Modulhandbuch

Sustainability Economics - Bachelor's Programme

im Wintersemester 2023/2024

erstellt am 02/12/23
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# Grundlagen-/Basiscurriculum

mat990 - Mathematics for Economists

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<th>Mathematics for Economists</th>
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<tbody>
<tr>
<td>Module abbreviation</td>
<td>mat990</td>
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<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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**Applicability of the module**

- Bachelor's Programme Business Administration and Law (Bachelor) > Basiscurriculum Wirtschaftswissenschaften
- Bachelor's Programme Business Informatics (Bachelor) > Aufbaucurriculum-Wahlbereich Mathematik
- Bachelor's Programme Economics and Business Administration (Bachelor) > Basismodule
- Bachelor's Programme Sustainability Economics (Bachelor) > Grundlagen-/Basiscurriculum
- Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) > Basismodule

**Responsible persons**

- Lehrenden, Die im Modul (Prüfungsberechtigt)
- Modulverantwortlichen, Die (Prüfungsberechtigt)
- May, Angelika (module responsibility)

**Prerequisites**

Students internalize basic mathematical concepts and methods from analysis and matrix calculation and their applications in economics.

**Professional competence**

The students:

- are proficient in the mathematical fundamentals relevant to economics
- master methods for solving equations and inequalities
- master differential calculus for one and two variables and can integrate
- are able to reliably determine local and global extreme points for functions of one and two variables.

**Methodological competence**

The students:

- analyse formal contexts
- understand the formal mathematical language
- structure problems from the economic sciences and justify their solutions.

**Social competence**

The students:

- construct solutions to given problems in groups
- accept criticism and see it as an aid.

**Self-competence**

The students:

- reflect their actions in establishing solutions
- deepen the presented mathematical concepts in exercises and add them to their actions.

**Module contents**

Basics in real Arithmetic, Rules for Matrix Arithmetic
Linear equations, linear inequalities and systems of those, quadratic equations, financial mathematics (interest rates and present values, pension calculation)
Calculus for functions of one variable: derivation rules for power functions, exp and ln, indefinite integral,
applications of integral calculus (density function, ordinary differential equations),
single-variable optimization (stationary points, extreme-value theorem, local and global extreme points),
Approximation methods (linear approximation, Taylor series with Lagrange remainder)
Functions of two variables (partial derivatives, total differential), Tools for comparative statics: (elasticity of substitution, homogeneous and homothetic functions), multivariable optimization tasks (local and global extremes, extremes under constraints)

Recommended reading
Begleitend:

Links
www.uni-oldenburg.de/wire

Language of instruction
German

Duration (semesters)
1 Semester

Module frequency
annual

Module capacity
unlimited

Reference text

Module level

Type of module

Teaching/Learning method

Previous knowledge

Examination
Examination times
Type of examination
Final exam of module
zum Ende der Vorlesungszeit
written exam

Type of course
Comment
SWS
Frequency
Workload of compulsory attendance
Lecture
2
WiSe
28
Exercises
2
WiSe
28

Total module attendance time
56 h
Module label: Introduction to Business Administration

Module abbreviation: wir011

Credit points: 6.0 KP

Workload: 180 h

Applicability of the module:
- Bachelor's Programme Business Administration and Law (Bachelor) > Basiscurriculum Wirtschaftswissenschaften
- Bachelor's Programme Business Informatics (Bachelor) > Basiscurriculum
- Bachelor's Programme Economics and Business Administration (Bachelor) > Basismodule
- Bachelor's Programme Mathematics (Bachelor) > Nebenfachmodule
- Bachelor's Programme Sustainability Economics (Bachelor) > Grundlagen-/Basiscurriculum
- Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) > Basismodule

Responsible persons:
- Hoppmann, Jörn (module responsibility)
- Lehrenden, Die im Modul (Prüfungsberechtigt)

Prerequisites:
The goal of the course is that students are able to...
- know and understand basic concepts and processes in the context of business administration
- name important research streams and theoretical frameworks in the field
- apply models and instruments of business administration to develop solutions for practical challenges in companies
- critically question the application of common instruments and models and evaluate their advantages and disadvantages in specific decision making situation
- put the newly acquired knowledge into a broader context, so it can be deepened in the further course of study and when working in a company

Module contents:
The course offers an introduction to the most important concepts, instruments, and frameworks of business administration. Toward this end, the course first introduces the core concepts and provides an overview of the history, goals, structure, and research traditions of business administration. Subsequently, students will gain insights into 11 important areas of business administration: (1) Entrepreneurship, (2) Strategic Management, (3) Logistics and Supply Chain Management, (4) Production Management, (5) Marketing and Sales, (6) Accounting and Controlling, (7) Finance and Investment, (8) Technology and Innovation Management, (9) Human Resource Management, (10) Information Management, and (10) Sustainability Management. Students deepen and apply the knowledge acquired in the lecture in tutorials. In addition, the course includes guest lectures by practitioners to clarify the practical relevance of the content.

Recommended reading:

Links

Language of instruction: German

Duration (semesters): 1 Semester

Module frequency: jährlich

Module capacity: unlimited

Module level:

Type of module:

Teaching/Learning method:

Previous knowledge:

Examination:

Examination times:

1 Prüfungsleistung: 1 Klausur/Antwort-Wahl-Verfahren (Multiple Choice) (i. d. R. 60 – 90 Min.) oder 1 mündl. Prüfung (i. d. R. 20 Min.) oder 1 Hausarbeit (max. 15 Seiten) oder 1 Referat (max. 30 Min.) oder 1 Portfolio (max. 5 Leistungen)

Type of course:

Comment: SWS

Frequency:

Workload of compulsory attendance:
<table>
<thead>
<tr>
<th>Type of course</th>
<th>Comment</th>
<th>SWS</th>
<th>Frequency</th>
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<tr>
<td>Tutorial</td>
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wir041 - Introduction to economics

Module label: Introduction to economics
Module abbreviation: wir041
Credit points: 6.0 KP
Workload: 180 h

Applicability of the module:
- Bachelor's Programme Business Administration and Law (Bachelor) > Basiscurriculum Wirtschaftswissenschaften
- Bachelor's Programme Business Informatics (Bachelor) > Akzentsetzungsbereich Wirtschaftswissenschaften
- Bachelor's Programme Business Informatics (Bachelor) > Wahlbereich Informatik, Kultur und Gesellschaft
- Bachelor's Programme Computing Science (Bachelor) > Wahlbereich Informatik, Kultur und Gesellschaft
- Bachelor's Programme Economics and Business Administration (Bachelor) > Basismodule
- Bachelor's Programme Mathematics (Bachelor) > Nebenfachmodule
- Bachelor's Programme Sustainability Economics (Bachelor) > Grundlagen/-Basiscurriculum
- Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) > Basismodule
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)

Responsible persons:
- Rahmeier Seyffarth, Anelise (Module counselling)
- Böhringer, Christoph (module responsibility)

Prerequisites:
none

Skills to be acquired in this module:
- Students: acquire a basic understanding of economics
- know elementary economic terms and theories
- learn to analyze economic problems graphically and/or mathematically
- are able to grasp both micro- and macroeconomic relationships based on theory
- understand basic economic models and are able to apply them to current economic problems
- place current economic and political events and debates in economic contexts
- understand under which conditions market interventions by policy makers are justified from an economic perspective
- are able to assess possible effects of economic policy instruments (for example: taxes, subsidies, minimum and maximum prices, etc.).

Module contents:
The course introduces students to economic thinking and gives an elementary overview of the fundamental themes in economics. Key causal relationships will be verbally, analytically and graphically elucidated and underpinned with real-world examples. Main contents:
- Introduction to economic thinking;
- Explanation of basic concepts of economic theory;
- Economic cycle and national product;
- Interdependence and trade;
- Functioning and efficiency of markets;
- Market failures and government activity;
- Firms behavior in markets with diverse structures;
- Foundations of game theory.

Recommended reading:
- The CORE Team: The Economy (free, open access text for introductory undergraduate courses; continuous updates), URL: https://www.core-econ.org

Links:
http://www.vwl.uni-oldenburg.de/
**Language of instruction**  
German  

**Duration (semesters)**  
1 Semester  

**Module frequency**  
jährlich  

**Module capacity**  
unlimited  

**Reference text**  
The module consists of lectures and tutorials. The contents of the course will be taught in the lecture. The tutorial sessions are aimed at solving problem sets or exercises to deepen students understanding. Lecture notes and other relevant materials will be uploaded to the learning management system (Stud IP).

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<td>written exam; voluntary contributions that improve grades may undertaken as 'portfolio-presentations' during tutorials</td>
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<th>Frequency</th>
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wir110 - Macroeconomic Theory

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<td>Workload</td>
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Applicability of the module
- Bachelor's Programme Business Administration and Law (Bachelor) > Aufbaubereich Wirtschaftswissenschaften
- Bachelor's Programme Economics and Business Administration (Bachelor) > Aufbaumodule
- Bachelor's Programme Sustainability Economics (Bachelor) > Grundlagen-/Basiscurriculum
- Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) > Aufbaumodule

Responsible persons
- Rahmeier Seyffarth, Anelise (Module counselling)
- Bitzer, Jürgen (Module counselling)
- Lehrenden, Die im Modul (Prüfungsberechtigt)
- Trautwein, Hans-Michael (module responsibility)

Skills to be acquired in this module
At the end of the course, successful students:
- understand the interdependence of market processes and economic policy in the subsystems of the economy,
- avoid fallacies of composition in the nexus of microeconomics and macroeconomics,
- use macroeconomics as a tool to analyse current economic and political issues,
- translate economic problems into models that describe macroeconomic causalities and interdependencies by reasonable reductions of complexity,
- interpret selected data in the light of macroeconomic theories.

Module contents
The course starts with an introduction to the principles of national accounting which serve as point of departure for the presentation of basic macroeconomic models in short-term, medium-term and long-term perspectives. Short-term: Consumption, saving, investment and finance in the closed-economy IS/LM framework. Medium-term: Labour supply & demand, production and inflation in the AS/AD framework and extensions to open-economy analysis. Long-term: capital accumulation, technical progress and economic growth in different approaches. The basic models are presented in words, algebra and diagrams with the aid of case studies and other exemplary material.

Recommended reading

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

Language of instruction
German

Duration (semesters)
1 Semester

Module frequency
jährlich

Module capacity
unlimited

Reference text
The module combines lectures and tutorials. The lectures present the contents in terms of macroeconomic models and their contexts, while the tutorials serve to improve the understanding of the models by way of exercises. Course materials are uploaded on the Stud.IP website of the module.

Module level

Type of module

Teaching/Learning method

Previous knowledge

Examination Examination times Type of examination
Final exam of module end of term written exam; voluntary contributions that improve grades may undertaken as 'portfolio-presentations' during tutorials

Type of course Comment SWS Frequency Workload of compulsory attendance
Lecture 3 42
Exercises 1 14

Total module attendance time 56 h
wir120 - Microeconomic Theory

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<td>• Bachelor's Programme Business Administration and Law (Bachelor) &gt; Aufbaubereich Wirtschaftswissenschaften</td>
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<td>• Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Aufbaumodule</td>
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<td>• Bachelor's Programme Sustainability Economics (Bachelor) &gt; Grundlagen-/Basiscurriculum</td>
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<td>• Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Aufbaumodule</td>
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<td>Responsible persons</td>
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<tr>
<td></td>
<td>• Lehrenden, Die im Modul (Prüfungsberechtigt)</td>
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<tr>
<td></td>
<td>• Helm, Carsten (module responsibility)</td>
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<tr>
<td></td>
<td>• Rahmeier Seyffarth, Anelise (Module counselling)</td>
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<td>• Rüb, Daniel (Module counselling)</td>
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<tr>
<td>Prerequisites</td>
<td>Students</td>
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<tr>
<td></td>
<td>• understand the relevance of microeconomics as a method for analysing economic interactions and for understanding the behaviour of typical agents,</td>
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<td>• are proficient in microeconomics at an intermediate level, and can put microeconomic issues in the context of scientific discussions,</td>
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<td>• can apply microeconomic methods and critically question them,</td>
</tr>
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<td></td>
<td>• can exchange themselves in teams about microeconomic problems, develop solutions together, and can put them forward in the scientific debate.</td>
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<tr>
<td>Module contents</td>
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</tr>
<tr>
<td></td>
<td>• definition und description of microeconomics</td>
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<tr>
<td></td>
<td>• household theory (budget, preferences, utility, optimal consumption plan, demand)</td>
</tr>
<tr>
<td></td>
<td>• theory of the firm (technology, costs, profit maximization, supply)</td>
</tr>
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<td>• markets (perfect competition, monopoly, oligopoly)</td>
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<td>• market failure (external effects, public goods, asymmetric information)</td>
</tr>
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<td></td>
<td>• game theory and behavioural economics</td>
</tr>
<tr>
<td>Links</td>
<td><a href="http://www.vwl.uni-oldenburg.de/">http://www.vwl.uni-oldenburg.de/</a></td>
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<tr>
<td>Language of instruction</td>
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<tr>
<td>Duration (semesters)</td>
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<tr>
<td>Module frequency</td>
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<tr>
<td>Module capacity</td>
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<td>The module consists of a lecture and a tutorial. In the lecture the content of the module is presented. In the tutorial, these topics are discussed and practiced by means of exercises.</td>
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<tr>
<td>Module level</td>
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<td>Type of module</td>
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<td>Teaching/Learning method</td>
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<tr>
<td>Examination</td>
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</tr>
<tr>
<td>Final exam of module</td>
<td>at the end of the semester</td>
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<td>Comment</td>
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Aufbaumodule

mat991 - Mathematics for Economists II

<table>
<thead>
<tr>
<th>Module label</th>
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<tbody>
<tr>
<td>Module abbreviation</td>
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**Applicability of the module**
- Bachelor's Programme Business Administration and Law (Bachelor) > Aufbaubereich Wirtschaftswissenschaften
- Bachelor's Programme Business Informatics (Bachelor) > Aufbaucurriculum-Wahlbereich Mathematik
- Bachelor's Programme Economics and Business Administration (Bachelor) > Vertiefungsbereich
- Bachelor's Programme Sustainability Economics (Bachelor) > Aufbaumodule

**Responsible persons**
- May, Angelika (module responsibility)
- May, Angelika (Prüfungsberechtigt)

**Skills to be acquired in this module**
The students internalize advanced mathematical methods, know applications in economics and can provide solutions.

**Professional competence**
The students:
- are proficient in the quantitative methods relevant to economics
- know vector spaces and die rings
- master the differential calculus for n variables
- can determine extreme points with general constraints
- can solve special homogeneous and inhomogeneous differential equations.

**Methodological competence**
The students:
- analyse complex interrelationships
- understand the formal mathematical language
- structure problems from the economic sciences and find independent solutions.

**Social competence**
The students:
- construct solutions to given problems in groups
- accept criticism and see it as an aid.

**Self-competence**
The students:
- reflect their actions in establishing solutions
- deepen the presented mathematical concepts in exercises and add them to their actions.

**Module contents**
n-dimensional vector spaces, linear maps, matrix and vector algebra (determinant, inverse matrix, eigenvalues and eigenvectors), linear systems of equations and their economic application.

Functions of n variables, tools for comparative static (chain rules, implicit differentiation along a level curve, elasticity of substitution), multivariate optimization with and without constraints (necessary and sufficient conditions), general constraints, Kuhn-Tucker conditions.

Integration, Differential and ordinary differential equations with solution methods for special types.

**Recommended reading**
Sydsaeter, K., P. Hammond, A. Seierstad, A. Ström: Further Mathematics for
<table>
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## wir150 - Statistics I for Economists

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### Applicability of the module
- Bachelor's Programme Business Administration and Law (Bachelor) > Aufbaubereich Wirtschaftswissenschaften
- Bachelor's Programme Business Informatics (Bachelor) > Aufbaucurriculum-Wahlbereich Mathematik
- Bachelor's Programme Economics and Business Administration (Bachelor) > Akzentsetzungsmodul
- Bachelor's Programme Sustainability Economics (Bachelor) > Aufbaumodule
- Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) > Schwerpunkt Berufliche Bildung
- Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) > Schwerpunkt Management und Ökonomie

### Responsible persons
- Lehrenden, Die im Modul (Prüfungsberechtigt)
- Stecking, Ralf Werner (module responsibility)

### Prerequisites

### Skills to be acquired in this module
- Students will understand the fundamental terms of descriptive and inductive statistics.
- Students will be able to choose and calculate appropriate measures and methods in order to describe empirical data properly.
- Students are familiar with concepts of probability theory and will be able to transfer statistical results from sample to population.

### Module contents
- Measuring and tabular / graphic representation of the data, summary statistics (arithmetic mean, statistical dispersion), two-dimensional distributions (graphic / tabular depiction, statistical independence, contingency, simple linear regression, and correlation), fundamentals of probability theory and probability distribution, sampling distributions, estimation and test methods.

### Recommended reading

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

### Language of instruction
- German

### Duration (semesters)
- 1 Semester

### Module frequency
- jährlich

### Module capacity
- unlimited

### Type of module

### Teaching/Learning method

### Previous knowledge

### Examination

### Examination times

### Type of examination

### Final exam of module

### Comment

### Type of course

### SWS

### Frequency

### Workload of compulsory attendance

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### Total module attendance time
- 56 h
# wir151 - Statistics II for Economists

**Module label** Statistics II for Economists

**Module abbreviation** wir151

**Credit points** 6.0 KP

**Workload** 180 h

**Applicability of the module**
- Bachelor's Programme Business Administration and Law (Bachelor) > Aufbaubereich Wirtschaftswissenschaften
- Bachelor's Programme Economics and Business Administration (Bachelor) > Vertiefungsbereich
- Bachelor's Programme Sustainability Economics (Bachelor) > Aufbaumodule

**Responsible persons**
- Lehrenden, Die im Modul (Prüfungsberechtigt)
- Stecking, Ralf Werner (module responsibility)

**Prerequisites** None.
However, previous knowledge out of the module *wir150 Statistics I for Economists* is recommended.

**Skills to be acquired in this module**
- Students are aware of and are able to evaluate basic methods of multivariate data analysis.
- Students will be able to choose appropriate methods in practical fields of application.
- Students are able to run computer-aided analyses and to interpret the results properly.

**Module contents**
- Methods of the regression, correlation, and variance analysis, classification procedures.

**Recommended reading**

**Links**
- [https://www.uni-oldenburg.de/wire/](https://www.uni-oldenburg.de/wire/)

**Language of instruction** German

**Duration (semesters)** 1 Semester

**Module frequency** jährlich

**Module capacity** unlimited

**Module level** ---

**Type of module** je nach Studiengang Pflicht oder Wahlpflicht

**Teaching/Learning method**

**Previous knowledge**

**Examination**

**Examination times** end of semester

**Type of examination** written exam or term paper

**Type of course**

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**Total module attendance time** 56 h
wir809 - Econometrics

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Applicability of the module
- Bachelor's Programme Economics and Business Administration (Bachelor) > Studienrichtung Volkswirtschaftslehre
- Bachelor's Programme Sustainability Economics (Bachelor) > Aufbaumodule
- Master's programme Business Administration: Management and Law (Master) > Basismodule
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules
- Master's Programme Sustainability Economics and Management (Master) > Basic and Accentuation Modules

Responsible persons
- Lehrenden, Die im Modul (Prüfungsberechtigt)
- Bitzer, Jürgen (module responsibility)

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.

Recommended reading

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

Language of instruction
German

Duration (semesters)
1 Semester

Module frequency
jährlich

Module capacity
unlimited

Reference text

Module level
Type of module
Teaching/Learning method

Previous knowledge

Final exam of module
end of the semester
Type of examination
written exam

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Total module attendance time
56 h
Vertiefungsmodul

wir250 - International Economics

**Module label**
International Economics

**Module abbreviation**
wir250

**Credit points**
6.0 KP

**Workload**
180 h

**Applicability of the module**
- Bachelor’s Programme Economics and Business Administration (Bachelor) > Studienrichtung Volkswirtschaftslehre
- Bachelor’s Programme Sustainability Economics (Bachelor) > Vertiefungsmodule

**Responsible persons**
- Trautwein, Hans-Michael (module responsibility)
- Rahmeier Seyffarth, Anelise (Module counselling)
- Lehrenden, Die im Modul (Prüfungsberechtigt)

**Prerequisites**
Keine

**Skills to be acquired in this module**
At the end of the course, successful students:
- understand the interdependence of markets in the world economy,
- translate economic problems into models that describe macroeconomic causalities and interdependencies by reasonable reductions of complexity, in particular with regard to international trade, capital flows and migration as well as development and underdevelopment in different parts of the world economy,
- derive analytical statements about trade and capital flows from balance of payments and exchange rate data,
- know the historical backgrounds and assess the dynamic instabilities of current exchange rate regimes.

**Module contents**
The course combines a series of lectures and a seminar, both of which are offered in English language. The lectures cover the following topics:
- globalization
- international trade, inter- & intrasectoral
- transnational production & factor mobility
- balances of payments & exchange rates
- macromodelling of the open economy
- economic underdevelopment and strategies of sustainable development

Relevant models are presented in words, algebra and diagrams with the aid of case studies and other exemplary material.

The seminar is organized as a two-days workshop towards the end of the semester, with an introductory kick-off meeting in the second week of the term.

In the workshop, students present and discuss papers on current issues in international economics.

Course materials are uploaded on the Stud.IP website of the module.

**Recommended reading**

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

**Language of instruction**
English

**Duration (semesters)**
1 Semester

**Module frequency**
jährlich

**Module capacity**
unlimited

**Module level**

**Type of module**

**Teaching/Learning method**

**Previous knowledge**

**Examination**

**Examination times**
two-days workshop in last two weeks of term

**Type of examination**
seminar paper

**Type of course**

**Comment**
SWS Frequency Workload of compulsory attendance

| Lecture | 2 | 28 |
| Seminar | 2 | 28 |

**Total module attendance time**
56 h
**wir260 - Environmental Economics**

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**Applicability of the module**
- Bachelor's Programme Business Informatics (Bachelor) > Akzentsetzungsbereich Wirtschaftswissenschaften
- Bachelor's Programme Economics and Business Administration (Bachelor) > Studienrichtung Ökologie und Nachhaltigkeit
- Bachelor's Programme Economics and Business Administration (Bachelor) > Studienrichtung Volkswirtschaftslehre
- Bachelor's Programme Sustainability Economics (Bachelor) > Vertiefungsmodule
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)

**Responsible persons**
- Lehrenden, Die im Modul (Prüfungsberechtigt)
- Huse, Cristian (module responsibility)

**Prerequisites**

**Skills to be acquired in this module**
The undergraduates
- understand the basic subjects of environmental economics
- know essentials of economic theory in environmental policy
- know environmental problems and are able to analyze and interpret them economically
- know the mechanics of instruments in environmental policy and also their conditions of usage
- are able to evaluate instruments of environmental policy
- know about the problems of transnational environmental burdens
- know methods of environmental assessment

**Module contents**
Following topics will be discussed:
- definition and differentiation of environmental economics
- economic interpretations of environmental problems
- objectives and instruments of environmental policy
- market economy instruments of environmental policy
- conditions of implementation of environmental politics
- International environmental problems
- environmental assessment

**Recommended reading**

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

**Language of instruction**
German

**Duration (semesters)**
1 Semester

**Module frequency**
jährlich

**Module capacity**
unlimited

**Module level**

**Type of module**

**Teaching/Learning method**

**Previous knowledge**

**Examination**

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**Type of course**
Lecture

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wir270 - Resource and Energy Economics

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**Applicability of the module**
- Bachelor's Programme Economics and Business Administration (Bachelor) > Studienrichtung Ökologie und Nachhaltigkeit
- Bachelor's Programme Economics and Business Administration (Bachelor) > Studienrichtung Volkswirtschaftslehre
- Bachelor's Programme Sustainability Economics (Bachelor) > Vertiefungsmodul
- Master's Programme Computing Science (Master) > Module aus anderen Studiengängen

**Responsible persons**
- Böhringer, Christoph (module responsibility)
- Asane-Otoo, Emmanuel (module responsibility)
- Lehrenden, Die im Modul (Prüfungsberechtigt)
- Asane-Otoo, Emmanuel (Module counselling)

**Prerequisites**
- Keine

**Skills to be acquired in this module**
- Die Studierenden sind in der Lage:
  - Ressourcen- und energieökonomische Standardmodelle nachzuvollziehen,
  - Standardmodelle in Hinblick auf weitergehende Fragestellungen anzupassen bzw. zu erweitern,
  - die Funktionsweise von Ressourcen- und Energiemärkten zu verstehen,
  - reale Vorgänge auf Ressourcen- und Energiemärkten anhand der Kriterien Effizienz, Verteilung und Nachhaltigkeit zu bewerten,
  - die institutionell-regulatorischen Rahmenbedingungen von Ressourcen- und Energiemärkten anhand der Kriterien Effizienz, Verteilung und Nachhaltigkeit zu bewerten.

**Module contents**
- Behandelt werden die Themenlinien nicht regenerierbare Ressourcen (effiziente Nutzung, intertemporale Gerechtigkeit, intertemporales Marktgleichgewicht); regenerierbare Ressourcen (effiziente Nutzung im steady state, Marktgleichgewicht); Nachhaltigkeit; Grundlagen der Energiewirtschaft; Energienachfrage; Energie und Umwelt; Energieressourcen; Märkte für Primärenergieträger; Strommarkt und Regulierung. Dabei stehen die volkswirtschaftlichen Aspekte im Zentrum, wobei notwendigerweise auch grundlegende technische und betriebswirtschaftliche Aspekte vermittelt werden.

**Recommended reading**

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

**Language of instruction**
- German

**Duration (semesters)**
- 1 Semester

**Module frequency**
- jährlich

**Module capacity**
- unlimited

**Module level**
- 

**Type of module**
- Lecture

**Previous knowledge**

**Examination**

**Examination times**

**Type of examination**

**Final exam of module**
- Zum Ende der Vorlesungszeit
- KL

**Type of course**
- Lecture
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wir280 - Economic policy

Module label: Economic policy
Module abbreviation: wir280
Credit points: 6.0 KP
Workload: 180 h

Applicability of the module:
- Bachelor's Programme Economics and Business Administration (Bachelor) > Studienrichtung Volkswirtschaftslehre
- Bachelor's Programme Sustainability Economics (Bachelor) > Vertiefungsmodule

Responsible persons:
- Böhringer, Christoph (module responsibility)
- Lehrenden, Die im Modul (Prüfungsberechtigt)
- Riesenbeck, Lukas (Module counselling)

Prerequisites:

Skills to be acquired in this module:
- understand the fundamental theories of resource allocation;
- understand and reflect market failure arguments;
- be able to evaluate the goals, instruments and limits of regulatory intervention to promote the sustainability of economic systems;
- be able to analyze the effects of economic regulation with regard to efficiency and incidence by means of graphs and analytical approaches.

Module contents:

Part 1: Introduction to economic policy
- Market efficiency and market failure;
- Theory of the public sector;
- Collective decision making;
- Welfare theory;
- Market failure: external effects;
- Market failure: public goods;
- Market failure: asymmetric information;
- Economic theory of natural monopoly regulation;

Part 2: European economic policy
- Regional economic integration;
- EU common agricultural policy;
- EU eastward enlargement;
- Currency union and monetary policy

Recommended reading:

Part 1:

Part 2:
- Lectures notes

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

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

Reference text:
The teaching method will be mostly lectures, with few tutorial/applied/interactive sessions. Lecture notes (slides), exercises as well as other relevant texts and links to information sources will be uploaded to the learning management system.
### Module level

### Type of module

### Teaching/Learning method

### Previous knowledge

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## wir290 - Economic Growth

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### Applicability of the module
- Bachelor's Programme Economics and Business Administration (Bachelor) > Studienrichtung Volkswirtschaftslehre
- Bachelor's Programme Sustainability Economics (Bachelor) > Vertiefungsmodule

### Responsible persons
- Lehrenden, Die im Modul (Prüfungsberechtigt)
- Bitzer, Jürgen (module responsibility)

### Skills to be acquired in this module
- Upon completion of the module, students will be able to:
  - discuss fundamental economic growth models and analyse empirical evidence,
  - analyse the long-term determinants of economic development and discuss them in the context of modern societies,
  - evaluate strategies to reach sustainable economic growth discussed in the public and politics,
  - participate in a discussion on the topic, developing a well-grounded position and problem solving strategy.

### Module contents
The module consists of a lecture and a seminar. “Why are we so rich and they so poor?” In the module, the theoretical models, the empirical evidence, and the strategies applied or discussed by politics to reach sustainable economic growth are introduced and discussed.

### Recommended reading

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

### Language of instruction
English

### Duration (semesters)
1 Semester

### Module capacity
unlimited

### Reference text

### Module level

#### Type of module

#### Teaching/Learning method

#### Previous knowledge

#### Examination
- Examination times
- Type of examination

#### Final exam of module
- end of semester
- written exam

### Type of course
- Comment
- SWS
- Frequency
- Workload of compulsory attendance

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### Total module attendance time
56 h
wir300 - Public Finance

Module label Public Finance
Module abbreviation wir300
Credit points 6.0 KP
Workload 180 h

Applicability of the module
- Bachelor's Programme Economics and Business Administration (Bachelor) > Studienrichtung Volkswirtschaftslehre
- Bachelor's Programme Sustainability Economics (Bachelor) > Vertiefungsmodule

Responsible persons
- Helm, Carsten (module responsibility)
- Lehrenden, Die im Modul (Prüfungsberechtigt)
- Lehrenden, Die im Modul (Module counselling)

Prerequisites
keine

Skills to be acquired in this module
Students
- understand government action and its analysis using methods from public finance,
- have basic knowledge in public finance, and can put questions of public finance in the context of scientific discussions
- describe the operations of markets and government intervention,
- apply methods from public finance to the analysis and evaluation of fiscal policies - alone and in small groups - and question them critically;
- can present their results in the form of written contributions and oral presentations, and can defend them in the scientific debate.

Module contents
The lecture part addresses the topics:

- normative theory of government activity,
- positive theory of government activity,
- sustainability of public debt,
- public revenues,
- the welfare state,
- demographic change and sustainability of pension systems.

The seminar deals with topical issues in public finance.

Recommended reading

Links

Language of instruction
German

Duration (semesters)
1 Semester

Module frequency
jährlich

Module capacity
30

Reference text
The module consists of a lecture and a seminar on a topical issue in public finance.

Module level

Type of module

Teaching/Learning method

Previous knowledge

Examination
Examination times
Type of examination

Final exam of module
seminar paper, presentation and discussion: end of semester voluntary short mid term test that improve grades by 0.7 may be undertaken Submission of seminar paper, presentation and discussion towards the end of the lecture period. Bonus: short mid-term examination, by which a maximum grade improvement of 0.7 points can be achieved.

Type of course
Vorlesung und Seminar

SWS
4

Frequency
WiSe

Workload Präsenzzzeit
56 h
## wir360 - Environmental and Sustainability Policies

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### Applicability of the module
- Bachelor's Programme Business Informatics (Bachelor) > Akzentsetzungsbereich Wirtschaftswissenschaften
- Bachelor's Programme Economics and Business Administration (Bachelor) > Studienrichtung Ökologie und Nachhaltigkeit
- Bachelor's Programme Sustainability Economics (Bachelor) > Vertiefungsmodul
- Master's Programme Computing Science (Master) > Module aus anderen Studiengängen

### Responsible persons
- Lehrenden, Die im Modul (Prüfungsberechtigt)
- Siebenhüner, Bernd (Module counselling)
- Siebenhüner, Bernd (module responsibility)

### Prerequisites
None

### Skills to be acquired in this module
- Students:
  - Have basic information about national and European environmental and sustainability governance
  - Describe the history of national and European environmental and sustainability governance
  - Reflect upon central principles, instruments, players and strategies in environmental and sustainability governance

### Module contents
- Development directions of German and European environmental and sustainability governance;
- Analysis of selected topics like energy, agriculture, chemical industry etc.;
- Principles of environmental and sustainability governance;
- Instruments of environmental and sustainability governance compared on international level;
- New mechanisms in governance;
- Relevant actors of environmental and sustainability governance (administration, industry, media, science, NGOs etc.);
- International environmental and sustainability governance

### Recommended reading
- Aden, Hartmut (2012): Umweltpolitik, Wiesbaden: VS-Verlag

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

### Language of instruction
German

### Duration (semesters)
1 Semester

### Module frequency
Yearly

### Module capacity
Unlimited

### Module level

### Type of module
Teaching/Learning method

### Previous knowledge

### Examination

### Final exam of module

<table>
<thead>
<tr>
<th>Type of course</th>
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<th>Frequency</th>
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<table>
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### wir154 - Applied Industrial Organization

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<td>Module abbreviation</td>
<td>wir154</td>
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<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>Bachelor's Programme Sustainability Economics (Bachelor) &gt; Vertiefungsmodule</td>
</tr>
<tr>
<td>Responsible persons</td>
<td>Huse, Cristian (module responsibility)</td>
</tr>
<tr>
<td>Prerequisites</td>
<td>Microeconomics, Econometrics, Mathematics for Economists I</td>
</tr>
</tbody>
</table>
| Skills to be acquired in this module | Students
- are able to present and discuss basic theoretical models in Industrial Organization;
- are able to present and discuss basic empirical models in Industrial Organization;
- are able to evaluate the literature in Industrial Organization;
- participate in discussions on the course topics, providing a critical assessment of the empirical strategies adopted, as well as the results
- are able to implement basic empirical models in Industrial Organization; |
| Module contents | The course covers topics in Industrial Organization including oligopoly; product differentiation; estimation of continuous and discrete choice models of demand; competition policy. The methods are an important point of departure of basic models in environmental and energy economics due to the study of more realistic market structures than the representative agent and perfect competition model, and the applications will emphasize markets with an important environmental footprint, such as the housing and transport sectors. |
| Links | https://uol.de/en/economics/applied-microeconomics/ |
| Language of instruction | English |
| Duration (semesters) | 1 Semester |
| Module frequency | jährlich |
| Module capacity | unlimited |
| Module level | |
| Type of module | |
| Teaching/Learning method | |
| Previous knowledge | |
| Examination | Examination times | Type of examination |
| Final exam of module | Course assessment is done via the completion of one or more empirical projects which implement some of the models presented in class, and/or a referee report and/or a test. | KL |
| Type of course | Comment | SWS | Frequency | Workload of compulsory attendance |
| Lecture | | 2 | SoSe oder WiSe | 28 |
| Seminar | | 2 | SoSe oder WiSe | 28 |
| Total module attendance time | | | | 56 h |
wir361 - Environment and inequality: socioeconomic linkages and policy instruments

Module label: Environment and inequality: socioeconomic linkages and policy instruments

Module abbreviation: wir361

Credit points: 6.0 KP

Workload: 180 h

Applicability of the module:
- Bachelor's Programme Sustainability Economics (Bachelor) > Vertiefungsmodule

Responsible persons:
- Rahmeier Seyffarth, Anelise (module responsibility)
- Lehrenden, Die im Modul (Prüfungsberechtigt)
- Rahmeier Seyffarth, Anelise (Module counselling)

Prerequisites: Keine/none

Skills to be acquired in this module:
- After the course, students should be able to:
  - understand the relevance of addressing inequality and environmental issues from an economic perspective
  - know the primary measurements and indicators for inequality and environmental issues
  - know the main policy instruments available to tackle inequality and environmental challenges
  - understand the multifaceted relationships between inequality and environmental policy
  - understand and apply state-of-the-art economic methods to analyze the implications of inequality and environmental policies
  - write their research paper on a topic of their choice

Module contents:
- Inequality and environmental matters are multidimensional, intertwined, and complex. They might unfold self-enforcing effects on human welfare, affecting economic growth, development, environment, social and political stability, health, education, and other fields. The current trends of inequality within and between countries are worrisome. At the same time, global warming and climate change severely and unequally affect human well-being and economies. Reducing poverty and inequality and fighting climate change – as central elements of the sustainable development goals (2030 Agenda) – should, thus, rank high on policy agendas. However, while some policy measures designed to reduce poverty and inequality could negatively affect the environment, environmental policies often cause undesirable distributional effects. Indeed, the distributive effects (‘incidence’) are becoming increasingly relevant for the political feasibility of environmental policies addressing, for example, climate change or biodiversity loss. Against this background, a more holistic approach integrating climate actions with measures to reduce poverty and inequality is necessary. In this course, we study these issues by applying and extending state-of-the-art environmental economics methods to analyze, understand and manage the distributional implications of environmental policies.
- Structure of the course:
  - The lecture covers basic knowledge of inequality and environmental economics and policy
  - The lectures will also encompass interactive sections with discussion rounds and educational games
  - In the seminar, students will be encouraged and supported to stepwise develop their projects (e.g., analyzing the distributional impacts of the German carbon tax introduced in 2021 or addressing potential environmental impacts of fighting inequality in Latin America)
  - During the seminar, students present their research sketches and work in progress
  - Finally, in a block course, students present their final paper in the style of a scientific conference

Recommended reading:
<table>
<thead>
<tr>
<th>Links</th>
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<tbody>
<tr>
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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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<tr>
<td>Module level</td>
<td>AS (Akzentsetzung / Accentuation)</td>
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<tr>
<td>Type of module</td>
<td>Pflicht / Mandatory</td>
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<td>Lectures including interactive sections with discussion rounds and educational games.</td>
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| Previous knowledge | - |

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<td>Seminar</td>
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| Total module attendance time | 0 h |
Wahlpflichtbereich

inf030 - Programming, Algorithms and Data Structures

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Applicability of the module
- Bachelor's Programme Business Informatics (Bachelor) > Basiscurriculum
- Bachelor's Programme Computing Science (Bachelor) > Basismodule
- Bachelor's Programme Economics and Business Administration (Bachelor) > Studienrichtung Wirtschaftsinformatik
- Bachelor's Programme Mathematics (Bachelor) > Nebenfachmodule
- Bachelor's Programme Sustainability Economics (Bachelor) > Wahlpflichtbereich
- Dual-Subject Bachelor's Programme Computing Science (Bachelor) > Basismodule

Responsible persons
- Schönberg, Christian (module responsibility)
- Lehrenden, Die im Modul (Prüfungsberechtigt)

Prerequisites
- No participant requirement

Skills to be acquired in this module

Programming is one of the basic activities of computer scientists and a prerequisite for many other courses in computer science studies. The aim of the module “Programming, Data Structures and Algorithms” is to learn the basic concepts of imperative, procedural and object-oriented programming using the Java programming language and to present known, efficient algorithms and data structures for various, frequently occurring problems. After completing the module, the students should be able to independently develop imperative and simple object-oriented programmes based on Java for solving smaller problems and assess the efficiency of their programmes. They should also be able to apply important algorithms and select them based on their complexity.

Professional competence
The students:
- describe basic concepts of imperative programming with Java
- recognise imperative programming terminology and use the appropriate terms accurately in discussions
- recognise basic terminology of object-oriented programming
- describe what programs presented to them do
- independently develop programs to solve small problems
- systematically examine their own and other people's programmes for errors
- use modern programme development environments to develop and test programmes
- create algorithms with general design concepts (e.g. Greedy method, divide-and-conquer method)
- name algorithms and data structures for solving common problems and evaluate their applicability
- name problems of efficiency of algorithmic solutions of concrete problems and evaluate them
- make a well-founded choice of an algorithm and a data structure for solving a concrete problem
- apply the learned algorithms and data structures sensibly to given and concrete problems

Methodological competence
The students:
- solve given problems from the point of view of imperative or object-oriented programming
- transfer practical experience in programme development to new tasks

Social competence
The students:
communicate the structure and mode of operation of self-developed programmes to others
present solutions to small tasks in front of groups

Self-competence
The students:

organise themselves in finding algorithmic solutions to small and medium-sized problems in computer science
incorporate the concepts of general programme design in their actions

Module contents
In the first part, general basic concepts of programming are introduced:

- Algorithm, programming languages, computer
- development tools, development phases
- compilers
- grammars
- logic

The second part deals with basic programming concepts:

- data types
- variables
- Expressions, statements
- control structures
- Methods, parameters
- recursion
- Reference data types, arrays
- Classes, objects
- Documentation
- Testing

The third part contains an introduction to data structures and algorithms as well as a discussion of their efficiency, i.e. the computational effort or memory requirements depending on the amount of data to be processed. The module introduces known, efficient algorithms and data structures for various, frequently occurring problems. These include in particular:

- Methods for searching for keys, as well as insertion and deletion in dynamic data sets, e.g. lists, trees, AVL trees or hash methods,
- Methods for searching for text patterns,
- Methods for sorting data by key values, e.g. QuickSort and HeapSort,
- Graph-based applications, e.g. for finding shortest paths in graphs.

The lecture part is supplemented by a comprehensive exercise part, in which in particular the taught programming contents are implemented in practical examples.

Recommended reading
Essential:

- Lecture Notes (made available either in printed form or via Stud.IP during the course of the lecture)

Good secondary literature:

- Dietmar Ratz, Jens Scheffler, Detlev Seese, Jan Wiesenberger: Grundkurs Programmieren in Java, Carl Hanser Verlag.
- Joachim Goll, Cornelia Heinisch: Java als erste Programmiersprache, Springer Vieweg Verlag
- Siege: Einführung in die Informatik. Shaker Verlag, 2013
**Language of instruction**: German  
**Duration (semesters)**: 1 Semester  
**Module frequency**: every winter term  
**Module capacity**: unlimited  

### Module level

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### Examination

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<th>Type of examination</th>
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<td>Final exam of module</td>
<td>At the End of the Semester</td>
<td>Portfolio or written exam or oral exam</td>
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### Type of course

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**Total module attendance time**: 84 h
### Module contents

The main topics of business informatics are the presentation and evaluation of configuration options to conceptualise, develop, implement, use and maintain operational sociotechnical application systems. The lecture focuses on information systems of the networked company. Technical, economic, organisational, and psychosocial aspects are considered. The understanding of these relations will be trained by means of case studies taken from Laudon et al. (cf. suggested reading).

The lecture gives an overview of the following business informatics
fields:
- Information systems, (object of BI)
- Application systems
- E-Commerce and E-Business
- Ethical, social and political aspects
- Business process integration
- Knowledge management
- Support of decision making
- Reorganisation of companies
- Economic evaluation For a better understanding of each subject, it is recommended to take specific modules later in the course of studies.

Recommended reading
- Frank, Gronau (2002), Systemanalyse im Unternehmen Oldenbourg (Gebundene Ausgabe - Juni 2002)

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<td>Previous knowledge</td>
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**Total module attendance time** 56 h
### inf601 - Business Informatics II

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<td>Workload</td>
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**Applicability of the module**
- Bachelor's Programme Business Informatics (Bachelor) > Aufbaucurriculum - Pflichtbereich
- Bachelor's Programme Computing Science (Bachelor) > Akzentsetzungsbereich - Wahlbereich Informatik
- Bachelor's Programme Economics and Business Administration (Bachelor) > Studienrichtung Wirtschaftsinformatik
- Bachelor's Programme Sustainability Economics (Bachelor) > Wahlpflichtbereich
- Master of Education Programme (Gymnasium) Computing Science (Master of Education) > Wahlpflichtmodule (Angewandte Informatik)

**Responsible persons**
- Marx Gómez, Jorge (module responsibility)
- Lehrenden, Die im Modul (Prüfungsberechtigt)

**Prerequisites**
- No participant requirements

**Skills to be acquired in this module**

The module provides the fundamentals and tasks of information management to create an IT strategy. Tasks are especially considered from a strategic perspective and brought closer by methodological skills for each task.

**Professional competence**
The students:
- name the strategic aspects of information management and identify their impact on technical and operational information management
- examine the essential questions of enterprise reorganization in connection with an information system and recognize the influence of the Internet and its services on commercial processes and information systems by an exemplary system, e.g. SAP R/3
- identify different approaches to information management (Information Resource Management, Management approach, management approach, personal information management) and understand why determining the value of information management is necessary and how it is done
- specify the objectives of information management, differentiate and classify its tasks appropriately
- recognize the methodological characteristics of information management
- transfer the concept of architecture to the information infrastructure
- assess the importance to plan features for strategic IT-design oriented on IT-architecture
- schedule the procedures concerning the strategical situation analysis of the competition analysis, the information infrastructure and the environmental analysis with the objective to transfer them to simple problems
- name the key contents of strategical IT objectives and are aware of difficulties in determining the measurement category
- identify and learn the scope and central tasks of business process and environmental management (as excursion) and the significance for information management

**Methodological competence**
The students:
- perform information management tasks using methods of Information Engineering and thereby learn how to transfer and employ the methods to other fields, e.g. economy
- learn by practice advantages and disadvantages of different methods and can use them as part of the optimized IT strategy based on the acquired knowledge.

**Social competence**
The students:
- construct solutions to case studies given in the group, i.e. the development of an IT strategy
- discuss the solutions on a technical level
- present the solutions to case studies as part of the exercises

**Self-competences**
The Students:

- accept criticism and understand it as a precondition for the further development of one's own actions

Module contents

The proportion of information technology in the investment budget of companies is rising continuously. For instance, banks spend 25% of all investments for their information systems. Information is not just a production factor, it is also an element of competition. Information is increasingly important for business. The business informatics deals with these economic tasks of information technology. Information systems in businesses and organisations are of central concern. The interdisciplinary nature of business informatics raises questions about proceedings, problems of models (modelling in a narrow sense) and the application in specific problem domains.

Contents of this module are:

- Information management principles and tasks
- IT architectures
- Infrastructure of information and communication technology
- Strategic, administrative and operative information engineering

Recommended reading

- Heinrich, Stelzer (2011): Informationsmanagement
- Grundlagen, Aufgaben, Methoden. Oldenbourg Verlag
- Laudon, Laudon, Schoder (2010): Wirtschaftsinformatik
- Eine Einführung. Pearson Verlag
- Krcmar (2015): Informationsmanagement. Springer Verlag

Links

http://www.wi-ol.de

Language of instruction

German

Duration (semesters)

1 Semester

Module frequency

annual

Module capacity

unlimited

Module level

Type of module

Teaching/Learning method 1 VL + 1 Ü

Previous knowledge none

Examination

Examination times

Type of examination

Final exam of module

Usually two weeks after lecture time

Written exam max. 120 minutes

Type of course Comment SWS Frequency Workload of compulsory attendance

<table>
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<td>Exercises</td>
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Total module attendance time 56 h
sow019 - Introduction to sociology

Module label  Introduction to sociology
Module abbreviation  sow019
Credit points  6.0 KP
Workload  180 h
Applicability of the module
- Bachelor's Programme Social Studies (Bachelor) > Basismodule
- Bachelor's Programme Sustainability Economics (Bachelor) > Wahlpflichtbereich
- Dual-Subject Bachelor's Programme Social Studies (Bachelor) > Basismodule

Responsible persons
- Heidenreich, Martin (module responsibility)
- Lehrenden, Die im Modul (Prüfungsberechtigt)

Skills to be acquired in this module

Module contents

Recommended reading
Texte werden so weit wie möglich in StudIP bzw. Readerform bereitgestellt und sollen VOR und WÄHREND der Veranstaltungszeit gelesen werden. Diese Texte werden weitgehend den folgenden Einführungs texten entnommen:

Links
Languages of instruction  German, English
Duration (semesters)  1 Semester
Module frequency  jährlich
Module capacity  unlimited
Module level
Type of module
Teaching/Learning method
Previous knowledge
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### sow021 - Introduction to political science

<table>
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**Applicability of the module**
- Bachelor's Programme Social Studies (Bachelor) > Basismodule
- Bachelor's Programme Sustainability Economics (Bachelor) > Wahlpflichtbereich
- Dual-Subject Bachelor's Programme Politics-Economics (Bachelor) > Basismodule
- Dual-Subject Bachelor's Programme Social Studies (Bachelor) > Basismodule
- Erweiterungsfach Gymnasium Politik-Wirtschaft (Extension tray) > Module

**Responsible persons**
- Juen, Christina-Marie (module responsibility)
- Lehrenden, Die im Modul (Prüfungsberechtigt)

**Prerequisites**

**Skills to be acquired in this module**

**Inhaltlich:** Nach Abschluss des Moduls sind die Studierenden in der Lage, die wichtigsten Konzepte, Methoden und Forschungsinhalte der Politikwissenschaft eigenständig auf politikwissenschaftliche Phänomene anzuwenden.

**Formal:** Erwerb der Fähigkeit, sich ein politikwissenschaftliches Phänomen exemplarisch zu erarbeiten und es in systematische Zusammenhänge einzuordnen, sowie der Fertigkeit, ein politikwissenschaftliches Phänomen analytisch zu beschreiben und eigene Einsichten schriftlich und mündlich darzustellen.

**Module contents**
Das Modul bietet eine Einführung in die wichtigsten Konzepte, Methoden und Forschungsinhalte der Politikwissenschaft. Die Vorstellung der Akteure, Mechanismen und Institutionen politischer Systeme erfolgt auf Basis einer empirisch-analytischen Forschungsausrichtung, die sich darauf konzentriert, Theorien zu politikwissenschaftlichen Phänomenen zu entwickeln und zu testen.

Das Modul bietet u.a. eine Einführung in die Themen Regierungssysteme, Wahlsysteme, Parteisysteme, Interessengruppen und soziale Bewegungen, Massenmedien, Legislative, Judikative, öffentliche Verwaltung und die internationalen Beziehungen.

**Recommended reading**

**Languages of instruction**
- German, English

**Duration (semesters)**
- 1 Semester

**Module frequency**
- jährlich

**Module capacity**
- unlimited

**Module level**

**Type of module**

**Teaching/Learning method**

**Previous knowledge**

**Examination**

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**Final exam of module**

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<td>WiSe</td>
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</tbody>
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**Total module attendance time**
- 56 h
wir021 - Double Entry Bookkeeping & Financial Statements under German Law (HGB)

Module label: Double Entry Bookkeeping & Financial Statements under German Law (HGB)
Module abbreviation: wir021
Credit points: 6.0 KP
Workload: 180 h

Applicability of the module:
- Bachelor's Programme Business Administration and Law (Bachelor) > Basiscurriculum Wirtschaftswissenschaften
- Bachelor's Programme Business Informatics (Bachelor) > Aufbaucurriculum - Pflichtbereich
- Bachelor's Programme Economics and Business Administration (Bachelor) > Basismodule
- Bachelor's Programme Mathematics (Bachelor) > Nebenfachmodule
- Bachelor's Programme Sustainability Economics (Bachelor) > Wahlpflichtbereich
- Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) > Basismodule
- Master's Programme Computing Science (Master) > Module aus anderen Studiengängen

Responsible persons:
- Lehrenden, Die im Modul (Prüfungsberechtigt)

Prerequisites:
none

Skills to be acquired in this module:
1. understand financial accounting as the basis of corporate data and bookkeeping
2. gain comprehensive knowledge of main accounting areas such as procurement, sales, HR, inventory, tax, provisions etc.
3. obtain basic knowledge about annual report process of single entities.

Module contents:
The main objective of this module is to give the students an overview of the double entry bookkeeping as well as the link between financial accounting, balance sheet and income statement. The acquisition of basis knowledge of the corporate accountancy stands in the foreground, for example, how organizations manage the bookkeeping, legal basis of the annual accounts, creating an inventory, content of accounting and income statement.

Recommended reading:

An additional script is provided.

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

Language of instruction:
German

Duration (semesters):
1 Semester

Module frequency:
jährlich

Module capacity:
unlimited

Module level:

Type of module:
Teaching/Learning method:

Previous knowledge:

Examination:
Examination times:
at the end of the semester
Type of examination:
final exam

Type of course:
Comment:
SWS:
Frequency:
Workload of compulsory attendance:

Lecture:
2
28

Tutorial:
2
WiSe
28

Total module attendance time:
56 h
**wir032 - Managerial Accounting**

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**Applicability of the module**
- Bachelor's Programme Business Administration and Law (Bachelor) > Aufbaubereich Wirtschaftswissenschaften
- Bachelor's Programme Business Informatics (Bachelor) > Akzentsetzungsbereich Wirtschaftswissenschaften
- Bachelor's Programme Economics and Business Administration (Bachelor) > Basismodule
- Bachelor's Programme Mathematics (Bachelor) > Nebenfachmodule
- Bachelor's Programme Sustainability Economics (Bachelor) > Wahlpflichtbereich
- Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) > Basismodule
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)

**Responsible persons**
- Lehrenden, Die im Modul (Prüfungsberechtigt)

**Skills to be acquired in this module**
This course is an introduction to the use of accounting information by managers for decision-making, planning and control. It is designed to equip students with the concepts and techniques of management accounting for identifying and resolving strategic issues faced by managers in various business contexts.

**Recommended reading**
Seal et al., Management Accounting, Mcgraw-Hill Education Ltd, 5. Edition

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

**Language of instruction**
English

**Duration (semesters)**
1 Semester

**Module frequency**
jährlich

**Module capacity**
unlimited

**Reference text**
Vorlesung auf Englisch

**Module level**

**Type of module**

**Teaching/Learning method**

**Previous knowledge**

**Examination**

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**Total module attendance time**
56 h
**Module**

**Module label**
Introduction to Constitutional Law and Foundations of Public Economic Law

**Module abbreviation**
wir040

**Credit points**
6.0 KP

**Workload**
180 h

### Applicability of the module
- Bachelor’s Programme Business Administration and Law (Bachelor) > Basiscurriculum Recht
- Bachelor’s Programme Economics and Business Administration (Bachelor) > Studienrichtung Recht
- Bachelor’s Programme Sustainability Economics (Bachelor) > Wahlpflichtbereich

### Responsible persons
- Boehme-Netletter, Volker (module responsibility)
- Lehrenden, Die im Modul (Prüfungsberechtigt)
- Rüscher, Vera (Prüfungsberechtigt)

### Prerequisites

#### Skills to be acquired in this module
Upon completion of the module, students will be able to:
- will have a basic knowledge of German Constitutional Law and a more advanced knowledge of exemplary problems with the Constitution
- will have critically worked with the most important leading cases of the German Bundesverfassungsgericht (Constitutional Court)
- will be able to analyse Constitutional Law in its political, historical, and economic context

#### Module contents
- position of the constitution in the hierarchy of norms
- constitutional theory: the special character of a constitution
- a short history of the German Basic Law (Grundgesetz)
- constitutional/political background of the Basic Law
- the organisation of the state
- the aims of the German Basic Law
- exemplary investigations: Democracy and the Rule of Law
- Art. 12 GG, freedom of occupation
- Art. 14 GG, freedom of property

### Recommended reading
- Degenhart, Christoph: Staatsrecht I Staatsorganisationsrecht: Mit Bezügen zum Europarecht, 30. Auflage, C.F. Müller 2015

### Links
- [https://www.uni-oldenburg.de/wire/](https://www.uni-oldenburg.de/wire/)

### Language of instruction
German

### Duration (semesters)
2 Semester

### Module frequency
jährlich

### Module capacity
unlimited

### Module level

### Type of module

### Teaching/Learning method

### Previous knowledge

### Examination

#### Examination times
- end of module

#### Type of examination
- written exam

### Type of course
Lecture

### SWS
4

### Frequency

### Workload Präsenzzeit
56 h
### wir060 - Financial Accounting

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#### Applicability of the module
- Bachelor's Programme Business Administration and Law (Bachelor) > Aufbaubereich Wirtschaftswissenschaften
- Bachelor's Programme Business Informatics (Bachelor) > Akzentsetzungsbereich Wirtschaftswissenschaften
- Bachelor's Programme Economics and Business Administration (Bachelor) > Aufbaumodule
- Bachelor's Programme Mathematics (Bachelor) > Nebenfachmodule
- Bachelor's Programme Sustainability Economics (Bachelor) > Wahlpflichtbereich
- Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) > Aufbaumodule
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)

#### Responsible persons
- Lehrenden, Die im Modul (Prüfungsberechtigt)

#### Prerequisites
- none

#### Skills to be acquired in this module
- The students obtain knowledge on IFRS accounting in general and specific topics such as financial instruments, intangible assets and provisions;
- understand the framework of IFRS;
- understand the international focus and necessity of IFRS;
- obtain knowledge on IFRS from both a legal and economic perspective.

#### Module contents
This module is based on accounting and annual financial statement, while focusing exclusively on the international financial reporting standards (IFRS). In terms of content, the course covers subjects such as the most important concepts, tangible and intangible assets as well as liability items on the basis of the fundamental standards and case studies.

#### Recommended reading
- International Financial Reporting Standards (IFRS)
  Lecture notes with additional references will be provided via the e-learning platform Stud.IP.

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

#### Language of instruction
- English

#### Duration (semesters)
- 1 Semester

#### Module frequency
- jährlich

#### Module capacity
- unlimited

#### Reference text
- Lectures are held in English; tutorials are held in English or German.

#### Module level

#### Type of module

#### Teaching/Learning method

#### Previous knowledge

#### Examination

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#### Type of course

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#### Total module attendance time
- 56 h
### wir070 - Principles of Marketing

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#### Applicability of the module
- Bachelor's Programme Business Administration and Law (Bachelor) > Basiscurriculum Wirtschaftswissenschaften
- Bachelor's Programme Business Informatics (Bachelor) > Akzentsetzungsbereich Wirtschaftswissenschaften
- Bachelor's Programme Business Informatics (Bachelor) > Wahlbereich Informatik, Kultur und Gesellschaft
- Bachelor's Programme Computing Science (Bachelor) > Wahlbereich Informatik, Kultur und Gesellschaft
- Bachelor's Programme Economics and Business Administration (Bachelor) > Aufbaumodule
- Bachelor's Programme Sustainability Economics (Bachelor) > Wahlpflichtbereich
- Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) > Aufbaumodule
- Master of Education Programme (Vocational and Business Education) Economics and Business Administration (Master of Education) > Mastermodule
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)

#### Responsible persons
- Alavi, Sascha (module responsibility)
- Lehrenden, Die im Modul (Prüfungsberechtigt)

#### Prerequisites
- keine

#### Skills to be acquired in this module
Upon completion of the module, students will be able to:
- recognize and provide solutions to challenges in market-oriented business management
- reflect on market-oriented business management with regard to practise, as well as related societal and ethical implications
- actively participate in scholarly marketing discourse
- build their own capacities to acquire knowledge and skills within the discipline

#### Module contents
The module focuses on the fundamentals of marketing in the sense of market-orientated management by linking philosophy and theoretical connections, as well as the necessary analytical and methodical knowledge with concrete case studies.

#### Recommended reading

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

#### Language of instruction
- German

#### Duration (semesters)
- 1 Semester

#### Module frequency
- jährlich

#### Module capacity
- unlimited

#### Module level

#### Type of module

#### Teaching/Learning method

#### Previous knowledge

#### Examination

#### Final exam of module
- end of term

#### Type of course

#### Comment

#### SWS

#### Frequency

#### Workload of compulsory attendance

<p>| Lecture | 2 | 28 |</p>
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### wir083 - Purchasing, Operations, and Logistics Management

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**Applicability of the module**
- Bachelor's Programme Business Administration and Law (Bachelor) > Aufbaubereich - Wirtschaftswissenschaften
- Bachelor's Programme Business Informatics (Bachelor) > Aufbaucurriculum - Pflichtbereich
- Bachelor's Programme Economics and Business Administration (Bachelor) > Aufbaumodule
- Bachelor's Programme Sustainability Economics (Bachelor) > Wahlpflichtbereich
- Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) > Aufbaumodule
- Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) > Schwerpunkt Management und Ökonomie
- Master of Education Programme (Vocational and Business Education) Economics and Business Administration (Master of Education) > Mastermodule

**Responsible persons**
- Lehrenden, Die im Modul (Prüfungsberechtigt)
- Busse, Christian (module responsibility)

**Prerequisites**

**Skills to be acquired in this module**
Students obtain an overview of the most important operational functions of an industrial or service company. These are procurement, production and logistics. Students will get to know typical operational challenges and familiarize themselves with established approaches and methods for analyzing and improving procurement, production and logistics operations.

**Module contents**
The module comprises a lecture (course number 2.02.231) and an accompanying tutorial (course numbers 2.02.231a to 2.02.231j). The lecture is based on the textbook "Grundzüge der Beschaffung, Produktion und Logistik" by Kummer, Grün and Jammernegg in the third edition of 2013 and the associated workbook, as well as partly on the textbook "Operations Management: Konzepte, Methoden und Anwendungen" by Thonemann in the third edition of 2015. The purpose of the lecture is to explain the fundamental problems and their solutions theoretically. The tutorials focus on application and practice and offer time for questions. There are no formal or content-related participation or entrance requirements.

**Recommended reading**

**Links**

**Language of instruction**
German

**Duration (semesters)**
1 Semester

**Module frequency**
jährlich

**Module capacity**
unlimited

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

**Module level**

**Type of module**

**Teaching/Learning method**

**Previous knowledge**

**Examination**

<table>
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**Type of course**

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<td>Tutorial</td>
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<td>SoSe und WiSe</td>
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**Total module attendance time**
56 h
**wir090 - Human Resource Management**

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**Applicability of the module**

- Bachelor's Programme Business Administration and Law (Bachelor) > Aufbaubereich Wirtschaftswissenschaften
- Bachelor's Programme Business Informatics (Bachelor) > Akzentsetzungsbereich Wirtschaftswissenschaften
- Bachelor's Programme Business Informatics (Bachelor) > Wahlbereich Informatik, Kultur und Gesellschaft
- Bachelor's Programme Computing Science (Bachelor) > Wahlbereich Informatik, Kultur und Gesellschaft
- Bachelor's Programme Economics and Business Administration (Bachelor) > Akzentsetzungsmodule more...
- Bachelor's Programme Sustainability Economics (Bachelor) > Wahlpflichtbereich
- Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) > Aufbaumodule
- Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) > Schwerpunkt Management und Ökonomie
- Master of Education Programme (Vocational and Business Education) Economics and Business Administration (Master of Education) > Mastermodule
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)

**Responsible persons**

- Junker-Michel, Mareike (Module counselling)
- Breisig, Thomas (Module counselling)
- Lehrenden, Die im Modul (Prüfungsberechtigt)
- Breisig, Thomas (module responsibility)

**Prerequisites**

keine

**Skills to be acquired in this module**

Upon completion of the module (two complementary lectures), students will be able to:

- understand the complex issues, challenges and fields of action in organisational Human Resource (HR) Management;
- analyse, interpret and manage HR issues within heterogeneous fields of stakeholders and environments;
- effectively analyse and apply HR instruments according to the specific practical context;
- develop skills to self-reflection by dealing with theoretical as well as practical issues in HR Management 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 Human Resource Management and to interlink, reflect and evaluate it accordingly.

By attending the non-compulsory tutorials and participating in lecture discussions, students can develop their own position on the inter-linkages between theoretical approaches and practical courses of action. Students will thus be able to identify problems, analyse them critically, and develop solutions. As they have the opportunity to work in small groups within the tutorials and to participate during lecture discussions, students may also learn to handle different points of view and discuss constructively. Overall they will be prepared for the specific requirements faced in the field of HR Management.

**Module contents**

Students develop theoretical as well as practical insights into the backgrounds and specific characteristics of "Human Resource" Management, in particular the following:
- origins and theoretical basis
- development and framework requirements
- workforce planning
- recruitment and selection
- work organisation
- working time organisation
- leadership
- performance reviews
- training and development
- compensation
- staff reduction

Recommended reading


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

Module level

Type of module

Teaching/Learning method

Previous knowledge

Examination

Examination times

Type of examination

Final exam of module

At the end of the lecture period and at the end of the semester

written exam

Type of course

Comment

SWS

Frequency

Workload of compulsory attendance

Lecture

freiwillig

2

WiSe

28

Total module attendance time

84 h
**wir100 - Corporate Strategy**

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**Applicability of the module**
- Bachelor's Programme Business Administration and Law (Bachelor) > Aufbaubereich Wirtschaftswissenschaften
- Bachelor's Programme Business Informatics (Bachelor) > Akzentsetzungsbereich Wirtschaftswissenschaften
- Bachelor's Programme Economics and Business Administration (Bachelor) > Studienrichtung Betriebswirtschaftslehre
- Bachelor's Programme Sustainability Economics (Bachelor) > Wahlpflichtbereich
- Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) > Aufbaumodule
- Master of Education Programme (Vocational and Business Education) Economics and Business Administration (Master of Education) > Mastermodule
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)

**Responsible persons**
- Lehrende, Die im Modul (Prüfungsberechtigt)
- Hoppmann, Jörn (module responsibility)

**Prerequisites**

**Skills to be acquired in this module**
The goal of the course is that students are able to:
- know and understand basic concepts, instruments, and theories of strategic management
- analyze company strategies by applying conceptual frameworks
- understand the advantages and disadvantages of common instruments and models and critically evaluate their applicability
- independently develop strategic options and derive recommendations for their implementation in real-life settings

**Module contents**
The course offers a comprehensive overview of the models and instruments of strategic management. The first part of the course introduces important concept and models of strategic management and discusses their application using examples from corporate practice. Central topics that are being discussed in this context are the relation between firm strategies and competitive advantage, strategy analysis, strategy formulation, strategy implementation, and strategies in the context of internationalization and innovation. In the second part of the course, students apply and deepen their knowledge by writing a thesis that analyzes the strategy of a specific company.

**Recommended reading**

**Links**

**Language of instruction**
- German

**Duration (semesters)**
- 1 Semester

**Module frequency**
- jährlich

**Module capacity**
- unlimited

**Module level**

**Type of module**

**Teaching/Learning method**

**Previous knowledge**

**Examination**

**Final exam of module**

**Type of course**
- Lecture
- Exercise or tutorial

**Comment**
- Thesis to be handed in at the end of semester

**SWS**
- 2
- 2

**Frequency**
- 28
- WiSe

**Workload of compulsory attendance**
- 56 h

**Total module attendance time**
- 56 h
wir130 - Civil Law and Commercial Law

Module label | Civil Law and Commercial Law
---|---
Module abbreviation | wir130
Credit points | 6.0 KP
Workload | 180 h

Applicability of the module
- Bachelor's Programme Business Informatics (Bachelor) > Akzentsetzungsbereich Wirtschaftswissenschaften
- Bachelor's Programme Economics and Business Administration (Bachelor) > Akzentesetzungsmodule
- Bachelor's Programme Sustainability Economics (Bachelor) > Wahlpflichtbereich
- Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) > Schwerpunkt Berufliche Bildung
- Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) > Schwerpunkt Management und Ökonomie
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)

Responsible persons
- Rott, Peter (module responsibility)
- Lehrenden, Die im Modul (Prüfungsberechtigt)

Prerequisites

Skills to be acquired in this module
- The students:
  - are familiar with the legal working methods, basic concepts of law in general and of civil law and commercial law in particular,
  - are familiar with the law of obligation and law of property, in particular with contract law, as well as with commercial law, which are the main fields of interest in the future professional practice,
  - are able to solve legal cases in a goal-oriented way,
  - are able to find approaches for legal problems as well as recognize liability risks and how to deal with them,
  - are in case of contract negotiations able to recognize the requirements for regulations and to evaluate consequences of regulation.

Module contents
In this module students will learn the basic concepts of civil law, commercial law and company law. The mail focus are the first two books and to some extent the third book of the BGB. After an introduction to the legal system and the legal sources of private law, the course will deal with the persons and objects of legal relations (legal subjects and objects). An introduction into general contract law (among others: transaction doctrine, representation, termination of obligations, arrears, defaults) follows then. Subsequently, the lecture will handle the main types of contracts of civil law, commitment and performance of transactions and ownership and possession. The focus of the commercial law will be the determination of traits of merchandiser, the company law, the commercial register and legal liability issues as well as cross-border trade. This is followed by an introduction into company law.

Subjects of the module: Introduction into legal studies, basic principles of law, private law / public law, legal sources, general part of the civil code, law of obligations (without law of torts); contracts, type of contracts, defaults / breaches, law of terms and conditions; parts of property law. Traits of merchandiser, company; commercial register; Representation in commercial law (procuration, action and charging power of attorney); commercial transactions; forms and consequences of the change of the owner; commercial agents and brokers; customary law / trade terms; CISG; partnership / corporate law.

The module will enable students to evaluate complex legal relationships in the economy discretely.

Recommended reading

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

Language of instruction
German

Duration (semesters)
2 Semester

Module frequency
jährlich

Module capacity
unlimited

Module level

Type of module

Teaching/Learning method
### Previous knowledge

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<td>28</td>
</tr>
</tbody>
</table>

**Total module attendance time** 84 h
**wir140 - Foundations of EU Economic Law and Principles of Labour Law**

<table>
<thead>
<tr>
<th>Module label</th>
<th>Foundations of EU Economic Law and Principles of Labour Law</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module abbreviation</td>
<td>wir140</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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</table>
| Applicability of the module | • Bachelor's Programme Business Administration and Law (Bachelor) > Basiscurriculum Recht  
• Bachelor's Programme Economics and Business Administration (Bachelor) > Akzentsetzungsmodule  
• Bachelor's Programme Sustainability Economics (Bachelor) > Wahlpflichtbereich  
• Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) > Schwerpunkt Berufliche Bildung  
• Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) > Schwerpunkt Management und Ökonomie |
| Responsible persons | • Lehrenden, Die im Modul (Prüfungsberechtigt)  
• Godt, Christine (module responsibility)  
• Brors, Christiane (module responsibility) |
| Prerequisites | Keine |
| Skills to be acquired in this module | The students will: |
| | • be able to understand the institutional framework of the EU as well as the thereto related tensions between supranationalism and intergovernmentalism,  
• be able to apply the legal norms inherent in the EU multilevel system of governance to selected areas of EU law, and most notably to the fundamental freedoms,  
• be able to resolve labour law matters in the light of contractual law,  
• understand how labour law is embedded in civil law,  
• be able to understand the relevance of labour law to society,  
• be able to understand the influence and framework of European labour law,  
• learn to understand the peculiarities of the labour law,  
• be able to identify the specific interests of parties to an employment contract and to find corresponding legal solutions in event of a conflict. |
| Module contents | The module explores the foundations of European economic law as well as the fundamentals of labour law in two (consecutive) lectures. The course ‘Foundations of EU Economic Law’ offers students an overview of the law of the European Union. It covers the following topics: |
| | • The historical development of the EU;  
• The institutional framework and principles of the EU (effect, formation, relationship with national law);  
• The principles of the internal market (with a special focus on the fundamental freedoms and the doctrine of negative integration);  
• An introduction to the regulation of selected economic policies (positive integration, e.g. product regulation, competition law) |
| | As regards the content of the second course – ‘Principles of Labour Law’ - the following topics will be covered: |
| | • The legal foundations of labour law, the integration of labour law into the hierarchy of norms (ordinary law, constitutional law, EU law);  
• Individual labour law (the establishment and termination of employment relationships, severance/termination agreements, dismissal, notice period, the Unfair Dismissal Protection Act);  
• Rights and obligations of employees and employers (breach of contract, pay without work, liability);  
• Overview of collective labour law;  
• Overview of labour court procedures. |
| Links | http://www.ik2.uni-oldenburg.de/InstRW/arre/  
https://www.uni-oldenburg.de/eurowr/ |
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<th></th>
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<tbody>
<tr>
<td>Language of instruction</td>
<td>German</td>
</tr>
<tr>
<td>Duration (semesters)</td>
<td>2 Semester</td>
</tr>
<tr>
<td>Module frequency</td>
<td>annually</td>
</tr>
<tr>
<td>Module capacity</td>
<td>unlimited</td>
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<tr>
<td>Teaching/Learning method</td>
<td></td>
</tr>
<tr>
<td>Previous knowledge</td>
<td></td>
</tr>
<tr>
<td>Examination</td>
<td>Examination times</td>
</tr>
<tr>
<td>Final exam of module</td>
<td>end of semester</td>
</tr>
<tr>
<td>Type of examination</td>
<td>written test</td>
</tr>
<tr>
<td>Type of course</td>
<td>Comment</td>
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<td>Lecture</td>
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**wir155 - Empirical Research Project**

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<tr>
<td>Credit points</td>
<td>6.0 KP</td>
</tr>
</tbody>
</table>
| Workload | 180 h  
( davon Präsenz: 56 Stunden ) |
| Applicability of the module | • Bachelor's Programme Sustainability Economics (Bachelor) > Wahlpflichtbereich |
| Responsible persons | • Bitzer, Jürgen (module responsibility)  
• Dannemann, Bernhard (module responsibility)  
• Lehrenden, Die im Modul (Prüfungsberechtigt) |
| Prerequisites | Die Studierenden  
- können eine Fragestellung entwickeln und diese empirisch analysieren,  
- können Daten sammeln und Aufbereiten,  
- können empirischen Analyse mit Hilfe von aktuellen Softwareprogrammen durchführen,  
- können ihren Arbeitsfortschritt und die Ergebnisse ihrer Analyse präsentieren. |
| Recommended reading | Hängt vom gewählten Thema ab. |
| Language of instruction | German |
| Duration (semesters) | 1 Semester |
| Module frequency | jedes Semester |
| Module capacity | unlimited |
| Reference text | Die Veranstaltung kann in den Modulen ”Ausgewählte Themen der Volkswirtschaftslehre“ (wir420) und ”Ausgewählte Themen der Betriebswirtschaftslehre (wir410)“ in das Studium eingebracht werden. |

**Module level**

<table>
<thead>
<tr>
<th>Type of module</th>
<th>Teaching/Learning method</th>
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</thead>
</table>

**Previous knowledge**

<table>
<thead>
<tr>
<th>Examination</th>
<th>Examination times</th>
<th>Type of examination</th>
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<tbody>
<tr>
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<td>Variiert nach Prüfungsleistung</td>
<td>Präsentation mit Ausarbeitung</td>
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**Type of course**

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<th>Seminar</th>
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**SWS**

<table>
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<tr>
<th>Frequency</th>
<th>SoSe oder WiSe</th>
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</table>

**Workload Präsenzzeit**

| 56 h |
## wir160 - Entrepreneurship

<table>
<thead>
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<tr>
<td>Module abbreviation</td>
<td>wir160</td>
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<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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</table>

### Applicability of the module
- Bachelor's Programme Business Administration and Law (Bachelor) > Aufbaubereich Wirtschaftswissenschaften
- Bachelor's Programme Business Informatics (Bachelor) > Akzentsetzungsbereich Wirtschaftswissenschaften
- Bachelor's Programme Business Informatics (Bachelor) > Wahlbereich Informatik, Kultur und Gesellschaft
- Bachelor's Programme Computing Science (Bachelor) > Wahlbereich Informatik, Kultur und Gesellschaft
- Bachelor's Programme Economics and Business Administration (Bachelor) > Studienrichtung Betriebswirtschaftslehre
- Bachelor's Programme Sustainability Economics (Bachelor) > Wahlpflichtbereich
- Master of Education Programme (Vocational and Business Education) Economics and Business Administration (Master of Education) > Mastermodule
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)
- Master's Programme Computing Science (Master) > Module aus anderen Studiengängen

### Responsible persons
- Lehrenden, Die im Modul (Prüfungsberechtigt)
- Nicolai, Alexander (module responsibility)

### Prerequisites
- none

### Skills to be acquired in this module
- understand the challenges of launching an enterprise,
- strategically analyse the structure of market
- understand how employees are able to behave like an entrepreneur in established enterprises
- develop innovative business ideas
- shape the key factors for realizing a business idea
- demonstrate a knowledge of the entrepreneurial process
- demonstrate a knowledge of cost accounting (especially break-even analysis, etc.) and will be able to calculate costs by themselves
- analyse and evaluate business models

### Module contents
- The module combines the lecture “Strategie und Entrepreneurship” with a tutorial. It investigates the challenges of launching enterprises and entrepreneurial behaviour in large companies as well. The content of the module follows the process of an entrepreneur. It starts with business ideas, their perception, and evaluation. In addition, it deals with the most important questions of development and management of new business models. The contents of the courses include the following topics:
  - historical, institutional, and theoretical context
  - development, evaluation, and pitching ideas
  - business models
  - building entrepreneurial teams
  - entrepreneurship in large enterprises
  - resources and finance
  - management of growth

### Recommended reading
<table>
<thead>
<tr>
<th>Links</th>
<th><a href="http://www.uni-oldenburg.de/wire/entrepreneurship/lehrangebot/veranstaltungen/lehrangebot-wise-20162017/">http://www.uni-oldenburg.de/wire/entrepreneurship/lehrangebot/veranstaltungen/lehrangebot-wise-20162017/</a></th>
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</thead>
<tbody>
<tr>
<td>Language of instruction</td>
<td>German</td>
</tr>
<tr>
<td>Duration (semesters)</td>
<td>1 Semester</td>
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<tr>
<td>Module frequency</td>
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</tr>
<tr>
<td>Module capacity</td>
<td>unlimited</td>
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<tr>
<td>Reference text</td>
<td>The lecture “Strategie und Entrepreneurship” must be attended in combination with the “Tutorium”.</td>
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<tr>
<td>Module level</td>
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<tr>
<td>Type of module</td>
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<tr>
<td>Teaching/Learning method</td>
<td></td>
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<tr>
<td>Previous knowledge</td>
<td></td>
</tr>
<tr>
<td>Examination</td>
<td>Examination times</td>
</tr>
<tr>
<td>Final exam of module</td>
<td>Type of examination</td>
</tr>
<tr>
<td>Type of exam of module</td>
<td>at the end of the semester</td>
</tr>
<tr>
<td>Workload of compulsory attendance</td>
<td>written exam</td>
</tr>
<tr>
<td>Course or seminar</td>
<td>2 SWS</td>
</tr>
<tr>
<td>Frequency</td>
<td>WiSe</td>
</tr>
<tr>
<td>Total module attendance time</td>
<td>28 Workload of compulsory attendance</td>
</tr>
<tr>
<td>Tutorial</td>
<td>2 SWS</td>
</tr>
<tr>
<td>Total module attendance time</td>
<td>28 Workload of compulsory attendance</td>
</tr>
<tr>
<td>Total module attendance time</td>
<td>56 h Workload of compulsory attendance</td>
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**wir200 - Principles of Organisation**

<table>
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<tr>
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<td>Module abbreviation</td>
<td>wir200</td>
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<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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**Applicability of the module**
- Bachelor's Programme Business Administration and Law (Bachelor) > Aufbaubereich Wirtschaftswissenschaften
- Bachelor's Programme Business Informatics (Bachelor) > Akzentsetzungsbereich Wirtschaftswissenschaften
- Bachelor's Programme Business Informatics (Bachelor) > Wahlbereich Informatik, Kultur und Gesellschaft
- Bachelor's Programme Computing Science (Bachelor) > Wahlbereich Informatik, Kultur und Gesellschaft
- Bachelor's Programme Economics and Business Administration (Bachelor) > Wahlpflichtbereich
- Bachelor's Programme Sustainability Economics (Bachelor) > Studienrichtung Betriebswirtschaftslehre
- Bachelor's Programme Computing Science (Bachelor) > Wahlbereich Informatik, Kultur und Gesellschaft
- Bachelor's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)

**Responsible persons**
- Lehrenden, Die im Modul (Prüfungsberechtigt)
  - Bartel, Teodora (Module counselling)
  - Breisig, Thomas (Module counselling)
  - Prokop, Jörg (module responsibility)
  - Breisig, Thomas (module responsibility)

**Prerequisites**
- Keine

**Skills to be acquired in this module**
Upon completion of the module, students will be able to:
- explain and apply the approaches and instruments of organisational sciences;
- demonstrate a familiarity with the basic assumptions, strategies, and core themes of organisational theories and are able to compare and reflect upon them;
- know different forms of organisational design and are able to differentiate them;
- know how to identify and predict issues and developments within operational and organisational structures and processes;
- demonstrate an awareness of the relevance of organisational culture, can describe its characteristics and discuss different analytical techniques;
- describe and analyse processes of organizational change, can point out their influences on strategy, organisational culture, operational and organisational structure, and estimate the relevance of change process initiation;
- work cooperatively and self-dependant within teams and to present complex professional contents precisely and with profound arguments (if chosen to present a topic within the seminar).

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 contents are arranged in the following way:
- Basic concepts and conceptual demarcation
- Objectives of an organisation
- Dimensions in formal organisation
- Organisational culture
- Organisational structure
- Operational structure and processes

These basic principles of organisation are presented and discussed within the lectures. Current economic and business developments are included. Seminars and tutorials are offered to deepen the lecture presentations and to relate them to examples and cases.

**Recommended reading**

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

**Language of instruction**
German

**Duration (semesters)**
1 Semester

**Module frequency**
jährlich

**Module capacity**
unlimited

**Module level**
---

**Type of module**
je nach Studiengang Pflicht oder Wahlpflicht

**Teaching/Learning method**

**Previous knowledge**
<table>
<thead>
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<th>Type of examination</th>
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<tr>
<td><strong>Final exam of module</strong></td>
<td>Written exam: end of the lecture period</td>
<td>portfolio (group seminar paper and online test)</td>
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<td></td>
<td>Presentation: During the lecture period</td>
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<tr>
<td></td>
<td>Portfolio: During the lecture period</td>
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<table>
<thead>
<tr>
<th>Type of course</th>
<th>Comment</th>
<th>SWS</th>
<th>Frequency</th>
<th>Workload of compulsory attendance</th>
</tr>
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<tbody>
<tr>
<td>Lecture</td>
<td></td>
<td>2</td>
<td></td>
<td>28</td>
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<tr>
<td>Seminar</td>
<td></td>
<td>2</td>
<td></td>
<td>28</td>
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<tr>
<td><strong>Total module attendance time</strong></td>
<td></td>
<td></td>
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<td>56 h</td>
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wir210 - Corporate Environmental Management

Module label: Corporate Environmental Management
Module abbreviation: wir210
Credit points: 6.0 KP
Workload: 180 h

Applicability of the module
- Bachelor's Programme Business Administration and Law (Bachelor) > Aufbaubereich Wirtschaftswissenschaften
- Bachelor's Programme Business Informatics (Bachelor) > Akzentsetzungsbereich Wirtschaftswissenschaften
- Bachelor's Programme Business Informatics (Bachelor) > Wahlbereich Informatik, Kultur und Gesellschaft
- Bachelor's Programme Computing Science (Bachelor) > Wahlbereich Informatik, Kultur und Gesellschaft
- Bachelor's Programme Economics and Business Administration (Bachelor) > Wahlbereich Ökologie und Nachhaltigkeit
- Bachelor's Programme Sustainability Economics (Bachelor) > Wahlpflichtbereich
- Bachelor's Programme Computing Science (Bachelor) > Module aus anderen Studiengängen

Responsible persons
- Siebenhüner, Bernd (module responsibility)
- Lehrenden, Die im Modul (Module counselling)

Prerequisites
- Siebenhüner, Bernd (module responsibility)
- Lehrenden, Die im Modul (Module counselling)

Skills to be acquired in this module
- The students:
  - understand the goals and concepts of sustainable development;
  - discuss the importance of sustainability for companies;
  - know basic strategies and instruments that enable companies to achieve sustainable development;
  - acquire conceptual and practical skills using case studies, in particular about which instruments can be used to prepare companies for the challenges of sustainable development.

Module contents
- The module consists of a lecture and a seminar. While the lecture presents and explains concepts, instruments and strategies for sustainable development, the seminar focuses on the practical relevance of the various instruments, concepts and strategies and discusses these based on case studies.
  - Concepts and goals of sustainable development
  - Introduction to the current discussion on sustainable development
  - Current sustainability instruments and strategies for companies
  - Case studies

Recommended reading

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

Language of instruction
- German

Duration (semesters)
- 1 Semester

Module frequency
- Jährlich

Module capacity
- Unlimited
<table>
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<tbody>
<tr>
<td>Type of module</td>
</tr>
<tr>
<td>Teaching/Learning method</td>
</tr>
<tr>
<td>Previous knowledge</td>
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<table>
<thead>
<tr>
<th>Examination</th>
<th>Examination times</th>
<th>Type of examination</th>
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<tbody>
<tr>
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<th>Frequency</th>
<th>Workload of compulsory attendance</th>
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<tr>
<td>Lecture</td>
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<tr>
<td>Seminar</td>
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</table>

**Total module attendance time** 56 h
**wir221 - Introduction in Business Taxation**

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<tbody>
<tr>
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<tr>
<td>Credit points</td>
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<tr>
<td>Workload</td>
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**Applicability of the module**
- Bachelor's Programme Business Administration and Law (Bachelor) > Aufbaubereich Wirtschaftswissenschaften
- Bachelor's Programme Economics and Business Administration (Bachelor) > Studienrichtung Betriebswirtschaftslehre
- Bachelor's Programme Economics and Business Administration (Bachelor) > Studienrichtung Recht
- Bachelor's Programme Sustainability Economics (Bachelor) > Wahlpflichtbereich

**Responsible persons**
- Dittmer, Jochen (module responsibility)
- Lehrenden, Die im Modul (Prüfungsberechtigt)

**Skills to be acquired in this module**
- Die Studierenden:
  - haben dezidierte Grundkenntnisse der einkommensteuerlichen Grundlagen
  - klassifizieren unterschiedliche Einkunftsarten und kennen deren Bedeutung.
  - haben dezidierte Kenntnisse der laufenden Besteuerung der zentralen steuerlichen Rechtsformen und Fähigkeit der Konkretisierung der steuerlichen Belastungs- und Entscheidungsparameter.

**Module contents**

**Recommended reading**
- Literaturempfehlungen können wegen der geradezu sprichwörtlichen hohen Änderungsgeschwindigkeit des Steuerrechts derzeit noch nicht gemacht werden, sondern können lediglich parallel zur Veranstaltung gegeben werden.
- Benötigt werden:
  - eine Sammlung der wichtigsten Steuergesetze (z.B. vom NWB-Verlag) in aktueller Form
  - eine Loseblattsammlung der Steuerrichtlinien (z.B. vom Beck-Verlag).

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

**Language of instruction**
- German

**Duration (semesters)**
- 1 Semester

**Module frequency**
- jährlich

**Module capacity**
- unlimited

**Module level**
- Typ of module
  - Lecture

**Previous knowledge**
- Examination
  - Examination times
  - Type of examination
- Final exam of module
  - Ende des Semesters
  - KL

**Type of course**
- Lecture

**SWS**
- 4

**Frequency**
- SoSe oder WiSe

**Workload Präsenzzeit**
- 56 h
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<th>wir240 - International Accounting and Auditing</th>
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<tbody>
<tr>
<td><strong>Module label</strong></td>
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<tr>
<td><strong>Module abbreviation</strong></td>
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<tr>
<td><strong>Credit points</strong></td>
</tr>
<tr>
<td><strong>Workload</strong></td>
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</tbody>
</table>
| **Applicability of the module** | - Bachelor's Programme Business Administration and Law (Bachelor) > Aufbaubereich Wirtschaftswissenschaften  
- Bachelor's Programme Economics and Business Administration (Bachelor) > Studienrichtung Betriebswirtschaftslehre  
- Bachelor's Programme Sustainability Economics (Bachelor) > Wahlpflichtbereich  
- Master of Education Programme (Vocational and Business Education) Economics and Business Administration (Master of Education) > Mastermodule |
| **Responsible persons** | Lehrenden, Die im Modul (Prüfungsberechtigt) |
| **Prerequisites** | Keine |
| **Skills to be acquired in this module** | The students  
- obtain knowledge on advanced topics in IFRS such as hedge accounting, revenue recognition, provisions and financial instruments;  
- understand the role, tasks and legal basis of auditing within the economic environment;  
- understand the concept of the risk-based audit approach. |
| **Module contents** | This module aims at providing an in-depth view on complex issues of IFRS accounting, e.g., hedge accounting and accounting of financial instruments. The students will obtain employability in the audit profession by learning the legal basis and concept of the audit profession. Solving case studies will contribute to achieving the learning objectives. |
International Financial Reporting Standards (IFRS) Lecture notes with additional references will be provided via the e-learning platform Stud.IP. |
| **Links** | http://www.uni-oldenburg.de/accounting/ |
| **Language of instruction** | German |
| **Duration (semesters)** | 1 Semester |
| **Module frequency** | jährlich |
| **Module capacity** | unlimited |
| **Module level** | |
| **Type of module** | |
| **Teaching/Learning method** | |
| **Previous knowledge** | |
| **Examination** | Examination times |
| **Type of examination** | |
| **Final exam of module** | end of semester |
| **Written exam** | |
| **Type of course** | Comment | SWS | Frequency | Workload of compulsory attendance |
| Lecture | | 2 | | 28 |
| Tutorial | | 2 | | 28 |
| Seminar | | | | |
| **Total module attendance time** | 56 h |
wir350 - Administrative Law concerning trade, industry and environment

<table>
<thead>
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<th>Module label</th>
<th>Administrative Law concerning trade, industry and environment</th>
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<tbody>
<tr>
<td>Module abbreviation</td>
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<td>Credit points</td>
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<tr>
<td>Workload</td>
<td>180 h</td>
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**Applicability of the module**
- Bachelor's Programme Business Administration and Law (Bachelor) > Aufbaubereich Recht
- Bachelor's Programme Economics and Business Administration (Bachelor) > Studienrichtung Ökologie und Nachhaltigkeit
- Bachelor's Programme Economics and Business Administration (Bachelor) > Studienrichtung Recht
- Bachelor's Programme Sustainability Economics (Bachelor) > Wahlpflichtbereich

**Responsible persons**
- Lehrenden, Die im Modul (Prüfungsberechtigt)
- Meyerholt, Ulrich (module responsibility)

**Prerequisites**

**Skills to be acquired in this module**
This module aims to offer students qualifications in the field of administrative, industry and environmental law. Students are to gain knowledge of legal materials and practical skills in handling law.

**Module contents**
- Administrative Law
- Industrial Code
- Subsidy Law
- Environmental Law
- Key Skills

**Recommended reading**

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

**Language of instruction**
German

**Duration (semesters)**
1 Semester

**Module frequency**
halbjährlich

**Module capacity**
unlimited

**Module level**

**Type of module**
Teaching/Learning method

**Previous knowledge**

**Examination**

<table>
<thead>
<tr>
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<th>Type of examination</th>
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<tbody>
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<td>written exam</td>
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**Type of course**
Lecture

**SWS**
4

**Frequency**

**Workload Präsenzzzeit**
56 h
wir390 - Financial Management

Module label  | Financial Management
Module abbreviation  | wir390
Credit points  | 6.0 KP
Workload  | 180 h

Applicability of the module
- Bachelor's Programme Business Administration and Law (Bachelor) > Aufbaubereich Wirtschaftswissenschaften
- Bachelor's Programme Economics and Business Administration (Bachelor) > Studienrichtung Betriebswirtschaftslehre
- Bachelor's Programme Sustainability Economics (Bachelor) > Wahlpflichtbereich
- Master of Education Programme (Vocational and Business Education) Economics and Business Administration (Master of Education) > Mastermodule

Responsible persons
- Prokop, Jörg (module responsibility)
- Lehrenden, Die im Modul (Prüfungsberechtigt)

Prerequisites

Skills to be acquired in this module
- Students are able to determine a firm's cost of capital using both single factor and multi factor models.
- Students understand how, and under which conditions, capital structure decisions influence firm value.
- Students are able to assess how a firm's dividend policy affects firm value.
- Students analyze characteristics, advantages, and disadvantages of typical modes of long-term financing.
- Students understand both the mechanics and the limits of financial models frequently used in decision making.

Module contents
1 Introduction / Recap: Security Valuation
2 Investment Decisions Under Uncertainty
3 Capital Structure Decisions & Dividend Policy
4 Long-Term Financing

Recommended reading

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

Language of instruction
English

Duration (semesters)
1 Semester

Module frequency
jährlich

Module capacity
unlimited

Module level

Type of module

Teaching/Learning method

Previous knowledge

Examination | Examination times | Type of examination
Final exam of module | Typically at least one mid-term short exam and one final short exam within three weeks after the last lecture | Portfolio, consisting of at least two short written examinations (schriftlicher Kurztest) lasting about 30-45 min each

Type of course | Comment | SWS | Frequency | Workload of compulsory attendance
Lecture | | 2 | | 28
Exercises | | 2 | | 28

Total module attendance time 56 h
### wir400 - Strategic and International Marketing

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#### Applicability of the module
- Bachelor's Programme Business Administration and Law (Bachelor) > Aufbaubereich Wirtschaftswissenschaften
- Bachelor's Programme Business Informatics (Bachelor) > Akzentsetzungsbereich Wirtschaftswissenschaften
- Bachelor's Programme Economics and Business Administration (Bachelor) > Studienrichtung Betriebswirtschaftslehre
- Bachelor's Programme Sustainability Economics (Bachelor) > Wahlpflichtbereich
- Master of Education Programme (Vocational and Business Education) Economics and Business Administration (Master of Education) > Mastermodule
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)

#### Responsible persons
- Alavi, Sascha (module responsibility)
- Lehrenden, Die im Modul (Prüfungsberechtigt)

#### Prerequisites

#### Skills to be acquired in this module
Upon completion of the module, students will be able to:
- recognize challenges facing marketing strategy in the field of markets and societies and draw conclusions for business management
- elaborate and reflect upon the theoretical and conceptual foundations of strategic marketing planning
- come up with examples that exemplify the systemic connection between strategic and instrumental marketing planning
- discuss core assumptions of internationalization in the context of strategy planning and critically reflect upon its implications
- build market research skills in an international context using different methods
- develop their own perspectives on the conceptualization and implementation of international marketing strategies and advance them in discourses

#### Module contents
The core of the module is the application of strategic planning methods in Marketing. A broadened understanding of Marketing in the areas of competitors, market agents and stakeholder orientation will be substantiated in theoretical and practical-normative view. International marketing forms an integrated part of strategic marketing planning; its basics and internal conception are formulated precisely in this course.

#### Recommended reading
- Latest editions of Meffert, H., Marketing-Management, Analyse - Strategie - Implementierung, Wiesbaden
- Kreikebaum H., Strategische Unternehmensplanung, Stuttgart/ Berlin/ Köln
- Benkenstein, M., Strategisches Marketing, Stuttgart/ Berlin/ Köln

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

#### Language of instruction
- German

#### Duration (semesters)
- 1 Semester

#### Module frequency
- jährlich

#### Module capacity
- unlimited

#### Module level

#### Type of module

#### Teaching/Learning method

#### Previous knowledge

<table>
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<th>Examination times</th>
<th>Type of examination</th>
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<tbody>
<tr>
<td>Final exam of module</td>
<td>end of term</td>
<td>written exam; voluntary contributions that improve grades may undertaken as 'portfolio-presentations' during tutorials</td>
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<td>Comment</td>
<td>SWS</td>
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<td>----------------</td>
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**Total module attendance time** 56 h
### wir410 - Selected Topics in Business Administration

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<tr>
<td>Module abbreviation</td>
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<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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</table>
| Applicability of the module                      | - Bachelor's Programme Business Administration and Law (Bachelor) > Aufbaubereich Wirtschaftswissenschaften  
  - Bachelor's Programme Economics and Business Administration (Bachelor) > Studienrichtung Betriebswirtschaftslehre  
  - Bachelor's Programme Sustainability Economics (Bachelor) > Wahlpflichtbereich |
| Responsible persons                              | - Prokop, Jörg (module responsibility)  
  - Lehrenden, Die im Modul (Prüfungsberechtigt) |
| Prerequisites                                    | 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. |
| Skills to be acquired in this module             | Upon completion of the module students will have acquired in-depth knowledge regarding selected topics in a specific field of business studies. They will have a sound understanding of the current state of academic research, and/or of issues relevant to current business practice. In addition, they will be familiar with typical advanced methods of analysis in the respective focus area, they will be able to put these methods in the broader context of business research, and they will be able to assess these methods' strength and weaknesses. |
| Module contents                                  | The course covers in detail selected advanced topics in areas such as entrepreneurship, business management, marketing, organization, human resources, production management, sustainability management, taxation, finance, or accounting. Focus area, language of instruction, and type of examination will be announced in the first session. |
| Recommended reading                              | Will be announced at the beginning of the course. |
| Languages of instruction                         | German, English                             |
| Duration (semesters)                             | 1 Semester                                  |
| Module frequency                                 | unregelmäßig                                |
| Module capacity                                  | unlimited                                   |
| Module level                                     |                                            |
| Type of module                                   |                                            |
| Teaching/Learning method                         |                                            |
| Previous knowledge                               |                                            |
| Examination                                      | Examination times                           |
| Final exam of module                             | will be announced in the first session       |
| Type of examination                              | 1 term paper (Hausarbeit) or 1 presentation (Referat) or 1 written exam (Klausur) or 1 oral exam (mündliche Prüfung) or 1 Portfolio. The type of examination will be announced in the first session. |
| Type of course                                   | Comment                                     |
| Course or seminar (ggf. Übung)                   | 4                                           |
| Seminar                                          | WiSe                                        |
| Total module attendance time                     | 56 h                                        |

| Total module attendance time                     | 56 h                                        |
wir420 - Selected Topics in Economics

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<tbody>
<tr>
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**Applicability of the module**
- Bachelor's Programme Business Administration and Law (Bachelor) > Aufbaubereich Wirtschaftswissenschaften
- Bachelor's Programme Economics and Business Administration (Bachelor) > Studienrichtung Volkswirtschaftslehre
- Bachelor's Programme Sustainability Economics (Bachelor) > Wahlpflichtbereich

**Responsible persons**
- Lehrende, Die im Modul (Prüfungsberechtigt)
- Bitzer, Jürgen (module responsibility)
- Böhringer, Christoph (module responsibility)
- Helm, Carsten (module responsibility)
- Trautwein, Hans-Michael (module responsibility)
- Lehrende, Die im Modul (Module counselling)

**Prerequisites**

**Skills to be acquired in this module**
Upon completion of the module, students will be able to:
- gather, evaluate, and interpret relevant information on selected themes in economics
- draw scientifically informed conclusions with respect to societal, scientific, and ethical issues
- independently manage further learning processes
- formulate and defend positions and solutions relating to selected topics in economics

**Module contents**
This module deals with selected topics in economics. These can be for example current events relating to economics or the further investigation of a specific issue from the field of economics.

**Recommended reading**
Wechselt mit dem behandelten Thema.

**Languages of instruction**
German, English

**Duration (semesters)**
1 Semester

**Module frequency**
unregelmäßig

**Module capacity**
unlimited

**Module level**

**Type of module**

**Teaching/Learning method**

**Previous knowledge**

**Examination**

**Examination times**

**Type of examination**
varies, TBA

**Final exam of module**
at the end of the lectures

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<tr>
<td>Exercises</td>
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<td>Practical training</td>
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**Total module attendance time**
0 h
wir520 - International and EU Economic Law

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<td></td>
<td>• Bachelor's Programme Business Administration and Law (Bachelor) &gt; Aufbaubereich Recht</td>
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<td></td>
<td>• Bachelor's Programme Sustainability Economics (Bachelor) &gt; Wahlpflichtbereich</td>
</tr>
<tr>
<td></td>
<td>• kein Abschluss European Studies in Global Perspectives &gt; Society, Economy and Politics</td>
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<tr>
<td>Responsible persons</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Godt, Christine (module responsibility)</td>
</tr>
<tr>
<td></td>
<td>• Chege, Victoria (Module counselling)</td>
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<td>• Lehrenden, Die im Modul (Prüfungsberechtigt)</td>
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<td>Prerequisites</td>
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</tr>
<tr>
<td>Skills to be acquired in this module</td>
<td>The module aims to enable students</td>
</tr>
<tr>
<td></td>
<td>• to examine and develop an understanding of the legal principles that underpin international and EU law, as well as the thereto related intricacies</td>
</tr>
<tr>
<td></td>
<td>• to apply those principles to solving legal problems</td>
</tr>
<tr>
<td></td>
<td>• to get acquainted with the relevant English legal terminology, and to apply it fluently.</td>
</tr>
<tr>
<td>Module contents</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Introduction to international economic law (international legal foundations, subjects, sources, principles, relationship between international economic law and municipal law);</td>
</tr>
<tr>
<td></td>
<td>• History and institutions of international economic law;</td>
</tr>
<tr>
<td></td>
<td>• The law of the World Trade Organization;</td>
</tr>
<tr>
<td></td>
<td>• Constitutional matters of EU economic law</td>
</tr>
<tr>
<td></td>
<td>• Harmonization in selected areas of EU private and economic law (e.g. health law, consumer protection, company law, intellectual property;</td>
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<tr>
<td></td>
<td>• EU competition law</td>
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<tr>
<td>Recommended reading</td>
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</tr>
<tr>
<td>Links</td>
<td><a href="http://www.fk2.uni-oldenburg.de/InstRW/oefflw/">http://www.fk2.uni-oldenburg.de/InstRW/oefflw/</a></td>
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<td>Duration (semesters)</td>
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<tr>
<td>Teaching/Learning method</td>
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</tr>
<tr>
<td>Previous knowledge</td>
<td></td>
</tr>
<tr>
<td>Examination</td>
<td></td>
</tr>
<tr>
<td>Examination times</td>
<td></td>
</tr>
<tr>
<td>Type of examination</td>
<td></td>
</tr>
<tr>
<td>Final exam of module</td>
<td>written exam: end of semester</td>
</tr>
<tr>
<td></td>
<td>written exam or</td>
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<tr>
<td>Examination</td>
<td>Examination times</td>
</tr>
<tr>
<td>-------------</td>
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<td>term paper: during semester</td>
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<th>Course or seminar</th>
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<tr>
<td>Frequency</td>
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<tr>
<td>Workload Präsenzzzeit</td>
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**wir082 - Corporate Finance**

**Module label**
Corporate Finance

**Module abbreviation**
wir082

**Credit points**
6.0 KP

**Workload**
180 h

**Applicability of the module**
- Bachelor's Programme Business Administration and Law (Bachelor) > Aufbaubereich Wirtschaftswissenschaften
- Bachelor's Programme Business Informatics (Bachelor) > Akzentsetzungsbereich Wirtschaftswissenschaften
- Bachelor's Programme Economics and Business Administration (Bachelor) > Akzentsetzungsmodule
- Bachelor's Programme Mathematics (Bachelor) > Nebenfachmodule
- Bachelor's Programme Sustainability Economics (Bachelor) > Wahlpflichtbereich more
- Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) > Aufbaumodule
- Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) > Schwerpunkt Management und Ökonomie
- Master of Education Programme (Vocational and Business Education) Economics and Business Administration (Master of Education) > Mastermodule
- Master's Programme Computing Science (Master) > Module aus anderen Studiengängen

**Responsible persons**
- Prokop, Jörg (module responsibility)
- Lehrenden, Die im Modul (Prüfungsberechtigt)

**Prerequisites**

**Skills to be acquired in this module**
- Students
  - understand the role corporate finance plays in today’s business environment,
  - are able to make consistent investment decisions based on established financial models both under certainty and under uncertainty,
  - are able to place these models in within the broader context of economic theory, including both neoclassical theory and principal-agent theory,
  - are able to assess the limitations of these models,
  - analyze firm’s main sources of (long-term) financing.

**Module contents**

**Course outline:**
1. Introduction
2. Valuation and Capital Budgeting
3. Risk and Return
4. Long-Term Financing

This course is an introduction to corporate finance. It covers typical tools and techniques used in making investment and financing decisions, and it provides insights into their theoretical foundations. The concept of time value of money and net present value is discussed in detail, first under certainty, and then in the presence of uncertainty. We will examine the relationship between an investment’s risk and its return, and discuss ways to derive risk-adjusted cost of equity capital. In addition, the course provides insights into firms’ main sources of (long-term) financing.

The topics covered in this course are relevant for financial decision-making in various areas of business management, including operations management, marketing, and in particular corporate strategy.

**Recommended reading**
- Main textbook:
  Hillier, Ross, Westerfield, Jaffe & Jordan, Corporate Finance, current edition, McGraw-Hill (especially chapters 1, 2, 4-10, 14).
- Supplementary readings:
  Berk & DeMarzo, Corporate Finance, current edition, Boston (Mass.),
  Brealey, Myers & Allen, Principles of Corporate Finance, current edition, Boston (Mass.),

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

**Language of instruction**
English

**Duration (semesters)**
1 Semester
<table>
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<th><strong>Module frequency</strong></th>
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<tr>
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<td>within three weeks after the last lecture</td>
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<td><strong>Comment</strong></td>
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<td><strong>SWS</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Frequency</strong></td>
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<tr>
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<tr>
<td><strong>Tutorial</strong></td>
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<td><strong>Total module attendance time</strong></td>
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**inf040 - Introduction to Data Science**

**Module label**: Introduction to Data Science  
**Module abbreviation**: inf040  
**Credit points**: 6.0 KP  
**Workload**: 180 h  

**Applicability of the module**

- Bachelor's Programme Business Informatics (Bachelor) > Akzentsetzungsbereich Praktische Informatik und Angewandte Informatik  
- Bachelor's Programme Computing Science (Bachelor) > Akzentsetzungsbereich - Wahlbereich Informatik  
- Bachelor's Programme Sustainability Economics (Bachelor) > Wahlpflichtbereich  
- Master Applied Economics and Data Science (Master) > Data Science  
- Master of Education Programme (Gymnasium) Computing Science (Master of Education) > Abschlussmodul more...  
- Master of Education Programme (Gymnasium) Computing Science (Master of Education) > Wahlpflichtmodule (Praktische Informatik)  
- Master of Education Programme (Gymnasium) Computing Science (Master of Education) > Wahlpflichtmodule (Theoretische Informatik)  
- Master of Education Programme (Hauptschule and Realschule) Computing Science (Master of Education) > Mastermodule  
- Master of Education Programme (Vocational and Business Education) Computing Science (Master of Education) > Akzentsetzungsbereich  
- Master's Programme Computing Science (Master) > Praktische Informatik

**Responsible persons**

- Wingerath, Wolfram (module responsibility)  
- Lehrenden, Die im Modul (Prüfungsberechtigt)

**Prerequisites**

Basics of databases, Python programming and statistics

**Skills to be acquired in this module**

The module teaches fundamentals from the field of Data Science, covering purposes, challenges, and common best practices.

**Professional competences**

The students

- have knowledge of basic concepts, problems and solution approaches from the field of Data Science.  
- are able to justify the choice of specific data analysis methods for a given problem  
- include possible imponderables in the analysis when evaluating analysis results

**Methological competences**

The students

- are able to translate questions from a specific domain into a feasible analysis  
- work on Data Science tasks to expand their understanding of the different approaches and methods.

**Social competences**

The students

- discuss approaches and problems encountered in smaller and larger groups

**Self competences**

The students

- reflect on their actions when identifying possible solutions and critically question their own results

**Module contents**

Data Science is an interdisciplinary science at the intersection of statistics,
This course is designed to provide a practical introduction to the field of Data Science by teaching theoretical principles while also applying them practically. Topics covered range from data collection and preparation (data sources & formats, data cleaning, data bias), mathematical foundations (statistical distributions, correlation analysis, significance) and methods for visualization (tables & plots, histograms, best practices) to the development of models for classifying or predicting values (linear regression, classification, clustering).

Recommended reading
See description of the assigned course

Links

Language of instruction
English

Duration (semesters)
1 Semester

Module frequency
regular in summer term

Module capacity
unlimited

Module level

Type of module

Teaching/Learning method
1VL + 1Ü

Previous knowledge
Basics of databases, Python programming and statistics

Examination
Examination times
Type of examination
Written or oral exam or portfolio or project or practical exercise

Final exam of module
At the end of the lecture period or by arrangement with the instructor.

Type of course
Comment
SWS
Frequency
Workload of compulsory attendance

Lecture
2
SoSe oder WiSe
0

Exercises
2
SoSe oder WiSe
0

Total module attendance time
0 h
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### Applicability of the module

- Bachelor's Programme Biology (Bachelor) > PP "Medieninformatik für Studierende musisch-künstlerischer Fächer"
- Bachelor's Programme Biology (Bachelor) > Säule "Überfachliche Professionalisierung"
- Bachelor's Programme Business Administration and Law (Bachelor) > PP "Medieninformatik für Studierende musisch-künstlerischer Fächer"
- Bachelor's Programme Business Administration and Law (Bachelor) > Säule "Überfachliche Professionalisierung"
- Bachelor's Programme Business Informatics (Bachelor) > PP "Medieninformatik für Studierende musisch-künstlerischer Fächer"

more...
- Bachelor's Programme Business Informatics (Bachelor) > Säule "Überfachliche Professionalisierung"
- Bachelor's Programme Chemistry (Bachelor) > PP "Medieninformatik für Studierende musisch-künstlerischer Fächer"
- Bachelor's Programme Chemistry (Bachelor) > Säule "Überfachliche Professionalisierung"
- Bachelor's Programme Comparative and European Law (Bachelor) > PP "Medieninformatik für Studierende musisch-künstlerischer Fächer"
- Bachelor's Programme Comparative and European Law (Bachelor) > Säule "Überfachliche Professionalisierung"
- Bachelor's Programme Computing Science (Bachelor) > PP "Medieninformatik für Studierende musisch-künstlerischer Fächer"
- Bachelor's Programme Computing Science (Bachelor) > Säule "Überfachliche Professionalisierung"
- Bachelor's Programme Economics and Business Administration (Bachelor) > PP "Medieninformatik für Studierende musisch-künstlerischer Fächer"
- Bachelor's Programme Economics and Business Administration (Bachelor) > Säule "Überfachliche Professionalisierung"
- Bachelor's Programme Education (Bachelor) > PP "Medieninformatik für Studierende musisch-künstlerischer Fächer"
- Bachelor's Programme Education (Bachelor) > Säule "Überfachliche Professionalisierung"
- Bachelor's Programme Engineering Physics (Bachelor) > PP "Medieninformatik für Studierende musisch-künstlerischer Fächer"
- Bachelor's Programme Engineering Physics (Bachelor) > Säule "Überfachliche Professionalisierung"
- Bachelor's Programme Environmental Science (Bachelor) > PP "Medieninformatik für Studierende musisch-künstlerischer Fächer"
- Bachelor's Programme Environmental Science (Bachelor) > Säule "Überfachliche Professionalisierung"
- Bachelor's Programme Intercultural Education and Counselling (Bachelor) > PP "Medieninformatik für Studierende musisch-künstlerischer Fächer"
- Bachelor's Programme Intercultural Education and Counselling (Bachelor) > Säule "Überfachliche Professionalisierung"
- Bachelor's Programme Mathematics (Bachelor) > PP "Medieninformatik für Studierende musisch-künstlerischer Fächer"
- Bachelor's Programme Mathematics (Bachelor) > Säule "Überfachliche Professionalisierung"
- Bachelor's Programme Physics (Bachelor) > PP "Medieninformatik für Studierende musisch-künstlerischer Fächer"
- Bachelor's Programme Physics (Bachelor) > Säule "Überfachliche Professionalisierung"
- Bachelor's Programme Physics, Engineering and Medicine (Bachelor) > PP "Medieninformatik für Studierende musisch-künstlerischer Fächer"
- Bachelor's Programme Physics, Engineering and Medicine (Bachelor) > Säule "Überfachliche Professionalisierung"
- Bachelor's Programme Social Studies (Bachelor) > PP "Medieninformatik für Studierende musisch-künstlerischer Fächer"
- Bachelor's Programme Social Studies (Bachelor) > Säule "Überfachliche Professionalisierung"
- Bachelor's Programme Sustainability Economics (Bachelor) > PP "Medieninformatik für Studierende musisch-künstlerischer Fächer"
- Bachelor's Programme Sustainability Economics (Bachelor) > Säule "Überfachliche Professionalisierung"
- Bachelor's Programme Sustainability Economics (Bachelor) > Wahlpflichtbereich
- Dual-Subject Bachelor's Programme Art and Media (Bachelor) > PP "Medieninformatik für Studierende musisch-künstlerischer Fächer"
- Dual-Subject Bachelor's Programme Art and Media (Bachelor) > Säule "Überfachliche Professionalisierung"
- Dual-Subject Bachelor's Programme Biology (Bachelor) > PP "Medieninformatik für Studierende musisch-künstlerischer Fächer"
- Dual-Subject Bachelor's Programme Biology (Bachelor) > Säule "Überfachliche Professionalisierung"
- Dual-Subject Bachelor's Programme Chemistry (Bachelor) > PP "Medieninformatik für Studierende musisch-künstlerischer Fächer"
- Dual-Subject Bachelor's Programme Chemistry (Bachelor) > Säule "Überfachliche Professionalisierung"
- Dual-Subject Bachelor's Programme Computing Science (Bachelor) > PP "Medieninformatik für Studierende musisch-künstlerischer Fächer"
- Dual-Subject Bachelor's Programme Computing Science (Bachelor) > Säule "Überfachliche Professionalisierung"
- Dual-Subject Bachelor's Programme Dutch Linguistics and Literary Studies (Bachelor) > PP "Medieninformatik für Studierende musisch-künstlerischer Fächer"
- Dual-Subject Bachelor's Programme Dutch Linguistics and Literary Studies (Bachelor) > Säule "Überfachliche Professionalisierung"
- Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) > PP "Medieninformatik für Studierende musisch-künstlerischer Fächer"
- Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) > Säule "Überfachliche Professionalisierung"
- Dual-Subject Bachelor's Programme English Studies (Bachelor) > PP "Medieninformatik für Studierende musisch-künstlerischer Fächer"
- Dual-Subject Bachelor's Programme English Studies (Bachelor) > Säule "Überfachliche Professionalisierung"
- Dual-Subject Bachelor's Programme Gender Studies (Bachelor) > PP "Medieninformatik für Studierende musisch-künstlerischer Fächer"
- Dual-Subject Bachelor's Programme Gender Studies (Bachelor) > Säule "Überfachliche Professionalisierung"
- Dual-Subject Bachelor's Programme General Education (Bachelor) > PP "Medieninformatik für Studierende musisch-künstlerischer Fächer"
- Dual-Subject Bachelor's Programme General Education (Bachelor) > Säule "Überfachliche Professionalisierung"
- Dual-Subject Bachelor's Programme German Studies (Bachelor) > PP "Medieninformatik für Studierende musisch-künstlerischer Fächer"
- Dual-Subject Bachelor's Programme German Studies (Bachelor) > Säule "Überfachliche Professionalisierung"
- Dual-Subject Bachelor's Programme History (Bachelor) > PP "Medieninformatik für Studierende musisch-künstlerischer Fächer"
- Dual-Subject Bachelor's Programme History (Bachelor) > Säule "Überfachliche Professionalisierung"
- Dual-Subject bachelor's programme Low German (Bachelor) > PP "Medieninformatik für Studierende musisch-künstlerischer Fächer"
- Dual-subject bachelor's programme Low German (Bachelor) > Säule "Überfachliche Professionalisierung"
- Dual-Subject Bachelor's Programme Material Culture: Textiles (Bachelor) > PP "Medieninformatik für Studierende musisch-künstlerischer Fächer"
- Dual-Subject Bachelor's Programme Material Culture: Textiles (Bachelor) > Säule "Überfachliche Professionalisierung"
- Dual-Subject Bachelor's Programme Mathematics (Bachelor) > PP "Medieninformatik für Studierende musisch-künstlerischer Fächer"
- Dual-Subject Bachelor's Programme Mathematics (Bachelor) > Säule "Überfachliche Professionalisierung"
- Dual-Subject Bachelor's Programme Music (Bachelor) > PP "Medieninformatik für Studierende musisch-künstlerischer Fächer"
Dual-Subject Bachelor’s Programme Music (Bachelor) > Säule "Überfachliche Professionalisierung"

Dual-Subject Bachelor’s Programme Philosophy / Values and Norms (Bachelor) > PP "Medieninformatik für Studierende musisch-künstlerischer Fächer"

Dual-Subject Bachelor’s Programme Philosophy / Values and Norms (Bachelor) > Säule "Überfachliche Professionalisierung"

Dual-Subject Bachelor’s Programme Physics (Bachelor) > PP "Medieninformatik für Studierende musisch-künstlerischer Fächer"

Dual-Subject Bachelor’s Programme Physics (Bachelor) > Säule "Überfachliche Professionalisierung"

Dual-Subject Bachelor’s Programme Politics-Economics (Bachelor) > PP "Medieninformatik für Studierende musisch-künstlerischer Fächer"

Dual-Subject Bachelor’s Programme Politics-Economics (Bachelor) > Säule "Überfachliche Professionalisierung"

Dual-Subject Bachelor’s Programme Protestant Theology and Religious Education (Bachelor) > PP "Medieninformatik für Studierende musisch-künstlerischer Fächer"

Dual-Subject Bachelor’s Programme Protestant Theology and Religious Education (Bachelor) > Säule "Überfachliche Professionalisierung"

Dual-Subject Bachelor’s Programme Slavic Studies (Bachelor) > PP "Medieninformatik für Studierende musisch-künstlerischer Fächer"

Dual-Subject Bachelor’s Programme Slavic Studies (Bachelor) > Säule "Überfachliche Professionalisierung"

Dual-Subject Bachelor’s Programme Social Studies (Bachelor) > PP "Medieninformatik für Studierende musisch-künstlerischer Fächer"

Dual-Subject Bachelor’s Programme Social Studies (Bachelor) > Säule "Überfachliche Professionalisierung"

Dual-Subject Bachelor’s Programme Special Needs Education (Bachelor) > PP "Medieninformatik für Studierende musisch-künstlerischer Fächer"

Dual-Subject Bachelor’s Programme Special Needs Education (Bachelor) > Säule "Überfachliche Professionalisierung"

Dual-Subject Bachelor’s Programme Sport Science (Bachelor) > PP "Medieninformatik für Studierende musisch-künstlerischer Fächer"

Dual-Subject Bachelor’s Programme Sport Science (Bachelor) > Säule "Überfachliche Professionalisierung"

Dual-Subject Bachelor’s Programme Technology (Bachelor) > PP "Medieninformatik für Studierende musisch-künstlerischer Fächer"

Dual-Subject Bachelor’s Programme Technology (Bachelor) > Säule "Überfachliche Professionalisierung"

Fach-Bachelor Pädagogisches Handeln in der Migrationsgesellschaft (Bachelor) > PP "Medieninformatik für Studierende musisch-künstlerischer Fächer"

Fach-Bachelor Pädagogisches Handeln in der Migrationsgesellschaft (Bachelor) > Säule "Überfachliche Professionalisierung"

Master Applied Economics and Data Science (Master) > Data Science

Master's Programme Environmental Modelling (Master) > Mastermodule

Responsible persons

- Vogel-Sonnenschein, Ute (module responsibility)
- Vogel-Sonnenschein, Ute (Prüfungsberechtigt)
- Lehrenden, Die im Modul (Prüfungsberechtigt)

Prerequisites

Diese Modul wendet sich an Studierende in Studiengängen außerhalb der Informatik. Studierende des Departments für Informatik der Bachelor- und Master-Studiengänge Informatik und Wirtschaftsinformatik gehören nicht zur Zielgruppe.

Skills to be acquired in this module


Module contents

- Computer representation of information
- formal languages, grammar and automata
- basic data structures;
- problem solving paradigms, algorithms and complexity;
- programming in the small (Language: Python)
- basic concepts of data bases

Recommended reading

see literature lists in StudIP

Links
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<th>Languages of instruction</th>
<th>German, English</th>
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**Module level**

**Type of module**

**Teaching/Learning method**

**Previous knowledge**

**Examination**

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<td>Final exam of module</td>
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**Type of course**

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<td>Exercises</td>
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<td>WiSe</td>
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**Total module attendance time**  56 h
mat865 - Advanced Topics in Statistics

Module label: Advanced Topics in Statistics
Module abbreviation: mat865
Credit points: 6.0 KP
Workload: 180 h

Applicability of the module:
- Bachelor's Programme Sustainability Economics (Bachelor) > Wahlpflichtbereich
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule AFT - Methoden
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule UF - Methoden
- Master's Programme Mathematics (Master) > Mastermodule

Responsible persons:
- Christiansen, Marcus (module responsibility)
- May, Angelika (module responsibility)
- Ruckdeschel, Peter (module responsibility)

Prerequisites:

Skills to be acquired in this module:
- Systematische Vertiefung und Erweiterung der im Bachelorstudium erlangten Kenntnisse und Fähigkeiten zur Mathematik
- Vernetzung des eigenen mathematischen Wissens durch Herstellung auch inhaltlich komplexer Bezüge zwischen den verschiedenen Bereichen der Mathematik
- Kennenlernen vertiefter Anwendungen der Mathematik, auch exemplarisch mit Projektcharakter
- Erwerb direkt berufsbezogener inhaltlicher und prozessorientierter Kompetenzen
- In dieser Vorlesung wird ein aktuelles, fortgeschrittenes Themengebiet der Angewandten Statistik behandelt. Die Studierenden erwerben damit über den üblichen Kanon statistischer Verfahren hinausgehendes Spezialwissen sowie die Fähigkeit, sich solches Wissen anzueignen und in praktischen Analysen einzusetzen.

Module contents:

Es handelt sich um ein Modul, innerhalb dessen kurzfristig verschiedene, aktuelle Themen aus der Statistik angeboten werden können, immer jeweils im Rahmen der Modulvorgaben von 6KP/180h Workload mögliche solche Themen sind:

- Angewandte Statistische Methoden in der Ökologie mit R (zuletzt SoSe 2017)
- Statistisches Lernen (zuletzt SoSe 2019)

Spezifikation eines konkreten Themas späteset im Rahmen der rollierenden Vorlesungsplanung

Beispielhaft seien hier die Inhalte zu "Statistisches Lernen" genannt:

- Prädiktionsverfahren: lineare Regression, GLM in hochdimensionalen Modellen, regularisierte Regression, Least Absolute Shrinkage and Selection Operator (LASSO), Support Vector Regression
- Klassifikationsverfahren und Clustering: lineare und quadratische Diskriminanzanalyse (LDA/QD), Support Vector Classification, Klassifikationsbäume (CART), verschiedene Clusterverfahren
- Vapnik-Chervonenkis Komplexität von Problemen
- Resampling Verfahren/Ensemble Methoden: Bagging, Boosting, Random Forests, verschiedene Kreuzvalidierungsstrategien
- Ausblick auf Ranking-Verfahren und Online-Learning

Recommended reading:

natürlich spezifisch für das jeweilige Thema

hier beispielhaft für "Statistisches Lernen":

- Bühlmann, P., van de Geer, S.: Statistics for high-dimensional data:

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| Total module attendance time | 56 h |
Abschlussmodul

bam - Bachelor´s Thesis Module

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<td>Bachelor’s Programme Sustainability Economics (Bachelor) &gt; Abschlussmodul</td>
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Prerequisites

Skills to be acquired in this module

Module contents

Recommended reading

Links

Languages of instruction

Duration (semesters) | 1 Semester |
Module frequency | halbjährlich |
Module capacity | unlimited |

Module level

Type of module

Teaching/Learning method

Previous knowledge

Examination Examination times Type of examination
Final exam of module | G |

Type of course | Seminar |

SWS

Frequency

Workload Präsenzzzeit | 0 h |