Mastermodule

ökb211 - Consumption and market

Module label: Consumption and market
Module code: ökb211
Credit points: 6.0 KP
Workload: 180 h

Used in course of study:
- Master of Education (Sonderpädagogik) Wirtschaft > Mastermodule
- Zwei-Fächer-Bachelor Ökonomische Bildung > Aufbaumodule

Contact person:
- Module responsibility: Rudolf Schröder
- Authorized examiners: Die im Modul Lehrenden

Entry requirements:

Skills to be acquired in this module:
- Students:
  - learn about the principles and development of consumer research
  - analyse economic, psychological and sociological explanatory approaches to consumer behaviour
  - are able to critically reflect on incentives and restrictions in consumer behaviour, the impact of environmental determinants, and indicate possible actions to ensure consumer protection
  - understand – in terms of neoclassical and institutional economics – determinants for pricing, possibilities and limits of model-based thinking
  - analyse market forms/structures, and reflect on the impact on market competition policy;
  - are able to critically reflect on markets as a coordination tool in the context of an economic order.

Module contents:
- Theories on consumer behaviour
  - Principles of consumer research
  - Explanatory approaches to consumer behaviour
  - Activating and cognitive processes
  - Buying decision processes
  - Environmental determinants for consumer behaviour
  - Consumer protection
- Forms and functions of markets and pricing
  - Market as a coordination mechanism
  - Pricing, perfect competition
  - Principles of market formation/pricing from an institutional-economics perspective
  - Market forms and market structure analysis
  - Competition policy

Reader's advisory:

Language of instruction: German
Duration (semesters): 1 Semester
Module frequency: jährlich
Module capacity: 30
Modullevel: AC (Aufbaucurriculum)
Modulart: Wahlpflicht

Lern-/Lehrform / Type of program:

Vorkenntnisse / Previous knowledge:

Examination:
- Time of examination
- Type of examination

Final exam of module:
- The form of research for conducting the module research will be determined and documented in the regular student session at the start of the semester. This will be explained to the students at the start of the courses.

Course type: Seminar

SWS: 4.00
Frequency: WiSe
| Workload attendance | 56 h |
### ökb221 - Performance processes and marketing

**Module label**  
Performance processes and marketing

**Module code**  
ökb221

**Credit points**  
6.0 KP

**Workload**  
180 h

**Used in course of study**
- Master of Education (Sonderpädagogik) Wirtschaft > Mastermodule
- Zwei-Fächer-Bachelor Ökonomische Bildung > Aufbaumodule
- Zwei-Fächer-Bachelor Politik-Wirtschaft > Aufbaumodule

**Contact person**  
Module responsibility
- Frank-Michael Henn

**Authorized examiners**
- Die im Modul Lehrenden

**Entry requirements**

**Skills to be acquired in this module**
- Students:
  - know about the performance-related process of a business
  - understand the goals, assessment indicators and calculations for resolving decision-making problems in various business sectors
  - recognize the central role of marketing in businesses
  - understand the various decision-making principles in marketing
  - are capable of applying – and hence analysing – the acquired subject matter to current developments.

**Module contents**
- Business performance process
  - Target figures of the business performance process
  - Value creation chain and supply chain
- Marketing
  - Conceptual principles of marketing
  - Markets and environments businesses operate in
  - Behaviour and information principles of marketing

**Reader's advisory**

**Links**

**Language of instruction**  
German

**Duration (semesters)**  
1 Semester

**Module frequency**
halbjährlich

**Module capacity**
30

**Lern-/Lehrform / Type of program**
AC (Aufbaucurriculum)
Wahlpflicht

**Vorkenntnisse / Previous knowledge**

**Examination**

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<th>Type of examination</th>
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**Course type**  
Seminar

**SWS**
4.00

**Frequency**
SuSe and WiSe

**Workload attendance**  
56 h
Module label: Accounting and Control
Module code: ökb231
Credit points: 6.0 KP
Workload: 180 h

Used in course of study:
- Master of Education (Sonderpädagogik) Wirtschaft > Mastermodule
- Zwei-Fächer-Bachelor Ökonomische Bildung > Aufbaumodule

Contact person:
Module responsibility: Rudolf Schröder
Authorized examiners:
- Die im Modul Lehrenden
- Die Modulverantwortlichen

Entry requirements:
Skills to be acquired in this module:
- Students:
  1. use ERP software in commercial processes
  2. perform calculations in the context of internal accounting
  3. use calculation results for more detailed calculations, such as price calculation and capital expenditure calculation
  4. assess the significance of the results for business decisions
  5. describe important development forms and methods of controlling
  6. analyse the significance of internal or external accounting for controlling.

Module contents:
The module is mainly based on the session ‘Principles of the organization of economic and social processes in businesses’ in basic module ‘ökb021 – Private households and businesses’. In this module, the lectures and exercises about the following topics are interrelated:
- ERP software in commercial processes
- Internal accounting (accrual accounting; cost type, cost centre and cost unit accounting; actual, normal and standard costing; absorption and variable costing)
- Use of internal accounting results in the context of investment and sales decisions
- Controlling: forms of development and controlling tools

Reader's advisory:

Links:
Language of instruction: German
Duration (semesters): 1 Semester
Module frequency: jährlich
Module capacity: 30
Modullevel: AC (Aufbaucurriculum)
Modulart: Wahlpflicht

Lern-Lehrform / Type of program:
The form of research for conducting the module research will be determined and documented in the regular student session at the start of the semester. This will be explained to the students at the start of the courses.

Vorkenntnisse / Previous knowledge:
Examination:
- Time of examination: Registration for the module examination via Stud.IP required - examination date and examination type see Stud.IP: https://elearning.uni-oldenburg.de/plugins.php/pruefungenplugin/studentpruefungen/current
- Type of examination: Written exam (2 hours)

Course type:
- Seminar

SWS:
- 4.00

Frequency:
- SuSe or WiSe

Workload attendance:
- 56 h
Module code: ökb241  
Credit points: 6.0 KP  
Workload: 180 h  
Used in course of study:  
- Master of Education (Sonderpädagogik) Wirtschaft > Mastermodule  
- Zwei-Fächer-Bachelor Ökonomische Bildung > Aufbaumodule  
- Zwei-Fächer-Bachelor Politik-Wirtschaft > Aufbaumodule

Contact person:  
Module responsibility: Rudolf Schröder  
Authorized examiners:  
- Die im Modul Lehrenden  
- Die Modulverantwortlichen

Entry requirements:  
Skills to be acquired in this module:  
Students:  
- study the fields of action of economic policy (esp. regulatory, structural and process policy)  
- analyse objectives of and conflicts in economic policy  
- analyse supply-and-demand-oriented concepts and conjunctural policy tools  
- describe the economic cycle and employ it as an analysis tool  
- explain the system of domestic product calculation in Germany/Europe and its conceptual principles;  
- draft chronological and international domestic product comparisons;  
- discuss the significance of the domestic product and explain approaches to its growth and alternative approaches  
- research and use up-to-date statistics about the national accounts.

Module contents:  
Principles of economic policy:  
- Theoretical principles  
- Examples of economic policy fields/topics  
- Economic policy objectives, conflicting objectives, actors and tools  
- Practical implementation of economic policy (implementation examples)  
National accounts and economic cycle:  
- Understanding, principles, implementation and history of the national accounts  
- Structure of European national accounts  
- Chronological and international domestic product comparisons  
- Problems in compiling and implementing national accounts  
- Alternative approaches to affluence measurements and national accounts growth

Reader's advisory:  
Links:  
Language of instruction: German

Duration (semesters): 1 Semester  
Module frequency: jährlich  
Module capacity: 30  
Modullevel: AC (Aufbaucurriculum / Composition)  
Modulart: Wahlpflicht / Elective  
Lern-/Lehrform / Type of program: The form of research for conducting the module research will be determined and documented in the regular student session at the start of the semester. This will be explained to the students at the start of the courses.

Vorkenntnisse / Previous knowledge:  
Examination:  
Time of examination: Registration for the module examination via Stud.IP required - examination date and examination type see Stud.IP: https://elearning.uni-oldenburg.de/plugins/ns.php/pruefungenplugin/studentpruefungen/current  
Type of examination: Written exam (2 hours) or presentation (45 to 75 minutes) or housework (15 to 20 pages) or Project work (12 to 17 pages) or portfolio (maximum of 6 part)

Course type: Seminar  
SWS: 4.00  
Frequency: SuSe  
Workload attendance: 56 h
## økb251 - International economic ties and the European Union

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| Used in course of study      | - Master of Education (Sonderpädagogik) Wirtschaft > Mastermodule  
                              | - Zwei-Fächer-Bachelor Ökonomische Bildung > Aufbaumodule |
| Contact person               | Module responsibility  
                              | - Dirk Loerwald  
                              | Authorized examiners  
                              | - Die im Modul Lehrenden |
| Entry requirements           | Students:  
                              | • possess basic knowledge of the topics 'international economic ties' and 'European Union';  
                              | • analyse the links between the convergence of economies and economic growth  
                              | • recognise that the increase in the number of international economic ties leads to more economic freedoms  
                              | and diminishes the significance of the borders between them;  
                              | • reflect on the fact that this also leads to increases in the number of dependencies and interdependencies as  
                              | well as international competitive pressure;  
                              | • describe the development of the European Union, starting with the monetary union up to and including the  
                              | present-day EU  
                              | • know about the economic and political objectives of the EU. |
| Module contents              | Explanatory approaches to international trade and global economy institutions:  
                              | • Significance and recording of international trade  
                              | • Causes of international trade  
                              | • Free trade or protectionism  
                              | • Liberalisation and regional economic integration  
                              | • Currency and exchange rate  
                              | • International financial institutions  
                              | The European Union:  
                              | • Brief history of European integration  
                              | • EU institutions, funding and treaties  
                              | • Stages of integration  
                              | • EU expansion of 2014  
                              | • EU constitution |

### Reader's advisory

- **Language of instruction**: German
- **Duration (semesters)**: 1 Semester
- **Module frequency**: jährlich
- **Module capacity**: 30
- **Modullevel**: AC (Aufbaucurriculum)
- **Modulart**: Wahlpflicht
- **Lern-/Lehrform / Type of program**: Seminar
- **Vorkenntnisse / Previous knowledge**
  - **Examination**
  - **Time of examination**
  - **Type of examination**

- **Final exam of module**

- **Course type**: Seminar
- **SWS**: 4.00
- **Frequency**: WiSe
- **Workload attendance**: 56 h
### ökb261 - Profession-related workshop

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<tr>
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<tbody>
<tr>
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<td>6.0 KP</td>
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<tr>
<td>Workload</td>
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</table>
| Used in course of study |  • Master of Education (Sonderpädagogik) Wirtschaft > Mastermodule  
  • Zwei-Fächer-Bachelor Ökonomische Bildung > Aufbaumodule |
| Contact person   | Module responsibility  
  • Rudolf Schröder  
  Authorized examiners  
  • Die im Modul Lehrenden |
| Entry requirements | Students:  
  • analyse selected contradictory debates within the relevant professional field  
  • assess alternative academic positions with respect to range and limits of the approach in question  
  • examine the question of the relationship between the professional field and didactics. |
| Skills to be acquired in this module | Both sessions will focus on a selected definition of a problem.  
  Profession-related workshop I  
  • Developments in and debates on general economics and business administration  
  • Developments in and debates on micro-economics and macro-economics  
  Profession-related workshop II  
  • Developments in and debates on general economics and business administration  
  • Developments in and debates on micro-economics and macro-economics |
| Module contents  | Reader's advisory |
| Language of instruction | German |
| Duration (semesters) | 1 Semester |
| Module frequency | halbjährlich |
| Module capacity | 30 |
| Modullevel | AC (Aufbaucurriculum) |
| Modular | Wahlpflicht |
| Lern-Lehrform / Type of program | Examination Time of examination Type of examination |
| Vorkenntnisse / Previous knowledge | Final exam of module  
  The form of research for conducting the module research will be determined and documented in the regular student session at the start of the semester. This will be explained to the students at the start of the courses. |
| Examination | Time of examination Type of examination |
| Frequency | SuSe and WiSe |
| Workload attendance | 56 h |
| Course type | Seminar |
| SWS | 4.00 |
| Workload attendance | 56 h |
ökb271 - Didactics in economic education

Module label Didactics in economic education
Module code ökb271
Credit points 6.0 KP
Workload 180 h

Used in course of study
- Master of Education (Sonderpädagogik) Wirtschaft > Mastermodule
- Zwei-Fächer-Bachelor Ökonomische Bildung > Aufbaumodule
- Zwei-Fächer-Bachelor Politik-Wirtschaft > Aufbaumodule

Contact person
- Module responsibility
  - Dirk Loerwald
- Authorized examiners
  - Die im Modul Lehrenden

Entry requirements
Skills to be acquired in this module
- Students:
  - possess basic knowledge of didactics and methodology for economics education
  - apply teaching concepts to real-life examples
  - analyse current questions relevant to didactics
  - assess various didactic approaches with regard to their explanatory power
  - understand modes of instructions as forms, based in learning theory, of the organisation of teaching-learning processes
  - know relevant micro- and macromethods for economics education
  - reflect on the use of modes of instruction for the correlation, in terms of didactics, between goals, content and methods

Module contents
- Didactics in economics education
- Economics education as part of general education
- Setting of objectives and content in economics education
- Position of economics education in schools and society
- Relationship between profession and didactics

Methodological principles of economics education
- Learning theory principles of methodical practices
- Forms of action as a structure for educational practices
- Educational preconditions of a learning concept

Reader's advisory

Links
Language of instruction German
Duration (semesters) 1 Semester
Module frequency jährlich
Module capacity 30
Module level AC (Aufbaucurriculum)
Module type Wahlleistung

Lern-Lehrform / Type of program
Vorkenntnisse / Previous knowledge

Examination Time of examination Type of examination
Final exam of module The form of research for conducting the module research will be determined and documented in the regular student session at the start of the semester. This will be explained to the students at the start of the courses.

Course type Seminar

SWS 4.00
Frequency SuSe or WiSe
Workload attendance 56 h
### ökb281 - Didactics workshop (structure)

<table>
<thead>
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<th>Module label</th>
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<tbody>
<tr>
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<tr>
<td></td>
<td>• Rudolf Schröder</td>
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<tr>
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<td>Authorized examiners</td>
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<td>• Die im Modul Lehrenden</td>
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<tr>
<td>Entry requirements</td>
<td>Students:</td>
</tr>
<tr>
<td></td>
<td>• deal with competence diagnostics within economics education</td>
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<tr>
<td></td>
<td>• analyse diagnostic procedures with regard to their scope in terms of didactics, and empirical and educational content</td>
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<tr>
<td></td>
<td>• implement diagnostic procedures in teaching practice at schools</td>
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<td></td>
<td>• reflect on their experiences with the implementation of diagnostic procedures.</td>
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<tr>
<td>Skills to be acquired in this module</td>
<td>In the module, selected questions about didactics will be dealt with, focusing, in particular, on the use of diagnostic tools, as well as one of the following two focal points:</td>
</tr>
<tr>
<td>Module contents</td>
<td>Competence diagnostics and diagnostic competence in economics education</td>
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<tr>
<td></td>
<td>• Status quo and initial findings of didactic diagnostics in economics education</td>
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<td></td>
<td>• Using examples, examination of and reflection on diagnostic tools (e.g. tests) for didactics</td>
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<td></td>
<td>• Development, and possibly trialling, of diagnostic tools developed in-house, and reflection on such tools in terms of didactics</td>
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<td></td>
<td>Vocational aptitude diagnostics in the context of career and study orientation</td>
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<tr>
<td></td>
<td>• Theoretical principles of vocational aptitude diagnostics</td>
</tr>
<tr>
<td></td>
<td>• Fulfilment of statistical quality criteria</td>
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<td></td>
<td>• Procedures of vocational aptitude diagnostics, esp. psychometric and simulation-oriented procedures</td>
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<tr>
<td></td>
<td>• Principles of counselling interviews</td>
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<tr>
<td></td>
<td>• Introduction to the implementation of a simulation-based procedure</td>
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<tr>
<td></td>
<td>• Implementation of a simulation-based procedure, incl. feedback meeting in a school, and reflection directly after</td>
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<tr>
<td>Reader's advisory</td>
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<td>Duration (semesters)</td>
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<td>Examination</td>
<td>Time of examination</td>
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Abschlussmodul

mam - Master´s Thesis Module

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