Modulhandbuch

Business Administration: Management and Law - Master-Studiengang

im Wintersemester 2023/2024

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Basismodule

wir801 - Concepts of Organisation and Management

Module label | Concepts of Organisation and Management
Module abbreviation | wir801
Credit points | 6.0 KP
Workload | 180 h

Applicability of the module
- Master's programme Business Administration: Management and Law (Master) > Basismodule
- Master's programme Business Administration: Management and Law (Master) > Kernmodule CHI
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)
- Master's Programme Management Consulting (Master) > Mastermodule

Responsible persons
- Breisig, Thomas (module responsibility)
- Lehrenden, Die im Modul (Prüfungsberechtigt)
- Wengelowski, Peter (Module counselling)
- Gilbert, Jonathan (Module counselling)
- Breisig, Thomas (Module counselling)

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

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

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

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

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

Module level
Type of module

Teaching/Learning method

Previous knowledge

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<th>Type of examination</th>
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<td>Depending on the type of examination during the lecture period, at the end of the lecture period or at the end of the semester</td>
<td>Seminar paper or presentation or written exam or oral exam or portfolio or project report (will be determined and announced at the beginning of the semester by the lecturer)</td>
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**Total module attendance time** 56 h
**wir806 - Information Technology Law**

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<td>• Bachelor's Programme Computing Science (Bachelor) &gt; Wahlbereich Informatik, Kultur und Gesellschaft</td>
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<td>• Master Applied Economics and Data Science (Master) &gt; Specialization</td>
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<td>• Master's Programme Computing Science (Master) &gt; Module aus anderen Studiengängen</td>
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<td>Skills to be acquired in this module</td>
<td>The students are familiar with the effects of digitalisation with its chances and risks in European and German private law and, in particular, consumer law. They obtain knowledge of specific areas of digitalised private law and consumer law with particular relevance for their future professional practice, are able to solve consumer law cases in a goal-oriented way, are able to find approaches for legal problems as well as recognise liability risks and how to deal with them, and are, in contract negotiations, able to recognise the requirements for regulation and to evaluate its consequences.</td>
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<tr>
<td>Module contents</td>
<td>This module conveys how new technologies impact on private law and, in particular, on consumer law. It focuses on the (modified) interpretation of existing laws but even more on the reactions of the EU and national legislators and of the judiciary to new technological developments. The module discusses, among others, distance selling law, digitalised sales law and product liability law, the law of digital content and digital services, unfair commercial practices on internet and the law of the platform economy. Finally, the module looks at enforcement.</td>
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<td>Module level</td>
<td>MM (Mastermodul / Master module)</td>
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<td>Wahlpflicht / Elective</td>
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<td>basic knowledge of civil law is helpful.</td>
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**Applicability of the module**
- Master of Education Programme (Vocational and Business Education) Economics and Business Administration (Master of Education) > Mastermodule
- Master's programme Business Administration: Management and Law (Master) > Basismodule
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule AFT - Recht
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - Recht

**Responsible persons**
- Dittmer, Jochen (module responsibility)

**Skills to be acquired in this module**
The aim of the course is to provide students with a deep and thorough knowledge regarding
- Tax accounting law and
- Taxation procedures.

**Module contents**
The course provides a deep insight into
- Tax accounting law
  - Basics of tax accounting law
  - Principal values (cost of purchase/cost of manufacture, going concern value, fair market value)
  - Depreciation, subsidy regulations
  - Transfer of hidden reserves
  - Leasing
  - Provisions
- Taxation procedures
  - Overview about general fiscal law (AO) and tax court code (FGO)
  - Tax determination and taxing procedures
  - Types of taxing
  - Deadlines and extent of balances and tax assessments corrections
  - Interest yield

**Recommended reading**
- Falterbaum, Hermann (aktuelle Fassung): Buchführung und Bilanz
- Rose, Gerd & Watrin, Christoph (aktuelle Fassung): Abgabenordnung; mit Finanzgerichtsordnung

It is worth mentioning, that due to the fast-changing tax law, further recommendations regarding the literature cannot be made yet, but are rather given during the course. Required are:
- A collection of the most important tax laws (e.g. NWB-publisher) in current form
- A loose-leaf collection of the tax regulations (e.g. Beck-publisher)

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

**Language of instruction**
- German

**Duration (semesters)**
- 1 Semester

**Module frequency**
- jährlich

**Module capacity**
- unlimited

**Module level**

**Type of module**

**Teaching/Learning method**

**Previous knowledge**

**Examination**

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**Type of course**
- Lecture

**SWS**
- 4

**Frequency**

**Workload Präsenzzzeit**
- 56 h
**wir808 - Multivariate Statistics**

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**Applicability of the module**
- Master's programme Business Administration: Management and Law (Master) > Basismodule
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)
- Master's Programme Computing Science (Master) > Module aus anderen Studiengängen
- Master's Programme Environmental Modelling (Master) > Mastermodule
- Master's Programme Sustainability Economics and Management (Master) > Basic and Accentuation Modules

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

**Prerequisites**

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

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

**Recommended reading**

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

**Type of module**

**Teaching/Learning method**

**Previous knowledge**

**Examination**

**Final exam of module**
- Type of course: Lecture, Exercises
- Comment: 2 SWS
- Frequency: 28
- Workload of compulsory attendance: 28

**Examination times**
- at the end of the semester
- written exam or oral exam
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### 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/](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

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

**Total module attendance time**
- 56 h
### wir812 - Environmental Law

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#### Applicability of the module
- Master's programme Business Administration: Management and Law (Master) > Basismodule
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule NM-Recht
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - Recht
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)
- Master's Programme Computing Science (Master) > Module aus anderen Studiengängen
- Master's Programme Sustainability Economics and Management (Master) > Basic and Accentuation Modules

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

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

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

#### 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: during term
- Type of examination: oral presentation and written script
- Type of course: Lecture
- SWS: 4
- Frequency: SoSe oder WiSe
- Workload Präsenzzzeit: 56 h
## wir815 - Modern Transformations of International and EU Economic Law

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<tr>
<td>- Master's programme Business Administration: Management and Law (Master) &gt; Kernmodule CHI</td>
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<td>- Master's programme Business Administration: Management and Law (Master) &gt; Schwerpunktmodule UF - Recht</td>
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<tr>
<td>- Godt, Christine (module responsibility)</td>
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<td>- Lehrenden, Die im Modul (Prüfungsberechtigt)</td>
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<table>
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<tr>
<th>Prerequisites</th>
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<tbody>
<tr>
<td>Students will be able</td>
</tr>
<tr>
<td>- to describe European and international legal-economic interdependencies</td>
</tr>
<tr>
<td>- apply international and European legal norms and legal issues</td>
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<tr>
<td>- have a command of English legal terminology</td>
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<table>
<thead>
<tr>
<th>Module contents</th>
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<tr>
<td>The module consists of two lectures which deal with changes in policies and institutions of international economic law. One lecture focuses on economic law and institutions as shaped by international law, while the other class is dedicated to EU foreign trade law. A basic knowledge of the institutions of international and EU economic law (WTO, IMF, World Bank, European Commission) is a prerequisite for attending this module. The focus lies in helping students understand the processes of internationalization and Europeanization that inform the current interactions between the different actors on the international plane (companies, states and parastatals). In this module, public and private economic law will be presented as a single unit. The international law part of the module focuses on the rationale and regulation of the major free trade agreements, including dispute settlement. Other topics to be addressed include the conflict of laws and the UN Convention (CISG). The EU law focuses on competition and foreign trade law, including procurement and taxation law.</td>
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<table>
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<tr>
<td><a href="http://www.fk2.unioldenburg.de/InstRW/oeffwr/">http://www.fk2.unioldenburg.de/InstRW/oeffwr/</a></td>
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<td>Teaching/Learning method</td>
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<td>Previous knowledge</td>
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<td>Examination</td>
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<tr>
<td>Examination times</td>
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<tr>
<td>Type of examination</td>
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<tr>
<td>Final exam of module</td>
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<tr>
<td>End of term (i.e. lecture period).</td>
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<tr>
<td>Type of examination consists either of term papers or an end of term test. In the case of term papers, students will work on current decisions or policy papers that are to be analyzed and evaluated by processing secondary literature.</td>
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Type of course: Lecture
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<td>Frequency</td>
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wir823 - International Finance and Exchange Rate Economics

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

**Applicability of the module**
- kein Abschluss European Studies in Global Perspectives > Society, Economy and Politics  
- Master Applied Economics and Data Science (Master) > Economics  
- Master's programme Business Administration: Management and Law (Master) > Basismodule  
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule AFT - VWL

**Responsible persons**
- Trautwein, Hans-Michael (module responsibility)  
- Trautwein, Hans-Michael (Prüfungsberechtigt)  
- Trautwein, Hans-Michael (Module counselling)

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

**Module contents**
The lectures address the following issues:

- exchange rates and the balance of payments,  
- open-economy macroeconomics,  
- exchange rate determination,  
- international financial markets,  
- fixed-exchange-rate systems,  
- currency crises,  
- optimum currency areas and monetary integration,  
- choice of exchange rate regime,  
- financial market regulation.

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

**Recommended reading**
Selected chapters from:  

And other specific readings for the seminar papers.

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

**Reference text**
- Mitarbeit in Vorlesung und Seminar ist Pflicht für den Erwerb eines Leistungsnachweises.  
- Das Seminar wird in der Form eines Blockseminars abgehalten.  
- Es gibt eine Vorbereitung Anfang des Semesters, in der die Themen vergeben werden.
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<th>Type of module</th>
<th>Teaching/Learning method</th>
<th>Previous knowledge</th>
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## wir858 - Capital market law, insolvency law

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<td>Rott, Peter (module responsibility)</td>
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<td>Lehrenden, Die im Modul (Prüfungsberechtigt)</td>
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### Prerequisites

Upon completion of the module, students will be able to:

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

### Module contents

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

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

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

### Recommended reading

Current literature references are given in the events.

### 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

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<td>Examination times</td>
<td>Type of examination</td>
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**Type of course** | Lecture |

**SWS** | 4 |

**Frequency** |  |

**Workload Präsenzzeit** | 56 h |
wir874 - Advanced Microeconomics

Module label
Advanced Microeconomics

Module abbreviation
wir874

Credit points
6.0 KP

Workload
180 h

Applicability of the module
- Master Applied Economics and Data Science (Master) > Economics
- Master's programme Business Administration: Management and Law (Master) > Basismodule
- Master's programme Business Administration: Management and Law (Master) > Kernmodule CHI
- Master's programme Social Sciences (Master) > Wahlpflichtmodule anderer Institute und Departments

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

Skills to be acquired in this module
Students
- understand the importance of incentive systems for economic processes and can analyze the effects of incentive systems;
- have a firm knowledge in game theory and contract theory, and can address questions in the context of scientific discussion;
- are able to apply methods from game theory and contract theory largely independently to the analysis of situations in which agents interact strategically;
- are able to design incentive schemes – on their own and in teams – and to acquire knowledge on their own for this purpose and, to present their results, and to defend them in the scientific discourse.

Module contents
The first part of the module covers game theory. Game theory is an important method in economics to analyze strategic interactions of agents, e.g., on markets, in organizations or in bargaining situations. The second part of the module covers contract theory that – according to the Nobel laureate Kenneth Arrow – has been „the most important development in economics in the last forty years“. We work out the fundamentals of screenings, signaling and moral hazard and apply them to different topics, e.g., from labor economics, economic organization and management, law and economics as well as industrial economics. In both parts, there is a tutorial. Here students largely independently apply the acquired knowledge to different situations of strategic interaction in economics and present their results.

Recommended reading

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

Language of instruction
English

Duration (semesters)
1 Semester

Module frequency
jährlich

Module capacity
unlimited

Type of module

Type of teaching/Learning method

Previous knowledge

Final exam of module

Type of course module

Type of course
Comment
SWS
Frequency
Workload of compulsory attendance

Course or seminar
4
WISe
56

Exercises
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0

25 / 259
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<th>Frequency</th>
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**wir894 - Econometrics of Policy Evaluation**

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| Applicability of the module |  * Master Applied Economics and Data Science (Master) > Empirical Methods*
| |  * Master’s programme Business Administration: Management and Law (Master) > Basismodule*
| |  * Master’s Programme Sustainability Economics and Management (Master) > Basic and Accentuation Modules* |
| Responsible persons |  * Huse, Cristian (module responsibility)*
| |  * Huse, Cristian (Module counselling)* |
| Prerequisites |  |
| Skills to be acquired in this module | Be able to conceptually understand and apply key empirical methods used by any economist (and other professionals) in the evaluation of policies. Be able to perform and critically evaluate an empirical analysis. |
| Module contents | Econometric methods (Causality, Randomization, Regression discontinuity, Difference-in-differences, topics in Microeconometrics); applications. |
| Links |  |
| Language of instruction | English |
| Duration (semesters) | 1 Semester |
| Module frequency |  |
| Module capacity | 60 |
| 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 |
| | Portfolio |
| Type of course | Lecture |
| SWS | 4 |
| Frequency | SoSe oder WiSe |
| Workload Präsenzzeit | 56 h |
## wir895 - Industrial Organization

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### Applicability of the module
- Master Applied Economics and Data Science (Master) > Economics
- Master's programme Business Administration: Management and Law (Master) > Basismodule
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule UF - VWL
- Master's Programme Sustainability Economics and Management (Master) > Akzentmodule

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

### Prerequisites

### Skills to be acquired in this module
- Be able to conceptually understand, critically evaluate, and apply methods used economists to study the behaviour of firms, consumers, and their interaction.

### Module contents
- Econometric methods; models of firm behaviour; models of consumer behaviour; regulation; applications.

### Recommended reading

### Links
- Language of instruction: English
- Duration (semesters): 1 Semester
- Module capacity: 30
- Module frequency: SoSe oder WiSe
- Type of module: Vorlesung und Übung
- Workload Präsenzzzeit: 55 h
### Schwerpunktmodule NM-BWL

**wir832 - Innovation Management**

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**Applicability of the module**

- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule NM-BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule UF - BWL
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules

**Responsible persons**

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

**Prerequisites**

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

**Module contents**

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

**Recommended reading**


**Links**

- English
- Duration (semesters) 1 Semester
- Module frequency unlimited
- Module capacity
- Reference text

This module is offered in the winter term. For a more detailed description of course content and organization, please note the syllabus that will be made available via Stud.IP before the beginning of the course.

**Module level**

- Type of module
- Teaching/Learning method
- Previous knowledge

**Examination**

- Examination times
- Type of examination KL

**Final exam of module**
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<td>Seminar</td>
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</table>
Module label: Digital Transformation: Strategies and Sustainability
Module abbreviation: wir886
Credit points: 6.0 KP
Workload: 180 h
Applicability of the module:
- Master Applied Economics and Data Science (Master) > Specialization
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule NM-BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule UF - BWL
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules

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

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

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

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

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

Recommended reading:

Language of instruction: English
### Duration (semesters)
1 Semester

### Module frequency
Annually

### Module capacity
40

### Reference text
Das Modul sollte im 2. Semester besucht werden.

### Type of module
Wahlpflicht / Elective

### Previous knowledge

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### Total module attendance time
56 h
wir898 - Strategic Sustainability Management

Module label: Strategic Sustainability Management
Module abbreviation: wir898
Credit points: 6.0 KP
Workload: 180 h

Applicability of the module
- Master Applied Economics and Data Science (Master) > Specialization
- Master's programme Business Administration: Management and Law (Master) > Kernmodule CHI
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule NM-BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - BWL
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)
- Master's Programme Sustainability Economics and Management (Master) > Akzentmodule

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

Prerequisites

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

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

- How can one determine whether a firm acts in a socially and ecologically sustainable way?
- Which factors drive and hinder the diffusion of socially and ecologically superior solutions and companies in the market?
- To which extent is there a conflict between firm and market growth on the one hand and sustainability on the other hand?
- Which possibilities does a company have to deal with conflicts between social/ecological and economic goals?
- How can existing firms and value chains be transformed toward sustainability?
- What is the role of managers and boards of directors for organizational change toward sustainability?
- How does the ownership and financial structure of firms influence their strategy toward sustainability?
- In how far can cooperation and partnerships between organizations help integrate social and ecological aspects in 53 firms?

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

Recommended reading

Links
Languages of instruction: German, English
Duration (semesters): 1 Semester
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<td></td>
<td>Frequency</td>
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wir902 - International Sustainability Management

Module label: International Sustainability Management

Module abbreviation: wir902

Credit points: 6.0 KP

Workload: 180 h

Applicability of the module:
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule NM-BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - BWL
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)
- Master's programme Social Sciences (Master) > Wahlpflichtmodule anderer Institute und Departments
- Master's Programme Sustainability Economics and Management (Master) > Basic and Accentuation Modules
- Master's Programme Water and Coastal Management (Master) > Socioeconomics

Responsible persons:
- Siebenhüner, Bernd (module responsibility)
- Lehrenden, Die im Modul (Prüfungsberechtigt)
- Wegner, Alkje (Prüfungsberechtigt)
- Sievers-Glotzbach, Stefanie (Prüfungsberechtigt)

Prerequisites:
No

Skills to be acquired in this module:
- Knowledge on the basic concepts and strategies of sustainability management related to corporate practice:
  * Sustainability: Basic concepts, strategies,
  * Domestic and international challenges for business,
  * Business case for sustainable development,
  * Integrative concepts of sustainable corporations,
  * Sustainable strategies,
  * Management instruments
- Discussing topics of international sustainability management with students from different scientific disciplines.
- Ability to present and evaluate different concepts and instruments of international sustainability management

Module contents:
This module consists of a one lecture and one seminar (2 weekly contact hours per lecture/seminar) dealing with basic concepts and strategies of sustainability management within corporations. Both, lecture and seminar give an overview of current sustainability strategies for companies and present a variety of instruments to integrate and initiate sustainable development within corporations. While the lecture focuses more on theoretical approaches and introduces basic concepts of corporate sustainability management, the seminar provides a variety of case studies and business cases to demonstrate different concepts and instruments of sustainability management. The seminar provides the possibilities for inter- and transdisciplinary exchange and discussions.

Recommended reading:
CSM, University of Lueneburg (Schaltegger, Herzig, Kleiber, Müller), [http://www2.leuphana.de/umanagement/csm/content/nama/downloads/pdf-dateien/nmu_fs_engl_final.pdf](http://www2.leuphana.de/umanagement/csm/content/nama/downloads/pdf-dateien/nmu_fs_engl_final.pdf)
Charter, Martin/Tischner, Ursula (Eds.) (2001): Sustainable Solutions, Developing Products and Services for the Future, Sheffield: Greenleaf;
Hutchinson, Andrew, and Frances Hutchinson, 1997 Environmental Business Management: Sustainable Development in the New Millennium. London u.a.: McGraw-Hill;

Links:

Language of instruction: English
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**Previous knowledge**

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**Type of course**

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**Total module attendance time**

56 h
### wir913 - Practical Project in Sustainability Economics and Management

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#### Applicability of the module
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule NM-BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - BWL
- Master's Programme Sustainability Economics and Management (Master) > Akzentmodule

#### Responsible persons
- Siebenhüner, Bernd (Prüfungsberechtigt)
- Busse, Christian (Prüfungsberechtigt)
- Siebenhüner, Bernd (module responsibility)

#### Prerequisites
No

#### Skills to be acquired in this module
- Methods of project management
- Introduction into the methods of qualitative empirical research
- Introduction into approaches to time management
- Identification of individual or team projects in sustainability management (case studies, empirical studies, marketing concepts)
- Self organized work on individual or team projects
- Mid-term and final presentation of project results

#### Module contents
This module consists of two seminars (2 weekly contact hours per seminar) dealing with several topics from the broad field of sustainability, economics and management during term.

The module’s intention is to integrate current research activities of the University from the research areas of sustainability, economics and management into teaching activities. The Module provides students the possibility to actively participate in current research at Oldenburg University. The module’s seminars each year deal with different projects and are thus designed each year by a different group of Oldenburg located researchers. This teaching concept provides the interface between theory and application of scientific theories into research practise. Thus, this module also introduces research work at universities in general.

#### Recommended reading
Depending on the topic and content of each seminar

#### Links

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#### Type of course
- Course or seminar

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wir919 - Topics in Sustainability Economics and Management I

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**Applicability of the module**
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule NM-BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - BWL
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules
- Master's Programme Water and Coastal Management (Master) > Socioeconomics

**Responsible persons**
- Siebenhüner, Bernd (Prüfungsberechtigt)
- Sievers-Glotzbach, Stefanie (Prüfungsberechtigt)
- Wolter, Hendrik (Prüfungsberechtigt)
- Siebenhüner, Bernd (module responsibility)

**Skills to be acquired in this module**
- Learning about sustainability, economics and management in different scientific contexts.
- Understanding the complexity of sustainability, economics and management.
- Discussing topics of sustainability, economics and management with students from different scientific disciplines.
- Ability to present and evaluate different concepts of sustainability, economics and management

**Module contents**
This module consists of two seminars (2 weekly contact hours per seminar) dealing with selected topics from the broad field of sustainability, economics and management. Out of a variety of several seminars the student can choose two most suitable seminars depending on individual choices. The seminars and the seminar contents vary each semester to provide topics relevant for current discussions within the broad field of sustainability, economics and management. Intentionally seminars from several research fields and faculties are offered to also combine different point of views and to bring students from different scientific backgrounds together. The seminars provide the possibilities for inter- and transdisciplinary exchange and discussions.

**Recommended reading**
Depending on the topic and content of each seminar

**Language of instruction**
English

**Duration (semesters)**
1 Semester

**Module frequency**
yearly

**Module capacity**
unlimited

**Module level**

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**Previous knowledge**

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<td>Term paper, presentation or oral exam</td>
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**Type of course**
Seminar

**SWS**
4

**Frequency**

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wir921 - Sustainable Supply Chain Management

Module label: Sustainable Supply Chain Management
Module abbreviation: wir921
Credit points: 6.0 KP
Workload: 180 h

Applicability of the module:
- Master Applied Economics and Data Science (Master) > Specialization
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule NM-BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - BWL
- Master's Programme Sustainability Economics and Management (Master) > Akzentmodule

Responsible persons:
- Busse, Christian (module responsibility)
- Lehrenden, Die im Modul (Prüfungsberechtigt)
- Busse, Christian (Module counselling)

Prerequisites:

Skills to be acquired in this module:
By focusing on sustainability from an intra-, and inter-organizational perspective, this module aims to equip students with an in-depth knowledge of the sustainability-related challenges and problems within supply chain management and suggests some tools for managing the same. It further seeks to capacitate students to understand and analyze the trade-offs and conflicts of targets within sustainable supply chain management. The content is closely linked to the latest research in the field, providing a theoretical understanding (within the lecture) while using real-world case examples (within the seminar) to develop a practical understanding simultaneously. Students will be able to connect theory with practice and get a taste of real-life corporate scenarios or lay a foundation for possible master theses. Further, working in groups will help students brush up their team management skills, and the final report shall accustom them to the intricacies of scientific writing.

Module contents:
This masters-level module focuses on how firms could practically manage sustainability in its supply chains. Two broader perspectives, as detailed below, guide the coursework:

1) The material flow perspective approaches SSCM with sustainably managing physical flows and processes within a firm's operations and upstream (and downstream) supply chain links. Individual (lecture) sessions are built around the following topics: Introduction to Sustainability and Supply Chain Management; Introduction to Sustainable Supply Chain Management; Sustainable Product Development & Lean and Green; Workplace Health and Safety; Sustainable Transportation; Sustainable Warehousing & Sustainable Packaging; and Closed-Loop Supply Chain Management

2) The relationship perspective further adopts a more direct managerial viewpoint on inter-firm relations. Individual (lecture) sessions discuss the following topics: Stakeholder Management; Legitimacy, Decoupling & Greenwashing; Supply Chain Sustainability Risks; Sustainable Supplier Management; and Supply Chain Sustainability Dilemmas

Some of the theoretical perspectives discussed within the lecture sessions will be prepared by case studies of well-known companies such as Walmart, DHL, HP, Volkswagen, Lidl, and Apple.

Recommended reading:
The lecture content has been developed from various research publications, rather than a textbook. Students are encouraged to read some of the original publications as amendments to the lecture. The case studies will mostly be based on professionally written cases. Scholarly publications/articles, as well as the case study documents, will be provided and discussed throughout the sessions.

Links:

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

<table>
<thead>
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<th>Module level</th>
<th>Type of module</th>
<th>Teaching/Learning method</th>
<th>Previous knowledge</th>
<th>Examination</th>
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<th>Frequency</th>
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Advanced Research Topics in Sustainable Supply Chain Management

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**Applicability of the module**
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule NM-BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - BWL
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules

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

**Prerequisites**
Erfolgreiche Belegung des Moduls "Sustainable Supply Chain Management" (wir921)

**Skills to be acquired in this module**
The module helps students to specialize in research in the field of sustainable supply chain management by developing their substantive and theoretical expertise and by augmenting their methodological expertise. Students hone their skills in gathering, reading, understanding, and synthesizing scholarly articles using different methods. They may also practice their data collection and data analysis skills. Moreover, students further develop their academic writing, reviewing, presentation, and discussion skills.

**Module contents**
This masters-level module focuses on selected topics pertaining to the relationship perspective of sustainable supply chain management, comprising topics such as Stakeholder Management; Legitimacy, Decoupling & Greenwashing; Supply Chain Sustainability Risks; Sustainable Supplier Management; and Supply Chain Sustainability Dilemmas.

**Recommended reading**
Selected scholarly research articles will be used throughout the module.

**Language of instruction**
English

**Duration (semesters)**
1 Semester

**Module frequency**
Irregular frequency

**Module capacity**
15

**Module level**

**Type of module**

**Teaching/Learning method**

**Previous knowledge**

**Examination**

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**Type of course**
Seminar

**SWS**
4

**Frequency**
SoSe oder WiSe

**Workload Präsenzzeit**
56 h
### wir925 - Innovations for Sustainable Operations

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| Applicability of the module         | Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule NM-BWL  
                                        Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - BWL  
                                        Master's Programme Sustainability Economics and Management (Master) > Additional Modules |
| Responsible persons                 | Busse, Christian (module responsibility)  
                                        Lehrenden, Die im Modul (Prüfungsberechtigt)  
                                        Dahiya, Satwant (Module counselling) |
| Prerequisites                       | Erfolgreiche Belegung mindestens eines der Module „Sustainable Supply Chain Management“ (wir921), „Supply Chain Management“ (wir899), „Operations Management“ (wir896) und „Innovation Management“ (wir832) |
| Skills to be acquired in this module| Students become acquainted with emergent innovations for sustainable operations, they evaluate such innovations and (co-)design others. They learn to evaluate their actual or conjectured economic, social and/or ecologic effectiveness, drawing on the design science framework and/or theoretical discourses in the field |
| Module contents                     | The module helps students to specialize on the intersection of operations and supply chain management, sustainability management, and innovation management. The specific topics align closely with the most up-to-date applied research topics. |
| Recommended reading                 | Selected scholarly research articles will be used throughout the module |
| Languages of instruction            | German, English                         |
| Duration (semesters)                | 1 Semester                              |
| Module frequency                    | Irregular frequency                     |
| Module capacity                     | 15                                      |
| Type of module                      |                                          |
| Teaching/Learning method            |                                          |
| Previous knowledge                  |                                          |
| Examination                         | Examination times                       |
| Final exam of module                | Type of examination                     |
| Type of course                      | Seminar                                 |
| Examination times                   | Portfolio or Report or Presentation (depending on the specific courses offered) |
| Type of course                      | Seminar                                 |
| SWS                                 | 4                                       |
| Frequency                           | SoSe oder WiSe                          |
| Workload Präsenzzzeit               | 56 h                                    |
The main target of the "Eco-Venturing" module is to develop entrepreneurial skills for the development and implementation of environmental innovations and sustainable business ideas. These include:

- the ability to identify new solution needs in the context of sustainable development and the sustainable development goals set by the United Nations,
- Knowledge and skills for the entrepreneurial development and implementation of innovative solutions,
- Knowledge and skills for systematically combining economic (Eco-nomical) and ecological (Eco-logical) objectives and
- the ability to strategically develop "green" business areas and markets.

The entrepreneurial development and implementation of environmental innovations can relate both to the establishment of new companies and organisations and to the development of new solutions and business ideas within the framework of established companies and organisations (corporate venturing).

The main focus of the Eco-Venturing module is the development of new or established business start-up concepts. Under of guidance of their lecturer, participants will work together with selected regional business partners who are economically successful and contribute to the protection of the environment and the climate, to promote such start-up concepts. What these concepts have in common is that they address the issue of sustainability.
<table>
<thead>
<tr>
<th>Type of course</th>
<th>Comment</th>
<th>SWS</th>
<th>Frequency</th>
<th>Workload of compulsory attendance</th>
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**Total module attendance time**: 56 h
wir939 - Topics in Sustainability Economics and Management II

Module label: Topics in Sustainability Economics and Management II
Module abbreviation: wir939
Credit points: 6.0 KP
Workload: 180 h

Applicability of the module:
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule NM-BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - BWL
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules
- Master's Programme Water and Coastal Management (Master) > Socioeconomics

Responsible persons:
- Siebenhüner, Bernd (Prüfungsberechtigt)
- Sievers-Glotzbach, Stefanie (Prüfungsberechtigt)
- Wolter, Hendrik (Prüfungsberechtigt)
- Siebenhüner, Bernd (module responsibility)

Prerequisites:
No

Skills to be acquired in this module:
- Learning about sustainability, economics and management in different scientific contexts.
- Understanding the complexity of sustainability, economics and management.
- Discussing advanced topics of sustainability, economics and management with students from different scientific disciplines.
- Ability to present and evaluate different concepts of sustainability, economics and management.

Module contents:
This module consists of two seminars (2 weekly contact hours per seminar) dealing with selected topics from the broad field of sustainability, economics and management. Out of a variety of several seminars the student can choose two most suitable seminars depending on individual choices. The seminars and the seminar contents vary each semester to provide topics relevant for current discussions within the broad field of sustainability, economics and management. Intentionally seminars from several research fields and faculties are offered to also combine different point of views and to bring students from different scientific backgrounds together. The seminars provide the possibilities for inter- and transdisciplinary exchange and discussions.

Recommended reading:
Depending on the topic and content of each seminar

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
To be announced during the seminar
Term paper, presentation or oral exam

Type of course
Seminar

SWS
4

Frequency:
Workload Präsenzzeit
56 h
**wir950 - Research Workshop: Dilemmas of Sustainability**

**Module label**  
Research Workshop: Dilemmas of Sustainability

**Module abbreviation**  
wir950

**Credit points**  
6.0 KP

**Workload**  
180 h

**Applicability of the module**
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule NM-BWL
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules

**Responsible persons**
- Wolter, Hendrik (module responsibility)
- Lehrenden, Die im Modul (Prüfungsberechtigt)
- Lehrenden, Die im Modul (Module counselling)

**Prerequisites**
None

**Skills to be acquired in this module**
The students ...
- have a thematic overview of the state of research in the field of dilemmas of sustainability.
- can conceptualize, plan and organize a research project on dilemmas of sustainability.
- can define a scientifically relevant baseline (research) problem, derive a research question from it and develop a suitable research design.
- can apply basic moderation and organizational skills that are helpful for a research project.
- gain skills for scientific work at an advanced level.

**Module contents**
Solving the complex ecological and social challenges of our time requires complex scientific approaches. This is the field in which research on sustainable development operates. Due to the diversity of problems, this type of research is particularly oriented towards thinking beyond purely delimited scientific disciplines. Research on sustainable development has to interlink different fields of thought and disciplines in an interdisciplinary manner and involve social actors in research processes in a transdisciplinary sense. The complexity of such projects, however, is often a source of tension, since the plurality of forms of knowledge, opinions and objectives involved can quickly lead to a loss of clarity in what is understood by sustainable development, or even to contradictions. This can lead to dilemmas, which can challenge those involved with seemingly unsolvable problems. What exactly these dilemmas of sustainability can look like, how they arise and how they can be dealt with in the context of research projects is the focus of the scientific examination in this module.

**Recommended reading**


**Links**

**Language of instruction**  
German

**Duration (semesters)**  
1 Semester

**Module frequency**  
Annually

**Module capacity**  
30

**Module level**  
EB (Ergänzungsbereich / Complementary)

**Type of module**  
Ergänzung/Professionalisierung
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**Schwerpunktmodule NM-Recht**

**wir812 - Environmental Law**

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**Applicability of the module**
- Master's programme Business Administration: Management and Law (Master) > Basismodule
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule NM-Recht
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - Recht
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)
- Master's Programme Computing Science (Master) > Module aus anderen Studiengängen
- Master's Programme Sustainability Economics and Management (Master) > Basic and Accentuation Modules

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

**Prerequisites**
Building on the existing knowledge of the participants, the course will deepen knowledge of European and international law, whereby emphasis will be laid on those areas in which the dividing line between state intervention (public law) and market rights (private law) has become blurred.

Students will be able to analyze contemporary regulatory techniques inherent in the multilevel system of governance and to assess them from an interdisciplinary (economic and legal) perspective.

**Module contents**
The module comprises two courses, one of which will be taught by PD Dr. Meyerholt, and the other together with Prof. Godt. The first course deals with selected issues in environmental law. With the general structure of environmental law as a point of departure, the course content will be taught in a holistic manner that will also incorporate the leading decisions of the higher courts.

The second course takes into consideration intra-disciplinary environmental law as situated between public and private economic law, whereby special focus will be laid on the European and international dimensions.

**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**

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<td>oral presentation and written script</td>
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**Type of course**
- Lecture

**SWS**
- 4

**Frequency**
- SoSe oder WiSe

**Workload Präsenzzeit**
- 56 h
Module label: Marine & Maritime Law

Module abbreviation: wir880

Credit points: 6.0 KP

Workload: 180 h

Applicability of the module:
- Master's programme Business Administration: Management and Law (Master) > Kernmodule CHI
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule NM-Recht
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - Recht
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules
- Master's Programme Water and Coastal Management (Master) > Planning

Responsible persons:
- Godt, Christine (module responsibility)
- Lehrenden, Die im Modul (Prüfungsberechtigt)

Prerequisites:

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

Module contents:
Das Modul "Marine & Maritime law in Europe" beinhaltet zwei Veranstaltungen mit jeweils 28 SWS.

Recommended reading:

Links:

Language of instruction: English

Duration (semesters): 1 Semester

Module frequency: jährlich

Module capacity: unlimited

Module level:

Type of module:

Teaching/Learning method: 50 / 259
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<tr>
<td>(2 SE)</td>
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<td>SoSe und WiSe</td>
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### wir881 - Energy Law

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| Applicability of the module | Master's programme Business Administration: Management and Law (Master) > Kernmodule CHI  
Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule NM-Recht  
Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - Recht  
Master's Programme Sustainability Economics and Management (Master) > Additional Modules |
| Responsible persons   | Lehrenden, Die im Modul (Prüfungsberechtigt)  
Meyerholt, Ulrich (Module counselling)  
Godt, Christine (module responsibility) |
| Prerequisites         | Die Studierenden          |
| Skills to be acquired in this module | erwerben vertiefte Kenntnisse des europäischen und deutschen Energiewirtschaftsrechts.  
sind in der Lage, energierechtliche Fragestellungen zu analysieren und lösungsorientiert zu bearbeiten.  
können Forschungsfragen interdisziplinär entwickeln und bearbeiten. |
<p>| Links                 |                          |
| Languages of instruction | German, English          |
| Duration (semesters)  | 1 Semester               |
| Module frequency      | jährlich                 |
| Module capacity       | unlimited                |
| Module level          |                          |
| Type of module        |                          |
| Teaching/Learning method | Seminar                  |
| Previous knowledge    |                          |
| Examination           | Examination times        | Type of examination |
| Final exam of module  | Während der Vorlesungszeit | Referat oder Hausarbeit oder mündliche Prüfung |
| Type of course        | Seminar                  |</p>
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**wir883 - Transnational Biodiversity and Genetic Resources Law**

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<td>Workload</td>
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**Applicability of the module**
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule NM-Recht
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - Recht
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules

**Responsible persons**
- Kamau, Evanson Chege (Module counselling)
- Lehrenden, Die im Modul (Prüfungsberechtigt)
- Godt, Christine (module responsibility)

**Prerequisites**
- englische Sprachkenntnisse

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

**Module contents**


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

### Recommended reading

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

### Language of instruction
English

### Duration (semesters)
1 Semester

### Module frequency
halbjährlich

### Module capacity
unlimited

### Module level

### Teaching/Learning method

### Previous knowledge

### Examination

<table>
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<td>Hausarbeit oder Referat</td>
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### Type of course
Seminar
( 2 SE )

### SWS
4

### Frequency
SoSe und WiSe

### Workload Präsenzeit
56 h
**Schwerpunktmodule NM-VWL**

*Wir889 - Applied Environmental Economics*

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<td>Workload</td>
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**Applicability of the module**

- Master Applied Economics and Data Science (Master) > Economics
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule NM-VWL
- Master's Programme Environmental Modelling (Master) > Mastermodule
- Master's Programme Sustainability Economics and Management (Master) > Akzentmodule

**Responsible persons**

- Lehrenden, Die im Modul (Prüfungsberechtigt)
- Huse, Cristian (module responsibility)
- Huse, Cristian (Module counselling)

**Prerequisites**

**Skills to be acquired in this module**

- Be able to conceptually understand and apply key empirical tools used by any economist (and other professionals) in Environmental, Energy, and Transport Economics.
- Be able to perform and critically evaluate an empirical analysis.

**Module contents**

- Econometric methods (discrete choice); Welfare analysis; Valuation; Types of data; Cost-benefit analysis.

**Recommended reading**


**Links**

**Language of instruction** | English |
**Duration (semesters)** | 1 Semester |
**Module frequency** |  |
**Module capacity** | 60 |
**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 |
**Type of course** | Lecture |
**SWS** | 4 |
**Frequency** | SoSe oder WiSe |
**Workload Präsenzzeit** | 56 h |
wir901 - Environmental Economics

Module label: Environmental Economics
Module abbreviation: wir901
Credit points: 6.0 KP
Workload: 180 h

Applicability of the module:
- Master Applied Economics and Data Science (Master) > Economics
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule NM-VWL
- Master's Programme Computing Science (Master) > Module aus anderen Studiengängen
- Master's Programme Environmental Modelling (Master) > Mastermodule
- Master's Programme Sustainability Economics and Management (Master) > Basic and Accentuation Modules

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

Prerequisites:
- Keine

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

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

Recommended reading:

Language of instruction: English
Duration (semesters): 1 Semester
Module frequency: Annually
Module capacity: unlimited
Type of module: Pflicht o. Wahlpflicht / compulsory or optional
Teaching/Learning method: Lecture and exercise

Previous knowledge:

<table>
<thead>
<tr>
<th>Examination</th>
<th>Examination times</th>
<th>Type of examination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final exam of module</td>
<td>At the end of the lecture period</td>
<td>Written exam; bonus through solution of exercises</td>
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Type of course:

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<td>Exercises</td>
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</table>

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

<table>
<thead>
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<th>Advanced Topics of Sustainability Economics</th>
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<tr>
<td>Module abbreviation</td>
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</tr>
<tr>
<td>Credit points</td>
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<tr>
<td>Workload</td>
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<tr>
<td>Applicability of the module</td>
<td>- kein Abschluss European Studies in Global Perspectives &gt; Society, Economy and Politics</td>
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<tr>
<td></td>
<td>- Master's programme Business Administration: Management and Law (Master) &gt; Schwerpunktmodule NM-VWL</td>
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<tr>
<td></td>
<td>- Master's Programme Sustainability Economics and Management (Master) &gt; Additional Modules</td>
</tr>
<tr>
<td>Responsible persons</td>
<td>- Böhringer, Christoph (module responsibility)</td>
</tr>
<tr>
<td></td>
<td>- Siebenhüner, Bernd (module responsibility)</td>
</tr>
<tr>
<td></td>
<td>- Lehrenden, Die im Modul (Prüfungsberechtigt)</td>
</tr>
<tr>
<td></td>
<td>- Riesenbeck, Lukas (Module counselling)</td>
</tr>
<tr>
<td>Prerequisites</td>
<td>none</td>
</tr>
<tr>
<td>Skills to be acquired in this module</td>
<td>This course aims at giving students an understanding of reasons, goals and instruments for climate policy, as well as implied complications due to the long term characteristics and the international dimension of climate change. Students first learn basics about the natural science of climate change and the main statements of climate research about the anthropogenic contribution to climate change. The economic interpretation of high pollution as a symptom of a market failure then leads to the treatment of policy instruments, and the understanding of economic efficiency as a prerequisite for effective climate policy. Game theoretic analysis of international negotiations and agreements provides key insights about the international dimension of the problem. By means of practical examples students then see in detail the functionality and pitfalls of selected implemented (or currently discussed) policies, e.g. the EU-ETS. With successful completion of the course, students shall be able to judge climate policy issues on an informed scientific basis (natural science and economics).</td>
</tr>
<tr>
<td>Module contents</td>
<td>- Natural science of climate change: greenhouse effect; measures, causes and impacts of climate change.</td>
</tr>
<tr>
<td></td>
<td>- Economics of climate change: market failures (public goods, externalities); game theory of international agreements (prisoner’s dilemma, chicken game, assurance game, repeated games, continuous choice); environmental policy instruments (especially taxes, tradable permits).</td>
</tr>
<tr>
<td></td>
<td>- Climate policy in practice: EU-ETS (pitfalls: market segmentation, conditional grandfathering, lobbying); emission taxes and the EU-ETS; interaction between black and green quotas; embodied carbon tariffs.</td>
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<td>Languages of instruction</td>
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<td>Duration (semesters)</td>
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<td>Module frequency</td>
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<td>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>
<tr>
<td>Previous knowledge</td>
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<tr>
<td>Examination</td>
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<td>written exam</td>
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Schwerpunktmodule NM - Methoden

wir891 - Complex Data Analysis

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### Applicability of the module
- Master Applied Economics and Data Science (Master) > Empirical Methods
- Master’s programme Business Administration: Management and Law (Master) > Schwerpunktmodule AFT - Methoden
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule NM - Methoden
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule UF - Methoden
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules

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

### Prerequisites

### Skills to be acquired in this module
With successful completion of the course, students shall be able to analyze complex empirical data sets, like aggregated data, privacy constrained data, distance information, distributions, tables, symbolic or granular data. Students will also learn to handle issues of big data challenges: large number of cases or variables, unknown dependencies, redundancy, missing values, small or no variance. In this course students will learn theoretical aspects of complex data analysis, as well as practical applications for real data sets with statistical software packages.

### Module contents
- Principal Component Analysis
- Correspondence Analysis
- Cluster Analysis
- Linear Discriminant Analysis
- Multidimensional Scaling
- CART
- Symbolic Data Analysis

### Recommended reading

### Languages of instruction
German, English

### Duration (semesters)
1 Semester

### Module frequency

### Module capacity
unlimited

### Type of module

### Teaching/Learning method

### Previous knowledge

### Examination

### Final exam of module
Am Ende der Vorlesungszeit
Klausur oder Mündliche Prüfung oder Hausarbeit oder Referat

### Type of course

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<th>Frequency</th>
<th>Workload of compulsory attendance</th>
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Schwerpunktmodule NM - interdisziplinär

inf651 - Environmental Management Information Systems I

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**Applicability of the module**

- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule NM - interdisziplinär
- Master's Programme Business Informatics (Master) > Akzentsetzungsmodul Bereich Wirtschaftsinformatik
- Master's Programme Business Informatics (Master) > Akzentsetzungsmodul der Informatik
- Master's Programme Computing Science (Master) > Angewandte Informatik
- Master's Programme Environmental Modelling (Master) > Mastermodule
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules

**Responsible persons**

- Marx Gómez, Jorge (module responsibility)
- Lehrende, Die im Modul (Prüfungsberechtigt)

**Prerequisites**

- No participant requirement

**Skills to be acquired in this module**

This module completes the knowledge and abilities gained in the field of Environmental Informatics and it creates a strong reference to up to date topics in the field of sustainability. The content taught in this module can directly be applied in an upcoming study and professional career.

**Professional competence**

The students:

- are able to classify and explain the sustainability paradigm
- are aware of the current status of sustainability reporting
- are able to define and to model material flows
- have obtained know-how in the field of corporate environmental management information systems (CEMIS)

**Methodological competence**

The students:

- implement CEMIS
- apply different techniques and methods to case studies
- develop new case studies in teams

**Social competence**

The students:

- are supposed to work in teams and therefore have to identify working packages and have to take on responsibility for the jobs assigned to them
- present and discuss their own results with the team and the other members of the course

**Self-competence**

The students:

- learn about their own limitations and learn to accept criticism in order to strengthen their own abilities

**Module contents**

This course teaches methods, approaches and techniques in the field of information processing in order to support solutions to problems that arise from companies' impact on the environment. In particular, ICT supported approaches of production-integrated environmental protection, environmental controlling and reporting are introduced and discussed. In order to enable the integration of such approaches into environmental protection, environmental management and its systems are taught as well.

**The content in detail:**

- environmental management as a basis for sustainability
- sustainability and material flow management
- strategic environmental management
- eco-controlling life cycle
- characteristics and system architectures of CEMIS
- standard software systems
- environmental accounting systems

**Recommended reading**


**Links**

http://www.wi-ol.de

**Language of instruction**

German

**Duration (semesters)**

1 Semester

**Module frequency**

annual

**Module capacity**

unlimited

**Module level**

Teaching/Learning method

1VL + 1Ü

**Previous knowledge**

none

**Examination**

Examination times

Type of examination

Final exam of module

At the end of the lecture period exercises and written exam (max. 120 min.)

**Type of course**

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<th>Frequency</th>
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<td>2</td>
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**Total module attendance time**

56 h
inf659 - Environmental Management Information Systems II

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<td>Workload</td>
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**Applicability of the module**
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule NM - interdisziplinär
- Master's Programme Business Informatics (Master) > Akzentsetzungsmodule Bereich Wirtschaftsinformatik
- Master's Programme Business Informatics (Master) > Akzentsetzungsmodule der Informatik
- Master's Programme Computing Science (Master) > Angewandte Informatik
- Master's Programme Environmental Modelling (Master) > Mastermodule
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules

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

**Prerequisites**
No participant requirement

**Skills to be acquired in this module**

This course aims at examining emerging research questions in the field of corporate environmental management information systems (CEMIS). After finishing this course, the students will have extensive knowledge regarding Business Environmental Informatics. In addition, they will be aware of recent research topics and challenges as well as relevant software solutions and practical projects.

**Professional competence**
The students:
- will obtain extensive knowledge in the field of CEMIS
- know emerging research questions and challenges as well as software solutions and projects

**Methodological competence**
The students:
- find their own solutions or apply already existing approaches to new and unsolved questions in the field of CEMIS
- capture required data, analyse it and present it to their team or the whole group

**Social competence**
The students:
- are supposed to work in teams and therefore have to identify working packages and have to take on responsibility for the jobs assigned to them
- present and discuss their own results with the team and the other members of the course

**Self-competence**
The students:
- learn about their own limitations and learn to accept criticism in order to strengthen their own abilities

**Module contents**
A strong social pressure forces enterprises to question their current way of implementing their business and to include different aspects of sustainability into their strategies and operational actions. Such a rethinking of one's business is supported by corporate environmental management information systems. Such systems aim at optimising the energy and resource usage, emission and waste minimisation as well as production integrated environmental protection. Of course they support the fulfillment of legal requirements such as waste management or hazardous material handling.

The module will cover:
- recent and emerging research questions and topics related to the field of CEMIS as well as Business Environmental Informatics.
- discussion and hands-on experience of standard software systems and newly established solutions.
applying the knowledge obtained to the definition of new as well as on solving new case studies.

Recommended reading

- Marx Gómez, Jorge, Scholtz, Brenda (Hrsg.) (2016): Information Technology in Environmental Engineering. Springer International Publishing
- Rautenstrauch, C. (1999), Betriebliche Umweltinformationssysteme. Springer-Verlag, Berlin

Links
http://www.wi-ol.de

Languages of instruction
German, English

Duration (semesters)
1 Semester

Module frequency
annual

Module capacity
unlimited

Reference text
Type and language of program will be announced prior to the beginning of the course

Module level

Type of module

Teaching/Learning method
1VL + 1Ü or 1S

Previous knowledge
none

Examination
Examination times
Type of examination

Final exam of module
Usually 2 weeks after the end of the lecture period
Seminar paper and presentation or term paper

Type of course
Comment
SWS
Frequency
Workload of compulsory attendance

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Total module attendance time
56 h
Schwerpunktmodule AFT - BWL

wir834 - Auditing

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

Applicability of the module:
- Master of Education Programme (Vocational and Business Education) Economics and Business Administration (Master of Education) > Mastermodule
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule AFT - BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - BWL

Responsible persons:
Lehrenden, Die im Modul (Prüfungsberechtigt)

Prerequisites:

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

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

Recommended reading:

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

Languages of instruction:
German, English

Duration (semesters):
1 Semester

Module frequency:
jährlich

Module capacity:
unlimited

Module level:
MM (Mastermodul / Master module)

Type of module:
je nach Studiengang Pflicht oder Wahlpflicht

Teaching/Learning method:

Previous knowledge:

Examination:

Examination times:
varies according to the type of examinations

Type of examination:
1 assignment or 1 presentation or 1 written exam or 1 oral exam or 1 portfolio or 1 project report

Type of course:

Comment:
SWS
Frequency
Workload of compulsory attendance
Lecture:
2
28
Seminar:
2
28

Total module attendance time:
56 h
**wir836 - Quantitative Studies in AFT**

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**Applicability of the module**
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule AFT - BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - BWL

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

**Prerequisites**

**Skills to be acquired in this module**
The aim of the course is to provide insights into the economics of accounting, finance, and/or taxation from the perspective of a quantitative researcher. Upon completion of the module, students will be familiar with typical quantitative models and research approaches in the respective field and will be able to develop their own research designs.

**Module contents**
The course involves reading and discussing empirical research in accounting, finance, and/or taxation, and working with quantitative models in at least one of these areas.

**Recommended reading**
Will be announced at the beginning of the course.

**Language of instruction**
German

**Duration (semesters)**
Semester

**Module frequency**
unlimited

**Module capacity**
unlimited

**Reference text**
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.

**Module level**
MM (Mastermodul / Master module)

**Type of module**
Wahlpflicht / Elective

**Teaching/Learning method**

**Previous knowledge**
The course is intended for master's students with a specialization in Accounting, Finance, Taxation (AFT).

**Examination**

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

**Type of course**

**Comment**

**SWS**

**Frequency**

**Workload of compulsory attendance**

<table>
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### wir837 - Advanced Corporate Finance

<table>
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**Applicability of the module**
- Master of Education Programme (Vocational and Business Education) Economics and Business Administration (Master of Education) > Mastermodule
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule AFT - BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - BWL

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

**Prerequisites**

**Skills to be acquired in this module**
The course provides insights into the empirical analysis of firms’ financing and investment decisions. We discuss theoretical foundations of long-term financing, capital structure choice, cost of capital determination, capital market efficiency, and corporate takeover decisions as well as respective empirical findings. Moreover, you will learn how to build financial models, handle financial data, and conduct financial analyses using the statistical software R.*

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

**Recommended reading**
- Titman / Martin: Valuation, latest edition, Boston (Mass.)

Further readings may be announced during the course.

**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**

**Examination**

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**Total module attendance time**
- 56 h
## wir839 - Financial Statement Analysis

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| Applicability of the module | - Master of Education Programme (Vocational and Business Education) Economics and Business Administration (Master of Education) > Mastermodule  
- Master's Programme Business Administration: Management and Law (Master) > Schwerpunktmodule AFT - BWL  
- Master's Programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - BWL |
| Responsible persons | - Prokop, Jörg (module responsibility)  
- Lehrenden, Die im Modul (Prüfungsberechtigt) |
| Prerequisites | none |

### Skills to be acquired in this module

By the end of the course students should have answers to the following questions:

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

### Module contents

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

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

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

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

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

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

Recommended reading

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

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
during the semester
portfolio

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Examination times
portfolio
### wir840 - Tax planning and tax effects

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**Applicability of the module**
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule AFT - BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - BWL

**Responsible persons**

**Prerequisites**

**Skills to be acquired in this module**

**Module contents**

**Recommended reading**

**Links**

**Language of instruction**
- German

**Duration (semesters)**
- Semester

**Module frequency**

**Module capacity**
- unlimited

**Module level**

**Type of module**

**Teaching/Learning method**

**Previous knowledge**

**Examination**

**Examination times**

**Type of examination**

**Final exam of module**
- KL

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**Total module attendance time**
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### wir841 - Advanced Financial Accounting

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<tr>
<td>Students have to understand the theoretical orientation and the institutional structure of financial accounting and standard setting. Many important standards, such as fair value accounting, financial instruments, reserve recognition accounting, management discussion and analysis, employee stock options, impairment tests, hedge accounting, derecognition, consolidation, and comprehensive income, will be analyzed and critically evaluated from students. This course aims to provide students with an in-depth understanding of the underlying accounting concepts and accounting standards governing the preparation of financial statements under International Financial Reporting Standards (IFRS) for external users. Furthermore it develop students’ conceptual skills and professional competence in financial accounting in compliance with the regulatory and financial framework under IFRS.</td>
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<td>Accounting Under Ideal Conditions</td>
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<td>The Decision Usefulness Approach to Financial Reporting</td>
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<td>Efficient Securities Markets</td>
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<td>The Value Relevance of Accounting Information</td>
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<td>The Measurement Approach to Decision Usefulness</td>
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<td>The Efficient Contracting Approach to Decision Usefulness</td>
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<td>An Analysis of Conflict</td>
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<td>Standard Setting: Economic Issues</td>
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**wir842 - Banking**

**Module label**
Banking

**Module abbreviation**
wir842

**Credit points**
6.0 KP

**Workload**
180 h

**Applicability of the module**
- Master Applied Economics and Data Science (Master) > Specialization
- Master of Education Programme (Vocational and Business Education) Economics and Business Administration (Master of Education) > Mastermodule
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule AFT - BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - BWL
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)

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

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

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

**Recommended reading**
- Berger / Molyneux / Wilson (Eds.): The Oxford Handbook of Banking, latest edition, Oxford University Press
- Tolkmitt: Neue Bankbetriebslehre, latest edition, Gabler

Further readings may be announced during the course.

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

**Languages of instruction**
German, English

**Duration (semesters)**
1 Semester

**Module frequency**
jährlich

**Module capacity**
unlimited

**Module level**

**Type of module**
Teaching/Learning method

**Previous knowledge**

**Examination**

**Examination times**
typically at the end of the semester; potential midterm examination dates will be announced in the first session

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

**Type of course**
Lecture

**SWS**
4

**Frequency**

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

The course provides insights into the theory and practice of modern financial business risk management, including:

- the concept of risk, types of financial risks, and approaches to risk measurement;
- the mechanics of financial markets, including derivatives markets;
- the properties of selected financial instruments, including financial derivatives such as forwards, futures, options, and swaps;
- tools and techniques for managing financial risks.

Highly recommended readings:
- John C. Hull, Fundamentals of Futures and Options Markets, latest edition, Pearson. Further readings may be announced during the course.
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**wir844 - Current Topics in AFT**

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<td>- Lorenz, Johannes (Module counselling)</td>
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<td>- Prokop, Jörg (Module counselling)</td>
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<td>Skills to be acquired in this module</td>
<td>Introducing and applying empirical research methods such as event studies and regression analyses to current questions in AFT through individual projects.</td>
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<td>Module contents</td>
<td>Evaluation of current AFT questions</td>
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<td><a href="http://www.uni-oldenburg.de/accounting/">http://www.uni-oldenburg.de/accounting/</a></td>
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<td>Essay and presentation</td>
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**Module Frequencies**

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

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**wir845 - Advanced Issues in AFT Research**

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**Applicability of the module**
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule AFT - BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - BWL

**Responsible persons**
- Prokop, Jörg (module responsibility)
- Lehrenden, Die im Modul (Prüfungsberechtigt)
- Dittmer, Jochen (Module counselling)
- Lorenz, Johannes (Module counselling)

**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**
The aim of the course is to provide insights into the state-of-the-art of academic research in selected areas of accounting and auditing, finance, and taxation. Upon completion of the module, students will be able to place typical research questions and research designs in the aforementioned areas within a broader context of academic research, and to assess selected contributions' significance.

**Module contents**
The course involves reading and discussing cornerstone journal articles as well as contemporary articles and working papers in accounting/auditing, finance, and/or taxation. Particular emphasis will be placed on the evaluation of the respective studies with respect to their research questions, the methodologies used, and their contributions to the literature.

**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

**Type of course**
Seminar

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

**Type of course**
Seminar

**SWS**
4

**Frequency**

**Workload Präsenzzeit**
56 h
wir847 - Advanced Managerial Accounting

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

Applicability of the module:
- Master of Education Programme (Vocational and Business Education) Economics and Business Administration (Master of Education) > Mastermodule
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule AFT - BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule UF - BWL

Responsible persons:
Lehrende, Die im Modul (Prüfungsberechtigt)

Prerequisites:

Skills to be acquired in this module:
The aim of the course is to provide students with a deep knowledge of the theory and concepts in managerial accounting as it relates to practice and research. The students learn to design budgeting processes and apply operating performance measures which are in line with the firm's goals. Moreover, the students learn to forecast profits, cash flows and other key financial indicators in order to improve business planning.

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

Recommended reading:
Garrison, Ray H. et al., Managerial Accounting, latest version.

Links:
http://uol.de/accounting

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

Type of course
Comment
SWS
Frequency
Workload of compulsory attendance
Lecture
2

Exercises
2

Total module attendance time: 56 h
Module label: Corporate Governance and Control

Module abbreviation: wir851

Credit points: 6.0 KP

Workload: 180 h

Applicability of the module:
- Master of Education Programme (Vocational and Business Education)
  Economics and Business Administration (Master of Education) > Mastermodule
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule AFT - BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule UF - BWL

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

Prerequisites:
- none

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

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

Recommended reading:

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

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:

Examination times:

Type of examination:
- 1 Hausarbeit oder 1 Referat oder 1 Klausur oder 1...
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**Total module attendance time**

56 h
Schwerpunktmodule AFT - Recht

wir807 - Taxation and Tax Law I

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<tr>
<td>Workload</td>
<td>180 h</td>
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Applicability of the module
- Master of Education Programme (Vocational and Business Education) Economics and Business Administration (Master of Education) > Mastermodule
- Master's programme Business Administration: Management and Law (Master) > Basismodule
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule AFT - Recht
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - Recht

Responsible persons
- Dittmer, Jochen (module responsibility)

Prerequisites

Skills to be acquired in this module
- The aim of the course is to provide students with a deep and thorough knowledge regarding
  - Tax accounting law and
  - Taxation procedures.

Module contents
- The course provides a deep insight into
  - Tax accounting law
  - Basics of tax accounting law
  - Principal values (cost of purchase/cost of manufacture, going concern value, fair market value)
  - Depreciation, subsidy regulations
  - Transfer of hidden reserves
  - Leasing
  - Provisions
  - Taxation procedures
  - Overview about general fiscal law (AO) and tax court code (FGO)
  - Tax determination and taxing procedures
  - Types of taxing
  - Deadlines and extent of balances and tax assessments corrections
  - Interest yield

Recommended reading
- Falterbaum, Hermann (aktuelle Fassung): Buchführung und Bilanz
- Rose, Gerd & Watrin, Christoph (aktuelle Fassung): Abgabenordnung; mit Finanzgerichtsordnung

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

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 term, written exam

Type of course
- Lecture

SWS
- 4

Frequency
| Workload Präsenzzzeit | 56 h |
wir835 - Taxation and Tax Law II

Module label: Taxation and Tax Law II  
Module abbreviation: wir835  
Credit points: 6.0 KP  
Workload: 180 h

Applicability of the module:
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule AFT - Recht
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - Recht

Responsible persons:
• Dittmer, Jochen (module responsibility)

Skills to be acquired in this module:
The aim of the course is to provide students with a deep and thorough knowledge regarding • Mergers & Acquisition tax and • International taxation

Module contents:
The course provides a deep insight into Merger & acquisition tax • Taxation of sale of company shares • Admittance of a shareholder • Insertion of operations, partial operations and partner shares in corporate enterprises • Transformation of corporate enterprises into business partnerships • Merger of corporate enterprises • Separation of corporate enterprises and business partnerships International taxation • Taxation of transnational operations in form of direct businesses, permanent establishments and corporate enterprise subsidiaries • Possibilities and limitations regarding the prevention of international double taxation • Profit deferral and problems regarding transfer prices • Problems in the prevention of international low taxaton

Recommended reading:
• Brähler, Gernot (aktuelle Fassung): Umwandlungssteuerrecht: Grundlagen für Studium und Steuerberaterprüfung • Schaumburg, Harald (aktuelle Fassung): Internationales Steuerrecht: Außensteuerrecht, Doppelbesteuerungsrecht It is worth mentioning, that due to the fast-changing tax law, further recommendations regarding the literature cannot be made yet, but are rather given during the course. Required are: • a collection of the most important tax laws (e.g. NWB-publisher) in current form. • a loose-leaf collection of the tax regulations (e.g. Beck-publisher)

Links:
Language of instruction: German  
Duration (semesters): 2 Semester  
Module frequency: jährlich  
Module capacity: unlimited

Reference text:
Due to a change in the frequency in which the "Mergers & Acquisition Tax" and the "International Taxation" sections are offered starting with the winter semester 2020/21, it is recommended for the winter semester 2019/20, in addition to the module wir 807 "Taxation and Tax Law I", to study the "Mergers & Acquisition Tax" section of the module wir835 at the same time and that the examination on both sections is taken in the summer semester 2020. The course "Mergers & Acquisition Tax" will otherwise only be offered again in the summer semester 2021.

From the summer semester 2021 onward it is recommended to study the part "Mergers & Acquisition Tax" of the module wir835 in the 2nd semester and the part "International Taxation" in the 3rd semester. At the end of the 3rd semester, the written exam should cover the entire content of the module.

Module level: ---

Type of module: je nach Studiengang Pflicht oder Wahlpflicht

Teaching/Learning method:

Previous knowledge:

Examination:  
Examination times:  
Type of examination:  
Final exam of module:  
end of semesters  
exam

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

Lecture:  
4  
56
Seminar:  
2  
SoSe oder WiSe  
28

Total module attendance time: 84 h
wir858 - Capital market law, insolvency law

Module label  Capital market law, insolvency law
Module abbreviation  wir858
Credit points  6.0 KP
Workload  180 h

Applicability of the module
- Master's programme Business Administration: Management and Law (Master) > Basismodule
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule AFT - Recht
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - Recht
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule UF - Recht

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

Prerequisites

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

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

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

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

Recommended reading
Current literature references are given in the events.

Links
Language of instruction  German
Duration (semesters)  1 Semester
Module frequency  jährlich
Module capacity  unlimited
Module level
Type of module
Previous knowledge
Examination
Examination times  end of semester
Type of examination  seminar paper and presentation or
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Schwerpunktmodule AFT - VWL

wir823 - International Finance and Exchange Rate Economics

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**Applicability of the module**
- kein Abschluss European Studies in Global Perspectives > Society, Economy and Politics
- Master Applied Economics and Data Science (Master) > Economics
- Master's programme Business Administration: Management and Law (Master) > Basismodule
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule AFT - VWL

**Responsible persons**
- Trautwein, Hans-Michael (module responsibility)
- Trautwein, Hans-Michael (Prüfungsberechtigt)
- Trautwein, Hans-Michael (Module counselling)

**Prerequisites**

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

**Module contents**
The lectures address the following issues:

- exchange rates and the balance of payments,
- open-economy macroeconomics,
- exchange rate determination,
- international financial markets,
- fixed-exchange-rate systems,
- currency crises,
- optimum currency areas and monetary integration,
- choice of exchange rate regime,
- financial market regulation.

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

**Recommended reading**
Selected chapters from:

And other specific readings for the seminar papers.

**Language**
- English

**Duration (semesters)**
- 1 Semester

**Module frequency**
- jährlich

**Module capacity**
- unlimited

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

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Total module attendance time 56 h
Schwerpunktmodule AFT - Methoden

mat865 - Advanced Topics in Statistics

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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

- 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 6 KP / 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 spätestens 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

**Links**

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**Total module attendance time**
56 h
wir891 - Complex Data Analysis

Module label: Complex Data Analysis
Module abbreviation: wir891
Credit points: 6.0 KP
Workload: 180 h

Applicability of the module:
- Master Applied Economics and Data Science (Master) > Empirical Methods
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule AFT - Methoden
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule NM - Methoden
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule UF - Methoden
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules

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

Prerequisites:

Skills to be acquired in this module:
With successful completion of the course, students shall be able to analyze complex empirical data sets, like aggregated data, privacy constrained data, distance information, distributions, tables, symbolic or granular data. Students will also learn to handle issues of big data challenges: large number of cases or variables, unknown dependencies, redundancy, missing values, small or no variance. In this course students will learn theoretical aspects of complex data analysis, as well as practical applications for real data sets with statistical software packages.

Module contents:
Principal Component Analysis, Correspondence Analysis, Cluster Analysis, Linear Discriminant Analysis, Multidimensional Scaling, CART, Symbolic Data Analysis

Recommended reading:

Links:

Languages of instruction: German, English
Duration (semesters): 1 Semester
Module frequency:
Module capacity: unlimited
Module level:
Type of module:
Teaching/Learning method:
Previous knowledge:

Examination
Examination times
Type of examination
Final exam of module
Am Ende der Vorlesungszeit
Klausur oder Mündliche Prüfung oder Hausarbeit oder Referat

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
Schwerpunktmodule UF - BWL

wir814 - Strategic Management

<table>
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<td>Master's Programme Computing Science (Master) &gt; Module aus anderen Studiengängen</td>
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<td>Responsible persons</td>
<td>Hoppmann, Jörn (module responsibility)</td>
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<td>Students...</td>
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<td></td>
<td>- Know advanced theoretical concepts, research streams, and frameworks of in the field of Strategic Management</td>
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<td>- Understand the links between different theories and are able to critically question them</td>
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<td>- Can apply theories to understand and interpret organizational dynamics in daily life</td>
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<td>- Are able to develop solutions for concrete practical challenges in companies in the context of Strategic Management based on the concepts and frameworks they have learned</td>
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<td>- Can put the newly acquired knowledge into a broader context, so it can be deepened in the further professional life</td>
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<tr>
<td>Module contents</td>
<td>The course offers an overview of advanced concepts and frameworks in the field of Strategic Management. At the beginning, the course will provide a brief introduction into the historical development, goals, and research streams of the field. In this context, important terms, methods, and philosophical approaches of (management) research will be clarified. Subsequently, students form groups to analyze selected scientific articles with regard to their theoretical relevance and practical implications. Theoretical topics that will be covered in depth are:</td>
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<tr>
<td></td>
<td>1. Top Management Teams, Upper Echelons und Corporate Governance</td>
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<td>2. Ressource- and Capability-based Approaches</td>
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<td>4. Institutional Theory, Institutional Work/Entrepreneurship and Social Movements</td>
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<td>5. Organizational Cognition, Identity, and Framing</td>
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<td>6. Organizational Learning and Ambidexterity</td>
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<td>7. Organizational networks and ecosystems</td>
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<td>The results of the analysis will be summarized in a seminar thesis, presented in class, and discussed with the other students. The main goal of the course is to equip students with advanced concepts, which allow them to understand organizational dynamics, question established practices in firms, and develop new solutions that go beyond the application of standard instruments.</td>
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</table>
|                        | Murmann, J. P. (2013). The coevolution of industries and important features of

<table>
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| Total module attendance time | 56 h |
wir826 - Sectoral, Functional and Institutional Approaches to Marketing

Module label: Sectoral, Functional and Institutional Approaches to Marketing

Module abbreviation: wir826

Credit points: 6.0 KP

Workload: 180 h

Applicability of the module:
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule UF - BWL
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules

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

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

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

Recommended reading:

Links:
www.uni-oldenburg.de/marketing

Language of instruction: German

Duration (semesters): 1 Semester

Module frequency: jährlich

Module capacity: unlimited

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

Module level:

Type of module:

Teaching/Learning method:

Previous knowledge:

Examination:

Examination times:

Type of examination:

Final exam of module:

Type of course:

Table: Examination and Workload

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</table>
wir829 - Development directions in Marketing Research

Module label
Development directions in Marketing Research

Module abbreviation
wir829

Credit points
6.0 KP

Workload
180 h

Applicability of the module
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule UF - BWL
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules

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

Prerequisites
Successful completion of the entrance examination

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

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

Recommended reading

Links
www.uni-oldenburg.de/marketing

Language of instruction
German

Duration (semesters)
1 Semester

Module frequency
jährlich

Module capacity
unlimited

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

Module level

Type of module

95 / 259
<table>
<thead>
<tr>
<th>Teaching/Learning method</th>
<th>Previous knowledge</th>
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<tr>
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<td>Type of examination</td>
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<td>during the term</td>
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<td>examination paper and presentation</td>
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</table>

| Total module attendance time | 56 h |


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

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

**Recommended reading**
<table>
<thead>
<tr>
<th>Type of course</th>
<th>Comment</th>
<th>SWS</th>
<th>Frequency</th>
<th>Workload of compulsory attendance</th>
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<td><strong>56 h</strong></td>
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</table>
wir846 - Project: Enterprise flexibility and flexible people

Module label
Project: Enterprise flexibility and flexible people

Module abbreviation
wir846

Credit points
12.0 KP

Workload
360 h

Applicability of the module
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule UF - BWL

Responsible persons
- Breisig, Thomas (module responsibility)
- Lehrenden, Die im Modul (Prüfungsberechtigt)
- Breisig, Thomas (Module counselling)

Prerequisites
None

Skills to be acquired in this module

After participation in the seminar
- the students know different methods and techniques of scientific work and can apply them successfully;
- the students are able to work in a research-oriented way;
- know the importance of theory building in the scientific process and can work independently with it;
- the students have in-depth knowledge of the project topic dealt with in each case with reference to organization and/or personnel;
- the students have the ability to establish a relationship between theory and practice, to critically examine it and to work out solutions;
- are able to place a specific question in the context of the scientific discussion in the field of organization and human resources and to situate, reflect and evaluate it accordingly;
- know the basics of empirical work and are able to independently collect qualitative/quantitative data, evaluate them, present the results and discuss them critically;
- are able to present their own research results, to document their findings in a scientific report according to the accepted rules of scientific work and to represent a point of view in the scientific debate in these subject areas.
- the students are able to find their way in complex learning situations and to work in a problem-oriented manner;
- the students are able to carry out independent research work in a team situation together with other students.

Module contents

The module consists of four project courses and starts in the summer semester. Initially, the lecturers provide a (changing) framework topic from the field of management, organization and personnel (e.g. cooperation and company networks, flexibilization of working conditions, corporate health management). Topics of current research projects of the chair are also included. The individual topics within the framework question are then the subject of student participation. In concrete terms, this means that the lecturers give the students suggestions and initiate topic-finding processes, e.g. by means of metaphor-supported moderation. Work is done alternately in plenary sessions and in small groups under the supervision of the teachers. The project topics are worked on in greater depth in the small student groups.

For methodological-didactic reasons, it is essential that the module runs over two semesters. In the first semester, the theoretical-conceptual basics are worked out, main topics are explored, the basics of empirical work are taught and the course is set for the empirical element to be worked on in small groups. First (especially theoretical-conceptual) results as well as concretizations of the empirical project are presented by the students. The second semester is used to deepen the knowledge and application of empirical work, to work on the empirical part and to write a final scientific report. The results are also presented to the plenary session.
The project module is dominated by forms of active, non-receptive learning. The teachers have primarily a supporting function of information transfer, moderation, consultation and coordination.

Recommended reading

Literature (excerpt):


Additional reading:

Fachliteratur:

Unterschiedlich je nach Rahmenthema

Links

www.uol.de/orgpers

Language of instruction

German

Duration (semesters)

2 Semester

Module frequency

Annually

Module capacity

unlimited

Module level

MM (Mastermodul / Master module)

Type of module

Wahlpflicht / Elective

Teaching/Learning method

Methods and techniques of empirical social research; basic modules in business administration, especially organization and human resources management

Examination

Examination times

Type of examination

Final exam of module

Across the two semesters

Project report or oral examination or portfolio (to be determined and announced by the instructor at the beginning of the course).

Type of course

Comment

SWS

Frequency

Workload of compulsory attendance

Project seminar

4

SoSe oder WiSe

56

Colloquium

4

SoSe oder WiSe

56

Total module attendance time

112 h
### wir847 - Advanced Managerial Accounting

<table>
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<th>Module label</th>
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<tr>
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<tr>
<td>Credit points</td>
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<tr>
<td>Workload</td>
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</table>

**Applicability of the module**

- Master of Education Programme (Vocational and Business Education) Economics and Business Administration (Master of Education) > Mastermodule
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule AFT - BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule UF - BWL

**Responsible persons**

- Lehrenden, Die im Modul (Prüfungsberechtigt)

**Prerequisites**

**Skills to be acquired in this module**

The aim of the course is to provide students with a deep knowledge of the theory and concepts in managerial accounting as it relates to practice and research. The students learn to design budgeting processes and apply operating performance measures which are in line with the firm's goals. Moreover, the students learn to forecast profits, cash flows and other key financial indicators in order to improve business planning.

**Module contents**

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

**Recommended reading**

Garrison, Ray H. et al., Managerial Accounting, latest version.

**Links**

http://uol.de/accounting

**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**

**Examination times**

**Type of examination**

- Final exam of module
  - vary according to type of examination
  - term paper or seminar paper and presentation or written exam or oral exam or portfolio or project paper

**Type of course**

**Comment**

**SWS**

**Frequency**

**Workload of compulsory attendance**

**Lecture**

2

28

**Exercises**

2

28

**Total module attendance time**

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

**Module abbreviation**
wir848

**Credit points**
6.0 KP

**Workload**
180 h

**Applicability of the module**
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule UF - BWL
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)

**Responsible persons**
- Gilbert, Jonathan (Module counselling)
- Breisig, Thomas (Prüfungsberechtigt)
- Gilbert, Jonathan (Prüfungsberechtigt)
- Breisig, Thomas (module responsibility)

**Prerequisites**

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

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

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

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

**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

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

**Module level**
<table>
<thead>
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<th>Previous knowledge</th>
<th>Examination</th>
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<th>Type of examination</th>
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<td>Examination</td>
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<td>Seminar paper or presentation or written exam or oral exam or portfolio or project report (will be determined and announced at the beginning of the semester by the lecturer)</td>
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<th>Frequency</th>
<th>Workload of compulsory attendance</th>
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<td>2</td>
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Total module attendance time 56 h
wir849 - Advanced Entrepreneurship

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<td>Credit points</td>
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<tr>
<td>- Master's programme Business Administration: Management and Law (Master) &gt; Schwerpunktmodule RdW - BWL</td>
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<tr>
<td>- Master's programme Business Administration: Management and Law (Master) &gt; Schwerpunktmodule UF - BWL</td>
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<tr>
<td>- Master's Programme Sustainability Economics and Management (Master) &gt; Additional Modules</td>
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<tr>
<td>Responsible persons</td>
<td>Nicolai, Alexander (module responsibility)</td>
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<tr>
<td></td>
<td>Lehrenden, Die im Modul (Prüfungsberechtigt)</td>
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<tr>
<td>Prerequisites</td>
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</tr>
<tr>
<td>Skills to be acquired in this module</td>
<td>The students will learn the fundamentals of the topic Entrepreneurship, including the challenges of founding enterprises and entrepreneurial action in established companies.</td>
</tr>
<tr>
<td>Module contents</td>
<td>This module deals with the development of business ideas and its realization in business models as well as its perception and evaluation. The content of the lecture further includes issues relating to team-building, resources, and finance, as well as establishing a business plan, the question of the appropriate legal form of an organization, and the specific challenges in the growth stage. Particular aspects will be amplified by guest lecturers from companies.</td>
</tr>
<tr>
<td>Recommended reading</td>
<td><a href="http://www.uni-oldenburg.de/wire/entrepreneurship/lehrangebot/veranstaltungen/">http://www.uni-oldenburg.de/wire/entrepreneurship/lehrangebot/veranstaltungen/</a></td>
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<td>Language of instruction</td>
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<td>Duration (semesters)</td>
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<td>Module capacity</td>
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<tr>
<td>Reference text</td>
<td>The module consists of a lecture and a seminar. Alternatively, in this module the seminar Eco-Venturing Projekt- und Präsenzseminar are offered.</td>
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<td>Module level</td>
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<td>written or oral exam</td>
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<th>Workload of compulsory attendance</th>
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| Total module attendance time | 56 h |

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### Module: Start-up Consulting (wir850)

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<td>Workload</td>
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<td>Applicability of the module</td>
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<td>Master's programme Business Administration: Management and Law (Master) &gt; Schwerpunktmodule RdW - BWL</td>
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<tr>
<td>Master's programme Business Administration: Management and Law (Master) &gt; Schwerpunktmodule UF - BWL</td>
<td></td>
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<tr>
<td>Master's Programme Sustainability Economics and Management (Master) &gt; Additional Modules</td>
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<tr>
<td>Responsible persons</td>
<td>Birkner, Stephanie (module responsibility)</td>
</tr>
<tr>
<td>Prerequisites</td>
<td>Keine</td>
</tr>
<tr>
<td>Skills to be acquired in this module</td>
<td>Ziel des Moduls ist, den Studierenden interdisziplinäre Perspektiven auf die Beratung (Themen, Personen, Qualifikation) im besonderen Fokus der Begleitung von Gründungsvorhaben näher zu bringen. Das Modul „Gründungsberatung“ bietet Studierenden die Möglichkeit, sich sowohl wissenschaftlich als auch anwendungsorientiert mit den Besonderheiten und (zukünftigen) Professionalisierungsherausforderungen der Beratung von Gründern/Gründerinnen zu beschäftigen. Zugleich erhalten Sie Einblicke in die Gründerszene. Über die Einbindung eines Gründungsteams als Fallstudiengänger eröffnet sich den Studierenden die Gelegenheit, ihr Beratungskonzepte unter realen Bedingungen zu entwickeln, zu testen und zu evaluieren.</td>
</tr>
<tr>
<td>Module contents</td>
<td>Das Modul dient der individuellen Profilbildung der Studierenden und fördert zugleich fachliche, methodische und soziale Kompetenzen. Hierunter fallen:</td>
</tr>
<tr>
<td></td>
<td>- Beratungselbstverständnisse und -konzepte</td>
</tr>
<tr>
<td></td>
<td>- Besonderheiten der Gründerszene</td>
</tr>
<tr>
<td></td>
<td>- Projektorientiertes Lernen</td>
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<td></td>
<td>- Gruppendynamische Prozesse</td>
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<td>Angaben erfolgen im Modul</td>
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<td>Duration (semesters)</td>
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<td>Teaching/Learning method</td>
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<td>Previous knowledge</td>
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<tr>
<td>Examination</td>
<td>Examination times</td>
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<td>Final exam of module</td>
<td>Type of examination</td>
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<tr>
<td>Type of course</td>
<td>Seminar</td>
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<tr>
<td>Frequency</td>
<td>WiSe</td>
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<td>Workload Präsenzzeit</td>
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**wir851 - Corporate Governance and Control**

<table>
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<th>Module label</th>
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<tr>
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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       | - Master of Education Programme (Vocational and Business Education) Economics and Business Administration (Master of Education) > Mastermodule  
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule AFT - BWL  
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule UF - BWL |
| Responsible persons               | - Lehrenden, Die im Modul (Prüfungsberechtigt) |
| Prerequisites                     | none                             |
| Skills to be acquired in this module | By the end of the course students should develop and understand the basic concepts, analytical techniques, instruments and systems to control sustainable corporate success. The students further identify the theoretical background of corporate governance and how corporate governance mechanisms work. Moreover, they develop an up-to-date and mainly practitioner-oriented profile of corporate governance and control systems. They are aware of a controller’s relevance as a corporate conscience and the meaning of controlling as a corporate service. In addition, students identify strategic, operational and department-specific characteristics of corporate control. They argue how to ensure the quality of data and the development of decision-making relevant information. Paper discussions further complement the students’ profile by highlighting current and special issues in the field of corporate governance and control. In summary, students link economic, methodological, and cultural aspects to their personal profile and assess whether an activity as a controller fits to their personal plan for future employment. They further strengthen their ability to develop sustainable solutions for comprehensive and specific economic issues. |
| Module contents                   | In the beginning, the course provides an overview of the historic development as well as conceptions of corporate governance and control in the literature and in practice. It further embeds the role of corporate governance and control within strategic and operational corporate management. The course is further separated in different parts to ensure students' ability to identify and understand decision-making, coordination and monitoring aspects of corporate governance and control. As such, students analyse corporate actions via the following instruments:  
- SWOT-Analysis  
- Porter’s Five Forces Model  
- Portfolio Analysis  
- Strategic Cost Management  
- Linear Programming  
- Break-Even Analysis  
- Value Based Management  
- Ratio Analysis  
- Balanced Scorecard  
- Variance Analysis |
<p>| Links                             | <a href="http://www.uni-oldenburg.de/accounting/">http://www.uni-oldenburg.de/accounting/</a> |
| 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                       | Examination times                | Type of examination |
| Final exam of module              | at the end of the semester       | 1 Hausarbeit oder 1 Referat oder 1 Klausur oder 1 |</p>
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<thead>
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<th>Comment</th>
<th>SWS</th>
<th>Frequency</th>
<th>Workload of compulsory attendance</th>
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wir852 - International Management

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<td>Master's programme Business Administration: Management and Law (Master) &gt; Schwerpunktmodule UF - BWL</td>
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<tr>
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<td>Junker-Michel, Mareike (module responsibility)</td>
</tr>
<tr>
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<td>Lehrenden, Die im Modul (Prüfungsberechtigt)</td>
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</tbody>
</table>

Skills to be acquired in this module

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

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

Module contents

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

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

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

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

**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

**Type of module**

Teaching/Learning method

**Previous knowledge**

Examination

Examination times

Type of examination

Final exam of module

Depending on the type of examination during the lecture period, at the end of the lecture period or at the end of the semester

Seminar paper or presentation or written exam or oral exam or portfolio or project report (will be fixed and announced at the beginning of the semester by the lecturer)

**Type of course**

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**Total module attendance time**

56 h
## wir886 - Digital Transformation: Strategies and Sustainability

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### Applicability of the module
- Master Applied Economics and Data Science (Master) > Specialization
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule NM-BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule UF - BWL
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules

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

### Prerequisites

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

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

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

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

### Recommended reading

### Links

### Language of instruction
- English
<table>
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### Teaching/Learning method

#### Previous knowledge

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#### Type of course

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**Total module attendance time**: 56 h
**wir896 - Operations Management**

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<td>- Master's programme Business Administration: Management and Law (Master) &gt; Schwerpunktmodule UF - BWL</td>
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<td>- Master's Programme Business Informatics (Master) &gt; Module der Wirtschafts- und Rechtswissenschaften (Master)</td>
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<tr>
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</tr>
<tr>
<td></td>
<td>- Busse, Christian (module responsibility)</td>
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<td>- Lehrenden, Die im Modul (Prüfungsberechtigt)</td>
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<td>Prerequisites</td>
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</table>

**Skills to be acquired in this module**


**Module contents**

Die Vorlesung behandelt voraussichtlich folgende Themen: Nachfrageprognose, Prozessmanagement, Produktionsplanung, Ablaufplanung, Revenue Management, Behavioral Operations Management

**Recommended reading**


**Links**

https://www.uni-oldenburg.de/produktion

**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

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**Total module attendance time**

56 h
### wir899 - Supply Chain Management

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**Applicability of the module**
- Master Applied Economics and Data Science (Master) > Specialization
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule UF - BWL
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)

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

**Prerequisites**
- Skills to be acquired in this module

In der zum Modul gehörigen Vorlesung werden vor allem formalanalytische Modelle erarbeitet, mit denen Probleme in Wertschöpfungsketten beschrieben und im Rahmen der Modellannahmen optimiert werden können. Hiermit sollen die Studierenden eine Kompetenz zur unternehmensübergreifenden Analyse der gesamten Wertschöpfungskette (Supply Chain) erwerben, mit Hilfe derer sie diese nicht nur verstehen, sondern idealerweise auch verbessern können. Im begleitenden Seminar werden mithilfe von in Gruppen verfassten Hausarbeiten aktuelle Fragestellungen und Diskussionen im Supply Chain Management aufgearbeitet und bewertet. Das Seminar baut ergänzend zur Vorlesung auf konzeptioneller und empirischer Forschung auf. Hiermit lernen die Studierenden wissenschaftliche Diskurse zu praktisch relevanten und nur schwer modellierbaren Herausforderungen des Supply Chain Managements kennen. Ferner werden die Fähigkeiten zum wissenschaftlichen Arbeiten, zur Teamarbeit und zum Präsentieren vor großen Gruppen trainiert.

**Module contents**
- Die Vorlesung behandelt voraussichtlich folgende Themen: Grundlagen der Supply Chain, Strategischer Fit, Netzwerk- und Standortplanung, Bestandsmanagement, Produkt- und Prozessdesign, Supply-Chain-Koordination, Vertragsdesign, Transport in der Supply Chain, Nachhaltiges Supply Chain Management

**Recommended reading**

**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**
- Am Ende des Semesters
- Portfolio

**Type of course**
- Comment
- SWS
- Frequency
- Workload of compulsory attendance
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**wir938 - Eco-Venturing**

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**Applicability of the module**
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule NM-BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule UF - BWL
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules

**Responsible persons**
- Fichter, Klaus (Module counselling)
- Lehrenden, Die im Modul (Prüfungsberechtigt)
- Fichter, Klaus (module responsibility)

**Prerequisites**
none

**Skills to be acquired in this module**
The main target of the "Eco-Venturing" module is to develop entrepreneurial skills for the development and implementation of environmental innovations and sustainable business ideas. These include:
- the ability to identify new solution needs in the context of sustainable development and the sustainable development goals set by the United Nations,
- Knowledge and skills for the entrepreneurial development and implementation of innovative solutions,
- Knowledge and skills for systematically combining economic (Eco-nomical) and ecological (Eco-logical) objectives and
- the ability to strategically develop "green" business areas and markets.
- The entrepreneurial development and implementation of environmental innovations can relate both to the establishment of new companies and organisations and to the development of new solutions and business ideas within the framework of established companies and organisations (corporate venturing).

**Module contents**
The main focus of the Eco-Venturing module is the development of new or established business start-up concepts. Under of guidance of their lecturer, participants will work together with selected regional business partners who are both economically successful and contribute to the protection of the environment and the climate, to promote such start-up concepts. What these concepts have in common is that they address the issue of sustainability.

**Recommended reading**
www.start-green.net/tools

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

**Language of instruction**
German

**Duration (semesters)**
1 Semester

**Module frequency**
Immer im Wintersemester

**Module capacity**
25

**Reference text**
The module "Eco-Venturing" is part of the Master's programme "Sustainability Economics and Management (SEM)" and focuses on "Eco-Entrepreneurship". The module "Eco-Venturing" can be taken either individually or in combination with the two other modules of the study focus "Eco-Entrepreneurship" ("wir 920: Advanced Entrepreneurship", "wir 832: Innovation Management"). Two of the three modules must be taken in order to be recognised as a specialisation. The Eco-Venturing module is mandatory (cf. examination regulations for the Master's programme SEM, § 4, para. 4).

The module Eco-Venturing is also available for students of the Master's programme WiRe in the ManECo area and can be credited as the module Advanced Entrepreneurship (wir849 Advanced Entrepreneurship). The same applies to students of the Master's programme in Business Informatics. Here it can also be proven as wir849 Advanced Entrepreneurship

**Module level**

**Type of module**

**Teaching/Learning method**

**Previous knowledge**

**Examination**

**Examination times**
Usually at the end of lectures

**Type of examination**
to be announced at the beginning of the course
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**Total module attendance time**  
56 h
### Schwerpunktmodule UF - Recht

**wir813 - Competition Law and Intellectual Property**

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<td>Workload</td>
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#### Applicability of the module
- Master's programme Business Administration: Management and Law (Master) > Kernmodule CHI
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - Recht
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule UF - Recht

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

#### Prerequisites
- (für WiRe empfohlen): wir815

#### Skills to be acquired in this module
- Die Studierenden verstehen Grundlagen und Verschränkungen von Wettbewerbsrecht und Geistigem Eigentum
- analysieren und beantworten Rechtsfragen im Schnittfeld von Wettbewerb und Geistigem Eigentum
- beherrschen einschlägige Rechtsprechung und können neue Fragen entsprechend einordnen

#### Module contents
- Das Modul enthält zwei Veranstaltungen (wahlweise Vorlesung mit Seminar oder zwei Vorlesungen) und richtet sich an Masterstudierende mit Interesse an Innovation und dynamischem Wettbewerb (zwischen Unternehmen, aber auch zwischen Staaten). Aufbauend auf zuvor vermittelte Grundstrukturen des Europäischen Marktordnungsrechts, stehen Themen auf der Schnittfläche von Wettbewerb und Geistigen Eigentums (Kartell- und Lauterkeitsrecht) im Zentrum der Veranstaltung.
- Lehrziele sind einerseits die akademische Durchdringung, andererseits die Einordnung und Beantwortung praktischer Fallgestaltungen. Themen generieren sich aus der betriebswirtschaftlichen Praxis (u.a. etwa Zugang zu standardessentiellen Patente; Schutzrechte als Voraussetzung von Unternehmenskooperationen) wie aus volkswirtschaftlichen Fragen (Einfluss des Schutzstandards für Geistiges Eigentum auf Innovation und Direktinvestitionen; Schutzrechte als Marktzugangsbedingungen).
- Die Studierenden lernen, Geistiges Eigentum und Wettbewerbsrecht als zwei miteinander verschra nkte Rechtsgebiete zu analysieren.

#### Recommended reading

#### Links
- English, German

#### Duration (semesters)
- 1 Semester

#### Module capacity
- 30

#### Previous knowledge
- Vorkenntnisse: Grundlagen Wirtschaftsrecht (Privatrecht/Europarecht)

#### Type of module

#### Teaching/Learning method

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

#### Final exam of module
- Referat mit Ausarbeitung

#### Type of course
- Course or seminar (1 V und 1 S ODER 2 V)
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## wir815 - Modern Transformations of International and EU Economic Law

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### Applicability of the module
- Master's programme Business Administration: Management and Law (Master) > Basismodule
- Master's programme Business Administration: Management and Law (Master) > Kernmodule CHI
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - Recht
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule UF - Recht

### Responsible persons
- Godt, Christine (module responsibility)
- Lehrenden, Die im Modul (Prüfungsberechtigt)

### Prerequisites

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

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

#### Recommended reading

### Links
- [http://www.fk2.unioldenburg.de/InstRW/oeffwr/](http://www.fk2.unioldenburg.de/InstRW/oeffwr/)

### Language of instruction
- English

### Duration (semesters)
- 1 Semester Semester

### Module frequency
- jährlich

### Module capacity
- unlimited

### Module level

### Type of module

### Teaching/Learning method

### Previous knowledge

### Examination

#### Examination times
- End of term (i.e. lecture period).

#### Type of examination
- The examination consists either of term papers or an end of term test. In the case of term papers, students will work on current decisions or policy papers that are to be analyzed and evaluated by processing secondary literature.

### Type of course
- Lecture
<table>
<thead>
<tr>
<th>SWS</th>
<th>4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency</td>
<td>WiSe</td>
</tr>
<tr>
<td>Workload Präsenzzeit</td>
<td>56 h</td>
</tr>
</tbody>
</table>
**wir816 - Digitalisation and Law - Deepening**

<table>
<thead>
<tr>
<th>Module label</th>
<th>Digitalisation and Law - Deepening</th>
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</thead>
<tbody>
<tr>
<td>Module abbreviation</td>
<td>wir816</td>
</tr>
<tr>
<td>Credit points</td>
<td>6.0 KP</td>
</tr>
<tr>
<td>Workload</td>
<td>180 h</td>
</tr>
<tr>
<td>Applicability of the module</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Master's programme Business Administration: Management and Law (Master) &gt; Schwerpunktmodule RdW - Recht</td>
</tr>
<tr>
<td></td>
<td>Master's programme Business Administration: Management and Law (Master) &gt; Schwerpunktmodule UF - Recht</td>
</tr>
<tr>
<td>Responsible persons</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Lehrenden, Die im Modul (Prüfungsberechtigt)</td>
</tr>
<tr>
<td></td>
<td>Wendland, Matthias (module responsibility)</td>
</tr>
<tr>
<td>Prerequisites</td>
<td>Basic knowledge, B.A. with law parts</td>
</tr>
<tr>
<td>Skills to be acquired in this module</td>
<td>Participants will understand how digitization affects society and the law. They will learn from selected examples how the law is adapting to digitalization - and where the law reaches its limits. The module is theory-, method- and application-oriented. The module is interdisciplinary: social science, technological and economic issues are integrated into the module alongside legal content. Students develop the ability to see law in its social, economic and technological context. They learn to analyze the interactions of law with digitalization</td>
</tr>
<tr>
<td>Module contents</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Fundamentals: Digitization as a technological and a cultural development. Characteristics of digitization Challenge of law through digitization Limits of law in the digitized world: selected areas of law as examples</td>
</tr>
<tr>
<td>Recommended reading</td>
<td></td>
</tr>
<tr>
<td>Links</td>
<td></td>
</tr>
<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>
<td>Annual</td>
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<tr>
<td>Module capacity</td>
<td>unlimited</td>
</tr>
<tr>
<td>Module level</td>
<td>Wahlpflicht / Elective</td>
</tr>
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<td>Teaching/Learning method</td>
<td>Lecture (WS)</td>
</tr>
<tr>
<td></td>
<td>Seminar (SoSe)</td>
</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></td>
</tr>
<tr>
<td>Examination times</td>
<td></td>
</tr>
<tr>
<td>Type of examination</td>
<td></td>
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<td>Type of course</td>
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<td>VA-Auswahl</td>
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<tr>
<td>SWS</td>
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</tr>
<tr>
<td>Frequency</td>
<td>SoSe oder WiSe</td>
</tr>
<tr>
<td>Workload Präsenzzzeit</td>
<td>56 h</td>
</tr>
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</table>
**wir857 - Law of Media and Telecommunication**

<table>
<thead>
<tr>
<th><strong>Module label</strong></th>
<th>Law of Media and Telecommunication</th>
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<tbody>
<tr>
<td><strong>Module abbreviation</strong></td>
<td>wir857</td>
</tr>
<tr>
<td><strong>Credit points</strong></td>
<td>6.0 KP</td>
</tr>
<tr>
<td><strong>Workload</strong></td>
<td>180 h</td>
</tr>
<tr>
<td><strong>Applicability of the module</strong></td>
<td>- Master's programme Business Administration: Management and Law (Master) &gt; Schwerpunktmodule Räume des Wettbewerbs - Recht</td>
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<tr>
<td></td>
<td>- Master's programme Business Administration: Management and Law (Master) &gt; Schwerpunktmodule UF - Recht</td>
</tr>
<tr>
<td></td>
<td>- Master's Programme Business Informatics (Master) &gt; Module der Wirtschafts- und Rechtswissenschaften (Master)</td>
</tr>
<tr>
<td></td>
<td>- Master's Programme Computing Science (Master) &gt; Module aus anderen Studiengängen</td>
</tr>
<tr>
<td><strong>Responsible persons</strong></td>
<td>- Boehme-Neßler, Volker (module responsibility)</td>
</tr>
<tr>
<td></td>
<td>- Lehrenden, Die im Modul (Prüfungsberechtigt)</td>
</tr>
<tr>
<td><strong>Prerequisites</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Skills to be acquired in this module</strong></td>
<td>The students:</td>
</tr>
<tr>
<td></td>
<td>- have in-depth insights into the economic conditions of media production, distribution and exploitation.</td>
</tr>
<tr>
<td></td>
<td>- know the legal basis and framework conditions of media production, media presentation and mediation (e.g. copyrights, performance rights, distribution of media).</td>
</tr>
<tr>
<td></td>
<td>- bring together economic and legal dimensions of media work.</td>
</tr>
<tr>
<td></td>
<td>- know the economic and legal framework conditions of media institutions (e.g. television, radio, media mediation).</td>
</tr>
<tr>
<td><strong>Module contents</strong></td>
<td>This module is about making a connection of the theoretical and practical acquired aesthetic competences with the economic and legal framework conditions. In the sense of professionalisation, prospective media producers and mediators should learn to assess their own future activities under economic and legal conditions.</td>
</tr>
<tr>
<td><strong>Recommended reading</strong></td>
<td>Current case law and:</td>
</tr>
<tr>
<td></td>
<td>- Fechner, Medienrecht, 19.Aufl. 2018</td>
</tr>
<tr>
<td></td>
<td>- Petersen, Medienrecht, 2010.</td>
</tr>
<tr>
<td><strong>Links</strong></td>
<td><a href="http://www.integrated-media.de/">http://www.integrated-media.de/</a></td>
</tr>
<tr>
<td><strong>Language of instruction</strong></td>
<td>German</td>
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<tr>
<td><strong>Duration (semesters)</strong></td>
<td>1 Semester</td>
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<td><strong>Module frequency</strong></td>
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<tr>
<td><strong>Module capacity</strong></td>
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<td><strong>Type of module</strong></td>
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</tr>
<tr>
<td><strong>Teaching/Learning method</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Previous knowledge</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Examination</strong></td>
<td>Examination times</td>
</tr>
<tr>
<td><strong>Final exam of module</strong></td>
<td>At the end of the term</td>
</tr>
<tr>
<td><strong>Type of course</strong></td>
<td>Lecture</td>
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<tr>
<td><strong>SWS</strong></td>
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<tr>
<td><strong>Frequency</strong></td>
<td>SoSe</td>
</tr>
<tr>
<td><strong>Workload Präsenzzeit</strong></td>
<td>56 h</td>
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</table>
wir858 - Capital market law, insolvency law

<table>
<thead>
<tr>
<th>Module label</th>
<th>Capital market law, insolvency law</th>
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<tbody>
<tr>
<td>Module abbreviation</td>
<td>wir858</td>
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<tr>
<td>Credit points</td>
<td>6.0 KP</td>
</tr>
<tr>
<td>Workload</td>
<td>180 h</td>
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</table>

**Applicability of the module**
- Master's programme Business Administration: Management and Law (Master) > Basismodule
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule AFT - Recht
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - Recht
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule UF - Recht

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

**Prerequisites**

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

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

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

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

**Recommended reading**
Current literature references are given in the events.

**Language of instruction**
German

**Duration (semesters)**
1 Semester

**Module frequency**
jährlich

**Module capacity**
unlimited

**Type of module**

**Teaching/Learning method**

**Previous knowledge**

**Examination**

<table>
<thead>
<tr>
<th>Examination times</th>
<th>Type of examination</th>
</tr>
</thead>
<tbody>
<tr>
<td>end of semester</td>
<td>seminar paper and presentation or</td>
</tr>
</tbody>
</table>

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

Final exam of module: end of semester

Type of examination: seminar paper and presentation or
<table>
<thead>
<tr>
<th>Examination</th>
<th>Examination times</th>
<th>Type of examination</th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>term paper or oral exam</td>
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</table>

<table>
<thead>
<tr>
<th>Type of course</th>
<th>Lecture</th>
</tr>
</thead>
<tbody>
<tr>
<td>SWS</td>
<td>4</td>
</tr>
<tr>
<td>Frequency</td>
<td></td>
</tr>
<tr>
<td>Workload Präsenzeit</td>
<td>56 h</td>
</tr>
</tbody>
</table>
wir860 - Data Protection Law

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

Applicability of the module:
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - Recht
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule UF - Recht
- 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)
- Rott, Peter (module responsibility)

Prerequisites:

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

Module contents:
The module gives an overview on data protection laws. Basic knowledge of data protection regulations (DSGVO; BDSG) and existing protection mechanisms is imparted. Within the framework of the seminar, the discussed topics will be deepened with the help of seminar papers and individual aspects will be discussed in more detail.

The event will highlight the new informational structures in modern society and their effects on data protection and data security. Questions concerning general personal rights, freedom of information, IT security and relevant criminal law regulations will be discussed on the basis of examples and legally provided protection mechanisms as well as the tasks of supervisory authorities will be discussed. In particular, the most important decisions on data protection will be covered in detail during the seminar.

At the seminar, students will have the opportunity to prepare in-depth seminar papers on the various topics, which will then be discussed with all participants.

Recommended reading:
Kühling/Klar/Sackmann, Datenschutzrecht, 2018.
Further literature references will be given in the lecture.

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

Language of instruction: German
Duration (semesters): 1 Semester
Module frequency: jährlich
Module capacity: unlimited
Module level:
Type of module:
Teaching/Learning method:

Previous knowledge:

Examination
Examination times
Type of examination
Final exam of module
typically 6 weeks after your presentation
Seminar paper and presentation or Term paper or Oral exam

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

Total module attendance time
56 h
wir882 - Selected Issues in European Economic Policies

Module label: Selected Issues in European Economic Policies

Module abbreviation: wir882

Credit points: 6.0 KP

Workload: 180 h

Applicability of the module:
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - Recht
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule UF - Recht

Responsible persons:
- Lehrenden, Die im Modul (Prüfungsberechtigt)
- Chege, Victoria (Module counselling)
- Godt, Christine (module responsibility)

Prerequisites:

Skills to be acquired in this module:
- Die Studierenden
- verstehen die Rechtsgenese und Rechtsdurchsetzung im Europäischen Mehrebenensystem,
- analysieren und beantworten Rechtsfragen im Europäischen Binnenmarktrecht,
- beherrschen englische Rechtsterminologie.

Module contents:

Recommended reading:

Links

Languages of instruction: English, 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

Während des Semesters.

Hausarbeit oder Referat mit schriftlicher Ausarbeitung

Type of course

Seminar

/ 2 SE
<p>| | |</p>
<table>
<thead>
<tr>
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<tbody>
<tr>
<td>SWS</td>
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<tr>
<td>Frequency</td>
<td>SoSe und WiSe</td>
</tr>
<tr>
<td>Workload Präsenzzeit</td>
<td>56 h</td>
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**Schwerpunktmodule UF - VWL**

**wir875 - Forecasting Methods**

<table>
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<tr>
<th>Module label</th>
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<tbody>
<tr>
<td>Module abbreviation</td>
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<tr>
<td>Credit points</td>
<td>6.0 KP</td>
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<tr>
<td>Workload</td>
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</table>

**Applicability of the module**

- Master Applied Economics and Data Science (Master) > Empirical Methods
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule UF - VWL
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)
- Master's Programme Computing Science (Master) > Module aus anderen Studiengängen

**Responsible persons**

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

**Prerequisites**

**Skills to be acquired in this module**

With successful completion of the course, students shall:

- be aware of and be able to evaluate quantitative forecasting methods.
- be able to select adequate methods in relevant fields of application, like time series and classification analysis.
- be able to run computer-aided analyses and to interpret the results properly.

**Module contents**

Various aspects of quantitative forecasting methods such as:

- Time series components,
- Trend and seasonal methods,
- Stationarity,
- Multivariate forecasting methods,
- Autoregressive and moving average processes,
- Box-Jenkins method.

**Recommended reading**


**Links**

**Language of instruction**

English

**Duration (semesters)**

1 Semester

**Module frequency**

halbjährlich
<table>
<thead>
<tr>
<th>Module capacity</th>
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<tbody>
<tr>
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<tr>
<td>Type of module</td>
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<td>Teaching/Learning method</td>
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<tr>
<td>Previous knowledge</td>
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<table>
<thead>
<tr>
<th>Exam</th>
<th>Examination times</th>
<th>Type of examination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final exam of module</td>
<td>end of semester</td>
<td>written exam or oral exam or term paper or seminar paper and presentation</td>
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<thead>
<tr>
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<th>Frequency</th>
<th>Workload of compulsory attendance</th>
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<tr>
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<tr>
<td>Exercises</td>
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<td>2</td>
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<td>28</td>
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</table>

**Total module attendance time**

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<tr>
<th></th>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>56 h</td>
</tr>
</tbody>
</table>

**Module capacity**

- **unlimited**

**Module level**

**Type of module**

**Teaching/Learning method**

**Previous knowledge**

<table>
<thead>
<tr>
<th>Exam</th>
<th>Examination times</th>
<th>Type of examination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final exam of module</td>
<td>end of semester</td>
<td>written exam or oral exam or term paper or seminar paper and presentation</td>
</tr>
</tbody>
</table>

<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>Exercises</td>
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<td>2</td>
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<td>28</td>
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</tbody>
</table>

**Total module attendance time**

<p>| | | |</p>
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<th></th>
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<tbody>
<tr>
<td></td>
<td></td>
<td>56 h</td>
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</table>

**Note:**

- SWS stands for Semesterwochenstunden (the number of hours in a semester).
### wir895 - Industrial Organization

<table>
<thead>
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<th>Industrial Organization</th>
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<tbody>
<tr>
<td>Module abbreviation</td>
<td>wir895</td>
</tr>
<tr>
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<td>6.0 KP</td>
</tr>
<tr>
<td>Workload</td>
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</table>

**Applicability of the module**
- Master Applied Economics and Data Science (Master) > Economics
- Master's programme Business Administration: Management and Law (Master) > Basismodule
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule UF - VWL
- Master's Programme Sustainability Economics and Management (Master) > Akzentmodule

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

**Skills to be acquired in this module**
Be able to conceptually understand, critically evaluate, and apply methods used economists to study the behaviour of firms, consumers, and their interaction.

**Module contents**
- Econometric methods; models of firm behaviour; models of consumer behaviour; regulation; applications.

**Recommended reading**

**Language of instruction**
English

**Duration (semesters)**
1 Semester

**Module frequency**
30

**Module level**

**Type of module**
Vorlesung und Übung

**Previous knowledge**

**Examination**

<table>
<thead>
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<th>Type of examination</th>
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</thead>
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<td>Portfolio</td>
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**Type of course**

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<tr>
<th>SWS</th>
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</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>SoSe oder WiSe</td>
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**Workload Präsenzzeit**
56 h
## Schwerpunktmodule UF - Methoden

**mat865 - Advanced Topics in Statistics**

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<th>Module label</th>
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<tr>
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<tr>
<td>Workload</td>
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**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 direkter 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 spätestens 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/QDA), 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":


Links

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<th>Languages of instruction</th>
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Module level

Teaching/Learning method

Previous knowledge

Examination Examination times Type of examination

Final exam of module nach Ende der Vorlesungszeit KL

Type of course Comment SWS Frequency Workload of compulsory attendance

Lecture 3 SoSe oder WiSe 42
Exercises 1 SoSe oder WiSe 14

Total module attendance time 56 h
### wir891 - Complex Data Analysis

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<tr>
<td>- Master's Programme Sustainability Economics and Management (Master) &gt; Additional Modules</td>
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<tr>
<td><strong>Responsible persons</strong></td>
<td>Stecking, Ralf Werner (module responsibility)</td>
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<td><strong>Prerequisites</strong></td>
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<tr>
<td><strong>Skills to be acquired in this module</strong></td>
<td>With successful completion of the course, students shall be able to analyze complex empirical data sets, like aggregated data, privacy constrained data, distance information, distributions, tables, symbolic or granular data. Students will also learn to handle issues of big data challenges: large number of cases or variables, unknown dependencies, redundancy, missing values, small or no variance. In this course students will learn theoretical aspects of complex data analysis, as well as practical applications for real data sets with statistical software packages.</td>
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<td><strong>Module contents</strong></td>
<td>Principal Component Analysis, Correspondence Analysis, Cluster Analysis, Linear Discriminant Analysis, Multidimensional Scaling, CART, Symbolic Data Analysis</td>
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<td>Am Ende der Vorlesungszeit</td>
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<td>- <strong>Type of examination</strong></td>
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Schwerpunktmodule RdW - BWL

wir814 - Strategic Management

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Applicability of the module

- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule UF - BWL
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)
- Master's Programme Computing Science (Master) > Module aus anderen Studiengängen

Responsible persons

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

Prerequisites

Keine

Skills to be acquired in this module

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

Module contents

The course offers an overview of advanced concepts and frameworks in the field of Strategic Management. At the beginning, the course will provide a brief introduction into the historical development, goals, and research streams of the field. In this context, important terms, methods, and philosophical approaches of (management) research will be clarified. Subsequently, students form groups to analyze selected scientific articles with regard to their theoretical relevance and practical implications. Theoretical topics that will be covered in depth are:

1. Top Management Teams, Upper Echelons und Corporate Governance
2. Resource- and Capability-based Approaches
4. Institutional Theory, Institutional Work/Entrepreneurship and Social Movements
5. Organizational Cognition, Identity, and Framing
6. Organizational Learning and Ambidexterity
7. Organizational networks and ecosystems

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

Recommended reading

- Murmann, J. P. (2013). The coevolution of industries and important features of

<table>
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| Total module attendance time |
|------------------------------|---|
|                             | 56 h |
wir826 - Sectoral, Functional and Institutional Approaches to Marketing

Module label: Sectoral, Functional and Institutional Approaches to Marketing
Module abbreviation: wir826
Credit points: 6.0 KP
Workload: 180 h

Applicability of the module:
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule UF - BWL
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules

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

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

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

Recommended reading:

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

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

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

Module level:
Type of module:
Teaching/Learning method:
Previous knowledge:
Examination:
Examination times:
Type of examination:
Final exam of module:
during term:
examination paper and presentation:
Type of course:
Comment:
SWS:
Frequency:
Workload of compulsory attendance:
Lecture:
2
28
Tutorial:
2
28
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Module label: Development directions in Marketing Research

Module abbreviation: wir829

Credit points: 6.0 KP

Workload: 180 h

Applicability of the module:
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule UF - BWL
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules

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

Prerequisites:
Successful completion of the entrance examination

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

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

Recommended reading:
Further literature to be announced at the start of the term.

Links:
www.uni-oldenburg.de/marketing

Language of instruction: German

Duration (semesters): 1 Semester

Module frequency: jährlich

Module capacity: unlimited

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

Module level:

Type of module:
### Teaching/Learning method

#### Previous knowledge

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<td>examination paper and presentation</td>
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**Total module attendance time** 56 h
In today's highly dynamic business environment, innovation is the key to the success of most firms. Moreover, technological and organizational innovations represent valuable instruments for achieving progress toward sustainable development. Against this background, this module familiarizes students with the tools and processes for managing innovation and for developing overall more innovative firms. The module comprises a lecture and a seminar. In the lecture, students become acquainted with the drivers to and role of innovation; they learn about designing innovative firms and developing innovation strategies; they get to know the different sources of innovation; they familiarize themselves with the methods for choosing between alternative planned innovations; they learn how innovation is implemented; and they understand how innovation benefits are exploited. The accompanying seminar is supposed to familiarize the students with select advanced topics surrounding the management of innovation. Moreover, the students train their skills in working in teams, in working with scientific literature, in academic writing, and in presenting in front of a large audience.

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

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<th>SWS</th>
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wir834 - Auditing

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Applicability of the module
- Master of Education Programme (Vocational and Business Education) Economics and Business Administration (Master of Education) > Mastermodule
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule AFT - BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - BWL

Responsible persons
- Lehrenden, Die im Modul (Prüfungsberechtigt)

Skills to be acquired in this module
- Achieving basic knowledge about audit practises
- Achieving broad knowledge about the audit profession and structuring of audit processes,
- Achieving competences in evaluating the possibilites and limits of audit techniques,
- Application of audit techniques while using case studies and focusing on certain audit areas.

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

Recommended reading

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

Languages of instruction
German, English

Duration (semesters)
1 Semester

Module frequency
jährlich

Module capacity
unlimited

Type of module
je nach Studiengang Pflicht oder Wahlpflicht

Previous knowledge

Teaching/Learning method

Examination
Final exam of module
varies according to the type of examinations
1 assignment or 1 presentation or 1 written exam or 1 oral exam or 1 portfolio or 1 project report

Type of course
Lecture
Seminar

Comment
2
2

Frequency
SWS
28
28

Workload of compulsory attendance

Total module attendance time
56 h
## wir836 - Quantitative Studies in AFT

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### Applicability of the module
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule AFT - BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - BWL

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

### Prerequisites

### Skills to be acquired in this module
The aim of the course is to provide insights into the economics of accounting, finance, and/or taxation from the perspective of a quantitative researcher. Upon completion of the module, students will be familiar with typical quantitative models and research approaches in the respective field and will be able to develop their own research designs.

### Module contents
The course involves reading and discussing empirical research in accounting, finance, and/or taxation, and working with quantitative models in at least one of these areas.

### Recommended reading
Will be announced at the beginning of the course.

### Links
- [Language of instruction](#): German
- [Duration (semesters)](#): Semester
- [Module frequency](#): unlimited

### Reference text
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.

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

### Type of module
Wahlpflicht / Elective

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

### Type of course

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### Total module attendance time
0 h
**wir837 - Advanced Corporate Finance**

**Module label**  
Advanced Corporate Finance  

**Module abbreviation**  
wir837  

**Credit points**  
6.0 KP  

**Workload**  
180 h  

**Applicability of the module**  
- Master of Education Programme (Vocational and Business Education) Economics and Business Administration (Master of Education) > Mastermodule  
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule AFT - BWL  
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - BWL  

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

**Prerequisites**  
The course provides insights into the empirical analysis of firms’ financing and investment decisions. We discuss theoretical foundations of long-term financing, capital structure choice, cost of capital determination, capital market efficiency, and corporate takeover decisions as well as respective empirical findings. Moreover, you will learn how to build financial models, handle financial data, and conduct financial analyses using the statistical software R.”  

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

**Recommended reading**  
- Titman / Martin: Valuation, latest edition, Boston (Mass.)  
Further readings may be announced during the course.  

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

**Languages of instruction**  
German, English  

**Duration (semesters)**  
1 Semester  

**Module frequency**  
jährlich  

**Module capacity**  
unlimited  

**Module level**  

**Type of module**  

**Teaching/Learning method**  

**Previous knowledge**  

**Examination**  
Examination times  
Type of examination  

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

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

**Lecture (ggf. mit Übung)**  
4  
--  
56  

**Exercises**  
SoSe oder WiSe  
0  

**Total module attendance time**  
56 h
wir839 - Financial Statement Analysis

**Module label**
Financial Statement Analysis

**Module abbreviation**
wir839

**Credit points**
6.0 KP

**Workload**
180 h

**Applicability of the module**
- Master of Education Programme (Vocational and Business Education) Economics and Business Administration (Master of Education) > Mastermodule
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule AFT - BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - BWL

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

**Prerequisites**
none

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

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

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

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

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

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

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

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<td>Previous knowledge</td>
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**wir840 - Tax planning and tax effects**

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**Applicability of the module**
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule AFT - BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - BWL

**Responsible persons**

**Prerequisites**

**Skills to be acquired in this module**

**Module contents**

**Recommended reading**

**Links**

**Language of instruction**
- German

**Duration (semesters)**
- Semester

**Module frequency**
- unlimited

**Module level**

**Type of module**

**Teaching/Learning method**

**Previous knowledge**

**Examination**

**Examination times**

**Type of examination**
- Final exam of module
  - KL

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**Total module attendance time**
- 0 h
wir841 - Advanced Financial Accounting

Module label: Advanced Financial Accounting
Module abbreviation: wir841
Credit points: 6.0 KP
Workload: 180 h

Applicability of the module:
- Master of Education Programme (Vocational and Business Education) Economics and Business Administration (Master of Education) > Mastermodule
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule AFT - BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - BWL

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

Prerequisites:
Students have to understand the theoretical orientation and the institutional structure of financial accounting and standard setting. Many important standards, such as fair value accounting, financial instruments, reserve recognition accounting, management discussion and analysis, employee stock options, impairment tests, hedge accounting, derecognition, consolidation, and comprehensive income, will be analyzed and critically evaluated from students. This course aims to provide students with an in-depth understanding of the underlying accounting concepts and accounting standards governing the preparation of financial statements under International Financial Reporting Standards (IFRS) for external users. Furthermore it develop students’ conceptual skills and professional competence in financial accounting in compliance with the regulatory and financial framework under IFRS.

Module contents:
- Accounting Under Ideal Conditions
- The Decision Usefulness Approach to Financial Reporting
- Efficient Securities Markets
- The Value Relevance of Accounting Information
- The Measurement Approach to Decision Usefulness
- Measurement Applications
- The Efficient Contracting Approach to Decision Usefulness
- An Analysis of Conflict
- Executive Compensation
- Earnings Management
- Standard Setting: Economic Issues
- Standard Setting: Political Issues

Recommended reading:

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

Languages of instruction:
German, English

Duration (semesters):
1 Semester

Module capacity:
jährlich

Module level:

Type of module:

Teaching/Learning method:

Previous knowledge:

Examination:

Type of course:

Final exam of module end of semester portfolio or written exam

Frequency:

Workload of compulsory attendance:

Lecture:

Exercises:

Total module attendance time:
56 h
**wir842 - Banking**

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**Applicability of the module**

- Master Applied Economics and Data Science (Master) > Specialization
- Master of Education Programme (Vocational and Business Education) Economics and Business Administration (Master of Education) > Mastermodule
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule AFT - BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - BWL
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)

**Responsible persons**

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

**Prerequisites**

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

**Module contents**

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

**Recommended reading**

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

Further readings may be announced during the course.

**Links**

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

**Languages of instruction**

German, English

**Duration (semesters)**

1 Semester

**Module capacity**

unlimited

**Module level**

**Type of module**

**Teaching/Learning method**

**Previous knowledge**

**Examination**

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<td>1 term paper (Hausarbeit) or 1 written exam (Klausur) or 1 oral exam (mündliche Prüfung) or 1 Portfolio</td>
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**Type of course**

Lecture

**SWS**

4

**Frequency**

**Workload Präsenzzzeit**

56 h
### Module label
Financial Risk Management

### Module abbreviation
wir843

### Credit points
6.0 KP

### Workload
180 h

### Applicability of the module
- Master Applied Economics and Data Science (Master) > Specialization
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule AFT - BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - BWL

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

### Prerequisites

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

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

### Recommended reading
- Highly recommended readings:
- Optional readings:

Further readings may be announced during the course.

### Links
- Language of instruction: English
- Duration (semesters): 1 Semester
- Module frequency: halbjährlich
- Module capacity: unlimited
- Type of module
- Teaching/Learning method
- Previous knowledge
- Examination
  - Examination times
  - Type of examination
    - 1 term paper (Hausarbeit) or 1 written exam (Klausur) or 1 oral exam (mündliche Prüfung) or 1 Portfolio
- Type of course
  - Lecture (ggf. mit Übung)
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### Current Topics in AFT

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#### Applicability of the module
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule AFT - BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - BWL

#### Responsible persons
- Lehrenden, Die im Modul (Prüfungsberechtigt)
- Lorenz, Johannes (Module counselling)
- Prokop, Jörg (Module counselling)

#### Prerequisites

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

#### Module contents
Evaluation of current AFT questions

#### Recommended reading

#### Languages of instruction
German, English

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

#### 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
Essay and presentation

#### Type of course
<table>
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#### Total module attendance time
56 h
### wir845 - Advanced Issues in AFT Research

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<td>Workload</td>
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**Applicability of the module**
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule AFT - BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - BWL

**Responsible persons**
- Prokop, Jörg (module responsibility)
- Lehrenden, Die im Modul (Prüfungsberechtigt)
- Dittmer, Jochen (Module counselling)
- Lorenz, Johannes (Module counselling)

**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**
The aim of the course is to provide insights into the state-of-the-art of academic research in selected areas of accounting and auditing, finance, and taxation. Upon completion of the module, students will be able to place typical research questions and research designs in the aforementioned areas within a broader context of academic research, and to assess selected contributions' significance.

**Module contents**
The course involves reading and discussing cornerstone journal articles as well as contemporary articles and working papers in accounting/auditing, finance, and/or taxation. Particular emphasis will be placed on the evaluation of the respective studies with respect to their research questions, the methodologies used, and their contributions to the literature.

**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

**Type of module**
Teaching/Learning method

**Previous knowledge**

**Examination**

<table>
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<td>Final exam of module</td>
<td>typically at the end of the semester; potential mid-term examination dates will be announced in the first session</td>
<td>1 term paper (Hausarbeit) or 1 written exam (Klausur) or 1 oral exam (mündliche Prüfung) or 1 Portfolio</td>
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**Type of course**
Seminar

**SWS**
4

**Frequency**

**Workload Präsenzzzeit**
56 h
wir846 - Project: Enterprise flexibility and flexible people

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<td>Master's programme Business Administration: Management and Law (Master) &gt; Schwerpunktmodule RdW - BWL Master's programme Business Administration: Management and Law (Master) &gt; Schwerpunktmodule UF - BWL</td>
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<td>Responsible persons</td>
<td>Breisig, Thomas (module responsibility) Lehrenden, Die im Modul (Prüfungsberechtigt) Breisig, Thomas (Module counselling)</td>
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<tr>
<td>Prerequisites</td>
<td>None</td>
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| Skills to be acquired in this module | After participation in the seminar
- the students know different methods and techniques of scientific work and can apply them successfully;
- the students are able to work in a research-oriented way;
- know the importance of theory building in the scientific process and can work independently with it;
- the students have in-depth knowledge of the project topic dealt with in each case with reference to organization and/or personnel;
- the students have the ability to establish a relationship between theory and practice, to critically examine it and to work out solutions;
- are able to place a specific question in the context of the scientific discussion in the field of organization and human resources and to situate, reflect and evaluate it accordingly;
- know the basics of empirical work and are able to independently collect qualitative/quantitative data, evaluate them, present the results and discuss them critically;
- are able to present their own research results, to document their findings in a scientific report according to the accepted rules of scientific work and to represent a point of view in the scientific debate in these subject areas.
- the students are able to find their way in complex learning situations and to work in a problem-oriented manner;
- the students are able to carry out independent research work in a team situation together with other students. |

Module contents

The module consists of four project courses and starts in the summer semester. Initially, the lecturers provide a (changing) framework topic from the field of management, organization and personnel (e.g. cooperation and company networks, flexibilization of working conditions, corporate health management). Topics of current research projects of the chair are also included. The individual topics within the framework question are then the subject of student participation. In concrete terms, this means that the lecturers give the students suggestions and initiate topic-finding processes, e.g. by means of metaphor-supported moderation. Work is done alternately in plenary sessions and in small groups under the supervision of the teachers. The project topics are worked on in greater depth in the small student groups.

For methodological-didactic reasons, it is essential that the module runs over two semesters. In the first semester, the theoretical-conceptual basics are worked out, main topics are explored, the basics of empirical work are taught and the course is set for the empirical element to be worked on in small groups. First (especially theoretical-conceptual) results as well as concretizations of the empirical project are presented by the students. The second semester is used to deepen the knowledge and application of empirical work, to work on the empirical part and to write a final scientific report. The results are also presented to the plenary session.
The project module is dominated by forms of active, non-receptive learning. The teachers have primarily a supporting function of information transfer, moderation, consultation and coordination.

Recommended reading

Literature (excerpt):


Fachliteratur: Unterschiedlich je nach Rahmenthema

Links

www.uol.de/orgpers

Language of instruction

German

Duration (semesters)

2 Semester

Module frequency

Annually

Module capacity

unlimited

Module level

MM (Mastermodul / Master module)

Type of module

Wahlpflicht / Elective

Teaching/Learning method

Methods and techniques of empirical social research; basic modules in business administration, especially organization and human resources management

Examination

Examination times

Type of examination

Final exam of module

Across the two semesters

Project report or oral examination or portfolio (to be determined and announced by the instructor at the beginning of the course).

Type of course

Comment

SWS

Frequency

Workload of compulsory attendance

Project seminar

4

SoSe oder WiSe

56

Colloquium

4

SoSe oder WiSe

56

Total module attendance time

112 h
wir847 - Advanced Managerial Accounting

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

Applicability of the module:
- Master of Education Programme (Vocational and Business Education) Economics and Business Administration (Master of Education) > Mastermodule
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule AFT - BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule UF - BWL

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

Prerequisites:

Skills to be acquired in this module:
The aim of the course is to provide students with a deep knowledge of the theory and concepts in managerial accounting as it relates to practice and research. The students learn to design budgeting processes and apply operating performance measures which are in line with the firm's goals. Moreover, the students learn to forecast profits, cash flows and other key financial indicators in order to improve business planning.

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

Recommended reading:
Garrison, Ray H. et al., Managerial Accounting, latest version.

Links:
http://uol.de/accounting

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:

Examination times:
vary according to type of examination

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

Type of course:

Comment
SWS
Frequency
Workload of compulsory attendance
Lecture
2

Frequency
28
Exercises
2

Frequency
28
Total module attendance time
56 h
### wir848 - Basic theories of Organisation and Human Resources

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| Applicability of the module         | • Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - BWL  
• Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule UF - BWL  
• Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master) |
| Responsible persons                 | • Gilbert, Jonathan (Module counselling)  
• Breisig, Thomas (Prüfungsberechtigt)  
• Gilbert, Jonathan (Prüfungsberechtigt)  
• Breisig, Thomas (module responsibility) |
| Prerequisites                        | Students get to know central theories of organisation and human resources (HR). They are empowered to apply theories in order to explain practical phenomena and to solve practical problems. The ability to put on different “theory glasses” while observing and analysing various organisational and HR practices is fostered. Students learn to deal with different theories in a conscious and critical way, especially through case studies, group work and discussions.  
Upon completion of the module, students will:  
• be able to explain various classic and modern theories of organisation and human resource theories, differentiate them and reflect them critically;  
• be able to apply the theoretical and abstract ways of thinking and perception so as to transfer them on operational decisions;  
• develop skills of self-reflection (supported by the technical and didactical concepts). |
| Module contents                     | Students receive deeper insights into classical and modern theories of organisation and human resource, including:  
• Weber's theory of bureaucracy  
• Taylor's principles of Scientific Management  
• Human Relations approach  
• Behavioural decision theory  
• Situational approach  
• Micro-political approaches  
• New Institutional Economics  
• Theories of motivation  
• Theories of leadership  
The presentations and discussions within the seminars also offer possibilities to deepen and broaden these topics according to the student’s interest and latest developments in theory and practice. |
Further literature will be announced during the semester according to the particular lecture/seminar content. |
| Links                                | www.uol.de/orgpers                               |
| Language of instruction              | German                                           |
| Duration (semesters)                 | 1 Semester                                      |
| Module frequency                     | jährlich                                         |
| Module capacity                      | unlimited                                       |
| Reference text                       | Die Veranstaltung ist im Master Wirtschafts- und Rechtswissenschaften in den Schwerpunkten ManECo und FUGO verwendbar. |

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## Type of module

<table>
<thead>
<tr>
<th>Teaching/Learning method</th>
</tr>
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</table>

## Previous knowledge

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<th>Type of examination</th>
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<td>Seminar paper or presentation or written exam or oral exam or portfolio or project report (will be determined and announced at the beginning of the semester by the lecturer)</td>
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**Total module attendance time** 56 h
**wir849 - Advanced Entrepreneurship**

<table>
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<tbody>
<tr>
<td>Module abbreviation</td>
<td>wir849</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| • Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - BWL  
                           | • Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule UF - BWL  
                           | • Master's Programme Sustainability Economics and Management (Master) > Additional Modules |
| Responsible persons        | • Nicolai, Alexander (module responsibility)  
                           | • Lehrenden, Die im Modul (Prüfungsberechtigt)                  |
| Prerequisites              | none                                                            |
| Skills to be acquired in this module | The students will learn the fundamentals of the topic Entrepreneurship, including the challenges of founding enterprises and entrepreneurial action in established companies. |
| Module contents            | This module deals with the development of business ideas and its realization in business models as well as its perception and evaluation. The content of the lecture further includes issues relating to team-building, resources, and finance, as well as establishing a business plan, the question of the appropriate legal form of an organization, and the specific challenges in the growth stage. Particular aspects will be amplified by guest lecturers from companies. |

**Recommended reading**

**Links**

http://www.uni-oldenburg.de/wire/entrepreneurship/lehrangebot/veranstaltungen/

**Language of instruction**

German

**Duration (semesters)**

1 Semester

**Module frequency**

jährlich

**Module capacity**

unlimited

**Reference text**

The module consists of a lecture and a seminar. Alternatively, in this module the seminar Eco-Venturing Projekt- und Präsenzseminar are offered.

**Module level**

**Type of module**

**Teaching/Learning method**

**Previous knowledge**

**Examination**

<table>
<thead>
<tr>
<th>Examination</th>
<th>Examination times</th>
<th>Type of examination</th>
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**Type of course**

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<td>Project seminar</td>
<td>2</td>
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**Total module attendance time**

56 h
Module label: Start-up Consulting
Module abbreviation: wir850
Credit points: 6.0 KP
Workload: 180 h

Applicability of the module:
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule UF - BWL
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules

Responsible persons:
- Birkner, Stephanie (module responsibility)

Prerequisites:
Keine

Skills to be acquired in this module:

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

Recommended reading:
Angaben erfolgen im Modul

Languages of instruction:
German, English

Duration (semesters):
2 Semester

Module frequency:
WiSe

Module capacity:
30

Module level:

Type of module:
Teaching/Learning method:

Previous knowledge:

Examination:
Examination times:
Type of examination:

Final exam of module:
Studienbegleitend + Abschlusspräsentation
KL

Type of course:
Seminar

SWS:
4

Frequency:
WiSe

Workload Präsenzzeit:
56 h (56)
### wir852 - International Management

<table>
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<tbody>
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<td>Credit points</td>
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<td>Master's programme Business Administration: Management and Law (Master) &gt; Schwerpunktmodule UF - BWL</td>
</tr>
<tr>
<td>Responsible persons</td>
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</tr>
<tr>
<td></td>
<td>Junker-Michel, Mareike (module responsibility)</td>
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<tr>
<td></td>
<td>Lehrenden, Die im Modul (Prüfungsberechtigt)</td>
</tr>
<tr>
<td>Prerequisites</td>
<td>keine</td>
</tr>
<tr>
<td>Skills to be acquired in this module</td>
<td></td>
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</tbody>
</table>
|                                    | The module consists of lecture as well as seminar elements which interlink with each other on a technical and didactical level. By alternating lectures, discussions, and training elements, students get to know the theoretical basics as well as the practical relevance of the module topics. They get the chance to integrate themselves, their theoretical knowledge and practical experiences, and to exchange views with the other students and the lecturer. Different teaching and learning methods support the student's professional, methodological, social-communicative, and personal competences, e. g. via station learning, role plays and debates, thesis discussions and case study analysis. They work within the entire group as well as small groups. Attending the course, students
|                                    | - develop a solid knowledge of this broad subject and are able to relate the various scientific and practical findings with each other and also understand them on a macro-level;
|                                    | - understand the complex issues, challenges and fields of action in International Management;
|                                    | - are able to analyse, interpret and manage international economic and business issues within heterogeneous (above all cultural) fields of stakeholders and environments;
|                                    | - can effectively analyse and apply the strategic, structural and cultural instruments in International Management according to the specific practical context;
|                                    | - develop skills of self-reflection (supported by the technical and didactical concepts) and are able to press their point within the scientific discussion;
|                                    | are able to locate a specific research question within the scientific discussion in the field of International Management and to interlink, reflect and evaluate it accordingly. |

| Module contents                     | Students gain theoretical as well as practical insights in the backgrounds and specific characteristics of International Management. A specific focus will (as a last point) be laid on international Human Resource Management as it provides notably relevant issues in international business administration. Students deal with foundations, challenges and possible fields of action within the following topics: |
|                                    | - Economic internationalisation and the international firm
|                                    |   - Characteristics, development and relevance
|                                    |   - Terminological differentiation and attribution
|                                    |   - Research and explanatory approaches
|                                    | - Environment and orientation of international corporations
|                                    |   - Culture and management
|                                    |   - Fields and forms of strategy
|                                    |   - Organisation by structure and processes
|                                    |   - Responsibility and public affairs
|                                    | - Relevance of and fields in international Human Resource Management
|                                    |   - Requirements and organisation of the central HR areas
|                                    |   - Recruitment and selection
|                                    |   - Expatriation of employees
|                                    |   - Intercultural management
|                                    |   - Social management
|                                    | The presentations and discussions also offer possibilities to deepen and
broaden these topics according to the students interests and latest developments in theory and practice.

**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**

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<tr>
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<th>Examination times</th>
<th>Type of examination</th>
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**Type of course**

<table>
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<th>Comment</th>
<th>SWS</th>
<th>Frequency</th>
<th>Workload of compulsory attendance</th>
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<tr>
<td>Seminar</td>
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**Total module attendance time**

- 56 h
### wir886 - Digital Transformation: Strategies and Sustainability

<table>
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<tr>
<th>Module label</th>
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<tr>
<td>Module abbreviation</td>
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<td>Credit points</td>
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<td>Workload</td>
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#### Applicability of the module
- Master Applied Economics and Data Science (Master) > Specialization
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule NM-BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule UF - BWL
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules

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

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

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

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

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

#### Recommended reading

#### Links

#### Language of instruction
- English
<table>
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<th>Duration (semesters)</th>
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<td>Das Modul sollte im 2. Semester besucht werden.</td>
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<td>Type of module</td>
<td>Wahlpflicht / Elective</td>
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**Teaching/Learning method**

| Previous knowledge | |
|--------------------|-------------------------------------------------
| Examination        | Examination times | Type of examination |
| Final exam of module | Submission at the end of the semester | Assignment |

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**Total module attendance time** 56 h
**wir896 - Operations Management**

**Module label**: Operations Management  
**Module abbreviation**: wir896  
**Credit points**: 6.0 KP  
**Workload**: 180 h

### Applicability of the module
- Master Applied Economics and Data Science (Master) > Specialization
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule UF - BWL
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)

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

### Prerequisites
- **Skills to be acquired in this module**

### Module contents
Die Vorlesung behandelt voraussichtlich folgende Themen:
Nachfrageprognose, Prozessmanagement, Produktionsplanung, Ablaufplanung, Revenue Management, Behavioral Operations Management

### Recommended reading

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

### 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
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<th>Type of examination</th>
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<td>Seminar</td>
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### Total module attendance time
56 h
### wir898 - Strategic Sustainability Management

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<td>- Master's Programme Sustainability Economics and Management (Master) &gt; Akzentmodule</td>
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<tr>
<td>- Hoppmann, Jörn (module responsibility)</td>
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<tr>
<td>- Lehrenden, Die im Modul (Prüfungsberechtigt)</td>
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<tr>
<td>- Hoppmann, Jörn (Module counselling)</td>
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<td>Skills to be acquired in this module</td>
<td>The students should...</td>
</tr>
<tr>
<td>- know and understand basic concepts, instruments and theories in the context of corporate sustainability and corporate social responsibility</td>
<td></td>
</tr>
<tr>
<td>- be able to apply conceptual frameworks to analyze and critically question the sustainability of companies</td>
<td></td>
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<tr>
<td>- develop options to improve the sustainability of companies and derive recommendations for their implementation in practice</td>
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<tr>
<td>Module contents</td>
<td>The module &quot;Strategic Sustainability Management&quot; provides an overview of the debates on the role of firms for sustainable development from a strategic perspective. The first session will briefly introduce the historical debate on Corporate Sustainability and Corporate Social Responsibility and delineate important concepts. The following sessions will use concrete company case studies as a basis for a critical discussion of questions in the context of corporate sustainability that are of strategic importance for firms. Questions that will be discussed are, amongst others:</td>
</tr>
<tr>
<td>- How can one determine whether a firm acts in a socially and ecologically sustainable way?</td>
<td></td>
</tr>
<tr>
<td>- Which factors drive and hinder the diffusion of socially and ecologically superior solutions and companies in the market?</td>
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</tr>
<tr>
<td>- To which extent is there a conflict between firm and market growth on the one hand and sustainability on the other hand?</td>
<td></td>
</tr>
<tr>
<td>- Which possibilities does a company have to deal with conflicts between social/ ecological and economic goals?</td>
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</tr>
<tr>
<td>- How can existing firms and value chains be transformed toward sustainability?</td>
<td></td>
</tr>
<tr>
<td>- What is the role of managers and boards of directors for organizational change toward sustainability?</td>
<td></td>
</tr>
<tr>
<td>- How does the ownership and financial structure of firms influence their strategy toward sustainability?</td>
<td></td>
</tr>
<tr>
<td>- In how far can cooperation and partnerships between organizations help integrate social and ecological aspects in 53 firms?</td>
<td></td>
</tr>
<tr>
<td>In addition to discussing these questions by drawing on company case studies, students will be introduced to the corresponding theoretical concepts and frameworks in the academic literature. Also, students will be given the opportunity to test different strategies for implementing sustainability in organizations during a simulation, which allows them to gain first-hand insights into the emerging challenges. Toward the end of the course, students will apply and deepen the knowledge they have gathered over the semester by writing a seminar thesis.</td>
<td></td>
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<tr>
<td>Recommended reading</td>
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<tr>
<td>Links</td>
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**Type of module**

**Teaching/Learning method**

**Previous knowledge**

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<th>Examination times</th>
<th>Type of examination</th>
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**Final exam of module**

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<thead>
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<th>Type of examination</th>
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**Type of course**

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<td>Seminar</td>
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**Total module attendance time**

<table>
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<th>Total module attendance time</th>
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</thead>
<tbody>
<tr>
<td>56 h</td>
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</table>
Module label: Supply Chain Management
Module abbreviation: wir899
Credit points: 6.0 KP
Workload: 180 h

Applicability of the module:
- Master Applied Economics and Data Science (Master) > Specialization
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule UF - BWL
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)

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

Prerequisites:

Skills to be acquired in this module:
In der zum Modul gehörenden Vorlesung werden vor allem formanalytische Modelle erarbeitet, mit denen Probleme in Wertschöpfungsketten beschrieben und im Rahmen der Modellannahmen optimiert werden können. Hiermit sollen die Studierenden eine Kompetenz zur unternehmensübergreifenden Analyse der gesamten Wertschöpfungskette (Supply Chain) erwerben, mit Hilfe derer sie diese nicht nur verstehen, sondern idealerweise auch verbessern können. Im begleitenden Seminar werden mithilfe von in Gruppen verfassten Hausarbeiten aktuelle Fragestellungen und Diskussionen im Supply Chain Management aufgearbeitet und bewertet. Das Seminar baut ergänzend zur Vorlesung auf konzeptioneller und empirischer Forschung auf. Hiermit lernen die Studierenden wissenschaftliche Diskurse zu praktisch relevanten und nur schwer modellierbaren Herausforderungen des Supply Chain Managements kennen. Ferner werden die Fähigkeiten zum wissenschaftlichen Arbeiten, zur Teamarbeit und zum Präsentieren vor großen Gruppen trainiert.

Module contents:
Die Vorlesung behandelt voraussichtlich folgende Themen: Grundlagen der Supply Chain, Strategischer Fit, Netzwerk- und Standortplanung, Bestandsmanagement, Produkt- und Prozessdesign, Supply-Chain-Koordination, Vertragsdesign, Transport in der Supply Chain, Nachhaltiges Supply Chain Management

Recommended reading:

External links:
https://www.uni-oldenburg.de/produktion

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

Type of course:

Teaching/Learning method:

Previous knowledge:

Examination times:
Type of examination:
Final exam of module: Am Ende des Semesters
Portfolio
Type of course: Comment: SWS
Frequency: Workload of compulsory attendance:

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**Total module attendance time**  
56 h
**wir902 - International Sustainability Management**

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**Applicability of the module**
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule NM-BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - BWL
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)
- Master's programme Social Sciences (Master) > Wahlpflichtmodule anderer Institute und Departments
- Master's Programme Sustainability Economics and Management (Master) > Basic and Accentuation Modules
- Master's Programme Water and Coastal Management (Master) > Socioeconomics

**Responsible persons**
- Siebenhüner, Bernd (module responsibility)
- Lehrenden, Die im Modul (Prüfungsberechtigt)
- Wegner, Alkje (Prüfungsberechtigt)
- Sievers-Glotzbach, Stefanie (Prüfungsberechtigt)

**Prerequisites**
- No

**Skills to be acquired in this module**
- Knowledge on the basic concepts and strategies of sustainability management related to corporate practice:
  - Sustainability: Basic concepts, strategies,
  - Domestic and international challenges for business,
  - Business case for sustainable development,
  - Integrative concepts of sustainable corporations,
  - Sustainable strategies,
  - Management instruments
- Discussing topics of international sustainability management with students from different scientific disciplines.
- Ability to present and evaluate different concepts and instruments of international sustainability management

**Module contents**
This module consists of a one lecture and one seminar (2 weekly contact hours per lecture/seminar) dealing with basic concepts and strategies of sustainability management within corporations. Both, lecture and seminar give an overview of current sustainability strategies for companies and present a variety of instruments to integrate and initiate sustainable development within corporations. While the lecture focuses more on theoretical approaches and introduces basic concepts of corporate sustainability management, the seminar provides a variety of case studies and business cases to demonstrate different concepts and instruments of sustainability management. The seminar provides the possibilities for inter- and transdisciplinary exchange and discussions.

**Recommended reading**
- BMU/BDI (Eds.) 2002: Sustainability Management in Business Enterprises. CSM, University of Lueenbg (Schaltegger, Herziger, Kleber, Müller), http://www2.leuphana.de/umanagement/csm/content/nma/downloads/pdf-dateien/nmu_fs_engl_final.pdf
- Charter, Martin/Tischner, Ursula (Eds.) (2001): Sustainable Solutions, Developing Products and Services for the Future, Sheffield: Greenleaf;

**Links**

**Language of instruction**
- English
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**Module label**
Practical Project in Sustainability Economics and Management

**Module abbreviation**
wir913

**Credit points**
6.0 KP

**Workload**
180 h

**Applicability of the module**
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule NM-BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - BWL
- Master's Programme Sustainability Economics and Management (Master) > Akzentmodule

**Responsible persons**
- Siebenhüner, Bernd (Prüfungsberechtigt)
- Busse, Christian (Prüfungsberechtigt)
- Siebenhüner, Bernd (module responsibility)

**Prerequisites**
No

**Skills to be acquired in this module**
Methods of project management
Introduction into the methods of qualitative empirical research
Introduction into approaches to time management
Identification of individual or team projects in sustainability management (case studies, empirical studies, marketing concepts)
Self organized work on individual or team projects
Mid-term and final presentation of project results

**Module contents**
This module consists of two seminars (2 weekly contact hours per seminar) dealing with several topics from the broad field of sustainability, economics and management during term.

The module's intention is to integrate current research activities of the University from the research areas of sustainability, economics and management into teaching activities. The Module provides students the possibility to actively participate in current research at Oldenburg University.

The module's seminars each year deal with different projects and are thus designed each year by a different group of Oldenburg located researchers.

This teaching concept provides the interface between theory and application of scientific theories into research practise. Thus, this module also introduces research work at universities in general.

**Recommended reading**
Depending on the topic and content of each seminar

**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
to be announced during the seminar
KL

**Type of course**
Course or seminar

**SWS**
4

**Frequency**
SoSe und WiSe

**Workload Präsenzzeit**
56 h
### wir919 - Topics in Sustainability Economics and Management I

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#### Applicability of the module
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule NM-BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - BWL
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules
- Master's Programme Water and Coastal Management (Master) > Socioeconomics

#### Responsible persons
- Siebenhüner, Bernd (Prüfungsberechtigt)
- Sievers-Glotzbach, Stefanie (Prüfungsberechtigt)
- Wolter, Hendrik (Prüfungsberechtigt)
- Siebenhüner, Bernd (module responsibility)

#### Skills to be acquired in this module
- Learning about sustainability, economics and management in different scientific contexts.
- Understanding the complexity of sustainability, economics and management.
- Discussing topics of sustainability, economics and management with students from different scientific disciplines.
- Ability to present and evaluate different concepts of sustainability, economics and management

#### Module contents
This module consists of two seminars (2 weekly contact hours per seminar) dealing with selected topics from the broad field of sustainability, economics and management. Out of a variety of several seminars the student can choose two most suitable seminars depending on individual choices. The seminars and the seminar contents vary each semester to provide topics relevant for current discussions within the broad field of sustainability, economics and management. Intentionally seminars from several research fields and faculties are offered to also combine different point of views and to bring students from different scientific backgrounds together. The seminars provide the possibilities for inter- and transdisciplinary exchange and discussions.

#### Recommended reading
Depending on the topic and content of each seminar

#### Language of instruction
English

#### Duration (semesters)
1 Semester

#### Module frequency
yearly

#### Module capacity
unlimited

#### Module level

#### Type of module

#### Teaching/Learning method

#### Previous knowledge

#### Examination
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#### Type of course
Seminar

#### SWS
4

#### Frequency

#### Workload Präsenzzeit
56 h
**wir921 - Sustainable Supply Chain Management**

**Module label**: Sustainable Supply Chain Management

**Module abbreviation**: wir921

**Credit points**: 6.0 KP

**Workload**: 180 h

**Applicability of the module**
- Master Applied Economics and Data Science (Master) > Specialization
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule NM-BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - BWL
- Master's Programme Sustainability Economics and Management (Master) > Akzentmodule

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

**Prerequisites**

**Skills to be acquired in this module**

By focusing on sustainability from an intra- and inter-organizational perspective, this module aims to equip students with an in-depth knowledge of the sustainability-related challenges and problems within supply chain management and suggests some tools for managing the same. It further seeks to capacitate students to understand and analyze the trade-offs and conflicts of targets within sustainable supply chain management. The content is closely linked to the latest research in the field, providing a theoretical understanding (within the lecture) while using real-world case examples (within the seminar) to develop a practical understanding simultaneously. Students will be able to connect theory with practice and get a taste of real-life corporate scenarios or lay a foundation for possible master theses. Further, working in groups will help students brush up their team management skills, and the final report shall accustom them to the intricacies of scientific writing.

**Module contents**

This masters-level module focuses on how firms could practically manage sustainability in its supply chains. Two broader perspectives, as detailed below, guide the coursework:

1) The material flow perspective approaches SSCM with sustainably managing physical flows and processes within a firm’s operations and upstream (and downstream) supply chain links. Individual (lecture) sessions are built around the following topics: Introduction to Sustainability and Supply Chain Management; Introduction to Sustainable Supply Chain Management; Sustainable Product Development & Lean and Green; Workplace Health and Safety; Sustainable Transportation; Sustainable Warehousing & Sustainable Packaging; and Closed-Loop Supply Chain Management

2) The relationship perspective further adopts a more direct managerial viewpoint on inter-firm relations. Individual (lecture) sessions discuss the following topics: Stakeholder Management; Legitimacy, Decoupling & Greenwashing; Supply Chain Sustainability Risks; Sustainable Supplier Management; and Supply Chain Sustainability Dilemmas

Some of the theoretical perspectives discussed within the lecture sessions will be prepared by case studies of well-known companies such as Walmart, DHL, HP, Volkswagen, Lidl, and Apple.

**Recommended reading**

The lecture content has been developed from various research publications, rather than a textbook. Students are encouraged to read some of the original publications as amendments to the lecture. The case studies will mostly be based on professionally written cases. Scholarly publications/articles, as well as the case study documents, will be provided and discussed throughout the sessions.

**Links**

**Language of instruction**: English

**Duration (semesters)**: 1 Semester

**Module frequency**: Yearly in the summer term

**Module capacity**: unlimited

**Reference text**: This module is offered in the summer term. For a more detailed description of course content and organization, please note the syllabus that will be made available.
Module level

Type of module

Teaching/Learning method

Previous knowledge

Examination | Examination times | Type of examination
---|---|---

Final exam of module | Portfolio

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Total module attendance time | 56 h
### wir923 - Advanced Research Topics in Sustainable Supply Chain Management

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<td>Workload</td>
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#### Applicability of the module
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule NM-BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - BWL
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules

#### Responsible persons
- Busse, Christian (module responsibility)
- Lehrenden, Die im Modul (Prüfungsberechtigt)
- Dahiya, Satwant (Module counselling)

#### Prerequisites
Erfolgreiche Belegung des Moduls "Sustainable Supply Chain Management" (wir921)

#### Skills to be acquired in this module
The module helps students to specialize in research in the field of sustainable supply chain management by developing their substantive and theoretical expertise and by augmenting their methodological expertise. Students hone their skills in gathering, reading, understanding, and synthesizing scholarly articles using different methods. They may also practice their data collection and data analysis skills. Moreover, students further develop their academic writing, reviewing, presentation, and discussion skills.

#### Module contents
This masters-level module focuses on selected topics pertaining to the relationship perspective of sustainable supply chain management, comprising topics such as Stakeholder Management; Legitimacy, Decoupling & Greenwashing; Supply Chain Sustainability Risks; Sustainable Supplier Management; and Supply Chain Sustainability Dilemmas.

#### Recommended reading
Selected scholarly research articles will be used throughout the module.

#### Links
- Language of instruction: English
- Duration (semesters): 1 Semester
- Module frequency: Irregular frequency
- Module capacity: 15
- Module level: Type of module
- Teaching/Learning method: Seminar
- Previous knowledge
- Examination: Examination times
- Type of examination: Portfolio or Report or Presentation (depending on the specific courses offered)
- Type of course: Seminar
- SWS: 4
- Frequency: SoSe oder WiSe
- Workload Präsenzzeit: 56 h
wir925 - Innovations for Sustainable Operations

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Applicability of the module
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule NM-BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - BWL
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules

Responsible persons
- Busse, Christian (module responsibility)
- Lehrenden, Die im Modul (Prüfungsberechtigt)
- Dahiya, Satwant (Module counselling)

Prerequisites
Erfolgreiche Belegung mindestens eines der Module „Sustainable Supply Chain Management“ (wir921), „Supply Chain Management“ (wir899), „Operations Management“ (wir896) und „Innovation Management“ (wir832)

Skills to be acquired in this module
Students become acquainted with emergent innovations for sustainable operations, they evaluate such innovations and (co-)design others. They learn to evaluate their actual or conjectured economic, social and/or ecologic effectiveness, drawing on the design science framework and/or theoretical discourses in the field.

Module contents
The module helps students to specialize on the intersection of operations and supply chain management, sustainability management, and innovation management. The specific topics align closely with the most up-to-date applied research topics.

Recommended reading
Selected scholarly research articles will be used throughout the module.

Languages of instruction
German, English

Duration (semesters)
1 Semester

Module frequency
Irregular frequency

Module capacity
15

Module level
Type of module
Teaching/Learning method
Previous knowledge

Examination
Examination times
Type of examination
Final exam of module
Portfolio or Report or Presentation (depending on the specific courses offered)

Type of course
Seminar

SWS
4

Frequency
SoSe oder WiSe

Workload Präsenzzeit
56 h
The main target of the "Eco-Venturing" module is to develop entrepreneurial skills for the development and implementation of environmental innovations and sustainable business ideas. These include:

- the ability to identify new solution needs in the context of sustainable development and the sustainable development goals set by the United Nations,
- Knowledge and skills for the entrepreneurial development and implementation of innovative solutions,
- Knowledge and skills for systematically combining economic (Eco-nomical) and ecological (Eco-logical) objectives and
- the ability to strategically develop "green" business areas and markets.

The entrepreneurial development and implementation of environmental innovations can relate both to the establishment of new companies and organisations and to the development of new solutions and business ideas within the framework of established companies and organisations (corporate venturing).

The main focus of the Eco-Venturing module is the development of new or established business start-up concepts. Under of guidance of their lecturer, participants will work together with selected regional business partners who are both economically successful and contribute to the protection of the environment and the climate, to promote such start-up concepts. What these concepts have in common is that they address the issue of sustainability.

Recommended reading
www.start-green.net/tools

Links
www.uni-oldenburg.de/innovation

Language of instruction
German

Duration (semesters)
1 Semester

Module frequency
Immer im Wintersemester

Module capacity
25

Reference text
The module "Eco-Venturing" is part of the Master's programme "Sustainability Economics and Management (SEM)" and focuses on "Eco-Entrepreneurship". The module "Eco-Venturing" can be taken either individually or in combination with the two other modules of the study focus "Eco-Entrepreneurship" ("wir 920: Advanced Entrepreneurship", "wir 832: Innovation Management"). Two of the three modules must be taken in order to be recognised as a specialisation. The Eco-Venturing module is mandatory (cf. examination regulations for the Master's programme SEM, § 4, para. 4).

The module Eco-Venturing is also available for students of the Master's programme WiRe in the ManECo area and can be credited as the module Advanced Entrepreneurship (wir849 Advanced Entrepreneurship). The same applies to students of the Master's programme in Business Informatics. Here it can also be proven as wir849 Advanced Entrepreneurship

Module level

Type of module

Teaching/Learning method

Previous knowledge

Examination
Examination times
Type of examination

Final exam of module
Usually at the end of lectures
to be announced at the beginning of the course
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wir939 - Topics in Sustainability Economics and Management II

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**Applicability of the module**
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule NM-BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - BWL
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules
- Master's Programme Water and Coastal Management (Master) > Socioeconomics

**Responsible persons**
- Siebenhüner, Bernd (Prüfungsberechtigt)
- Sievers-Glotzbach, Stefanie (Prüfungsberechtigt)
- Wolter, Hendrik (Prüfungsberechtigt)
- Siebenhüner, Bernd (module responsibility)

**Prerequisites**
No

**Skills to be acquired in this module**
- Learning about sustainability, economics and management in different scientific contexts.
- Understanding the complexity of sustainability, economics and management.
- Discussing advanced topics of sustainability, economics and management with students from different scientific disciplines.
- Ability to present and evaluate different concepts of sustainability, economics and management.

**Module contents**
This module consists of two seminars (2 weekly contact hours per seminar) dealing with selected topics from the broad field of sustainability, economics and management. Out of a variety of several seminars the student can choose two most suitable seminars depending on individual choices. The seminars and the seminar contents vary each semester to provide topics relevant for current discussions within the broad field of sustainability, economics and management. Intentionally seminars from several research fields and faculties are offered to also combine different point of views and to bring students from different scientific backgrounds together. The seminars provide the possibilities for inter- and transdisciplinary exchange and discussions.

**Recommended reading**
Depending on the topic and content of each seminar

**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**
To be announced during the seminar

**Term paper, presentation or oral exam**

**Type of course**
Seminar

**SWS**
4

**Frequency**

**Workload Präsenzzeit**
56 h
Schwerpunktmodule RdW - Recht

wir806 - Information Technology Law

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Applicability of the module

- Bachelor's Programme Business Informatics (Bachelor) > Wahlbereich Informatik, Kultur und Gesellschaft
- Bachelor's Programme Computing Science (Bachelor) > Wahlbereich Informatik, Kultur und Gesellschaft
- Master Applied Economics and Data Science (Master) > Specialization
- Master of Education Programme (Gymnasium) Computing Science (Master of Education) > Pflichtmodule
- Master of Education Programme (Hauptschule and Realschule) Computing Science (Master of Education) > Mastermodule more...
- Master of Education Programme (Vocational and Business Education) Computing Science (Master of Education) > Recht und Gesellschaft
- Master's programme Business Administration: Management and Law (Master) > Basismodule
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - Recht
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)
- Master's Programme Computing Science (Master) > Module aus anderen Studiengängen

Responsible persons

- Rott, Peter (module responsibility)
- Lehrenden, Die im Modul (Prüfungsberechtigt)
- Rott, Peter (Module counselling)

Prerequisites

not applicable

Skills to be acquired in this module

The students are familiar with the effects of digitalisation with its chances and risks in European and German private law and, in particular, consumer law. They obtain knowledge of specific areas of digitalised private law and consumer law with particular relevance for their future professional practice, are able to solve consumer law cases in a goal-oriented way, are able to find approaches for legal problems as well as recognise liability risks and how to deal with them, and are, in contract negotiations, able to recognise the requirements for regulation and to evaluate its consequences.

Module contents

This module conveys how new technologies impact on private law and, in particular, on consumer law. It focuses on the (modified) interpretation of existing laws but even more on the reactions of the EU and national legislators and of the judiciary to new technological developments. The module discusses, among others, distance selling law, digitalised sales law and product liability law, the law of digital content and digital services, unfair commercial practices on internet and the law of the platform economy. Finally, the module looks at enforcement.

Recommended reading
to be announced in the first lecture

Language of instruction

German

Duration (semesters)

1 Semester

Module frequency

jährlich

Module capacity

unlimited

Module level

MM (Mastermodul / Master module)

Type of module

Wahlpflicht / Elective

Teaching/Learning method

Lecture and Seminar

Previous knowledge

basic knowledge of civil law is helpful.

Examination

Examination times

Type of examination
<table>
<thead>
<tr>
<th>Examination</th>
<th>Examination times</th>
<th>Type of examination</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Final exam of module</strong></td>
<td>to be taken from the examination regulations</td>
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<tr>
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<td>Comment</td>
<td>SWS</td>
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<tr>
<td>Lecture</td>
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<td>2</td>
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<tr>
<td>Seminar</td>
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<tr>
<td><strong>Total module attendance time</strong></td>
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**wir807 - Taxation and Tax Law I**

<table>
<thead>
<tr>
<th>Module label</th>
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<tbody>
<tr>
<td>Module abbreviation</td>
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<tr>
<td>Credit points</td>
<td>6.0 KP</td>
</tr>
<tr>
<td>Workload</td>
<td>180 h</td>
</tr>
</tbody>
</table>

**Applicability of the module**
- Master of Education Programme (Vocational and Business Education) Economics and Business Administration (Master of Education) > Mastermodule
- Master's programme Business Administration: Management and Law (Master) > Basismodule
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule AFT - Recht
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - Recht

**Responsible persons**
- Dittmer, Jochen (module responsibility)

**Prerequisites**

**Skills to be acquired in this module**
The aim of the course is to provide students with a deep and thorough knowledge regarding
- Tax accounting law and
- Taxation procedures.

**Module contents**
The course provides a deep insight into
- Tax accounting law
  - Basics of tax accounting law
  - Principal values (cost of purchase/cost of manufacture, going concern value, fair market value)
  - Depreciation, subsidy regulations
  - Transfer of hidden reserves
  - Leasing
  - Provisions
- Taxation procedures
  - Overview about general fiscal law (AO) and tax court code (FGO)
  - Tax determination and taxing procedures
  - Types of taxing
  - Deadlines and extent of balances and tax assessments corrections
  - Interest yield

**Recommended reading**
- Falterbaum, Hermann (aktuelle Fassung): Buchführung und Bilanz
- Rose, Gerd & Watrin, Christoph (aktuelle Fassung): Abgabenordnung; mit Finanzgerichtsordnung

It is worth mentioning, that due to the fast-changing tax law, further recommendations regarding the literature cannot be made yet, but are rather given during the course. Required are:
- A collection of the most important tax laws (e.g. NWB-publisher) in current form
- A loose-leaf collection of the tax regulations (e.g. Beck-publisher)

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

**Language of instruction**
German

**Duration (semesters)**
1 Semester

**Module frequency**
jährlich

**Module capacity**
unlimited

**Module level**

**Type of module**

**Teaching/Learning method**

**Previous knowledge**

**Examination**

**Examination times**

**Type of examination**

**Final exam of module**
et end of term

**written exam**

**Type of course**
Lecture

**SWS**
4

**Frequency**

**Workload Präsenzzzeit**
56 h
### wir812 - Environmental Law

<table>
<thead>
<tr>
<th><strong>Module label</strong></th>
<th>Environmental Law</th>
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<tbody>
<tr>
<td><strong>Module abbreviation</strong></td>
<td>wir812</td>
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<tr>
<td><strong>Credit points</strong></td>
<td>6.0 KP</td>
</tr>
<tr>
<td><strong>Workload</strong></td>
<td>180 h</td>
</tr>
</tbody>
</table>
| **Applicability of the module** | - Master's programme Business Administration: Management and Law (Master) > Basismodule
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule NM-Recht
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - Recht
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)
- Master's Programme Computing Science (Master) > Module aus anderen Studiengängen
- Master's Programme Sustainability Economics and Management (Master) > Basic and Accentuation Modules |
| **Responsible persons** | Meyerholt, Ulrich (Module counselling)
Godt, Christine (module responsibility)
Lehrenden, Die im Modul (Prüfungsberechtigt) |
| **Prerequisites** | Building on the existing knowledge of the participants, the course will deepen knowledge of European and international law, whereby emphasis will be laid on those areas in which the dividing line between state intervention (public law) and market rights (private law) has become blurred. Students will be able to analyze contemporary regulatory techniques inherent in the multilevel system of governance and to assess them from an interdisciplinary (economic and legal) perspective. |
| **Module contents** | The module comprises two courses, one of which will be taught by PD Dr. Meyerholt, and the other together with Prof. Godt. The first course deals with selected issues in environmental law. With the general structure of environmental law as a point of departure, the course content will be taught in a holistic manner that will also incorporate the leading decisions of the higher courts. The second course takes into consideration intra-disciplinary environmental law as situated between public and private economic law, whereby special focus will be laid on the European and international dimensions. |
| **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 |
| **Final exam of module** | during term |
| **Type of examination** | oral presentation and written script |
| **Type of course** | Lecture |
| **SWS** | 4 |
| **Frequency** | SoSe oder WiSe |
| **Workload Präsenzzeit** | 56 h |
### wir813 - Competition Law and Intellectual Property

<table>
<thead>
<tr>
<th>Module label</th>
<th>Competition Law and Intellectual Property</th>
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</thead>
<tbody>
<tr>
<td>Module abbreviation</td>
<td>wir813</td>
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<tr>
<td>Credit points</td>
<td>6.0 KP</td>
</tr>
<tr>
<td>Workload</td>
<td>180 h</td>
</tr>
</tbody>
</table>
| Applicability of the module | • Master's programme Business Administration: Management and Law (Master) > Kernmodule CHI  
• Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - Recht  
• Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule UF - Recht |
| Responsible persons | • Godt, Christine (module responsibility)  
• Chege, Victoria (Module counseling) |
| Prerequisites | (für WiRe empfohlen): wir815 |
| Skills to be acquired in this module | Die Studierenden  
• verstehen Grundlagen und Verschränkungen von Wettbewerbsrecht und Geistigem Eigentum  
• analysieren und beantworten Rechtsfragen im Schnittfeld von Wettbewerb und Geistigem Eigentum  
• beherrschen einschlägige Rechtsprechung und können neue Fragen entsprechend einordnen |
Lehrziele sind einerseits die akademische Durchdringung, andererseits die Einordnung und Beantwortung praktischer Fallgestaltungen. Themen generieren sich aus der betriebswirtschaftlichen Praxis (u.a. etwa Zugang zu ‘standardessentiellen Patente’: Schutzrechte als Voraussetzung von Unternehmenskooperationen) wie aus volkswirtschaftlichen Fragen (Einfluss des Schutzstandards für Geistiges Eigentum auf Innovation und Direktinvestitionen; Schutzrechte als Marktzugangsbedingungen). Die Studierenden lernen, Geistiges Eigentum und Wettbewerbsrecht als zwei miteinander verschrankte Rechtsgebiete zu analysieren. |
<p>| Languages of instruction | English, German |
| Duration (semesters) | 1 Semester |
| Module frequency | jährlich |
| Module capacity | 30 |
| Reference text | Vorkenntnisse: Grundlagen Wirtschaftsrecht (Privatrecht/Europarecht) |
| Module level |  |
| Type of module |  |
| Teaching/Learning method |  |
| Previous knowledge |  |
| Examination | Examination times | Type of examination |
| Final exam of module | Referat mit Ausarbeitung |
| Type of course | Course or seminar ( 1 V und 1 S ODER 2 V ) |
| SWS | 4 |</p>
<table>
<thead>
<tr>
<th>Frequency</th>
<th>SoSe oder WiSe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Workload Präsenzzeit</td>
<td>56 h</td>
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</table>
### Module: Modern Transformations of International and EU Economic Law

<table>
<thead>
<tr>
<th>Module label</th>
<th>Modern Transformations of International and EU Economic Law</th>
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<tbody>
<tr>
<td>Module abbreviation</td>
<td>wir815</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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</tbody>
</table>

#### Applicability of the module
- Master's programme Business Administration: Management and Law (Master) > Basismodule
- Master's programme Business Administration: Management and Law (Master) > Kernmodule CHI
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - Recht
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule UF - Recht

#### Responsible persons
- Godt, Christine (module responsibility)
- Lehrenden, Die im Modul (Prüfungsberechtigt)

#### Prerequisites

#### Skills to be acquired in this module
- to describe European and international legal-economic interdependencies
- apply international and European legal norms and legal issues
- have a command of English legal terminology

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

#### Recommended reading

#### Links
[http://www.fk2.unioldenburg.de/InstRW/oeffwr/](http://www.fk2.unioldenburg.de/InstRW/oeffwr/)

#### Language of instruction
English

#### Duration (semesters)
1 Semester Semester

#### Module frequency
jährlich

#### Module capacity
unlimited

#### Module level

#### Type of module

#### Teaching/Learning method

#### Previous knowledge

#### Examination
- Examination times
- Type of examination
  - The examination consists either of term papers or an end of term test. In the case of term papers, students will work on current decisions or policy papers that are to be analyzed and evaluated by processing secondary literature.

#### Type of course
Lecture
<table>
<thead>
<tr>
<th>SWS</th>
<th>4</th>
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</thead>
<tbody>
<tr>
<td>Frequency</td>
<td>WiSe</td>
</tr>
<tr>
<td>Workload Präsenzzzeit</td>
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</table>
## wir816 - Digitalisation and Law - Deepening

<table>
<thead>
<tr>
<th>Label</th>
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<tbody>
<tr>
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<tr>
<td>Module abbreviation</td>
<td>wir816</td>
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<tr>
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<td>6.0 KP</td>
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<tr>
<td>Workload</td>
<td>180 h</td>
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</tbody>
</table>
| Applicability of the module | - Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - Recht  
   - Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule UF - Recht |
| Responsible persons    | - Lehrenden, Die im Modul (Prüfungsberechtigt)  
   - Wendland, Matthias (module responsibility) |
| Prerequisites          | Basic knowledge, B.A. with law parts |

### Skills to be acquired in this module

- Participants will understand how digitalization affects society and the law. They will learn from selected examples how the law is adapting to digitalization - and where the law reaches its limits.
- The module is theory-, method- and application-oriented.
- The module is interdisciplinary: social science, technological and economic issues are integrated into the module alongside legal content.
- Students develop the ability to see law in its social, economic and technological context. They learn to analyze the interactions of law with digitalization.

### Module contents

- Fundamentals: Digitization as a technological and a cultural development.
- Characteristics of digitization
- Challenge of law through digitalization
- Limits of law in the digitized world: selected areas of law as examples

### Recommended reading

- Volker Boehme-Netßer, Digitising Democracy. Heidelberg 2020
- Walter Frenz (Hrsg.), Handbuch Industrie 4.0, Heidelberg/Berlin 2020
- Thomas Hoeren u.a. (Hrsg.), Handbuch Multi Media Recht, München 2020

### Links

<table>
<thead>
<tr>
<th>Language of instruction</th>
<th>German</th>
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</thead>
<tbody>
<tr>
<td>Duration (semesters)</td>
<td>1 Semester</td>
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<tr>
<td>Module frequency</td>
<td>Annual</td>
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<tr>
<td>Module capacity</td>
<td>unlimited</td>
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<tr>
<td>Module level</td>
<td>Wahlpflicht / Elective</td>
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</table>
| Teaching/Learning method | Lecture (WS)  
   Seminar (SoSe) |

### Previous knowledge

<table>
<thead>
<tr>
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<th>Examination times</th>
<th>Type of examination</th>
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<tbody>
<tr>
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<td>End of semester</td>
<td>Presentation and essay</td>
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<td>Type of course</td>
<td>VA-Auswahl</td>
<td></td>
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<tr>
<td>SWS</td>
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<td></td>
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<tr>
<td>Frequency</td>
<td>SoSe oder WiSe</td>
<td></td>
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<tr>
<td>Workload Präsenzzzeit</td>
<td>56 h</td>
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### wir835 - Taxation and Tax Law II

<table>
<thead>
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<tr>
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<td>Workload</td>
<td>180 h</td>
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<tr>
<td>Applicability of the module</td>
<td>Master's programme Business Administration: Management and Law (Master) &gt; Schwerpunktmodule AFT - Recht</td>
</tr>
<tr>
<td></td>
<td>Master's programme Business Administration: Management and Law (Master) &gt; Schwerpunktmodule RdW - Recht</td>
</tr>
<tr>
<td>Responsible persons</td>
<td>Dittmer, Jochen (module responsibility)</td>
</tr>
<tr>
<td>Prerequisites</td>
<td>-</td>
</tr>
<tr>
<td>Skills to be acquired in this module</td>
<td>The aim of the course is to provide students with a deep and thorough knowledge regarding • Mergers &amp; Acquisition tax and • International taxation</td>
</tr>
<tr>
<td>Module contents</td>
<td>The course provides a deep insight into Merger &amp; acquisition tax • Taxation of sale of company shares • Admittance of a shareholder • Insertion of operations, partial operations and partner shares in corporate enterprises • Transformation of corporate enterprises into business partnerships • Merger of corporate enterprises • Separation of corporate enterprises and business partnerships International taxation • Taxation of transnational operations in form of direct businesses, permanent establishments and corporate enterprise subsidiaries • Possibilities and limitations regarding the prevention of international double taxation • Profit deferral and problems regarding transfer prices • Problems in the prevention of international low taxation</td>
</tr>
<tr>
<td>Recommended reading</td>
<td>- Brähler, Gernot (aktuelle Fassung): Umwandlungssteuerrecht: Grundlagen für Studium und Steuerberaterprüfung • Schaumburg, Harald (aktuelle Fassung): Internationales Steuerrecht: Außensteuerrecht, Doppelbesteuerungsrecht It is worth mentioning, that due to the fast-changing tax law, further recommendations regarding the literature cannot be made yet, but are rather given during the course. Required are: • a collection of the most important tax laws (e.g. NWB-publisher) in current form. • a loose-leaf collection of the tax regulations (e.g. Beck-publisher)</td>
</tr>
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### Links

<table>
<thead>
<tr>
<th>Language of instruction</th>
<th>German</th>
</tr>
</thead>
<tbody>
<tr>
<td>Duration (semesters)</td>
<td>2 Semester</td>
</tr>
<tr>
<td>Module frequency</td>
<td>jährlich</td>
</tr>
<tr>
<td>Module capacity</td>
<td>unlimited</td>
</tr>
<tr>
<td>Reference text</td>
<td>Due to a change in the frequency in which the &quot;Mergers &amp; Acquisition Tax&quot; and the &quot;International Taxation&quot; sections are offered starting with the winter semester 2020/21 , it is recommended for the winter semester 2019/20, in addition to the module wir 807 &quot;Taxation and Tax Law I&quot;, to study the &quot;Mergers &amp; Acquisition Tax&quot; section of the module wir835 at the same time and that the examination on both sections is taken in the summer semester 2020. The course &quot;Mergers &amp; Acquisition Tax&quot; will otherwise only be offered again in the summer semester 2021. From the summer semester 2021 onward it is recommended to study the part &quot;Mergers &amp; Acquisition Tax&quot; of the module wir835 in the 2nd semester and the part &quot;International Taxation&quot; in the 3rd semester. At the end of the 3rd semester, the written exam should cover the entire content of the module.</td>
</tr>
</tbody>
</table>

### Module level

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

### Teaching/Learning method

### Previous knowledge

<table>
<thead>
<tr>
<th>Examination</th>
<th>Examination times</th>
<th>Type of examination</th>
</tr>
</thead>
</table>

### Final exam of module

<table>
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<tr>
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<th>Comment</th>
<th>SWS</th>
<th>Frequency</th>
<th>Workload of compulsory attendance</th>
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</thead>
<tbody>
<tr>
<td>Lecture</td>
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<td>56</td>
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<tr>
<td>Seminar</td>
<td></td>
<td>2</td>
<td>SoSe oder WiSe</td>
<td>28</td>
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</table>

| Total module attendance time | 84 h |

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wir856 - Codetermination Act

Module label: Codetermination Act
Module abbreviation: wir856
Credit points: 6.0 KP
Workload: 180 h

Applicability of the module:
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - Recht

Responsible persons:
- Brors, Christiane (module responsibility)
- Lehrenden, Die im Modul (Prüfungsberechtigt)

Prerequisites

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

Module contents:
Rights oft he Betriebsrat , Einigungsstellenverfahren, procedure of court, rights oft he members oft he Betriebsrat, Organisation of the Betriebsrat, duties and rights oft he employer.

Recommended reading:
Literature will be announced in the lecture

Languages of instruction

Duration (semesters): 1 Semester
Module frequency: halbjährlich
Module capacity: unlimited
Module level: ---

Type of module: je nach Studiengang Pflicht oder Wahlpflicht

Teaching/Learning method

Previous knowledge

Examination
Examination times
Type of examination
Final exam of module: portfolio

Type of course: Comment | SWS | Frequency | Workload of compulsory attendance
---|---|---|---
Lecture | 2 | 28
Seminar | 2 | 28

Total module attendance time: 56 h
**wir857 - Law of Media and Telecommunication**

<table>
<thead>
<tr>
<th>Module label</th>
<th>Law of Media and Telecommunication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module abbreviation</td>
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<tr>
<td>Credit points</td>
<td>6.0 KP</td>
</tr>
<tr>
<td>Workload</td>
<td>180 h</td>
</tr>
</tbody>
</table>

**Applicability of the module**
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - Recht
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule UF - Recht
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)
- Master's Programme Computing Science (Master) > Module aus anderen Studiengängen

**Responsible persons**
- Boehme-Neßler, Volker (module responsibility)
- Lehrenden, Die im Modul (Prüfungsberechtigt)

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

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

**Recommended reading**
- Current case law and:
  - Fechner, Medienrecht, 19.Aufl. 2018
  - Petersen, Medienrecht, 2010.
- http://www.integrated-media.de/

**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>
<thead>
<tr>
<th>Examination</th>
<th>Examination times</th>
<th>Type of examination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final exam of module</td>
<td>At the end of the term</td>
<td>Presentation with term paper</td>
</tr>
</tbody>
</table>

**Type of course**
- Lecture

**SWS**
- 4

**Frequency**
- SoSe

**Workload Präsenzzeit**
- 56 h
wir858 - Capital market law, insolvency law

Module label Capital market law, insolvency law
Module abbreviation wir858
Credit points 6.0 KP
Workload 180 h

Applicability of the module
- Master's programme Business Administration: Management and Law (Master) > Basismodule
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule AFT - Recht
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - Recht
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule UF - Recht

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

Prerequisites

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

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

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

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

Recommended reading
Current literature references are given in the events.

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 Type of examination
Final exam of module end of semester seminar paper and presentation or
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wir859 - European Employment Law

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**Applicability of the module**
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - Recht

**Responsible persons**
- Lehrenden, Die im Modul (Prüfungsberechtigt)
- Brors, Christiane (module responsibility)

**Prerequisites**
- keine

**Skills to be acquired in this module**
The students will achieve practical knowledge to solve legal transnational problems.

**Module contents**
After an introduction to the latest jurisdiction of the European Court of Justice the students get individual topics, in order to prepare and present term papers. The lecture will be hold in form of a block seminar.

**Recommended reading**
Will be announced in the lectures.

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

**Language of instruction**
German

**Duration (semesters)**
1 Semester

**Module frequency**
jährlich

**Module capacity**
unlimited

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

**Teaching/Learning method**

**Previous knowledge**

**Examination**

**Examination times**
upon consultation

**Type of examination**
portfolio

**Final exam of module**

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**Total module attendance time**
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### wir860 - Data Protection Law

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**Applicability of the module**
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - Recht
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule UF - Recht
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)
- Master's Programme Computing Science (Master) > Module aus anderen Studiengängen

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

**Prerequisites**
- 

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

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

**Recommended reading**
Kühling/Klar/Sackmann, Datenschutzrecht, 2018.
Further literature references will be given in the lecture.

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

**Language of instruction**
German

**Duration (semesters)**
1 Semester

**Module frequency**
jährlich

**Module capacity**
unlimited

**Module level**

**Type of module**

**Teaching/Learning method**

**Previous knowledge**

**Examination**

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**Type of course**

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**Total module attendance time**
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**wir880 - Marine & Maritime Law**

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| Applicability of the module | • Master's programme Business Administration: Management and Law (Master) > Kernmodule CHI  
• Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule NM-Recht  
• Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - Recht  
• Master's Programme Sustainability Economics and Management (Master) > Additional Modules  
• Master's Programme Water and Coastal Management (Master) > Planning |
| Responsible persons   | • Godt, Christine (module responsibility)  
• Lehrenden, Die im Modul (Prüfungsberechtigt) |
| Prerequisites         | Die Studierenden                                          |
| Skills to be acquired in this module | • erwerben Kenntnisse des maritimen (zivilistischen) und des marinen (öffentlichen) Seerechts  
und deren Verschränkung in den Rechtsebenen und mit dem kontinentalen Wasserrecht.  
• sind in der Lage, seerechtliche Fragestellungen zu analysieren und lösungsorientiert zu bearbeiten.  
• können Forschungsfragen interdisziplinär entwickeln und bearbeiten. |
| Module contents       | Das Modul “Marine & Maritime law in Europe” beinhaltet zwei Veranstaltungen mit jeweils 28 SWS.  
<p>| Links                 |                                                            |
| Language of instruction | English                                                  |
| Duration (semesters)  | 1 Semester                                                |
| Module frequency      | jährlich                                                   |
| Module capacity       | unlimited                                                  |
| Module level          |                                                            |
| Type of module        |                                                            |
| Teaching/Learning method |                                                        |</p>
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wir881 - Energy Law

Module label  Energy Law
Module abbreviation  wir881
Credit points  6.0 KP
Workload  180 h

Applicability of the module
- Master's programme Business Administration: Management and Law (Master) > Kernmodule CHI
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule NM-Recht
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - Recht
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules

Responsible persons
- Lehrenden, Die im Modul (Prüfungsberechtigt)
- Meyerholt, Ulrich (Module counselling)
- Godt, Christine (module responsibility)

Prerequisites

Skills to be acquired in this module
- Die Studierenden
  - erwerben vertiefte Kenntnisse des europäischen und deutschen Energiewirtschaftsrechts.
  - sind in der Lage, energierechtliche Fragestellungen zu analysieren und lösungsorientiert zu bearbeiten.
  - können Forschungsfragen interdisziplinär entwickeln und bearbeiten.

Module contents

Recommended reading

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
Examination  Examination times
Type of examination
Final exam of module  Während der Vorlesungszeit
Referat oder Hausarbeit oder mündliche Prüfung
Type of course  Seminar
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Selected Issues in European Economic Policies

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<td>• Chege, Victoria (Module counselling)</td>
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<td>• Godt, Christine (module responsibility)</td>
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<td>Die Studierenden</td>
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<tr>
<td>Skills to be acquired in this module</td>
<td>• verstehen die Rechtsgenese und Rechtsdurchsetzung im Europäischen Mehrebenensystem,</td>
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<tr>
<td></td>
<td>• analysieren und beantworten Rechtsfragen im Europäischen Binnenmarktrecht,</td>
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<td></td>
<td>• beherrschen englische Rechtsterminologie.</td>
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wir883 - Transnational Biodiversity and Genetic Resources Law

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

Applicability of the module:
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule NM-Recht
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - Recht
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules

Responsible persons:
- Kamau, Evanson Chege (Module counselling)
- Lehrenden, Die im Modul (Prüfungsberechtigt)
- Godt, Christine (module responsibility)

Prerequisites:
- englische Sprachkenntnisse

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

Module contents:

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

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## wir884 - Transnational Health Law

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<td>Chege, Victoria (Module counselling) Godt, Christine (module responsibility) Lehrenden, Die im Modul (Prüfungsberechtigt)</td>
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<td>Skills to be acquired in this module</td>
<td>Die Studierenden</td>
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Ergänzungsmodule - Rechts- und Wirtschaftssprache

wir863 - Business and Legal Chinese I

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**Applicability of the module**
- Master's programme Business Administration: Management and Law (Master) > Ergänzungsmodule - Rechts- und Wirtschaftssprache
- Master's programme Business Administration: Management and Law (Master) > Kernmodule CHI
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules

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

**Prerequisites**

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

**Module contents**

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

**Recommended reading**


**Links**

Languages of instruction: English, Chinese
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
last week of term
oral exam, written exam or portfolio
Type of course
Seminar
SWS
4
Frequency
WIsE
Workload Präsenzezeit
56 h
## wir866 - Business and Legal Chinese II

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### Applicability of the module
- Master's programme Business Administration: Management and Law (Master) > Ergänzungsmodul - Rechts- und Wirtschaftssprache
- Master's programme Business Administration: Management and Law (Master) > Kernmodule CHI
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules

### Responsible persons
- Trautwein, Hans-Michael (module responsibility)
- Lehrenden, Die im Modul (Prüfungsberechtigt)
- Wang, Hongrui (Module counselling)

### Prerequisites
- Recognize and read more than 400 Hanzi and understand simple letters and stories about everyday life situations,
- Understand simple dialogues in familiar contexts when pronounced slowly and clearly,
- Are familiar with Chinese intonation and can correctly reproduce it in pronunciation in simple dialogues,
- Provide important information and can make and react to proposals,
- Can identify frequently occurring radicals in Hanzi unknown to them
- Write the pen strokes in Chinese characters in correct sequence
- Write simple letters, dialogues and essays on familiar topics.

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

### Recommended reading

### Links
- Languages of instruction: English, Chinese
- Duration (semesters): 1 Semester
- Module frequency: jährlich
- Module capacity: unlimited
- Module level

### Type of module
- Teaching/Learning method
- Examination:
  - Examination times: last week of term
  - Type of examination: oral exam or written exam or portfolio
- Type of course: Seminar
- SWS: 4
- Frequency
- Workload Präsenzzeit: 56 h
### wir933 - Business English

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#### Applicability of the module

- Bachelor's Programme Biology (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre
- Bachelor's Programme Biology (Bachelor) > Fachnahe Angebote Wirtschaftswissenschaften
- Bachelor's Programme Business Administration and Law (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre
- Bachelor's Programme Business Administration and Law (Bachelor) > Fachnahe Angebote Wirtschaftswissenschaften
- Bachelor's Programme Business Informatics (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre
- Bachelor's Programme Business Informatics (Bachelor) > Fachnahe Angebote Wirtschaftswissenschaften
- Bachelor's Programme Chemistry (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre
- Bachelor's Programme Chemistry (Bachelor) > Fachnahe Angebote Wirtschaftswissenschaften
- Bachelor's Programme Comparative and European Law (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre
- Bachelor's Programme Comparative and European Law (Bachelor) > Fachnahe Angebote Wirtschaftswissenschaften
- Bachelor's Programme Computing Science (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre
- Bachelor's Programme Computing Science (Bachelor) > Fachnahe Angebote Wirtschaftswissenschaften
- Bachelor's Programme Economics and Business Administration (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre
- Bachelor's Programme Economics and Business Administration (Bachelor) > Fachnahe Angebote Wirtschaftswissenschaften
- Bachelor's Programme Education (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre
- Bachelor's Programme Education (Bachelor) > Fachnahe Angebote Wirtschaftswissenschaften
- Bachelor's Programme Engineering Physics (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre
- Bachelor's Programme Engineering Physics (Bachelor) > Fachnahe Angebote Wirtschaftswissenschaften
- Bachelor's Programme Environmental Science (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre
- Bachelor's Programme Environmental Science (Bachelor) > Fachnahe Angebote Wirtschaftswissenschaften
- Bachelor's Programme Intercultural Education and Counselling (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre
- Bachelor's Programme Intercultural Education and Counselling (Bachelor) > Fachnahe Angebote Wirtschaftswissenschaften
- Bachelor's Programme Mathematics (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre
- Bachelor's Programme Mathematics (Bachelor) > Fachnahe Angebote Wirtschaftswissenschaften
- Bachelor's Programme Physics (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre
- Bachelor's Programme Physics (Bachelor) > Fachnahe Angebote Wirtschaftswissenschaften
- Bachelor's Programme Physics, Engineering and Medicine (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre
- Bachelor's Programme Physics, Engineering and Medicine (Bachelor) > Fachnahe Angebote Wirtschaftswissenschaften
- Bachelor's Programme Social Studies (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre
- Bachelor's Programme Social Studies (Bachelor) > Fachnahe Angebote Wirtschaftswissenschaften
- Bachelor's Programme Sustainability Economics (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre
- Bachelor's Programme Sustainability Economics (Bachelor) > Fachnahe Angebote Wirtschaftswissenschaften
- Dual-Subject Bachelor's Programme Art and Media (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre
- Bachelor's Programme Sustainability Economics (Bachelor) > Fachnahe Angebote Wirtschaftswissenschaften

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Dual-Subject Bachelor's Programme Art and Media (Bachelor) > Fachnahe Angebote Wirtschaftswissenschaften
Dual-Subject Bachelor's Programme Biology (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre
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Dual-Subject Bachelor's Programme General Education (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre
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Dual-Subject Bachelor's Programme German Studies (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre
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Dual-Subject Bachelor's Programme History (Bachelor) > Fachnahe Angebote Wirtschaftswissenschaften
Dual-Subject Bachelor's Programme Low German (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre
Dual-Subject Bachelor's programme Low German (Bachelor) > Fachnahe Angebote Wirtschaftswissenschaften
Dual-Subject Bachelor's Programme Material Culture: Textiles (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre
Dual-Subject Bachelor's Programme Material Culture: Textiles (Bachelor) > Fachnahe Angebote Wirtschaftswissenschaften
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Dual-Subject Bachelor's Programme Physics (Bachelor) > Fachnahe Angebote Wirtschaftswissenschaften
Angebote Wirtschaftswissenschaften

- Dual-Subject Bachelor's Programme Politics-Economics (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre
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- Dual-Subject Bachelor's Programme Protestant Theology and Religious Education (Bachelor) > Fachnahe Angebote Wirtschaftswissenschaften
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- Dual-Subject Bachelor's Programme Slavic Studies (Bachelor) > Fachnahe Angebote Wirtschaftswissenschaften
- Dual-Subject Bachelor's Programme Social Studies (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre
- Dual-Subject Bachelor's Programme Social Studies (Bachelor) > Fachnahe Angebote Wirtschaftswissenschaften
- Dual-Subject Bachelor's Programme Special Needs Education (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre
- Dual-Subject Bachelor's Programme Special Needs Education (Bachelor) > Fachnahe Angebote Wirtschaftswissenschaften
- Dual-Subject Bachelor's Programme Sport Science (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre
- Dual-Subject Bachelor's Programme Sport Science (Bachelor) > Fachnahe Angebote Wirtschaftswissenschaften
- Dual-Subject Bachelor's Programme Technology (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre
- Dual-Subject Bachelor's Programme Technology (Bachelor) > Fachnahe Angebote Wirtschaftswissenschaften
- Fach-Bachelor Pädagogisches Handeln in der Migrationsgesellschaft (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre
- Fach-Bachelor Pädagogisches Handeln in der Migrationsgesellschaft (Bachelor) > Fachnahe Angebote Wirtschaftswissenschaften
- Master's programme Business Administration, Management and Law (Master) > Ergänzungsmodule - Rechts- und Wirtschaftssprache
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules

Responsible persons
- Engelhardt, Maike (module responsibility)
- Dittmann, Tim (Prüfungsberechtigt)
- Barry, Geraldine (Prüfungsberechtigt)
- Bisayar, Saeedeh (Prüfungsberechtigt)

Prerequisites

Einstufung auf Niveau English for University Studies 4 (EUS 4) oder ein erfolgreicher Abschluss von English for University Studies 3 (EUS 3) - Comprehensive Language Skills

Skills to be acquired in this module

The 4-hour Rechts- und Wirtschaftssprache: Englisch I course helps participants develop subject-specific (i.e. economics and law) upper-intermediate English language competences in listening, speaking, reading and writing. An additional focus is the expansion of participants’ vocabulary and grammar knowledge.

Module contents

The course covers a variety of topics, tasks and formats aimed at developing participants' subject-specific (i.e. economics and law) upper-intermediate English language competences in listening, speaking, reading and writing, as well as expanding their vocabulary and grammar knowledge.

Recommended reading

The course materials will be announced in class.

Links

https://uol.de/sprachenzentrum/sprachen/english/wirtschaftsenglisch
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**Reference text**

Teilnahme nur nach online-Anmeldung über das Sekretariat des Sprachenzentrum, sprachenzentrum@uni-oldenburg.de

Die aktuelle Kursbeschreibung findet sich jeweils unter https://uol.de/sprachenzentrum/sprachen/english

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# wir934 - Business French

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### Applicability of the module
- Master's programme Business Administration: Management and Law (Master) > Ergänzungsmodul: Rechts- und Wirtschaftssprache (Master) > Additional Modules
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules

### Responsible persons
- Engelhardt, Maike (module responsibility)
- Brunet-Dilger, Anne-Marie (Prüfungsberechtigt)
- Müllerova, Marcela (Prüfungsberechtigt)

### Further responsible persons
Prüfungsberechtigt sind die unterrichtenden Dozenten.

### Prerequisites
mittlere Französischkenntnisse; Teilnahme am Einstufungstest des Sprachenzentrums

### Skills to be acquired in this module
Sprachliche Kompetenzerweiterung im Bereich Wirtschaftsfranzösisch zur Vorbereitung von fachbezogenen Studienaufenthalten und Praktika im französischsprachigen Ausland

### Module contents

### Recommended reading

### Reference text
Ce cours prépare à de courts séjours spécifiques, un semestre universitaire ERASMUS+ et /ou à des stages en France. Acquérir des savoirs et savoir-faire concernant l’entreprise et son environnement (l’état et l’économie françaises, les secteurs d’activité en France et les relations sociales) ainsi que l’entreprise et son marché (marketing d’un produit)

### Module level

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### SWS
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#### Applicability of the module

- Bachelor's Programme Biology (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre
- Bachelor's Programme Business Administration and Law (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre
- Bachelor's Programme Business Administration and Law (Bachelor) > Fachnahe Angebote Wirtschaftswissenschaften
- Bachelor's Programme Business Informatics (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre
- Bachelor's Programme Business Informatics (Bachelor) > Fachnahe Angebote Wirtschaftswissenschaften
- Bachelor's Programme Chemistry (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre
- Bachelor's Programme Chemistry (Bachelor) > Fachnahe Angebote Wirtschaftswissenschaften
- Bachelor's Programme Comparative and European Law (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre
- Bachelor's Programme Comparative and European Law (Bachelor) > Fachnahe Angebote Wirtschaftswissenschaften
- Bachelor's Programme Computing Science (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre
- Bachelor's Programme Computing Science (Bachelor) > Fachnahe Angebote Wirtschaftswissenschaften
- Bachelor's Programme Economics and Business Administration (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre
- Bachelor's Programme Economics and Business Administration (Bachelor) > Fachnahe Angebote Wirtschaftswissenschaften
- Bachelor's Programme Education (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre
- Bachelor's Programme Education (Bachelor) > Fachnahe Angebote Wirtschaftswissenschaften
- Bachelor's Programme Engineering Physics (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre
- Bachelor's Programme Engineering Physics (Bachelor) > Fachnahe Angebote Wirtschaftswissenschaften
- Bachelor's Programme Environmental Science (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre
- Bachelor's Programme Environmental Science (Bachelor) > Fachnahe Angebote Wirtschaftswissenschaften
- Bachelor's Programme Intercultural Education and Counselling (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre
- Bachelor's Programme Intercultural Education and Counselling (Bachelor) > Fachnahe Angebote Wirtschaftswissenschaften
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- Bachelor's Programme Physics, Engineering and Medicine (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre
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- Bachelor's Programme Social Studies (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre
- Bachelor's Programme Social Studies (Bachelor) > Fachnahe Angebote Wirtschaftswissenschaften
- Bachelor's Programme Sustainability Economics (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre
- Bachelor's Programme Sustainability Economics (Bachelor) > Fachnahe Angebote Wirtschaftswissenschaften
- Dual-Subject Bachelor's Programme Art and Media (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre

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• Dual-Subject Bachelor's Programme Art and Media (Bachelor) > Fachnahe Angebote Wirtschaftswissenschaften
• Dual-Subject Bachelor's Programme Biology (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre
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• Dual-Subject Bachelor's Programme General Education (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre
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• Dual-Subject Bachelor's Programme German Studies (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre
• Dual-Subject Bachelor's Programme German Studies (Bachelor) > Fachnahe Angebote Wirtschaftswissenschaften
• Dual-Subject Bachelor's Programme History (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre
• Dual-Subject Bachelor's Programme History (Bachelor) > Fachnahe Angebote Wirtschaftswissenschaften
• Dual-subject bachelor's programme Low German (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre
• Dual-subject bachelor's programme Low German (Bachelor) > Fachnahe Angebote Wirtschaftswissenschaften
• Dual-subject bachelor's programme Material Culture: Textiles (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre
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- Dual-Subject Bachelor's Programme Special Needs Education (Bachelor) > Fachnahe Angebote Wirtschaftswissenschaften
- Dual-Subject Bachelor's Programme Sport Science (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre
- Dual-Subject Bachelor's Programme Sport Science (Bachelor) > Fachnahe Angebote Wirtschaftswissenschaften
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- Master's programme Business Administration: Management and Law (Master) > Ergänzungsmodul - Rechts- und Wirtschaftssprache
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules

Responsible persons
- Engelhardt, Maike (module responsibility)
- Dittmann, Tim (Prüfungsberechtigt)
- Barry, Geraldine (Prüfungsberechtigt)
- Bisayar, Saeedeh (Prüfungsberechtigt)

Prerequisites
Einstufung auf Niveau English for University Studies 5 (EUS 5)

Skills to be acquired in this module
The 4-hour Rechts- und Wirtschaftssprache: Englisch 2 course helps participants develop subject-specific (i.e. economics and law) advanced English language competences in listening, speaking, reading and writing. An additional focus is the expansion of participants’ vocabulary and grammar knowledge.

Module contents
The course covers a variety of topics, tasks and formats aimed at developing participants' subject-specific (i.e. economics and law) advanced English language competences in listening, speaking, reading and writing, as well as expanding their vocabulary and grammar knowledge.

Recommended reading
The course materials will be announced in class.

Links
https://uol.de/sprachenzentrum/sprachen/english/wirtschaftsenglisch

Language of instruction
English

Duration (semesters)
1 Semester

Module frequency
halbjährlich

Module capacity
25
Reference text

Teilnahme nur nach online-Anmeldung über das Sekretariat des Sprachenzentrum, sprachenzentrum@uni-oldenburg.de

Die aktuelle Kursbeschreibung findet sich jeweils unter https://uol.de/sprachenzentrum/sprachen/english

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### wir944 - Legal and Business Language: French II

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**Applicability of the module**

- Bachelor's Programme Biology (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre
- Bachelor's Programme Biology (Bachelor) > Fachnahe Angebote Wirtschaftswissenschaften
- Bachelor's Programme Business Administration and Law (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre
- Bachelor's Programme Business Administration and Law (Bachelor) > Fachnahe Angebote Wirtschaftswissenschaften
- Bachelor's Programme Business Informatics (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre
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- Bachelor's Programme Chemistry (Bachelor) > Fachnahe Angebote Wirtschaftswissenschaften
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- Bachelor's Programme Comparative and European Law (Bachelor) > Fachnahe Angebote Wirtschaftswissenschaften
- Bachelor's Programme Computing Science (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre
- Bachelor's Programme Computing Science (Bachelor) > Fachnahe Angebote Wirtschaftswissenschaften
- Bachelor's Programme Economics and Business Administration (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre
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- Bachelor's Programme Physics, Engineering and Medicine (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre
- Bachelor's Programme Physics, Engineering and Medicine (Bachelor) > Fachnahe Angebote Wirtschaftswissenschaften
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- Dual-Subject Bachelor's Programme General Education (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre
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Angebote Wirtschaftswissenschaften

- Dual-Subject Bachelor's Programme Politics-Economics (Bachelor) > Fachnahe Angebote Betriebswirtschaftslehre
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- Master's programme Business Administration: Management and Law (Master) > Ergänzungsmodule - Rechts- und Wirtschaftssprache
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules

Responsible persons

- Engelhardt, Maike (module responsibility)
- Brunet-Dilger, Anne-Marie (Prüfungsberechtigt)
- Müllerova, Marcela (Prüfungsberechtigt)

Further responsible persons

- Prüfungsberechtigt sind die unterrichtenden Dozenten.

Prerequisites

gute bis sehr gute Französischkenntnisse; Teilnahme am Einstufungstest des Sprachenzentrums

Skills to be acquired in this module


Module contents


Recommended reading


Links

https://uol.de/sprachenzentrum/sprachen/wirtschaftssprachen

Language of instruction

French

Duration (semesters)

1 Semester

Module frequency

halbjährlich

Module capacity

25

Reference text

Ce cours prépare à des séjours d'études ou de recherche de longue durée ; à des stages qualifiés en France et/ou en Francophonie. Il s'adresse tout particulièrement aux étudiant(e)s des programmes de double diplômes franco-allemand (Bachelor et Master), qui dans le cadre de leurs études ouiet
D'ERASMUS+ devront pendant leur séjour communiquer uniquement en Français et/ou souhaitent après leurs études travailler en France, en Francophonie ou dans des organisations internationales.

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wir945 - Legal and Business Language: Spanish II

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Applicability of the module

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- Bachelor's Programme Biology (Bachelor) > Fachnahe Angebote Wirtschaftswissenschaften
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- Master's programme Business Administration: Management and Law (Master) > Ergänzungsmodule - Rechts- und Wirtschaftssprache
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules

Responsible persons
- Engelhardt, Maike (module responsibility)
- Sanchez Gonzalez, Dolores (Prüfungsberechtigt)

Prerequisites
Teilnahme nur nach Einstufungstest und online-Anmeldung über StudIP
(Einzelheiten siehe https://www.uni-oldenburg.de/sprachenzentrum/)

Skills to be acquired in this module

Module contents

Recommended reading
wird im Kurs bekannt gegeben

Links
https://uol.de/sprachenzentrum/sprachen/wirtschaftssprachen

Language of instruction
Spanish

Duration (semesters)
1 Semester

Module frequency
halbjährlich

Module capacity
25

Reference text
folgt

Module level
Type of module
Teaching/Learning method
Previous knowledge
Examination

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Type of course
Language course

| SWS | 4 |

Frequency
SoSe

Workload Präsenzzeit
56 h
Ergänzungsmodule - Recht

wir864 - Law in China

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<thead>
<tr>
<th>Module label</th>
<th>Law in China</th>
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<tbody>
<tr>
<td>Module abbreviation</td>
<td>wir864</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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</tbody>
</table>

Applicability of the module
- Master's programme Business Administration: Management and Law (Master) > Ergänzungsmodul - Recht
- Master's programme Business Administration: Management and Law (Master) > Kernmodule CHI

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

Prerequisites
- keine

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

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

Recommended reading
- Updated reading lists are provided at the beginning of the term.

Links
- http://www.ICOLAIR.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

<table>
<thead>
<tr>
<th>Examination times</th>
<th>Type of examination</th>
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</thead>
<tbody>
<tr>
<td>last week of term</td>
<td>oral exam, written exam or paper presentation</td>
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Final exam of module

<table>
<thead>
<tr>
<th>Type of course module</th>
<th>Comment</th>
<th>SWS</th>
<th>Frequency</th>
<th>Workload of compulsory attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture</td>
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<tr>
<td>Seminar</td>
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<td>2</td>
<td></td>
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</table>

Total module attendance time
- 56 h
Ergänzungsmodulle - VWL

Economy and Culture in China

<table>
<thead>
<tr>
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<tbody>
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Applicability of the module
- Master's programme Business Administration: Management and Law (Master) > Ergänzungsmodule - VWL
- Master's programme Business Administration: Management and Law (Master) > Kernmodule CHI

Responsible persons
- Schüler, Klaus (Module counselling)
- Wang, Hongrui (Module counselling)
- Trautwein, Hans-Michael (Prüfungsberechtigt)
- Schüler, Klaus (Prüfungsberechtigt)
- Wang, Hongrui (Prüfungsberechtigt)
- Trautwein, Hans-Michael (module responsibility)

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

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

Recommended reading
- Plus chapters on selected topics, written in cooperation with the Centre of Economic Development Research at Wuhan University.

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

Type of module
Teaching/Learning method

Previous knowledge

<table>
<thead>
<tr>
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<th>Examination times</th>
<th>Type of examination</th>
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<tbody>
<tr>
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<td>paper presentation or oral exam</td>
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Type of course
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<th>Frequency</th>
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**Ergänzungsmodule - Auslandsstudium**

**wr751 - Study Abroad I**

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<td>Workload</td>
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**Applicability of the module**
- Master Applied Economics and Data Science (Master) > Economics
- Master's programme Business Administration: Management and Law (Master) > Ergänzungsmodule - Auslandsstudium

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

**Prerequisites**
According to the specification of the foreign university

**Skills to be acquired in this module**
According to the specification of the foreign university

**Recommended reading**
According to the specification of the foreign university

**Module contents**
According to the specification of the foreign university

**Links**
According to the specification of the foreign university

**Languages of instruction**

**Duration (semesters)**
1 Semester

**Module frequency**

**Module capacity**
unlimited (According to the specification of the foreign university)

**Module level**

**Type of module**

**Teaching/Learning method**

**Previous knowledge**

**Examination**

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<th>Type of examination</th>
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<tr>
<td>Practical training</td>
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<tr>
<td>Study trip</td>
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<tr>
<td>Tutorial</td>
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wir752 - Study Abroad II

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Applicability of the module
- Master Applied Economics and Data Science (Master) > Economics
- Master's programme Business Administration: Management and Law (Master) > Ergänzungsmodule - Auslandsstudium

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

Prerequisites
According to the specification of the foreign university

Skills to be acquired in this module
According to the specification of the foreign university

Module contents
According to the specification of the foreign university

Recommended reading
According to the specification of the foreign university

Language of instruction
German

Duration (semesters)
1 Semester

Module frequency

Module capacity
unlimited

Module level

Type of module

Teaching/Learning method

Previous knowledge

Examination

Final exam of module
According to the specification of the foreign university
According to the specification of the foreign university

Type of course | Comment | SWS | Frequency | Workload of compulsory attendance |
---|---|---|---|---|
Lecture       | --     | 0   | 0         | 0                                 |
Exercises     | --     | 0   | 0         | 0                                 |
Practical training | --     | 0   | 0         | 0                                 |
Seminar       | --     | 0   | 0         | 0                                 |
Study trip    | --     | 0   | 0         | 0                                 |
Tutorial      | --     | 0   | 0         | 0                                 |

Total module attendance time
0 h
**Abschlussmodul**

mam - Master´s Degree Module

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**Applicability of the module**
- Master’s programme Business Administration: Management and Law (Master) > Abschlussmodul

**Responsible persons**

**Prerequisites**

**Skills to be acquired in this module**

**Module contents**

**Recommended reading**

**Links**

**Language of instruction**
- German

**Duration (semesters)**
- 1 Semester

**Module frequency**
- 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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**Type of course**
- Colloquium

**SWS**

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**Examination times**

**Type of examination**
- G
Kernmodule CHI

wir801 - Concepts of Organisation and Management

<table>
<thead>
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<th>Module label</th>
<th>Concepts of Organisation and Management</th>
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<tbody>
<tr>
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<td>wir801</td>
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<td>Workload</td>
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<tr>
<td>Applicability of the module</td>
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<tr>
<td></td>
<td>Master's programme Business Administration: Management and Law (Master) &gt; Basismodule</td>
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<tr>
<td></td>
<td>Master's programme Business Administration: Management and Law (Master) &gt; Kernmodule CHI</td>
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<tr>
<td></td>
<td>Master's Programme Business Informatics (Master) &gt; Module der Wirtschafts- und Rechtswissenschaften (Master)</td>
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<tr>
<td></td>
<td>Master's Programme Management Consulting (Master) &gt; Mastermodule</td>
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<tr>
<td>Responsible persons</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Breisig, Thomas (module responsibility)</td>
</tr>
<tr>
<td></td>
<td>Lehrenden, Die im Modul (Prüfungsberechtigt)</td>
</tr>
<tr>
<td></td>
<td>Wengelowski, Peter (Module counselling)</td>
</tr>
<tr>
<td></td>
<td>Gilbert, Jonathan (Module counselling)</td>
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<td></td>
<td>Breisig, Thomas (Module counselling)</td>
</tr>
<tr>
<td>Prerequisites</td>
<td>keine</td>
</tr>
<tr>
<td>Skills to be acquired in this module</td>
<td>Students get to know selected concepts of organisation and management. Their respective objectives, instruments and methods are discussed and their use in everyday business is critically reflected. Students learn to deal with different management concepts in a conscious and critical way, especially through case studies and discussions. Upon completion of the module, students will:</td>
</tr>
<tr>
<td></td>
<td>• be familiar with the emergence, development, and content of various management concepts;</td>
</tr>
<tr>
<td></td>
<td>• be able to convey key findings of the various management concepts to practical issues in the field of organisation and management;</td>
</tr>
<tr>
<td></td>
<td>• develop skills of self-reflection (supported by the technical and didactical concepts).</td>
</tr>
<tr>
<td>Module contents</td>
<td>Students receive deeper insights into concepts of organisation and management, including:</td>
</tr>
<tr>
<td></td>
<td>• Lean Management</td>
</tr>
<tr>
<td></td>
<td>• Change Management</td>
</tr>
<tr>
<td></td>
<td>• Quality Management</td>
</tr>
<tr>
<td></td>
<td>• Business Process Reengineering</td>
</tr>
<tr>
<td></td>
<td>The presentations and discussions within the seminars also offer possibilities to deepen and broaden these topics according to the student’s interest and current developments in theory and practice, e. g. Balanced Scorecard, Learning Organisation, Organisational Culture, Worker Participation, Networks, Diversity Management, Management by Objectives.</td>
</tr>
<tr>
<td></td>
<td>Further literature will be announced during the semester according to the particular lecture/seminar content.</td>
</tr>
<tr>
<td>Links</td>
<td><a href="http://www.uol.de/orgpers">www.uol.de/orgpers</a></td>
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<tr>
<td>Language of instruction</td>
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<tr>
<td>Duration (semesters)</td>
<td>1 Semester</td>
</tr>
<tr>
<td>Module frequency</td>
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</tr>
<tr>
<td>Module capacity</td>
<td>unlimited</td>
</tr>
<tr>
<td>Reference text</td>
<td>Das Modul muss im Masterstudiengang Wirtschafts- und Rechtswissenschaften als Basismodul von allen Schwerpunkten gewählt werden.</td>
</tr>
<tr>
<td>Module level</td>
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<tr>
<td>Type of module</td>
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### Teaching/Learning method

### Previous knowledge

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

<table>
<thead>
<tr>
<th>Type of course</th>
<th>Comment</th>
<th>SWS</th>
<th>Frequency</th>
<th>Workload of compulsory attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture</td>
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<td>2</td>
<td></td>
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<tr>
<td>Seminar</td>
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</table>

**Total module attendance time**

56 h
**wir813 - Competition Law and Intellectual Property**

<table>
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<th>Module label</th>
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</thead>
<tbody>
<tr>
<td>Module abbreviation</td>
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<td>Credit points</td>
<td>6.0 KP</td>
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</tbody>
</table>
| Applicability of the module   | - Master's programme Business Administration: Management and Law (Master) > Kernmodule CHI
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - Recht
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule UF - Recht |
| Responsible persons           | - Godt, Christine (module responsibility)
- Chege, Victoria (Module counselling) |
| Prerequisites                 | (für WiRe empfohlen): wir815               |
| Skills to be acquired in this module | Die Studierenden                          |
|                               | - verstehen Grundlagen und Verschränkungen von Wettbewerbsrecht und Geistigem Eigentum
- analysieren und beantworten Rechtsfragen im Schnittfeld von Wettbewerb und Geistigem Eigentum
- beherrschen einschlägige Rechtsprechung und können neue Fragen entsprechend einordnen |
<p>| Links                         |                                           |
| Languages of instruction      | English, German                          |
| Duration (semesters)          | 1 Semester                               |
| Module frequency              | jährlich                                  |
| Module capacity               | 30                                        |
| Reference text                | Vorkenntnisse: Grundlagen Wirtschaftsrecht (Privatrecht/Europarecht) |
| Module level                  |                                           |
| Type of module                |                                           |
| Teaching/Learning method      |                                           |
| Previous knowledge            |                                           |
| Examination                   | Examination times                        | Type of examination |
| Final exam of module          | Referat mit Ausarbeitung                 |                        |
| Type of course                | Course or seminar (1 V und 1 S ODER 2 V  |
| SWS                           | 4                                         |</p>
<table>
<thead>
<tr>
<th><strong>Frequency</strong></th>
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<tbody>
<tr>
<td><strong>Workload Präsenzzeit</strong></td>
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### wir815 - Modern Transformations of International and EU Economic Law

<table>
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<td>Applicability of the module</td>
<td>- Master's programme Business Administration: Management and Law (Master) &gt; Basismodule</td>
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<td>- Master's programme Business Administration: Management and Law (Master) &gt; Kernmodule CHI</td>
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<td></td>
<td>- Master's programme Business Administration: Management and Law (Master) &gt; Schwerpunktmodule RdW - Recht</td>
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<tr>
<td></td>
<td>- Master's programme Business Administration: Management and Law (Master) &gt; Schwerpunktmodule UF - Recht</td>
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<tr>
<td>Responsible persons</td>
<td>- Godt, Christine (module responsibility)</td>
</tr>
<tr>
<td></td>
<td>- Lehrenden, Die im Modul (Prüfungsberechtigt)</td>
</tr>
<tr>
<td>Prerequisites</td>
<td>Students will be able</td>
</tr>
<tr>
<td></td>
<td>- to describe European and international legal-economic interdependencies</td>
</tr>
<tr>
<td></td>
<td>- apply international and European legal norms and legal issues</td>
</tr>
<tr>
<td></td>
<td>- have a command of English legal terminology.</td>
</tr>
<tr>
<td>Module contents</td>
<td>The module consists of two lectures which deal with changes in policies and institutions of international economic law. One lecture focuses on economic law and institutions as shaped by international law, while the other class is dedicated to EU foreign trade law. A basic knowledge of the institutions of international and EU economic law (WTO, IMF, World Bank, European Commission) is a prerequisite for attending this module. The focus lies in helping students understand the processes of internationalization and Europeanization that inform the current interactions between the different actors on the international plane (companies, states and parastatals). In this module, public and private economic law will be presented as a single unit. The international law part of the module focuses on the rationale and regulation of the major free trade agreements, including dispute settlement. Other topics to be addressed include the conflict of laws and the UN Convention (CISG). The EU law focuses on competition and foreign trade law, including procurement and taxation law.</td>
</tr>
<tr>
<td>Links</td>
<td><a href="http://www.fk2.unioldenburg.de/InstRW/oeffw/">http://www.fk2.unioldenburg.de/InstRW/oeffw/</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>
<td>Previous knowledge</td>
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<tr>
<td>Examination</td>
<td>Examination times</td>
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<tr>
<td></td>
<td>Type of examination</td>
</tr>
<tr>
<td>Final exam of module</td>
<td>End of term (i.e. lecture period).</td>
</tr>
<tr>
<td></td>
<td>The examination consists either of term papers or an end of term test. In the case of term papers, students will work on current decisions or policy papers that are to be analyzed and evaluated by processing secondary literature.</td>
</tr>
<tr>
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<td>Lecture</td>
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<tr>
<td>SWS</td>
<td>Frequency</td>
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**wir821 - International Trade, Production and Change**

<table>
<thead>
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</thead>
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<tr>
<td>Responsible persons</td>
<td>Trautwein, Hans-Michael (module responsibility), Trautwein, Hans-Michael (Prüfungsberechtigt), Bitzer, Jürgen (Prüfungsberechtigt), Poppitz, Philipp (Prüfungsberechtigt), Trautwein, Hans-Michael (Module counselling)</td>
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<tr>
<td>Skills to be acquired in this module</td>
<td>Understanding of trade relations, international factor movements and corresponding balance-of-payments mechanisms, Capability to discuss structural change in global trade and productions in terms of formal models and case studies, Understanding of the causes and alternative strategies of economic integration in regional blocs, Understanding of the causes and alternative strategies of economic transformation in emerging markets, Ability to research data and evaluate the literature on specific aspects of international trade, production and structural change</td>
</tr>
<tr>
<td>Module contents</td>
<td>The lectures and seminar papers address issues in the following subfields: international trade, international trade policies and regimes, geographical economics, foreign direct investment, labour migration, fragmentation of production, regulations of international trade and factor movements, development strategies, regional integration</td>
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<tr>
<td>Links</td>
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<td>Duration (semesters)</td>
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<td>seminar paper and presentation</td>
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<td>Comment</td>
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<td>SWS</td>
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<td></td>
<td>Frequency</td>
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**Module label** | Business and Legal Chinese I  
---|---  
**Module abbreviation** | wir863  
**Credit points** | 6.0 KP  
**Workload** | 180 h  
**Applicability of the module** |  
- Master's programme Business Administration: Management and Law (Master) > Ergänzungsmodule - Rechts- und Wirtschaftssprache  
- Master's programme Business Administration: Management and Law (Master) > Kernmodule CHI  
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules  
**Responsible persons** |  
- Lehrenden, Die im Modul (Prüfungsberechtigt)  
- Wang, Hongrui (Module counselling)  
- Trautwein, Hans-Michael (module responsibility)  
**Prerequisites** |  
**Skills to be acquired in this module** | At the end of the course, successful students:  
- communicate in everyday life and work environments,  
- recognize and understand 200 characters and words,  
- understand frequently used expressions,  
- understand simple meanings in familiar contexts, clear instructions, standard questions and informations when pronounced slowly and clearly,  
- pose and answer questions in familiar contexts,  
- provide personal information in spoken and written form,  
- write about themselves in simple meanings.  
**Module contents** | Thematic vocabulary concerning personal information, basics of everyday life, shopping, simple standard transactions etc.  
Reading: simple dialogues and texts from everyday life  
Listening: short and simple dialogues from everyday life  
Speaking: short dialogues in everyday life situations  
Writing: short texts on personal information, questionnaires and forms  
Self-learning: work with the portfolio, individual training  
**Links** |  
**Languages of instruction** | English, Chinese  
**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 | last week of term | oral exam, written exam or portfolio  
**Type of course** | Seminar  
**SWS** | 4  
**Frequency** | WiSe  
**Workload Präsenzzeit** | 56 h
wir864 - Law in China

Module label: Law in China
Module abbreviation: wir864
Credit points: 6.0 KP
Workload: 180 h

Applicability of the module:
- Master's programme Business Administration: Management and Law (Master) > Ergänzungsmodul - Recht
- Master's programme Business Administration: Management and Law (Master) > Kernmodule CHI

Responsible persons:
- Wang, Hongrui (Module counselling)
- Lehrenden, Die im Modul (Prüfungsberechtigt)
- Trautwein, Hans-Michael (module responsibility)

Prerequisites:
- keine

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

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

Recommended reading:
Updated reading lists are provided at the beginning of the term.

Links:
http://www.ICOLAIR.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:
last week of term

Type of examination:
oral exam, written exam or paper presentation

Type of course:

Comment
SWS
Frequency
Workload of compulsory attendance
Lecture
2
28
Seminar
2
28

Total module attendance time:
56 h
Module label: Business and Legal Chinese II

Module abbreviation: wir866

Credit points: 6.0 KP

Workload: 180 h

Applicability of the module:
- Master's programme Business Administration: Management and Law (Master) > Ergänzungsmodule - Rechts- und Wirtschaftssprache
- Master's programme Business Administration: Management and Law (Master) > Kernmodule CHI
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules

Responsible persons:
- Trautwein, Hans-Michael (module responsibility)
- Lehrenden, Die im Modul (Prüfungsberechtigt)
- Wang, Hongrui (Module counselling)

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

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

Recommended reading:
Textbook HANYU JIAOCHENG 1A and 1B (1st ed. 2006, continuously updated):
Beijing: Beijing Language and Culture University Press.

Links:
Languages of instruction: English, Chinese
Duration (semesters): 1 Semester
Module frequency: jährlich
Module capacity: unlimited
Module level:
Type of module: Seminar
Teaching/Learning method:
Previous knowledge:
Examination: Examination times: Type of examination
Final exam of module: last week of term: oral exam or written exam or portfolio
Type of course: Seminar
SWS: 4
Frequency:
Workload Präsenzzeit: 56 h
## wir867 - Economy and Culture in China

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| Applicability of the module | • Master's programme Business Administration: Management and Law (Master) > Ergänzungsmodule - VWL  
  • Master's programme Business Administration: Management and Law (Master) > Kernmodule CHI |
| Responsible persons  | • Schüler, Klaus (Module counselling)  
  • Wang, Hongrui (Module counselling)  
  • Trautwein, Hans-Michael (Prüfungsberechtigt)  
  • Schüler, Klaus (Prüfungsberechtigt)  
  • Wang, Hongrui (Prüfungsberechtigt)  
  • Trautwein, Hans-Michael (module responsibility) |
| Prerequisites        | At the end of the course, successful students:  
  • are familiar with the main traits of Chinese history,  
  • know important schools of thought and their impact on current thinking in the Chinese society,  
  • comprehend major cultural differences between China and Europe,  
  • are informed about major developments in the economic history of China,  
  • make use of qualitative and quantitative indicators of the transformation of the Chinese economy since 1978,  
  • have an understanding of the specific role of the state in coping with structural change in China. |
| Module contents      | • Introduction to Chinese history  
  • Foundations of Chinese philosophy and religion  
  • Intercultural communication  
  • Economic development of China  
  • Quantitative analysis of economic transformation  
  • Stabilization policy in times of crisis and structural change |
  Plus chapters on selected topics, written in cooperation with the Centre of Economic Development Research at Wuhan University. |
| 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          | Examination times | Type of examination |
| Final exam of module | end of term | paper presentation or oral exam |
| Type of course       | Comment | SWS | Frequency | Workload of compulsory attendance |
| Lecture              | 2 | | 28 | |
| Seminar              | 2 | | 28 | |
| Total module attendance time | 56 h | | |
### Module Information:

**Module label**: Advanced Microeconomics  
**Module abbreviation**: wir874  
**Credit points**: 6.0 KP  
**Workload**: 180 h

**Applicability of the module**:
- Master Applied Economics and Data Science (Master) > Economics  
- Master's programme Business Administration: Management and Law (Master) > Basismodule  
- Master's programme Business Administration: Management and Law (Master) > Kernmodule CHI  
- Master's programme Social Sciences (Master) > Wahlpflichtmodule anderer Institute und Departments

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

**Skills to be acquired in this module**
- Students understand the importance of incentive systems for economic processes and can analyze the effects of incentive systems;  
- have a firm knowledge in game theory and contract theory, and can address questions in the context of scientific discussion;  
- are able to apply methods from game theory and contract theory largely independently to the analysis of situations in which agents interact strategically;  
- are able to design incentive schemes – on their own and in teams – and to acquire knowledge on their own for this purpose and, to present their results, and to defend them in the scientific discourse.

**Module contents**
- The first part of the module covers game theory. Game theory is an important method in economics to analyze strategic interactions of agents, e.g., on markets, in organizations or in bargaining situations.  
- The second part of the module covers contract theory that – according to the Nobel laureate Kenneth Arrow – has been „the most important development in economics in the last forty years“. We work out the fundamentals of screenings, signaling and moral hazard and apply them to different topics, e.g., from labor economics, economic organization and management, law and economics as well as industrial economics.  
- In both parts, there is a tutorial. Here students largely independently apply the acquired knowledge to different situations of strategic interaction in economics and present their results.

**Recommended reading**

**Language of instruction**: English  
**Duration (semesters)**: 1 Semester  
**Module capacity**: unlimited  
**Module level**:  
**Type of module**: Teaching/Learning method  
**Previous knowledge**:  
**Examination**: At the end of the lecture period.  
**Exam**: Final exam of module  
**Type of course module**: At the end of the lecture period.  
**Type of attendance**: Workload of compulsory attendance  

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<td>Exercises</td>
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**Links**: [http://www.fiwi.uni-oldenburg.de/](http://www.fiwi.uni-oldenburg.de/)
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### wir880 - Marine & Maritime Law

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<td>- Master's Programme Sustainability Economics and Management (Master) &gt; Additional Modules</td>
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<tr>
<td>- Master's Programme Water and Coastal Management (Master) &gt; Planning</td>
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<tr>
<td>- Godt, Christine (module responsibility)</td>
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<td>- Lehrenden, Die im Modul (Prüfungsberechtigt)</td>
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<tr>
<td>- Die Studierenden</td>
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<tr>
<td>- erwerben Kenntnisse des maritimen (zivilistischen) und des marinen (öffentlichlen) Seerechts und deren Verschränkung in den Rechtsebenen und mit dem kontinentalen Wasserrecht.</td>
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<tr>
<td>- sind in der Lage, seerechtliche Fragestellungen zu analysieren und lösungsorientiert zu bearbeiten.</td>
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<tr>
<td>- können Forschungsfragen interdisziplinär entwickeln und bearbeiten.</td>
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<td>Module contents</td>
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<td>- Das Modul “Marine &amp; Maritime law in Europe” beinhaltet zwei Veranstaltungen mit jeweils 28 SWS.</td>
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<td>Referat oder Hausarbeit oder mündliche Prüfung</td>
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**wir881 - Energy Law**

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<td><strong>Workload</strong></td>
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**Applicability of the module**
- Master's programme Business Administration: Management and Law (Master) > Kernmodule CHI
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule NM-Recht
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - Recht
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules

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

**Prerequisites**

**Skills to be acquired in this module**
- erwerben vertiefte Kenntnisse des europäischen und deutschen Energiewirtschaftsrechts.
- sind in der Lage, energierechtliche Fragestellungen zu analysieren und lösungsorientiert zu bearbeiten.
- können Forschungsfragen interdisziplinär entwickeln und bearbeiten.

**Module contents**

**Recommended reading**

**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**

**Examination**

**Examination times**

**Type of examination**

**Final exam of module**

Während der Vorlesungszeit

Referat oder Hausarbeit oder mündliche Prüfung

**Type of course**

Seminar
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<td>Frequency</td>
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<tr>
<td>Workload Präsenzzeit</td>
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Strategic Sustainability Management

Module label: Strategic Sustainability Management
Module abbreviation: wir898
Credit points: 6.0 KP
Workload: 180 h

Applicability of the module:
- Master Applied Economics and Data Science (Master) > Specialization
- Master's programme Business Administration: Management and Law (Master) > Kernmodule CHI
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule NM-BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdW - BWL
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)
- Master's Programme Sustainability Economics and Management (Master) > Akzentmodule

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

Prerequisites:

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

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

- How can one determine whether a firm acts in a socially and ecologically sustainable way?
- Which factors drive and hinder the diffusion of socially and ecologically superior solutions and companies in the market?
- To which extent is there a conflict between firm and market growth on the one hand and sustainability on the other hand?
- Which possibilities does a company have to deal with conflicts between social/ecological and economic goals?
- How can existing firms and value chains be transformed toward sustainability?
- What is the role of managers and boards of directors for organizational change toward sustainability?
- How does the ownership and financial structure of firms influence their strategy toward sustainability?
- In how far can cooperation and partnerships between organizations help integrate social and ecological aspects in 53 firms?

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

Recommended reading:

Links:
- Languages of instruction: German, English
- Duration (semesters): 1 Semester
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**Module level**

**Type of module**

**Teaching/Learning method**

**Previous knowledge**

**Examination**  | **Examination times**  | **Type of examination**
--- | --- | ---

**Final exam of module**  | **End of term**  | **Portfolio**
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<td>Seminar</td>
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<td>28</td>
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**Total module attendance time**  | 56 h
# Module im obligatorischen Auslandsstudium CHI

**wir865 - China in the World Economy**

<table>
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<td>Responsible persons</td>
<td>Lehrenden, Die im Modul (Prüfungsberechtigt) Trautwein, Hans-Michael (module responsibility)</td>
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<td>Prerequisites</td>
<td></td>
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</table>

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

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

### Recommended reading
- Text modules developed together with the University of Wuhan

Further recommendations are made on a topic-specific basis.

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

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

### Module level
#### Type of module
- Teaching/Learning method
- Previous knowledge
- Examination
- Examination times
- Type of examination

<table>
<thead>
<tr>
<th>Examination</th>
<th>Final exam of module</th>
</tr>
</thead>
<tbody>
<tr>
<td>Examination times</td>
<td>end of term</td>
</tr>
<tr>
<td>Type of examination</td>
<td>project report (paper)</td>
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### Type of course
- E-Learning

### SWS
- 4

### Frequency
- Workload Präsenzzeit: 56 h
### wir868 - Chinese Economy in Transformation (in China)

<table>
<thead>
<tr>
<th>Module label</th>
<th>Chinese Economy in Transformation (in China)</th>
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<tbody>
<tr>
<td>Module abbreviation</td>
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</tr>
<tr>
<td>Credit points</td>
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<tr>
<td>Workload</td>
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<td>Applicability of the module</td>
<td>• Master's programme Business Administration: Management and Law (Master) &gt; Module im obligatorischen Auslandsstudium CHI</td>
</tr>
<tr>
<td>Responsible persons</td>
<td>• Trautwein, Hans-Michael (module responsibility)</td>
</tr>
<tr>
<td></td>
<td>• Bitzer, Jürgen (Prüfungsberechtigt)</td>
</tr>
<tr>
<td></td>
<td>• Trautwein, Hans-Michael (Prüfungsberechtigt)</td>
</tr>
<tr>
<td></td>
<td>• Lehrenden, Die im Modul (Prüfungsberechtigt)</td>
</tr>
<tr>
<td>Prerequisites</td>
<td>keine</td>
</tr>
<tr>
<td>Skills to be acquired in this module</td>
<td>Die Studierenden</td>
</tr>
<tr>
<td></td>
<td>• verfügen über vertiefte Kompetenzen in der quantitativen Wirtschaftsanalyse.</td>
</tr>
<tr>
<td></td>
<td>• sind mit den Trends des Strukturwandels in China vertraut.</td>
</tr>
<tr>
<td></td>
<td>• analysieren die aktuelle wirtschaftliche Entwicklung im historischen und gesellschaftlichen Kontext.</td>
</tr>
<tr>
<td></td>
<td>• schätzen Wechselwirkungen von ökologischer und wirtschaftlicher Entwicklung ein.</td>
</tr>
<tr>
<td>Module contents</td>
<td>• Analyse der wirtschaftlichen Entwicklung und Regimewechsel in China seit 1945</td>
</tr>
<tr>
<td></td>
<td>• Empirische Analysen sektoraler und regionaler Entwicklungstrends</td>
</tr>
<tr>
<td></td>
<td>• Analytische und empirische Darstellung der Reform der staatsbeigen Unternehmen</td>
</tr>
<tr>
<td></td>
<td>• Arbeitsmarktentwicklung in China</td>
</tr>
<tr>
<td>Links</td>
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<tr>
<td>Language of instruction</td>
<td>English</td>
</tr>
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<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>Module level</td>
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<td>Teaching/Learning method</td>
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<td>Type of course</td>
<td>Seminar</td>
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<td>4</td>
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<tr>
<td>Frequency</td>
<td></td>
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<tr>
<td>Workload Präsenzzzeit</td>
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</tbody>
</table>

**Module Contents**

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

**Recommended Reading**

(Exemplarisch, da Literaturangaben der Partneruniversitäten zu beachten sind)

### Module Description

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

<table>
<thead>
<tr>
<th>Module abbreviation</th>
<th>wir869</th>
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</thead>
<tbody>
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<td>Credit points</td>
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<td>Workload</td>
<td>180 h</td>
</tr>
</tbody>
</table>

#### Applicability of the module
- Master's programme Business Administration: Management and Law (Master) > Module im obligatorischen Auslandsstudium CHI

#### Responsible persons
- Trautwein, Hans-Michael (module responsibility)
- Breisig, Thomas (Module counselling)
- Lehrenden, Die im Modul (Prüfungsberechtigt)

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

#### Module contents
- Dieses Modul beinhaltet zum Beispiel folgende Punkte:
  - Rechtsgrundlagen und Gründungsmanagement der Wholly Foreign-Owned Enterprise (WFOE)
  - Rechtsgrundlagen und Gründungsmanagement eines Joint-ventures
  - Die Struktur der chinesischen Industriekontenrahmen und Erstellung der Handelsbilanz
  - Theoretische Ansätze für personalwirtschaftliche und organisatorische Fragestellungen
  - Marktorientierte Unternehmensführung anhand konkreter Beispielaufgaben

#### Recommended reading
- wird an der jeweiligen Partneruniversität angegeben

#### Links
- English, Chinese

#### Duration (semesters)
- 1 Semester

#### Module frequency
- jährlich

#### Module capacity
- unlimited

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

#### Module level

#### Type of module

#### Teaching/Learning method

#### Previous knowledge

#### Examination

<table>
<thead>
<tr>
<th>Examination</th>
<th>Examination times</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Final exam of module</td>
<td>KL</td>
<td></td>
</tr>
</tbody>
</table>

#### Type of course
- Seminar

#### SWS

#### Frequency
| Workload Präsenzzzeit | 0 h |
**wir870 - Business and Legal Chinese III**

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<tr>
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<tr>
<td>Workload</td>
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</tbody>
</table>

**Applicability of the module**
- Master's programme Business Administration: Management and Law (Master) > Module im obligatorischen Auslandsstudium CHI

**Responsible persons**
- Trautwein, Hans-Michael (module responsibility)
- Trautwein, Hans-Michael (Prüfungsberechtigt)
- Lehrenden, Die im Modul (Prüfungsberechtigt)

**Prerequisites**

**Skills to be acquired in this module**
- Die Studierenden verfügen über mindestens ein HSK-Level über Chinesisch II (HSK 3); je nach Kursangebot an der Partneruniversität und individueller Befähigung der Studierenden sind auch höhere Level möglich.

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

**Recommended reading**
- Wird an der jeweiligen Partneruniversität angegeben.

**Languages of instruction**
- English, Chinese

**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**

**Type of course**
- Seminar

**SWS**

**Frequency**

**Workload Präsenzzeit**
- 0 h
### wir871 - Work Placement (in China)

<table>
<thead>
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</tr>
<tr>
<td>Responsible persons</td>
<td>Wang, Hongrui (Module counselling)</td>
</tr>
<tr>
<td></td>
<td>Breisig, Thomas (Prüfungsberechtigt)</td>
</tr>
<tr>
<td></td>
<td>Trautwein, Hans-Michael (Prüfungsberechtigt)</td>
</tr>
<tr>
<td></td>
<td>Wang, Hongrui (Prüfungsberechtigt)</td>
</tr>
<tr>
<td></td>
<td>Breisig, Thomas (module responsibility)</td>
</tr>
<tr>
<td></td>
<td>Trautwein, Hans-Michael (module responsibility)</td>
</tr>
</tbody>
</table>

#### Prerequisites

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

#### Module contents

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

Contents of the placement (including report)

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

#### Recommended reading

- [http://www.uni-oldenburg.de/fk2/studium/servicestelle-praktikum/praxismodul/](http://www.uni-oldenburg.de/fk2/studium/servicestelle-praktikum/praxismodul/)

#### Languages of instruction

- English, Chinese, German

#### Duration (semesters)

- 1 Semester

#### Module frequency

- jährlich

#### Module capacity

- unlimited

#### Type of module

- Practical training

#### Previous knowledge

- **Examination**
  - Examination times
  - Type of examination

#### Type of course

- Practical training

#### Workload Präsenzzeit

- 56 h