work.
- know the economic and legal framework conditions of media institutions (e.g. television, radio, media mediation).

**Module contents**
This module is about making a connection of the theoretical and practical acquired aesthetic competences with the economic and legal framework conditions. In the sense of professionalisation, prospective media producers and mediators should learn to assess their own future activities under economic and legal conditions.

**Reader's advisory**
Current case law and:
- Fechner, Medienrecht, 19.Aufl. 2018
- Petersen, Medienrecht, 2010.

**Links**
http://www.integrated-media.de/

**Language of instruction**
German

**Duration (semesters)**
1 Semester

**Module frequency**
jährlich

**Module capacity**
unlimited

**Module level / module level**
---

**Modulart / typ of module**
je nach Studiengang Pflicht oder Wahlpflicht

**Lehr-/Lernform / Teaching/Learning method**

**Vorkenntnisse / Previous knowledge**

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<td>At the end of the term</td>
<td>Presentation with term paper</td>
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<thead>
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<th>Course type</th>
<th>Lecture</th>
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| SWS | 4.00 |
| Frequency | SuSe |
| Workload attendance | 56 h |
Module label: Capital market law, insolvency law

Module code: wir858

Credit points: 6.0 KP

Workload: 180 h

Applicability of the module:
- Master's Programme Business Administration, Economics and Law (Master) > Mantelmodule
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt “Recht der Wirtschaft” (RdW)

Responsible persons:
- Taeger, Jürgen (Module responsibility)
- Thomsen, Oliver (Module counselling)
- Heyer, Hans-Ulrich (Module counselling)
- Lehrenden, Die im Modul (Authorized examiners)

Prerequisites

Skills to be acquired in this module:
Upon completion of the module, students will be able to:

- demonstrate a knowledge of the basics of insolvency law and insolvency proceedings law as well as the basics of banking law and capital market law.
- classify insolvency law with its functions as enforcement law, restructuring law, and the right to alter a relationship in business life.
- demonstrate a knowledge of the positions of the groups involved (creditors, debtors, the responsible bodies of legal persons) in the insolvency proceedings, including the rights and obligations of the groups involved in the process and in the run-up to the crisis, as well as the discharge of residual debt as a rehabilitation option for natural persons.
- demonstrate a familiarity with the principles of the legitimacy verification pursuant to the general tax code, money laundering, bank secrecy, and the information requirements of credit institutions.
- identify the functions of banking and capital market law as well as modern insolvency law.
- use these functions in practical examples.
- assess the progress of insolvency proceedings, including their requirements on creditors and debtors.

Module contents:
The module deals with banking and capital market law as well as insolvency and insolvency proceedings law within two separate lectures.

The main focus of the lecture in banking and capital market law is banking law. After an introduction to general banking law, the most important legal questions regarding collateralisation of loans are discussed. Additionally, the topics of the legitimacy verification pursuant to the general tax code, money laundering, bank secrecy, and the information requirements of credit institutions are discussed. Subsequently, the basic principles of securities law are discussed. Their legal basis and the economic background are analysed. Where possible, the interrelations between the various securities and the events of the financial market crisis will be discussed.

The lecture Insolvency Law deals with the basics of debt enforcement and insolvency law. Procedures will be shown and explained. The first part deals with company insolvency law, the second part with consumer insolvency and residual debt relief law.

Reader's advisory:
Current literature references are given in the events.

Language of instruction: German

Duration (semesters): 1 Semester

Module frequency: jährlich

Module capacity: unlimited

Module level / module level:
---

Modulart / typ of module:
je nach Studiengang Pflicht oder Wahlpflicht

Lehr-/Lernform / Teaching/Learning method:

Vorkenntnisse / Previous knowledge:

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**wir859 - European Employment Law**

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<td>Brors, Christiane (Module responsibility)</td>
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<tr>
<td>Prerequisites</td>
<td>keine</td>
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<td>Skills to be acquired in this module</td>
<td>The students will achieve practical knowledge to solve legal transnational problems.</td>
</tr>
<tr>
<td>Module contents</td>
<td>After an introduction to the latest jurisdiction of the European Court of Justice the students get individual topics, in order to prepare and present term papers. The lecture will be hold in form of a block seminar.</td>
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<tr>
<td>Reader's advisory</td>
<td>Will be announced in the lectures.</td>
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<td><a href="http://www.fk2.uni-oldenburg.de/InstRW/arre/">http://www.fk2.uni-oldenburg.de/InstRW/arre/</a></td>
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**Vorkenntnisse / Previous knowledge**

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**Course type**

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<tr>
<td>Seminar</td>
<td>2.00</td>
<td>28</td>
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**Total time of attendance for the module**

56 h
wir860 - Data Protection Law

Module label: Data Protection Law
Module code: wir860
Credit points: 6.0 KP
Workload: 180 h

Applicability of the module:
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Recht der Wirtschaft" (RdW)
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)
- Master's Programme Computing Science (Master) > Nicht Informatik

Responsible persons:
- Lehrende, Die im Modul (Authorized examiners)
  - Louven, Sebastian (Module counselling)
  - Taeger, Jürgen (Module responsibility)

Prerequisites:
Upon completion of the module, students will be able to:
- recognize simple data protection incidents.
- apply existing protection mechanisms.
- implement projects in accordance with the law.
- discuss and defend their plans in front of others.

Module contents:
The module gives an overview on data protection laws. Basic knowledge of data protection regulations (DSGVO; BDSG) and existing protection mechanisms is imparted. Within the framework of the seminar, the discussed topics will be deepened with the help of seminar papers and individual aspects will be discussed in more detail. The event will highlight the new informational structures in modern society and their effects on data protection and data security. Questions concerning general personal rights, freedom of information, IT security and relevant criminal law regulations will be discussed on the basis of examples and legally provided protection mechanisms as well as the tasks of supervisory authorities will be discussed. In particular, the most important decisions on data protection will be covered in detail during the seminar. At the seminar, students will have the opportunity to prepare in-depth seminar papers on the various topics, which will then be discussed with all participants.

Reader's advisory:
Kühling/Klar/Sackmann, Datenschutzrecht, 2018.
Further literature references will be given in the lecture.

Links:
http://www.wto.org/

Language of instruction:
German

Duration (semesters):
1 Semester

Module frequency:
jährlich

Module capacity:
unlimited

Module level / module level:
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Moduleart / typ of module:
je nach Studiengang Pflicht oder Wahlpflicht

Lehr- / Lernform / Teaching / Learning method:

Vorkenntnisse / Previous knowledge:

Examination:

Time of examination: typically 6 weeks after your presentation
Type of examination: Seminar paper and presentation or Term paper or Oral exam

Course type:
- Lecture: 2.00
- Seminar: 2.00

Total time of attendance for the module:
56 h
# Schwerpunkt "Transnational Economics and Law" (TEL)

**wir821 - International Trade, Production and Change**

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<tr>
<td>Workload</td>
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## Applicability of the module

- kein Abschluss European Studies in Global Perspectives > Society, Economy and Politics
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "China - Wirtschaft und Sprache" (CHI) - Kernmodule
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Transnational Economics and Law" (TEL)
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Volkswirtschaftslehre" (VWL)
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules

## Responsible persons

- Trautwein, Hans-Michael (Module responsibility)
- Trautwein, Hans-Michael (Authorized examiners)
- Drews, Dennis (Authorized examiners)
- Bitzer, Jürgen (Authorized examiners)
- Poppitz, Philipp (Authorized examiners)
- Drews, Dennis (Module counselling)
- Bitzer, Jürgen (Module counselling)
- Poppitz, Philipp (Module counselling)

## Prerequisites

keine

## Skills to be acquired in this module

- Understanding of trade relations, international factor movements and corresponding balance-of-payments mechanisms.
- Capability to discuss structural change in global trade and productions in terms of formal models and case studies.
- Understanding of the causes and alternative strategies of economic integration in regional blocs.
- Understanding of the causes and alternative strategies of economic transformation in emerging markets.
- Ability to research data and evaluate the literature on specific aspects of international trade, production and structural change.

## Module contents

The lectures and seminar papers address issues in the following subfields:

- international trade,
- international trade policies and regimes,
- geographical economics,
- foreign direct investment,
- labour migration,
- fragmentation of production,
- regulations of international trade and factor movements,
- development strategies,
- regional integration.

## Reader's advisory


Further references to specific topics and current literature will be given in the events.

## Links

- **Language of instruction**: English
- **Duration (semesters)**: 1 Semester
- **Module frequency**: jährlich
Mitarbeit in Vorlesung und Seminar ist Pflicht für den Erwerb eines Leistungsnachweises, der als Referat im Seminar erbracht wird.
Das Seminar wird in der Form eines Blockseminars abgehalten.
Es gibt eine Vorbesprechung Anfang des Semesters, in der die Themen vergeben werden.

Modullevel / module level
je nach Studiengang Pflicht oder Wahlpflicht

Lehr-/Lernform / Teaching/Learning method
Vorlesung mit begleitendem Seminar

Vorkenntnisse / Previous knowledge

Final exam of module

<table>
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<tr>
<td>Seminar</td>
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<td>2.00</td>
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Total time of attendance for the module 56 h
wir823 - International Finance and Exchange Rate Economics

Module label: International Finance and Exchange Rate Economics
Module code: wir823
Credit points: 6.0 KP
Workload: 180 h

Applicability of the module:
- kein Abschluss European Studies in Global Perspectives > Society, Economy and Politics
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Transnational Economics and Law" (TEL)
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Volkswirtschaftslehre" (VWL)

Responsible persons:
- Trautwein, Hans-Michael (Module responsibility)
- Trautwein, Hans-Michael (Authorized examiners)
- Drews, Dennis (Authorized examiners)
- Drews, Dennis (Module counselling)

Prerequisites:

Skills to be acquired in this module:
- Understanding of exchange rates as strategic prices in open economies.
- Understanding of the interdependence of balance-of-payments constraints and exchange rates.
- Capability to discuss different models of exchange rate determination.
- Ability to research data and evaluate the literature on specific aspects of financial market globalization and strategies of exchange-rate policy.
- Understanding of the history of fixed-exchange-rate systems.
- Ability to relate the importance of historical experience in international monetary and financial economics.

Module contents:
The lectures address the following issues:
- exchange rates and the balance of payments,
- open-economy macroeconomics,
- exchange rate determination,
- international financial markets,
- fixed-exchange-rate systems,
- currency crises,
- optimum currency areas and monetary integration,
- choice of exchange rate regime,
- financial market regulation.

In the seminar students will present papers on general and topical issues (theoretical models, policy strategies, case studies) in the fields of financial market globalization and exchange-rate policy.

Reader's advisory:
Selected chapters from:

And other specific readings for the seminar papers.

Links:
Language of instruction: English
Duration (semesters): 1 Semester
Module frequency: jährlich
Module capacity: unlimited

Reference text:
- Mitarbeit in Vorlesung und Seminar ist Pflicht für den Erwerb eines Leistungsnachweises.
- Das Seminar wird in der Form eines Blockseminars abgehalten.
- Es gibt eine Vorbesprechung Anfang des Semesters, in der die Themen vergeben werden.

Modullevel / module level: 31 / 140
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<td>Während der Vorlesungszeit</td>
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**Total time of attendance for the module** 56 h
**wir824 - Regulatory and Competition Policy**

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<tr>
<td>Workload</td>
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**Applicability of the module**
- kein Abschluss European Studies in Global Perspectives > Society, Economy and Politics
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Transnational Economics and Law" (TEL)
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Volkswirtschaftslehre" (VWL)

**Responsible persons**
- Böhringer, Christoph (Module responsibility)

**Prerequisites**

**Skills to be acquired in this module**
- Die Studierenden:
  - verstehen die grundlegenden Themen der Wettbewerbs- und Regulierungsökonomik (z.B. die industriekonomischen Grundlagen, die Anreizproblematik und die praktische Ausgestaltung der Regulierung in verschiedenen Märkten).

**Module contents**
The module consists of two courses. Course A deals with the theory of monopoly, the theory of oligopoly, cartels and market entry and the welfare analysis of market structure. Course B deals with topics in international regulatory and competition policy, especially monopoly regulation, economies of scale vs. market power in transnational markets, aims and instruments of European regulatory and competition policy.

**Reader's advisory**

**Links**

**Language of instruction**
- English

**Duration (semesters)**
- 1 Semester

**Module frequency**
- jährlich

**Module capacity**
- unlimited

**Modullevel / module level**
- ---

**Modulart / typ of module**
- je nach Studiengang Pflicht oder Wahlpflicht

**Vorkenntnisse / Previous knowledge**

**Examining / Examination**
- Time of examination: Zum Ende der Vorlesungszeit
- Type of examination: Klausur oder mündliche Prüfung

**Course type**
- Course or seminar

**SWs**
- 4.00

**Frequency**
- WiSe

**Workload attendance**
- 56 h
wir825 - Problems of Regulation

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<td>Master's Programme Business Administration, Economics and Law (Master) &gt; Schwerpunkt “Transnational Economics and Law” (TEL)</td>
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</table>
| Responsible persons| Brors, Christiane (Module responsibility)  
lehrenden, die im Modul (Authorized examiners) |
| Prerequisites      |                        |
| Skills to be acquired in this module | The students will achieve practical knowledge to solve legal transnational problems. |
| Module contents    | After an introduction to the latest jurisdiction of the European Court of Justice the students get individual topics, in order to prepare and present term papers. The lecture will be hold in form of a block seminar. |
| Reader's advisory  | Will be announced in the lectures. |
| Links              | http://www.ik2.uni-oldenburg.de/instRW/arre/ |
| Language of instruction | German |
| Duration (semesters) | 1 Semester |
| Module frequency   | jährlich |
| Module capacity    | unlimited |
| Modullevel / module level | --- |
| Modulart / typ of module | je nach Studiengang Pflicht oder Wahlpflicht |
| Lehr-/Lernform / Teaching/Learning method | |
| Vorkenntnisse / Previous knowledge | |
| Examination        | Time of examination | Type of examination |
| Final exam of module | during term | term paper or seminar paper and presentation or oral exam |
| Course type        | Lecture and seminar |
| SWS                | 4.00 |
| Frequency          | WiSe |
| Workload attendance | 56 h |
wir831 - Corporate Social Responsibility

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<td>Workload</td>
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### Applicability of the module
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Führung von Unternehmen und gesellschaftliche Organisationen" (FUGO)
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Transnational Economics and Law" (TEL)
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)
- Master's Programme Sustainability Economics and Management (Master) > Basic and Accentuation Modules

### Responsible persons
- Hoppmann, Jörn (Module responsibility)
- Lehrenden, Die im Modul (Authorized examiners)

### Prerequisites

### Skills to be acquired in this module
The students should...
- know and understand basic concepts, instruments and theories in the context of corporate social responsibility and corporate sustainability
- be able to apply conceptual frameworks to analyze and critically question the sustainability of companies
- develop options to improve the sustainability of companies and derive recommendations for their implementation in practice

### Module contents
The module "CSR" provides an overview of the debates on the social responsibility of firms. The first session will briefly introduce the historical debate on Corporate Social Responsibility and Corporate Sustainability and delineate important concepts. The following sessions will use concrete company case studies as a basis for a critical discussion of central questions in the context of corporate social responsibility and sustainability. Questions that will be discussed are, amongst others:
- How can one determine whether a firm acts in a socially and ecologically sustainable way
- Which factors drive and hinder the diffusion of socially and ecologically superior solutions and companies in the market?
- In how far is there a conflict between firm and market growth on the one hand and sustainability on the other hand?
- Which possibilities does a company have to deal with conflicts between social/ecological and economic goals?
- How can existing firms and value chains be transformed toward sustainability?
- What is the role of managers and boards of directors for organizational change toward sustainability?
- How does the ownership and financial structure of firms influence their strategy toward sustainability?
- In how far can cooperation and partnerships between organizations help integrate social and ecological aspects in firms?

In addition to discussing these questions by drawing on company case studies, students will be introduced to the corresponding theoretical concepts and frameworks in the academic literature. Also, students will be given the opportunity to test different strategies for implementing sustainability in organizations during a simulation, which allows them to gain first-hand insights into the emerging challenges. Toward the end of the course, students will apply and deepen the knowledge they have gathered over the semester by writing a seminar thesis.

### Reader's advisory


Links

Language of instruction: German

Duration (semesters): 1 Semester

Module frequency: Annually

Module capacity: unlimited

Module level: BC (Basiccurriculum / Base curriculum)

Module type: je nach Studiengang Pflicht oder Wahlpflicht

Teaching/Learning method: VL (2 SWS), SE (2 SWS)

Previous knowledge

Course type: Comment | SWS | Frequency | Workload of compulsory attendance

| Lecture | 2.00 | 28
| Seminar | 2.00 | 28

Total time of attendance for the module: 56 h
wir852 - International Management

Module label
International Management

Module code
wir852

Credit points
6.0 KP

Workload
180 h

Applicability of the module
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Führung von Unternehmen und gesellschaftliche Organisationen" (FUGO)
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Transnational Economics and Law" (TEL)
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Unternehmensführung"
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)

Responsible persons
Junker-Michel, Mareike (Module responsibility)
Lehrenden, Die im Modul (Authorized examiners)

Prerequisites
keine

Skills to be acquired in this module
The module consists of lecture as well as seminar elements which interlink with each other on a technical and didactical level. By alternating lectures, discussions, and training elements, students get to know the theoretical basics as well as the practical relevance of the module topics. They get the chance to integrate themselves, their theoretical knowledge and practical experiences, and to exchange views with the other students and the lecturer. Different teaching and learning methods support the student’s professional, methodological, social-communicative, and personal competences, e. g. via station learning, role plays and debates, thesis discussions and case study analysis. They work within the entire group as well as small groups.

Attending the course, students
- develop a solid knowledge of this broad subject and are able to relate the various scientific and practical findings with each other and also understand them on a macro-level;
- understand the complex issues, challenges and fields of action in International Management;
- are able to analyse, interpret and manage international economic and business issues within heterogeneous (above all cultural) fields of stakeholders and environments;
- can effectively analyse and apply the strategic, structural and cultural instruments in International Management according to the specific practical context;
- develop skills of self-reflection (supported by the technical and didactical concepts) and are able to press their point within the scientific discussion;
- are able to locate a specific research question within the scientific discussion in the field of International Management and to interlink, reflect and evaluate it accordingly.

Module contents
Students gain theoretical as well as practical insights in the backgrounds and specific characteristics of International Management. A specific focus will (as a last point) be laid on international Human Resource Management as it provides notably relevant issues in international business administration.

Students deal with foundations, challenges and possible fields of action within the following topics:

- Economic internationalisation and the international firm
  - Characteristics, development and relevance
  - Terminological differentiation and attribution
  - Research and explanatory approaches
- Environment and orientation of international corporations
  - Culture and management
  - Fields and forms of strategy
  - Organisation by structure and processes
  - Responsibility and public affairs
- Relevance of and fields in international Human Resource Management
  - Requirements and organisation of the central HR areas
  - Recruitment and selection
  - Expatriation of employees
  - Intercultural management
  - Social management

The presentations and discussions also offer possibilities to deepen and broaden these topics according to the students interests and latest developments in theory and practice.

Reader's advisory
Further literature will be announced during the semester according to the particular lecture/seminar content.

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<thead>
<tr>
<th>Links</th>
<th><a href="http://www.uol.de/orgpers">www.uol.de/orgpers</a></th>
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<tr>
<td>Language of instruction</td>
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<tr>
<td>Duration (semesters)</td>
<td>1 Semester</td>
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<td>Module frequency</td>
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</tr>
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<td>Module capacity</td>
<td>unlimited</td>
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<tr>
<td>Modullevel/module level</td>
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<td>Modular/typ of module</td>
<td>Wahlpflicht/Elective</td>
</tr>
<tr>
<td>Vorkenntnisse/Previous knowledge</td>
<td>Grundlagenmodule im Bereich Betriebswirtschaftslehre, insbes. Organisation und Personal</td>
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<td>Final exam of module</td>
<td>Depending on the type of examination during the lecture period, at the end of the lecture period or at the end of the semester</td>
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<td>Seminar paper or presentation or written exam or oral exam or portfolio or project report (will be fixed and announced at the beginning of the semester by the lecturer)</td>
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<th>Frequency</th>
<th>Workload of compulsory attendance</th>
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<td></td>
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<tr>
<td>Seminar</td>
<td></td>
<td>2.00</td>
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| Total time of attendance for the module | 56 h |
### wir879 - Transnational Intellectual Property Law

<table>
<thead>
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<tr>
<td><strong>Module code</strong></td>
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<tr>
<td><strong>Credit points</strong></td>
<td>6.0 KP</td>
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<td><strong>Workload</strong></td>
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<tr>
<td><strong>Applicability of the module</strong></td>
<td></td>
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</table>
  - kein Abschluss European Studies in Global Perspectives > Society, Economy and Politics  
  - Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "China - Wirtschaft und Sprache" (CHI) - Kernmodule  
  - Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Transnational Economics and Law" (TEL) |

**Responsible persons**
- Godt, Christine (Module responsibility)
- Lehrenden, Die im Modul (Authorized examiners)
- Chege, Victoria (Module counselling)

**Prerequisites**

**Skills to be acquired in this module**

- Die Studierenden erwerben vertiefte Kenntnisse über das Recht des Geistigen Eigentums und der Aneignung von Information im internationalen und transnationalen Kontext (TRIPS, WIPO, EPC, EPUE, Unterschiede zwischen den nationalen Rechten).
- verstehen die Unterschiede zwischen den Immaterialgüterrechten (Urheberrecht, Patentrecht, Markenrecht; Sortenschutz, geographische Herkunftsangabe, Design).
- analysieren interdisziplinär (wirtschafts- und rechtswissenschaftlich) die Anreizwirkung für Innovation und die hemmende Wettbewerbswirkungen bestimmter Lizenzstrategien.

**Module contents**


**Reader's advisory**

**Links**

- Language of instruction: English
- Duration (semesters): 1 Semester Semester
- Module frequency: jährlich
- Module capacity: unlimited
- Modullevel / module level: SPM (Schwerpunktmmodul / Main emphasis)
- Modulart / typ of module: Wahlpflicht / Elective
- Lehr-/Lernform / Teaching/Learning method: Vorlesung und Seminar

**Vorkenntnisse / Previous knowledge**

<table>
<thead>
<tr>
<th>Examination</th>
<th>Time of examination</th>
<th>Type of examination</th>
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**Course type**

- Lecture and seminar
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<td>WiSe</td>
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## wir880 - Marine & Maritime Law

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<tr>
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<td>6.0 KP</td>
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<td>Workload</td>
<td>180 h</td>
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### Applicability of the module
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "China - Wirtschaft und Sprache" (CHI) - Kernmodule
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt “Transnational Economics and Law” (TEL)
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules
- Master's Programme Water and Coastal Management (Master) > Planning

### Responsible persons
- Godt, Christine (Module responsibility)
- Lehrenden, Die im Modul (Authorized examiners)

### Prerequisites
Die Studierenden

### Skills to be acquired in this module
- erwerben Kenntnisse des maritimen (zivilistischen) und des marinen (öffentlichen) Seerechts
- und deren Verschränkung in den Rechtsebenen und mit dem kontinentalen Wasserrecht.
- sind in der Lage, seerechtliche Fragestellungen zu analysieren und lösungsorientiert zu bearbeiten.
- können Forschungsfragen interdisziplinär entwickeln und bearbeiten.

### Module contents

### Reader's advisory

### Links
- Language of instruction: English
- Duration (semesters): 1 Semester
- Module frequency: jährlich
- Module capacity: unlimited
- Modullevel / module level: SPM (Schwerpunktmodul / Main emphasis)
- Modulart / typ of module: Wahlpflicht / Elective
- Lehr-/Lernform / Teaching/Learning method: S

### Vorkenntnisse / Previous knowledge
- Examination: Time of examination: Während der Vorlesungszeit
- Type of examination: Referat oder Hausarbeit oder mündliche Prüfung
- Course type: Seminar (2 SE)
- SWS: 4.00
- Frequency: SuSe and WiSe
| Workload attendance | 56 h |
### wir881 - Energy Law

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<tr>
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<td>Master's Programme Sustainability Economics and Management (Master) &gt; Additional Modules</td>
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<td>Lehrenden, Die im Modul (Authorized examiners)</td>
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<td>Meyerholt, Ulrich (Module counselling)</td>
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<td>Godt, Christine (Module responsibility)</td>
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<td>Die Studierenden</td>
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<td>Skills to be acquired in this module</td>
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<tr>
<td></td>
<td>• erwerben vertiefte Kenntnisse des europäischen und deutschen Energiewirtschaftsrechts.</td>
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<td>• sind in der Lage, energierechtliche Fragestellungen zu analysieren und lösungsorientiert zu bearbeiten.</td>
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<td>• können Forschungsfragen interdisziplinär entwickeln und bearbeiten.</td>
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<td>Examination</td>
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<tr>
<td>Time of examination</td>
<td>Während der Vorlesungszeit</td>
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<tr>
<td>Type of examination</td>
<td>Referat oder Hausarbeit oder mündliche Prüfung</td>
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<tr>
<td>Course type</td>
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<td>Frequency</td>
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**wir882 - Selected Issues in European Economic Policies**

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<td>- Master's Programme Business Administration, Economics and Law (Master) &gt; Schwerpunkt &quot;Transnational Economics and Law&quot; (TEL)</td>
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</table>
| Responsible persons |  - Lehrende, Die im Modul (Authorized examiners)  
                               - Chege, Victoria (Module counselling)  
                               - Godt, Christine (Module responsibility) |
| Prerequisites | Die Studierenden  
                           + verstehen die Rechtsgenese und Rechtsdurchsetzung im Europäischen Mehrebenensystem,  
                             + analysieren und beantworten Rechtsfragen im Europäischen Binnenmarktrecht,  
                             + beherrschen englische Rechtsterminologie. |
| Links |  - English , German |
| Languages of instruction |  - English , German |
| Duration (semesters) | 1 Semester |
| Module frequency | jährlich |
| Module capacity | unlimited |
| Modullevel / module level | SPM (Schwerpunktmodul / Main emphasis) |
| Modulart / typ of module | Wahlpflicht / Elective |
| Lehr-/Lernform / Teaching/Learning method | Seminar |
| Vorkenntnisse / Previous knowledge | Kenntnisse um Europäischen Wirtschaftsrecht und in der VWL. |
| Examination |  - Time of examination  
                              - Type of examination |
| Final exam of module |  - Während des Semesters.  
                              - Hausarbeit oder Referat mit schriftlicher Ausarbeitung |
| Course type | Seminar  
                        (2 SE) |
| SWS | 4.00 |
| Frequency | SuSe and WiSe |
| Workload attendance | 56 h |
Transnational Biodiversity and Genetic Resources Law

Module label: Transnational Biodiversity and Genetic Resources Law
Module code: wir883
Credit points: 6.0 KP
Workload: 180 h

Applicability of the module:
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Transnational Economics and Law" (TEL)
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules

Responsible persons:
- Kamau, Evanson (Module counselling)
- Lehrenden, Die im Modul (Authorized examiners)
- Godt, Christine (Module responsibility)

Prerequisites:
- Englische Sprachkenntnisse

Skills to be acquired in this module:
Die Studierenden sollen
- verstehen internationale, europäische und nationale themenbezogene Rechtsnormen und Rechtsfragen.
- wenden internationale, nationale und europäische themenbezogene Rechtsnormen an.
- erlernen die englische Rechtsterminologie.

Module contents:

- Internationale Rahmenbedingungen für den Zugang zu genetischen Ressourcen und Vorteilsausgleich
- EU-Recht und ausfüllende mitgliedstaatliche Regeln zur biologischen Forschung an und Nutzung von genetischen Ressourcen, Traditionel Wissen und Technologietransfer
- Nationale Vorschriften der Ressourcenstaaten für das Aufsuchen genetischer Ressourcen bei wissenschaftlichen Feldstudien und kommerzieller Bioprospektion (z.B. Genehmigungspflichten; Prior Informed Consent; Mutually Agreed Terms; Due Diligence)
- Recht der verschiedenen kommerziellen, gesetzlichen und akademischen Ex-situ-Sammlungen genetischer Ressourcen (Practices of databases / Prinzipien und Praktiken der Datenbanken)
- Code of Conduct der deutschen Forschungseinrichtungen (vor allem DFG)
- Genetische Ressourcen und Geistiges Eigentum
- Good practices / Bewährte Verfahren (selected ex situ collections)
- ABS agreements ("Mutual Agreed Terms") / Verträge
- Legislative options / Legislative Optionen

Reader's advisory:

Links:
https://www.uni-oldenburg.de/eurowr/

Language of instruction: English
Duration (semesters): 1 Semester
Module frequency: halbjährlich
Module capacity: unlimited
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<td>Während des Semesters</td>
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## wir884 - Transnational Health Law

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<td>Chege, Victoria (Module counselling)</td>
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<td>Godt, Christine (Module responsibility)</td>
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<td>Die Studierenden</td>
</tr>
<tr>
<td>Skills to be acquired in this module</td>
<td>• erkennen und analysieren europäische und internationale Regelungsmaterie des transnationalen Gesundheitsrechts</td>
</tr>
<tr>
<td></td>
<td>• kennen Anwendungsbeispiele und lösen Problemfälle</td>
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<tr>
<td></td>
<td>• verfügen über anwendungsbezogenes Wissen zur Lösung aktuell anstehender europäischen und transnationalen Fragestellungen.</td>
</tr>
<tr>
<td></td>
<td>-Menschenrechte, Ethik, globales Gesundheitsrecht;</td>
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<td>-EU und transnationale Regulierung von Arzneimitteln (Marktzugang, Good Manufacturing Practice, Good Clinical Practice, Pharmakovigilanz; gefälschte Arzneimittel);</td>
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<td>-Regulierung von klinischer Forschung im EU- und transnationalen Recht;</td>
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<td>-Datenschutz, Produkthaftung und Gesundheitsversorgung;</td>
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<td>-Gesundheitsversorgung, Wettbewerbsrecht, und geistiges Eigentum.</td>
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<td>Language of instruction</td>
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47 / 140
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**Schwerpunkt "Führung von Unternehmen und gesellschaftliche Organisationen" (FUGO)**

**wir826 - Sectoral, Functional and Institutional Approaches to Marketing**

**Module label**  
Sectoral, Functional and Institutional Approaches to Marketing

**Module code**  
wir826

**Credit points**  
6.0 KP

**Workload**  
180 h

**Applicability of the module**
- Master’s Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Führung von Unternehmen und gesellschaftliche Organisationen" (FUGO)
- Master’s Programme Sustainability Economics and Management (Master) > Additional Modules

**Responsible persons**
Lehrenden, Die im Modul (Authorized examiners)
Raabe, Thorsten (Module responsibility)

**Prerequisites**
The students should be enabled
- to adapt the marketing concept to sectoral, functional and institutional specifics,
- to apply specific concepts and methods of marketing in a problem-oriented way and to be able to reflect their conditions and limitations,
- to develop and present your own conceptual designs in a team.

**Module contents**
Marketing initially started as a producer-oriented concept and in recent years has developed as universal approach to influence market transactions. Against this background institutional, functional and sectoral fields of application inspired the formulation of sophisticated marketing approaches, like e.g. marketing of non-profit-organisations, strategic marketing, or service marketing. The course presents the specific nature of the different fields of application and relevant consequences for marketing planning. Given the recent inflation of “hyphenated conceptions” of marketing, a reasoned diagnosis as to marketing’s core identity is put forth. To this end, perspectives of transfer and integration between the approaches will be developed, that measure up to state-of-the-art theoretical as well as practical demands towards marketing as a universal market-oriented way of managing businesses. This course is divided into a preparatory seminar and an educational workshop towards the end of the term. The latter unit allows case study and role play as well as the presentation student work and boosts social competences irrespective of subject matter.

**Reader's advisory**

**Links**
www.uni-oldenburg.de/marketing

**Language of instruction**
German

**Duration (semesters)**
1 Semester

**Module frequency**
jährlich

**Module capacity**
unlimited

**Reference text**
The module consists of a preparatory period (approximately 4 sessions on campus) as well as one educational workshop outside of Oldenburg

**Modullevel / module level**
---

**Modulart / typ of module**
je nach Studiengang Pflicht oder Wahlpflicht

**Lehr-/Lernform / Teaching/Learning method**

**Vorkenntnisse / Previous knowledge**

**Examination**
Time of examination  
during term
Type of examination  
examination paper and presentation

**Course type**

<p>| Lecture | 2.00 | 28 |
| Tutorial | 2.00 | 28 |
| Seminar |  |  |</p>
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<td>Total time of attendance for the module</td>
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<td></td>
<td></td>
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Module contents
The course centers on the questions of how societal change affects firms and how firms, in turn, contribute to societal change. Toward this end, the first part of the course introduces several important theoretical approaches that help understand societal change from a business perspective, such as Institutional Entrepreneurship or Corporate Political Activity. In addition, students will get to know tools firms use to analyze societal trends. In the second part of the course, students will then form groups to analyze the dynamics, drivers, and consequences of important societal trends with a focus on the role of and implications for firms. Trends, which will be covered in this context, are digitization, automation, mediatization, connectivity, globalization, urbanization, individualism, democratization, social inclusion, gender equality, commercialism, privatization, materialism, income inequality, demographic change, climate change, and resource depletion. The results of the analysis will be presented in class, discussed with the other students, and summarized in a seminar thesis. The main goal of the course is to allow students to derive strategic recommendations for managers and policy makers based on a sound analysis of societal developments.

Reader's advisory

Links
Language of instruction
German
Duration (semesters)
1 Semester
Module frequency
jährlich
Module capacity
unlimited
Modullevel / module level
BC (Basiscurriculum / Base curriculum)
Modulart / typ of module
je nach Studiengang Pflicht oder Wahlpflicht
Lehr-/Lernform / Teaching/Learning method

Vorkenntnisse / Previous knowledge

Examination
Time of examination
Type of examination
Final exam of module
Thesis to be handed in at the end of semester
Thesis
Course type
Seminar
SWS
4.00
Frequency
SuSe
Workload attendance
56 h
### Module Overview

**Module Code:** wir829  
**Module Label:** Development directions in Marketing Research  
**Credit Points:** 6.0 KP  
**Workload:** 180 h

**Applicability of the Module:**
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Führung von Unternehmen und gesellschaftliche Organisationen" (FUGO)
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules

**Responsible Persons:**
- Raabe, Thorsten (Module responsibility)
- Lehrenden, Die im Modul (Authorized examiners)

**Prerequisites:**
Successful completion of the entrance examination

**Skills to be acquired in this module:**
- apply specific competences to strategic research in marketing
- classify research strategies in marketing according to their meta-theoretical considerations
- estimate research strategies' claims to knowledge and their limitations
- formulate interdisciplinary research strategies aligning competences of empirical methods with the application of theory
- develop own conceptual sketches within teams and to present them

**Module Contents:**
How is knowledge generated within the scholarly discipline of marketing? This question confronts the field of marketing with central paradigmatic assumptions. The course begins to solve this puzzle on the basis of a historical analysis of the marketing concept's development. Different scientific standpoints in marketing theory and empirical investigation are evaluated against the light of recent developments in markets and society. The current paradigms of consumption research and marketing research's basic standing in the philosophy of science are intensely treated. This also entails reflecting on the opportunities that alternative trends, e.g. a humanistic paradigm, hold in store for marketing research. The course is divided into a preparatory seminar and an educational workshop towards the end of the term. The latter unit allows case study and role play as well as the presentation student work and boosts social competences irrespective of subject matter.

**Reader's Advisory:**
Further literature to be announced at the start of the term.

**Links:**
www.uni-oldenburg.de/marketing

**Language of instruction:** German

**Duration (semesters):** 1 Semester

**Module Frequency:** jährlich

**Module Capacity:** unlimited

**Reference Text:**
The module consists of a preparatory period (approximately 4 sessions on campus) as well as one educational workshop outside of Oldenburg

**Module Level:** ---

**Module Art:** je nach Studiengang Pflicht oder Wahlpflicht

**Teaching/Learning Method:**

**Previous Knowledge:**

**Examination:**
- Time of examination: during the term
- Type of examination: examination paper and presentation
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**Total time of attendance for the module** 56 h
wir831 - Corporate Social Responsibility

Module label: Corporate Social Responsibility
Module code: wir831
Credit points: 6.0 KP
Workload: 180 h

Applicability of the module
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Führung von Unternehmen und gesellschaftliche Organisationen" (FUGO)
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Transnational Economics and Law" (TEL)
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)
- Master's Programme Sustainability Economics and Management (Master) > Basic and Accentuation Modules

Responsible persons
- Hoppmann, Jörn (Module responsibility)
- Lehrenden, Die im Modul (Authorized examiners)

Prerequisites

Skills to be acquired in this module
The students should...

- know and understand basic concepts, instruments and theories in the context of corporate social responsibility and corporate sustainability
- be able to apply conceptual frameworks to analyze and critically question the sustainability of companies
- develop options to improve the sustainability of companies and derive recommendations for their implementation in practice

Module contents
The module "CSR" provides an overview of the debates on the social responsibility of firms. The first session will briefly introduce the historical debate on Corporate Social Responsibility and Corporate Sustainability and delineate important concepts. The following sessions will use concrete company case studies as a basis for a critical discussion of central questions in the context of corporate social responsibility and sustainability. Questions that will be discussed are, amongst others:

- How can one determine whether a firm acts in a socially and ecologically sustainable way
- Which factors drive and hinder the diffusion of socially and ecologically superior solutions and companies in the market?
- In how far is there a conflict between firm and market growth on the one hand and sustainability on the other hand?
- Which possibilities does a company have to deal with conflicts between social/ecological and economic goals?
- How can existing firms and value chains be transformed toward sustainability?
- What is the role of managers and boards of directors for organizational change toward sustainability?
- How does the ownership and financial structure of firms influence their strategy toward sustainability?
- In how far can cooperation and partnerships between organizations help integrate social and ecological aspects in firms?

In addition to discussing these questions by drawing on company case studies, students will be introduced to the corresponding theoretical concepts and frameworks in the academic literature. Also, students will be given the opportunity to test different strategies for implementing sustainability in organizations during a simulation, which allows them to gain first-hand insights into the emerging challenges. Toward the end of the course, students will apply and deepen the knowledge they have gathered over the semester by writing a seminar thesis.

Reader's advisory


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<th>Links</th>
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<tr>
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| Total time of attendance for the module | 56 h |
**wir852 - International Management**

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**Applicability of the module**
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Führung von Unternehmen und gesellschaftliche Organisationen" (FUGO)
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Transnational Economics and Law" (TEL)
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Unternehmensführung"
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)

**Responsible persons**
Junker-Michel, Mareike (Module responsibility)
Lehrenden, Die im Modul (Authorized examiners)

**Prerequisites**
keine

**Skills to be acquired in this module**
The module consists of lecture as well as seminar elements which interlink with each other on a technical and didactical level. By alternating lectures, discussions, and training elements, students get to know the theoretical basics as well as the practical relevance of the module topics. They get the chance to integrate themselves, their theoretical knowledge and practical experiences, and to exchange views with the other students and the lecturer. Different teaching and learning methods support the student’s professional, methodological, social-communicative, and personal competences, e. g. via station learning, role plays and debates, thesis discussions and case study analysis. They work within the entire group as well as small groups.

Attending the course, students
- develop a solid knowledge of this broad subject and are able to relate the various scientific and practical findings with each other and also understand them on a macro-level;
- understand the complex issues, challenges and fields of action in International Management;
- are able to analyse, interpret and manage international economic and business issues within heterogeneous (above all cultural) fields of stakeholders and environments;
- can effectively analyse and apply the strategic, structural and cultural instruments in International Management according to the specific practical context;
- develop skills of self-reflection (supported by the technical and didactical concepts) and are able to press their point within the scientific discussion;

- are able to locate a specific research question within the scientific discussion in the field of International Management and to interlink, reflect and evaluate it accordingly.

**Module contents**
Students gain theoretical as well as practical insights in the backgrounds and specific characteristics of International Management. A specific focus will (as a last point) be laid on international Human Resource Management as it provides notably relevant issues in international business administration.

Students deal with foundations, challenges and possible fields of action within the following topics:

- Economic internationalisation and the international firm
  - Characteristics, development and relevance
  - Terminological differentiation and attribution
  - Research and explanatory approaches
- Environment and orientation of international corporations
  - Culture and management
  - Fields and forms of strategy
  - Organisation by structure and processes
  - Responsibility and public affairs
- Relevance of and fields in international Human Resource Management
  - Requirements and organisation of the central HR areas
  - Recruitment and selection
  - Expatriation of employees
  - Intercultural management
  - Social management

The presentations and discussions also offer possibilities to deepen and broaden these topics according to the students interests and latest developments in theory and practice.

**Reader's advisory**
editions, Schäffer Poeschel, Stuttgart.

Further literature will be announced during the semester according to the particular lecture/seminar content.

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Total time of attendance for the module 56 h
**wir856 - Codetermination Act**

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| Applicability of the module | ▪ Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Führung von Unternehmen und gesellschaftliche Organisationen" (FUGO)  
▪ Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Recht der Wirtschaft" (RdW) |
| Responsible persons | Brors, Christiane (Module responsibility)  
Lehrenden, Die im Modul (Authorized examiners) |

**Prerequisites**

**Skills to be acquired in this module**

Based on the modul „Employment Law“ the students will in the context of Employment law and Collective Bargaining Law understand - the special legal problems concerning the rights of the Betriebsrat - the procedure of problem solving (Einigungsstelle, procedure of court).

**Module contents**

Rights of the Betriebsrat, Einigungsstellenverfahren, procedure of court, rights of the members of the Betriebsrat, Organisation of the Betriebsrat, duties and rights of the employer.

**Reader's advisory**

Literature will be announced in the lecture

**Links**

**Languages of instruction**

**Duration (semesters)**

1 Semester

**Module frequency**

halbjährlich

**Module capacity**

unlimited

**Modullevel / module level**

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**Lehr-/Lernform / Teaching/Learning method**

je nach Studiengang Pflicht oder Wahlpflicht

**Vorkenntnisse / Previous knowledge**

**Examination**

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### wir885 - Operations and Supply Chain Management

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**Applicability of the module**
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Führung von Unternehmen und gesellschaftliche Organisationen" (FUGO)
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)

**Responsible persons**
- Busse, Christian (Module responsibility)
- Lehrenden, Die im Modul (Authorized examiners)

**Prerequisites**

**Skills to be acquired in this module**
The lecture pertaining to the module focuses on the development and critical discussion of formal analytical models for modelling and optimizing problems in operations and supply chain management. The aim is to provide students with the skills they need to analyze value-added processes in reality and not only to understand them, but ideally also improve them. The accompanying seminar, held in English, serves to deepen and critically examine the topics from the lecture. Supplementary to the lecture, the seminar deals with conceptual and empirical research and cases. Hereby, students get to know scientific discourses on practically relevant issues that are difficult to model. Furthermore, there will be ample training in scientific work, in team work and in presentations in front of large groups.

**Module contents**
- Introduction to Operations Management; Demand Forecasting; Location Planning; Process Design; Inventory Management; Production Planning; Scheduling; Supply Chain Management; Revenue Management; Behavioral Operations Management

**Reader's advisory**

**Links**
- German, English

**Duration (semesters)**
- 1 Semester

**Module frequency**
- jährlich

**Module capacity**
- unlimited

**Reference text**
The module takes place in the winter semester. Please refer to the syllabus available via Stud.IP for a more detailed description of content and procedure.

**Modullevel / module level**
- SPM (Schwerpunktmodul / Main emphasis)

**Modulart / typ of module**
- Wahlpflicht / Elective

**Lehr-/ Lernform / Teaching/Learning method**

**Vorkenntnisse / Previous knowledge**

**Examination**

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**Total time of attendance for the module**
- 56 h
**wir832 - Innovation Management**

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**Applicability of the module**
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Führung von Unternehmen und gesellschaftliche Organisationen" (FUGO)
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules

**Responsible persons**
Lehrenden, Die im Modul (Authorized examiners)
Busse, Christian (Module responsibility)

**Prerequisites**
In today's highly dynamic business environment, innovation is the key to the success of most firms. Moreover, technological and organizational innovations represent valuable instruments for achieving progress toward sustainable development. Against this background, this module familiarizes students with the tools and processes for managing innovation and for developing overall more innovative firms. The module comprises a lecture and a seminar. In the lecture, students become acquainted with the drivers to and role of innovation; they learn about designing innovative firms and developing innovation strategies; they get to know the different sources of innovation; they familiarize themselves with the methods for choosing between alternative planned innovations; they learn how innovation is implemented; and they understand how innovation benefits are exploited. The accompanying seminar is supposed to familiarize the students with select advanced topics surrounding the management of innovation. Moreover, the students train their skills in working in teams, in working with scientific literature, in academic writing, and in presenting in front of a large audience.

**Module contents**
Organizational change, creative destruction, ambidexterity, exploration, exploitation, absorptive capacity, sustainability transitions, innovation models, innovation networks, innovation strategy, innovation ecosystems, diffusion of innovations, organizational routines, entrepreneurship, new ventures, etc.

**Reader's advisory**

**Links**
- Language of instruction: German
- Duration (semesters): 1 Semester
- Module frequency: unlimited
- Module capacity: unlimited
- Reference text: This module is offered in the winter term. For a more detailed description of course content and organization, please note the syllabus that will be made available via Stud.IP before the beginning of the course.

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wir886 - Digital Transformation: Strategies and Sustainability

Module label: Digital Transformation: Strategies and Sustainability
Module code: wir886
Credit points: 6.0 KP
Workload: 180 h (4 SWS (56h))

Applicability of the module:
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Führung von Unternehmen und gesellschaftliche Organisationen" (FUGO)
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Unternehmensführung"

Responsible persons:
Lehrenden, Die im Modul (Authorized examiners)
Hoppmann, Jörn (Module responsibility)

Prerequisites:
The students should:
- know basic definitions, trends and application areas of digitalization
- be able to assess the economic effects of digitalization
- understand corporate strategies and business models in the context of digital transformation
- know how companies should design processes and structures to promote digitalization in organizations
- have an overview of social, legal and ethical aspects of digitalization
- assess the environmental impact of digitalization
- evaluate digital products, services and business models using ethical and sustainable guidelines
- independently develop proposals for the integration of ethical, social and ecological criteria in digitalization projects and processes

Skills to be acquired in this module:
The module "Digital Strategy and Sustainability" provides insights into the role digitalization for companies and the associated social discourse. The digital transformation leads to the emergence of new business models, markets and forms of interaction. This requires comprehensive changes in strategic orientation as well as in business processes and structures. In addition, new regulations and standards are required at the societal level in order to meet the ethical, ecological, and societal challenges posed by digitization.

In the first part of the seminar, students are familiarized with the basics and application areas of digitalization as well as the economic, social, and ecological implications. Toward this end, important questions in the context of digital transformation will be raised and discussed drawing on company case studies. Exemplary questions that will be dealt with in this context are:
- What are the technological drivers of digitalization and what trends can be observed?
- What is the impact of digital transformation on industries and companies?
- How can companies design strategies, business models, processes and structures to address the digital transformation?
- What are the consequences of digitalization on a societal and legal level?
- How does the digital transformation affect the natural environment?
- How can social, ethical, and ecological aspects be integrated into digital products, services and business models?

In the second part of the course, students will develop digital business models in teams under the guidance of experienced coaches, taking into account economic, ecological and social/ethical criteria. The results are presented to the other students and company representatives and will be summarized in a term paper. An important part of the term paper is the critical reflection of current methods used to develop digital business models with regard to sustainability criteria.

Reader's advisory:

Links:
- Language of instruction: German
- Duration (semesters): 1 Semester
- Module frequency: Annually
- Module capacity: 40
- Reference text: Das Modul sollte im 2. Semester besucht werden.
- Modullevel / module level: EB (Ergänzungsbereich / Complementary)
- Modulart / typ of module: Wahlpflicht / Elective
- Lehr-/Lernform / Teaching/Learning method: 1 VL und 1 Übung

Vorkenntnisse / Previous knowledge:
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**Total time of attendance for the module** 56 h
### Schwerpunkt "Auditing, Finance, Taxation" (AFT)

**wir833 - Corporate Financial Statements**

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#### Applicability of the module
- Master of Education Programme (Vocational and Business Education) Economics and Business Administration (Master of Education) > Mastermodule
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Auditing, Finance, Taxation" (AFT)

#### Responsible persons
- Hombach, Katharina (Module responsibility)
- Lehrenden, Die im Modul (Authorized examiners)

#### Prerequisites
The aim of the course is to provide students with consolidated financial statements according to international accounting standards (IFRS and US-GAAP).

#### Module contents
- the need for consolidation
- scope of consolidation
- consolidation of financial statements
- elimination of intercompany profits
- equity method
- presentation of financial position, performance and cash flow of a group
- paper discussion on current and special issues

#### Reader's advisory

#### Languages of instruction
German, English

#### Duration (semesters)
1 Semester

#### Module frequency
jährlich

#### Module capacity
unlimited

#### Module level / module level
je nach Studiengang Pflicht oder Wahlpflicht

#### Lehr-/Lernform / Teaching/Learning method

#### Vorkenntnisse / Previous knowledge

#### Time of examination

differ according to type of examination

#### Type of examination
- term paper or seminar paper and presentation or
- written exam or
- oral exam or
- portfolio or
- project paper

### Links
- www.fk2.uni-oldenburg.de/InstBWL/Rewe/

### Module contents
- Vorkenntnisse / Previous knowledge
- Examination
- Time of examination
- Type of examination
- Course type
- Comment
- SWS
- Frequency
- Workload of compulsory attendance

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<td>Exercises</td>
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#### Total time of attendance for the module
56 h
wir834 - Auditing

Module label: Auditing
Module code: wir834
Credit points: 6.0 KP
Workload: 180 h

Applicability of the module:
- Master of Education Programme (Vocational and Business Education) Economics and Business Administration (Master of Education) > Mastermodule
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Auditing, Finance, Taxation" (AFT)

Responsible persons:
Lehrenden, Die im Modul (Authorized examiners)
Hombach, Katharina (Module responsibility)

Prerequisites:
- Achieving basic knowledge about audit practises
- Achieving broad knowledge about the audit profession and structuring of audit processes,
- Achieving competences in evaluating the possibilities and limits of audit techniques,
- Application of audit techniques while using case studies and focusing on certain audit areas.

Module contents:
In this course, audit basic principles, audit methods and audit techniques will be presented while emphasizing on large corporates. In addition, an overview about audit processes and audit techniques in the context of the control, information and accreditation function as well as legal specifications is given. Working in groups, case studies will strengthen the achieved knowledge. In addition, the focus will be on international financial reporting standards (IFRS) and international auditing standards (IAS) for proving the financial statements as well as testing the internal risk management.

Reader's advisory:

Links:
http://www.fk2.uni-oldenburg.de/InstBWL/Rewe/

Languages of instruction:
German, English

Duration (semesters):
1 Semester

Module frequency:
jährlich

Module capacity:
unlimited

Modullevel / module level:
MM (Mastermodul / Master module)

Modulart / typ of module:
je nach Studiengang Pflicht oder Wahlpflicht

Lehr-/Lernform / Teaching/Learning method:

Vorkenntnisse / Previous knowledge:

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Course type:

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Total time of attendance for the module: 56 h
**wir835 - Taxation and Tax Law II**

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<tr>
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<td>• Master's Programme Business Administration, Economics and Law (Master) &gt; Schwerpunkt &quot;Auditing, Finance, Taxation&quot; (AFT)</td>
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<td>Responsible persons</td>
<td>Dittmer, Jochen (Module responsibility)</td>
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<tr>
<td>Prerequisites</td>
<td>-</td>
</tr>
<tr>
<td>Skills to be acquired in this module</td>
<td>The aim of the course is to provide students with a deep and thorough knowledge regarding • Mergers &amp; Acquisition tax and • International taxation</td>
</tr>
<tr>
<td>Module contents</td>
<td>The course provides a deep insight into Merger &amp; acquisition tax • Taxation of sale of company shares • Admittance of a shareholder • Insertion of operations, partial operations and partner shares in corporate enterprises • Transformation of corporate enterprises into business partnerships • Merger of corporate enterprises • Separation of corporate enterprises and business partnerships International taxation • Taxation of transnational operations in form of direct businesses, permanent establishments and corporate enterprise subsidiaries • Possibilities and limitations regarding the prevention of international double taxation • Profit deferral and problems regarding transfer prices • Problems in the prevention of international low taxation</td>
</tr>
<tr>
<td>Reader's advisory</td>
<td>• Brähler, Gernot (aktuelle Fassung): Umwandlungssteuerrecht: Grundlagen für Studium und Steuerberaterprüfung • Schaumburg, Harald (aktuelle Fassung): Internationales Steuerrecht: Außensteuerrecht, Doppelbesteuerungsrecht It is worth mentioning, that due to the fast-changing tax law, further recommendations regarding the literature cannot be made yet, but are rather given during the course. Required are: • a collection of the most important tax laws (e.g. NWB-publisher) in current form. • a loose-leaf collection of the tax regulations (e.g. Beck-publisher)</td>
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<td>Module frequency</td>
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<td>Module capacity</td>
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<td>Due to a change in the frequency in which the &quot;Mergers &amp; Acquisition Tax&quot; and the &quot;International Taxation&quot; sections are offered starting with the winter semester 2020/21, it is recommended for the winter semester 2019/20, in addition to the module wir807 &quot;Taxation and Tax Law I&quot;, to study the &quot;Mergers &amp; Acquisition Tax&quot; section of the module wir835 at the same time and that the examination on both sections is taken in the summer semester 2020. The course &quot;Mergers &amp; Acquisition Tax&quot; will otherwise only be offered again in the summer semester 2021. From the summer semester 2021 onward it is recommended to study the part &quot;Mergers &amp; Acquisition Tax&quot; of the module wir835 in the 2nd semester and the part &quot;International Taxation&quot; in the 3rd semester. At the end of the 3rd semester, the written exam should cover the entire content of the module.</td>
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<tr>
<td>Modullevel / module level</td>
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<td>Modulart / typ of module</td>
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<td>Frequency</td>
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<td>Workload attendance</td>
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**wir837 - Advanced Corporate Finance**

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<tr>
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**Applicability of the module**
- Master of Education Programme (Vocational and Business Education) Economics and Business Administration (Master of Education) > Mastermodule
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Auditing, Finance, Taxation" (AFT)
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Recht der Wirtschaft" (RdW)

**Responsible persons**
Lehrenden, Die im Modul (Authorized examiners)
- Prokop, Jörg (Module responsibility)

**Prerequisites**
Upon completion of the module, students
- will have a sound understanding of methods used in finance to determine the value of a firm under uncertainty,
- will have a sound understanding of how investment and financing decisions are related, and how they both affect the value of the firm,
- will be able to determine intrinsic firm values based on accounting information, and they will be aware of the respective models' strengths and weaknesses.

**Module contents**
The course covers key concepts of modern corporate finance in theory and practice. In particular, we focus on how investment and financing decisions affect the value of the firm. Among the topics discussed are:
- Fundamental analysis and capital market efficiency.
- Cost of debt and equity capital.
- Business valuation models based on dividends, cash flows, and (abnormal) earnings.
- Capital structure and dividend policy.
- Advanced valuation issues.

**Reader's advisory**
- Titman / Martin: Valuation, latest edition, Boston (Mass.)

Further readings may be announced during the course.

**Links**
http://www.uni-oldenburg.de/en/fiwi_bbl/

**Languages of instruction**
German, English

**Duration (semesters)**
1 Semester

**Module frequency**
jährlich

**Module capacity**
unlimited

**Module level / module level**
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**Modulart / typ of module**
Wahlpflicht / Elective

**Lehr-/Lernform / Teaching/Learning method**
2 VL oder 1 VL und 1 U

**Previous knowledge**

**Examination**
Typically at the end of the semester; potential mid-term examination dates will be announced in the first session

1 term paper (Hausarbeit) or 1 written exam (Klausur) or 1 oral exam (mündliche Prüfung) or 1 Portfolio

**Course type**
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**Total time of attendance for the module**
56 h
wir839 - Financial Statement Analysis

Module label: Financial Statement Analysis
Module code: wir839
Credit points: 6.0 KP
Workload: 180 h

Applicability of the module:
- Master of Education Programme (Vocational and Business Education) Economics and Business Administration (Master of Education) > Mastermodule
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Auditing, Finance, Taxation" (AFT)

Responsible persons:
Lehrenden, Die im Modul (Authorized examiners)
Prokop, Jörg (Module responsibility)

Prerequisites:
none

Skills to be acquired in this module:
By the end of the course students should have answers to the following questions:
• How are fundamental values (or “intrinsic values”) estimated?
• How are business strategies analyzed in order to understand the value they create?
• What business activities determine value?
• How is “value created for shareholders” identified?
• How does one pull apart the financial statements to get at the relevant information for valuing equities?
• What is the relevance of cash-flows? Of dividends? Of earnings? Of book values?
• How does ratio analysis help in valuation?
• How does profitability tie into valuation?
• What is growth? How does one analyze growth? How does one value a growth firm?
• How does one analyze the quality of financial reports?
• How does one deal with the accounting methods used in financial statements?
• How is financial analysis developed for strategy and planning?
• What determines a firm's P/E ratio? How does one calculate what the P/E should be?
• What determines a firm's market-to-book (P/B) ratio? How does one calculate what the P/B should be?
• How does one evaluate risk? For equity? For debt?
• How does one evaluate an equity research report?
• How does one trade on fundamental information?

Module contents:
With a stock market bubble and a financial crisis in our recent history, there have been increasing calls to “return to fundamentals.” This is a course on fundamental analysis. The primary emphasis is on equity (share) valuation, with a focus on developing and applying methods for valuing firms using financial statement analysis.

The course has a very practical focus. The methods of fundamental analysis will be examined in detail and applied in cases and projects involving listed companies. Topics include models of shareholder value, a comparison of accrual accounting and discounted cash flow approaches to valuation, the analysis of profitability, growth and valuation generation in a firm, diagnosing accounting quality, forecasting earnings and cash flows, pro-forma analysis for strategy and planning, and the determination of price-earnings (P/E) and market-to-book (P/B) ratios.

The course does not assume “market efficiency”. Rather, it develops the techniques for challenging traded prices in order to assess whether investments are appropriately priced. It adopts the philosophy that one of the risks in investing is the risk of paying too much. The course is one for the active investor.

Most importantly, we learn how to handle accounting and financial reports in valuation. We see that valuation is really a matter of appropriate accounting for value. The course combines accounting principles and investment principles to answer the question: How do I account for value so that I can challenge stock prices with some confidence?

The course will be taught from the perspective of designing techniques to be used in an (independent) equity research department or firm. Accordingly, the material is pertinent to the security analyst – particularly the equity analyst – who must issue a buy, hold or sell recommendations on stocks. However, much of the material covered in the course is also relevant to the corporate financial analyst for evaluating acquisitions, restructurings and other investments, and for calculating the value generated by strategic scenarios. By the end of the course, the student should feel competent in writing a thorough, credible equity research report or investment analysis that meets the highest standards of professionalism.

The course is of interest to those contemplating careers in investment banking (particularly in equity research), security analysis, consulting, public accounting, and corporate finance. And it will also help with personal investing.

Reader's advisory:

Links:
http://www.uni-oldenburg.de/accounting

Language of instruction: English
Duration (semesters): 1 Semester
Module frequency: jährlich
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### wir841 - Advanced Financial Accounting

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<td>&gt; Schwerpunkt &quot;Auditing, Finance, Taxation&quot; (AFT)</td>
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<td>Hombach, Katharina (Module responsibility)</td>
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<td>Skills to be acquired in this module</td>
<td>Students have to understand the theoretical orientation and the institutional structure of financial accounting and standard setting. Many important standards, such as fair value accounting, financial instruments, reserve recognition accounting, management discussion and analysis, employee stock options, impairment tests, hedge accounting, derecognition, consolidation, and comprehensive income, will be analyzed and critically evaluated from students. This course aims to provide students with an in-depth understanding of the underlying accounting concepts and accounting standards governing the preparation of financial statements under International Financial Reporting Standards (IFRS) for external users. Furthermore it develop students' conceptual skills and professional competence in financial accounting in compliance with the regulatory and financial framework under IFRS.</td>
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<td>The Decision Usefulness Approach to Financial Reporting</td>
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<td>Efficient Securities Markets</td>
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<td>The Value Relevance of Accounting Information</td>
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<td>The Measurement Approach to Decision Usefulness</td>
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<td>Measurement Applications</td>
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<td>The Efficient Contracting Approach to Decision Usefulness</td>
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<td>An Analysis of Conflict</td>
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<td>Executive Compensation</td>
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<td>Earnings Management</td>
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<td>Standard Setting: Economic Issues</td>
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<td>Standard Setting: Political Issues</td>
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<td>portfolio or written exam</td>
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wir842 - Banking

Module label  Banking
Module code      wir842
Credit points   6.0 KP
Workload        180 h

Applicability of the module
- Master of Education Programme (Vocational and Business Education) Economics and Business Administration (Master of Education) > Mastermodule
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Auditing, Finance, Taxation" (AFT)
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Recht der Wirtschaft" (RdW)
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)

Responsible persons
Prokop, Jörg (Module responsibility)
Lehrenden, Die im Modul (Authorized examiners)

Prerequisites

Skills to be acquired in this module
Upon completion of the module students will be able to explain the role financial institutions play in financial markets based on economic theory. They will have a sound knowledge of institutional and regulatory conditions under which financial institutions operate today, and they will be able to critically assess respective developments in the financial sector. Moreover, they will have developed a sound understanding of how banks are managed in a competitive environment.

Module contents
We will discuss theoretical foundations of financial intermediation in general, and of banking in particular as well as the economic, institutional, and regulatory context in which financial institutions operate today. Moreover, we will cover selected topics in the area of bank management and bank accounting.

Reader's advisory
- Berger / Molyneux / Wilson (Eds.): The Oxford Handbook of Banking, latest edition, Oxford University Press
- Tolkmitt: Neue Bankbetriebslehre, latest edition, Gabler

Further readings may be announced during the course.

Links
http://www.uni-oldenburg.de/fiwi_bbl/

Languages of instruction
German, English

Duration (semesters)
1 Semester

Module frequency
jährlich

Module capacity
unlimited

Modullevel / module level
MM (Mastermodul / Master module)

Modulart / typ of module
Wahlpflicht / Elective

Lehr-/Lernform / Teaching/Learning method

Vorkenntnisse / Previous knowledge

Examination
Time of examination
typically at the end of the semester; potential mid-term examination dates will be announced in the first session

Type of examination
1 term paper (Hausarbeit) or 1 written exam (Klausur) or 1 oral exam (mündliche Prüfung) or 1 Portfolio

Course type
Lecture

SWS
4.00

Frequency

Workload attendance
56 h
The aim of the course is to provide students with a thorough knowledge of how to identify, classify, measure, and manage different types of financial business risks. In particular, we will discuss the properties and potential applications of derivatives in financial risk management. Upon completion of this module students
• will have a sound understanding of the concept of risk management, and will be able to distinguish different types of financial risks and risk management approaches;
• will be able to devise hedging strategies, arbitrage strategies, and speculative strategies using financial derivatives such as futures contracts, forward contracts, options, and swaps;
• will be able to consistently apply valuation models to determine theoretical prices of financial derivatives.
• will be able to assess limitations of financial derivatives in risk management.

The course provides insights into the theory and practice of modern financial business risk management, including:
• the concept of risk, types of financial risks, and approaches to risk measurement;
• the mechanics of financial markets, including derivatives markets;
• the properties of selected financial instruments, including financial derivatives such as forwards, futures, options, and swaps;
• tools and techniques for managing financial risks.

Highly recommended readings:
• John C. Hull, Options, Futures, And Other Derivatives, current edition, Pearson.
Optional readings:
Further readings may be announced during the course.
wir844 - Current Topics in AFT

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<td>Lehrende, Die im Modul (Authorized examiners)</td>
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<td>Hombach, Katharina (Module responsibility)</td>
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**Prerequisites**

**Skills to be acquired in this module**
Introducing and applying empirical research methods such as event studies and regression analyses to current questions in AFT through individual projects.

**Module contents**
Evaluation of current AFT questions

**Reader's advisory**

**Links**
http://www.uni-oldenburg.de/accounting/

**Languages of instruction**
German, English

**Duration (semesters)**
1 Semester

**Module frequency**
jährlich

**Module capacity**
unlimited

**Modullevel / module level**
MM-PB (Professionalsierungsbereichsmodul im Master)

**Modulart / typ of module**
je nach Studiengang Pflicht oder Wahlpflicht

**Vorkenntnisse / Previous knowledge**

**Final exam of module**

<table>
<thead>
<tr>
<th>Course type</th>
<th>Comment</th>
<th>SWS</th>
<th>Frequency</th>
<th>Workload of compulsory attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture</td>
<td></td>
<td>2.00</td>
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</tr>
<tr>
<td>Seminar</td>
<td></td>
<td>2.00</td>
<td>28</td>
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</tr>
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</table>

**Total time of attendance for the module**
56 h
# wir845 - Advanced Issues in AFT Research

<table>
<thead>
<tr>
<th>Module label</th>
<th>Advanced Issues in AFT Research</th>
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</thead>
<tbody>
<tr>
<td>Module code</td>
<td>wir845</td>
</tr>
<tr>
<td>Credit points</td>
<td>6.0 KP</td>
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<tr>
<td>Workload</td>
<td>180 h</td>
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<tr>
<td>Applicability of the module</td>
<td>• Master's Programme Business Administration, Economics and Law (Master) &gt; Schwerpunkt &quot;Auditing, Finance, Taxation&quot; (AFT)</td>
</tr>
<tr>
<td>Responsible persons</td>
<td>Prokop, Jörg (Module responsibility)</td>
</tr>
<tr>
<td></td>
<td>Lehrenden, Die im Modul (Authorized examiners)</td>
</tr>
<tr>
<td></td>
<td>Lopatta, Kerstin (Module counselling)</td>
</tr>
<tr>
<td></td>
<td>Dittmer, Jochen (Module counselling)</td>
</tr>
<tr>
<td>Prerequisites</td>
<td>Students are required to actively participate in the course by preparing classes, by performing follow-up coursework, and/or by giving presentations according to the rules defined by the lecturer in the first session.</td>
</tr>
<tr>
<td>Skills to be acquired in this module</td>
<td>The aim of the course is to provide insights into the state-of-the-art of academic research in selected areas of accounting and auditing, finance, and taxation. Upon completion of the module, students will be able to place typical research questions and research designs in the aforementioned areas within a broader context of academic research, and to assess selected contributions' significance.</td>
</tr>
<tr>
<td>Module contents</td>
<td>The course involves reading and discussing cornerstone journal articles as well as contemporary articles and working papers in accounting/auditing, finance, and/or taxation. Particular emphasis will be placed on the evaluation of the respective studies with respect to their research questions, the methodologies used, and their contributions to the literature.</td>
</tr>
<tr>
<td>Reader's advisory</td>
<td>Will be announced at the beginning of the course.</td>
</tr>
<tr>
<td>Links</td>
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</tr>
<tr>
<td>Languages of instruction</td>
<td>German, English</td>
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<tr>
<td>Duration (semesters)</td>
<td>1 Semester</td>
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<tr>
<td>Module frequency</td>
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<tr>
<td>Module capacity</td>
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<tr>
<td>Modulart / typ of module</td>
<td>je nach Studiengang Pflicht oder Wahlpflicht</td>
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<tr>
<td>Lehr-/Lernform / Teaching/Learning method</td>
<td>S, or VL and S</td>
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<td>Vorkenntnisse / Previous knowledge</td>
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<tr>
<td>Examination</td>
<td>Time of examination</td>
</tr>
<tr>
<td>Final exam of module</td>
<td>typically at the end of the semester; potential midterm examination dates will be announced in the first session</td>
</tr>
<tr>
<td>Course type</td>
<td>Seminar</td>
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<tr>
<td>SWS</td>
<td>4.00</td>
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<td>Frequency</td>
<td></td>
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<tr>
<td>Workload attendance</td>
<td>56 h</td>
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wir851 - Corporate Governance and Control

Module label: Corporate Governance and Control
Module code: wir851
Credit points: 6.0 KP
Workload: 180 h

Applicability of the module:
- Master of Education Programme (Vocational and Business Education) Economics and Business Administration (Master of Education) > Mastermodule
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Auditing, Finance, Taxation" (AFT)
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Unternehmensführung"

Responsible persons:
Lehrenden, Die im Modul (Authorized examiners)
Hombach, Katharina (Module responsibility)

Prerequisites:
none

Skills to be acquired in this module:
By the end of the course students should develop and understand the basic concepts, analytical techniques, instruments and systems to control sustainable corporate success. The students further identify the theoretical background of corporate governance and how corporate governance mechanisms work. Moreover, they develop an up-to-date and mainly practitioner-oriented profile of corporate governance and control systems. They are aware of a controller's relevance as a corporate conscience and the meaning of controlling as a corporate service. In addition, students identify strategic, operative and department-specific characteristics of corporate control. They argue how to ensure the quality of data and the development of decision-making relevant information. Paper discussions further complement the students' profile by highlighting current and special issues in the field of corporate governance and control. In summary, students link economic, methodological, and cultural aspects to their personal profile and assess whether an activity as a controller fits to their personal plan for future employment. They further strengthen their ability to develop sustainable solutions for comprehensive and specific economic issues.

Module contents:
In the beginning, the course provides an overview of the historic development as well as conceptions of corporate governance and control in the literature and in practice. It further embeds the role of corporate governance and control within strategic and operative corporate management. The course is further separated in different parts to ensure students' ability to identify and understand decision-making, coordination and monitoring aspects of corporate governance and control. As such, students analyse corporate actions via the following instruments:
- SWOT-Analysis
- Porter's Five Forces Model
- Portfolio Analysis
- Strategic Cost Management
- Linear Programming
- Break-Even Analysis
- Value Based Management
- Ratio Analysis
- Balanced Scorecard
- Variance Analysis

Reader's advisory:

Links:
http://www.uni-oldenburg.de/accounting/

Languages of instruction:
German, English

Duration (semesters):
1 Semester

Module frequency:
jährlich

Module capacity:
unlimited

Modullevel / module level:
je nach Studiengang Pflicht oder Wahlpflicht

Lehr-/Lernform / Teaching/Learning method:

Vorkenntnisse / Previous knowledge:

Examination:

Type of examination:

Final exam of module:
at the end of the semester
1 Hausarbeit oder 1 Referat oder 1 Klausur oder 1 mündliche Prüfung oder 1 Portfolio oder 1 Projektbericht

Course type:

Comment:

SWS:

Frequency:

Workload of compulsory attendance:
<table>
<thead>
<tr>
<th>Course type</th>
<th>Comment</th>
<th>SWS</th>
<th>Frequency</th>
<th>Workload of compulsory attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture</td>
<td></td>
<td>2.00</td>
<td></td>
<td>28</td>
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<tr>
<td>Exercises</td>
<td></td>
<td>2.00</td>
<td></td>
<td>28</td>
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<td><strong>Total time of attendance for the module</strong></td>
<td></td>
<td></td>
<td></td>
<td><strong>56 h</strong></td>
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wir815 - Modern Transformations of International and EU Economic Law

Module label: Modern Transformations of International and EU Economic Law
Module code: wir815
Credit points: 6.0 KP
Workload: 180 h

Applicability of the module:
- Master's Programme Business Administration, Economics and Law (Master) > Mantelmodule
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Auditing, Finance, Taxation" (AFT)
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "China - Wirtschaft und Sprache" (CHI) - Kernmodule

Responsible persons:
- Godt, Christine (Module responsibility)
- Lehrenden, Die im Modul (Authorized examiners)

Prerequisites:
Skills to be acquired in this module:
Students will be able
- to describe European and international legal-economic interdependencies
- to apply international and European legal norms and legal issues
- to have a command of English legal terminology.

Module contents:
The module consists of two lectures which deal with changes in policies and institutions of international economic law. One lecture focuses on economic law and institutions as shaped by international law, while the other class is dedicated to EU foreign trade law. A basic knowledge of the institutions of international and EU economic law (WTO, IMF, World Bank, European Commission) is a prerequisite for attending this module. The focus lies in helping students understand the processes of internationalization and Europeanization that inform the current interactions between the different actors on the international plane (companies, states and parastatals). In this module, public and private economic law will be presented as a single unit. The international law part of the module focuses on the rationale and regulation of the major free trade agreements, including dispute settlement. Other topics to be addressed include the conflict of laws and the UN Convention (CISG). The EU law focuses on competition and foreign trade law, including procurement and taxation law.

Reader's advisory:

Links:
http://www.fk2.uni-oldenburg.de/InstRW/oeffwr/

Language of instruction: English
Duration (semesters): 1 Semester Semester
Module frequency: jährlich
Module capacity: unlimited
Modullevel / module level: MM (Mastermodul / Master module)
Modulart / typ of module: Wahlpflicht / Elective
Lehr-/Lernform / Teaching/Learning method: 2 Vorlesungen

Vorkenntnisse / Previous knowledge:
Einführung in das Bürgerliche Recht (BM 1), Vertiefung im Bürgerlichen Recht (AM 3), Handelsrecht (AM 1), Grundlage des EU-Wirtschaftsrechts und Grundzüge des Arbeitsrechts (BM 2).

Examination:
Time of examination: End of term (i.e. lecture period).
Type of examination: The examination consists either of term papers or an end of term test. In the case of term papers, students will work on current decisions or policy papers that are to be analyzed and evaluated by processing secondary literature.

Course type: Lecture
SWS: 4.00
Frequency: WiSe
| Workload attendance | 56 h |
Schwerpunkt "Unternehmensführung"

wir827 - Business and Societal Change

<table>
<thead>
<tr>
<th>Module label</th>
<th>Business and Societal Change</th>
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</thead>
<tbody>
<tr>
<td>Module code</td>
<td>wir827</td>
</tr>
<tr>
<td>Credit points</td>
<td>6.0 KP</td>
</tr>
<tr>
<td>Workload</td>
<td>180 h</td>
</tr>
</tbody>
</table>

**Applicability of the module**
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Führung von Unternehmen und gesellschaftliche Organisationen" (FUGO)
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Unternehmensführung"
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)

**Responsible persons**
Lehrenden, Die im Modul (Authorized examiners)
Hoppmann, Jörn (Module responsibility)

**Prerequisites**
The students...
- Have an overview of the most important societal trends, such as digitization, globalization, demographic change, gender equality, income inequality, and resource depletion
- Know important theoretical approaches that help understand societal change from a firm perspective
- Are able to analyze societal trends and critically evaluate their pros and cons
- Understand the impact of societal change on businesses as well as the role of businesses as drivers of societal change
- Are able to derive recommendations for firms and policy makers based on a thorough analysis of trends

**Module contents**
The course centers on the questions of how societal change affects firms and how firms, in turn, contribute to societal change. Toward this end, the first part of the course introduces several important theoretical approaches that help understand societal change from a business perspective, such as Institutional Entrepreneurship or Corporate Political Activity. In addition, students will get to know tools firms use to analyze societal trends. In the second part of the course, students will then form groups to analyze the dynamics, drivers, and consequences of important societal trends with a focus on the role of and implications for firms. Trends, which will be covered in this context, are digitization, automation, mediatization, connectivity, globalization, urbanization, individualism, democratization, social inclusion, gender equality, commercialism, privatization, materialism, income inequality, demographic change, climate change, and resource depletion. The results of the analysis will be presented in class, discussed with the other students, and summarized in a seminar thesis. The main goal of the course is to allow students to derive strategic recommendations for managers and policy makers based on a sound analysis of societal developments.

**Reader's advisory**

**Links**

**Language of instruction** German

**Duration (semesters)** 1 Semester

**Module frequency** jährlich

**Module capacity** unlimited

**Modullevel / module level** BC (Basiscurriculum / Base-curriculum)

**Modulart / type of module** je nach Studiengang Pflicht oder Wahlpflicht

**Lehr-/Lernform / Teaching/Learning method**

**Vorkenntnisse / Previous knowledge**

<table>
<thead>
<tr>
<th>Examination</th>
<th>Time of examination</th>
<th>Type of examination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final exam of module</td>
<td>Thesis to be handed in at the end of semester</td>
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**Course type** Seminar

**SWS** 4.00
<table>
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<tr>
<th>Frequency</th>
<th>SuSe</th>
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</thead>
<tbody>
<tr>
<td>Workload attendance</td>
<td>56 h</td>
</tr>
</tbody>
</table>
wir847 - Advanced Managerial Accounting

Module label: Advanced Managerial Accounting
Module code: wir847
Credit points: 6.0 KP
Workload: 180 h

Applicability of the module:
- Master of Education Programme (Vocational and Business Education) Economics and Business Administration (Master of Education) > Mastermodule
- Master's Programme Business Administration, Economics and Law (Master) > Mantelmodule
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Unternehmensführung"

Responsible persons:
Lehrenden, Die im Modul (Authorized examiners)
Hombach, Katharina (Module responsibility)

Prerequisites:

Skills to be acquired in this module:
The aim of the course is to provide students with a deep knowledge of the theory and concepts in managerial accounting.

Module contents:
- Theory and concept of managerial accounting
- Profit planning
- Budgeting
- Ratios and financial analysis
- Operating performance measures
- Cash flow and segment reporting
- paper discussion on current and special issues.

Reader's advisory:
Garrison, Ray H. et al., Managerial Accounting, latest version.

Links:
http://www.lk2.uni-oldenburg.de/InstBWL/Rewe/

Languages of instruction:
- German, English

Duration (semesters):
1 Semester

Module frequency:
jährlich

Module capacity:
unlimited

Modullevel / module level:
je nach Studiengang Pflicht oder Wahlpflicht

Lehr-/Lernform / Teaching/Learning method:

Vorkenntnisse / Previous knowledge:

Examination:

Time of examination:
vary according to type of examination
Type of examination:
term paper or seminar paper and presentation or written exam or oral exam or portfolio or project paper

Course type:
Lecture
2.00
28
Exercises
2.00
28
Total time of attendance for the module: 56 h
**wir848 - Basic theories of Organisation and Human Resources**

**Module label**
Basic theories of Organisation and Human Resources

**Module code**
wir848

**Credit points**
6.0 KP

**Workload**
180 h

**Applicability of the module**
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Unternehmensführung"
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)

**Responsible persons**
- Gilbert, Jonathan (Module counselling)
- Breisig, Thomas (Authorized examiners)
- Gilbert, Jonathan (Authorized examiners)
- Breisig, Thomas (Module responsibility)

**Prerequisites**

**Skills to be acquired in this module**
Students get to know central theories of organisation and human resources (HR). They are empowered to apply theories in order to explain practical phenomena and to solve practical problems. The ability to put on different "theory glasses" while observing and analysing various organisational and HR practices is fostered. Students learn to deal with different theories in a conscious and critical way, especially through case studies, group work and discussions.

Upon completion of the module, students will:
- be able to explain various classic and modern theories of organisation and human resource theories, differentiate them and reflect them critically;
- be able to apply the theoretical and abstract ways of thinking and perception so as to transfer them on operational decisions;
- develop skills of self-reflection (supported by the technical and didactical concepts).

**Module contents**
Students receive deeper insights into classical and modern theories of organisation and human resource, including:
- Weber's theory of bureaucracy
- Taylor's principles of Scientific Management
- Human Relations approach
- Behavioural decision theory
- Situational approach
- Micro-political approaches
- New Institutional Economics
- Theories of motivation
- Theories of leadership

The presentations and discussions within the seminars also offer possibilities to deepen and broaden these topics according to the student’s interest and latest developments in theory and practice.

**Reader's advisory**

Further literature will be announced during the semester according to the particular lecture/seminar content.

**Links**
www.uol.de/orgpers

**Language of instruction**
German

**Duration (semesters)**
1 Semester

**Module frequency**
jährlich

**Module capacity**
unlimited

**Reference text**
Die Veranstaltung ist im Master Wirtschafts- und Rechtswissenschaften in den Schwerpunkten ManECo und FUGO verwendbar.

**Modulelevel / module level**

**Modulart / typ of module**
Wahlpflicht / Elective

**Lehr-/Lernform / Teaching/Learning method**

**Vorkenntnisse / Previous knowledge**
Praktische Erfahrungen; Grundkenntnisse der Betriebswirtschaftslehre, insbes. in den Bereichen Organisation
<table>
<thead>
<tr>
<th>Examination</th>
<th>Time of examination</th>
<th>Type of examination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final exam of module</td>
<td>Depending on the type of examination during the lecture period, at the end of the lecture period or at the end of the semester</td>
<td>Seminar paper or presentation or written exam or oral exam or portfolio or project report (will be determined and announced at the beginning of the semester by the lecturer)</td>
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<table>
<thead>
<tr>
<th>Course type</th>
<th>Comment</th>
<th>SWS</th>
<th>Frequency</th>
<th>Workload of compulsory attendance</th>
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<td>Exercises</td>
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<td>2.00</td>
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<td>28</td>
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<tr>
<td>Seminar</td>
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**Total time of attendance for the module** 56 h
**wir849 - Advanced Entrepreneurship**

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Module code</td>
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<td>Workload</td>
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<tr>
<td>Applicability of the module</td>
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<tr>
<td>• Master's Programme Business Administration, Economics and Law (Master) &gt; Schwerpunkt &quot;Unternehmensführung&quot;</td>
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<tr>
<td>• Master's Programme Sustainability Economics and Management (Master) &gt; Additional Modules</td>
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<tr>
<td>Responsible persons</td>
<td></td>
</tr>
<tr>
<td>Nicolai, Alexander (Module responsibility)</td>
<td></td>
</tr>
<tr>
<td>Lehrenden, Die im Modul (Authorized examiners)</td>
<td></td>
</tr>
<tr>
<td>Prerequisites</td>
<td>none</td>
</tr>
<tr>
<td>Skills to be acquired in this module</td>
<td>The students will learn the fundamentals of the topic Entrepreneurship, including the challenges of founding enterprises and entrepreneurial action in established companies.</td>
</tr>
<tr>
<td>Module contents</td>
<td>This module deals with the development of business ideas and its realization in business models as well as its perception and evaluation. The content of the lecture further includes issues relating to team-building, resources, and finance, as well as establishing a business plan, the question of the appropriate legal form of an organization, and the specific challenges in the growth stage. Particular aspects will be amplified by guest lecturers from companies.</td>
</tr>
<tr>
<td>Reader's advisory</td>
<td></td>
</tr>
<tr>
<td>Links</td>
<td><a href="http://www.uni-oldenburg.de/wire/entrepreneurship/lehrangebot/veranstaltungen/">Link</a></td>
</tr>
<tr>
<td>Language of instruction</td>
<td>German</td>
</tr>
<tr>
<td>Duration (semesters)</td>
<td>1 Semester</td>
</tr>
<tr>
<td>Module frequency</td>
<td>jährlich</td>
</tr>
<tr>
<td>Module capacity</td>
<td>unlimited</td>
</tr>
<tr>
<td>Reference text</td>
<td>The module consists of a lecture and a seminar. Alternatively, in this module the seminar Eco-Venturing Projekt- und Präsenzseminar are offered.</td>
</tr>
<tr>
<td>Modullevel / module level</td>
<td>---</td>
</tr>
<tr>
<td>Modulart / typ of module</td>
<td>je nach Studiengang Pflicht oder Wahlpflicht</td>
</tr>
<tr>
<td>Lehr-/Lernform / Teaching/Learning method</td>
<td></td>
</tr>
<tr>
<td>Vorkenntnisse / Previous knowledge</td>
<td></td>
</tr>
<tr>
<td>Examination</td>
<td>Time of examination</td>
</tr>
<tr>
<td>Final exam of module</td>
<td>at the end of the semester</td>
</tr>
<tr>
<td>Course type</td>
<td>Comment</td>
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<td>Lecture</td>
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<tr>
<td>Project seminar</td>
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<td>Total time of attendance for the module</td>
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</table>
**wir850 - Start-up Consulting**

**Module label**: Start-up Consulting  
**Module code**: wir850  
**Credit points**: 6.0 KP  
**Workload**: 180 h  
**Applicability of the module**  
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Unternehmensführung"

**Responsible persons**  
Birkner, Stephanie (Module responsibility)

**Prerequisites**  
Keine

**Skills to be acquired in this module**  
Ziel des Moduls ist, den Studierenden interdisziplinäre Perspektiven auf die Beratung (Themen, Personen, Qualifikation) im besonderen Fokus der Begleitung von Gründungsvorhaben näher zu bringen. Das Modul "Gründungsberatung" bietet Studierenden die Möglichkeit, sich sowohl wissenschaftlich als auch anwendungsorientiert mit den Besonderheiten und (zukünftigen) Professionalisierungsausforderungen der Beratung von Gründern/Gründerinnen zu beschäftigen. Zugleich erhalten Sie Einblicke in die Gründerszene. Über die Einbindung eines Gründungsteams als Fallstudiengespräch eröffnet sich den Studierenden die Gelegenheit, ihr Beratungskonzept unter realen Bedingungen zu entwickeln, zu testen und zu evaluieren.

**Module contents**  
Das Modul dient der individuellen Profilbildung der Studierenden und fördert zugleich fachliche, methodische und soziale Kompetenzen. Hierunter fallen:
- Beratungselbstverständnisse und –konzepte
- Besonderheiten der Gründerwelt
- Projektorientiertes Lernen
- Gruppendynamische Prozesse

**Reader's advisory**  
Angaben erfolgen im Modul

**Languages of instruction**  
German, English

**Duration (semesters)**  
1 Semester

**Module frequency**  
WiSe

**Module capacity**  
30

**Modullevel / module level**  
EB (Ergänzungsbereich / Complementary)

**Modulart / typ of module**  
Wahlpflicht / Elective

**Lehr-/Lernform / Teaching/Learning method**  
Blended Learning

**Vorkenntnisse / Previous knowledge**

**Examination**  
Time of examination  
Type of examination  
Final exam of module  
Studienbegleitend + Abschlusspräsentation  
KL

**Course type**  
Seminar

**SWS**  
4.00

**Frequency**  
WiSe

**Workload attendance**  
56 h (56)
### wir851 - Corporate Governance and Control

<table>
<thead>
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<th>Module label</th>
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<tbody>
<tr>
<td>Module code</td>
<td>wir851</td>
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<tr>
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| Applicability of the module       | Master of Education Programme (Vocational and Business Education) Economics and Business Administration (Master of Education) > Mastermodule  
+ Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Auditing, Finance, Taxation" (AFT)  
+ Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Unternehmensführung" |
| Responsible persons               | Lehrenden, Die im Modul (Authorized examiners)                         |
| Hombach, Katharina (Module responsibility) |                                                   |
| Prerequisites                     | none                                                                   |
| Skills to be acquired in this module | By the end of the course students should develop and understand the basic concepts, analytical techniques, instruments and systems to control sustainable corporate success. The students further identify the theoretical background of corporate governance and how corporate governance mechanisms work. Moreover, they develop an up-to-date and mainly practitioner-oriented profile of corporate governance and control systems. They are aware of a controller’s relevance as a corporate conscience and the meaning of controlling as a corporate service. In addition, students identify strategic, operational and department-specific characteristics of corporate control. They argue how to ensure the quality of data and the development of decision-making relevant information. Paper discussions further complement the students’ profile by highlighting current and special issues in the field of corporate governance and control. In summary, students link economic, methodological, and cultural aspects to their personal profile and assess whether an activity as a controller fits to their personal plan for future employment. They further strengthen their ability to develop sustainable solutions for comprehensive and specific economic issues. |
| Module contents                   | In the beginning, the course provides an overview of the historic development as well as conceptions of corporate governance and control in the literature and in practice. It further embeds the role of corporate governance and control within strategic and operational corporate management. The course is further separated in different parts to ensure students’ ability to identify and understand decision-making, coordination and monitoring aspects of corporate governance and control. As such, students analyse corporate actions via the following instruments:  
+ SWOT-Analysis  
+ Porter’s Five Forces Model  
+ Portfolio Analysis  
+ Strategic Cost Management  
+ Linear Programming  
+ Break-Even Analysis  
+ Value Based Management  
+ Ratio Analysis  
+ Balanced Scorecard  
+ Variance Analysis |
<p>| Languages of instruction          | German, English                                                        |
| Duration (semesters)              | 1 Semester                                                             |
| Module frequency                  | jährlich                                                               |
| Module capacity                   | unlimited                                                              |
| Modullevel / module level         | je nach Studiengang Pflicht oder Wahlpflicht                           |
| Modulart / typ of module          |                                                                      |
| Lehr-/Lernform / Teaching/Learning method |                                                      |
| Vorkenntnisse / Previous knowledge |                                                                 |
| Examination                       | Time of examination                                                   |
| Final exam of module              | at the end of the semester                                            |
| Type of examination               | 1 Hausarbeit oder 1 Referat oder 1 Klausur oder 1 mündliche Prüfung oder 1 Projektbericht |
| Course type                       | Comment                                                                |
| SWS                               | Frequency                                                              |
| Workload of compulsory attendance |                                                                 |</p>
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**Total time of attendance for the module**: 56 h
wir852 - International Management

Module label: International Management
Module code: wir852
Credit points: 6.0 KP
Workload: 180 h

Applicability of the module:
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Führung von Unternehmen und gesellschaftliche Organisationen" (FUGO)
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Transnational Economics and Law" (TEL)
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Unternehmensführung"
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)

Responsible persons:
Junker-Michel, Mareike (Module responsibility)
Lehrenden, Die im Modul (Authorized examiners)

Prerequisites:
keine

Skills to be acquired in this module:
The module consists of lecture as well as seminar elements which interlink with each other on a technical and didactical level. By alternating lectures, discussions, and training elements, students get to know the theoretical basics as well as the practical relevance of the module topics. They get the chance to integrate themselves, their theoretical knowledge and practical experiences, and to exchange views with the other students and the lecturer. Different teaching and learning methods support the student’s professional, methodological, social-communicative, and personal competences, e.g. via station learning, role plays and debates, thesis discussions and case study analysis. They work within the entire group as well as small groups.

Attending the course, students
- develop a solid knowledge of this broad subject and are able to relate the various scientific and practical findings with each other and also understand them on a macro-level;
- understand the complex issues, challenges and fields of action in International Management;
- are able to analyse, interpret and manage international economic and business issues within heterogeneous (above all cultural) fields of stakeholders and environments;
- can effectively analyse and apply the strategic, structural and cultural instruments in International Management according to the specific practical context;
- develop skills of self-reflection (supported by the technical and didactical concepts) and are able to press their point within the scientific discussion;
- are able to locate a specific research question within the scientific discussion in the field of International Management and to interlink, reflect and evaluate it accordingly.

Module contents:
Students gain theoretical as well as practical insights in the backgrounds and specific characteristics of International Management. A specific focus will (as a last point) be laid on international Human Resource Management as it provides notably relevant issues in international business administration.

Students deal with foundations, challenges and possible fields of action within the following topics:

- Economic internationalisation and the international firm
  - Characteristics, development and relevance
  - Terminological differentiation and attribution
  - Research and explanatory approaches
- Environment and orientation of international corporations
  - Culture and management
  - Fields and forms of strategy
  - Organisation by structure and processes
  - Responsibility and public affairs
- Relevance of and fields in international Human Resource Management
  - Requirements and organisation of the central HR areas
  - Recruitment and selection
  - Expatriation of employees
  - Intercultural management
  - Social management

The presentations and discussions also offer possibilities to deepen and broaden these topics according to the students interests and latest developments in theory and practice.

Reader's advisory:
Further literature will be announced during the semester according to the particular lecture/seminar content.

**Links**
- www.uol.de/orgpers

**Language of instruction**
- German

**Duration (semesters)**
- 1 Semester

**Module frequency**
- jährlich

**Module capacity**
- unlimited

**Modullevel / module level**
- ---

**Modulart / typ of module**
- Wahlpflicht / Elective

**Vorkenntnisse / Previous knowledge**
- Grundlagenmodule im Bereich Betriebswirtschaftslehre, insbes. Organisation und Personal

**Examination**
- **Time of examination**
  - Depending on the type of examination during the lecture period, at the end of the lecture period or at the end of the semester
  - Seminar paper or presentation or written exam or oral exam or portfolio or project report (will be fixed and announced at the beginning of the semester by the lecturer)

**Course type**

<table>
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<tr>
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<th>SWS</th>
<th>Frequency</th>
<th>Workload of compulsory attendance</th>
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**Total time of attendance for the module**
- 56 h
wir853 - Project Management - Organisation - Human Resources

Module label: Project Management - Organisation - Human Resources
Module code: wir853
Credit points: 6.0 KP
Workload: 180 h
Applicability of the module:
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Unternehmensführung"

Responsible persons:
- Lehrenden, Die im Modul (Authorized examiners)
- Todorova, Teodora (Module counselling)
- Junker-Michel, Mareike (Module counselling)
- Schulze, Herbert (Module counselling)
- Breisig, Thomas (Module counselling)
- Breisig, Thomas (Module responsibility)

Prerequisites:
keine

Skills to be acquired in this module:
- Attending the course, students are familiar with the different methods and techniques in academic research and writing and are able to apply them successfully;
- are able to organise themselves and work problem-oriented within complex learning environments;
- know how to carry out research-oriented work;
- interlink theory and practice in a critical and solution-oriented way;
- know the relevance of theory construction within a scientific process and are able to work therein independently;
- gain deeper knowledge within the specific project topic they work on with emphasis on organisation and/or human resource management;
- are competent to work with others on scientific empirical research in a team situation and are able to develop and document their findings according to scientific standards.

Furthermore, the students are able:
- to locate a specific research question within the scientific discussion in this research area and to interlink, reflect and evaluate it accordingly
- to press their point within the scientific discussion in this research area.

Module contents:
The module consists of two project parts, one per semester, and starts with each summer term. In the beginning, the lecturers present (varying) guiding topics from the field of management, organisation, and human resources (e.g. cooperation and business networks, the flexibilisation of work conditions, workplace health management). Topics from the chair’s current research projects are further integrated. The topics are further specialised by small student groups who work together on them. This means that the lecturers provide suggestions and support (e.g. via different moderation methods) so as to initiate the student’s decisions on their project’s specific topic. Students work in plenary as well as small groups. The specific project topics are further cemented within each of the student’s project group.

For methodological and didactical reasons, it is necessary to stretch the module over two semesters. In the first semester (summer term), students work on the theoretical and conceptual basics, solidify their research topics, and prepare for the empirical project work. The students present their first (in particular theoretical) results as well as their empirical planning and design. During the second semester (winter term), students work intensively on the empirical research part and complete the project by finishing their scientific report. They present their findings within the whole plenary group.

Active (non-receptive) forms of learning are dominating this module. The lecturers are primarily acting in the role of moderators, coaches, coordinators and providers for information.

Reader's advisory:
Methodological reading:

Professional reading:
depending on the student’s specific project topic

Links:
www.uol.de/orgpers

Language of instruction: German

Duration (semesters): 2 Semester
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<td>Wahlpflicht / Elective</td>
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<td>Methoden und Techniken der empirischen Sozialforschung; Grundlagenmodule im Bereich Betriebswirtschaftslehre, insbes. Organisation und Personal</td>
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<td>Along the two semesters within and after the lecture periods</td>
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### wir854 - Current Topics in Managerial Accounting

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<td><strong>Applicability of the module</strong></td>
<td>• Master's Programme Business Administration, Economics and Law (Master) &gt; Schwerpunkt &quot;Unternehmensführung&quot;</td>
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<tr>
<td><strong>Responsible persons</strong></td>
<td>Lehrende, Die im Modul (Authorized examiners)</td>
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<td>Hombach, Katharina (Module responsibility)</td>
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<td><strong>Further responsible persons</strong></td>
<td>Fachgebiet Accounting &amp; Corporate Governance</td>
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<tr>
<td><strong>Prerequisites</strong></td>
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<td><strong>Skills to be acquired in this module</strong></td>
<td>Introducing and applying empirical research methods such as event studies and regression analyses to current questions in AFT through individual projects.</td>
</tr>
<tr>
<td><strong>Module contents</strong></td>
<td>Evaluation of current AFT questions</td>
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<td><a href="http://www.uni-oldenburg.de/accounting/">http://www.uni-oldenburg.de/accounting/</a></td>
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wir886 - Digital Transformation: Strategies and Sustainability

Module label: Digital Transformation: Strategies and Sustainability
Module code: wir886
Credit points: 6.0 KP
Workload: 180 h
  - 4 SWS (56h)
Applicability of the module:
  - Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Führung von Unternehmen und gesellschaftliche Organisationen" (FUGO)
  - Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Unternehmensführung"
Responsible persons:
  - Lehrenden, Die im Modul (Authorized examiners)
  - Hoppmann, Jörn (Module responsibility)

Prerequisites:
The students should:
  - know basic definitions, trends and application areas of digitalization
  - be able to assess the economic effects of digitalization
  - understand corporate strategies and business models in the context of digital transformation
  - know how companies should design processes and structures to promote digitalization in organizations
  - have an overview of social, legal and ethical aspects of digitalization
  - assess the environmental impact of digitalization
  - evaluate digital products, services and business models using ethical and sustainable guidelines
  - independently develop proposals for the integration of ethical, social and ecological criteria in digitalization projects and processes

Skills to be acquired in this module:
The module "Digital Strategy and Sustainability" provides insights into the role digitalization for companies and the associated social discourse. The digital transformation leads to the emergence of new business models, markets and forms of interaction. This requires comprehensive changes in strategic orientation as well as in business processes and structures. In addition, new regulations and standards are required at the societal level in order to meet the ethical, ecological, and societal challenges posed by digitization.

In the first part of the seminar, students are familiarized with the basics and application areas of digitalization as well as the economic, social, and ecological implications. Toward this end, important questions in the context of digital transformation will be raised and discussed drawing on company case studies. Exemplary questions that will be dealt with in this context are:
  - What are the technological drivers of digitalization and what trends can be observed?
  - What is the impact of digital transformation on industries and companies?
  - How can companies design strategies, business models, processes and structures to address the digital transformation?
  - What are the consequences of digitalization on a societal and legal level?
  - How does the digital transformation affect the natural environment?
  - How can social, ethical, and ecological aspects be integrated into digital products, services and business models?
In the second part of the course, students will develop digital business models in teams under the guidance of experienced coaches, taking into account economic, ecological and social/ethical criteria. The results are presented to the other students and company representatives and will be summarized in a term paper. An important part of the term paper is the critical reflection of current methods used to develop digital business models with regard to sustainability criteria.

Reader's advisory:

Links:
Language of instruction: German
Duration (semesters): 1 Semester
Module frequency: Annually
Module capacity: 40
Reference text: Das Modul sollte im 2. Semester besucht werden.
Modullevel / module level: EB (Ergänzungsbereich / Complementary)
Modulart / type of module: Wahlpflicht / Elective
Lehr-/Lernform / Teaching/Learning method: 1 VL und 1 Übung
Vorkenntnisse / Previous knowledge:

93 / 140
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**Total time of attendance for the module** 56 h
**Schwerpunkt "Volkswirtschaftslehre" (VWL)**

**wir808 - Multivariate Statistics**

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**Applicability of the module**
- Master's Programme Business Administration, Economics and Law (Master) > Mantelmodule
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Volkswirtschaftslehre" (VWL)
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)
- Master's Programme Computing Science (Master) > Nicht Informatik
- Master's Programme Environmental Modelling (Master) > Mastermodule
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules

**Responsible persons**
- Stecking, Ralf Werner (Module responsibility)
- Lehrenden, Die im Modul (Authorized examiners)

**Prerequisites**

**Skills to be acquired in this module**

With successful completion of the course, students shall:
- be aware of and be able to evaluate advanced methods of multivariate data analysis.
- be able to select adequate methods in relevant fields of application, like prediction, classification, and segmentation analysis.
- be able to run computer-aided analyses and to interpret the results properly.

**Module contents**

Various methods of quantitative data analysis such as:
- Linear Regression,
- Logistic Regression,
- Linear Discriminant Analysis,
- Principal Component Analysis,
- Feature selection and evaluation methods.

**Reader's advisory**

**Links**
- Language of instruction: German
- Duration (semesters): 1 Semester
- Module frequency: jährlich
- Module capacity: unlimited
- Moduleart / typ of module: MM-PB (Professionalisierungsbereichsmodul im Master)
- Lehr-/Lernform / Teaching/Learning method: je nach Studiengang Pflicht oder Wahlpflicht

**Vorkenntnisse / Previous knowledge**

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<td>written exam or oral exam</td>
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wir821 - International Trade, Production and Change

Module label
International Trade, Production and Change

Module code
wir821

Credit points
6.0 KP

Workload
180 h

Applicability of the module
- kein Abschluss European Studies in Global Perspectives > Society, Economy and Politics
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "China - Wirtschaft und Sprache" (CHI) - Kernmodule
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Transnational Economics and Law" (TEL)
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Volkswirtschaftslehre" (VWL)
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules

Responsible persons
- Trautwein, Hans-Michael (Module responsibility)
- Trautwein, Hans-Michael (Authorized examiners)
- Drews, Dennis (Authorized examiners)
- Bitzer, Jürgen (Authorized examiners)
- Poppitz, Philipp (Authorized examiners)
- Drews, Dennis (Module counselling)
- Bitzer, Jürgen (Module counselling)
- Poppitz, Philipp (Module counselling)

Prerequisites
keine

Skills to be acquired in this module
- Understanding of trade relations, international factor movements and corresponding balance-of-payments mechanisms.
- Capability to discuss structural change in global trade and productions in terms of formal models and case studies.
- Understanding of the causes and alternative strategies of economic integration in regional blocs.
- Understanding of the causes and alternative strategies of economic transformation in emerging markets.
- Ability to research data and evaluate the literature on specific aspects of international trade, production and structural change.

Module contents
The lectures and seminar papers address issues in the following subfields:
- international trade,
- international trade policies and regimes,
- geographical economics,
- foreign direct investment,
- labour migration,
- fragmentation of production,
- regulations of international trade and factor movements,
- development strategies,
- regional integration.

Reader's advisory
Further references to specific topics and current literature will be given in the events.

Links
- Language of instruction: English
- Duration (semesters): 1 Semester
- Module frequency: jährlich
- Module capacity: unlimited
- Reference text: 97 / 140

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<td>Time of examination</td>
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Total time of attendance for the module 56 h
wir823 - International Finance and Exchange Rate Economics

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<td>Trautwein, Hans-Michael (Module responsibility)</td>
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<td>Trautwein, Hans-Michael (Authorized examiners)</td>
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<td>Drews, Dennis (Authorized examiners)</td>
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<td>Drews, Dennis (Module counselling)</td>
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<table>
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<tbody>
<tr>
<td>Understanding of exchange rates as strategic prices in open economies.</td>
</tr>
<tr>
<td>Understanding of the interdependence of balance-of-payments constraints and exchange rates.</td>
</tr>
<tr>
<td>Capability to discuss different models of exchange rate determination.</td>
</tr>
<tr>
<td>Ability to research data and evaluate the literature on specific aspects of financial market globalization and strategies of exchange-rate policy.</td>
</tr>
<tr>
<td>Understanding of the history of fixed-exchange-rate systems.</td>
</tr>
<tr>
<td>Ability to relate the importance of historical experience in international monetary and financial economics.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Skills to be acquired in this module</th>
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</thead>
<tbody>
<tr>
<td>Understanding of exchange rates as strategic prices in open economies.</td>
</tr>
<tr>
<td>Understanding of the interdependence of balance-of-payments constraints and exchange rates.</td>
</tr>
<tr>
<td>Capability to discuss different models of exchange rate determination.</td>
</tr>
<tr>
<td>Ability to research data and evaluate the literature on specific aspects of financial market globalization and strategies of exchange-rate policy.</td>
</tr>
<tr>
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</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Module contents</th>
</tr>
</thead>
<tbody>
<tr>
<td>The lectures address the following issues:</td>
</tr>
<tr>
<td>- exchange rates and the balance of payments,</td>
</tr>
<tr>
<td>- open-economy macroeconomics,</td>
</tr>
<tr>
<td>- exchange rate determination,</td>
</tr>
<tr>
<td>- international financial markets,</td>
</tr>
<tr>
<td>- fixed-exchange-rate systems,</td>
</tr>
<tr>
<td>- currency crises,</td>
</tr>
<tr>
<td>- optimum currency areas and monetary integration,</td>
</tr>
<tr>
<td>- choice of exchange rate regime,</td>
</tr>
<tr>
<td>- financial market regulation.</td>
</tr>
</tbody>
</table>

In the seminar students will present papers on general and topical issues (theoretical models, policy strategies, case studies) in the fields of financial market globalization and exchange-rate policy.

<table>
<thead>
<tr>
<th>Reader's advisory</th>
</tr>
</thead>
<tbody>
<tr>
<td>Selected chapters from:</td>
</tr>
<tr>
<td>And other specific readings for the seminar papers.</td>
</tr>
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</table>

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Language of instruction</td>
</tr>
<tr>
<td>Duration (semesters)</td>
</tr>
<tr>
<td>Module frequency</td>
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<tr>
<td>Module capacity</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Reference text</th>
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</thead>
<tbody>
<tr>
<td>Mitarbeit in Vorlesung und Seminar ist Pflicht für den Erwerb eines Leistungsnachweises.</td>
</tr>
<tr>
<td>Das Seminar wird in der Form eines Blockseminars abgehalten.</td>
</tr>
<tr>
<td>Es gibt eine Vorbesprechung Anfang des Semesters, in der die Themen vergeben werden.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Modullevel / module level</th>
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<tbody>
<tr>
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<tr>
<td>Modulart / typ of module</td>
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</tr>
<tr>
<td>Lehr-/Lernform / Teaching/Learning method</td>
</tr>
<tr>
<td>Vorkenntnisse / Previous knowledge</td>
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<tr>
<td>Examination</td>
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<tr>
<td>Final exam of module</td>
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<td>Course type</td>
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<tr>
<td>Lecture</td>
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<tr>
<td>Seminar</td>
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<tr>
<td>Total time of attendance for the module</td>
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</table>
wir824 - Regulatory and Competition Policy

Module label: Regulatory and Competition Policy
Module code: wir824
Credit points: 6.0 KP
Workload: 180 h

Applicability of the module:
- kein Abschluss European Studies in Global Perspectives > Society, Economy and Politics
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Transnational Economics and Law" (TEL)
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Volkswirtschaftslehre" (VWL)

Responsible persons: Böhringer, Christoph (Module responsibility)

Prerequisites:

Skills to be acquired in this module:
Die Studierenden:
- verstehen die grundlegenden Themen der Wettbewerbs- und Regulierungsökonomik (z.B. die industrieökonomischen Grundlagen, die Anreizproblematik und die praktische Ausgestaltung der Regulierung in verschiedenen Märkten).

Module contents:
The module consists of two courses. Course A deals with the theory of monopoly, the theory of oligopoly, cartels and market entry and the welfare analysis of market structure. Course B deals with topics in international regulatory and competition policy, especially monopoly regulation, economies of scale vs. market power in transnational markets, aims and instruments of European regulatory and competition policy.

Reader's advisory:

Links:

Language of instruction: English
Duration (semesters): 1 Semester
Module frequency: jährlich
Module capacity: unlimited
Modullevel / module level: ---
Modulart / typ of module: je nach Studiengang Pflicht oder Wahlpflicht

Lehr-/Lernform / Teaching/Learning method:
Vorkenntnisse / Previous knowledge:

Examination:
- Time of examination: Zum Ende der Vorlesungszeit
- Type of examination: Klausur oder mündliche Prüfung

Course type: Course or seminar

SWS: 4.00
Frequency: WiSe
Workload attendance: 56 h
wir872 - Advanced Economic Growth

Module label: Advanced Economic Growth
Module code: wir872
Credit points: 6.0 KP
Workload: 180 h

Applicability of the module:
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Volkswirtschaftslehre" (VWL)

Responsible persons:
- Bitzer, Jürgen (Module responsibility)
- Lehrenden, Die im Modul (Authorized examiners)

Prerequisites:
The students are able to:
- understand and reproduce the models of the neoclassical and endogenous growth theory,
- understand, discuss and present a current research paper in the field of economic growth.

Module contents:
The module consists of a lecture and a seminar. In the lecture, the fundamental growth models of the neoclassical and the endogenous growth theory are discussed in detail. In the seminar, the student presents a current research paper from the field of economic growth, which was published in an international refereed journal.

Reader's advisory:

Links:
Languages of instruction: German, English
Duration (semesters): 1 Semester
Module frequency: jährlich
Module capacity: unlimited

Reference text:

Modullevel / module level: ---
Modulart / typ of module: je nach Studiengang Pflicht oder Wahlpflicht

Vorkenntnisse / Previous knowledge:

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<th>Type of examination</th>
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<td>term paper or seminar paper and presentation or written exam or oral exam or portfolio or project paper</td>
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Course type | Comment | SWS | Frequency | Workload of compulsory attendance |
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Total time of attendance for the module: 56 h
**wir873 - Applied Economics**

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<td>Master's Programme Business Administration, Economics and Law (Master) &gt; Schwerpunkt “Volkswirtschaftslehre” (VWL)</td>
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<td>Responsible persons</td>
<td>Bitzer, Jürgen (Module responsibility) Lehrenden, Die im Modul (Authorized examiners)</td>
</tr>
</tbody>
</table>

**Prerequisites**

The students are able to:
- develop an empirical research project,
- collect the required data,
- carry out an econometric analysis,
- interpret, discuss and present the results.

**Module contents**

The module consists of a lecture and a seminar. In the lecture, the students develop their research project and present their work process. In the bloc seminar, the students present their results and discuss them.

**Reader's advisory**

**Languages of instruction**

German, English

**Duration (semesters)**

1 Semester

**Module frequency**

jährlich

**Module capacity**

unlimited

**Reference text**


**Modullevel / module level**

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**Modulart / typ of module**

je nach Studiengang Pflicht oder Wahlpflicht

**Lehr-/Lernform / Teaching/Learning method**

**Vorkenntnisse / Previous knowledge**

**Examination**

<table>
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**Final exam of module**

**Course type**

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<tr>
<td>Seminar</td>
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**Total time of attendance for the module**

56 h
wir875 - Forecasting Methods

Module label: Forecasting Methods
Module code: wir875
Credit points: 6.0 KP
Workload: 180 h

Applicability of the module
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Volkswirtschaftslehre" (VWL)
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)
- Master's Programme Computing Science (Master) > Nicht Informatik

Responsible persons
Stecking, Ralf Werner (Module responsibility)
Lehrenden, Die im Modul (Authorized examiners)

Prerequisites

Skills to be acquired in this module
With successful completion of the course, students shall:
- be aware of and be able to evaluate quantitative forecasting methods.
- be able to select adequate methods in relevant fields of application, like time series and classification analysis.
- be able to run computer-aided analyses and to interpret the results properly.

Module contents
Various aspects of quantitative forecasting methods such as:
- Time series components,
- Trend and seasonal methods,
- Stationarity,
- Multivariate forecasting methods,
- Autoregressive and moving average processes,
- Box-Jenkins method.

Reader's advisory
Thome, H. (2005): Zeitreihenanalyse, München

Links

Language of instruction: German
Duration (semesters): 1 Semester
Module frequency: halbjährlich
Module capacity: unlimited
Module level / module level: ---
Modulart / typ of module: je nach Studiengang Pflicht oder Wahlpflicht
Lehr-/Lernform / Teaching/Learning method
Vorkenntnisse / Previous knowledge

104 / 140
<table>
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<th>Type of examination</th>
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<tbody>
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<td>end of semester</td>
<td>written exam or oral exam or term paper or seminar paper and presentation</td>
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<tr>
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<th>SWS</th>
<th>Frequency</th>
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<tr>
<td>Lecture</td>
<td></td>
<td>2.00</td>
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<tr>
<td>Exercises</td>
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<td>2.00</td>
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</table>

Total time of attendance for the module 56 h
wir876 - Topics in Economic Research

Module label | Topics in Economic Research
Module code | wir876
Credit points | 6.0 KP
Workload | 180 h

**Applicability of the module**
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Volkswirtschaftslehre" (VWL)
- Master's Programme Water and Coastal Management (Master) > Socioeconomics

**Responsible persons**
- Bitzer, Jürgen (Module responsibility)
- Böhringer, Christoph (Module responsibility)
- Helm, Carsten (Module responsibility)
- Trautwein, Hans-Michael (Module responsibility)
- Lehrenden, Die im Modul (Authorized examiners)

**Prerequisites**

**Skills to be acquired in this module**
Students have the opportunity to take an economics module of their choice (worth 6 CP) at the master's level. This can also take place at another university or during studies abroad.

Students are required to:
- independently engage with a topic using scientific methods,
- independently research and make use of current academic literature,
- integrate their topic into an academic discussion.

**Module contents**
This is dependent upon the module chosen.

**Reader's advisory**

**Links**

**Languages of instruction**

**Duration (semesters)**
1 Semester

**Module frequency**
halbjährlich

**Module capacity**
unlimited

**Modullevel / module level**
---

**Modulart / typ of module**
je nach Studiengang Pflicht oder Wahlpflicht

**Lehr-/Lernform / Teaching/Learning method**

**Vorkenntnisse / Previous knowledge**

**Examination**

**Time of examination**
Final exam of module will be announced in the first session

**Type of examination**
term paper or presentation or written exam or oral exam or portfolio.

**Course type**

<table>
<thead>
<tr>
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<th>Comment</th>
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<th>Frequency</th>
<th>Workload of compulsory attendance</th>
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<td>Exercises</td>
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<td>SuSe and WiSe</td>
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**Total time of attendance for the module**
56 h
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<thead>
<tr>
<th>Module label</th>
<th>Labour Markets in the European Union</th>
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<tbody>
<tr>
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<td>Credit points</td>
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<td>Workload</td>
<td>180 h</td>
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<td>Applicability of the module</td>
<td>• Master's Programme Business Administration, Economics and Law (Master) &gt; Schwerpunkt &quot;Volkswirtschaftslehre&quot; (VWL)</td>
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<td>Responsible persons</td>
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<td>Prerequisites</td>
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<tr>
<td>Skills to be acquired in this module</td>
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<td>Module contents</td>
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<td>Reader's advisory</td>
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<td>Links</td>
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<td>Languages of instruction</td>
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<td>Duration (semesters)</td>
<td>1 Semester</td>
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<td>Module frequency</td>
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<td>Module capacity</td>
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<td>SPM (Schwerpunktmodul / Main emphasis)</td>
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<td>je nach Studiengang Pflicht oder Wahlpflicht</td>
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<td>Lehr-/Lernform / Teaching/Learning method</td>
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<td>Vorkenntnisse / Previous knowledge</td>
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<td>Examination</td>
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<td>Time of examination</td>
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<td>Type of examination</td>
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<td>Final exam of module</td>
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<td>Time of examination</td>
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<td>Type of examination</td>
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<tr>
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<td>SWS</td>
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<td>Frequency</td>
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<td>Workload attendance</td>
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wir878 - Public Economics

Module label: Public Economics
Module code: wir878
Credit points: 6.0 KP
Workload: 180 h

Applicability of the module:
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Volkswirtschaftslehre" (VWL)
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules
- Master's Programme Water and Coastal Management (Master) > Socioeconomics

Responsible persons:
Meya, Jasper (Module counselling)
Helm, Carsten (Module responsibility)
Lehrenden, Die im Modul (Authorized examiners)

Prerequisites:
None

Skills to be acquired in this module:
The students are able to:
- understand sources of market failures and government failures
- understand taxing and spending activities of governments
- understand the distinction between normative and positive perspectives in the evaluation of government policy
- apply economic methods to current issues in public economics
- present their research result in the form of written papers and oral presentations

Module contents:
The course covers key concepts of public economics, which studies how government taxing and spending activities affect the economy – economic efficiency and the distribution of income and wealth.

Lecture: After introducing the theory and methodology of public economics, we discuss a historical and theoretical overview of the public sector. We then focus on departures from efficiency (especially asymmetric information), taxation issues (including tax evasion, fiscal federalism and tax competition among independent jurisdictions), and the intertemporal issue of social security (especially pension system).

Seminar: Covers current issues in public economics, e.g. reform of health care or pension system.

Reader's advisory:

Links:
http://www.fiwi.uni-oldenburg.de/

Languages of instruction:
German, English

Duration (semesters):
1 Semester

Module frequency:
jährlich

Module capacity:
unlimited

Reference text:
The seminar will be conducted as a block seminar

Modullevel / module level:
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Modulart / typ of module:
je nach Studiengang Pflicht oder Wahlpflicht

Lehr-/Lernform / Teaching/Learning method:

Vorkenntnisse / Previous knowledge:

Examination:

Final exam of module:

Course type:
- Lecture and seminar
- Seminar

Comment:

Time of examination:
end of semester

Type of examination:
seminar paper end presentation

SWS:
2.00

Frequency:
WiSe

Workload of compulsory attendance:
28

28
<table>
<thead>
<tr>
<th>Course type</th>
<th>Comment</th>
<th>SWS</th>
<th>Frequency</th>
<th>Workload of compulsory attendance</th>
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<tbody>
<tr>
<td>Total time of attendance for the module</td>
<td></td>
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<td>56 h</td>
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wir901 - Environmental Economics

Module label: Environmental Economics
Module code: wir901
Credit points: 6.0 KP
Workload: 180 h
Lecture: 3 SWS (42h)
Exercise: 1 SWS (14h)

Applicability of the module
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Volkswirtschaftslehre" (VWL)
- Master's Programme Computing Science (Master) > Nicht Informatik
- Master's Programme Sustainability Economics and Management (Master) > Basic and Accentuation Modules

Responsible persons
Helm, Carsten (Module counselling)
Lehrenden, Die im Modul (Authorized examiners)
Helm, Carsten (Module responsibility)

Prerequisites
Keine

Skills to be acquired in this module
Know and be able to apply fundamental concepts and figures of thought in environmental economics; be able to analyse and evaluate environmental problems and solution approaches; practice scientific methods and the ability to discuss; be able to classify environmental economics in the context of interdisciplinary sustainability research.

Module contents
Economic analysis of environmental impacts (property rights, external effects, market failure); ethical aspects of environmental economics, instruments of environmental policy (tradable permits, taxes, subsidies, liability law); innovation and adaptation of new technologies; international environmental problems.

Reader's advisory

Links
Language of instruction: English
Duration (semesters): 1 Semester
Module frequency: Annually
Module capacity: unlimited
Modulart / typ of module: je nach Studiengang Pflicht oder Wahlpflicht
Lehr-/Lernform / Teaching/Learning method: Vorlesung und Übung

Vorkenntnisse / Previous knowledge
Examination: Time of examination: Type of examination
Final exam of module: At the end of the lecture period: Written exam; bonus through solution of exercises
Course type: Comment: SWS: Frequency: Workload of compulsory attendance
Lecture: 2.00: 28
Exercises: 2.00: 28

Total time of attendance for the module: 56 h
**wir911 - Advanced Topics of Sustainability Economics**

**Module label**  
Advanced Topics of Sustainability Economics

**Module code**  
wir911

**Credit points**  
6.0 KP

**Workload**  
180 h

**Applicability of the module**
- kein Abschluss European Studies in Global Perspectives > Society, Economy and Politics  
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Volkswirtschaftslehre" (VWL)  
- Master's Programme Sustainability Economics and Management (Master) > Basic and Accentuation Modules

**Responsible persons**
- Böhringer, Christoph (Module responsibility)  
- Siebenhüner, Bernd (Module responsibility)  
- Lehrenden, Die im Modul (Authorized examiners)  
  - Asane-Otoo, Emmanuel (Module counselling)  
  - Schneider, Jan (Module counselling)

**Prerequisites**
none

**Skills to be acquired in this module**
This course aims at giving students an understanding of reasons, goals and instruments for climate policy, as well as implied complications due to the long term characteristics and the international dimension of climate change. Students first learn basics about the natural science of climate change and the main statements of climate research about the anthropogenic contribution to climate change. The economic interpretation of high pollution as a symptom of a market failure then leads to the treatment of policy instruments, and the understanding of economic efficiency as a prerequisite for effective climate policy. Game theoretic analysis of international negotiations and agreements provides key insights about the international dimension of the problem. By means of practical examples students then see in detail the functionality and pitfalls of selected implemented (or currently discussed) policies, e.g. the EU-ETS. With successful completion of the course, students shall be able to judge climate policy issues on an informed scientific basis (natural science and economics).

**Module contents**
- Natural science of climate change: greenhouse effect; measures, causes and impacts of climate change.  
- Economics of climate change: market failures (public goods, externalities); game theory of international agreements (prisoner’s dilemma, chicken game, assurance game, repeated games, continuous choice); environmental policy instruments (especially taxes, tradable permits), Climate policy in practice: EU-ETS (pitfalls: market segmentation, conditional grandfathering, lobbying); emission taxes and the EU-ETS; interaction between black and green quotas; embodied carbon tariffs.

**Reader's advisory**
Perman et al (2003), Natural resource and Environmental Economics, Pearson, 3rd edition  
or  

**Links**

**Languages of instruction**
German, English

**Duration (semesters)**
1 Semester

**Module frequency**
halbjährlich

**Module capacity**
unlimited

**Modullevel / module level**
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**Modulart / typ of module**
je nach Studiengang Pflicht oder Wahlpflicht

**Lehr-/Lernform / Teaching/Learning method**

**Vorkenntnisse / Previous knowledge**

**Examination**

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**Final exam of module**

<table>
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<th>SWS</th>
<th>Frequency</th>
<th>Workload of compulsory attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture</td>
<td></td>
<td>2.00</td>
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<tr>
<td>Exercises</td>
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<td>2.00</td>
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<td>28</td>
</tr>
<tr>
<td>Seminar</td>
<td></td>
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**Total time of attendance for the module**
56 h
Schwerpunkt "China - Wirtschaft und Sprache" (CHI) - Kernmodule

wir801 - Concepts of Organisation and Management

<table>
<thead>
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<th>Module label</th>
<th>Concepts of Organisation and Management</th>
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<tr>
<td>Module code</td>
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<tr>
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<tr>
<td>Workload</td>
<td>180 h</td>
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</table>

**Applicability of the module**
- Master's Programme Business Administration, Economics and Law (Master) > Mantelmodule
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "China - Wirtschaft und Sprache" (CHI) - Kernmodule
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)
- Master's Programme Management Consulting (Master) > Mastermodule

**Responsible persons**
- Breisig, Thomas (Module responsibility)
- Lehrenden, Die im Modul (Authorized examiners)
- Wengelowski, Peter (Module counselling)
- Gilbert, Jonathan (Module counselling)
- Breisig, Thomas (Module counselling)

**Prerequisites**
- keine

**Skills to be acquired in this module**
Students get to know selected concepts of organisation and management. Their respective objectives, instruments and methods are discussed and their use in everyday business is critically reflected. Students learn to deal with different management concepts in a conscious and critical way, especially through case studies and discussions.

Upon completion of the module, students will:
- be familiar with the emergence, development, and content of various management concepts;
- be able to convey key findings of the various management concepts to practical issues in the field of organisation and management;
- develop skills of self-reflection (supported by the technical and didactical concepts).

**Module contents**
Students receive deeper insights into concepts of organisation and management, including:
- Lean Management
- Change Management
- Quality Management
- Business Process Reengineering

The presentations and discussions within the seminars also offer possibilities to deepen and broaden these topics according to the student’s interest and current developments in theory and practice, e. g. Balanced Scorecard, Learning Organisation, Organisational Culture, Worker Participation, Networks, Diversity Management, Management by Objectives.

**Reader's advisory**

Further literature will be announced during the semester according to the particular lecture/seminar content.

**Links**
www.uol.de/orgpers

**Language of instruction**
German

**Duration (semesters)**
1 Semester

**Module frequency**
yährlich

**Module capacity**
unlimited

**Reference text**
Das Modul muss im Masterstudiengang Wirtschafts- und Rechtswissenschaften als Basismodul von allen Schwerpunkten gewählt werden.

**Modullevel / module level**
je nach Studiengang Pflicht oder Wahlpflicht

**Lehr-/Lernform / Teaching/Learning method**
Praktische Erfahrungen; Kenntnisse aus den Bachelor-Modulen: Organisation und Human Resource Management
<table>
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<th>Type of examination</th>
</tr>
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<tbody>
<tr>
<td><strong>Final exam of module</strong></td>
<td>Depending on the type of examination during the lecture period, at the end of the lecture period or at the end of the semester</td>
<td>Seminar paper or presentation or written exam or oral exam or portfolio or project report (will be determined and announced at the beginning of the semester by the lecturer)</td>
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<table>
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<th>Comment</th>
<th>SWS</th>
<th>Frequency</th>
<th>Workload of compulsory attendance</th>
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</thead>
<tbody>
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<td>28</td>
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<tr>
<td>Seminar</td>
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<td>2.00</td>
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Total time of attendance for the module 56 h
**wir803 - Advanced Macroeconomics**

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<tbody>
<tr>
<td>Module code</td>
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<td>Credit points</td>
<td>6.0 KP</td>
</tr>
<tr>
<td>Workload</td>
<td>180 h</td>
</tr>
</tbody>
</table>
| Applicability of the module   | Master's Programme Business Administration, Economics and Law (Master) > Mantelmodule  
                                 | Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "China - Wirtschaft und Sprache" (CHI) - Kernmodule |
| Responsible persons           | Trautwein, Hans-Michael (Module responsibility)  
                                 | Drews, Dennis (Authorized examiners)  
                                 | Trautwein, Hans-Michael (Authorized examiners)  
                                 | Bitzer, Jürgen (Authorized examiners)  
                                 | Poppitz, Philipp (Authorized examiners)  
                                 | Bitzer, Jürgen (Module counselling)  
                                 | Poppitz, Philipp (Module counselling) |
| Prerequisites                 |                         |
| Skills to be acquired in this module | Understanding of the interdependence of goods markets, labour markets and financial markets in the economy  
                                 | Ability to assess controversial views of the causes of output fluctuations (business cycles), inflation and unemployment  
                                 | Ability to present and evaluate different concepts of macroeconomic stabilization by way of fiscal and monetary policies  
                                 | Ability to describe and handle (simple) dynamic models of output, price-level and employment fluctuations and economic growth |
| Module contents               | The lectures address the following issues:  
                                 | the development of macroeconomic thinking,  
                                 | output fluctuations, inflation and unemployment,  
                                 | statics and dynamics in macroeconomic theories,  
                                 | open economy macroeconomics,  
                                 | business cycles,  
                                 | economic growth and innovations,  
                                 | microfoundations of macroeconomics,  
<pre><code>                             | policy rules. |
                             | Spezifische Literaturangaben zu einzelnen Vorlesungsinhalten werden in der Vorlesung bekannt gegeben. |
</code></pre>
<p>| Links                         |                         |
| Language of instruction       | English                 |
| Duration (semesters)          | 1 Semester              |
| Module frequency              | jährlich                 |
| Module capacity               | unlimited                |
| Reference text                | Die Veranstaltung wird in flexibler Form als Kombination von Vorlese- und Übungselementen gehalten. Die Studierenden können Leistungsnachweise erwerben, indem sie Übungen vorbereiten und durchführen (Referate; bei sehr großen Teilnehmerzahlen werden zusätzlich auch Klausuren angeboten). Die Verteilung der Übungsthemen findet im Rahmen der Auftaktveranstaltung statt. |
| Modullevel / module level     |                         |
| Modulart / typ of module      | je nach Studiengang Pflicht oder Wahlpflicht |
| Lehr-/Lernform / Teaching/Learning method |                         |</p>
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<th>Type of examination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final exam of module</td>
<td>Zum Ende des Semesters</td>
<td>Referat (bei sehr großer Teilnehmerzahl: Klausur als Wahlmöglichkeit) oder mündliche Prüfung</td>
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</table>

<table>
<thead>
<tr>
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<th>Comment</th>
<th>SWS</th>
<th>Frequency</th>
<th>Workload of compulsory attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture</td>
<td></td>
<td>2.00</td>
<td></td>
<td>28</td>
</tr>
<tr>
<td>Exercises</td>
<td></td>
<td>2.00</td>
<td></td>
<td>28</td>
</tr>
</tbody>
</table>

**Total time of attendance for the module** 56 h
## wir814 - Strategic Management

<table>
<thead>
<tr>
<th><strong>Module label</strong></th>
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<tbody>
<tr>
<td><strong>Module code</strong></td>
<td>wir814</td>
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<tr>
<td><strong>Credit points</strong></td>
<td>6.0 KP</td>
</tr>
<tr>
<td><strong>Workload</strong></td>
<td>180 h</td>
</tr>
</tbody>
</table>
| **Applicability of the module** | Master's Programme Business Administration, Economics and Law (Master) > Mantelmodule  
Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "China - Wirtschaft und Sprache" (CHI) - Kernmodule  
Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)  
Master's Programme Computing Science (Master) > Nicht Informatik |
| **Responsible persons** | Hoppmann, Jörn (Module responsibility)  
Lehrenden, Die im Modul (Authorized examiners) |
| **Prerequisites** | Keine |
| **Skills to be acquired in this module** | Students...  
- Know advanced theoretical concepts, research streams, and frameworks of in the field of Strategic Management  
- Understand the links between different theories and are able to critically question them  
- Can apply theories to understand and interpret organizational dynamics in daily life  
- Are able to develop solutions for concrete practical challenges in companies in the context of Strategic Management based on the concepts and frameworks they have learned  
- Can put the newly acquired knowledge into a broader context, so it can be deepened in the further professional life |
| **Module contents** | The course offers an overview of advanced concepts and frameworks in the field of Strategic Management. At the beginning, the course will provide a brief introduction into the historical development, goals, and research streams of the field. In this context, important terms, methods, and philosophical approaches of (management) research will be clarified. Subsequently, students form groups to analyze selected scientific articles with regard to their theoretical relevance and practical implications. Theoretical topics that will be covered in depth are:  
1. Top Management Teams, Upper Echelons und Corporate Governance  
2. Resource- and Capability-based Approaches  
4. Institutional Theory, Institutional Work/Entrepreneurship and Social Movements  
5. Organizational Cognition, Identity, and Framing  
6. Organizational Learning and Ambidexterity  
7. Organizational networks and ecosystems  
The results of the analysis will be summarized in a seminar thesis, presented in class, and discussed with the other students. The main goal of the course is to equip students with advanced concepts, which allow them to understand organizational dynamics, question established practices in firms, and develop new solutions that go beyond the application of standard instruments. |
| **Links** | Language of instruction | German  
Duration (semesters) | 1 Semester  
Module frequency | jährlich |
<table>
<thead>
<tr>
<th>Module capacity</th>
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<tbody>
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<tr>
<td>Modulart / typ of module</td>
<td>je nach Studiengang Pflicht oder Wahlpflicht</td>
</tr>
<tr>
<td>Lehr-/Lernform / Teaching/Learning method</td>
<td></td>
</tr>
<tr>
<td>Vorkenntnisse / Previous knowledge</td>
<td></td>
</tr>
<tr>
<td>Examination</td>
<td>Time of examination</td>
</tr>
<tr>
<td>Final exam of module</td>
<td>Zum Ende des Semesters</td>
</tr>
<tr>
<td>Course type</td>
<td>Comment</td>
</tr>
<tr>
<td>Lecture</td>
<td>2.00</td>
</tr>
<tr>
<td>Seminar</td>
<td>2.00</td>
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<tr>
<td>Total time of attendance for the module</td>
<td>56 h</td>
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</table>
wir821 - International Trade, Production and Change

<table>
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<tr>
<td>Module code</td>
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<tr>
<td>Credit points</td>
<td>6.0 KP</td>
</tr>
<tr>
<td>Workload</td>
<td>180 h</td>
</tr>
</tbody>
</table>

Applicability of the module

- kein Abschluss European Studies in Global Perspectives > Society, Economy and Politics
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "China - Wirtschaft und Sprache" (CHI) - Kernmodule
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Transnational Economics and Law" (TEL)
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Volkswirtschaftslehre" (VWL)
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules

Responsible persons

- Trautwein, Hans-Michael (Module responsibility)
- Trautwein, Hans-Michael (Authorized examiners)
- Drews, Dennis (Authorized examiners)
- Bitzer, Jürgen (Authorized examiners)
- Poppitz, Philipp (Authorized examiners)
- Drews, Dennis (Module counselling)
- Bitzer, Jürgen (Module counselling)
- Poppitz, Philipp (Module counselling)

Prerequisites

keine

Skills to be acquired in this module

- Understanding of trade relations, international factor movements and corresponding balance-of-payments mechanisms.
- Capability to discuss structural change in global trade and productions in terms of formal models and case studies.
- Understanding of the causes and alternative strategies of economic integration in regional blocs.
- Understanding of the causes and alternative strategies of economic transformation in emerging markets.
- Ability to research data and evaluate the literature on specific aspects of international trade, production and structural change.

Module contents

The lectures and seminar papers address issues in the following subfields:

- international trade,
- international trade policies and regimes,
- geographical economics,
- foreign direct investment,
- labour migration,
- fragmentation of production,
- regulations of international trade and factor movements,
- development strategies,
- regional integration.

Reader's advisory


Further references to specific topics and current literature will be given in the events.

Links

Language of instruction

English

Duration (semesters)

1 Semester

Module frequency

jährlich

Module capacity

unlimited

Reference text
Mitarbeit in Vorlesung und Seminar ist Pflicht für den Erwerb eines Leistungsnachweises, der als Referat im Seminar erbracht wird.
Das Seminar wird in der Form eines Blockseminars abgehalten.
Es gibt eine Vorbereitung Anfang des Semesters, in der die Themen vergeben werden.

| Modullevel / module level | | |
|---------------------------|-----------------------------|
| Modulart / typ of module | je nach Studiengang Pflicht oder Wahlpflicht |
| Lehr-/Lernform / Teaching/Learning method | Vorlesung mit begleitendem Seminar |

<table>
<thead>
<tr>
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<th>Type of examination</th>
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<td>seminar paper and presentation</td>
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<th>SWS</th>
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<th>Workload of compulsory attendance</th>
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<tbody>
<tr>
<td>Lecture</td>
<td>2.00</td>
<td>28</td>
<td></td>
<td>28</td>
</tr>
<tr>
<td>Seminar</td>
<td>2.00</td>
<td>28</td>
<td></td>
<td>28</td>
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| Total time of attendance for the module | 56 h |
**wir863 - Business and Legal Chinese I**

<table>
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<td>Module code</td>
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<tr>
<td>Workload</td>
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</table>

**Applicability of the module**
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "China - Wirtschaft und Sprache" (CHI) - Kernmodule
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules

**Responsible persons**
- Lehrenden, Die im Modul (Authorized examiners)
- Wang, Hongrui (Module counselling)
- Trautwein, Hans-Michael (Module responsibility)

**Prerequisites**
At the end of the course, successful students:
- communicate in everyday life and work environments,
- recognize and understand 200 characters and words,
- understand frequently used expressions,
- understand simple meanings in familiar contexts, clear instructions, standard questions and informations when pronounced slowly and clearly,
- pose and answer questions in familiar contexts,
- provide personal information in spoken and written form,
- write about themselves in simple meanings.

**Module contents**
- Thematic vocabulary concerning personal information, basics of everyday life, shopping, simple standard transactions etc.
- Reading: simple dialogues and texts from everyday life
- Listening: short and simple dialogues from everyday life
- Speaking: short dialogues in everyday life situations
- Writing: short texts on personal information, questionnaires and forms
- Self-learning: work with the portfolio, individual training

**Reader's advisory**

**Languages of instruction**
English, Chinese

**Module frequency**
jährlich

**Module capacity**
unlimited

**Lehr-/Lernform / Teaching/Learning method**
MM-PB (Professionalsierungsbereichsmodul im Master)

**Vorkenntnisse / Previous knowledge**
<table>
<thead>
<tr>
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<th>Time of examination</th>
<th>Type of examination</th>
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<tbody>
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<td>last week of term</td>
<td>oral exam, written exam or portfolio</td>
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**Course type**
Seminar

**SWS**
4.00

**Frequency**
WiSe

**Workload attendance**
56 h
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<th>Law in China</th>
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<tr>
<td>Module code</td>
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<tr>
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<td>6.0 KP</td>
</tr>
<tr>
<td>Workload</td>
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</table>

**Applicability of the module**
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "China - Wirtschaft und Sprache" (CHI) - Kernmodule

**Responsible persons**
- Wang, Hongrui (Module counselling)
- Lehrenden, Die im Modul (Authorized examiners)
- Trautwein, Hans-Michael (Module responsibility)

**Prerequisites**
- keine

**Skills to be acquired in this module**
- At the end of the course, successful students:
  - are capable of self-orientation in the legal system of the PR China,
  - decide competently about the use of consultancy and advocacy in selected cases,
  - assess the role of Chinese law in standard business,
  - understand the significance and contexts of the legal system in China and adapt their communication with Chinese partners accordingly.

**Module contents**
- Brief history of law in China
- Material law in the PR China
- Legal institutions in the PR China
- The role of lawyers
- Institutions of dispute settlement
- Sino-German dialogues on legal matters

**Links**
http://www.ICOLAIR.de

**Language of instruction**
- English

**Duration (semesters)**
- 1 Semester

**Module frequency**
- jährlich

**Module capacity**
- unlimited

**Modullevel / module level**
- ---

**Modulart / typ of module**
- je nach Studiengang Pflicht oder Wahlpflicht

**Lehr-/Lernform / Teaching/Learning method**

**Vorkenntnisse / Previous knowledge**

<table>
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<td>oral exam, written exam or paper presentation</td>
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**Course type**

<table>
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<tbody>
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</table>

**Workload of compulsory attendance**
- 28
- 28

**Total time of attendance for the module**
- 56 h
wir866 - Business and Legal Chinese II

Module label
Business and Legal Chinese II

Module code
wir866

Credit points
6.0 KP

Workload
180 h

Applicability of the module
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "China - Wirtschaft und Sprache" (CHI) - Kernmodule
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules

Responsible persons
Trautwein, Hans-Michael (Module responsibility)
Lehrenden, Die im Modul (Authorized examiners)
Wang, Hongrui (Module counselling)

Prerequisites
Skills to be acquired in this module
- At the end of the course, successful students:
  - recognize and read more than 400 Hanzi and understand simple letters and stories about everyday life situations,
  - understand simple dialogues in familiar contexts when pronounced slowly and clearly,
  - are familiar with Chinese intonation and can correctly reproduce it in pronunciation in simple dialogues,
  - provide important information and can make and react to proposals,
  - can identify frequently occurring radicals in Hanzi unknown to them
  - write the pen strokes in Chinese characters in correct sequence
  - write simple letters, dialogues and essays on familiar topics.

Module contents
Thematic vocabulary concerning personal information, education, travelling, basic academic matters etc.
Reading: short dialogues and texts from everyday life
Listening: short dialogues, colloquial talks
Speaking: self-presentation and descriptions
Writing: letters, dialogues and essays
Self-learning: work with the portfolio, individual training

Reader's advisory
Textbook HANYU JIAOCHEANG 1A and 1B (1st ed. 2006, continuously updated):
Beijing: Beijing Language and Culture University Press.

Links
Languages of instruction
English, Chinese

Duration (semesters)
1 Semester

Module frequency
jährlich

Module capacity
unlimited

Modulelevel / module level
---

Modulart / typ of module
je nach Studiengang Pflicht oder Wahlpflicht

Lehr-/Lernform / Teaching/Learning method
Vorkenntnisse / Previous knowledge

Examination
Time of examination
Type of examination
Final exam of module
last week of term
oral exam or written exam or portfolio

Course type
Seminar

SWS
4.00

Frequency

Workload attendance
56 h
Economy and Culture in China

Module label: Economy and Culture in China
Module code: wir867
Credit points: 6.0 KP
Workload: 180 h

Applicability of the module: Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "China - Wirtschaft und Sprache" (CHI) - Kernmodule

Responsible persons:
- Schüler, Klaus (Module counselling)
- Wang, Hongrui (Module counselling)
- Trautwein, Hans-Michael (Authorized examiners)
- Schüler, Klaus (Authorized examiners)
- Wang, Hongrui (Authorized examiners)
- Trautwein, Hans-Michael (Module responsibility)

Prerequisites:

Skills to be acquired in this module:
- At the end of the course, successful students:
  - are familiar with the main traits of Chinese history,
  - know important schools of thought and their impact on current thinking in the Chinese society,
  - comprehend major cultural differences between China and Europe,
  - are informed about major developments in the economic history of China,
  - make use of qualitative and quantitative indicators of the transformation of the Chinese economy since 1978,
  - have an understanding of the specific role of the state in coping with structural change in China.

Module contents:
- Introduction to Chinese history
- Foundations of Chinese philosophy and religion
- Intercultural communication
- Economic development of China
- Quantitative analysis of economic transformation
- Stabilization policy in times of crisis and structural change

Reader's advisory:

Links:

Languages of instruction: German, English
Duration (semesters): 1 Semester
Module frequency: jährlich
Module capacity: unlimited

Modullevel / module level: je nach Studiengang Pflicht oder Wahlpflicht

Lehr-/Lernform / Teaching/Learning method:

Vorkenntnisse / Previous knowledge:

Examination:
- Time of examination: end of term
- Type of examination: paper presentation or oral exam

Final exam of module:
- Type of examination: paper presentation or oral exam

Course type:
- Lecture: 2.00 SWS, 28 Frequency
- Seminar: 2.00 SWS, 28 Frequency

Total time of attendance for the module: 56 h
wir815 - Modern Transformations of International and EU Economic Law

Module label | Modern Transformations of International and EU Economic Law
Module code | wir815
Credit points | 6.0 KP
Workload | 180 h
Applicability of the module
- Master's Programme Business Administration, Economics and Law (Master) > Mantelmodule
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Auditing, Finance, Taxation" (AFT)
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "China - Wirtschaft und Sprache" (CHI) - Kernmodule
Responsible persons
- Godt, Christine (Module responsibility)
- Lehrenden, Die im Modul (Authorized examiners)
Prerequisites
Skills to be acquired in this module
Students will be able
- to describe European and international legal-economic interdependencies
- apply international and European legal norms and legal issues
- have a command of English legal terminology.
Module contents
The module consists of two lectures which deal with changes in policies and institutions of international economic law. One lecture focuses on economic law and institutions as shaped by international law, while the other class is dedicated to EU foreign trade law. A basic knowledge of the institutions of international and EU economic law (WTO, IMF, World Bank, European Commission) is a prerequisite for attending this module. The focus lies in helping students understand the processes of internationalization and Europeanization that inform the current interactions between the different actors on the international plane (companies, states and parastatals). In this module, public and private economic law will be presented as a single unit. The international law part of the module focuses on the rationale and regulation of the major free trade agreements, including dispute settlement. Other topics to be addressed include the conflict of laws and the UN Convention (CISG). The EU law focuses on competition and foreign trade law, including procurement and taxation law.
Reader's advisory
Links
http://www.fk2.unioldenburg.de/InstRW/oeffwr/
Language of instruction
English
Duration (semesters)
1 Semester Semester
Module frequency
jährlich
Module capacity
unlimited
Modullevel / module level
MM (Mastermodul / Master module)
Modulart / typ of module
Wahlpflicht / Elective
Lehr-/Lernform / Teaching/Learning method
2 Vorlesungen
Vorkenntnisse / Previous knowledge
Einführung in das Bürgerliche Recht (BM 1), Verfassung im Bürgerlichen Recht (AM 3), Handelsrecht (AM 1), Grundlage des EU-Wirtschaftsrechts und Grundzüge des Arbeitsrechts (BM 2).
Examination
Time of examination
End of term (i.e. lecture period).
Type of examination
The examination consists either of term papers or an end of term test. In the case of term papers, students will work on current decisions or policy papers that are to be analyzed and evaluated by processing secondary literature.
Course type
Lecture
SWS
4.00
Frequency
WiSe
| Workload attendance | 56 h |
### wir879 - Transnational Intellectual Property Law

<table>
<thead>
<tr>
<th>Module label</th>
<th>Transnational Intellectual Property Law</th>
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<tbody>
<tr>
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<tr>
<td>Credit points</td>
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<tr>
<td>Workload</td>
<td>180 h</td>
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</table>

#### Applicability of the module
- kein Abschluss European Studies in Global Perspectives > Society, Economy and Politics
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "China - Wirtschaft und Sprache" (CHI) - Kernmodule
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Transnational Economics and Law" (TEL)

#### Responsible persons
- Godt, Christine (Module responsibility)
- Lehrenden, Die im Modul (Authorized examiners)
- Chege, Victoria (Module counselling)

#### Prerequisites
- Skills to be acquired in this module
  - Die Studierenden
    - erwerben vertiefte Kenntnisse über das Recht des Geistigen Eigentums und der Aneignung von Information im internationalen und transnationalen Kontext (TRIPS, WIPO, EPC, EPUE, Unterschiede zwischen den nationalen Rechten).
    - verstehen die Unterschiede zwischen den Immaterialgüterrechten (Urheberrecht, Patentrecht, Markenrecht; Sortenschutz, geographische Herkunftsangabe, Design).
    - analysieren interdisziplinär (wirtschafts- und rechtswissenschaftlich) die Anreizwirkung für Innovation und die hemmende Wettbewerbswirkungen bestimmter Lizenzstrategien.

#### Module contents

#### Reader's advisory

#### Links
- Language of instruction: English
- Duration (semesters): 1 Semester Semester
- Module frequency: jährlich
- Module capacity: unlimited
- Modullevel / module level: SPM (Schwerpunktmodul / Main emphasis)
- Modulart / typ of module: Wahlpflicht / Elective
- Lehr-/Lernform / Teaching/Learning method: Vorlesung und Seminar

#### Vorkenntnisse / Previous knowledge
- Examination: Veranstaltungstermine zum Ende des Semesters.
  - Referat [Vortrag mit schriftlicher Ausarbeitung] oder Hausarbeit.
- Course type: Lecture and seminar

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126 / 140
<p>| | |</p>
<table>
<thead>
<tr>
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<tr>
<td><strong>SWS</strong></td>
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<tr>
<td><strong>Frequency</strong></td>
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<tr>
<td>Master's Programme Sustainability Economics and Management (Master) &gt; Additional Modules</td>
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<td>Master's Programme Water and Coastal Management (Master) &gt; Planning</td>
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<td>Godt, Christine (Module responsibility)</td>
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<tr>
<td>Lehrenden, Die im Modul (Authorized examiners)</td>
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<td>Die Studierenden</td>
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<td>Skills to be acquired in this module</td>
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<tr>
<td>erwerben Kenntnisse des maritimen (zivilistischen) und des marinen (öffentlichen) Seerechts und deren Verschränkung in den Rechtsebenen und mit dem kontinentalen Wasserrecht.</td>
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<td>sind in der Lage, seerechtliche Fragestellungen zu analysieren und lösungsorientiert zu bearbeiten.</td>
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<td>SuSe and WiSe</td>
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### wir881 - Energy Law

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<td>• Master's Programme Sustainability Economics and Management (Master) &gt; Additional Modules</td>
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<tr>
<td></td>
<td>• erwerben vertiefte Kenntnisse des europäischen und deutschen Energiewirtschaftsrechts.</td>
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<td>• sind in der Lage, energierechtliche Fragestellungen zu analysieren und lösungsorientiert zu bearbeiten.</td>
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<tr>
<td>Examination</td>
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<td>SuSe and WiSe</td>
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**wir802 - Economic Policy**

**Module label**: Economic Policy  
**Module code**: wir802  
**Credit points**: 6.0 KP  
**Workload**: 180 h  
**Applicability of the module**:  
- Master's Programme Business Administration, Economics and Law (Master) > Mantelmodule  
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "China - Wirtschaft und Sprache" (CHI) - Kernmodule

**Responsible persons**:  
- Böhringer, Christoph (Module responsibility)  
- Lehrenden, Die im Modul (Authorized examiners)  
- Rahmeier Seyffarth, Anelise (Module counselling)  
- Asane-Otoo, Emmanuel (Module counselling)  
- Milliot, Georgina Michelle (Module counselling)

**Prerequisites**

**Skills to be acquired in this module**: This course aims at giving students an understanding of reasons, goals and instruments for government policy from a micro- and macroeconomic perspective. Students first need to learn how decentralised markets can result in an efficient equilibrium and what the theoretical assumptions for this outcome are. Against this reference case it is possible to evaluate the consequences when some of the assumptions are not fulfilled in reality. Furthermore, the problems of the aggregated economy with its fundamental uncertainty are approached and the answers of economic policy to changes in variables like inflation, unemployment and economic growth will be evaluated. With successful completion of the course, students shall be able to approach questions of economic policy making by applying concise economic reasoning, graphical intuition, analytical models and historical understanding. Furthermore, students shall be enabled to follow other Economics courses at Master's level.

**Module contents**:  
1. Welfare economics: equilibrium and efficiency; theorems of welfare economics; discussion of model assumptions.  
2. Macroeconomics: on money; on the balance of payments, on long-run economic growth.  
3. Examples for market failure from a microeconomic perspective, e.g. public goods. Deviations from the efficient outcome and discussion of government intervention.  

**Reader’s advisory**:  
- Carlin, Wendy and David Soskice, ‘Macroeconomics: imperfections, institutions and policies’, 2006  

**Links**

**Language of instruction**: English  
**Duration (semesters)**: 1 Semester  
**Module frequency**: jährlich  
**Module capacity**: unlimited  
**Reference text**: Die Vorlesung wird in englischer Sprache gehalten.  
**Modullevel / module level**: ---  
**Modulart / typ of module**: je nach Studiengang Pflicht oder Wahlpflicht  
**Lehr-/Lernform / Teaching/Learning method**:  
**Vorkenntnisse / Previous knowledge**:  
**Examination**: Time of examination: end of semester  
**Final exam of module**: Type of examination: written exam  
**Course type**: Lecture  
**SWS**: 4.00
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## Module Information

### General Information

**Module Code:** wir865  
**Module Title:** China in the World Economy  
**Module Level:** Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "China - Wirtschaft und Sprache" (CHI) - Auslandsstudium

### Details

- **Module Code:** wir865  
- **Credit Points:** 6.0 KP  
- **Workload:** 180 h  

### Applicability of the Module

- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "China - Wirtschaft und Sprache" (CHI) - Auslandsstudium

### Responsible Persons

- Lehrende, Die im Modul (Authorized examiners)
  - Trautwein, Hans-Michael (Module responsibility)

### Prerequisites

**Skills to be acquired in this module**

- At the end of the course, successful students:
  - understand the export-led growth strategy after China’s opening up,
  - are informed about sectoral and regional patterns of development in FDI, trade and employment,
  - analyse the balance of payments mechanisms in Chinas flows of international trade and capital,
  - understand the effects of China’s integration into the world economy,
  - assess the economic cooperations and conflicts between the PR China and other countries,
  - make use of salient terms and concepts in Chinese language.

### Module Contents

- Strategies of export-led and unbalanced growth
- FDI and cluster formation
- Employment effects of international trade
- China and the WTO
- Exchange-rate policies and financial markets in China

### Reader's Advisory

Text modules developed together with the University of Wuhan  


Further recommendations are made on a topic-specific basis.

### Links

- Language of instruction: English
- Duration (semesters): 1 Semester
- Module frequency: jährlich
- Module capacity: unlimited (nur Studierende im china Schwerpunkt während ihres Auslandssemesters)

### Reference Text

This module is a project that students in the China focus carry out during the term that they spend at a partner university in China. The project topic is selected and researched under intensive online-supervision from Oldenburg in collaboration with colleagues at the partner universities. A kick-off meeting in Oldenburg and regular (online) consultations during and after the stay in China are required. A report in the shape of a 20+ pages study concludes the project.

### Examination Information

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<th>Type of examination</th>
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| SWS | 4.00 |

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### wir868 - Chinese Economy in Transformation (in China)

<table>
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<tr>
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<td>wir868</td>
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<td>Master's Programme Business Administration, Economics and Law (Master) &gt; Schwerpunkt &quot;China - Wirtschaft und Sprache&quot; (CHI) - Auslandsstudium</td>
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<tr>
<td>Responsible persons</td>
<td>Bitzer, Jürgen (Authorized examiners)</td>
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<td>Trautwein, Hans-Michael (Authorized examiners)</td>
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<td>Nicolai, Alexander (Module responsibility)</td>
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<td>Trautwein, Hans-Michael (Module responsibility)</td>
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<td>Bitzer, Jürgen (Module responsibility)</td>
</tr>
<tr>
<td>Prerequisites</td>
<td>keine</td>
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</table>

**Skills to be acquired in this module**

- Die Studierenden verfügen über vertiefte Kompetenzen in der quantitativen Wirtschaftsanalyse.
- sind mit den Trends des Strukturwandels in China vertraut.
- analysieren die aktuelle wirtschaftliche Entwicklung im historischen und gesellschaftlichen Kontext.
- schätzen Wechselwirkungen von ökologischer und wirtschaftlicher Entwicklung ein.

**Module contents**

- Analyse der wirtschaftlichen Entwicklung und Regimewechsel in China seit 1945
- Empirische Analysen sektoraler und regionaler Entwicklungstrends
- Analytische und empirische Darstellung der Reform der staatseigenen Unternehmen
- Arbeitsmarktentwicklung in China

**(exemplarisch, da Literaturangaben der Partneruniversitäten zu beachten sind)**


**Links**

<table>
<thead>
<tr>
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<th>English</th>
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<td>SPM (Schwerpunktmodul / Main emphasis)</td>
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**Vorkenntnisse / Previous knowledge**

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<tr>
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<td>Variabel</td>
<td>KL</td>
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</table>

**Course type**

- Seminar

**SWS**

- 4.00

**Frequency**

**Workload attendance**

- 56 h
wir871 - Work Placement (in China)

Module label | Work Placement (in China)
Module code | wir871
Credit points | 6.0 KP
Workload | 180 h

Applicability of the module
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "China - Wirtschaft und Sprache" (CHI) - Auslandsstudium

Responsible persons
- Wang, Hongrui (Module counselling)
- Breisig, Thomas (Authorized examiners)
- Trautwein, Hans-Michael (Authorized examiners)
- Wang, Hongrui (Authorized examiners)
- Breisig, Thomas (Module responsibility)
- Trautwein, Hans-Michael (Module responsibility)

Prerequisites
Skills to be acquired in this module
- Attending the module, students
  • gain first work experiences and are able to relate and reflect them on the basis of their study contents;
  • reflect and concretize their professional motivation and career choices;
  • have the competences to plan their ongoing studies (e.g. master’s thesis) as well as further master studies and their career entry;
  • have deeper knowledge in the specific professional field they chose and have tested their professional competences in practice;
  • enhance their social and methodological competences and prove them in the chosen organization;
  • are familiar with the application process and able to reflect their own procedure accordingly so as to develop strategies for work search in the future;
  • gain intercultural competences in a practical environment.

Module contents
The module contents are separated into the placement itself (including the report) and the seminar.

Contents of the placement (including report)
- The work placement has to have an explicit relation to the student’s fields of study. The student’s work tasks therefore have to include aspects of economics, business administration and law or sustainability economics.
- Duration of at least four weeks or ca. 160 working hours is compulsory for this work placement.
- The report shall present the organization, work tasks, relations to the student’s fields of study and reflection on the student’s experiences and cognitions. It shall be of 12-15 pages in length. The certificate about the placement and its duration needs to be attached. The report is to be submitted to the “Servicestelle Praktikum”.

Reader's advisory
Links
http://www.uni-oldenburg.de/fk2/studium/servicestelle-praktikum/praxismodul/

Languages of instruction
- English, Chinese, German

Duration (semesters)
1 Semester

Module frequency
jährlich

Module capacity
unlimited

Modulelevel / module level
- MM (Mastermodul / Master module)

Modulart / typ of module
- Wahlpflicht / Elective

Lehr-/Lernform / Teaching/Learning method

Vorkenntnisse / Previous knowledge
- Einführung in die BWL (wir011)

Examination
- Time of examination
- Type of examination
Final exam of module
- Submission of the report is possible any time during the semester.
- Placement report (with presentation after return, close to the research colloquium for the master’s thesis during the 4th semester)

Course type
- Practical training

SWS
4.00

Frequency

Workload attendance
56 h
### Module Information

**Module label**: Business Practice in China (in China)

**Module code**: wir869

**Credit points**: 6.0 KP

**Workload**: 180 h

**Applicability of the module**
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "China - Wirtschaft und Sprache" (CHI) - Auslandsstudium

**Responsible persons**
- Breisig, Thomas (Module counselling)
- Nicolai, Alexander (Module responsibility)
- Trautwein, Hans-Michael (Module responsibility)

**Prerequisites**

**Skills to be acquired in this module**
- Die Studierenden sollen breite Perspektiven für die kaufmännischen Geschäfte in China erkennen können
- Die Studierenden sollen die Techniken der Bilanzierung nach dem chinesischen Handelsrecht grundsätzlich erfassen können
- Die Studierenden sollen Marketing- und Managementstrategien hinsichtlich der Besonderheiten des chinesischen Marktes entwickeln können
- Die Studierenden sollen mit den rechtlichen und finanziellen Bedingungen für die Gründung eines Unternehmens in China vertraut werden.

**Module contents**

Dieses Modul beinhaltet zum Beispiel folgende Punkte:

- Rechtsgrundlagen und Gründungsmanagement der Wholly Foreign-Owned Enterprise (WFOE)
- Rechtsgrundlagen und Gründungsmanagement eines Joint-ventures
- Die Struktur der chinesischen Industriekontenrahmen und Erstellung der Handelsbilanz
- Theoretische Ansätze für personalwirtschaftliche und organisatorische Fragestellungen
- Marktorientierte Unternehmensführung anhand konkreter Beispielaufgaben

**Reader's advisory**

wird an der jeweiligen Partneruniversität angegeben

**Links**

**Languages of instruction**: English, Chinese

**Duration (semesters)**
- 1 Semester

**Module frequency**: jährlich

**Module capacity**: unlimited

**Reference text**

Da dieses Modul an verschiedenen Partnerhochschulen in China belegt werden kann und auch von den individuellen Sprachkenntnissen der Studierenden abhängt, ob Lehrangebote in chinesischer oder englischer Sprache belegt werden können, weichen die Inhalte, Literaturgrundlagen und Prüfungsformen der einzelnen Modulangebote unter Umständen stark voneinander ab. Auf Vergleichbarkeit und Kompetenzerreichung wird bei der Zuteilung der Studienplätze und Anerkennung der Leistungen geachtet.

**Module level / module level**
- SPM (Schwerpunktmodul / Main emphasis)

**Modulart / typ of module**
- Wahlmodul / Opportunity

**Lehr-/Lernform / Teaching/Learning method**

**Vorkenntnisse / Previous knowledge**

**Examination**
- Time of examination
- Type of examination

**Final exam of module**
- KL

**Course type**
- Seminar

**SWS**

**Frequency**

**Workload attendance**
- 0 h
## wir870 - Business and Legal Chinese III

<table>
<thead>
<tr>
<th>Module label</th>
<th>Business and Legal Chinese III</th>
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<tbody>
<tr>
<td>Module code</td>
<td>wir870</td>
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<tr>
<td>Credit points</td>
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<td>Applicability of the module</td>
<td>Master's Programme Business Administration, Economics and Law (Master) &gt; Schwerpunkt &quot;China - Wirtschaft und Sprache&quot; (CHI) - Auslandsstudium</td>
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</tbody>
</table>

### Responsible persons
- Nicolai, Alexander (Module responsibility)
- Trautwein, Hans-Michael (Module responsibility)
- Trautwein, Hans-Michael (Authorized examiners)

### Prerequisites
- Die Studierenden verfügen über mindestens ein HSK-Level über Chinesisch II (HSK 3); je nach Kursangebot an der Partneruniversität und individueller Befähigung der Studierenden sind auch höhere Level möglich.

### Module contents
- Inhalte variieren je nach Kursangebot an der Partneruniversität und Einstufung der einzelnen Studierenden.

### Reader's advisory
- Wird an der jeweiligen Partneruniversität angegeben.

### Languages of instruction
- English, Chinese

### Duration (semesters)
- 1 Semester

### Module frequency
- jährlich

### Module capacity
- unlimited

### Modullevel / module level
- SPM (Schwerpunktmodul / Main emphasis)

### Modulart / typ of module
- Wahlmodul / Opportunity

### Vorkenntnisse / Previous knowledge

<table>
<thead>
<tr>
<th>Examination</th>
<th>Time of examination</th>
<th>Type of examination</th>
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<tr>
<td>Final exam of module</td>
<td>Variabel</td>
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### Lehr-/Lernform / Teaching/Learning method

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### SWS

### Frequency

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<tr>
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**Abschlussmodul**

**mam - Master´s Degree Module**

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**Applicability of the module**

- Master's Programme Business Administration, Economics and Law (Master) > Abschlussmodul

**Responsible persons**

- Nicolai, Alexander (Module responsibility)
- Eisenack, Klaus (Module responsibility)
- Helm, Carsten (Module responsibility)
- Stecking, Ralf Werner (Module responsibility)
- Prokop, Jörg (Module responsibility)
- Trautwein, Hans-Michael (Module responsibility)
- Brors, Christiane (Module responsibility)
- Welsch, Heinz (Module responsibility)
- Pfrim, Reinhard (Module responsibility)
- Raabe, Thorsten (Module responsibility)
- Godt, Christine (Module responsibility)
- Bitzer, Jürgen (Module responsibility)
- Hornbach, Katharina (Module responsibility)
- Taeger, Jürgen (Module responsibility)
- Paech, Niko (Module responsibility)
- Böhringer, Christoph (Module responsibility)
- Breisig, Thomas (Module responsibility)
- Frank, Götzt (Module responsibility)

**Prerequisites**


**Module contents**


**Reader's advisory**

- Im Zentrum steht die für die jeweilige Masterarbeit relevante Fachliteratur, Quellen und Instrumente. Die Literatur zur Bearbeitung der spezifischen Fragestellung soll von den Studierenden selbst recherchiert werden.

**Links**

- Language of instruction: German
- Duration (semesters): 1 Semester
- Module frequency: halbjährlich
- Module capacity: unlimited

**Modullevel / module level**

- je nach Studiengang Pflicht oder Wahlpflicht
### Lehr-/Lernform / Teaching/Learning method

### Vorkenntnisse / Previous knowledge

<table>
<thead>
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<td>Variert nach Prüfungsleistung</td>
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### Course type

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### Frequency

<table>
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