<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>wir801</td>
<td>Concepts of Organisation and Management</td>
<td>13</td>
</tr>
<tr>
<td>wir806</td>
<td>Information Technology Law</td>
<td>15</td>
</tr>
<tr>
<td>wir807</td>
<td>Taxation and Tax Law I</td>
<td>17</td>
</tr>
<tr>
<td>wir808</td>
<td>Multivariate Statistics</td>
<td>18</td>
</tr>
<tr>
<td>wir809</td>
<td>Econometrics</td>
<td>20</td>
</tr>
<tr>
<td>wir812</td>
<td>Environmental Law</td>
<td>21</td>
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<tr>
<td>wir815</td>
<td>Modern Transformations of International and EU Economic Law</td>
<td>22</td>
</tr>
<tr>
<td>wir823</td>
<td>International Finance and Exchange Rate Economics</td>
<td>24</td>
</tr>
<tr>
<td>wir858</td>
<td>Capital market law, insolvency law</td>
<td>26</td>
</tr>
<tr>
<td>wir874</td>
<td>Advanced Microeconomics</td>
<td>28</td>
</tr>
<tr>
<td>wir894</td>
<td>Econometrics of Policy Evaluation</td>
<td>30</td>
</tr>
<tr>
<td>wir895</td>
<td>Industrial Organization</td>
<td>31</td>
</tr>
<tr>
<td>wir832</td>
<td>Innovation Management</td>
<td>32</td>
</tr>
<tr>
<td>wir886</td>
<td>Digital Transformation: Strategies and Sustainability</td>
<td>34</td>
</tr>
<tr>
<td>wir902</td>
<td>International Sustainability Management</td>
<td>36</td>
</tr>
<tr>
<td>wir913</td>
<td>Practical Project in Sustainability Economics and Management</td>
<td>38</td>
</tr>
<tr>
<td>wir919</td>
<td>Topics in Sustainability Economics and Management I</td>
<td>39</td>
</tr>
<tr>
<td>wir921</td>
<td>Sustainable Supply Chain Management</td>
<td>40</td>
</tr>
<tr>
<td>wir923</td>
<td>Advanced Research Topics in Sustainable Supply Chain Management</td>
<td>42</td>
</tr>
<tr>
<td>wir925</td>
<td>Innovations for Sustainable Operations</td>
<td>43</td>
</tr>
</tbody>
</table>
wir939 - Topics in Sustainability Economics and Management II ............................................................. 44
wir938 - Eco-Venturing .............................................................................................................................. 45
wir898 - Strategic Sustainability Management ......................................................................................... 47
wir812 - Environmental Law .................................................................................................................... 49
wir880 - Marine & Maritime Law ............................................................................................................. 51
wir881 - Energy Law .................................................................................................................................. 53
wir883 - Transnational Biodiversity and Genetic Resources Law ............................................................. 55
wir889 - Applied Environmental Economics ............................................................................................ 57
wir901 - Environmental Economics .......................................................................................................... 58
wir911 - Advanced Topics of Sustainability Economics ............................................................................. 59
inf651 - Environmental Management Information Systems I ................................................................. 61
inf659 - Environmental Management Information Systems II .................................................................. 63
wir834 - Auditing ........................................................................................................................................ 65
wir837 - Advanced Corporate Finance ...................................................................................................... 66
wir839 - Financial Statement Analysis ....................................................................................................... 67
wir841 - Advanced Financial Accounting .................................................................................................. 69
wir842 - Banking .......................................................................................................................................... 70
wir843 - Financial Risk Management ......................................................................................................... 71
wir844 - Current Topics in AFT .................................................................................................................. 73
wir845 - Advanced Issues in AFT Research ................................................................................................ 74
wir847 - Advanced Managerial Accounting ............................................................................................... 75
wir836 - Quantitative Studies in AFT .......................................................................................................... 76
wir840 - Tax planning and tax effects .......................................................................................................... 77
wir807 - Taxation and Tax Law I ............................................................. 78
wir835 - Taxation and Tax Law II .......................................................... 80
wir858 - Capital market law, insolvency law ........................................ 81
wir823 - International Finance and Exchange Rate Economics .................. 83
wir814 - Strategic Management .............................................................. 85
wir826 - Sectoral, Functional and Institutional Approaches to Marketing ........... 87
wir829 - Development directions in Marketing Research .............................. 89
wir832 - Innovation Management ............................................................ 91
wir846 - Project: Enterprise flexibility and flexible people ............................ 93
wir847 - Advanced Managerial Accounting ................................................ 95
wir848 - Basic theories of Organisation and Human Resources ...................... 96
wir849 - Advanced Entrepreneurship ......................................................... 98
wir852 - International Management ........................................................ 99
wir886 - Digital Transformation: Strategies and Sustainability ....................... 101
wir896 - Operations Management ............................................................ 103
wir899 - Supply Chain Management ......................................................... 104
wir938 - Eco-Venturing .............................................................................. 106
wir813 - Competition Law and Intellectual Property ...................................... 108
wir815 - Modern Transformations of International and EU Economic Law ...... 110
wir816 - Digitalisation and Law - Deepening .............................................. 112
wir857 - Law of Media and Telecommunication .......................................... 114
wir858 - Capital market law, insolvency law .............................................. 115
wir860 - Data Protection Law ............................................................ 117
wir882 - Selected Issues in European Economic Policies ............................................................ 118
wir875 - Forecasting Methods ............................................................ 120
wir895 - Industrial Organization ............................................................ 122
wir814 - Strategic Management ............................................................ 123
wir826 - Sectoral, Functional and Institutional Approaches to Marketing ............................................................ 125
wir829 - Development directions in Marketing Research ............................................................ 127
wir832 - Innovation Management ............................................................ 129
wir834 - Auditing ............................................................ 131
wir837 - Advanced Corporate Finance ............................................................ 132
wir839 - Financial Statement Analysis ............................................................ 133
wir841 - Advanced Financial Accounting ............................................................ 135
wir842 - Banking ............................................................ 136
wir843 - Financial Risk Management ............................................................ 137
wir844 - Current Topics in AFT ............................................................ 139
wir845 - Advanced Issues in AFT Research ............................................................ 140
wir846 - Project: Enterprise flexibility and flexible people ............................................................ 141
wir847 - Advanced Managerial Accounting ............................................................ 143
wir848 - Basic theories of Organisation and Human Resources ............................................................ 144
wir849 - Advanced Entrepreneurship ............................................................ 146
wir852 - International Management ............................................................ 147
wir886 - Digital Transformation: Strategies and Sustainability ............................................................ 149
wir896 - Operations Management ............................................................ 151
wir899 - Supply Chain Management ............................................................ 152
wir902 - International Sustainability Management ............................................................ 154
wir913 - Practical Project in Sustainability Economics and Management ............................................................ 156
wir919 - Topics in Sustainability Economics and Management I ............................................................ 157
wir921 - Sustainable Supply Chain Management ............................................................ 158
wir923 - Advanced Research Topics in Sustainable Supply Chain Management ............................................................ 160
wir925 - Innovations for Sustainable Operations ............................................................ 161
wir938 - Eco-Venturing ............................................................ 162
wir939 - Topics in Sustainability Economics and Management II ............................................................ 164
wir836 - Quantitative Studies in AFT ............................................................ 165
wir840 - Tax planning and tax effects ............................................................ 166
wir898 - Strategic Sustainability Management ............................................................ 167
wir806 - Information Technology Law ............................................................ 169
wir807 - Taxation and Tax Law I ............................................................ 171
wir812 - Environmental Law ............................................................ 172
wir813 - Competition Law and Intellectual Property ............................................................ 173
wir815 - Modern Transformations of International and EU Economic Law ............................................................ 175
wir816 - Digitalisation and Law - Deepening ............................................................ 177
wir835 - Taxation and Tax Law II ............................................................ 179
wir856 - Co-determination Act ............................................................ 180
wir857 - Law of Media and Telecommunication ............................................................ 181
wir858 - Capital market law, insolvency law ............................................................ 182
wir859 - European Employment Law ........................................................................ 184
wir860 - Data Protection Law ..................................................................................... 185
wir880 - Marine & Maritime Law ............................................................................. 186
wir881 - Energy Law .................................................................................................. 188
wir882 - Selected Issues in European Economic Policies ........................................ 188
wir883 - Transnational Biodiversity and Genetic Resources Law ............................. 190
wir884 - Transnational Health Law .......................................................................... 192
wir801 - Concepts of Organisation and Management .............................................. 194
wir813 - Competition Law and Intellectual Property .............................................. 196
wir815 - Modern Transformations of International and EU Economic Law ................. 198
wir821 - International Trade, Production and Change .............................................. 200
wir863 - Business and Legal Chinese I .................................................................... 202
wir864 - Law in China ................................................................................................ 204
wir866 - Business and Legal Chinese II ................................................................... 205
wir867 - Economy and Culture in China ................................................................... 206
wir874 - Advanced Microeconomics ....................................................................... 208
wir880 - Marine & Maritime Law ............................................................................. 210
wir881 - Energy Law .................................................................................................. 210
wir898 - Strategic Sustainability Management ......................................................... 212
wir865 - China in the World Economy ..................................................................... 214
<table>
<thead>
<tr>
<th>Code</th>
<th>Course Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>wir868</td>
<td>Chinese Economy in Transformation (in China)</td>
<td>217</td>
</tr>
<tr>
<td>wir869</td>
<td>Business Practice in China (in China)</td>
<td>218</td>
</tr>
<tr>
<td>wir870</td>
<td>Business and Legal Chinese III</td>
<td>220</td>
</tr>
<tr>
<td>wir871</td>
<td>Work Placement (in China)</td>
<td>221</td>
</tr>
<tr>
<td>wir801</td>
<td>Concepts of Organisation and Management</td>
<td>222</td>
</tr>
<tr>
<td>wir803</td>
<td>Advanced Macroeconomics</td>
<td>224</td>
</tr>
<tr>
<td>wir806</td>
<td>Information Technology Law</td>
<td>226</td>
</tr>
<tr>
<td>wir807</td>
<td>Taxation and Tax Law I</td>
<td>228</td>
</tr>
<tr>
<td>wir808</td>
<td>Multivariate Statistics</td>
<td>229</td>
</tr>
<tr>
<td>wir809</td>
<td>Econometrics</td>
<td>231</td>
</tr>
<tr>
<td>wir812</td>
<td>Environmental Law</td>
<td>232</td>
</tr>
<tr>
<td>wir814</td>
<td>Strategic Management</td>
<td>233</td>
</tr>
<tr>
<td>wir847</td>
<td>Advanced Managerial Accounting</td>
<td>235</td>
</tr>
<tr>
<td>wir858</td>
<td>Capital market law, insolvency law</td>
<td>236</td>
</tr>
<tr>
<td>wir874</td>
<td>Advanced Microeconomics</td>
<td>238</td>
</tr>
<tr>
<td>wir815</td>
<td>Modern Transformations of International and EU Economic Law</td>
<td>240</td>
</tr>
<tr>
<td>wir821</td>
<td>International Trade, Production and Change</td>
<td>242</td>
</tr>
<tr>
<td>wir823</td>
<td>International Finance and Exchange Rate Economics</td>
<td>244</td>
</tr>
<tr>
<td>wir880</td>
<td>Marine &amp; Maritime Law</td>
<td>246</td>
</tr>
<tr>
<td>wir881</td>
<td>Energy Law</td>
<td>248</td>
</tr>
<tr>
<td>wir882</td>
<td>Selected Issues in European Economic Policies</td>
<td>250</td>
</tr>
<tr>
<td>wir883</td>
<td>Transnational Biodiversity and Genetic Resources Law</td>
<td>252</td>
</tr>
</tbody>
</table>
wir884 - Transnational Health Law ............................................................ 254
wir813 - Competition Law and Intellectual Property ............................................................ 256
wir826 - Sectoral, Functional and Institutional Approaches to Marketing ............................................................ 258
wir827 - Business and Societal Change ............................................................ 260
wir829 - Development directions in Marketing Research ............................................................ 262
wir832 - Innovation Management ............................................................ 264
wir886 - Digital Transformation: Strategies and Sustainability ............................................................ 266
wir896 - Operations Management ............................................................ 268
wir899 - Supply Chain Management ............................................................ 269
wir898 - Strategic Sustainability Management ............................................................ 271
wir834 - Auditing ............................................................ 273
wir835 - Taxation and Tax Law II ............................................................ 274
wir837 - Advanced Corporate Finance ............................................................ 275
wir839 - Financial Statement Analysis ............................................................ 276
wir841 - Advanced Financial Accounting ............................................................ 278
wir842 - Banking ............................................................ 279
wir843 - Financial Risk Management ............................................................ 280
wir844 - Current Topics in AFT ............................................................ 282
wir845 - Advanced Issues in AFT Research ............................................................ 283
wir836 - Quantitative Studies in AFT ............................................................ 284
wir840 - Tax planning and tax effects ............................................................ 285
wir847 - Advanced Managerial Accounting ............................................................ 286
wir848 - Basic theories of Organisation and Human Resources ............................................................ 287
wir849 - Advanced Entrepreneurship ........................................................................................................... 289
wir851 - Corporate Governance and Control ................................................................................................. 290
wir852 - International Management ............................................................................................................... 292
wir841 - Advanced Financial Accounting ...................................................................................................... 294
wir844 - Current Topics in AFT ....................................................................................................................... 295
wir845 - Advanced Issues in AFT Research .................................................................................................... 296
wir846 - Project: Enterprise flexibility and flexible people ........................................................................... 297
wir836 - Quantitative Studies in AFT .............................................................................................................. 299
wir840 - Tax planning and tax effects ............................................................................................................ 300
wir856 - Codetermination Act ....................................................................................................................... 301
wir857 - Law of Media and Telecommunication ............................................................................................ 302
wir858 - Capital market law, insolvency law .................................................................................................... 303
wir859 - European Employment Law ............................................................................................................ 305
wir860 - Data Protection Law ......................................................................................................................... 306
wir813 - Competition Law and Intellectual Property .................................................................................... 307
wir808 - Multivariate Statistics ....................................................................................................................... 309
wir821 - International Trade, Production and Change .................................................................................. 311
wir823 - International Finance and Exchange Rate Economics ..................................................................... 313
wir872 - Advanced Economic Growth .......................................................................................................... 315
wir873 - Applied Economics .......................................................................................................................... 316
wir875 - Forecasting Methods ........................................................................................................................ 317
wir876 - Topics in Economic Research ......................................................................................................... 319
wir878 - Public Economics and Market Design ............................................................ 320
wir901 - Environmental Economics ........................................................................ 322
wir911 - Advanced Topics of Sustainability Economics ...................................... 323
wir801 - Concepts of Organisation and Management ............................................. 325
wir803 - Advanced Macroeconomics .................................................................... 327
wir814 - Strategic Management .............................................................................. 329
wir821 - International Trade, Production and Change ............................................ 331
wir863 - Business and Legal Chinese I .................................................................... 333
wir864 - Law in China ............................................................................................. 334
wir866 - Business and Legal Chinese II ................................................................. 335
wir867 - Economy and Culture in China ................................................................. 336
wir815 - Modern Transformations of International and EU Economic Law ......... 337
wir880 - Marine & Maritime Law ............................................................................ 339
wir881 - Energy Law ............................................................................................... 341
wir813 - Competition Law and Intellectual Property ............................................. 343
wir898 - Strategic Sustainability Management ..................................................... 345
wir865 - China in the World Economy ................................................................ 347
wir868 - Chinese Economy in Transformation (in China) .................................... 349
wir871 - Work Placement (in China) ...................................................................... 350
wir869 - Business Practice in China (in China) ...................................................... 351
wir870 - Business and Legal Chinese III ................................................................. 353
mam - Master´s Degree Module ......................................................................... 354
mam - Master’s Degree Module

............................................................ 355
## Basismodule

**wir801 - Concepts of Organisation and Management**

<table>
<thead>
<tr>
<th>Module label</th>
<th>Concepts of Organisation and Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module abbreviation</td>
<td>wir801</td>
</tr>
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<td>Skills to be acquired in this module</td>
<td>Students get to know selected concepts of organisation and management.</td>
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<td>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.</td>
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<td>Upon completion of the module, students will:</td>
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<td>• be familiar with the emergence, development, and content of various management concepts;</td>
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<td>• be able to convey key findings of the various management concepts to practical issues in the field of organisation and management;</td>
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<td>• develop skills of self-reflection (supported by the technical and didactical concepts).</td>
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<td>Module contents</td>
<td>Students receive deeper insights into concepts of organisation and management, including:</td>
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<td>• Lean Management</td>
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<td>• Change Management</td>
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<td>• Quality Management</td>
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<td>• Business Process Reengineering</td>
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<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>
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**Type of module**

**Teaching/Learning method**

**Previous knowledge**

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<tr>
<th>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
**wir806 - Information Technology Law**

<table>
<thead>
<tr>
<th>Module label</th>
<th>Information Technology Law</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module abbreviation</td>
<td>wir806</td>
</tr>
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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) > 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 (authorised to take exams)
- 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, 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

**Links**

<table>
<thead>
<tr>
<th>Language of instruction</th>
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<tbody>
<tr>
<td>Duration (semesters)</td>
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wir807 - Taxation and Tax Law I

<table>
<thead>
<tr>
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<th>Taxation and Tax Law I</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module abbreviation</td>
<td>wir807</td>
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<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)

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

<table>
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Type of course

Lecture

SWS

4

Frequency

On-site workload

56 h
wir808 - Multivariate Statistics

Module label: Multivariate Statistics
Module abbreviation: wir808
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 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 (authorised to take exams)

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

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 written exam or oral exam

Type of course Comment SWS Frequency Workload of compulsory attendance
Lecture 2 28
Exercises 2 28
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**wir809 - Econometrics**

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<tr>
<td><strong>Workload</strong></td>
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</table>

**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 (authorised to take exams)
- Bitzer, Jürgen (module responsibility)

**Prerequisites**
- Keine

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

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

**Recommended reading**

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

**Language of instruction**
German

**Duration (semesters)**
1 Semester

**Module frequency**
jährlich

**Module capacity**
unlimited

**Reference text**

**Module level**

**Type of module**

**Teaching/Learning method**

**Previous knowledge**

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

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<th><strong>SWS</strong></th>
<th><strong>Frequency</strong></th>
<th><strong>Workload of compulsory attendance</strong></th>
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<td>Exercises</td>
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**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 (authorised to take exams)

**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**

<table>
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<th>Type of examination</th>
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<td>during term</td>
<td>oral presentation and written script</td>
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**Type of course**
- Lecture

**SWS**
- 4

**Frequency**
- SoSe oder WiSe

**On-site workload**
- 56 h
### wir815 - Modern Transformations of International and EU Economic 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) > 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 (authorised to take exams)

#### Prerequisites
- Students will be able
  - to describe European and international legal-economic interdependencies
  - apply international and European legal norms and legal issues
  - have a command of English legal terminology.

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

The EU law focuses on competition and foreign trade law, including procurement and taxation law.

#### Recommended reading

#### Links
http://www.fk2.unioldenburg.de/InstRW/oeffwr/

#### Language of instruction
English

#### Duration (semesters)
1 Semester Semester

#### Module capacity
unlimited

#### Module level

#### Type of module

#### Teaching/Learning method

#### Previous knowledge

#### Examination

<table>
<thead>
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<th>Examination times</th>
<th>Type of examination</th>
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<tbody>
<tr>
<td>Final exam of module</td>
<td>End of term (i.e. lecture period).</td>
<td>The examination consists either of term papers or an end of term test. In the case of term papers, students will work on current decisions or policy papers that are to be analyzed and evaluated by processing secondary literature.</td>
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#### Type of course
Lecture
<table>
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<td>WiSe</td>
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wir823 - International Finance and Exchange Rate Economics

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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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**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 (authorised to take exams)
- 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 Vorbesprechung Anfang des Semesters, in der die Themen vergeben werden.
<table>
<thead>
<tr>
<th>Module level</th>
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</thead>
<tbody>
<tr>
<td>Type of module</td>
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<tr>
<td>Teaching/Learning method</td>
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<tr>
<td>Previous knowledge</td>
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<td>Seminar</td>
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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 (authorised to take exams)

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:
  - seminar paper and presentation or

Final exam of module:
- end of semester
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## wir874 - Advanced Microeconomics

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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) > Kernmodule CHI
- Master's programme Social Sciences (Master) > Wahlpflichtmodule anderer Institute und Departments

### Responsible persons
- Helm, Carsten (module responsibility)
- Lehrenden, Die im Modul (authorised to take exams)
- 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

### 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.
- exam

### Type of course module
<table>
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wir894 - Econometrics of Policy Evaluation

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<td>6.0 KP</td>
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<tr>
<td>Workload</td>
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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                 |
| Final exam of module             | At the end of the lecture period  |
| Type of course                   | Lecture                           |
| SWS                              | 4                                 |
| Frequency                        | SoSe oder WiSe                    |
| On-site workload                 | 56 h                              |
### wir895 - Industrial Organization

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<td>Applicability of the module</td>
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  - 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 (authorised to take exams)  
  - 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. |
| Language of instruction       | English                          |
| Duration (semesters)          | 1 Semester                       |
| Module capacity               | 30                               |
| Module level                  |                                  |
| Type of module                | Vorlesung und Übung              |
| Teaching/Learning method      |                                  |
| Examination                   | Examination times                |
| Final exam of module          | At the end of the lecture period |
| Type of course                | Portfolio                        |
| SWS                           | 4                                |
| Frequency                     | SoSe oder WiSe                   |
| On-site workload              | 56 h                             |
Schwerpunktmodule NM-BWL

wir832 - Innovation Management

<table>
<thead>
<tr>
<th>Module label</th>
<th>Innovation Management</th>
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<tbody>
<tr>
<td>Module abbreviation</td>
<td>wir832</td>
</tr>
<tr>
<td>Credit points</td>
<td>6.0 KP</td>
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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) > 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 (authorised to take exams)
- 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

Language of instruction: German

Duration (semesters): 1 Semester

Module frequency: unlimited

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

Module level

Type of module

Teaching/Learning method

Previous knowledge

Examination Examination times Type of examination

Final exam of module

KL
<table>
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<tr>
<th>Type of course</th>
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<th>Workload of compulsory attendance</th>
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<tr>
<td>Seminar</td>
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<td>2</td>
<td>SoSe oder WiSe</td>
<td>28</td>
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</table>

**Total module attendance time**

56 h
Digital Transformation: Strategies and Sustainability

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

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 (authorised to take exams)
- 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 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
Duration (semesters) 1 Semester
Module frequency Annually
Module capacity 40
Reference text Das Modul sollte im 2. Semester besucht werden.
Module level EB (Ergänzungsbereich / Complementary)
Type of module Wahlpflicht / Elective

Teaching/Learning method

Examination
Examination times
Type of examination
Final exam of module Submission at the end of the semester Assignment

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

Total module attendance time 56 h
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 (authorised to take exams)
- Wegner, Alkje (authorised to take exams)
- Sievers-Glotzbach, Stefanie (authorised to take exams)

**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, Kleber, Müller), http://www2.leuphana.de/umanagement/csm/content/nama/downloads/pdf-dateien/nmu_ts_engl_final.pdf
Hutchinson, Andrew, and Frances Hutchinson, 1997 Environmental Business Management: Sustainable Development in the New Millennium. London u.a.: McGraw-Hill;

**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
Final exam of module By the end of the lecture period Presentation and written summary
Type of course Comment SWS Frequency Workload of compulsory attendance
Lecture 2 28 28
Seminar 2 28
Total module attendance time 56 h
wir913 - Practical Project in Sustainability Economics and Management

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 (authorised to take exams)
- Busse, Christian (authorised to take exams)
- 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

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
On-site workload | 56 h
**wir919 - Topics in Sustainability Economics and Management I**

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<td>Master's Programme Sustainability Economics and Management (Master) &gt; Additional Modules</td>
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<td>Master's Programme Water and Coastal Management (Master) &gt; Socioeconomics</td>
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<tr>
<td>Responsible persons</td>
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<td>Siebenhüner, Bernd (authorised to take exams)</td>
</tr>
<tr>
<td></td>
<td>Sievers-Glotzbach, Stefanie (authorised to take exams)</td>
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<td>Wolter, Hendrik (authorised to take exams)</td>
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<td>Siebenhüner, Bernd (module responsibility)</td>
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<tr>
<td>Prerequisites</td>
<td>Learning about sustainability, economics and management in different scientific contexts.</td>
</tr>
<tr>
<td></td>
<td>Understanding the complexity of sustainability, economics and management.</td>
</tr>
<tr>
<td></td>
<td>Discussing topics of sustainability, economics and management with students from different scientific disciplines.</td>
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<td></td>
<td>Ability to present and evaluate different concepts of sustainability, economics and management</td>
</tr>
<tr>
<td>Module contents</td>
<td>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.</td>
</tr>
<tr>
<td>Recommended reading</td>
<td>Depending on the topic and content of each seminar</td>
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<td>Duration (semesters)</td>
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<td>Module frequency</td>
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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 (authorised to take exams)
- Busse, Christian (Module counselling)

**Prerequisites**
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.

**Skills to be acquired in this module**

<table>
<thead>
<tr>
<th>Module contents</th>
</tr>
</thead>
<tbody>
<tr>
<td>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:</td>
</tr>
</tbody>
</table>

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.
available via Stud.IP before the beginning of the course.

<table>
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<tr>
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<table>
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<tbody>
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<td>Examination times</td>
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<tr>
<td>Type of examination</td>
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<table>
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<td>SWS</td>
</tr>
<tr>
<td>Frequency</td>
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<td>Workload of compulsory attendance</td>
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</tbody>
</table>

| Lecture               | 2 | SoSe oder WiSe | 28 |
| Seminar               | 2 | SoSe oder WiSe | 28 |

| Total module attendance time | 56 h |

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

<table>
<thead>
<tr>
<th>Module label</th>
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<tbody>
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<td>Module abbreviation</td>
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</table>

### 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 (authorised to take exams)
- 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
- 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
- On-site workload: 56 h
### wir925 - Innovations for Sustainable Operations

<table>
<thead>
<tr>
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<tbody>
<tr>
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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 (authorised to take exams)
- 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

#### Links
- German, English
- 1 Semester
- Irregular frequency
- 15

#### Module level
- Teaching/Learning method
- Previous knowledge
  - Examination times
  - Type of examination
  - Portfolio or Report or Presentation (depending on the specific courses offered)

#### Type of course
- Seminar
- 4
- SoSe oder WiSe
- 56 h
### wir939 - Topics in Sustainability Economics and Management II

<table>
<thead>
<tr>
<th>Module label</th>
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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
- Master's Programme Water and Coastal Management (Master) > Socioeconomics

#### Responsible persons
- Siebenhüner, Bernd (authorised to take exams)
- Sievers-Glotzbach, Stefanie (authorised to take exams)
- Wolter, Hendrik (authorised to take exams)
- 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

#### Links
- 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>
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<tr>
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<th>Type of examination</th>
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<tr>
<td>Final exam of module</td>
<td>To be announced during the seminar</td>
<td>Term paper, presentation or oral exam</td>
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#### Type of course
- Seminar

#### SWS
- 4

#### Frequency

#### On-site workload
- 56 h
### wir938 - Eco-Venturing

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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 NM-BWL</td>
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<td>Master's programme Business Administration: Management and Law (Master) &gt; Schwerpunktmodule RdW - BWL</td>
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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 Sustainability Economics and Management (Master) &gt; Additional Modules</td>
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<tr>
<td>Responsible persons</td>
<td>Fichter, Klaus (Module counselling)</td>
</tr>
<tr>
<td></td>
<td>Lehrenden, Die im Modul (authorised to take exams)</td>
</tr>
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<td>Fichter, Klaus (module responsibility)</td>
</tr>
<tr>
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<td>none</td>
</tr>
<tr>
<td>Skills to be acquired in this module</td>
<td></td>
</tr>
</tbody>
</table>
|                       | 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.  
<p>|                       | • 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   | <a href="http://www.start-green.net/tools">www.start-green.net/tools</a>                          |
| Links                 | <a href="http://www.uni-oldenburg.de/innovation">www.uni-oldenburg.de/innovation</a>                    |
| Language of instruction| German                                             |
| Duration (semesters)  | 1 Semester                                        |
| Module frequency      | Immer im Wintersemester                            |
| Module capacity       | 25                                                |
| Reference text        | The module &quot;Eco-Venturing&quot; is part of the Master's programme &quot;Sustainability Economics and Management (SEM)&quot; and focuses on &quot;Eco-Entrepreneurship&quot;. The module &quot;Eco-Venturing&quot; can be taken either individually or in combination with the two other modules of the study focus &quot;Eco-Entrepreneurship&quot; (&quot;wir 920: Advanced Entrepreneurship&quot;, &quot;wir 832: Innovation Management&quot;). 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    |</p>
<table>
<thead>
<tr>
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<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
### wir898 - Strategic Sustainability Management

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<tr>
<td>Credit points</td>
<td>6.0 KP</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) > 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 (authorised to take exams)
- 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
<table>
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<td>SWS</td>
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<td>Total module attendance time</td>
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Schwerpunktmodule NM-Recht

wir812 - Environmental Law

Module label: Environmental Law
Module abbreviation: wir812
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 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 (authorised to take exams)

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:
Final exam of module:
during term
Type of examination:
oral presentation and written script
Type of course: Lecture
SWS: 4
Frequency: SoSe oder WiSe
On-site workload: 56 h
**wir880 - Marine & Maritime Law**

**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)
- Lehrende, Die im Modul (authorised to take exams)

**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**


**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**
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<td>SoSe und WiSe</td>
</tr>
<tr>
<td>On-site workload</td>
<td>56 h</td>
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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:
- Lehrende, Die im Modul (authorised to take exams)
- 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: Während der Vorlesungszeit
Type of examination: Referat oder Hausarbeit oder mündliche Prüfung
Type of course: Seminar
<table>
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<tr>
<th>2 SE</th>
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<tr>
<td>SWS</td>
</tr>
<tr>
<td>Frequency</td>
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<tr>
<td>On-site workload</td>
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</table>
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 (authorised to take exams)
- Godt, Christine (module responsibility)

Prerequisites:
- English language proficiency

Skills to be acquired in this module:
- Students will understand international, European and national thematic legal norms and legal questions.
- They will apply international, national and European thematic legal norms.
- They will learn the English legal terminology.

Module contents:
The module is designed for students who already have a scientific background. Students should be introduced to the new law of research and utilization of plants, which is relevant both for future scientists and workers in the industry or administration. In principle, the Convention on Biological Diversity (1992) already abolished the principle of free access to biological and genetic resources under international law. Through implementation in Europe (2014) and in the resource states, these rules are now binding. This has far-reaching implications for research and product development. These new rules, in which international cooperation has become a necessity since the beginning of academic and commercial research, are brought to the students.

Content-wise, the following topics are relevant for the teaching:
- International legal frameworks for access to genetic resources and benefit sharing
- EU Law and implementing European and national regulations for the use and protection of biological and genetic resources, including traditional knowledge and technology transfer
- National laws of resource states for the search for genetic resources during scientific studies and commercial bioprospecting (e.g. legal requirements; Prior Informed Consent; Mutually Agreed Terms; Due Diligence)
- Law of different commercial, legal and academic ex situ collections (practices of databases / principles and practices of data banks)
- Code of Conduct of the German Research Institutes (mainly DFG)
- Genetic resources and intellectual property
- Good practices / Honourable practices (selected ex situ collections)
ABS agreements ("Mutual Agreed Terms")/ Verträge
Legislative options / Legislative Optionen


| Links | https://www.uni-oldenburg.de/eurowr/ |
| Language of instruction | English |
| Duration (semesters) | 1 Semester |
| Module frequency | halbjährlich |
| Module capacity | unlimited |
| Module level | |
| Type of module | |
| Teaching/Learning method | |
| Previous knowledge | |
| Examination | Examination times | Type of examination |
| Final exam of module | Während des Semesters | Hausarbeit oder Referat |
| Type of course | Seminar |
| | (2 SE) |
| SWS | 4 |
| Frequency | SoSe und WiSe |
| On-site workload | 56 h |
Schwerpunktmodule NM-VWL

wir889 - Applied Environmental Economics

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<tr>
<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 (authorised to take exams)
- 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**

**Language of instruction**
- English

**Duration (semesters)**
- 1 Semester

**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

**On-site workload**
- 56 h
wir901 - Environmental Economics

Module label: Environmental Economics

Module abbreviation: wir901

Credit points: 6.0 KP

Workload: 180 h
- Lecture: 3 SWS (42h)
- Exercise: 1 SWS (14h)

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 (authorised to take exams)
- 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

Links

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

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<td>Written exam; bonus through solution of exercises</td>
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<td>Exercises</td>
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Total module attendance time: 56 h
**wir911 - Advanced Topics of Sustainability Economics**

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<td>Böhringer, Christoph (module responsibility)</td>
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<td>Siebenhüner, Bernd (module responsibility)</td>
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<td>Riesenbeck, Lukas (Module counselling)</td>
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<tr>
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<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. Economics of climate change: market failures (public goods, externalities); game theory of international agreements (prisoner’s dilemma, chicken game, assurance game, repeated games, continuous choice); environmental policy instruments (especially taxes, tradable permits). Climate policy in practice: EU-ETS (pitfalls: market segmentation, conditional grandfathering, lobbying); emission taxes and the EU-ETS; interaction between black and green quotas; embodied carbon tariffs.</td>
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<tr>
<td>Recommended reading</td>
<td>Perman et al (2003), Natural resource and Environmental Economics, Pearson, 3rd edition</td>
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<td>Links</td>
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<td>Examination time</td>
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<td>Type of examination</td>
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<td>Final exam of module</td>
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</table>
**Schwerpunktmodule NM - interdisziplinär**

**inf651 - Environmental Management Information Systems I**

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<tbody>
<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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**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)
- Lehrenden, Die im Modul (authorised to take exams)

**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**


**Type of module**


**Teaching/Learning method**

1VL + 1Ü

**Previous knowledge**

none

**Examination**

Examination times

Type of examination

At the end of the lecture period

exercises and written exam (max. 120 min.)

**Final exam of module**

**Type of course**

Comment

SWS

Frequency

Workload of compulsory attendance

Lecture

2

SoSe

28

Exercises

2

SoSe

28

**Total module attendance time**

56 h
inf659 - Environmental Management Information Systems II

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</table>
| Applicability of the module         | • Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule NM - interdisziplinär  
• Master's Programme Business Informatics (Master) > Akzentsetzungsmodulle Bereich Wirtschaftsinformatik  
• Master's Programme Business Informatics (Master) > Akzentsetzungsmodulle 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 (authorised to take exams) |
| 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

### Links

- [http://www.wi-ol.de](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

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<th>Examination times</th>
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### Final exam of module

#### Type of course

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### Total module attendance time

56 h
## Schwerpunktmodule AFT - BWL

**wir834 - Auditing**

<table>
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<th>Module label</th>
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<tbody>
<tr>
<td>Module abbreviation</td>
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<tr>
<td>Credit points</td>
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<td>Workload</td>
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### Applicability of the module
- Master of Education Programme (Vocational and Business Education) Economics and Business Administration (Master of Education) > Mastermodule
- Master's programme Business Administration: 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 (authorised to take exams)

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

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

### Recommended reading

### Links
- [http://www.fk2.uni-oldenburg.de/InstBWL/Rewe/](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
- MM (Mastermodul / Master module)

### Type of knowledge
- je nach Studiengang Pflicht oder Wahlpflicht

### Teaching/Learning method

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### Total module attendance time
- 56 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
- Lehrende, Die im Modul (authorised to take exams)
- 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.

Skills to be acquired in this module
- 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.

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 0 SoSe oder WiSe

Total module attendance time
56 h
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 (authorised to take exams)

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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**Total module attendance time**

56 h
### wir841 - Advanced Financial Accounting

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<tr>
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<td>Lehrenden, Die im Modul (authorised to take exams)</td>
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</table>

### 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 frequency

jährlich

### Module capacity

unlimited

### Type of module

Teaching/Learning method

### Previous knowledge

<table>
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<th>Examination</th>
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### Final exam of module

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<th>Frequency</th>
<th>Workload of compulsory attendance</th>
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<td></td>
<td></td>
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<td>56 h</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 (authorised to take exams)

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

Teaching/Learning method

Previous knowledge

Examination | Examination times | Type of 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

Lecture

SWS

4

Frequency

On-site workload

56 h
wir843 - Financial Risk Management

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 (authorised to take exams)
- Prokop, Jörg (module responsibility)

Prerequisites:
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
- Module level:
- Type of module:
- Teaching/Learning method:
- Previous knowledge:
- Examination:
- Examination times:
- Type of examination:
- Final exam of module:
- Type of course: Lecture (ggf. mit Übung)
- Examination 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

<table>
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<tbody>
<tr>
<td>Frequency</td>
<td>--</td>
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<tr>
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<td>56 h</td>
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### Module label
Current Topics in AFT

### Module abbreviation
wir844

### Credit points
6.0 KP

### Workload
180 h

### 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 (authorised to take exams)
- 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

### 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

<table>
<thead>
<tr>
<th>Examination times</th>
<th>Type of examination</th>
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### Final exam of module

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<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
### wir845 - Advanced Issues in AFT Research

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<th>Module label</th>
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<td>Module abbreviation</td>
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<tr>
<td>Credit points</td>
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<td>Workload</td>
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**Applicability of the module**
- Master'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 (authorised to take exams)
- 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

**Module level**

**Type of module**

**Teaching/Learning method**

**Previous knowledge**

**Examination**

<table>
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<th>Type of examination</th>
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<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**

**On-site workload**
56 h
**wir847 - Advanced Managerial Accounting**

<table>
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<th>Module label</th>
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<td>Workload</td>
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**Applicability of the module**
- Master of Education Programme (Vocational and Business Education) Economics and Business Administration (Master of Education) > Mastermodule
- Master's programme Business Administration: 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 (authorised to take exams)

**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**

<table>
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<th>Type of examination</th>
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<td>vary according to type of examination</td>
<td>term paper or seminar paper and presentation or written exam or oral exam or portfolio or project paper</td>
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**Type of course**

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

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<td>- Master's programme Business Administration: Management and Law (Master) &gt; Schwerpunktmodule AFT - BWL</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>Responsible persons</td>
<td>- Prokop, Jörg (module responsibility)</td>
</tr>
<tr>
<td></td>
<td>- Lorenz, Johannes (module responsibility)</td>
</tr>
<tr>
<td></td>
<td>- Lehrenden, Die im Modul (authorised to take exams)</td>
</tr>
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</table>

**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

**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 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**

<table>
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<tr>
<th>Lecture</th>
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**Total module attendance time**

0 h
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**

<table>
<thead>
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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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**Exercises**

| -- | 0 |

**Total module attendance time**

0 h
### Schwerpunktmodule AFT - Recht

**wir807 - Taxation and Tax Law I**

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<td>Credit points</td>
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<td>Workload</td>
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**Applicability of the module**
- Master of Education Programme (Vocational and Business Education) Economics and Business Administration (Master of Education) > Mastermodule
- Master's programme Business Administration: 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
- 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)

**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**

<table>
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<th>Examination times</th>
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**Type of course**

- Lecture

**SWS**
- 4

**Frequency**
| On-site workload | 56 h |
### wir835 - Taxation and Tax Law II

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<td>Applicability of the module</td>
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<td></td>
<td>- Master's programme Business Administration: Management and Law (Master) &gt; Schwerpunktmodule AFT - Recht</td>
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<td>- Master's programme Business Administration: Management and Law (Master) &gt; Schwerpunktmodule RdW - Recht</td>
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<tr>
<td>Responsible persons</td>
<td>Dittmer, Jochen (module responsibility)</td>
</tr>
<tr>
<td>Prerequisites</td>
<td>-</td>
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<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 • Admission 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>
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<td>Links</td>
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<tr>
<td>Duration (semesters)</td>
<td>2 Semester</td>
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<td>Module frequency</td>
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<td>Module capacity</td>
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<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>
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<td>Type of module</td>
<td>je nach Studiengang Pflicht oder Wahlpflicht</td>
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<td>Teaching/Learning method</td>
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<tr>
<td>Examination</td>
<td>Examination times</td>
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<td>Final exam of module</td>
<td>end of semesters</td>
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<td>Lecture</td>
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<td>Seminar</td>
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**wir858 - Capital market law, insolvency law**

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<td>Master's programme Business Administration: Management and Law (Master) &gt; Basismodule</td>
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<tr>
<td>Master's programme Business Administration: Management and Law (Master) &gt; Schwerpunktmodule RdW - Recht</td>
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<tr>
<td>Master's programme Business Administration: Management and Law (Master) &gt; Schwerpunktmodule UF - Recht</td>
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<td>Responsible persons</td>
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<tr>
<td>Rott, Peter (module responsibility)</td>
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<tr>
<td>Lehrenden, Die im Modul (Module counselling)</td>
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<td>Lehrenden, Die im Modul (authorised to take exams)</td>
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<tr>
<td>Prerequisites</td>
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<td>Upon completion of the module, students will be able to:</td>
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<tr>
<td>• 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.</td>
<td></td>
</tr>
<tr>
<td>• classify insolvency law with its functions as enforcement law, restructuring law, and the right to alter a relationship in business life.</td>
<td></td>
</tr>
<tr>
<td>• 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.</td>
<td></td>
</tr>
<tr>
<td>• 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.</td>
<td></td>
</tr>
<tr>
<td>• identify the functions of banking and capital market law as well as modern insolvency law.</td>
<td></td>
</tr>
<tr>
<td>• use these functions in practical examples.</td>
<td></td>
</tr>
<tr>
<td>• assess the progress of insolvency proceedings, including their requirements on creditors and debtors.</td>
<td></td>
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<tr>
<td>Module contents</td>
<td></td>
</tr>
<tr>
<td>The module deals with banking and capital market law as well as insolvency and insolvency proceedings law within two separate lectures.</td>
<td></td>
</tr>
<tr>
<td>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.</td>
<td></td>
</tr>
<tr>
<td>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.</td>
<td></td>
</tr>
<tr>
<td>Recommended reading</td>
<td></td>
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<td>Current literature references are given in the events.</td>
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<td>Examination</td>
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<td>Type of examination</td>
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<td>seminar paper and presentation or</td>
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<tr>
<td>Examination</td>
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Schwerpunktmodule AFT - VWL

**wir823 - International Finance and Exchange Rate Economics**

<table>
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<tr>
<td><strong>Workload</strong></td>
<td>180 h</td>
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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 (authorised to take exams)
- 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.

**Links**

**Language of instruction**
- English

**Duration (semesters)**
- 1 Semester

**Module frequency**
- jährlich

**Module capacity**
- unlimited

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

| 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 mündliche Prüfung |

<table>
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Schwerpunktmodule UF - BWL

wir814 - Strategic Management

<table>
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<tr>
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<tr>
<td>Module abbreviation</td>
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<tr>
<td>Credit points</td>
<td>6.0 KP</td>
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<td>Workload</td>
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Applicability of the module

- Master's programme Business Administration: 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 (authorised to take exams)

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. Ressource- 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

Murnmann, J. P. (2013). The coevolution of industries and important features of
the environment shapes incumbents’ use of structural and contextual
Vuori, T. O., & Huy, Q. N. (2016). Distributed attention and shared emotions in
the innovation process: How Nokia lost the smartphone battle. Administrative
Science Quarterly, 61(1), 9-51.

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| Total module attendance time | 56 h |
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 (authorised to take exams)

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

88 / 356
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 (authorised to take exams)

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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### Type of course

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**Total module attendance time**: 56 h
wir832 - Innovation Management

Module label: Innovation Management
Module abbreviation: wir832
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 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 (authorised to take exams)
- 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:

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

Module level:
Type of module:
Teaching/Learning method:
Previous knowledge:

Final exam of module:
Type of course: Comment
SWS: Frequency
KL
Type of examination
Workload of compulsory attendance
Lecture: 2
SoSe oder WiSe: 28
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<td>2</td>
<td>SoSe oder WiSe</td>
<td>28</td>
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**Total module attendance time**

56 h
wir846 - Project: Enterprise flexibility and flexible people

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<td>Credit points</td>
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<td>Workload</td>
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<td>Applicability of the module</td>
<td>Master's programme Business Administration: Management and Law (Master) &gt; Schwerpunktmodule RdW - BWL</td>
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<tr>
<td>Applicability of the module</td>
<td>Master's programme Business Administration: Management and Law (Master) &gt; Schwerpunktmodule UF - BWL</td>
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<tr>
<td>Responsible persons</td>
<td>Breisig, Thomas (module responsibility)</td>
</tr>
<tr>
<td>Responsible persons</td>
<td>Lehrenden, Die im Modul (authorised to take exams)</td>
</tr>
<tr>
<td>Responsible persons</td>
<td>Breisig, Thomas (Module counselling)</td>
</tr>
<tr>
<td>Prerequisites</td>
<td>None</td>
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<tr>
<td>Skills to be acquired in this module</td>
<td>After participation in the seminar:</td>
</tr>
<tr>
<td>Skills to be acquired in this module</td>
<td>• the students know different methods and techniques of scientific work and can apply them successfully;</td>
</tr>
<tr>
<td>Skills to be acquired in this module</td>
<td>• the students are able to work in a research-oriented way;</td>
</tr>
<tr>
<td>Skills to be acquired in this module</td>
<td>• know the importance of theory building in the scientific process and can work independently with it;</td>
</tr>
<tr>
<td>Skills to be acquired in this module</td>
<td>• the students have in-depth knowledge of the project topic dealt with in each case with reference to organization and/or personnel;</td>
</tr>
<tr>
<td>Skills to be acquired in this module</td>
<td>• the students have the ability to establish a relationship between theory and practice, to critically examine it and to work out solutions;</td>
</tr>
<tr>
<td>Skills to be acquired in this module</td>
<td>• 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;</td>
</tr>
<tr>
<td>Skills to be acquired in this module</td>
<td>• know the basics of empirical work and are able to independently collect qualitative/quantitative data, evaluate them, present the results and discuss them critically;</td>
</tr>
<tr>
<td>Skills to be acquired in this module</td>
<td>• 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.</td>
</tr>
<tr>
<td>Skills to be acquired in this module</td>
<td>• the students are able to find their way in complex learning situations and to work in a problem-oriented manner;</td>
</tr>
<tr>
<td>Skills to be acquired in this module</td>
<td>• the students are able to carry out independent research work in a team situation together with other students.</td>
</tr>
<tr>
<td>Module contents</td>
<td>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.</td>
</tr>
<tr>
<td>Module contents</td>
<td>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.</td>
</tr>
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</table>
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):


**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

**Previous knowledge**

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

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<td>Colloquium</td>
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**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 (authorised to take exams)

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

Final exam of module:

vary according to type of examination

Type of course:

Comment
SWS
Frequency
Workload of compulsory attendance
Lecture
2
28
Exercises
2
28

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

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<tr>
<td><strong>Credit points</strong></td>
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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 (authorised to take exams)  
- Gilbert, Jonathan (authorised to take exams)  
- 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. |
Further literature will be announced during the semester according to the particular lecture/seminar content. |
| **Links** | [www.uol.de/orgpers](http://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** |  

### Type of module

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<tr>
<td>Exercises</td>
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<tr>
<td>Seminar</td>
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**Total module attendance time**: 56 h
wir849 - Advanced Entrepreneurship

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<tbody>
<tr>
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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 (authorised to take exams) |
| 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

Examination times

Type of examination

Final exam of module

at the end of the semester

written or oral exam

Type of course

Comment

SWS

Frequency

Workload of compulsory attendance

Lecture

2

WiSe

28

Project seminar

2

--

28

Total module attendance time

56 h
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>
<td>Responsible persons</td>
<td>Junker-Michel, Mareike (module responsibility)</td>
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<td>Lehrenden, Die im Modul (authorised to take exams)</td>
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<tr>
<td>Prerequisites</td>
<td>keine</td>
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</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

**Module level**

Type of module

Teaching/Learning method

Previous knowledge

**Examination**

<table>
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<tr>
<th>Examination</th>
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<th>Type of examination</th>
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<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 fixed and announced at the beginning of the semester by the lecturer)</td>
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**Type of course**

<table>
<thead>
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<tr>
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<tr>
<td>Seminar</td>
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<td></td>
<td>28</td>
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</table>

**Total module attendance time**

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

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 (authorised to take exams)
- 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 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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<tr>
<th>Duration (semesters)</th>
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<tr>
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### Teaching/Learning method

#### Previous knowledge

<table>
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<th>Type of examination</th>
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### Final exam of module

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<th>Workload of compulsory attendance</th>
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### Total module attendance time

<table>
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## wir896 - Operations 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 (authorised to take exams)

### 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

### Type of module

### Teaching/Learning method

### Previous knowledge

### Examination

### Final exam of module

### Type of course module

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<td>Seminar</td>
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### Total module attendance time
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**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 (authorised to take exams)

**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**

**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**

**Examination times**

**Type of examination**

**Final exam of module**
Am Ende des Semesters
Portfolio

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

104 / 356
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**Total module attendance time** 56 h
**wir938 - Eco-Venturing**

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|                       | - 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 (authorised to take exams)  
|                       | 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**

<table>
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<th>Examination</th>
<th>Examination times</th>
<th>Type of examination</th>
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<tbody>
<tr>
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<td>Usually at the end of lectures</td>
<td>to be announced at the beginning of the course</td>
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**Schwerpunktmodule UF - Recht**

**wir813 - Competition Law and Intellectual Property**

**Module label**
Competition Law and Intellectual Property

**Module abbreviation**
wir813

**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 RdW - Recht
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule UF - Recht

**Responsible persons**
- Godt, Christine (module responsibility)
- Lehrenden, Die im Modul (authorised to take exams)
- 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**

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 verschränkte Rechtsgebiete zu analysieren.

**Recommended reading**

**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)
<table>
<thead>
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<tbody>
<tr>
<td><strong>Frequency</strong></td>
<td>SoSe oder WiSe</td>
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<tr>
<td><strong>On-site workload</strong></td>
<td>56 h</td>
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</table>
wir815 - Modern Transformations of International and EU Economic Law

Module label: Modern Transformations of International and EU Economic Law
Module abbreviation: wir815
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 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 (authorised to take exams)

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/

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

Final exam of module
- End of term (i.e. lecture period).
- 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>
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<tr>
<td>On-site workload</td>
<td>56 h</td>
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</table>
wir816 - Digitalisation and Law - Deepening

Module label                          Digitalisation and Law - Deepening
Module abbreviation                  wir816
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 (authorised to take exams)
- 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 digitization
- Limits of law in the digitized world: selected areas of law as examples

Recommended reading
- Volker Boehme-Neßler, 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
- Language of instruction: German
- Duration (semesters): 1 Semester
- Module frequency: Annual
- Module capacity: unlimited
- Module level: Wahlpflicht / Elective
- Teaching/Learning method: Lecture (WS), Seminar (SoSe)

Previous knowledge
Examination
End of semester
Type of examination
Presentation and essay

Type of course
VA-Auswahl

SWS
4
Frequency
SoSe oder WiSe
<table>
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<tr>
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<th>56 h</th>
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wir857 - Law of Media and Telecommunication

<table>
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<tr>
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<td>Credit points</td>
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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 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 (authorised to take exams)

**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>
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<th>Type of examination</th>
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<td>Final exam of module</td>
<td>At the end of the term</td>
<td>Presentation with term paper</td>
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**Type of course**
- Lecture

**SWS**
- 4

**Frequency**
- SoSe

**On-site workload**
- 56 h
**wir858 - Capital market law, insolvency law**

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<thead>
<tr>
<th>Module label</th>
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<tbody>
<tr>
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<tr>
<td>Workload</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 (authorised to take exams)

**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**
end of semester

**Type of examination**
seminar paper and presentation or
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<td>term paper or oral exam</td>
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wir860 - Data Protection 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 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 (authorised to take exams)
- 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

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<tr>
<td>Workload</td>
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<td></td>
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<tr>
<td>Responsible persons</td>
<td>Lehrenden, Die im Modul (authorised to take exams)</td>
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<tr>
<td></td>
<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>
</tr>
<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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<td>1 Semester</td>
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<td>Type of examination</td>
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<td>Final exam of module</td>
<td>Während des Semesters.</td>
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<td><strong>Frequency</strong></td>
<td>SoSe und WiSe</td>
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### Schwerpunktmodule UF - VWL

**wir875 - Forecasting Methods**

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<td>Credit points</td>
<td>6.0 KP</td>
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<td>Workload</td>
<td>180 h</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 (authorised to take exams)

**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**

<table>
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<tr>
<th>Language of instruction</th>
<th>English</th>
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<th>Type of examination</th>
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<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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<tr>
<td>Lecture</td>
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<td>Exercises</td>
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<td>Total module attendance time</td>
<td></td>
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### wir895 - Industrial Organization

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<td>● Master Applied Economics and Data Science (Master) &gt; Economics</td>
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<td>● Master's programme Business Administration: Management and Law (Master) &gt; Schwerpunktmodule UF - VWL</td>
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<tr>
<td>● Master's Programme Sustainability Economics and Management (Master) &gt; Akzentmodule</td>
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<tr>
<td><strong>Responsible persons</strong></td>
<td></td>
</tr>
<tr>
<td>● Huse, Cristian (module responsibility)</td>
<td></td>
</tr>
<tr>
<td>● Lehrenden, Die im Modul (authorised to take exams)</td>
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<td>● Huse, Cristian (Module counselling)</td>
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<tr>
<td><strong>Prerequisites</strong></td>
<td></td>
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<tr>
<td><strong>Skills to be acquired in this module</strong></td>
<td>Be able to conceptually understand, critically evaluate, and apply methods used economists to study the behaviour of firms, consumers, and their interaction.</td>
</tr>
<tr>
<td><strong>Module contents</strong></td>
<td>Econometric methods; models of firm behaviour; models of consumer behaviour; regulation; applications.</td>
</tr>
<tr>
<td><strong>Links</strong></td>
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<td><strong>Language of instruction</strong></td>
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<td><strong>Duration (semesters)</strong></td>
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<td><strong>Previous knowledge</strong></td>
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<tr>
<td><strong>Examination</strong></td>
<td>Examination times</td>
</tr>
<tr>
<td><strong>Type of examination</strong></td>
<td></td>
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<td><strong>Final exam of module</strong></td>
<td>At the end of the lecture period</td>
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<td><strong>Portfolio</strong></td>
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<td><strong>Type of course</strong></td>
<td>Vorlesung und Übung</td>
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<td><strong>SWS</strong></td>
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<td><strong>Frequency</strong></td>
<td>SoSe oder WiSe</td>
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<tr>
<td><strong>On-site workload</strong></td>
<td>56 h</td>
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# Schwerpunktmodule RdW - BWL

## wir814 - Strategic Management

<table>
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<tr>
<th>Module label</th>
<th>Strategic Management</th>
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<tr>
<td>Module abbreviation</td>
<td>wir814</td>
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<td>Credit points</td>
<td>6.0 KP</td>
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<tr>
<td>Workload</td>
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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 (authorised to take exams)

### 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 and 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...


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<tr>
<th>Links</th>
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<th>German</th>
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## Module level

### Type of module

### Teaching/Learning method

### Previous knowledge

### Examination

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<th>Type of examination</th>
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### Type of course

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### Total module attendance time

| Total module attendance time | 56 h |

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wir826 - Sectoral, Functional and Institutional Approaches to Marketing

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<td>• Master's Programme Sustainability Economics and Management (Master) &gt; Additional Modules</td>
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<tr>
<td>Responsible persons</td>
<td></td>
</tr>
<tr>
<td>• Alavi, Sascha (module responsibility)</td>
<td></td>
</tr>
<tr>
<td>• Lehrenden, Die im Modul (authorised to take exams)</td>
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</tr>
<tr>
<td>Prerequisites</td>
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<tr>
<td>Skills to be acquired in this module</td>
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</tr>
<tr>
<td>The students should be enabled</td>
<td></td>
</tr>
<tr>
<td>• to adapt the marketing concept to sectoral, functional and institutional specifics,</td>
<td></td>
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<tr>
<td>• to apply specific concepts and methods of marketing in a problem-oriented way and to be able to reflect their conditions and limitations,</td>
<td></td>
</tr>
<tr>
<td>• to develop and present your own conceptual designs in a team.</td>
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<tr>
<td>Module contents</td>
<td></td>
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<tr>
<td>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.</td>
<td></td>
</tr>
<tr>
<td>Recommended reading</td>
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<td><a href="http://www.uni-oldenburg.de/marketing">www.uni-oldenburg.de/marketing</a></td>
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<td>Duration (semesters)</td>
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<td>The module consists of a preparatory period (approximately 4 sessions on campus) as well as one educational workshop outside of Oldenburg</td>
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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 (authorised to take exams)

**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**
Backhaus, K. et al. (ed.) (year): Multivariate Analysmethoden. Berlin. 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**
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<th>Type of examination</th>
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<td>examination paper and presentation</td>
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**Total module attendance time** 56 h
## wir832 - Innovation Management

### Module label
Innovation Management

### Module abbreviation
wir832

### 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 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 (authorised to take exams)
- 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

### Language of instruction
German

### Duration (semesters)
1 Semester

### Module frequency
unlimited

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

### Module level

### Type of module

### Teaching/Learning method

### Previous knowledge

### Examination
Examination times
Type of examination

### Final exam of module

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

<p>| Lecture | 2 | SoSe oder WiSe | 28 |</p>
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**Total module attendance time**  
56 h
**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 (authorised to take exams)

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

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

**Recommended reading**

**Languages of instruction**
- German, English

**Duration (semesters)**
- 1 Semester

**Module frequency**
- jährlich

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

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

**Teaching/Learning method**

**Previous knowledge**

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<td>1 assignment or 1 presentation or 1 written exam or 1 oral exam or 1 portfolio or 1 project report</td>
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<tr>
<td>Seminar</td>
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<td>2</td>
<td></td>
<td>28</td>
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</table>

**Total module attendance time**
- 56 h
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.

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

Links
http://www.uni-oldenburg.de/en/iwib_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 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
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 (authorised to take exams)

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?
- 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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### wir841 - Advanced Financial Accounting

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<tbody>
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<tr>
<td>Responsible persons</td>
<td>Lehrenden, Die im Modul (authorised to take exams)</td>
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<td>Prerequisites</td>
<td>Students have to understand the theoretical orientation and the institutional structure of financial accounting and standard setting. Many important standards, such as fair value accounting, financial instruments, reserve recognition accounting, management discussion and analysis, employee stock options, impairment tests, hedge accounting, derecognition, consolidation, and comprehensive income, will be analyzed and critically evaluated from students. This course aims to provide students with an in-depth understanding of the underlying accounting concepts and accounting standards governing the preparation of financial statements under International Financial Reporting Standards (IFRS) for external users. Furthermore it develop students’ conceptual skills and professional competence in financial accounting in compliance with the regulatory and financial framework under IFRS.</td>
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<td>Accounting Under Ideal Conditions</td>
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<td>The Decision Usefulness Approach to Financial Reporting</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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**wir842 - Banking**

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<th>Banking</th>
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<tbody>
<tr>
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<tr>
<td>Credit points</td>
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<td>Workload</td>
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<tr>
<td></td>
<td>Master Applied Economics and Data Science (Master) &gt; Specialization</td>
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<td></td>
<td>Master of Education Programme (Vocational and Business Education) Economics and Business Administration (Master of Education) &gt; Mastermodule</td>
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<tr>
<td></td>
<td>Master's programme Business Administration: Management and Law (Master) &gt; Schwerpunktmodule AFT - BWL</td>
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<tr>
<td></td>
<td>Master's programme Business Administration: Management and Law (Master) &gt; Schwerpunktmodule RdW - BWL</td>
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<tr>
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<td>Master's Programme Business Informatics (Master) &gt; Module der Wirtschafts- und Rechtswissenschaften (Master)</td>
</tr>
<tr>
<td>Responsible persons</td>
<td>Prokop, Jörg (module responsibility)</td>
</tr>
<tr>
<td></td>
<td>Lehrenden, Die im Modul (authorised to take exams)</td>
</tr>
<tr>
<td>Prerequisites</td>
<td></td>
</tr>
</tbody>
</table>

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

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

**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 frequency**  
jährlich

**Type of module**  
Lecture

**Previous knowledge**  

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

**SWS**  
4

**Frequency**  

<table>
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<th>On-site workload</th>
<th>56 h</th>
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## wir843 - Financial Risk Management

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<td></td>
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<td>• Master's programme Business Administration: Management and Law (Master) &gt; Schwerpunktmodule AFT - BWL</td>
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<tr>
<td></td>
<td>• Master's programme Business Administration: Management and Law (Master) &gt; Schwerpunktmodule RdW - BWL</td>
</tr>
<tr>
<td>Responsible persons</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Lehrenden, Die im Modul (authorised to take exams)</td>
</tr>
<tr>
<td></td>
<td>• Prokop, Jörg (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 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</td>
</tr>
<tr>
<td></td>
<td>• 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;</td>
</tr>
<tr>
<td></td>
<td>• will be able to devise hedging strategies, arbitrage strategies, and speculative strategies using financial derivatives such as futures contracts, forward contracts, options, and swaps;</td>
</tr>
<tr>
<td></td>
<td>• will be able to consistently apply valuation models to determine theoretical prices of financial derivatives.</td>
</tr>
<tr>
<td></td>
<td>• will be able to assess limitations of financial derivatives in risk management.</td>
</tr>
<tr>
<td>Module contents</td>
<td>The course provides insights into the theory and practice of modern financial business risk management, including:</td>
</tr>
<tr>
<td></td>
<td>• the concept of risk, types of financial risks, and approaches to risk measurement;</td>
</tr>
<tr>
<td></td>
<td>• the mechanics of financial markets, including derivatives markets;</td>
</tr>
<tr>
<td></td>
<td>• the properties of selected financial instruments, including financial derivatives such as forwards, futures, options, and swaps;</td>
</tr>
<tr>
<td></td>
<td>• tools and techniques for managing financial risks.</td>
</tr>
<tr>
<td>Recommended reading</td>
<td>Highly recommended readings:</td>
</tr>
<tr>
<td></td>
<td>• John C. Hull, Options, Futures, And Other Derivatives, current edition, Pearson.</td>
</tr>
<tr>
<td></td>
<td>Optional readings:</td>
</tr>
<tr>
<td></td>
<td>Further readings may be announced during the course.</td>
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<td>Language 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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<td>Previous knowledge</td>
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<tr>
<td>Examination</td>
<td>Examination times</td>
</tr>
<tr>
<td>Final exam of module</td>
<td>typically at the end of the semester; potential midterm examination dates will be announced in the first session</td>
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<tr>
<td>Type of course</td>
<td>Lecture ( ggf. mit Übung )</td>
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<tr>
<td>SWS</td>
<td>4</td>
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<tr>
<td>------</td>
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<tr>
<td>Frequency</td>
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<tr>
<td>On-site workload</td>
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wir844 - Current Topics in AFT

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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
- Lehrenden, Die im Modul (authorised to take exams)
- 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

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

Final exam of module

Examination times

Type of examination

Type of course
Comment
SWS
Frequency
Workload of compulsory attendance

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<th>Frequency</th>
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<td>Lecture</td>
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<tr>
<td>Seminar</td>
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<td>2</td>
<td></td>
<td>28</td>
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Total module attendance time
56 h
## wir845 - Advanced Issues in AFT Research

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<td>Applicability of the module</td>
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<tr>
<td>Master's programme Business Administration: Management and Law (Master) &gt; Schwerpunktmodule RdW - BWL</td>
<td></td>
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<tr>
<td>Responsible persons</td>
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</tr>
<tr>
<td>Prokop, Jörg (module responsibility)</td>
<td></td>
</tr>
<tr>
<td>Lehrenden, Die im Modul (authorised to take exams)</td>
<td></td>
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<tr>
<td>Dittmer, Jochen (Module counselling)</td>
<td></td>
</tr>
<tr>
<td>Lorenz, Johannes (Module counselling)</td>
<td></td>
</tr>
<tr>
<td>Prerequisites</td>
<td>Students are required to actively participate in the course by preparing classes, by performing follow-up coursework, and/or by giving presentations according to the rules defined by the lecturer in the first session.</td>
</tr>
<tr>
<td>Skills to be acquired in this module</td>
<td>The aim of the course is to provide insights into the state-of-the-art of academic research in selected areas of accounting and auditing, finance, and taxation. Upon completion of the module, students will be able to place typical research questions and research designs in the aforementioned areas within a broader context of academic research, and to assess selected contributions' significance.</td>
</tr>
<tr>
<td>Module contents</td>
<td>The course involves reading and discussing cornerstone journal articles as well as contemporary articles and working papers in accounting/auditing, finance, and/or taxation. Particular emphasis will be placed on the evaluation of the respective studies with respect to their research questions, the methodologies used, and their contributions to the literature.</td>
</tr>
<tr>
<td>Recommended reading</td>
<td>Will be announced at the beginning of the course.</td>
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### Links
- Languages of instruction: German, English
- Duration (semesters): 1 Semester
- Module frequency: unregelmäßig
- Module capacity: unlimited
- Module level:
- Type of module: Teaching/Learning method
- Previous knowledge:
- Examination: Examination times
- Final exam of module: 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: Seminar
- SWS: 4
- Frequency:
- On-site workload: 56 h
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):


**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**

<table>
<thead>
<tr>
<th>Examination times</th>
<th>Type of examination</th>
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<td>Across the two semesters</td>
<td>Project report or oral examination or portfolio (to be determined and announced by the instructor at the beginning of the course).</td>
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**Final exam of module**

Across the two semesters

**Type of course**

<table>
<thead>
<tr>
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<th>SWS</th>
<th>Frequency</th>
<th>Workload of compulsory attendance</th>
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<tbody>
<tr>
<td>Project seminar</td>
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<td>SoSe oder WiSe</td>
<td>56</td>
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<tr>
<td>Colloquium</td>
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<td>SoSe oder WiSe</td>
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**Total module attendance time**

112 h
### wir847 - Advanced Managerial Accounting

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<tbody>
<tr>
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<td>Workload</td>
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#### Applicability of the module
- Master of Education Programme (Vocational and Business Education) Economics and Business Administration (Master of Education) > Mastermodule
- Master's programme Business Administration: 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 (authorised to take exams)

#### 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
<table>
<thead>
<tr>
<th>Examination times</th>
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<tbody>
<tr>
<td>vary according to type of examination</td>
<td>term paper or seminar paper and presentation or written exam or oral exam or portfolio or project paper</td>
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#### Type of course
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<th>SWS</th>
<th>Frequency</th>
<th>Workload of compulsory attendance</th>
</tr>
</thead>
<tbody>
<tr>
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<td>28</td>
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<tr>
<td>Exercises</td>
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<td>2</td>
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#### Total module attendance time
- 56 h
### wir848 - Basic theories of Organisation and Human Resources

<table>
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<th><strong>Module label</strong></th>
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<tbody>
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<tr>
<td><strong>Credit points</strong></td>
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<td><strong>Applicability of the module</strong></td>
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</table>
|  - 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 (authorised to take exams)  
  - Gilbert, Jonathan (authorised to take exams)  
  - 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. |
  Further literature will be announced during the semester according to the particular lecture/seminar content. |
| **Links** |  
  - [www.uol.de/orgpers](http://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. |
## Type of module

<table>
<thead>
<tr>
<th>Type of module</th>
<th>Teaching/Learning method</th>
<th>Previous knowledge</th>
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### Examination

<table>
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<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>
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<td>Seminar</td>
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**Total module attendance time**: 56 h
### wir849 - Advanced Entrepreneurship

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<td>Master's programme Business Administration: Management and Law (Master) &gt; Schwerpunktmodule UF - BWL</td>
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<td></td>
<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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<td>Lehrenden, Die im Modul (authorised to take exams)</td>
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<tr>
<td>Prerequisites</td>
<td>none</td>
</tr>
<tr>
<td>Skills to be acquired in this module</td>
<td>The students will learn the fundamentals of the topic Entrepreneurship, including the challenges of founding enterprises and entrepreneurial action in established companies.</td>
</tr>
<tr>
<td>Module contents</td>
<td>This module deals with the development of business ideas and its realization in business models as well as its perception and evaluation. The content of the lecture further includes issues relating to team-building, resources, and finance, as well as establishing a business plan, the question of the appropriate legal form of an organization, and the specific challenges in the growth stage. Particular aspects will be amplified by guest lecturers from companies.</td>
</tr>
<tr>
<td>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>Duration (semesters)</td>
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</tr>
<tr>
<td>Module frequency</td>
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</tr>
<tr>
<td>Module capacity</td>
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</tr>
<tr>
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<td>The module consists of a lecture and a seminar. Alternatively, in this module the seminar Eco-Venturing Projekt- und Präsenzseminar are offered.</td>
</tr>
<tr>
<td>Module level</td>
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<tr>
<td>Previous knowledge</td>
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**Examination times**

<table>
<thead>
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<td>written or oral exam</td>
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**Type of course**

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<th>Frequency</th>
<th>Workload of compulsory attendance</th>
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**Total module attendance time**

| 56 h |
wir852 - International Management

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<tbody>
<tr>
<td>Module abbreviation</td>
<td>wir852</td>
</tr>
<tr>
<td>Credit points</td>
<td>6.0 KP</td>
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<tr>
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<tr>
<td></td>
<td>Master's programme Business Administration: Management and Law (Master) &gt; Schwerpunktmodule RdW - BWL</td>
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<tr>
<td></td>
<td>Master's programme Business Administration: Management and Law (Master) &gt; Schwerpunktmodule UF - BWL</td>
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<tr>
<td>Responsible persons</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Junker-Michel, Mareike (module responsibility)</td>
</tr>
<tr>
<td></td>
<td>Lehrenden, Die im Modul (authorised to take exams)</td>
</tr>
<tr>
<td>Prerequisites</td>
<td>keine</td>
</tr>
</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

**Module level**

**Type of module**

**Teaching/Learning method**

**Previous knowledge**

**Examination**

<table>
<thead>
<tr>
<th>Final exam of module</th>
<th>Examination times</th>
<th>Type of examination</th>
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</thead>
<tbody>
<tr>
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<td>Seminar paper or presentation or written exam or oral exam or portfolio or project report (will be fixed and announced at the beginning of the semester by the lecturer)</td>
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**Type of course**

<table>
<thead>
<tr>
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<th>SWS</th>
<th>Frequency</th>
<th>Workload of compulsory attendance</th>
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<tbody>
<tr>
<td>Lecture</td>
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<tr>
<td>Seminar</td>
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</table>

**Total module attendance time**
- 56 h
wir886 - Digital Transformation: Strategies and Sustainability

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

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 (authorised to take exams)
- 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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<tr>
<th><strong>Duration (semesters)</strong></th>
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**Teaching/Learning method**

**Previous knowledge**

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<td>Exercises</td>
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<td>SoSe oder WiSe</td>
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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 (authorised to take exams)

**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

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

<table>
<thead>
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<td>Teaching/Learning method</td>
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**Previous knowledge**

**Examination**  
**Examination times**  
**Type of examination**

**Final exam of module**  
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<th>Workload of compulsory attendance</th>
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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 (authorised to take exams)

**Prerequisites**
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**

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

**Language of instruction**
English

**Duration (semesters)**
1 Semester

**Module frequency**
yährlich

**Module capacity**
unlimited

**Module level**

**Type of module**

**Teaching/Learning method**

**Previous knowledge**

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<th>Workload of compulsory attendance</th>
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152 / 356
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<td>Lecture</td>
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<td>SoSe oder WiSe</td>
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<td>Seminar</td>
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Total module attendance time: 56 h
## wir902 - International Sustainability 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 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 (authorised to take exams)  
• Wegner, Alkje (authorised to take exams)  
• Sievers-Glotzbach, Stefanie (authorised to take exams) |
| 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 Lueneburg (Schaltegger, Herzig, Kleber, Müller), 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;  
<p>| Links                                  |                                          |
| Language of instruction                | English                                 |</p>
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<td>Module capacity</td>
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<tr>
<td>Module level</td>
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<td>Teaching/Learning method</td>
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<tr>
<td>Previous knowledge</td>
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<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>By the end of the lecture period</td>
<td>Presentation and written summary</td>
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<th>Comment</th>
<th>SWS</th>
<th>Frequency</th>
<th>Workload of compulsory attendance</th>
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<tbody>
<tr>
<td>Lecture</td>
<td>2</td>
<td>28</td>
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<tr>
<td>Seminar</td>
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<td>28</td>
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**Total module attendance time**

<table>
<thead>
<tr>
<th></th>
<th>56 h</th>
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**wir913 - Practical Project in Sustainability Economics and Management**

<table>
<thead>
<tr>
<th>Module label</th>
<th>Practical Project in Sustainability Economics and Management</th>
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<tbody>
<tr>
<td>Module abbreviation</td>
<td>wir913</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>
</tr>
</tbody>
</table>
| 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 (authorised to take exams)  
- Busse, Christian (authorised to take exams)  
- 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. |
Depending on the topic and content of each seminar |
| Language of instruction               | English                                                     |
| Duration (semesters)                  | 1 Semester                                                  |
| Module frequency                      | jährlich                                                    |
| Module capacity                       | unlimited                                                   |
| Type of module                        | Course or seminar                                           |
| Teaching/Learning method              |                                                             |
| Previous knowledge                    |                                                             |
| Examination                           | Examination times                                           |
| Final exam of module                  | to be announced during the seminar                          |
| Type of course                        | Course or seminar                                           |
| SWS                                   | 4                                                          |
| Frequency                             | SoSe und WiSe                                               |
| On-site workload                      | 56 h                                                       |

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

**Links**
wir919 - Topics in Sustainability Economics and Management I

<table>
<thead>
<tr>
<th>Module label</th>
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<tbody>
<tr>
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<tr>
<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  
                                      • Master's Programme Water and Coastal Management (Master) > Socioeconomics |
| Responsible persons               | • Siebenhüner, Bernd (authorised to take exams)  
                                      • Sievers-Glotzbach, Stefanie (authorised to take exams)  
                                      • Wolter, Hendrik (authorised to take exams)  
                                      • Siebenhüner, Bernd (module responsibility) |
| Prerequisites                      |                                                    |
| 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 |
| Links                              |                                                    |
| 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                        | 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                          |                                                    |
| On-site workload                   | 56 h                                               |
**wir921 - Sustainable Supply Chain Management**

<table>
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<td><strong>Credit points</strong></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 Sustainability Economics and Management (Master) > Akzentmodule |
| **Responsible persons** | - Busse, Christian (module responsibility)  
- Lehrenden, Die im Modul (authorised to take exams)  
- 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 via Stud.IP before the beginning of the course.

Module level

Type of module

Teaching/Learning method

Previous knowledge

<table>
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<th>Type of examination</th>
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<th>Frequency</th>
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Total module attendance time 56 h
wir923 - Advanced Research Topics in Sustainable Supply Chain Management

Module label
Advanced Research Topics in Sustainable Supply Chain Management

Module abbreviation
wir923

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

Responsible persons
- Busse, Christian (module responsibility)
- Lehrenden, Die im Modul (authorised to take exams)
- 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

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

On-site workload
56 h
**wir925 - Innovations for Sustainable Operations**

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<tr>
<td>Workload</td>
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</table>
| 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 (authorised to take exams)  
                            • Dahiya, Satwant (Module counselling) |
| Prerequisites         | Erfolgreiche Belegung mindestens eines der Module „Sustainable Supply Chain Management“ (wir921), „Supply Chain Management“ (wir999), „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 |
| Links                 | 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                       |
| Final exam of module  | Type of examination                     |
|                      | Portfolio or Report or Presentation (depending on the specific courses offered) |
| Type of course        | Seminar                                 |
| SWS                   | 4                                       |
| Frequency             | SoSe oder WiSe                         |
| On-site workload      | 56 h                                    |
### wir938 - Eco-Venturing

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<tr>
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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 (authorised to take exams)
- 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

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<th>Type of examination</th>
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wir939 - Topics in Sustainability Economics and Management II

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<tr>
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<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) > 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 (authorised to take exams)
- Sievers-Glotzbach, Stefanie (authorised to take exams)
- Wolter, Hendrik (authorised to take exams)
- 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

**Links**
- English

**Duration (semesters)**
- 1 Semester

**Module frequency**
- jährlich

**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**

**On-site workload**
- 56 h
wir836 - Quantitative Studies in AFT

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<tr>
<td>Workload</td>
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</table>

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 (authorised to take exams)

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

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

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

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

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Total module attendance time
0 h
### 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**

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**Type of course**

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**Total module attendance time**
- 0 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) > Schwerpunkmodule NM-BWL
- Master's programme Business Administration: Management and Law (Master) > Schwerpunkmodule 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 (authorised to take exams)
- 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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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 (authorised to take exams)
- 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

**Links**

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.
<table>
<thead>
<tr>
<th>Examination</th>
<th>Examination times</th>
<th>Type of examination</th>
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<tr>
<td>Final exam of module</td>
<td>to be taken from the examination regulations</td>
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<th>Comment</th>
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<th>Frequency</th>
<th>Workload of compulsory attendance</th>
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<tr>
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<td>Seminar</td>
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**Total module attendance time**
56 h
**wir807 - Taxation and Tax Law I**

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<th>Module label</th>
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<tr>
<td>Credit points</td>
<td>6.0 KP</td>
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<td>Workload</td>
<td>180 h</td>
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<tr>
<td>Applicability of the module</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Master of Education Programme (Vocational and Business Education) Economics and Business Administration (Master of Education) &gt; Mastermodule</td>
</tr>
<tr>
<td></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; Schwerpunktmodule AFT - Recht</td>
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<tr>
<td></td>
<td>• Master's programme Business Administration: Management and Law (Master) &gt; Schwerpunktmodule RdW - Recht</td>
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<tr>
<td>Responsible persons</td>
<td>Dittmer, Jochen (module responsibility)</td>
</tr>
<tr>
<td>Prerequisites</td>
<td></td>
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<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</td>
</tr>
<tr>
<td></td>
<td>• Tax accounting law and</td>
</tr>
<tr>
<td></td>
<td>• Taxation procedures.</td>
</tr>
<tr>
<td>Module contents</td>
<td>The course provides a deep insight into</td>
</tr>
<tr>
<td></td>
<td>Tax accounting law</td>
</tr>
<tr>
<td></td>
<td>• Basics of tax accounting law</td>
</tr>
<tr>
<td></td>
<td>• Principal values (cost of purchase/cost of manufacture, going concern value, fair market value)</td>
</tr>
<tr>
<td></td>
<td>• Depreciation, subsidy regulations</td>
</tr>
<tr>
<td></td>
<td>• Transfer of hidden reserves</td>
</tr>
<tr>
<td></td>
<td>• Leasing</td>
</tr>
<tr>
<td></td>
<td>• Provisions</td>
</tr>
<tr>
<td></td>
<td>Taxation procedures</td>
</tr>
<tr>
<td></td>
<td>• Overview about general fiscal law (AO) and tax court code (FGO)</td>
</tr>
<tr>
<td></td>
<td>• Tax determination and taxing procedures</td>
</tr>
<tr>
<td></td>
<td>• Types of taxing</td>
</tr>
<tr>
<td></td>
<td>• Deadlines and extent of balances and tax assessments corrections</td>
</tr>
<tr>
<td></td>
<td>• Interest yield</td>
</tr>
<tr>
<td>Recommended reading</td>
<td>• Falterbaum, Hermann (aktuelle Fassung): Buchführung und Bilanz</td>
</tr>
<tr>
<td></td>
<td>• Rose, Gerd &amp; Watrin, Christoph (aktuelle Fassung): Abgabenordnung; mit Finanzgerichtsordnung</td>
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<td></td>
<td>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:</td>
</tr>
<tr>
<td></td>
<td>• A collection of the most important tax laws (e.g. NWB-publisher) in current form</td>
</tr>
<tr>
<td></td>
<td>• A loose-leaf collection of the tax regulations (e.g. Beck-publisher)</td>
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<tr>
<td>Links</td>
<td><a href="http://www.fiwi-bbl.uni-oldenburg.de/">http://www.fiwi-bbl.uni-oldenburg.de/</a></td>
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<td>Language of instruction</td>
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<td>Duration (semesters)</td>
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<tr>
<td>Module level</td>
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<td>Type of module</td>
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<td>Teaching/Learning method</td>
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<td>Previous knowledge</td>
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<tr>
<td>Examination</td>
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<td></td>
<td>Type of examination</td>
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<td>56 h</td>
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## wir812 - Environmental Law

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<tr>
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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 (authorised to take exams)

### 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: 

### Examination
- Examination times: during term
- Type of examination: oral presentation and written script

### Type of course
- Lecture

### SWS
- 4

### Frequency
- SoSe oder WiSe

### On-site workload
- 56 h
**wir813 - Competition Law and Intellectual Property**

**Module label**: Competition Law and Intellectual Property

**Module abbreviation**: wir813

**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 RdW - Recht
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule UF - Recht

**Responsible persons**
- Godt, Christine (module responsibility)
- Lehrenden, Die im Modul (authorised to take exams)
- 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 Masterstudiierende 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 verschrankte Rechtsgebiete zu analysieren.

**Recommended reading**

**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
<table>
<thead>
<tr>
<th>Frequency</th>
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### wir815 - Modern Transformations of International and EU Economic Law

<table>
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<th>Modern Transformations of International and EU Economic Law</th>
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<td>Credit points</td>
<td>6.0 KP</td>
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<td>Workload</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) > 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 (authorised to take exams)

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

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

#### Recommended reading

#### Links
- 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

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

#### Type of course
Lecture
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<tr>
<th>SWS</th>
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<tbody>
<tr>
<td>Frequency</td>
<td>WiSe</td>
</tr>
<tr>
<td>On-site workload</td>
<td>56 h</td>
</tr>
</tbody>
</table>
wir816 - Digitalisation and Law - Deepening

Module label: Digitalisation and Law - Deepening
Module abbreviation: wir816
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 (authorised to take exams)
- Wendland, Matthias (module responsibility)

Prerequisites:
Basic knowledge, B.A. with law parts

Skills to be acquired in this module:
- 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

Module contents:
- 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

Recommended reading:
- Volker Boehme-Netßler, 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
Language of instruction: German
Duration (semesters): 1 Semester
Module frequency: Annual
Module capacity: unlimited
Module level: Wahlpflicht / Elective
Teaching/Learning method: Lecture (WS) Seminar (SoSe)

Previous knowledge: Examination
Examination times: Type of examination
Final exam of module: End of semester Presentation and essay
Type of course: VA-Auswahl

SWS: 4
Frequency: SoSe oder WiSe
| On-site workload | 56 h |
The aim of the course is to provide students with a deep and thorough knowledge regarding • Mergers & Acquisition tax and • International taxation.

The course provides a deep insight into Merger & acquisition tax • Taxation of sale of company shares • Admission 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.

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.
### wir856 - Codetermination Act

<table>
<thead>
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<th>Module label</th>
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<tbody>
<tr>
<td>Module abbreviation</td>
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<td>Workload</td>
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</tr>
<tr>
<td>Workload of compulsory attendance</td>
<td>56 h</td>
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</tbody>
</table>

#### 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 (authorised to take exams)

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

#### Module contents
- Rights of the Betriebsrat, Einigungsstellenverfahren, procedure of court, rights of the members of the Betriebsrat, Organisation of the Betriebsrat, duties and rights of the employer.

#### Recommended reading
- Literature will be announced in the lecture

#### Languages of instruction
- 1 Semester

#### Module frequency
- halbjährlich

#### Module capacity
- unlimited

#### Type of module
- je nach Studiengang Pflicht oder Wahlpflicht

#### Teaching/Learning method

#### Previous knowledge

#### Examination

<table>
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<th>Type of examination</th>
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<tr>
<td>Seminar</td>
<td>2</td>
<td>28</td>
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</table>

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

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<td>Master's programme Business Administration: Management and Law (Master) &gt; Schwerpunktmodule UF - Recht</td>
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<td>Master's Programme Business Informatics (Master) &gt; Module der Wirtschafts- und Rechtswissenschaften (Master)</td>
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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>Boehme-Neßler, Volker (module responsibility)</td>
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<td>Lehrenden, Die im Modul (authorised to take exams)</td>
</tr>
<tr>
<td>Prerequisites</td>
<td></td>
</tr>
<tr>
<td>Skills to be acquired in this module</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>Module contents</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>Recommended reading</td>
<td>Current case law and:</td>
</tr>
<tr>
<td></td>
<td>Fechner, Medienrecht, 19.Aufl. 2018</td>
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<td>Beater, Medienrecht, 2. Aufl, 2016</td>
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<td>Petersen, Medienrecht, 2010.</td>
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<td>Links</td>
<td><a href="http://www.integrated-media.de/">http://www.integrated-media.de/</a></td>
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<tr>
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<td>Examination times</td>
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<td>Lecture</td>
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<td>Type of examination</td>
<td>Presentation with term paper</td>
</tr>
<tr>
<td>SWS</td>
<td>4</td>
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<tr>
<td>Frequency</td>
<td>SoSe</td>
</tr>
<tr>
<td>On-site workload</td>
<td>56 h</td>
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</tbody>
</table>
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 (authorised to take exams)

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 personal 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: end of semester
Type of examination: seminar paper and presentation or
<table>
<thead>
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<th>Examination</th>
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<th>Type of examination</th>
</tr>
</thead>
<tbody>
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<td>Lecture</td>
<td>term paper or oral exam</td>
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<tr>
<td>Frequency</td>
<td>4</td>
<td></td>
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<tr>
<td>On-site workload</td>
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### wir859 - European Employment Law

<table>
<thead>
<tr>
<th>Module label</th>
<th>European Employment Law</th>
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<tbody>
<tr>
<td>Module abbreviation</td>
<td>wir859</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>Master’s programme Business Administration: Management and Law (Master) &gt; Schwerpunktmodule RdW - Recht</td>
</tr>
<tr>
<td>Responsible persons</td>
<td>Lehrende, Die im Modul (authorised to take exams)</td>
</tr>
<tr>
<td></td>
<td>Brors, Christiane (module responsibility)</td>
</tr>
<tr>
<td>Prerequisites</td>
<td>keine</td>
</tr>
<tr>
<td>Skills to be acquired in this module</td>
<td>The students will achieve practical knowledge to solve legal transnational problems.</td>
</tr>
<tr>
<td>Module contents</td>
<td>After an introduction to the latest jurisdiction of the European Court of Justice the students get individual topics, in order to prepare and present term papers. The lecture will be hold in form of a block seminar.</td>
</tr>
<tr>
<td>Recommended reading</td>
<td>Will be announced in the lectures.</td>
</tr>
<tr>
<td>Links</td>
<td><a href="http://www.tlk2.uni-oldenburg.de/InstRW/arre/">http://www.tlk2.uni-oldenburg.de/InstRW/arre/</a></td>
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<td>Duration (semesters)</td>
<td>1 Semester</td>
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<tr>
<td>Module frequency</td>
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<tr>
<td>Module capacity</td>
<td>unlimited</td>
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<tr>
<td>Module level</td>
<td>---</td>
</tr>
<tr>
<td>Type of module</td>
<td>je nach Studiengang Pflicht oder Wahlpflicht</td>
</tr>
<tr>
<td>Teaching/Learning method</td>
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</tr>
<tr>
<td>Previous knowledge</td>
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<tr>
<td>Examination</td>
<td>Examination times</td>
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#### Examination times

<table>
<thead>
<tr>
<th>Type of exam of module</th>
<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>2</td>
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<tr>
<td>Seminar</td>
<td></td>
<td>2</td>
<td></td>
<td>28</td>
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</table>

| Total module attendance time | 56 h                     |
## Module Information

**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**  
- Lehrende, Die im Modul (authorised to take exams)  
- 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  

<table>
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<tr>
<th>Type of course</th>
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<th>SWS</th>
<th>Frequency</th>
<th>Workload of compulsory attendance</th>
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<tr>
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<tr>
<td>Seminar</td>
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</table>

**Total module attendance time**  
56 h  

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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 (authorised to take exams)

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
<table>
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<tr>
<th>Previous knowledge</th>
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<tbody>
<tr>
<td>Examination</td>
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<tr>
<td>Final exam of module</td>
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</table>

| Type of course | Seminar |  
|               | (2 SE) |
| SWS           | 4      |
| Frequency     | SoSe und WiSe |
| On-site workload | 56 h   |
## wir881 - Energy Law

<table>
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<tr>
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<tr>
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<td>6.0 KP</td>
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<tr>
<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 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 (authorised to take exams)
- 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

<table>
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<th>Type of examination</th>
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<td>Während der Vorlesungszeit</td>
<td>Referat oder Hausarbeit oder mündliche Prüfung</td>
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### Type of course
- Seminar
<table>
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<tr>
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<tr>
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<td>SoSe und WiSe</td>
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<td>On-site workload</td>
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**wir882 - Selected Issues in European Economic Policies**

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<tr>
<td>Workload</td>
<td>180 h</td>
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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 |
| Responsible persons                               | - Lehrenden, Die im Modul (authorised to take exams)  
- Chege, Victoria (Module counselling)  
- Godt, Christine (module responsibility) |
| Prerequisites                                    | Die Studierenden  
  - verstehen die Rechtsgenese und Rechtsdurchsetzung im Europäischen Mehrebenensystem,  
  - analysieren und beantworten Rechtsfragen im Europäischen Binnenmarktrecht,  
  - beherrschen englische Rechtsterminologie. |
  - verstehen die Rechtsgenese und Rechtsdurchsetzung im Europäischen Mehrebenensystem,  
  - analysieren und beantworten Rechtsfragen im Europäischen Binnenmarktrecht,  
  - beherrschen englische Rechtsterminologie. |
| Links                                            | English, German  
*Languages of instruction*  
*Duration (semesters)*  
*Module frequency*  
*Module capacity*  
*Module level*  
*Type of module*  
*Teaching/Learning method*  
*Previous knowledge*  
*Final exam of module*  
*Type of course*  
Examination  
- Examination times  
- Type of examination  
- Hausarbeit oder Referat mit schriftlicher Ausarbeitung  
*Final exam of module*  
- Während des Semesters.  
- Type of examination  
- Hausarbeit oder Referat mit schriftlicher Ausarbeitung  
*Type of course*  
- Seminar  
- 2 SE
<p>| | |</p>
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<tbody>
<tr>
<td><strong>SWS</strong></td>
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</tr>
<tr>
<td><strong>Frequency</strong></td>
<td>SoSe und WiSe</td>
</tr>
<tr>
<td><strong>On-site workload</strong></td>
<td>56 h</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 (authorised to take exams)
- 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, Traditioneltem 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**

**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>Während des Semesters</td>
<td>Hausarbeit oder Referat</td>
</tr>
</tbody>
</table>

**Type of course**

| Seminar (2 SE) |

**SWs**

| 4 |

**Frequency**

| SoSe und WiSe |

**On-site workload**

| 56 h |
wir884 - Transnational Health Law

Module label: Transnational Health Law
Module abbreviation: wir884
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:
- Chege, Victoria (Module counselling)
- Godt, Christine (module responsibility)
- Lehrenden, Die im Modul (authorised to take exams)

Prerequisites:
- Die Studierenden

Skills to be acquired in this module:
- erkennen und analysieren europäische und internationale Regelungsmaterie des transnationalen Gesundheitsrechts
- kennen Anwendungsbeispiele und lösen Problemfälle
- verfügen über anwendungsbezogenes Wissen zur Lösung aktuell anstehender europäischen und transnationalen Fragestellungen.

Module contents:
Das Modul besteht aus zwei aufeinander aufbauenden Teilen: Der erste Teil behandelt theoretische und praktische Fragen zur Wechselwirkung zwischen EU-Gesundheitspolitik und nationalem Gesundheitsrecht wie auch zwischen EU-Gesundheitsrecht und anderen Bereichen des EU-Rechts und stellt europäisches Gesundheitsrecht als ein sich entwickelndes, eigenständiges Gebiet dar. Der zweite Teil setzt sich mit den nationalen und internationalen Regelwerken im Bereich des Gesundheitsrechts (WHO, WTO, EU, nationales Recht und Selbstregulierung) und Fragen bezüglich globalen Handels mit Arzneimitteln auseinander. Beide Teile können entweder innerhalb einer oder in zwei Veranstaltungen behandelt werden. Insbesondere werden die folgenden Themen behandelt:
- Menschenrechte, Ethik, globales Gesundheitsrecht;
- EU und transnationale Regulierung von Arzneimitteln (Marktzugang, Good Manufacturing Practice, Good Clinical Practice, Pharmakovigilanz; gefälschte Arzneimittel);
- Regulierung von klinischer Forschung im EU- und transnationalen Recht;
- Datenschutz, Produkthaftung und Gesundheitsversorgung;
- Gesundheitsversorgung, Wettbewerbsrecht, und geistiges Eigentum.

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:

Links:

194 / 356
<table>
<thead>
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<th>Examination times</th>
<th>Type of examination</th>
</tr>
</thead>
<tbody>
<tr>
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<td>Hausarbeit oder Referat mit schriftlicher Ausarbeitung</td>
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<tr>
<td><strong>Type of course</strong></td>
<td>Seminar</td>
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<tr>
<td></td>
<td>(2 SE)</td>
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</tr>
<tr>
<td><strong>SWS</strong></td>
<td>4</td>
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</tr>
<tr>
<td><strong>Frequency</strong></td>
<td>SoSe und WiSe</td>
<td></td>
</tr>
<tr>
<td><strong>On-site workload</strong></td>
<td>56 h</td>
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</tbody>
</table>
Kernmodule CHI

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 (authorised to take exams)
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

<table>
<thead>
<tr>
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<th>Type of examination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final exam of module</td>
<td>Depending on the type of examination during the lecture period, at the end of the lecture period or at the end of the semester</td>
<td>Seminar paper or presentation or written exam or oral exam or portfolio or project report (will be determined and announced at the beginning of the semester by the lecturer)</td>
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<table>
<thead>
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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>
<td></td>
<td>2</td>
<td></td>
<td>28</td>
</tr>
<tr>
<td>Seminar</td>
<td></td>
<td>2</td>
<td></td>
<td>28</td>
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</table>

**Total module attendance time** 56 h
**wir813 - Competition Law and Intellectual Property**

<table>
<thead>
<tr>
<th>Module label</th>
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<tbody>
<tr>
<td>Module abbreviation</td>
<td>wir813</td>
</tr>
<tr>
<td>Credit points</td>
<td>6.0 KP</td>
</tr>
<tr>
<td>Workload</td>
<td>180 h</td>
</tr>
</tbody>
</table>
| Applicability of the module | • Master's programme Business Administration: Management and Law (Master) > Kernmodule CHI  
• Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule RdsW - Recht  
• Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule UF - Recht |
| Responsible persons   | • Godt, Christine (module responsibility)  
• Lehrenden, Die im Modul (authorised to take exams)  
• 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 |
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. |
| 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)  |
<p>| SWS                   | 4                                         |</p>
<table>
<thead>
<tr>
<th><strong>Frequency</strong></th>
<th>SoSe oder WiSe</th>
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</thead>
<tbody>
<tr>
<td><strong>On-site workload</strong></td>
<td>56 h</td>
</tr>
</tbody>
</table>
wir815 - Modern Transformations of International and EU Economic Law

Module label: Modern Transformations of International and EU Economic Law
Module abbreviation: wir815
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 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 (authorised to take exams)

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.uni-oldenburg.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

Final exam of module
End of term (i.e. lecture period).
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>On-site workload</td>
<td>56 h</td>
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</table>
### wir821 - International Trade, Production and Change

<table>
<thead>
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<tbody>
<tr>
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<tr>
<td>Credit points</td>
<td>6.0 KP</td>
</tr>
<tr>
<td>Workload</td>
<td>180 h</td>
</tr>
</tbody>
</table>
| Applicability of the module           | - kein Abschluss European Studies in Global Perspectives > Society, Economy and Politics  
- Master Applied Economics and Data Science (Master) > Economics  
- 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)  
- Trautwein, Hans-Michael (authorised to take exams)  
- Bitzer, Jürgen (authorised to take exams)  
- Poppitz, Philipp (authorised to take exams)  
- Trautwein, Hans-Michael (Module counselling) |
| Prerequisites                         | keine                                      |
| Skills to be acquired in this module  | - Understanding of trade relations, international factor movements and corresponding balance-of-payments mechanisms.  
- Capability to discuss structural change in global trade and productions in terms of formal models and case studies.  
- Understanding of the causes and alternative strategies of economic integration in regional blocs.  
- Understanding of the causes and alternative strategies of economic transformation in emerging markets.  
- Ability to research data and evaluate the literature on specific aspects of international trade, production and structural change. |
| Module contents                       | The lectures and seminar papers address issues in the following subfields: |
|                                       | - international trade,  
- international trade policies and regimes,  
- geographical economics,  
- foreign direct investment,  
- labour migration,  
- fragmentation of production,  
- regulations of international trade and factor movements,  
- development strategies,  
- regional integration. |
Further references to specific topics and current literature will be given in the events. |
| Links                                 |                                           |
| Language of instruction               | English                                    |
| Duration (semesters)                  | 1 Semester                                 |
| Module frequency                      | jährlich                                   |
| Module capacity                       | unlimited                                  |
| Reference text                        | Mitarbeit in Vorlesung und Seminar ist Pflicht für den Erwerb eines Leistungsnachweises, der als Referat im Seminar erbracht wird.  
Das Seminar wird in der Form eines Blockseminars abgehalten.  
Es gibt eine Vorbesprechung Anfang des Semesters, in der die Themen vergeben werden. |
### Module level

#### Type of module

**Teaching/Learning method**

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### Previous knowledge

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

### Final exam of module

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

**Total module attendance time** | 56 h
wir863 - Business and Legal Chinese I

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 (authorised to take exams)
- 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:

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
Final exam of module:
Type of course: Seminar
SWS: 4
Frequency: WiSe
On-site workload: 56 h
### wir864 - Law in China

<table>
<thead>
<tr>
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<th>Law in China</th>
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</thead>
<tbody>
<tr>
<td>Module abbreviation</td>
<td>wir864</td>
</tr>
<tr>
<td>Credit points</td>
<td>6.0 KP</td>
</tr>
<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) > Ergänzungsmodule - Recht
- Master's programme Business Administration: Management and Law (Master) > Kernmodule CHI

#### Responsible persons
- Wang, Hongrui (Module counselling)
- Lehrenden, Die im Modul (authorised to take exams)
- 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.

#### Language of instruction
English

#### Duration (semesters)
1 Semester

#### Module frequency
jährlich

#### Module capacity
unlimited

#### Type of module

#### Teaching/Learning method

#### Previous knowledge

#### Examination

<table>
<thead>
<tr>
<th>Final exam of module</th>
<th>Examination times</th>
<th>Type of examination</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>last week of term</td>
<td>oral exam, written exam or paper presentation</td>
</tr>
</tbody>
</table>

#### 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>
<td></td>
<td>2</td>
<td></td>
<td>28</td>
</tr>
<tr>
<td>Seminar</td>
<td></td>
<td>2</td>
<td></td>
<td>28</td>
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</tbody>
</table>

#### Total module attendance time
56 h
**wir866 - Business and Legal Chinese II**

<table>
<thead>
<tr>
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<tbody>
<tr>
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<td>Credit points</td>
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<td>Workload</td>
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<tr>
<td>Applicability of the module</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Master's programme Business Administration: Management and Law (Master) &gt; Ergänzungsmodul: - Rechts- und Wirtschaftssprache</td>
</tr>
<tr>
<td></td>
<td>• Master's programme Business Administration: Management and Law (Master) &gt; Kernmodule CHI</td>
</tr>
<tr>
<td></td>
<td>• Master's Programme Sustainability Economics and Management (Master) &gt; Additional Modules</td>
</tr>
<tr>
<td>Responsible persons</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Trautwein, Hans-Michael (module responsibility)</td>
</tr>
<tr>
<td></td>
<td>• Lehrenden, Die im Modul (authorised to take exams)</td>
</tr>
<tr>
<td></td>
<td>• Wang, Hongrui (Module counselling)</td>
</tr>
<tr>
<td>Prerequisites</td>
<td></td>
</tr>
<tr>
<td>Skills to be acquired in this module</td>
<td>At the end of the course, successful students:</td>
</tr>
<tr>
<td></td>
<td>• recognize and read more than 400 Hanzi and understand simple letters and stories about everyday life situations,</td>
</tr>
<tr>
<td></td>
<td>• understand simple dialogues in familiar contexts when pronounced slowly and clearly,</td>
</tr>
<tr>
<td></td>
<td>• are familiar with Chinese intonation and can correctly reproduce it in pronunciation in simple dialogues,</td>
</tr>
<tr>
<td></td>
<td>• provide important information and can make and react to proposals,</td>
</tr>
<tr>
<td></td>
<td>• can identify frequently occurring radicals in Hanzi unknown to them</td>
</tr>
<tr>
<td></td>
<td>• write the pen strokes in Chinese characters in correct sequence</td>
</tr>
<tr>
<td></td>
<td>• write simple letters, dialogues and essays on familiar topics.</td>
</tr>
<tr>
<td>Module contents</td>
<td>Thematic vocabulary concerning personal information, education, travelling, basic academic matters etc.</td>
</tr>
<tr>
<td></td>
<td>Reading: short dialogues and texts from everyday life</td>
</tr>
<tr>
<td></td>
<td>Listening: short dialogues, colloquial talks</td>
</tr>
<tr>
<td></td>
<td>Speaking: self-presentation and descriptions</td>
</tr>
<tr>
<td></td>
<td>Writing: letters, dialogues and essays</td>
</tr>
<tr>
<td></td>
<td>Self-learning: work with the portfolio, individual training</td>
</tr>
<tr>
<td>Recommended reading</td>
<td>Textbook HANYU JIAOCHENG 1A and 1B (1st ed. 2006, continuously updated):</td>
</tr>
<tr>
<td></td>
<td>Beijing: Beijing Language and Culture University Press.</td>
</tr>
<tr>
<td>Links</td>
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<tr>
<td>Languages of instruction</td>
<td>English, Chinese</td>
</tr>
<tr>
<td>Duration (semesters)</td>
<td>1 Semester</td>
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<tr>
<td>Module frequency</td>
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<tr>
<td>Module capacity</td>
<td>unlimited</td>
</tr>
<tr>
<td>Module level</td>
<td></td>
</tr>
<tr>
<td>Type of module</td>
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<tr>
<td>Teaching/Learning method</td>
<td></td>
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<tr>
<td>Previous knowledge</td>
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</tr>
<tr>
<td>Examination</td>
<td>Examination times</td>
</tr>
<tr>
<td></td>
<td>Type of examination</td>
</tr>
<tr>
<td>Final exam of module</td>
<td>last week of term</td>
</tr>
<tr>
<td></td>
<td>oral exam or written exam or portfolio</td>
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<tr>
<td>Type of course</td>
<td>Seminar</td>
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<tr>
<td>SWS</td>
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<tr>
<td>Frequency</td>
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wir867 - Economy and Culture in China

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

**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 (authorised to take exams)
- Schüler, Klaus (authorised to take exams)
- Wang, Hongrui (authorised to take exams)
- 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

**Recommended reading**
- 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**

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

**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>
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<tbody>
<tr>
<td>Lecture</td>
<td></td>
<td>2</td>
<td></td>
<td>28</td>
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<tr>
<td>Seminar</td>
<td></td>
<td>2</td>
<td></td>
<td>28</td>
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</tbody>
</table>

**Total module attendance time**
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 (authorised to take exams)
- Lehrenden, Die im Modul (Module counselling)

Prerequisites:
- keine

Skills to be acquired in this module:
Students shall:
- 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
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.
exam

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

Course or seminar:
- Course or seminar: 4 WIS: 56

Exercises:
- Exercises: -- 0
<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>Total module attendance time</td>
<td></td>
<td></td>
<td></td>
<td>56 h</td>
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### wir880 - Marine & Maritime Law

<table>
<thead>
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<th>Module label</th>
<th>Marine &amp; Maritime Law</th>
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<tr>
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<td>wir880</td>
</tr>
<tr>
<td>Credit points</td>
<td>6.0 KP</td>
</tr>
<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) > 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)
- Lehrende, Die im Modul (authorised to take exams)

**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**

**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
### Previous knowledge

<table>
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<tr>
<th>Examination</th>
<th>Examination times</th>
<th>Type of examination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final exam of module</td>
<td>Während der Vorlesungszeit</td>
<td>Referat oder Hausarbeit oder mündliche Prüfung</td>
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<thead>
<tr>
<th>Type of course</th>
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<tbody>
<tr>
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### wir881 - Energy Law

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<td>- Master's programme Business Administration: Management and Law (Master) &gt; Schwerpunktmodule NM-Recht</td>
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<tr>
<td>- Master's Programme Sustainability Economics and Management (Master) &gt; Additional Modules</td>
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<td>Responsible persons</td>
<td></td>
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<tr>
<td>- Lehrenden, Die im Modul (authorised to take exams)</td>
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<tr>
<td>- Meyerholt, Ulrich (Module counselling)</td>
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<td>- Godt, Christine (module responsibility)</td>
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<tr>
<td>Skills to be acquired in this module</td>
<td>Die Studierenden</td>
</tr>
<tr>
<td>- erwerben vertiefte Kenntnisse des europäischen und deutschen Energiewirtschaftsrechts.</td>
<td></td>
</tr>
<tr>
<td>- sind in der Lage, energierechtliche 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>SoSe und WiSe</td>
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<td>56 h</td>
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</table>
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 (authorised to take exams)
- Hoppmann, Jörn (Module counselling)

Prerequisites:
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
<table>
<thead>
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**Module attendance time**

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

| Total module attendance time | 56 h    |
Module im obligatorischen Auslandsstudium CHI

wir865 - China in the World Economy

Module label | China in the World Economy
Module abbreviation | wir865
Credit points | 6.0 KP
Workload | 180 h

Applicability of the module
- Master's programme Business Administration: Management and Law (Master) > Module im obligatorischen Auslandsstudium CHI

Responsible persons
- Lehrenden, Die im Modul (authorised to take exams)
- Trautwein, Hans-Michael (module responsibility)

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.

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
Final exam of module | end of term | project report (paper)

Type of course | E-Learning

SWS | 4
Frequency
On-site workload | 56 h
## wir868 - Chinese Economy in Transformation (in China)

<table>
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<tbody>
<tr>
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<tr>
<td>Credit points</td>
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<tr>
<td>Workload</td>
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<td>Applicability of the module</td>
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</tbody>
</table>
| Responsible persons | • Trautwein, Hans-Michael (module responsibility)  
• Bitzer, Jürgen (authorised to take exams)  
• Trautwein, Hans-Michael (authorised to take exams)  
• Lehrenden, Die im Modul (authorised to take exams) |
| Prerequisites | keine |
| Skills to be acquired in this module | Die Studierenden  
• verfügen über vertiefte Kompetenzen in der quantitativen Wirtschaftsanalyse.  
• sind mit den Trends des Strukturwandels in China vertraut.  
• analysieren die aktuelle wirtschaftliche Entwicklung im historischen und gesellschaftlichen Kontext.  
• schätzen Wechselwirkungen von ökologischer und wirtschaftlicher Entwicklung ein. |
| Module contents | • Analyse der wirtschaftlichen Entwicklung und Regimewechsel in China seit 1945  
• Empirische Analysen sektoraler und regionaler Entwicklungsuhrends  
• Analytische und empirische Darstellung der Reform der staateigenen Unternehmen  
• Arbeitsmarktentwicklung in China |
| Recommended reading | (exemplarisch, da Literaturangaben der Partneruniversitäten zu beachten sind)  
| Links |  |
| 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 | Variabel | KL |
| Type of course | Seminar |
| SWS | 4 |
| Frequency |  |
| On-site workload | 56 h |
### 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

### Referred 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 Prüfungssystem 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

Examination times

Type of examination

Final exam of module

KL

Type of course

Seminar

Frequency
| On-site workload | 0 h |
## wir870 - Business and Legal Chinese III

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</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 (authorised to take exams)
- Lehrenden, Die im Modul (authorised to take exams)

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

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

### 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
Seminar

### Previous knowledge

### Examination

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<th>Type of examination</th>
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<tbody>
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<td>Variabel</td>
<td>KL</td>
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</table>

### Type of course
Seminar

### SWS

### Frequency

| On-site workload | 0 h |
### wir871 - Work Placement (in China)

**Module label**
Work Placement (in China)

**Module abbreviation**
wir871

**Credit points**
6.0 KP

**Workload**
180 h

**Applicability of the module**
- Master's programme Business Administration: Management and Law (Master) > Module im obligatorischen Auslandsstudium CHI

**Responsible persons**
- Wang, Hongrui (Module counselling)
- Breisig, Thomas (authorised to take exams)
- Trautwein, Hans-Michael (authorised to take exams)
- Wang, Hongrui (authorised to take exams)
- Breisig, Thomas (module responsibility)
- Trautwein, Hans-Michael (module responsibility)

**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**

**Links**
http://www.uni-oldenburg.de/fk2/studium/servicestelle-praktikum/praxismodul/

**Languages of instruction**
English, Chinese, German

**Duration (semesters)**
1 Semester

**Module frequency**
jährlich

**Module capacity**
unlimited

**Type of module**
Practical training

**SWS**
4

**Frequency**

**On-site workload**
56 h
Mantelmodule (MPO2020)

wir801 - Concepts of Organisation and Management

<table>
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<td>Workload</td>
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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 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 (authorised to take exams)
- 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**

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

**Total module attendance time** 56 h
wir803 - Advanced Macroeconomics

Module label: Advanced Macroeconomics
Module abbreviation: wir803
Credit points: 6.0 KP
Workload: 180 h

Applicability of the module

Responsible persons:
- Trautwein, Hans-Michael (module responsibility)
- Trautwein, Hans-Michael (authorised to take exams)
- Bitzer, Jürgen (authorised to take exams)
- Poppitz, Philipp (authorised to take exams)
- Bitzer, Jürgen (Module counselling)

Prerequisites

Skills to be acquired in this module
- Understanding of the interdependence of goods markets, labour markets and financial markets in the economy
- Ability to assess controversial views of the causes of output fluctuations (business cycles), inflation and unemployment
- Ability to present and evaluate different concepts of macroeconomic stabilization by way of fiscal and monetary policies
- Ability to describe and handle (simple) dynamic models of output, price-level and employment fluctuations and economic growth

Module contents
The lectures address the following issues:
- the development of macroeconomic thinking,
- output fluctuations, inflation and unemployment,
- statics and dynamics in macroeconomic theories,
- open economy macroeconomics,
- business cycles,
- economic growth and innovations,
- microfoundations of macroeconomics,
- policy rules.

Recommended reading
Spezifische Literaturangaben zu einzelnen Vorlesungsinhalten werden in der Vorlesung bekannt gegeben.

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

Reference text
Die Veranstaltung wird in flexibler Form als Kombination von Vorlesungs- und Übungselementen gehalten. Die Studierenden können Leistungsnachweise erwerben, indem sie Übungen vorbereiten und durchführen (Referate; bei sehr großen Teilnehmerzahlen werden zusätzlich auch Klausuren angeboten). Die Verteilung der Übungsthemen findet im Rahmen der Auftaktveranstaltung statt.

Module level
Type of module
Teaching/Learning method
Previous knowledge
Examination
Examination times
Type of examination
Final exam of module
Zum Ende des Semesters
Referat (bei sehr großer Teilnehmerzahl: Klausur als Wahlmöglichkeit) oder mündliche Prüfung
Type of course
Comment
SWS
Frequency
Workload of compulsory attendance
Lecture
2

224 / 356
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<th>Comment</th>
<th>SWS</th>
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<td>Exercises</td>
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<td><strong>Total module attendance time</strong></td>
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<td>56 h</td>
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</table>
wir806 - Information Technology Law

Module label: Information Technology Law
Module abbreviation: wir806
Credit points: 6.0 KP
Workload: 180 h

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) > Recht und Gesellschaft
- Master's programme Business Administration: Management and Law (Master) > Basicsmodule
- 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 (authorised to take exams)
- 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

Links

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
Final exam of module
- to be taken from the examination regulations
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**Total module attendance time** 56 h
**wir807 - Taxation and Tax Law I**

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**Applicability of the module**

- Master of Education Programme (Vocational and Business Education) Economics and Business Administration (Master of Education) > Mastermodule
- Master's programme Business Administration: 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**

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**Frequency**

**On-site workload**

56 h
**Module label**: Multivariate Statistics  
**Module abbreviation**: wir808  
**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 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 (authorised to take exams)

### 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
- **Module level**
- **Type of module**
- **Teaching/Learning method**
- **Previous knowledge**
- **Examination**
- **Examination times**
- **Type of examination**

### Final exam of module
- **Type of course**  
  - Lecture  
  - Exercises
- **Comment**: at the end of the semester
- **SWS**: 2
- **Frequency**:
- **Workload of compulsory attendance**: 28

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229 / 356
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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 (authorised to take exams)
- Bitzer, Jürgen (module responsibility)

**Prerequisites**
- Keine

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

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

**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**

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**Examination**

**Final exam of module**
- end of the semester
- Type of examination: written exam

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<td>Exercises</td>
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**Total module attendance time**
- 56 h
wir812 - Environmental Law

Module label: Environmental Law
Module abbreviation: wir812
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 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 (authorised to take exams)

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

Examination:
Type of examination: oral presentation and written script

Previous knowledge:

Type of course:
- Lecture

SWS: 4
Frequency: SoSe oder WiSe
On-site workload: 56 h
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<td><strong>Workload</strong></td>
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<td>~ Lehrenden, Die im Modul (authorised to take exams)</td>
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<tr>
<td><strong>Skills to be acquired in this module</strong></td>
</tr>
<tr>
<td>~ Students...</td>
</tr>
<tr>
<td>~ - Know advanced theoretical concepts, research streams, and frameworks of in the field of Strategic Management</td>
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<tr>
<td>~ - Understand the links between different theories and are able to critically question them</td>
</tr>
<tr>
<td>~ - Can apply theories to understand and interpret organizational dynamics in daily life</td>
</tr>
<tr>
<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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<tr>
<td>~ - Can put the newly acquired knowledge into a broader context, so it can be deepened in the further professional life</td>
</tr>
<tr>
<td><strong>Module contents</strong></td>
</tr>
<tr>
<td>~ 1. Top Management Teams, Upper Echelons and Corporate Governance</td>
</tr>
<tr>
<td>~ 2. Ressource- and Capability-based Approaches</td>
</tr>
<tr>
<td>~ 4. Institutional Theory, Institutional Work/Entrepreneurship and Social Movements</td>
</tr>
<tr>
<td>~ 5. Organizational Cognition, Identity, and Framing</td>
</tr>
<tr>
<td>~ 6. Organizational Learning and Ambidexterity</td>
</tr>
<tr>
<td>~ 7. Organizational networks and ecosystems</td>
</tr>
<tr>
<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>
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**wir847 - Advanced Managerial Accounting**

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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
- Master's programme Business Administration: Management and Law (Master) > Schwerpunktmodule UF - BWL

**Responsible persons**
- Lehrenden, Die im Modul (authorised to take exams)

**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

**Type of module**

**Teaching/Learning method**

**Previous knowledge**

**Examination**

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**Type of course**

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**Total module attendance time**
56 h
**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 (authorised to take exams)

**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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**wir874 - Advanced Microeconomics**

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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) > Kernmodule CHI
- Master's programme Social Sciences (Master) > Wahlpflichtmodule anderer Institute und Departments

**Responsible persons**
- Helm, Carsten (module responsibility)
- Lehrenden, Die im Modul (authorised to take exams)
- 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.

**Recommended reading**

**Recommended reading**
- Economic of Contracts: A Primer. MIT Press.

**Language of instruction**
English

**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**
- At the end of the lecture period.
- exam

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http://www.fiwi.uni-oldenburg.de/
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wir815 - Modern Transformations of International and EU Economic Law

Module label: Modern Transformations of International and EU Economic Law
Module abbreviation: wir815
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 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 (authorised to take exams)

Prerequisites:

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

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

Recommended reading:

Links:
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: Lecture
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>
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</thead>
<tbody>
<tr>
<td>Frequency</td>
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<tr>
<td>On-site workload</td>
<td>56 h</td>
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Schwerpunkt "Transnational Economics and Law" (TEL) (MPO2020)

wir821 - International Trade, Production and Change

<table>
<thead>
<tr>
<th>Module label</th>
<th>International Trade, Production and Change</th>
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</thead>
<tbody>
<tr>
<td>Module abbreviation</td>
<td>wir821</td>
</tr>
<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**

- 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) > Kernmodule CHI
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules

**Responsible persons**

- Trautwein, Hans-Michael (module responsibility)
- Trautwein, Hans-Michael (authorised to take exams)
- Bitzer, Jürgen (authorised to take exams)
- Poppitz, Philipp (authorised to take exams)
- Trautwein, Hans-Michael (Module counselling)

**Prerequisites**

- keine

**Skills to be acquired in this module**

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

**Module contents**

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

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

**Recommended reading**


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

**Links**

**Language of instruction**

- English

**Duration (semesters)**

- 1 Semester

**Module frequency**

- jährlich

**Module capacity**

- unlimited

**Reference text**

- Das Seminar wird in der Form eines Blockseminars abgehalten.
- Es gibt eine Vorbesprechung Anfang des Semesters, in der die
<table>
<thead>
<tr>
<th>Module level</th>
<th>Type of module</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teaching/Learning method</td>
<td>Previous knowledge</td>
</tr>
<tr>
<td>Examination</td>
<td>Examination times</td>
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<td>Final exam of module</td>
<td>during term</td>
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</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>
</thead>
<tbody>
<tr>
<td>Lecture</td>
<td></td>
<td>2</td>
<td></td>
<td>28</td>
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<tr>
<td>Seminar</td>
<td></td>
<td>2</td>
<td></td>
<td>28</td>
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</table>

Total module attendance time 56 h
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 (authorised to take exams)
- 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.

Links

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

Reference text
- Mitarbeit in Vorlesung und Seminar ist Pflicht für den Erwerb eines Leistungsnachweises.
- Das Seminar wird in der Form eines Blockseminars abgehalten.
- Es gibt eine Vorbesprechung Anfang des Semesters, in der die Themen vergeben werden.
<table>
<thead>
<tr>
<th>Module level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of module</td>
</tr>
<tr>
<td>Teaching/Learning method</td>
</tr>
<tr>
<td>Previous knowledge</td>
</tr>
</tbody>
</table>

<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></td>
<td></td>
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</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>
</thead>
<tbody>
<tr>
<td>Lecture</td>
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<td>2</td>
<td></td>
<td>28</td>
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<tr>
<td>Seminar</td>
<td></td>
<td>2</td>
<td></td>
<td>28</td>
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</tbody>
</table>

| Total module attendance time | 56 h   |
wir880 - Marine & Maritime Law

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 (authorised to take exams)

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:

246 / 356
<table>
<thead>
<tr>
<th>Previous knowledge</th>
</tr>
</thead>
<tbody>
<tr>
<td>Examination</td>
</tr>
<tr>
<td>Examination times</td>
</tr>
<tr>
<td>Type of examination</td>
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<tr>
<td>Final exam of module</td>
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<td>Referat oder Hausarbeit oder mündliche Prüfung</td>
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<tr>
<td>Type of course</td>
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<tr>
<td>Seminar</td>
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<tr>
<td>(2 SE)</td>
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<tr>
<td>SWS</td>
</tr>
<tr>
<td>4</td>
</tr>
<tr>
<td>Frequency</td>
</tr>
<tr>
<td>SoSe und WiSe</td>
</tr>
<tr>
<td>On-site workload</td>
</tr>
<tr>
<td>56 h</td>
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</tbody>
</table>
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 (authorised to take exams)
- 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:

Languages of instruction: German, English
Duration (semesters): 1 Semester
Module frequency: jährlich
Module capacity: unlimited
Module level:
Type of module: Seminar
Teaching/Learning method:
Previous knowledge:
Examination: Während der Vorlesungszeit
Examination times:
Type of examination:
Final exam of module: Referat oder Hausarbeit oder mündliche Prüfung
Type of course:

Links:

248 / 356
<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td><strong>2 SE</strong></td>
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<tr>
<td><strong>SWS</strong></td>
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<td><strong>Frequency</strong></td>
<td>SoSe und WiSe</td>
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<td><strong>On-site workload</strong></td>
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**wir882 - Selected Issues in European Economic Policies**

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<tr>
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<td>Credit points</td>
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<tr>
<td>Workload</td>
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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 |
| Responsible persons                              | • Lehrenden, Die im Modul (authorised to take exams)  
  • 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. |
<p>| 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>
<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td>SWS</td>
<td>4</td>
</tr>
<tr>
<td>Frequency</td>
<td>SoSe und WiSe</td>
</tr>
<tr>
<td>On-site workload</td>
<td>56 h</td>
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### wir883 - Transnational Biodiversity and Genetic Resources Law

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<th>Module label</th>
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<tbody>
<tr>
<td>Module abbreviation</td>
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<td>Credit points</td>
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<tr>
<td>Workload</td>
<td>180 h</td>
</tr>
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</table>
| 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 (authorised to take exams)  
• 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


Inhaltlich sind die folgenden Themengebiete für die Lehrveranstaltungen relevant:

- 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, Traditionelem Wissen und Technologietransfer
- Nationale Vorschriften der Ressourcenstaaten für das Aufsuchen genetischer Ressourcen bei wissenschaftlichen Feldstudien und kommerzieller Bioprospektion (z.B. Genehmigungsverpflichten; 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

| Links | https://www.uni-oldenburg.de/eurowr/ |
| Language of instruction | English |
| Duration (semesters) | 1 Semester |
| Module frequency | halbjährlich |
| Module capacity | unlimited |
| Type of module | Seminar (2 SE) |
| Type of course | Seminar (2 SE) |
| Frequency | SoSe und WiSe |
| On-site workload | 56 h |
Transnational Health Law

**Module label**
Transnational Health Law

**Module abbreviation**
wir884

**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**
- Chege, Victoria (Module counselling)
- Godt, Christine (module responsibility)
- Lehrenden, Die im Modul (authorised to take exams)

**Preprerequisites**
Die Studierenden

- erkennen und analysieren europäische und internationale Regelungsmaterie des transnationalen Gesundheitsrechts
- kennen Anwendungsbeispiele und lösen Problemfälle
- verfügen über anwendungsbezogenes Wissen zur Lösung aktuell anstehender europäischen und transnationalen Fragestellungen.

**Module contents**

Beide Teile können entweder innerhalb einer oder in zwei Veranstaltungen behandelt werden. Insbesondere werden die folgenden Themen behandelt:
- Menschenrechte, Ethik, globales Gesundheitsrecht;
- EU und transnationale Regulierung von Arzneimitteln (Marktzugang, Good Manufacturing Practice, Good Clinical Practice, Pharmakovigilanz; gefälschte Arzneimittel);
- Regulierung von klinischer Forschung im EU- und transnationalen Recht;
- Datenschutz, Produkthaftung und Gesundheitsversorgung;
- Gesundheitsversorgung, Wettbewerbsrecht, und geistiges Eigentum.

**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**
<table>
<thead>
<tr>
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<th>Examination times</th>
<th>Type of examination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final exam of module</td>
<td>Variiert nach Prüfungsleistung</td>
<td>Hausarbeit oder Referat mit schriftlicher Ausarbeitung</td>
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<td>Type of course</td>
<td>Seminar (2 SE)</td>
<td></td>
</tr>
<tr>
<td>SWS</td>
<td>4</td>
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<tr>
<td>Frequency</td>
<td>SoSe und WiSe</td>
<td></td>
</tr>
<tr>
<td>On-site workload</td>
<td>56 h</td>
<td></td>
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</tbody>
</table>
### wir813 - Competition Law and Intellectual Property

<table>
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</thead>
<tbody>
<tr>
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<td>wir813</td>
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<tr>
<td><strong>Credit points</strong></td>
<td>6.0 KP</td>
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<tr>
<td><strong>Workload</strong></td>
<td>180 h</td>
</tr>
<tr>
<td><strong>Applicability of the module</strong></td>
<td></td>
</tr>
<tr>
<td>Master's programme Business Administration: Management and Law (Master) &gt; Kernmodule CHI</td>
<td></td>
</tr>
<tr>
<td>Master's programme Business Administration: Management and Law (Master) &gt; Schwerpunktmodule RdW - Recht</td>
<td></td>
</tr>
<tr>
<td>Master's programme Business Administration: Management and Law (Master) &gt; Schwerpunktmodule UF - Recht</td>
<td></td>
</tr>
<tr>
<td><strong>Responsible persons</strong></td>
<td></td>
</tr>
<tr>
<td>Godt, Christine (module responsibility)</td>
<td></td>
</tr>
<tr>
<td>Lehrenden, Die im Modul (authorised to take exams)</td>
<td></td>
</tr>
<tr>
<td>Chege, Victoria (Module counselling)</td>
<td></td>
</tr>
<tr>
<td><strong>Prerequisites</strong></td>
<td></td>
</tr>
<tr>
<td>(für WiRe empfohlen): wir815</td>
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</tr>
<tr>
<td><strong>Skills to be acquired in this module</strong></td>
<td></td>
</tr>
<tr>
<td>Die Studierenden</td>
<td></td>
</tr>
<tr>
<td>verstehen Grundlagen und Verschränkungen von Wettbewerbsrecht und Geistigem Eigentum</td>
<td></td>
</tr>
<tr>
<td>analysieren und beantworten Rechtsfragen im Schnittfeld von Wettbewerb und Geistigem Eigentum</td>
<td></td>
</tr>
<tr>
<td>beherrschen einschlägige Rechtsprechung und können neue Fragen entsprechend einordnen</td>
<td></td>
</tr>
<tr>
<td><strong>Module contents</strong></td>
<td></td>
</tr>
<tr>
<td>Das Modul enthält zwei Veranstaltungen (wahlweise Vorlesung mit Seminar oder zwei Vorlesungen) und richtet sich an Masterstudiierende 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.</td>
<td></td>
</tr>
<tr>
<td>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 Wettbewerb als zwei miteinander verschränkte Rechtsgebiete zu analysieren.</td>
<td></td>
</tr>
<tr>
<td><strong>Recommended reading</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Links</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Languages of instruction</strong></td>
<td>English, German</td>
</tr>
<tr>
<td><strong>Duration (semesters)</strong></td>
<td>1 Semester</td>
</tr>
<tr>
<td><strong>Module frequency</strong></td>
<td>jährlich</td>
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<tr>
<td><strong>Module capacity</strong></td>
<td>30</td>
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<tr>
<td><strong>Reference text</strong></td>
<td>Vorkenntnisse: Grundlagen Wirtschaftsrecht (Privatrecht/Europarecht)</td>
</tr>
<tr>
<td><strong>Module level</strong></td>
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Schwerpunkt Führung von Unternehmen und gesellschaftliche Organisation (FUGO) (MPO2020)

wir826 - Sectoral, Functional and Institutional Approaches to Marketing

<table>
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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 Sustainability Economics and Management (Master) > Additional Modules |
<p>| Responsible persons                                                         | • Alavi, Sascha (module responsibility)                        |
|                                                                             | • Lehrenden, Die im Modul (authorised to take exams)            |
| Prerequisites                                                                |                                                               |
| Skills to be acquired in this module                                        | 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. |
| Links                                                                        | <a href="http://www.uni-oldenburg.de/marketing">www.uni-oldenburg.de/marketing</a>                                   |
| 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                              |</p>
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**Total module attendance time**  
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### wir827 - Business and Societal Change

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| Responsible persons | Lehrenden, Die im Modul (authorised to take exams)  
Hoppmann, Jörn (module responsibility) |
| Prerequisites | |
| Skills to be acquired in this module | The students…  
- Have an overview of the most important societal trends, such as digitization, globalization, demographic change, gender equality, income inequality, and resource depletion  
- Know important theoretical approaches that help understand societal change from a firm perspective  
- Are able to analyze societal trends and critically evaluate their pros and cons  
- Understand the impact of societal change on businesses as well as the role of businesses as drivers of societal change  
- Are able to derive recommendations for firms and policy makers based on a thorough analysis of trends |
| Module contents | The course centers on the questions of how societal change affects firms and how firms, in turn, contribute to societal change. Toward this end, the first part of the course introduces several important theoretical approaches that help understand societal change from a business perspective, such as Institutional Entrepreneurship or Corporate Political Activity. In addition, students will get to know tools firms use to analyze societal trends. In the second part of the course, students will then form groups to analyze the dynamics, drivers, and consequences of important societal trends with a focus on the role of and implications for firms. Trends, which will be covered in this context, are digitization, automation, mediatization, connectivity, globalization, urbanization, individualism, democratization, social inclusion, gender equality, commercialism, privatization, materialism, income inequality, demographic change, climate change, and resource depletion. The results of the analysis will be presented in class, discussed with the other students, and summarized in a seminar thesis. The main goal of the course is to allow students to derive strategic recommendations for managers and policy makers based on a sound analysis of societal developments. |
| Language of instruction | German |
| Duration (semesters) | 1 Semester |
| Module frequency | jährlich |
| Module capacity | unlimited |
| Module level | |
| Teaching/Learning method | |
| Previous knowledge | |
| Examination | Examination times |
| Type of examination | |
| Final exam of module | Thesis to be handed in at the end of semester |
| Thesis | |
| Type of course | Seminar |
| SWS | 4 |
| Frequency | SoSe |
| On-site workload | 56 h |
wir829 - Development directions in Marketing Research

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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 Sustainability Economics and Management (Master) > Additional Modules |
| Responsible persons          | - Alavi, Sascha (module responsibility)
- Lehrenden, Die im Modul (authorised to take exams) |
| 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. |
| 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               |                                             |
### Previous knowledge

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### Type of course

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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.

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

Organization, 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>
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<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
wir886 - Digital Transformation: Strategies and Sustainability

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

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 (authorised to take exams)
- 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 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
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**Teaching/Learning method**

**Previous knowledge**

**Examination**

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**Type of course**

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<td>Exercises</td>
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<td>SoSe oder WiSe</td>
<td>28</td>
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</table>

**Total module attendance time**

| 56 h |
Our course focuses on formal-analytical models to describe production problems and optimize them within the framework of the assumed models. This aims to enable students to acquire competencies in analyzing real production processes, not only to understand but ideally to improve them. In the accompanying seminar, current issues and concepts related to formal-analytical models are worked out and evaluated with the help of group-written term papers. This seminar builds on conceptual and empirical research. Students learn scientific discourse on practically relevant and difficult to model challenges of operations management. Furthermore, skills in scientific work, teamwork, and presenting to large groups are trained.

The lecture covers the following topics:
- Demand forecasting
- Process management
- Production planning
- Scheduling
- Revenue management
- Behavioral operations management

Recommended reading:

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

Language of instruction: English

Duration (semesters): 1 Semester

Module frequency: annually

Module capacity: unlimited

Module level:

Type of module:

Teaching/Learning method:

Previous knowledge:

Examination

Type of examination:

Final exam of module

Am Ende des Semesters

Portfolio

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
The module "Supply Chain Management" (wir899) is a 6.0 KP module with a workload of 180 h. It is applicable to the Master Applied Economics and Data Science (Master) specialization, Master's programme Business Administration: Management and Law (Master) specialization, and Master's programme Business Informatics (Master) specialization. It is also part of the Schwerpunktmodule RdW - BWL and UF - BWL modules.

The module is taught by Busse, Christian, and authorized to take exams are Lehrende, Die im Modul. The responsible persons are Busse, Christian, and Lehrende, Die im Modul.

Prerequisites include formalanalytical models that are developed in the module's lecture to describe and optimize problems in value chains within the framework of model assumptions. This enables students to gain competence in cross-company analysis of the entire value chain (Supply Chain) and to understand and ideally improve it. The accompanying seminar discusses and evaluates current questions and discussions in Supply Chain Management and builds on conceptual and empirical research. Students learn scientific discourses on practically relevant and only difficult modelable challenges of Supply Chain Management. Furthermore, they are trained in scientific work, teamwork, and presenting to large groups.

The module contents include the following topics: Basics of Supply Chain, Strategic Fit, Network and Location Planning, Stock Management, Product and Process Design, Supply-Chain Coordination, Contract Design, Transportation in the Supply Chain, Sustainable Supply Chain Management.


The examination for this module is the final exam of the module, which takes place at the end of the semester. The language of instruction is English, and the module frequency is annual with unlimited capacity.
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**Total module attendance time** 56 h
**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 (authorised to take exams)
- 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>SoSe oder WiSe</td>
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Schwerpunkt "Accounting, Finance, Taxation" (AFT) (MPO2020)

wir834 - Auditing

<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 (authorised to take exams)

Prerequisites

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

Module contents

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

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

Teaching/Learning method

Previous knowledge

Examination

<table>
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<th>Examination times</th>
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<td>varies according to the type of examinations</td>
<td>1 assignment or 1 presentation or 1 written exam or 1 oral exam or 1 portfolio or 1 project report</td>
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Total module attendance time

56 h
### wir835 - Taxation and Tax Law II

<table>
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<tr>
<td>Credit points</td>
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<td>- Master's programme Business Administration: Management and Law (Master) &gt; Schwerpunktmodule AFT - Recht</td>
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<td>- Master's programme Business Administration: Management and Law (Master) &gt; Schwerpunktmodule RdW - Recht</td>
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<tr>
<td>Responsible persons</td>
<td>Dittmer, Jochen (module responsibility)</td>
</tr>
<tr>
<td>Prerequisites</td>
<td>-</td>
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<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 • Admission 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>
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<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>
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<tr>
<td>Links</td>
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<td>German</td>
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<td>Duration (semesters)</td>
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<td>Module frequency</td>
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<tr>
<td>Module capacity</td>
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<td>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>
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<td>Comment SWS Frequency Workload of compulsory attendance</td>
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<td>Seminar</td>
<td>2 SoSe oder WiSe 28</td>
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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 (authorised to take exams)
- 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.

Skills to be acquired in this module:
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.

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 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:

Lecture (ggf. mit Übung): 4
Exercises:
SoSe oder WiSe

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

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<td>Workload</td>
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| Applicability of the module  | - Master of Education Programme (Vocational and Business Education) Economics and Business Administration (Master of Education) Mastermodule  
- Master's programme Business Administration: 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 (authorised to take exams) |
| 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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<tr>
<td>Links</td>
<td><a href="http://www.uni-oldenburg.de/accounting">http://www.uni-oldenburg.de/accounting</a></td>
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<tr>
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<td>Duration (semesters)</td>
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<tr>
<td>28</td>
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<td>Exercises</td>
<td>2</td>
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<tr>
<td>28</td>
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<td>Total module attendance time</td>
<td></td>
</tr>
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<td>56 h</td>
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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 (authorised to take exams)

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 develops 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 frequency:
jährlich

Module capacity:
unlimited

Module level:

Type of module:

Teaching/Learning method:

Previous knowledge:

Examination

Final exam of module:
end of semester portfolio or written exam

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

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

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<td>Workload</td>
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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 (authorised to take exams)

**Skills to be acquired in this module**

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

**Module contents**

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

**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**

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

**Type of course**

Lecture

**SWS**

4

**Frequency**

On-site workload

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:

Optional readings:

Further readings may be announced during the course.
<p>| | |</p>
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**wir844 - Current Topics in AFT**

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<td>Lehrenden, Die im Modul (authorised to take exams), Lorenz, Johannes (Module counselling), 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>Essay and presentation</td>
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<td>Comment</td>
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wir845 - Advanced Issues in AFT Research

Module label: Advanced Issues in AFT Research
Module abbreviation: wir845
Credit points: 6.0 KP
Workload: 180 h

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 (authorised to take exams)
- 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.

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

Examination
Examination times
Type of examination
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:

On-site workload:
56 h
## wir836 - Quantitative Studies in AFT

<table>
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<td>- Master's programme Business Administration: Management and Law (Master) &gt; Schwerpunktmodule AFT - BWL</td>
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<td>- Prokop, Jörg (module responsibility)</td>
</tr>
<tr>
<td></td>
<td>- Lorenz, Johannes (module responsibility)</td>
</tr>
<tr>
<td></td>
<td>- Lehrenden, Die im Modul (authorised to take exams)</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 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</td>
</tr>
<tr>
<td>Module contents</td>
<td>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.</td>
</tr>
<tr>
<td>Recommended reading</td>
<td>Will be announced at the beginning of the course.</td>
</tr>
<tr>
<td>Links</td>
<td></td>
</tr>
<tr>
<td>Language of instruction</td>
<td>German</td>
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<tr>
<td>Duration (semesters)</td>
<td>Semester</td>
</tr>
<tr>
<td>Module frequency</td>
<td></td>
</tr>
<tr>
<td>Module capacity</td>
<td>unlimited</td>
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<tr>
<td>Reference text</td>
<td>Students are required to actively participate in the course by preparing classes, by performing follow-up coursework, and/or by giving presentations according to the rules defined by the lecturer in the first session.</td>
</tr>
<tr>
<td>Module level</td>
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<td>Type of module</td>
<td>Wahlpflicht / Elective</td>
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<tr>
<td>Previous knowledge</td>
<td>The course is intended for master's students with a specialization in Accounting, Finance, Taxation (AFT).</td>
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<tr>
<td>Examination</td>
<td>Examination times</td>
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<tr>
<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>
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<tr>
<td>Type of course</td>
<td>Comment</td>
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<tr>
<td>Lecture</td>
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<tr>
<td>Seminar</td>
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**wir840 - Tax planning and tax effects**

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<tr>
<td><strong>Module abbreviation</strong></td>
<td>wir840</td>
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<tr>
<td><strong>Credit points</strong></td>
<td>6.0 KP</td>
</tr>
<tr>
<td><strong>Workload</strong></td>
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</tr>
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</table>

**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**

**Type of course**

**Comment**

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**Total module attendance time**

0 h
Schwerpunkt "Unternehmensführung" (MPO2020)

wir847 - Advanced Managerial Accounting

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<tr>
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<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) > 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 (authorised to take exams) |
| 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

Type of module

Teaching/Learning method

Previous knowledge

<table>
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<td>term paper or seminar paper and presentation or written exam or oral exam or portfolio or project paper</td>
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<th>Frequency</th>
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<td>Exercises</td>
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Total module attendance time: 56 h
wir848 - Basic theories of Organisation and Human Resources

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 (authorised to take exams)
- Gilbert, Jonathan (authorised to take exams)
- 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

287 / 356
<table>
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<th>Type of module</th>
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<th>Type of examination</th>
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<td>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</td>
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<td>report (will be determined and announced at the beginning of the semester by the</td>
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<td>lecturer)</td>
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<th>Frequency</th>
<th>Workload of compulsory attendance</th>
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<td>Exercises</td>
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<tr>
<td>Seminar</td>
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Total module attendance time: 56 h
## wir849 - Advanced Entrepreneurship

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<td>wir849</td>
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<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) > 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 (authorised to take exams) |
| 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              | 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                      | Examination times                                              | Type of examination                           |
| Final exam of module             | at the end of the semester                                      | written or oral exam                           |
| Type of course                   | Comment                                         | SWS | Frequency | Workload of compulsory attendance |
| Lecture                          | 2                  | WiSe |          | 28                        |
| Project seminar                  | 2                  | --   |          | 28                        |
| 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 (authorised to take exams)

**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**

<table>
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<th>Type of examination</th>
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<td>at the end of the semester</td>
<td>1 Hausarbeit oder 1 Referat oder 1 Klausur oder 1</td>
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<td>Type of examination</td>
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<td>mündliche Prüfung oder 1 Portfolio oder 1 Projektbericht</td>
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<th>Comment</th>
<th>SWS</th>
<th>Frequency</th>
<th>Workload of compulsory attendance</th>
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<tbody>
<tr>
<td>Lecture</td>
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<td>2</td>
<td>28</td>
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<tr>
<td>Exercises</td>
<td></td>
<td>2</td>
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</table>

**Total module attendance time**

56 h
module label: International Management

module abbreviation: wir852

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

Responsible persons:
- Junker-Michel, Mareike (module responsibility)
- Lehrenden, Die im Modul (authorised to take exams)

Prerequisites:
keine

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

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

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

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

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

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

**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**

**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)

<table>
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<tr>
<th>Type of course</th>
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<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
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 (authorised to take exams)

Skills to be acquired in this module:
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 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 portfolio or written exam

Type of course Comment SWS Frequency Workload of compulsory attendance

Lecture 2 28
Exercises 2 28

Total module attendance time: 56 h
**wir844 - Current Topics in AFT**

**Module label**  
Current Topics in AFT

**Module abbreviation**  
wir844

**Credit points**  
6.0 KP

**Workload**  
180 h

**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 (authorised to take exams)
- 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

**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**

**Comment**

**SWS**

**Frequency**

**Workload of compulsory attendance**

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

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<td>Responsible persons</td>
<td>Prokop, Jörg (module responsibility)</td>
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<td>Lehrenden, Die im Modul (authorised to take exams)</td>
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<td>Dittmer, Jochen (Module counselling)</td>
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<tr>
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<td>Lorenz, Johannes (Module counselling)</td>
</tr>
<tr>
<td>Prerequisites</td>
<td>Students are required to actively participate in the course by preparing classes, by performing follow-up coursework, and/or by giving presentations according to the rules defined by the lecturer in the first session.</td>
</tr>
<tr>
<td>Skills to be acquired in this module</td>
<td>The aim of the course is to provide insights into the state-of-the-art of academic research in selected areas of accounting and auditing, finance, and taxation. Upon completion of the module, students will be able to place typical research questions and research designs in the aforementioned areas within a broader context of academic research, and to assess selected contributions' significance.</td>
</tr>
<tr>
<td>Module contents</td>
<td>The course involves reading and discussing cornerstone journal articles as well as contemporary articles and working papers in accounting/auditing, finance, and/or taxation. Particular emphasis will be placed on the evaluation of the respective studies with respect to their research questions, the methodologies used, and their contributions to the literature.</td>
</tr>
<tr>
<td>Recommended reading</td>
<td>Will be announced at the beginning of the course.</td>
</tr>
<tr>
<td>Languages of instruction</td>
<td>German, English</td>
</tr>
<tr>
<td>Duration (semesters)</td>
<td>1 Semester</td>
</tr>
<tr>
<td>Module frequency</td>
<td>unregelmäßig</td>
</tr>
<tr>
<td>Module capacity</td>
<td>unlimited</td>
</tr>
<tr>
<td>Module level</td>
<td>Type of module</td>
</tr>
<tr>
<td>Teaching/Learning method</td>
<td>Seminar</td>
</tr>
<tr>
<td>Previous knowledge</td>
<td>Examination Examination times Type of examination</td>
</tr>
<tr>
<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>
</tr>
<tr>
<td>Type of course</td>
<td>Seminar</td>
</tr>
<tr>
<td>SWS</td>
<td>4</td>
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<tr>
<td>Frequency</td>
<td></td>
</tr>
<tr>
<td>On-site workload</td>
<td>56 h</td>
</tr>
</tbody>
</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 (authorised to take exams)
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):**


**Fachliteratur:**

Unterschiedlich je nach Rahmenthema

**Links**

www.uol.de/orgpers

### Language of instruction

German

### Duration (semesters)

2 Semester

### Module frequency

Annually

### Module capacity

unlimited

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

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

### Final exam of module

Across the two semesters

### Type of course

<table>
<thead>
<tr>
<th>Type of course</th>
<th>Comment</th>
<th>SWS</th>
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<th>Workload of compulsory attendance</th>
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<tr>
<td>Project seminar</td>
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<td>SoSe oder WiSe</td>
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<td>Colloquium</td>
<td>4</td>
<td>SoSe oder WiSe</td>
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### Total module attendance time

112 h
### wir836 - Quantitative Studies in AFT

<table>
<thead>
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<th>Module label</th>
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<tbody>
<tr>
<td>Module abbreviation</td>
<td>wir836</td>
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<tr>
<td>Credit points</td>
<td>6.0 KP</td>
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<tr>
<td>Workload</td>
<td>180 h</td>
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| Applicability of the module  | • 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 (authorised to take exams)            |
| 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                                           |
| Previous knowledge           | The course is intended for master's students with a specialization in Accounting, Finance, Taxation (AFT). |
| Examination                  |                                                                  |
| Examination times            | Type of 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

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<th>SWS</th>
<th>Frequency</th>
<th>Workload of compulsory attendance</th>
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<td>Seminar</td>
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<td>Exercises</td>
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Total module attendance time 0 h
wir840 - Tax planning and tax effects

Module label: Tax planning and tax effects
Module abbreviation: wir840
Credit points: 6.0 KP
Workload: 180 h

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

<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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<tr>
<td>Exercises</td>
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Total module attendance time: 0 h
Schwerpunkt "Recht der Wirtschaft" (RdW) (MPO2020)

wir856 - Codetermination Act

<table>
<thead>
<tr>
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<th>Codetermination Act</th>
<th>Module abbreviation</th>
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<tbody>
<tr>
<td>Credit points</td>
<td>6.0 KP</td>
<td>Workload</td>
<td>180 h</td>
</tr>
<tr>
<td>Applicability of the module</td>
<td>Master's programme Business Administration: Management and Law (Master) &gt; Schwerpunktmodule RdW - Recht</td>
<td></td>
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</tr>
<tr>
<td>Responsible persons</td>
<td>Brors, Christiane (module responsibility)</td>
<td></td>
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</tbody>
</table>

- Brors, Christiane (module responsibility)
- Lehrenden, Die im Modul (authorised to take exams)

<table>
<thead>
<tr>
<th>Prerequisites</th>
<th></th>
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<tbody>
<tr>
<td>Skills to be acquired in this module</td>
<td>Based on the modul „Employment Law“ the students will in the context of Employment law and Collective Bargaining Law understand - the special legal problems concerning the rights of the Betriebsrat - the procedure of problem solving (Einigungsstelle, procedure of court).</td>
</tr>
<tr>
<td>Module contents</td>
<td>Rights of the Betriebsrat, Einigungsstellenverfahren, procedure of court, rights of the members of the Betriebsrat, Organisation of the Betriebsrat, duties and rights of the employer.</td>
</tr>
</tbody>
</table>

| Recommended reading | Literature will be announced in the lecture |

Languages of instruction

<table>
<thead>
<tr>
<th>Duration (semesters)</th>
<th>1 Semester</th>
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<tbody>
<tr>
<td>Module frequency</td>
<td>halbjährlich</td>
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<tr>
<td>Module capacity</td>
<td>unlimited</td>
</tr>
<tr>
<td>Module level</td>
<td>---</td>
</tr>
</tbody>
</table>

| 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>
<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>
<td></td>
</tr>
<tr>
<td>Seminar</td>
<td></td>
<td>2</td>
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</tbody>
</table>

Examination times

<table>
<thead>
<tr>
<th>SWS</th>
<th>Frequency</th>
<th>Workload of compulsory attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>28</td>
<td></td>
<td></td>
</tr>
<tr>
<td>28</td>
<td></td>
<td></td>
</tr>
<tr>
<td>56 h</td>
<td></td>
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</tr>
</tbody>
</table>

Total module attendance time

| 301 / 356 |
## Module Label
Law of Media and Telecommunication

## Module Abbreviation
wir857

## 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
- Boehme-Neßler, Volker (module responsibility)
- Lehrenden, Die im Modul (authorised to take exams)

### Prerequisites
- Skills to be acquired in this module:
  - 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.

### Links
- 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

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

### On-site Workload
56 h
### wir858 - Capital market law, insolvency law

<table>
<thead>
<tr>
<th><strong>Module label</strong></th>
<th>Capital market law, insolvency law</th>
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</thead>
<tbody>
<tr>
<td><strong>Module abbreviation</strong></td>
<td>wir858</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></td>
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</tbody>
</table>
- 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 (authorised to take exams) |
| **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. |
<p>| <strong>Recommended reading</strong> | Current literature references are given in the events. |
| <strong>Language of instruction</strong> | German |
| <strong>Duration (semesters)</strong> | 1 Semester |
| <strong>Module frequency</strong> |jährlich |
| <strong>Module capacity</strong> | unlimited |
| <strong>Module level</strong> |  |
| <strong>Type of module</strong> |  |
| <strong>Teaching/Learning method</strong> |  |
| <strong>Previous knowledge</strong> |  |
| <strong>Examination</strong> |  |
| <strong>Examination times</strong> | end of semester |
| <strong>Type of examination</strong> | seminar paper and presentation or |</p>
<table>
<thead>
<tr>
<th>Examination</th>
<th>Examination times</th>
<th>Type of examination</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>term paper or oral exam</td>
</tr>
<tr>
<td><strong>Type of course</strong></td>
<td>Lecture</td>
<td></td>
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<tr>
<td><strong>SWS</strong></td>
<td>4</td>
<td></td>
</tr>
<tr>
<td><strong>Frequency</strong></td>
<td>4</td>
<td></td>
</tr>
<tr>
<td><strong>On-site workload</strong></td>
<td>56 h</td>
<td></td>
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</tbody>
</table>
### wir859 - European Employment Law

<table>
<thead>
<tr>
<th>Module label</th>
<th>European Employment Law</th>
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</thead>
<tbody>
<tr>
<td>Module abbreviation</td>
<td>wir859</td>
</tr>
<tr>
<td>Credit points</td>
<td>6.0 KP</td>
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<tr>
<td>Workload</td>
<td>180 h</td>
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<tr>
<td>Applicability of the module</td>
<td>Master's programme Business Administration: Management and Law (Master) &gt; Schwerpunktmodule RdW - Recht</td>
</tr>
</tbody>
</table>
| Responsible persons   | Lehrenden, Die im Modul (authorised to take exams)  
|                       | 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 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  | upon consultation      | portfolio           |
| Type of course        | Comment                | SWS                  | Frequency | Workload of compulsory attendance |
| Lecture               | 2                      | 28                   | 28        |
| Seminar               | 2                      | 28                   | 28        |
| Total module attendance time | 56 h                 |
**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 (authorised to take exams)
- 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**
typically 6 weeks after your presentation

**Type of examination**
Seminar paper and presentation or Term paper or Oral exam

**Type of course**

**Comment**

**SWS**

**Frequency**

**Workload of compulsory attendance**

<table>
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<th>Comment</th>
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<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
**wir813 - Competition Law and Intellectual Property**

<table>
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<tr>
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<td>wir813</td>
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<tr>
<td>Credit points</td>
<td>6.0 KP</td>
</tr>
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<td>Workload</td>
<td>180 h</td>
</tr>
<tr>
<td>Responsible persons</td>
<td>Godt, Christine (module responsibility)</td>
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<td>Prerequisites</td>
<td>(für WiRe empfohlen): wir815</td>
</tr>
<tr>
<td>Skills to be acquired in this module</td>
<td>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</td>
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<tr>
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<td>Duration (semesters)</td>
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<tr>
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<tr>
<td>Module capacity</td>
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<td>Vorkenntnisse: Grundlagen Wirtschaftsrecht (Privatrecht/Europarecht)</td>
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<td>Teaching/Learning method</td>
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<td>Examination times</td>
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<td>Referat mit Ausarbeitung</td>
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<td>SoSe oder WiSe</td>
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Schwerpunkt "Volkswirtschaftslehre" (VWL) (MPO2020)

wir808 - Multivariate Statistics

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<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 Computing Science (Master) &gt; Module aus anderen Studiengängen</td>
</tr>
<tr>
<td></td>
<td>Master's Programme Environmental Modelling (Master) &gt; Mastermodule</td>
</tr>
<tr>
<td></td>
<td>Master's Programme Sustainability Economics and Management (Master) &gt; Basic and Accentuation Modules</td>
</tr>
<tr>
<td>Responsible persons</td>
<td>Stecking, Ralf Werner (module responsibility)</td>
</tr>
<tr>
<td></td>
<td>Lehrenden, Die im Modul (authorised to take exams)</td>
</tr>
<tr>
<td>Prerequisites</td>
<td>With successful completion of the course, students shall:</td>
</tr>
<tr>
<td>Skills to be acquired in this module</td>
<td>be aware of and be able to evaluate advanced methods of multivariate data analysis.</td>
</tr>
<tr>
<td></td>
<td>be able to select adequate methods in relevant fields of application, like prediction, classification, and segmentation analysis.</td>
</tr>
<tr>
<td></td>
<td>be able to run computer-aided analyses and to interpret the results properly.</td>
</tr>
<tr>
<td>Module contents</td>
<td>Various methods of quantitative data analysis such as:</td>
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<tr>
<td></td>
<td>Linear Regression,</td>
</tr>
<tr>
<td></td>
<td>Logistic Regression,</td>
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<tr>
<td></td>
<td>Linear Discriminant Analysis,</td>
</tr>
<tr>
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<td>Principal Component Analysis,</td>
</tr>
<tr>
<td></td>
<td>Feature selection and evaluation methods.</td>
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<td>Previous knowledge:</td>
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<td>Examination: Examination times:</td>
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<tr>
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<td>Type of examination:</td>
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<td>Final exam of module: at the end of the semester: written exam or oral exam</td>
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<tr>
<td>Type of course</td>
<td>Comment</td>
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<tr>
<td>---------------</td>
<td>---------</td>
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<tr>
<td>Lecture</td>
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</tr>
<tr>
<td>Exercises</td>
<td></td>
</tr>
</tbody>
</table>

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

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

- International trade
- International trade policies and regimes
- Geographical economics
- Foreign direct investment
- Labour migration
- Fragmentation of production
- Regulations of international trade and factor movements
- Development strategies
- Regional integration

### Recommended Reading


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

#### Type of module

#### Teaching/Learning method

#### Previous knowledge

<table>
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<th>Examination</th>
<th>Examination times</th>
<th>Type of examination</th>
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<td>during term</td>
<td>seminar paper and presentation</td>
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<th>Workload of compulsory attendance</th>
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</table>

**Total module attendance time** 56 h
**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 (authorised to take exams)
- 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.

**Links**

**Language of instruction**
English

**Duration (semesters)**
1 Semester

**Module frequency**
jährlich

**Module capacity**
unlimited

**Reference text**
- Mitarbeit in Vorlesung und Seminar ist Pflicht für den Erwerb eines Leistungsnachweises.
- Das Seminar wird in der Form eines Blockseminars abgehalten.
- Es gibt eine Vorbesprechung Anfang des Semesters, in der die Themen vergeben werden.
<table>
<thead>
<tr>
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<tbody>
<tr>
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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>Während der Vorlesungszeit</td>
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<td>Type of course</td>
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<td>Total module attendance time</td>
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</table>
wir872 - Advanced Economic Growth

Module label
Advanced Economic Growth

Module abbreviation
wir872

Credit points
6.0 KP

Workload
180 h

Applicability of the module

Responsible persons
- Bitzer, Jürgen (module responsibility)
- Lehrenden, Die im Modul (authorised to take exams)

Prerequisites

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

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

Recommended reading

Links

Languages of instruction
German, English

Duration (semesters)
1 Semester

Module frequency
jährlich

Module capacity
unlimited

Reference text

Module level

Type of module

Teaching/Learning method

Previous knowledge

Examination
Examination times
Type of examination
differ 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
Seminar
2
28

Total module attendance time
56 h
### wir873 - Applied Economics

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<td>6.0 KP</td>
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<td>Workload</td>
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**Applicability of the module**
- Master Applied Economics and Data Science (Master) > Economics
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules

**Responsible persons**
- Bitzer, Jürgen (module responsibility)
- Lehrenden, Die im Modul (authorised to take exams)

**Prerequisites**

**Skills to be acquired in this module**
The students are able to:
- develop an empirical research project,
- collect the required data,
- carry out an econometric analysis,
- interpret, discuss and present the results.

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

**Recommended reading**

**Languages of instruction**
- German, English

**Duration (semesters)**
- 1 Semester

**Module frequency**
- jährlich

**Module capacity**
- unlimited

**Reference text**

### Module level

**Type of module**

**Teaching/Learning method**

**Previous knowledge**

**Examination**

**Examination times**

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

### Type of course

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<td>Seminar</td>
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**Total module attendance time**
- 56 h
**wir875 - Forecasting Methods**

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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 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 (authorised to take exams)

**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
- Module capacity: unlimited
- Module level: 317 / 356
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**Total module attendance time**: 56 h
**wir876 - Topics in Economic Research**

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**Applicability of the module**
- Master Applied Economics and Data Science (Master) > Economics
- Master's Programme Water and Coastal Management (Master) > Socioeconomics

**Responsible persons**
- Bitzer, Jürgen (module responsibility)
- Böhringer, Christoph (module responsibility)
- Helm, Carsten (module responsibility)
- Trautwein, Hans-Michael (module responsibility)
- Huse, Cristian (module responsibility)
- Gören, Erkan (module responsibility)
- Asane-Otoo, Emmanuel (module responsibility)
- Lehrenden, Die im Modul (authorised to take exams)
- Lehrenden, Die im Modul (Module counselling)

**Prerequisites**

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

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

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

**Recommended reading**

**Links**

**Languages of instruction**

**Duration (semesters)**
1 Semester

**Module frequency**
halbjährlich

**Module capacity**
unlimited

**Module level**

**Type of module**

**Teaching/Learning method**

**Previous knowledge**

**Examination**

**Examination times**

**Type of examination**

**Final exam of module**
will be announced in the first session
term paper or presentation or written exam or oral exam or portfolio.

**Type of course**

**Comment**

**SWS**

**Frequency**

**Workload of compulsory attendance**

<table>
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**Total module attendance time**
56 h
# Public Economics and Market Design

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<td>- Master's programme Social Sciences (Master) &gt; Wahlpflichtmodule</td>
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<td>- anderer Institute und Departments</td>
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<td>- &gt; Additional Modules</td>
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<td>- &gt; Master's Programme Water and Coastal Management (Master)</td>
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<td></td>
<td>- Socioeconomics</td>
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<td>- Lehrenden, Die im Modul (Module counselling)</td>
</tr>
<tr>
<td></td>
<td>- Helm, Carsten (Module counselling)</td>
</tr>
<tr>
<td></td>
<td>- Helm, Carsten (module responsibility)</td>
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<tr>
<td>Skills to be acquired in this module</td>
<td>The students are able</td>
</tr>
<tr>
<td></td>
<td>- to understand sources of market failures and government failures</td>
</tr>
<tr>
<td></td>
<td>- understand taxing and spending activities of governments</td>
</tr>
<tr>
<td></td>
<td>- understand the distinction between normative and positive perspectives</td>
</tr>
<tr>
<td></td>
<td>- in the evaluation of government policy</td>
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<tr>
<td></td>
<td>- to apply economic methods to current issues in public economics</td>
</tr>
<tr>
<td></td>
<td>- present their research result in the form of written papers and oral</td>
</tr>
<tr>
<td></td>
<td>presentations</td>
</tr>
<tr>
<td>Module contents</td>
<td>The course covers key concepts of public economics, which studies</td>
</tr>
<tr>
<td></td>
<td>how government taxing and spending activities affect the economy –</td>
</tr>
<tr>
<td></td>
<td>economic efficiency and the distribution of income and wealth.</td>
</tr>
<tr>
<td></td>
<td>Lecture: After introducing the theory and methodology of public economics,</td>
</tr>
<tr>
<td></td>
<td>we discuss a historical and theoretical overview of the public sector.</td>
</tr>
<tr>
<td></td>
<td>We then focus on departures from efficiency (especially asymmetric</td>
</tr>
<tr>
<td></td>
<td>information), taxation issues (including tax evasion, fiscal federalism</td>
</tr>
<tr>
<td></td>
<td>and tax competition among independent jurisdictions), and the</td>
</tr>
<tr>
<td></td>
<td>intertemporal issue of social security (especially pension system).</td>
</tr>
<tr>
<td></td>
<td>Seminar: covers current issues in public economics, e.g. reform of health</td>
</tr>
<tr>
<td></td>
<td>care or pension system.</td>
</tr>
<tr>
<td>Recommended reading</td>
<td>- Hindriks, J. and G. D. Myles (2013): Intermediate Public Economics,</td>
</tr>
<tr>
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<td>Education.</td>
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<tr>
<td></td>
<td>- Blankart, C. B. (2011): Öffentliche Finanzen in der Demokratie, Vahlen,</td>
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<tr>
<td></td>
<td>München.</td>
</tr>
<tr>
<td></td>
<td>Siebeck, Tübingen.</td>
</tr>
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<td>Links</td>
<td><a href="http://www.fiwi.uni-oldenburg.de/">http://www.fiwi.uni-oldenburg.de/</a></td>
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<td>Duration (semesters)</td>
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<td>Teaching/Learning method</td>
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<tr>
<td>Previous knowledge</td>
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</tr>
<tr>
<td>Examination</td>
<td>Examination times</td>
</tr>
<tr>
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<th>Comment</th>
<th>SWS</th>
<th>Frequency</th>
<th>Workload of compulsory attendance</th>
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<td>Seminar</td>
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**Total module attendance time** 56 h
### wir901 - Environmental Economics

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<tr>
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<tbody>
<tr>
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<tr>
<td>Credit points</td>
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<tr>
<td>Workload</td>
<td>180 h</td>
</tr>
<tr>
<td></td>
<td>(Lecture: 3 SWS (42h) Exercise: 1 SWS (14h))</td>
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<td></td>
</tr>
<tr>
<td></td>
<td>• Master Applied Economics and Data Science (Master) &gt; Economics</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 Computing Science (Master) &gt; Module aus anderen Studiengängen</td>
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<tr>
<td></td>
<td>• Master's Programme Environmental Modelling (Master) &gt; Mastermodule</td>
</tr>
<tr>
<td></td>
<td>• Master's Programme Sustainability Economics and Management (Master) &gt; Basic and Accentuation Modules</td>
</tr>
<tr>
<td>Responsible persons</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Helm, Carsten (Module counselling)</td>
</tr>
<tr>
<td></td>
<td>• Lehrenden, Die im Modul (Module counselling)</td>
</tr>
<tr>
<td></td>
<td>• Lehrenden, Die im Modul (authorised to take exams)</td>
</tr>
<tr>
<td></td>
<td>• Helm, Carsten (module responsibility)</td>
</tr>
<tr>
<td>Prerequisites</td>
<td>Keine</td>
</tr>
<tr>
<td>Skills to be acquired in this module</td>
<td>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.</td>
</tr>
<tr>
<td>Module contents</td>
<td>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.</td>
</tr>
<tr>
<td>Links</td>
<td></td>
</tr>
<tr>
<td>Language of instruction</td>
<td>English</td>
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<td>Pflicht o. Wahlpflicht / compulsory or optional</td>
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<td>Teaching/Learning method</td>
<td>Lecture and exercise</td>
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<td>Examination</td>
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<td>Type of examination</td>
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<td>At the end of the lecture period</td>
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<tr>
<td>Written exam; bonus through solution of exercises</td>
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<tr>
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<td>Comment</td>
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<td>SWS</td>
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<td>Frequency</td>
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<td></td>
<td>Workload of compulsory attendance</td>
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<td>Lecture</td>
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<tr>
<td>Exercises</td>
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<td>Total module attendance time</td>
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322 / 356
### wir911 - Advanced Topics of Sustainability Economics

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<thead>
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<th>Advanced Topics of Sustainability Economics</th>
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<tr>
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<td>Workload</td>
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<tr>
<td>Responsible persons</td>
<td>• Böhringer, Christoph (module responsibility)&lt;br&gt;• Siebenhüner, Bernd (module responsibility)&lt;br&gt;• Lehrenden, Die im Modul (authorised to take exams)&lt;br&gt;• Riesenbeck, Lukas (Module counselling)</td>
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<tr>
<td>Prerequisites</td>
<td>none</td>
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</table>

#### Skills to be acquired in this module

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

#### Module contents

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

#### Recommended reading


#### Links

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

#### Type of module

Teaching/Learning method: 

#### Previous knowledge

<table>
<thead>
<tr>
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<th>Type of examination</th>
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<td>written exam</td>
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<th>Workload of compulsory attendance</th>
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Total module attendance time: 56 h
**Schwerpunkt "China - Wirtschaft und Sprache" (CHI) - Kernmodule (MPO2020)**

**wir801 - Concepts of Organisation and Management**

<table>
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<th>Module label</th>
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<tr>
<td>Module abbreviation</td>
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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 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 (authorised to take exams)
- 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

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325 / 356
### Teaching/Learning method

### Previous knowledge

<table>
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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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<table>
<thead>
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<th>Frequency</th>
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<td>2</td>
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<tr>
<td>Seminar</td>
<td></td>
<td>2</td>
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</table>

| Total module attendance time | 56 h |
wir803 - Advanced Macroeconomics

Module label: Advanced Macroeconomics
Module abbreviation: wir803
Credit points: 6.0 KP
Workload: 180 h

Applicability of the module

Responsible persons:
- Trautwein, Hans-Michael (module responsibility)
- Trautwein, Hans-Michael (authorised to take exams)
- Bitzer, Jürgen (authorised to take exams)
- Poppitz, Philipp (authorised to take exams)
- Bitzer, Jürgen (Module counselling)

Prerequisites

Skills to be acquired in this module:
- Understanding of the interdependence of goods markets, labour markets and financial markets in the economy
- Ability to assess controversial views of the causes of output fluctuations (business cycles), inflation and unemployment
- Ability to present and evaluate different concepts of macroeconomic stabilization by way of fiscal and monetary policies
- Ability to describe and handle (simple) dynamic models of output, price-level and employment fluctuations and economic growth

Module contents

The lectures address the following issues:
- the development of macroeconomic thinking,
- output fluctuations, inflation and unemployment,
- statics and dynamics in macroeconomic theories,
- open economy macroeconomics,
- business cycles,
- economic growth and innovations,
- microfoundations of macroeconomics,
- policy rules.

Recommended reading


Specific literature references for individual lecture contents will be announced in the lecture.

Links

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

Reference text

Die Veranstaltung wird in flexibler Form als Kombination von Vorlesungs- und Übungselementen gehalten. Die Studierenden können Leistungsnachweise erwerben, indem sie Übungen vorbereiten und durchführen (Referate; bei sehr großen Teilnehmerzahlen werden zusätzlich auch Klausuren angeboten). Die Verteilung der Übungsthemen findet im Rahmen der Aufsichtsveranstaltung statt.

Module level

Type of module

Teaching/Learning method

Previous knowledge

Examination

Examination times

Type of examination

Final exam of module

Zum Ende des Semesters
Referat (bei sehr großer Teilnehmerzahl: Klausur als Wahlmöglichkeit) oder mündliche Prüfung

Type of course

Comment

SWS
Frequency
Workload of compulsory attendance

Lecture 2 28
<table>
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<th>SWS</th>
<th>Frequency</th>
<th>Workload of compulsory attendance</th>
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<td><strong>Total module attendance time</strong></td>
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<td></td>
<td></td>
<td>56 h</td>
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</table>
wir814 - Strategic Management

Module label: Strategic Management

Module abbreviation: wir814

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)
- Master's Programme Computing Science (Master) > Module aus anderen Studiengängen

Responsible persons:
- Hoppmann, Jörn (module responsibility)
- Lehrenden, Die im Modul (authorised to take exams)

Prerequisites:
- Keine

Skills to be acquired in this module:
- Know advanced theoretical concepts, research streams, and frameworks of 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 and 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:

<table>
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<tr>
<td>Teaching/Learning method</td>
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<tbody>
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<td>Examination times</td>
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<td>Type of examination</td>
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<td>Final exam of module</td>
<td>Zum Ende des Semesters</td>
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<th>Frequency</th>
<th>Workload of compulsory attendance</th>
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<tbody>
<tr>
<td>Lecture</td>
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<tr>
<td>Seminar</td>
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| Total module attendance time | 56 h |
**wir821 - International Trade, Production and Change**

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<td>Workload</td>
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<td>- Master Applied Economics and Data Science (Master) &gt; Economics</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 Sustainability Economics and Management (Master) &gt; Additional Modules</td>
</tr>
<tr>
<td>Responsible persons</td>
<td>- Trautwein, Hans-Michael (module responsibility)</td>
</tr>
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<td></td>
<td>- Trautwein, Hans-Michael (authorised to take exams)</td>
</tr>
<tr>
<td></td>
<td>- Bitzer, Jürgen (authorised to take exams)</td>
</tr>
<tr>
<td></td>
<td>- Poppitz, Philipp (authorised to take exams)</td>
</tr>
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<td>- Trautwein, Hans-Michael (Module counselling)</td>
</tr>
<tr>
<td>Prerequisites</td>
<td>keine</td>
</tr>
<tr>
<td>Skills to be acquired in this module</td>
<td>- Understanding of trade relations, international factor movements and corresponding balance-of-payments mechanisms.</td>
</tr>
<tr>
<td></td>
<td>- Capability to discuss structural change in global trade and productions in terms of formal models and case studies.</td>
</tr>
<tr>
<td></td>
<td>- Understanding of the causes and alternative strategies of economic integration in regional blocs.</td>
</tr>
<tr>
<td></td>
<td>- Understanding of the causes and alternative strategies of economic transformation in emerging markets.</td>
</tr>
<tr>
<td></td>
<td>- Ability to research data and evaluate the literature on specific aspects of international trade, production and structural change.</td>
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<tr>
<td>Module contents</td>
<td>The lectures and seminar papers address issues in the following subfields:</td>
</tr>
<tr>
<td></td>
<td>- international trade,</td>
</tr>
<tr>
<td></td>
<td>- international trade policies and regimes,</td>
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<tr>
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<td>- geographical economics,</td>
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<tr>
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<td>- foreign direct investment,</td>
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<td>- labour migration,</td>
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<tr>
<td></td>
<td>- fragmentation of production,</td>
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<tr>
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<td>- regulations of international trade and factor movements,</td>
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<td>- development strategies,</td>
</tr>
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<td>- regional integration.</td>
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<td>Further references to specific topics and current literature will be given in the events.</td>
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<td>Duration (semesters)</td>
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<tr>
<td>Module frequency</td>
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<td>Module frequency</td>
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<tr>
<td>Module capacity</td>
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<tr>
<td></td>
<td>- Das Seminar wird in der Form eines Blockseminars abgehalten.</td>
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<td>- Es gibt eine Vorbesprechung Anfang des Semesters, in der die Themen vergeben werden.</td>
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### Module level

**Type of module**

**Teaching/Learning method**

**Previous knowledge**

**Examination**

<table>
<thead>
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<th>Type of exam of module</th>
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**Type of course**

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<tbody>
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<td>28</td>
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<tr>
<td>Seminar</td>
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**Total module attendance time**

56 h
### wir863 - Business and Legal Chinese I

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<td>Workload</td>
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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 (authorised to take exams)
- 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

**Recommended reading**

**Links**
- Languages of instruction: English, Chinese
- Duration (semesters): 1 Semester
- Module frequency: jährlich
- Module capacity: unlimited
- Module level: Type of module
- Type of module: Seminar
- Examination: Examination times
- Type of examination: oral exam, written exam or portfolio
- Final exam of module: last week of term
- Type of course: Seminar
- SWS: 4
- Frequency: WiSe
- On-site workload: 56 h
**wir864 - Law in China**

<table>
<thead>
<tr>
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<tbody>
<tr>
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<tr>
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**Applicability of the module**
- Master's programme Business Administration: Management and Law (Master) > Ergänzungsmodule - Recht
- Master's programme Business Administration: Management and Law (Master) > Kernmodule CHI

**Responsible persons**
- Wang, Hongrui (Module counselling)
- Lehrenden, Die im Modul (authorised to take exams)
- 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  Type of examination
Final exam of module  last week of term  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
### wir866 - Business and Legal Chinese II

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</table>

#### 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 (authorised to take exams)
- Wang, Hongrui (Module counselling)

#### Prerequisites

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

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

#### 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

#### Teaching/Learning method

#### Previous knowledge

#### Examination
- **Examination times**
- **Type of examination**
  - oral exam or written exam or portfolio

#### Final exam of module
- last week of term

#### Type of course
- Seminar

#### SWS
- 4

#### Frequency

#### On-site workload
- 56 h
Module label: Economy and Culture in China

Module abbreviation: wir867

Credit points: 6.0 KP

Workload: 180 h

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 (authorised to take exams)
- Schüler, Klaus (authorised to take exams)
- Wang, Hongrui (authorised to take exams)
- Trautwein, Hans-Michael (module responsibility)

Prerequisites

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

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

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

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
**wir815 - Modern Transformations of International and EU Economic Law**

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<tr>
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<td>6.0 KP</td>
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<tr>
<td>Workload</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) > 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 (authorised to take exams)

**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 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 on 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.uni-oldenburg.de/InstRW/oeffwr/

**Language of instruction**
- English

**Duration (semesters)**
- 1 Semester Semester

**Module frequency**
- jährlich

**Module capacity**
- unlimited

**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>
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<th>SWS</th>
<th>4</th>
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<tbody>
<tr>
<td>Frequency</td>
<td>WiSe</td>
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<tr>
<td>On-site workload</td>
<td>56 h</td>
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wir880 - Marine & Maritime Law

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 (authorised to take exams)

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 lösungsoorientiert zu bearbeiten.
- können Forschungsfragen interdisziplinär entwickeln und bearbeiten.

Module contents:

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
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<td>SWS</td>
</tr>
<tr>
<td>Frequency</td>
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<tr>
<td>On-site workload</td>
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</table>
**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 (authorised to take exams)
- 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**

**Type of examination**
Während der Vorlesungszeit Referat oder Hausarbeit oder mündliche Prüfung

**Type of course**
Seminar
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<tr>
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<td>56 h</td>
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<tr>
<td>Module label</td>
<td>Competition Law and Intellectual Property</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) 
- 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 |

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 verschränkte 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/Euparecht) |
| 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>
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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 (authorised to take exams)
- Hoppmann, Jörn (Module counselling)

Prerequisites:
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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**Type of module**

**Teaching/Learning method**

**Previous knowledge**

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**Final exam of module**

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<td>SoSe oder WiSe</td>
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<tr>
<td>Seminar</td>
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</table>

**Total module attendance time** 56 h
Schwerpunkt "China - Wirtschaft und Sprache" (CHI) - Auslandsstudium (MPO2020)

wir865 - China in the World Economy

<table>
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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) > Module im obligatorischen Auslandsstudium CHI

**Responsible persons**
- Lehrende, Die im Modul (authorised to take exams)
- Trautwein, Hans-Michael (module responsibility)

**Prerequisites**
- Master's programme Business Administration: Management and Law (Master) > Module im obligatorischen Auslandsstudium CHI

**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.

**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**
- E-Learning

**Previous knowledge**

<table>
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<tr>
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<tbody>
<tr>
<td>Final exam of module</td>
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<td>project report (paper)</td>
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**Type of course**
- E-Learning

**SWS**
- 4

**Frequency**

**On-site workload**
- 56 h
## wir868 - Chinese Economy in Transformation (in China)

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<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)
- Bitzer, Jürgen (authorised to take exams)
- Trautwein, Hans-Michael (authorised to take exams)
- Lehrenden, Die im Modul (authorised to take exams)

### Prerequisites
- keine

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

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

### Recommended reading
(exemplarisch, da Literaturangaben der Partneruniversitäten zu beachten sind)

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

### Module level

### Type of module

### Teaching/Learning method

### Previous knowledge

<table>
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wir871 - Work Placement (in China)

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<tr>
<td>Responsible persons</td>
<td>Wang, Hongrui (Module counselling)</td>
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<td>Breisig, Thomas (authorised to take exams)</td>
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<td>Trautwein, Hans-Michael (authorised to take exams)</td>
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<td>Wang, Hongrui (authorised to take exams)</td>
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<tr>
<td></td>
<td>Trautwein, Hans-Michael (module responsibility)</td>
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</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/

Languages of instruction

English, Chinese, German

Duration (semesters)

1 Semester

Module capacity

unlimited

Module level

Type of module

Practical training

Teaching/Learning method

Previous knowledge

Examination

Examination times

Type of examination

Final exam of module

Submission of the report is possible any time during the semester. Placement report (with presentation after return, close to the research colloquium for the master’s thesis during the 4th semester)

Type of course

Practical training

SWS

4

Frequency

On-site workload

56 h
**wir869 - Business Practice in China (in China)**

<table>
<thead>
<tr>
<th>Module label</th>
<th>Business Practice in China (in China)</th>
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</thead>
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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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<td>Master's programme Business Administration: Management and Law (Master) &gt; Module im obligatorischen Auslandsstudium CHI</td>
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<td>Responsible persons</td>
<td>Trautwein, Hans-Michael (module responsibility)</td>
</tr>
<tr>
<td></td>
<td>Breisig, Thomas (Module counselling)</td>
</tr>
<tr>
<td></td>
<td>Lehrenden, Die im Modul (authorised to take exams)</td>
</tr>
<tr>
<td>Prequisites</td>
<td></td>
</tr>
<tr>
<td>Skills to be acquired in this module</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Die Studierenden sollen breite Perspektiven für die kaufmännischen Geschäfte in China erkennen können</td>
</tr>
<tr>
<td></td>
<td>Die Studierenden sollen die Techniken der Bilanzierung nach dem chinesischen Handelsrecht grundsätzlich erfassen können</td>
</tr>
<tr>
<td></td>
<td>Die Studierenden sollen Marketing- und Managementstrategien hinsichtlich der Besonderheiten des chinesischen Marktes entwickeln können</td>
</tr>
<tr>
<td></td>
<td>Die Studierenden sollen mit den rechtlichen und finanziellen Bedingungen für die Gründung eines Unternehmens in China vertraut werden.</td>
</tr>
<tr>
<td>Module contents</td>
<td>Dieses Modul beinhaltet zum Beispiel folgende Punkte:</td>
</tr>
<tr>
<td></td>
<td>Rechtsgrundlagen und Gründungsmanagement der Wholly Foreign-Owned Enterprise (WFOE)</td>
</tr>
<tr>
<td></td>
<td>Rechtsgrundlagen und Gründungsmanagement eines Joint-ventures</td>
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<tr>
<td></td>
<td>Die Struktur der chinesischen Industriekontenrahmen und Erstellung der Handelsbilanz</td>
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<td></td>
<td>Theoretische Ansätze für personalwirtschaftliche und organisatorische Fragestellungen</td>
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<tr>
<td></td>
<td>Marktorientierte Unternehmensführung anhand konkreter Beispielaufgaben</td>
</tr>
<tr>
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<td>wird an der jeweiligen Partneruniversität angegeben</td>
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</tr>
<tr>
<td>Module capacity</td>
<td>unlimited</td>
</tr>
<tr>
<td>Reference text</td>
<td>Da dieses Modul an verschiedenen Partnerhochschulen in China belegt werden kann und auch von den individuellen Sprachkenntnissen der Studierenden abhängig, 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.</td>
</tr>
<tr>
<td>Module level</td>
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<tr>
<td>Type of module</td>
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<td>Teaching/Learning method</td>
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<td>Previous knowledge</td>
<td>Examination</td>
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<td>Examination</td>
<td>Examination times</td>
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<tr>
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<td>KL</td>
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<td>Seminar</td>
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351 / 356
| On-site workload | 0 h |
**wir870 - Business and Legal Chinese III**

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<td>Trautwein, Hans-Michael (authorised to take exams)</td>
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<tr>
<td></td>
<td>Lehrenden, Die im Modul (authorised to take exams)</td>
</tr>
<tr>
<td>Prerequisites</td>
<td>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.</td>
</tr>
<tr>
<td>Module contents</td>
<td>Inhalte variieren je nach Kursangebot an der Partneruniversität und Einstufung der einzelnen Studierenden.</td>
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Abschlussmodul

mam - Master´s Degree Module

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Applicability of the module

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<tr>
<td>- Nicolai, Alexander (module responsibility)</td>
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<td>- Taeger, Jürgen (module responsibility)</td>
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<td>- Eisenack, Klaus (module responsibility)</td>
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<td>- Prokop, Jörg (module responsibility)</td>
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<td>- Helm, Carsten (module responsibility)</td>
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<td>- Stecking, Ralf Werner (module responsibility)</td>
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<td>- Brors, Christiane (module responsibility)</td>
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<td>- Böhninger, Christoph (module responsibility)</td>
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<td>- Breisig, Thomas (module responsibility)</td>
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<td>- Godt, Christine (module responsibility)</td>
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<td>- Frank, Götz (module responsibility)</td>
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</table>

Prerequisites

Skills to be acquired in this module


Module contents


Recommended reading

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

Links

Language of instruction: German

Duration (semesters): 1 Semester

Module frequency: halbjährlich

Module capacity: unlimited

Module level: Type of module: Seminar

Previous knowledge

Examination

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Type of course

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SWS

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354 / 356
**Abschlussmodul**

*mam - Master's Degree Module*

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**Applicability of the module**

**Responsible persons**

**Prerequisites**

**Skills to be acquired in this module**

**Module contents**

**Recommended reading**

**Links**

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**Module level**

**Type of module**

**Teaching/Learning method**

**Previous knowledge**

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**Type of course**

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