# Modules for Economics and Business Administration

## Mastermodule

**wir070 - Principles of Marketing**

<table>
<thead>
<tr>
<th>Module label</th>
<th>Principles of Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module code</td>
<td>wir070</td>
</tr>
<tr>
<td>Credit points</td>
<td>6.0 KP</td>
</tr>
<tr>
<td>Workload</td>
<td>180 h</td>
</tr>
</tbody>
</table>

**Used in course of study**
- Fach-Bachelor Betriebswirtschaftslehre mit juristischem Schwerpunkt > Akzentsetzungsmodul
- Fach-Bachelor Wirtschaftsinformatik > Akzentsetzungsmodul
- Fach-Bachelor Wirtschaftswissenschaften > Aufbaumodule
- Master of Education (Wirtschaftspädagogik) Wirtschaftswissenschaften > Mastermodule
- Zwei-Fächer-Bachelor Wirtschaftswissenschaften > Aufbaumodule

**Contact person**
- Module responsibility
  - Thorsten Raabe
- Authorized examiners
  - Sören Sundermann

**Entry requirements**

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

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

**Reader's advisory**

**Links**

**Language of instruction**
German

**Duration (semesters)**
1 Semester

**Module frequency**
jährlich

**Module capacity**
unlimited

**Modulelevel**
AC (Aufbaucurriculum)

**Modulart**
Wahlpflicht

**Lern-Lehrform / Type of program**

**Vorkenntnisse / Previous knowledge**

**Examination**

<table>
<thead>
<tr>
<th>Final exam of module</th>
<th>Time of examination</th>
<th>Type of examination</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>end of term</td>
<td>written exam; voluntary contributions that improve grades may undertaken as 'portfolio-presentations' during tutorials</td>
</tr>
</tbody>
</table>

**Course type**

<table>
<thead>
<tr>
<th>Course type</th>
<th>Comment</th>
<th>SWS</th>
<th>Frequency</th>
<th>Workload attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture</td>
<td></td>
<td>2.00</td>
<td></td>
<td>28 h</td>
</tr>
<tr>
<td>Seminar und Tutorial</td>
<td></td>
<td>2.00</td>
<td>WiSe</td>
<td>28 h</td>
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**Total time of attendance for the module**
56 h
### wir082 - Corporate Finance

<table>
<thead>
<tr>
<th>Module label</th>
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<tbody>
<tr>
<td>Module code</td>
<td>wir082</td>
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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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**Used in course of study**
- Fach-Bachelor Betriebswirtschaftslehre mit juristischem Schwerpunkt > Akzentsetzungsmodule
- Fach-Bachelor Mathematik > Nebenfachmodule
- Fach-Bachelor Wirtschaftsinformatik > Akzentsetzungsmodule
- Fach-Bachelor Wirtschaftswissenschaften > Akzentsetzungsmodule
- Master of Education (Wirtschaftspädagogik) Wirtschaftswissenschaften > Mastermodule
- Zwei-Fächer-Bachelor Wirtschaftswissenschaften > Aufbaumodule
- Zwei-Fächer-Bachelor Wirtschaftswissenschaften > Schwerpunkt Management und Ökonomie

**Contact person**
- Module responsibility
  - Jörg Prokop

**Entry requirements**

**Skills to be acquired in this module**
- Students
  - understand the role corporate finance plays in today’s business environment
  - learn how to make investment decisions based on established financial models both under certainty and under uncertainty
  - understand the limitations of these models
  - get to know the firm’s main sources of (long-term) financing

**Module contents**

<table>
<thead>
<tr>
<th>Course outline:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Introduction</td>
</tr>
<tr>
<td>2. Valuation and Capital Budgeting</td>
</tr>
<tr>
<td>3. Risk and Return</td>
</tr>
<tr>
<td>4. Long-Term Financing</td>
</tr>
</tbody>
</table>

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

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

**Reader's advisory**

Main textbook:
- Hillier, Ross, Westerfield, Jaffe & Jordan (2013): Corporate Finance (2nd European ed.), McGraw-Hill (especially chapters 1, 2, 4-10, 14)

Supplementary readings:
- Brealey, Myers & Allen (2011): Principles of Corporate Finance, Boston (Mass.)

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

**Language of instruction**
- English

**Duration (semesters)**
- 1 Semester

**Module frequency**
- jährlich

**Module capacity**
- unlimited

**Modullevel**
- AS (Akzentsetzung)

**Modulart**
- Pflicht/Wahlpflicht *

**Lern-Lehrform / Type of program**

**Vorkenntnisse / Previous knowledge**

<table>
<thead>
<tr>
<th>Examination</th>
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<th>Type of examination</th>
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<th>Frequency</th>
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<thead>
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</tr>
<tr>
<td>Tutorial</td>
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**Total time of attendance for the module**

56 h
wir083 - Procurement, Production and Logistics

Module label  Procurement, Production and Logistics
Module code   wir083
Credit points  6.0 KP
Workload      180 h

Used in course of study
- Fach-Bachelor Betriebswirtschaftslehre mit juristischem Schwerpunkt > Akzentsetzungsmodule
- Fach-Bachelor Wirtschaftsinformatik > Aufbaumodule
- Fach-Bachelor Wirtschaftswissenschaften > Aufbaumodule
- Master of Education (Wirtschaftspädagogik) Wirtschaftswissenschaften > Mastermodule
- Zwei-Fächer-Bachelor Wirtschaftswissenschaften > Aufbaumodule
- Zwei-Fächer-Bachelor Wirtschaftswissenschaften > Schwerpunkt Management und Ökonomie

Contact person
Module responsibility
- Christian Busse

Entry requirements

Skills to be acquired in this module

Module contents

Reader’s advisory

Links

Language of instruction  German
Duration (semesters)     1 Semester

Module frequency

Module capacity          unlimited

Modulart                 je nach Studiengang Pflicht oder Wahlpflicht

Lern- & Lehrform / Type of program

Vorkenntnisse / Previous knowledge

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<th>Type of examination</th>
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<tr>
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<td>SuSe and WiSe</td>
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<tr>
<td>Tutorial</td>
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<td>2.00</td>
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Total time of attendance for the module

56 h
**wir090 - Human Resource Management**

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<tr>
<td>Workload</td>
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</table>
| Used in course of study  | • Fach-Bachelor Betriebswirtschaftslehre mit juristischem Schwerpunkt > Akzentsetzungsmodule  
                          | • Fach-Bachelor Wirtschaftswissenschaften > Akzentsetzungsmodule  
                          | • Master of Education (Wirtschaftspädagogik) Wirtschaftswissenschaften > Mastermodule  
                          | • Zwei-Fächer-Bachelor Wirtschaftswissenschaften > Aufbaumodule  
                          | • Zwei-Fächer-Bachelor Wirtschaftswissenschaften > Schwerpunkt Management und Ökonomie |

**Contact person**

- Module responsibility
  - Jörg Prokop
  - Thomas Breisig

- Module counseling
  - Mareike Michel

**Entry requirements**

Upon completion of the module (two complementary lectures), students will be able to:
- understand the complex issues, challenges and fields of action in organisational Human Resource (HR) Management;
- analyse, interpret and manage HR issues within heterogeneous fields of stakeholders and environments;
- effectively analyse and apply HR instruments according to the specific practical context;
- develop skills to self-reflection by dealing with theoretical as well as practical issues in HR Management.

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

**Module contents**

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

**Reader's advisory**


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

**Links**

www.uol.de/orgpers

**Language of instruction**

German

**Duration (semesters)**

1 Semester

**Module frequency**

jährlich

**Module capacity**

unlimited

**Modulart**

je nach Studiengang Pflicht oder Wahlpflicht

**Lern-/Lehrform / Type of program**

Practical experience in HR Management; Basic modules in business administration

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<table>
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<th>Examination</th>
<th>Time of examination</th>
<th>Type of examination</th>
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<tbody>
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<td><strong>Final exam of module</strong></td>
<td>At the end of the lecture period and at the end of the semester</td>
<td>written exam</td>
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<th>Frequency</th>
<th>Workload attendance</th>
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<tr>
<td>Lecture</td>
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<td>4.00</td>
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<td>56 h</td>
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<td>Exercises</td>
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<td>2.00</td>
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<td>28 h</td>
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**Total time of attendance for the module** 84 h
**wir100 - Corporate Strategy**

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<tbody>
<tr>
<td>Module code</td>
<td>wir100</td>
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<tr>
<td>Credit points</td>
<td>6.0 KP</td>
</tr>
<tr>
<td>Workload</td>
<td>180 h</td>
</tr>
<tr>
<td>Used in course of study</td>
<td>Fach-Bachelor Betriebswirtschaftslehre mit juristischem Schwerpunkt &gt; Akzentsetzungsmodulle</td>
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<tr>
<td></td>
<td>Fach-Bachelor Wirtschaftswissenschaften &gt; Studienrichtung Betriebswirtschaftslehre</td>
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<td></td>
<td>Master of Education (Wirtschaftspädagogik) Wirtschaftswissenschaften &gt; Mastermodulle</td>
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<tr>
<td></td>
<td>Master Wirtschaftsinformatik &gt; Module der Wirtschaftswissenschaften (Fachbachelor)</td>
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<tr>
<td></td>
<td>Zwei-Fächer-Bachelor Wirtschaftswissenschaften &gt; Aufbaumodule</td>
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</table>

**Contact person**

- Module responsibility
  - Jörn Hoppmann
- Authorized examiners
  - Die im Modul Lehrenden

**Entry requirements**

**Skills to be acquired in this module**

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

**Module contents**

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

**Reader’s advisory**

Suggested reading:

**Links**

- Language of instruction: German
- Duration (semesters): 1 Semester
- Module frequency: ---
- Module capacity: unlimited
- Modulart: je nach Studiengang Pflicht oder Wahlpflicht

**Lern-Lehrform / Type of program**

Vorkenntnisse / Previous knowledge

<table>
<thead>
<tr>
<th>Examination</th>
<th>Time of examination</th>
<th>Type of examination</th>
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<tr>
<td>Final exam of module</td>
<td>Thesis to be handed in at the end of semester</td>
<td>Thesis</td>
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<table>
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<th>Comment</th>
<th>SWS</th>
<th>Frequency</th>
<th>Workload attendance</th>
</tr>
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<tr>
<td>Lecture</td>
<td></td>
<td>2.00</td>
<td></td>
<td>28 h</td>
</tr>
<tr>
<td>Exercise or tutorial</td>
<td></td>
<td>2.00</td>
<td>WiSe</td>
<td>28 h</td>
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</table>

**Total time of attendance for the module**

56 h
wir160 - Entrepreneurship

Module label: Entrepreneurship
Module code: wir160
Credit points: 6.0 KP
Workload: 180 h

Used in course of study:
- Fach-Bachelor Betriebswirtschaftslehre mit juristischem Schwerpunkt > Akzentsetzungsmodul
- Fach-Bachelor Wirtschaftswissenschaften > Studienrichtung Betriebswirtschaftslehre
- Master of Education (Wirtschaftspädagogik) Wirtschaftswissenschaften > Mastermodule
- Master Wirtschaftsinformatik > Bereichswahlsprache
- Master Wirtschaftsinformatik > Module der Wirtschaftswissenschaften (FachBachelor)

Contact person:
- Module responsibility: Alexander Nicolai
- Authorized examiners: Alexander Nicolai

Entry requirements:
- none

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

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

Reader's advisory:

Links:
http://www.uni-oldenburg.de/wire/entrepreneurship/lehrangebot/veranstaltungen/lehrangebot-wise-20162017/

Language of instruction:
German

Duration (semesters):
1 Semester

Module frequency:
jährlich

Module capacity:
unlimited

Reference text:
The lecture “Strategie und Entrepreneurship” must be attended in combination with the “Tutorium”.

Modulelevel:
SPM (Schwerpunktmodul)

Modulart:
Wahlpflicht

Lern-Lehrform / Type of program:

Vorkenntnisse / Previous knowledge:

Examination:

Time of examination:
at the end of the semester

Type of examination:
written exam

Course type:

Comment:

SWS:

Frequency:

Workload attendance:
<table>
<thead>
<tr>
<th>Course type</th>
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<tbody>
<tr>
<td>Course or seminar</td>
<td></td>
<td>2.00</td>
<td>WiSe</td>
<td>28 h</td>
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<tr>
<td>Tutorial</td>
<td></td>
<td>2.00</td>
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</table>

**Total time of attendance for the module**

56 h
**wir200 - Principles of Organisation**

**Module label**  
Principles of Organisation

**Module code**  
wir200

**Credit points**  
6.0 KP

**Workload**  
180 h

**Used in course of study**
- Fach-Bachelor Wirtschaftsinformatik > Akzentsetzungsmodule
- Fach-Bachelor Wirtschaftswissenschaften > Studienrichtung Betriebswirtschaftslehre
- Master of Education (Wirtschaftspädagogik) Wirtschaftswissenschaften > Mastermodule

**Contact person**
Module responsibility
- Thomas Breisig
- Jörg Prokop

Module counseling
- Teodora Todorova

**Entry requirements**

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

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

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

**Reader's advisory**

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

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

**Language of instruction**
German

**Duration (semesters)**
1 Semester

**Module frequency**
jährlich

**Module capacity**
unlimited

**Modulart**
je nach Studiengang Pflicht oder Wahlpflicht

**Lern-Lehrform / Type of program**

**Vorkenntnisse / Previous knowledge**
Basic modules in business administration

<table>
<thead>
<tr>
<th>Examination</th>
<th>Time of examination</th>
<th>Type of examination</th>
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<tbody>
<tr>
<td>Written exam: end of the lecture period</td>
<td>written exam or presentation or portfolio</td>
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</table>

**Final exam of module**
Presentation: During the lecture period
Portfolio: During the lecture period

<table>
<thead>
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<th>Course type</th>
<th>Comment</th>
<th>SWS</th>
<th>Frequency</th>
<th>Workload attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture</td>
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<tr>
<td>Seminar</td>
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### wir210 - Corporate Environmental Management

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<td>Master Wirtschaftsinformatik &gt; Module der Wirtschaftswissenschaften (Fachbachelor)</td>
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<tr>
<td>Contact person</td>
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<tr>
<td>Module responsibility</td>
<td>Stephanie Birkner</td>
</tr>
<tr>
<td></td>
<td>Bernd Siebenhüner</td>
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<td></td>
<td>Lars Hochmann</td>
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<tr>
<td>Skills to be acquired in this module</td>
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<tr>
<td>Module contents</td>
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<td>Reader's advisory</td>
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<td>Language of instruction</td>
<td>German</td>
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<td>Duration (semesters)</td>
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<td>Module capacity</td>
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</tr>
<tr>
<td>Modulart</td>
<td>je nach Studiengang Pflicht oder Wahlpflicht</td>
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<tr>
<td>Vorkenntnisse / Previous knowledge</td>
<td></td>
</tr>
<tr>
<td>Examination</td>
<td>Time of examination</td>
</tr>
<tr>
<td>Type of examination</td>
<td></td>
</tr>
<tr>
<td>Final exam of module</td>
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<tr>
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<td>Comment</td>
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<tr>
<td></td>
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<tr>
<td></td>
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<tr>
<td></td>
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</tr>
<tr>
<td>Lecture</td>
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</tr>
<tr>
<td></td>
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<td>Seminar</td>
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**wir240 - International Accounting and Auditing**

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<tr>
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<tr>
<td>Credit points</td>
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**Used in course of study**

- Fach-Bachelor Wirtschaftswissenschaften > Studienrichtung Betriebswirtschaftslehre
- Master of Education (Wirtschaftspädagogik) Wirtschaftswissenschaften > Mastermodule
- Master Wirtschaftsinformatik > Module der Wirtschaftswissenschaften (Fachbachelor)

**Contact person**

- Stephanie Birkner
- Kerstin Lopatta

**Authorized examiners**

- Die im Modul Lehrenden
- Ilka Canitz

**Entry requirements**

**Skills to be acquired in this module**

- The students obtain knowledge on advanced topics in IFRS such as hedge accounting, revenue recognition, provisions and financial instruments;
- understand the role, tasks and legal basis of auditing within the economic environment;
- understand the concept of the risk-based audit approach.

**Module contents**

This module aims at providing an in-depth view on complex issues of IFRS accounting, e.g., hedge accounting and accounting of financial instruments. The students will obtain employability in the audit profession by learning the legal basis and concept of the audit profession. Solving case studies will contribute to achieving the learning objectives.

**Reader's advisory**

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

**Links**

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

**Language of instruction**

German

**Duration (semesters)**

1 Semester

**Module frequency**

jährlich

**Module capacity**

unlimited

**Modullevel**

SPM (Schwerpunktmodul)

**Modulart**

Wahlpflicht

**Lern-Lehrform / Type of program**

**Vorkenntnisse / Previous knowledge**

**Examination** | **Time of examination** | **Type of examination**
---|---|---
Final exam of module | end of semester | written exam

**Course type** | **Comment** | **SWS** | **Frequency** | **Workload attendance**
---|---|---|---|---
Lecture | 2.00 | | | 28 h
Tutorial | 2.00 | | | 28 h
Seminar | | | | 0 h

**Total time of attendance for the module**

56 h
### wir390 - Financial Management

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**Used in course of study**
- Fach-Bachelor Betriebswirtschaftslehre mit juristischem Schwerpunkt > Akzentsetzungsmodul
- Fach-Bachelor Wirtschaftswissenschaften > Studienrichtung Betriebswirtschaftslehre
- Master of Education (Wirtschaftspädagogik) Wirtschaftswissenschaften > Mastermodule

**Contact person**
- Module responsibility
  - Stephanie Birkner
  - Jörg Prokop

**Entry requirements**

**Skills to be acquired in this module**
- learn how to determine a firm’s cost of capital, and how to make investment decisions under uncertainty
- understand how, and under which conditions, capital structure decisions influence firm value
- know characteristics, advantages and disadvantages of typical modes of long-term financing
- understand both the mechanics and the limits of financial models frequently used in decision making

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

**Reader’s advisory**
- Main textbook:
- Alternative and supplementary readings:
  - Brealey, Myers & Allen (2011): Principles of Corporate Finance, Boston (Mass.)

**Links**
- [http://www.uni-oldenburg.de/fiwi_bbl/](http://www.uni-oldenburg.de/fiwi_bbl/)

**Language of instruction**
- English

**Duration (semesters)**
- 1 Semester

**Module frequency**
- jährlich

**Module capacity**
- unlimited

**Module level**
- SPM (Schwerpunktmodul)

**Modulart**
- Wahlpflicht

**Lern-/Lehrform / Type of program**
- V+Ü or V+S

**Vorkenntnisse / Previous knowledge**

<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>Typically at least one mid-term short exam and one final short exam within three weeks after the last lecture</td>
<td>Portfolio, consisting of at least two short written examinations (schriftlicher Kurztest) lasting about 30-45 min each</td>
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<th>Frequency</th>
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<tr>
<td>Exercises</td>
<td></td>
<td>2.00</td>
<td></td>
<td>28 h</td>
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**Total time of attendance for the module**
- 56 h
wir400 - Strategic and International Marketing

Module label: Strategic and International Marketing
Module code: wir400
Credit points: 6.0 KP
Workload: 180 h

Used in course of study:
- Fach-Bachelor Betriebswirtschaftslehre mit juristischem Schwerpunkt > Akzentsetzungsmodulle
- Fach-Bachelor Wirtschaftsinformatik > Akzentsetzungsmodulle
- Fach-Bachelor Wirtschaftswissenschaften > Studienrichtung Betriebswirtschaftslehre
- Master of Education (Wirtschaftspädagogik) Wirtschaftswissenschaften > Mastermodule
- Master Wirtschaftsinformatik > Module der Wirtschaftswissenschaften (Fachbachelor)

Contact person:
- Module responsibility: Thorsten Raabe
- Module counseling: Sören Sundermann

Entry requirements:

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

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

Reader's advisory:
Latest editions of Meffert, H., Marketing-Management, Analyse - Strategie - Implementierung, Wiesbaden
Kreikebaum H., Strategische Unternehmensplanung, Stuttgart/ Berlin/ Köln
Benkenstein, M., Strategisches Marketing, Stuttgart/ Berlin/ Köln

Links:
- Language of instruction: German
- Duration (semesters): 1 Semester
- Module frequency: jährlich
- Module capacity: unlimited
- Modulelevel: AS (Akzentsetzung)
- Modulart: Wahlpflicht

Lern-Lehrform / Type of program:

Vorkenntnisse / Previous knowledge:

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

Total time of attendance for the module: 56 h
wir731 - Design of teaching and learning settings in the field of business administration and economics

Module label
Design of teaching and learning settings in the field of business administration and economics

Module code
wir731

Credit points
9.0 KP

Workload
270 h

Used in course of study
- Master of Education (Wirtschaftspädagogik) Wirtschaftswissenschaften > Mastermodule

Contact person

Module responsibility
- Karin Rebmann

Authorized examiners
- Die im Modul Lehrenden
- Florian Berding
- Maike Irmscher
- Andreas Slopinski

Module counseling
- Janina Pekrun

Entry requirements

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

- know and assess digital media and their usage in vocational teaching and learning settings.
- develop teaching and learning arrangements using digital media. Students analyse these arrangements critically with regard to their application in vocational teaching and learning settings.
- plan, analyse and evaluate lessons.
- decide on an issue to be explored during their school-based practice and analyse the theoretical underpinnings of this issue.
- know and assess functions and methods of evaluation, performance measurement, and performance assessment in schools.

Module contents
This module focuses on the development, design, analysis, and evaluation of vocational teaching and learning settings. The module consists of three seminars. Current theories and developments in subject-specific pedagogy (didactics) concerning business administration and economics are applied. References are made to central concepts such as competence-orientation, learning in processes of action, and constructivist teaching approaches.

The seminar “Usage and design of digital media in vocational education and training” deals with the analysis, design, application and evaluation of digital media in vocational education and training.

The seminar “Analysis and planning of teaching and learning settings in vocational schools (preparation course school-based practice)” focuses on the analysis, planning and reflection of teaching in vocational schools. This includes the design of complex teaching and learning arrangements and of teaching and learning settings.

The seminar “Evaluation of processes of teaching and learning in vocational contexts” deals with functions, methods and instruments of school evaluation and concepts of evaluation in the teaching profession.

Reader’s advisory

Further literature will be recommended in the course.

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

Language of instruction
German

Duration (semesters)
2 Semester

Module frequency
jährlich

Module capacity
unlimited

Reference text
Students have to take part in the seminars actively to fulfil the requirements of the module wir731. This includes usually the regular participation in the sessions, the preparation and reworking of the content of each session (e.g. reading suggested literature, working on learning tasks), and giving presentations in different forms depending on the type of program.
The criteria of an active participation are negotiated and defined at the beginning of the seminar.

<table>
<thead>
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<th>Modullevel</th>
<th>MM (Mastermodul)</th>
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<td>Pflicht</td>
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**Lern-Lehrform / Type of program**

**Vorkenntnisse / Previous knowledge**

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<th>Type of examination</th>
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<td>Final exam of module</td>
<td>The exam takes place at the beginning of the off-course period when students have successfully completed all three seminars of the module.</td>
<td>oral exam (approx. 15 minutes)</td>
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**Course type**

- Seminar

**SWS**

- 6.00

**Frequency**

**Workload attendance**

- 84 h
**wir741 - Financial Statements, Investment and Taxation**

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<td>Module responsibility</td>
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<tr>
<td></td>
<td>• Jörg Prokop</td>
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<tr>
<td>Module contents</td>
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<td>Reader's advisory</td>
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<td>Duration (semesters)</td>
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<td>Module capacity</td>
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### Module Information

**Module Code**: wir807

**Module Title**: Taxation and Tax Law I

**Credit Points**: 6.0 KP

**Workload**: 180 h

**Used in Course of Study**
- Master of Education (Wirtschaftspädagogik) Wirtschaftswissenschaften > Mastermodule
- Master Wirtschaftsinformatik > Module der Wirtschafts- und Rechtswissenschaften (Master)
- Master Wirtschafts- und Rechtswissenschaften > Mantelmodule

**Contact Person**
- Alexander Nicolai
- Jochen Dittmer

**Entry Requirements**

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

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

**Reader’s Advisory**
- Falterbaum, Hermann (aktuelle Fassung): Buchführung und Bilanz
- Rose, Gerd & Watrin, Christoph (aktuelle Fassung): Abgabenordnung; mit Finanzgerichtsordnung

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

**Links**
- **Language of Instruction**: German
- **Duration (Semesters)**: 1 Semester
- **Module Frequency**: jährlich
- **Module Capacity**: unlimited
- **Module Level**: MM (Mastermodul)
- **Modulart**: Wahlpflicht

**Lern-Lehrform / Type of Program**

**Vorkenntnisse / Previous Knowledge**

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</table>

**Course Type**
- Lecture

**SWS**
- 4.00

**Frequency**

**Workload Attendance**
- 56 h
wir833 - Corporate Financial Statements

Module label: Corporate Financial Statements
Module code: wir833
Credit points: 6.0 KP
Workload: 180 h

Used in course of study:
- Master of Education (Wirtschaftspädagogik) Wirtschaftswissenschaften > Mastermodule
- Master Wirtschaftsinformatik > Module der Wirtschafts- und Rechtswissenschaften (Master)
- Master Wirtschafts- und Rechtswissenschaften > Schwerpunkt "Auditing, Finance, Taxation" (AFT)

Contact person:
Module responsibility
- Alexander Nicolai
- Kerstin Lopatta

Authorized examiners:
- Die im Modul Lehrenden

Entry requirements:

Skills to be acquired in this module:
The aim of the course is to provide students with consolidated financial statements according to international accounting standards (IFRS and US-GAAP).

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

Reader's advisory:

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

Languages of instruction:
German, English

Duration (semesters):
1 Semester

Module frequency:
jährlich

Module capacity:
unlimited

Module level:
SPM (Schwerpunktmodul)

Modulart:
Wahlpflicht

Lern-Lehrform / Type of program

Vorkenntnisse / Previous knowledge

Examination:

<table>
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<td>differ according to type of examination</td>
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Final exam of module:

course type
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<td>Lecture</td>
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<td>Exercises</td>
<td>2.00</td>
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Total time of attendance for the module:
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## wir834 - Auditing

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

**Used in course of study**

- Master of Education (Wirtschaftspädagogik) Wirtschaftswissenschaften > Mastermodule
- Master Wirtschafts- und Rechtswissenschaften > Schwerpunkt "Auditing, Finance, Taxation" (AFT)

**Contact person**

- Module responsibility
  - Alexander Nicolai
  - Kerstin Lopatta
- Module counseling
  - Thomas Ull
  - Katarina Böttcher
  - Kerstin Lopatta

**Entry requirements**

**Skills to be acquired in this module**

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

**Module contents**

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

**Reader’s advisory**

- Literature and comments: (e.g.)

**Links**

- Languages of instruction: German, English
- Duration (semesters): 1 Semester
- Module frequency: jährlich
- Module capacity: unlimited
- Module level: SPM (Schwerpunktmodul)
- Moduleart: Wahlpflicht

**Vorkenntnisse / Previous knowledge**

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<th>Examination</th>
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<td>Final exam of module</td>
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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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**Course type**

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<th>SWS</th>
<th>Frequency</th>
<th>Workload attendance</th>
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<tr>
<td>Lecture</td>
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<td>28 h</td>
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<tr>
<td>Seminar</td>
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<td>Comment</td>
<td>SWS</td>
<td>Frequency</td>
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**Module label**: Advanced Corporate Finance  
**Module code**: wir837  
**Credit points**: 6.0 KP  
**Workload**: 180 h  
**Used in course of study**:  
- Master of Education (Wirtschaftspädagogik) Wirtschaftswissenschaften > Mastermodule  
- Master Wirtschaftsinformatik > Module der Wirtschafts- und Rechtswissenschaften (Master)  
- Master Wirtschafts- und Rechtswissenschaften > Schwerpunkt "Auditing, Finance, Taxation" (AFT)  
- Master Wirtschafts- und Rechtswissenschaften > Schwerpunkt "Recht der Wirtschaft" (RdW)  
**Contact person**: Module responsibility  
- Jörg Prokop  
**Entry requirements**:  
**Skills to be acquired in this module**: Upon completion of the module, students  
- will have a sound understanding of methods used in finance to determine the value of a firm under uncertainty,  
- will have a sound understanding of how investment and financing decisions are related, and how they both affect the value of the firm,  
- will be able to determine intrinsic firm values based on accounting information, and they will be aware of the respective models’ strengths and weaknesses.  
**Module contents**: The course covers key concepts of modern corporate finance in theory and practice. In particular, we focus on how investment and financing decisions affect the value of the firm. Among the topics discussed are:  
- Fundamental analysis and capital market efficiency.  
- Cost of debt and equity capital.  
- Business valuation models based on dividends, cash flows, and (abnormal) earnings.  
- Capital structure and dividend policy.  
- Advanced valuation issues.  
**Reader’s advisory**:  
- Titman / Martin: Valuation, latest edition, Boston (Mass.)  
Further readings may be announced during the course.  
**Links**: http://www.uni-oldenburg.de/en/fiwi_bbl/  
**Languages of instruction**: German, English  
**Duration (semesters)**: 1 Semester  
**Module frequency**: jährlich  
**Module capacity**: unlimited  
**Module level**: SPM (Schwerpunktmodul)  
**Modulart**: Wahlpflicht  
**Lern-Lehrform / Type of program**: 2 VL, or 1 VL and 1 U  
**Vorkenntnisse / Previous knowledge**:  
**Examination**: Typically at the end of the semester; potential midterm examination dates will be announced in the first session  
**Type of examination**: 1 term paper (Hausarbeit) or 1 written exam (Klausur) or 1 oral exam (mündliche Prüfung) or 1 Portfolio  
**Course type**: Lecture  
**SWS**: 4.00  
**Frequency**:  
**Workload attendance**: 56 h
wir839 - Financial Statement Analysis

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

Used in course of study:
- Master of Education (Wirtschaftspädagogik) Wirtschaftswissenschaften > Mastermodule
- Master Sustainability Economics and Management > Ergänzungsmodul
- Master Wirtschaftsinformatik > Module der Wirtschafts- und Rechtswissenschaften (Master)
- Master Wirtschafts- und Rechtswissenschaften > Schwerpunkt "Auditing, Finance, Taxation" (AFT)

Contact person:
- Module responsibility: Alexander Nicolai, Kerstin Lopatta

Entry requirements:
- 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.

Reader’s advisory:

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

Language of instruction: English
Duration (semesters): 1 Semester
<table>
<thead>
<tr>
<th><strong>Module frequency</strong></th>
<th>jährlich</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Module capacity</strong></td>
<td>unlimited</td>
</tr>
<tr>
<td><strong>Modullevel</strong></td>
<td>SPM (Schwerpunktmodul)</td>
</tr>
<tr>
<td><strong>Modulart</strong></td>
<td>Pflicht/Wahlpflicht *</td>
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</table>

### Lern-Lehrform / Type of program

### Vorkenntnisse / Previous knowledge

<table>
<thead>
<tr>
<th>Examination</th>
<th>Time of examination</th>
<th>Type of examination</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Final exam of module</strong></td>
<td>during the semester</td>
<td>portfolio</td>
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<table>
<thead>
<tr>
<th>Course type</th>
<th>Comment</th>
<th>SWS</th>
<th>Frequency</th>
<th>Workload attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecture</td>
<td></td>
<td>2.00</td>
<td></td>
<td>28 h</td>
</tr>
<tr>
<td>Exercises</td>
<td></td>
<td>2.00</td>
<td></td>
<td>28 h</td>
</tr>
</tbody>
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**Total time of attendance for the module**

56 h
**wir841 - Advanced Financial Accounting**

<table>
<thead>
<tr>
<th>Module label</th>
<th>Advanced Financial Accounting</th>
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</thead>
<tbody>
<tr>
<td>Module code</td>
<td>wir841</td>
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<tr>
<td>Credit points</td>
<td>6.0 KP</td>
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<tr>
<td>Workload</td>
<td>180 h</td>
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</table>
| Used in course of study | - Master of Education (Wirtschaftspädagogik) Wirtschaftswissenschaften > Mastermodule  
                        | - Master Wirtschaftsinformatik > Module der Wirtschafts- und Rechtswissenschaften (Master)  
                        | - Master Wirtschafts- und Rechtswissenschaften > Schwerpunkt “Auditing, Finance, Taxation” (AFT)  |
| Contact person        | Module responsibility  
                        | - Alexander Nicolai  
                        | - Kerstin Lopatta  
                        | - Sebastian Tideman  
                        | Authorized examiners  
                        | - Die im Modul Lehrenden |
| Entry requirements    | 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.  |
| Skills to be acquired in this module | 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 |
| Reader’s advisory     | Links  
                        | www.fk2.uni-oldenburg.de/InstBWL/Rewe/  |
| Links                 | Languages of instruction  
                        | German, English |
| Duration (semesters)  | 1 Semester |
| Module frequency      | jährlich |
| Module capacity       | unlimited |
| Modulelevel           | SPM (Schwerpunktmódul) |
| Modulart              | Wahlplicht |
| Lern-Lehrtform / Type of program | Exam Time of examination Type of examination |
| Vorkenntnisse / Previous knowledge |  |
| Examination           | Time of examination | Type of examination |
| Final exam of module  | end of semester | portfolio or written exam |
| Course type           | Comment | SWS | Frequency | Workload attendance |
| Lecture               | 2.00 | 28 h |
| Exercises             | 2.00 | 28 h |
| Total time of attendance for the module | 56 h |
wir842 - Banking

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

Used in course of study:
- Master of Education (Wirtschaftspädagogik) Wirtschaftswissenschaften > Mastermodule
- Master Wirtschaftsinformatik > Module der Wirtschafts- und Rechtswissenschaften (Master)
- Master Wirtschafts- und Rechtswissenschaften > Schwerpunkt "Auditing, Finance, Taxation" (AFT)
- Master Wirtschafts- und Rechtswissenschaften > Schwerpunkt "Recht der Wirtschaft" (RdW)

Contact person:
Module responsibility:
- Thorsten Raabe
- Jörg Prokop

Authorized examiners:
- Jörg Prokop

Entry requirements:
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.

Skills to be acquired in this module:
The course is divided in two parts. The first part is a broad introduction to financial intermediation in which we will discuss theoretical foundations of banking as well as the economic, institutional, and regulatory context in which financial institutions operate today. The second part of the course consists of a business simulation in which participants manage a virtual financial institution.

Module contents:

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

Further readings may be announced during the course.

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

Languages of instruction:
German, English

Duration (semesters): 1 Semester

Module frequency: jährlich

Module capacity: unlimited

Modullevel: MM-PB (Professionalisierungsbereichsmodul im Master)

Modulart: Ergänzung/Professionalisierung

Lern-Lehrform / Type of program:

Vorkenntnisse / Previous knowledge:

Examination:
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

Course type: Lecture

SWS: 4.00

Frequency:
Workload attendance: 56 h
wir847 - Advanced Managerial Accounting

Module label: Advanced Managerial Accounting

Module code: wir847

Credit points: 6.0 KP

Workload: 180 h

Used in course of study:
- Master of Education (Wirtschaftspädagogik) Wirtschaftswissenschaften > Mastermodule
- Master Wirtschaftsinformatik > Module der Wirtschafts- und Rechtswissenschaften (Master)
- Master Wirtschafts- und Rechtswissenschaften > Mantelmodule
- Master Wirtschafts- und Rechtswissenschaften > Schwerpunkt "Management, Entrepreneurship, Controlling" (ManECo)

Contact person:
Module responsibility
- Alexander Nicolai
- Kerstin Lopatta

Authorized examiners
- Die im Modul Lehrenden

Entry requirements:

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

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

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

Links:
Languages of instruction: German, English

Duration (semesters): 1 Semester

Module frequency: jährlich

Module capacity: unlimited

Module level: MM (Mastermodul)

Modulart: Wahlpflicht

Lern-Lehrform / Type of program:

Vorkenntnisse / Previous knowledge:

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

Exam type | Comment | SWS | Frequency | Workload attendance
--- | --- | --- | --- | ---
Lecture | 2.00 | | 28 h |
Exercises | 2.00 | | 28 h |

Total time of attendance for the module: 56 h
wir851 - Corporate Governance and Control

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

Used in course of study:
- Master of Education (Wirtschaftspädagogik) Wirtschaftswissenschaften > Mastermodule
- Master Wirtschaftsinformatik > Module der Wirtschafts- und Rechtswissenschaften (Master)
- Master Wirtschafts- und Rechtswissenschaften > Schwerpunkt "Auditing, Finance, Taxation" (AFT)
- Master Wirtschafts- und Rechtswissenschaften > Schwerpunkt "Management, Entrepreneurship, Controlling" (ManECO)

Contact person:
- Module responsibility:
  - Alexander Nicolai
  - Kerstin Lopatta

Entry requirements:
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

Reader's advisory:

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

Languages of instruction:
German, English

Duration (semesters):
1 Semester

Module frequency:
jährlich

Module capacity:
unlimited

Modulelevel:
SPM (SchwerpunktmODULE)

Modulart:
Wahlpflicht

Vorkenntnisse / Previous knowledge:

Vorkenntnisse / Previous knowledge:

Examination:
- Time of examination: at the end of the semester
- Type of examination: exam

Final exam of module:
- Comment: SWS
- Frequency: Workload attendance

Course type:
- Lecture: 2.00
- Exercises: 2.00

Total time of attendance for the module: 56 h

Workload attendance:
- Lecture: 28 h
- Exercises: 28 h
# Abschlussmodul

**mam - Master´s Thesis Module**

<table>
<thead>
<tr>
<th>Module label</th>
<th>Master´s Thesis Module</th>
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<tr>
<td>Module code</td>
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<tr>
<td>Credit points</td>
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<td>Master of Education (Wirtschaftspädagogik) Wirtschaftswissenschaften &gt; Abschlussmodul</td>
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**Contact person**

- Module responsibility: Karin Rebmann
- Authorized examiners:
  - Karin Rebmann
  - Jane Porath
  - Andreas Slopinski
  - Florian Berding
  - Verena Kehl
- Module counseling:
  - Jane Porath
  - Andreas Slopinski
  - Florian Berding
  - Verena Kehl

**Entry requirements**

**Skills to be acquired in this module**

**Module contents**

**Reader's advisory**

**Links**

**Language of instruction** German

**Duration (semesters)** 1 Semester

**Module frequency**

**Module capacity** unlimited

**Modulart** ---

**Lern-Lehrform / Type of program**

**Vorkenntnisse / Previous knowledge**

**Examination** Time of examination Type of examination

**Final exam of module** G

**Course type** Seminar

**SWS**

**Frequency**

**Workload attendance** 0 h