Basic and Accentuation Modules

wir812 - Environmental Law

Module label          Environmental Law  
Module code           wir812  
Credit points         6.0 KP  
Workload              180 h  
Used in course of study
- Master's Programme Business Administration, Economics and Law (Master) > Mantelmodule  
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)  
- Master's Programme Sustainability Economics and Management (Master) > Basic and Accentuation Modules  

Ansprechpartner/-in
- Module responsibility  
  - Christine Godt  
  - Prüfungsberechtigt  
- Die im Modul Lehrenden  
  - Module counseling  
  - Ulrich Meyerholt  

Entry requirements

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.  

Literaturempfehlungen

Links

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

Lern-/Lehrform / Type of program

Vorkenntnisse / Previous knowledge

Examination
Prüfungszeiten
Type of examination
Final exam of module
during term
oral presentation and written script  
Course type
Lecture  

SWS
4.00  
Frequency
SoSe oder WiSe  
Workload attendance
56 h
**wir831 - Corporate Social Responsibility**

**Module label**
Corporate Social Responsibility

**Module code**
wir831

**Credit points**
6.0 KP

**Workload**
180 h

**Used in course of study**
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Führung von Unternehmen und gesellschaftliche Organisationen" (FUGO)
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Transnational Economics and Law" (TEL)
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)
- Master's Programme Sustainability Economics and Management (Master) > Basic and Accentuation Modules

**Ansprechpartner/-in**
Jörn Hoppmann

**Prüfungsberechtigt**
- Die im Modul Lehrenden

**Entry requirements**

**Skills to be acquired in this module**
- The students should...
  - know and understand basic concepts, instruments and theories in the context of corporate social responsibility and corporate sustainability
  - 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 "CSR" provides an overview of the debates on the social responsibility of firms. The first session will briefly introduce the historical debate on Corporate Social Responsibility and Corporate Sustainability and delineate important concepts. The following sessions will use concrete company case studies as a basis for a critical discussion of central questions in the context of corporate social responsibility and sustainability. 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?
- In how far 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?
- How 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 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.

**Literaturempfehlungen**
prospects. Research Policy, 41(6), 955-967.

Links

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

Vorkenntnisse / Previous knowledge

Final exam of module: Zum Ende des Semesters

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<tr>
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Präsenzzeit Modul insgesamt: 56 h
### wir901 - Environmental Economics

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<td>Entry requirements</td>
<td>Keine</td>
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<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>
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<td>Module contents</td>
<td>Economic analysis of environmental impacts (property rights, external effects, market failure); approaches and instruments of environmental policy; environmental economic assessment; international environmental problems; special aspects of environmental economics.</td>
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<td>Vorlesung und Übung</td>
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<td>Examination</td>
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<td>Short tests during the term, essay: after the term</td>
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<td>Exercises</td>
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**Module Code:** wir902  
**Module Label:** International Sustainability Management  
**Credit Points:** 6.0 KP  
**Workload:** 180 h  

**Used in Course of Study:**  
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)  
- Master's Programme Sustainability Economics and Management (Master) > Basic and Accentuation Modules  
- Master's Programme Water and Coastal Management (Master) > Socioeconomics  

**Ansprechpartner/-in:**  
- Module responsibility: Bernd Siebenhüner  
- Prüfungsberechtigt: Alkje Wegner, Stefanie Sievers-Glotzbach  

**Entry Requirements:** 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.  

**Literaturempfehlungen:**  
BMU/BDI (Eds.) 2002: Sustainability Management in Business Enterprises. CSM, University of Lueneburg (Schaltegger, Herzig, Kleiber, Müller), http://www2.leuphana.de/umanagement/csm/content/nama/downloads/pdf-dateien/nmu_fs_engl_final.pdf  
Hutchinson, Andrew, and Frances Hutchinson, 1997 Environmental Business Management: Sustainable Development in the New Millennium. London u.a.: McGraw-Hill;  

**Links:**  
BMU/BDI (Eds.) 2002: Sustainability Management in Business Enterprises. CSM, University of Lueneburg (Schaltegger, Herzig, Kleiber, Müller), http://www2.leuphana.de/umanagement/csm/content/nama/downloads/pdf-dateien/nmu_fs_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  
**Modulelevel:** BM (Basismodul / Base)  
**Modulart:** je nach Studiengang Pflicht oder Wahlpflicht  
**Lern-/Lehrform / Type of program:**  
**Vorkenntnisse / Previous knowledge:**
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<td>Presentation and written summary</td>
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<tr>
<td>Seminar</td>
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**Präsenzzeit Modul insgesamt** 56 h
wir904 - Environmental and Sustainability Policies

Module label: Environmental and Sustainability Policies
Module code: wir904
Credit points: 6.0 KP
Workload: 180 h

Used in course of study:
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)
- Master's Programme Sustainability Economics and Management (Master) > Basic and Accentuation Modules

Ansprechpartner/-in:
- Module responsibility: Bernd Siebenhüner
- Prüfungsberechtigt: Die im Modul Lehrenden

Module counseling:
- Bernd Siebenhüner
- Alkje Wegner
- Werner Joachim Müller

Entry requirements:
- students:
  - have basic information about national and european environmental and sustainability governance
  - describe the history of national and european environmental and sustainability governance
  - reflect upon central principles, instruments, players and strategies in environmental and sustainability governance
  - analyze selected topics of environmental and sustainability governance based upon central principles, instruments, players and strategies

Skills to be acquired in this module:
- Introduction to environmental politics - Politics, Political Science, Policy Analysis
- Environment – Terms and Concepts - Historical Foundations of Environmental Politics
- Actors, institutions and governance structures; Actors in Environmental Policy
- Socio-ecological systems framework
- Environmental Policy in Germany
- Environmental Policy in the European Union
- Steering and principles in environmental policy
- Instruments in environmental policy
- Policy process and environmental policy
- Multi-level and reflexive governance - Multi-level governance
- International environmental governance
- Science-Policy Interface

Module contents:

Literaturempfehlungen:
- Aden, Hartmut (2012): Umweltpolitik, Wiesbaden: VS-Verlag

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

Languages of instruction: German, English
Duration (semesters): 1 Semester
Module frequency: halbjährlich
Module capacity: unlimited
Modulelevel: BM (Basismodul / Base)
Modulart: je nach Studiengang Pflicht oder Wahlpflicht

Vorkenntnisse / Previous knowledge
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**wir905 - Environmental Sciences**

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**Used in course of study**
- Master’s Programme Sustainability Economics and Management (Master) > Basic and Accentuation Modules
- Master’s Programme Water and Coastal Management (Master) > Science

**Ansprechpartner/-in**
- Module responsibility
  - Thomas Klenke
- Prüfungsberechtigt
  - Holger Freund
  - Jürgen Köster
  - Thomas Klenke
- Module counseling
  - Holger Freund
  - Jürgen Köster
  - Gast Dozent

**Entry requirements**

**Skills to be acquired in this module**

- The Introduction to processes and systems of the dynamic Earth constituting the foundation for sustainable management is presented to produce:
  - Knowledge about processes and systems relevant for sustainable management using knowledge and methodologies from all science disciplines in an integrated way.
  - Skills in elaborating on complex tasks of environmental management using an interdisciplinary science based approach and to present related findings to non-expert audiences.
  - Lecture room presentations and discussions based on slides and black/white board usage.
- Short films will be presented to endorse the intended achievements.

**Module contents**

- Lecture: Understanding the Bioplanet Earth (2 contact hours/week) (Vorlesung, 2 LVS: Aufbau und Entwicklungsgeschichte der Erde; Dynamik der Erde: Kreisläufe und Evolutionsprozesse; Lebensraum Boden; Wasser; Klima; Biodiversität; Lagerstätten und Ressourcenerschließung; Ökosysteme der Erde.)
- Seminar: Cases in Understanding the Bioplanet Earth (2 contact hours/week)

Introduction to key processes and to systems dynamics of the Earth representing a planet being alive driven by external and internal forces interacting with biological activities. Topics of the lecture comprise introductions to the evolution of the universe and solar systems, the differentiation and sub-systems of the Earth’s interior, minerals and rock cycle, soils, ocean and climate, evolution and biodiversity, organisms and physiology, water and element cycling plus insights into ecosystems under different climate conditions. The cases are selected in order to (i) highlight certain principles and theories in geo- and biosciences and (ii) exemplify critical objects and phenomena in modern practice of resource and environmental management.

This module consists of topical programmes of the Master Cluster Environment and Sustainability.

**Literaturempfehlungen**

A 'foundation material pool' will be made available online for students and lecturers providing paper books, reports and media covering the topics of the lecture and the cases

**Links**

**Language of instruction** English

**Duration (semesters)** 1 Semester

**Module frequency** jährlich

**Module capacity** unlimited

**Modullevel** BM (Basismodul / Base)

**Modulart** Pflicht / Mandatory

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

**Vorkenntnisse / Previous knowledge**

**Examination**
- Prüfungszeiten
  - By the end of the lecture period.
- Type of examination
  - Presentation/discussion and written report on a case;
  - Scientific quality of presentation (40 %)
  - Clarity of presentation and discussion (20 %)
  - Scientific quality of report (40 %)

**Course type**

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<th>Workload attendance</th>
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<tr>
<td>Lecture</td>
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wir906 - Resource and Energy Economics

Module label: Resource and Energy Economics
Module code: wir906
Credit points: 6.0 KP
Workload: 180 h

Used in course of study:
- Master's Programme Sustainability Economics and Management (Master) > Basic and Accentuation Modules
- Master's Programme Water and Coastal Management (Master) > Socioeconomics

Ansprechpartner/-in:
- Module responsibility: Christoph Böhringer
- Prüfungsberechtigt
- Die im Modul Lehrenden
- Module counseling
  - Emmanuel Asane-Otoo
  - Jan Schneider

Entry requirements: keine

Skills to be acquired in this module:
- Understanding the (normative) problems of resource use
- Rationales and instruments for policy intervention into (energy) markets
- Command of analytical methods (incl. role of analytical and numerical models in policy analysis)
- Ability to judge energy policy issues based on sound economic analysis (theory)
- Ability to quantify the relevance of arguments (empirics).

Module contents:
The course deals with the following subjects: Resource economics - Economics of sustainable resource use, methods of resource economics, non-renewable resources, renewable resources Energy economics - Markets and regulation; competitive markets as efficiency benchmark; market failures as a rationale for regulation - Fundamentals of energy system/market analysis: definitions and concepts; energy statistics and balances; elasticities and incidence of policy interference - Market imperfections and regulatory design: environmental externalities, imperfect competition - Electricity markets: supply, demand, market interactions, market failures and regulatory responses Methods of teaching: The course is designed as a lecture that teaches the relevant methods, concepts and models and illustrates them with reference to practical examples.

Literaturempfehlungen:
Steven Stoft, Power System Economics: Designing Markets for Electricity, New York 2002;
IEA: World energy outlook, annual.

Links:

Language of instruction: English
Duration (semesters): 1 Semester
Module frequency: yearly
Module capacity: unlimited
Modulelevel: ---
Modular: je nach Studiengang Pflicht oder Wahlpflicht
Lern-/Lehrform / Type of program: Lectures

Vorkenntnisse / Previous knowledge:

Examination Prüfungszeiten Type of examination
Final exam of module Written exam

Course type Comment SWS Frequency Workload attendance
Lecture 4.00 56 h
Seminar 0 h
Präsenzzeit Modul insgesamt 56 h
## wir908 - Strategies, Methods and Instruments of Sustainability Management

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<td>• Jürgen Bitzer</td>
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<td>• Bernd Siebenhüner</td>
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<td>• Die im Modul Lehrenden</td>
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<td>• Bernd Siebenhüner</td>
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<td>Entry requirements</td>
<td>Die Studierenden:</td>
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<tr>
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<td>• kennen die Grundlagen und weiterführender Inhalte der nationalen und europäischen Umwelt- und Nachhaltigkeitspolitik</td>
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<td>• beschreiben ihre historische Entwicklung.</td>
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<td>• reflektieren die zentralen Prinzipien, Instrumente, Akteure und Strategien in der Umwelt- und Nachhaltigkeitspolitik.</td>
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<td>• Reflektieren auf die Rolle von Wissenschaft in der Umwelt-und Nachhaltigkeitspolitik</td>
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<td>• Kennen das Governance-Konzept in den Sozialwissenschaften</td>
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<td>Entwicklungslinien der bundesdeutschen und europäischen Umwelt- und Nachhaltigkeitspolitik; Vertiefung auf ausgewählte Politikfelder, wie Energiepolitik, Agrarpolitik, Chemikalienpolitik etc.; Prinzipien der Umwelt- und Nachhaltigkeitspolitik; Instrumente der Umwelt- und Nachhaltigkeitspolitik im internationalen Vergleich; Neue Governance Mechanismen; Akteure der Umwelt- und Nachhaltigkeitspolitik (Regierungen, Industrie, Medien, Wissenschaft, Nichtregierungsorganisationen etc.); Internationale Umwelt- und Nachhaltigkeitspolitik.</td>
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<tr>
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<td>Aden, Hartmut (2012): Umweltpolitik, Wiesbaden: VS-Verlag</td>
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The module focuses on the development lines of the intergovernmental and European environmental and sustainability policies; deepening on selected policy fields, such as energy policy, agricultural policy, chemical policy, etc.; principles of environmental and sustainability policy; instruments of environmental and sustainability policy in international comparison; new governance mechanisms; actors of environmental and sustainability policy (governments, industry, media, science, non-governmental organizations, etc.); international environmental and sustainability policy.
### wir911 - Advanced Topics of Sustainability Economics

<table>
<thead>
<tr>
<th>Module label</th>
<th>Advanced Topics of Sustainability Economics</th>
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<tbody>
<tr>
<td>Module code</td>
<td>wir911</td>
</tr>
<tr>
<td>Credit points</td>
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<tr>
<td>Workload</td>
<td>180 h</td>
</tr>
</tbody>
</table>

#### Used in course of study
- kein Abschluss European Studies in Global Perspectives > Society, Economy and Politics
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Volkswirtschaftslehre" (VWL)
- Master's Programme Sustainability Economics and Management (Master) > Basic and Accentuation Modules

#### Ansprechpartner/-in
- Module responsibility
  - Christoph Böhringer
  - Bernd Siebenhüner
- Prüfungsberechtigt
  - Die im Modul Lehrenden
- Module counseling
  - Emmanuel Asane-Otoo
  - Jan Schneider

#### Entry requirements
- none

#### 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.

#### Literatureempfehlungen
- Perman et al (2003), Natural resource and Environmental Economics, Pearson, 3rd edition

#### Links
- German, English

#### Duration (semesters)
- 1 Semester

#### Module frequency
- halbjährlich

#### Module capacity
- unlimited

#### Modullevel
- ---

#### Modulart
- je nach Studiengang Pflicht oder Wahlpflicht

#### Lern-/Lehrform / Type of program

#### Vorkenntnisse / Previous knowledge

#### Examination
- Prüfungszeiten
  - end of semester
- Type of examination
  - written exam

#### Course type | Comment | SWS | Frequency | Workload attendance
--- | --- | --- | --- | ---
Lecture | 2.00 | 28 h |
Exercises | 2.00 | 28 h |
Seminar | 0 h |

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

<table>
<thead>
<tr>
<th>Module label</th>
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</thead>
<tbody>
<tr>
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</tr>
<tr>
<td>Credit points</td>
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<tr>
<td>Workload</td>
<td>180 h</td>
</tr>
<tr>
<td>Used in course of study</td>
<td>Master's Programme Sustainability Economics and Management (Master) &gt; Basic and Accentuation Modules</td>
</tr>
</tbody>
</table>

**Ansprechpartner/-in**

- Module responsibility
  - Bernd Siebenhüner
- Prüfungsberechtigt
  - Bernd Siebenhüner
  - Christian Busse

**Entry requirements**

- 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.

**Literaturempfehlungen**

- Depending on the topic and content of each seminar

**Links**

- [ ]

**Language of instruction**

- English

**Duration (semesters)**

- 1 Semester

**Module frequency**

- jährlich

**Module capacity**

- unlimited

**Modullevel**

- ---

**Modulart**

- je nach Studiengang Pflicht oder Wahlpflicht

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

- two seminars

**Vorkenntnisse / Previous knowledge**

**Examination**

- Prüfungszeiten

**Type of examination**

- to be announced during the seminar

**Final exam of module**

- KL

**Course type**

- Course or seminar

**SWS**

- 4.00

**Frequency**

- SoSe und WiSe

**Workload attendance**

- 56 h
wir909 - Strategic Sustainability Management

Module label: Strategic Sustainability Management
Module code: wir909
Credit points: 6.0 KP
Workload: 180 h

Used in course of study:
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)
- Master's Programme Sustainability Economics and Management (Master) > Basic and Accentuation Modules

Ansprechpartner/-in:
- Module responsibility
  - Christian Busse
- Prüfungsberechtigt
  - Die im Modul Lehrenden
- Module counseling
  - Claudia Stüwe

Entry requirements:
Skills to be acquired in this module:
This module provides students with the opportunity to scrutinize firms’ sustainability management from a strategic perspective. Specifically, students learn to evaluate sustainability-related management practices critically, and they are enabled to relate corporate sustainability to a firm’s conventional performance objectives. To this aim, students also familiarize themselves with the scholarly discourse on sustainability that is published in leading management journals.
In addition to broader strategic considerations students become acquainted with the specific sustainability-related challenges in global supply chains and begin looking at sustainability from an inter-organizational perspective. Furthermore, students will be enabled to frame sustainability aspects as springboards for more innovative and entrepreneurial firm behavior. The theoretical foundations of the module will be supplemented by practical examples. Students will also refine their reading, writing, presentation, and discussion skills in the module. Moreover, the exposition to some major theoretical developments and to empirical research methods applied in academic studies can prepare students for their master thesis.

Module contents:
- Firms’ motivation for sustainable business conduct
- Conception of sustainability
- Stakeholder theory
- Legitimacy
- Decoupling
- Agency
- Sustainable innovation and entrepreneurship
- Sustainability and supply chain management: A brief introduction
- Closed-loop supply chain management
- Supply chain sustainability risks
- Supplier management for sustainability
- Standards for fostering sustainability in the supply chain

Literaturempfehlungen:
We will work with various academic paper publications, rather than a text book.

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

Module frequency: 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.

Modulelevel: AS (Akzentsetzung / Accentuation)
Modulart: Wahlpflicht / Elective

Lern-/Lehrform / Type of program

Vorkenntnisse / Previous knowledge
Examination Prüfungszeiten Type of examination
Final exam of module
- Portfolio, presumably consisting of a final report (graded) and a presentation (compulsory but ungraded)

Course type Comment SWS Frequency Workload attendance
- Lecture 2.00 SoSe und WiSe 28 h
- Seminar 2.00 SoSe und WiSe 28 h

Präsenzzeit Modul insgesamt 56 h
### Additional Modules

**inf651 - Environmental Management Information Systems I**

<table>
<thead>
<tr>
<th>Module label</th>
<th>Environmental Management Information Systems I</th>
</tr>
</thead>
<tbody>
<tr>
<td>Module code</td>
<td>inf651</td>
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<tr>
<td>Workload</td>
<td>180 h</td>
</tr>
</tbody>
</table>

#### Used in course of study
- Master's Programme Business Informatics (Master) > Akzentsetzungsmodule der Informatik
- Master's Programme Computing Science (Master) > Angewandte Informatik
- Master's Programme Environmental Modelling (Master) > Mastermodule
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules

#### Ansprechpartner/-in
- Module responsibility
  - Jorge Marx Gomez
  - Die im Modul Lehrenden
- Prüfungsberechtigt
  - Jorge Marx Gomez
  - Die im Modul Lehrenden

#### Entry requirements

**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

**Literaturempfehlungen**


**Links**

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

**Language of instruction**

German

**Duration (semesters)**

1 Semester

**Module frequency**

jährlich

**Module capacity**

unlimited

**Modullevel**

AS (Akzentsetzung / Accentuation)

**Modulart**

je nach Studiengang Pflicht oder Wahlpflicht

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

V+Ü

**Vorkenntnisse / Previous knowledge**

Prüfungszeiten

Type of examination

**Final exam of module**

At the end of the lecture period

exercises and written exam (max. 120 min.)

<table>
<thead>
<tr>
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<th>Comment</th>
<th>SWS</th>
<th>Frequency</th>
<th>Workload attendance</th>
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<tbody>
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<tr>
<td>Exercises</td>
<td></td>
<td>2.00</td>
<td>SoSe</td>
<td>28 h</td>
</tr>
</tbody>
</table>

| Präsenzzeit Modul insgesamt | 56 h |

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### inf659 - Environmental Management Information Systems II

<table>
<thead>
<tr>
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<tbody>
<tr>
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</tr>
<tr>
<td>Workload</td>
<td>180 h</td>
</tr>
</tbody>
</table>
| Used in course of study      | • Master's Programme Business Informatics (Master) > Akzentsetzungsmodule der Informatik  
  • Master's Programme Computing Science (Master) > Angewandte Informatik  
  • Master's Programme Environmental Modelling (Master) > Mastermodule  
  • Master's Programme Sustainability Economics and Management (Master) > Additional Modules  |
| Ansprechpartner/-in          | Module responsibility                           |
|                              | • Jorge Marx Gomez  
  • Die im Modul Lehrenden |
|                              | Prüfungsberechtigt                               |
|                              | • Jorge Marx Gomez  
  • Die im Modul Lehrenden |
| Entry requirements           | 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. |
| Skills to be acquired in this module | 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  |

**Literatureempfehlungen**
• Marx Gómez, Jorge, Scholtz, Brenda (Eds.) (2016): Information Technology in Environmental Engineering. Springer International Publishing

Hershey (PA), London

• Möller, A. (2000): Grundlagen stoffstrombasierter Betrieblicher Umweltinformationssysteme. Projekt Verlag
• Rautenstrauch, C. (1999), Betriebswirtschaftliche Umweltinformationssysteme. Springer-Verlag

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

Languages of instruction
German, English

Duration (semesters)
1 Semester

Module frequency
jährlich

Module capacity
unlimited

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

Modullevel
AS (Akzentsetzung / Accentuation)

Modulart
je nach Studiengang Pflicht oder Wahlpflicht

Lern-/Lehrform / Type of program
V (2 SWS), Ü (2 SWS) oder SE
Nach Ankündigung zu Beginn der Veranstaltung (2SWS V + 2 SWS Ü oder Blockseminar)

Vorkenntnisse / Previous knowledge

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

Course type
Lecture
Exercises

Comment

SWS
2.00
2.00

Frequency
WiSe
WiSe

Workload attendance
28 h
28 h

Präsenzzeit Modul insgesamt
56 h
**Iök210 - Practice of Nature Conservation**

<table>
<thead>
<tr>
<th>Module label</th>
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<tbody>
<tr>
<td>Module code</td>
<td>Iök210</td>
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<tr>
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<tr>
<td>Workload</td>
<td>180 h</td>
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</tbody>
</table>
| Used in course of study      | - Master's Programme Landscape Ecology (Master) > Vertiefungsmodule zweites Fachsemester  
                              |   - Master's Programme Sustainability Economics and Management (Master) > Additional Modules  
                              |   - Master's Programme Water and Coastal Management (Master) > Science  |
| Ansprechpartner/-in          | Module responsibility  
                              |   - Rainer Buchwald  
                              |   - Ingo Mose  |
| Prüfungsberechtigt           | Rainer Buchwald  
                              |   - Ingo Mose  
                              |   - Thomas Fartmann  
                              |   - Robert Sprenger |
| Entry requirements           | Completed ecology-oriented Bachelor course                           |
| Skills to be acquired in this module | With the successful completion of the module the students will gain a general and advanced knowledge of crucial approaches and instruments of nature conservation in Germany and Europe, especially of the implementation of large protected areas (NSG, biosphere reserve, national park etc.), of maintenance/management projects and measures as well as of approaches to their integration into nature conservation and regional development strategies (via agriculture, tourism etc.) in co-operation with national park administrative authorities and other relevant actors. Additionally, the module gives basic skills in developing ecological connectivity systems (example dragonflies) as well as in developing and implementing approaches to ecological planning inside and outside the nature reserves. Ranking/position of the module within the course of studies: The module focuses on problems, methods, results, and analyses relevant to nature conservation and refers to corresponding issues of modules in Bachelor courses as well as of basic modules in Master courses of Landscape Ecology. |
| Module contents              | a) Seminar "Protected areas and regional development": Survey of the most important types of large protected areas in Europe as well as current concepts of integrating the purposes of conservation with the tasks of regional development especially in peripheral rural areas  
                              | b) Seminar "Introduction to the German Nature Conservation Law": This course deals with some parts of the Nature Conservation Law of Germany and Lower Saxony and discusses their relevance to the actual Nature Conservation policy in Northwest-Germany.  
                              | c) Field course "Habitat connectivity": Theory of ecological connectivity including causes and impacts of fragmentation and isolation in nature-near biotopes; investigation of migration and dispersal behaviour in selected dragonfly species of ditch systems  
                              | d) Excursion "Protected areas": Presentation of a selected large protected area in Germany or Europe especially considering geographical, floristic, faunistic, historical, agricultural, and nature conservation aspects as well as aspects of landscape and economics  |
| Links                        | https://www.uni-oldenburg.de/vegetationskunde/                        |
| Languages of instruction     | German, English                                                       |
| Duration (semesters)         | 1 Semester                                                            |
| Module frequency             | jährlich                                                              |
| Module capacity              | 35                                                                    |
| Modullevel                   | MM (Mastermodul / Master module)                                      |
| Modulart                     | Wahlpflicht / Elective                                                |
| Lern-/Lehrform / Type of program | Examination Prüfungszeiten Type of examination  
<pre><code>                          | Final exam of module Before the end of the module 6 CP – Paper (in the course of a seminar) or excursion report or assignment |
</code></pre>
<table>
<thead>
<tr>
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<th>Comment</th>
<th>SWS</th>
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<tr>
<td>Lecture</td>
<td></td>
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<tr>
<td>Exercises</td>
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<td>1.00</td>
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<td>14 h</td>
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<tr>
<td>Seminar</td>
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<td>28 h</td>
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<tr>
<td>Study trip</td>
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<td>3.00</td>
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<td>42 h</td>
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<td><strong>Präsenzzeit Modul insgesamt</strong></td>
<td></td>
<td></td>
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<td><strong>98 h</strong></td>
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</table>
Sustainable Spatial Development in Europe

- Module label: Sustainable Spatial Development in Europe
- Module code: lök320
- Credit points: 6.0 KP
- Workload: 180 h

- Used in course of study:
  - Master’s Programme Landscape Ecology (Master) > Vertiefungsmodule drittes Fachsemester
  - Master’s Programme Sustainability Economics and Management (Master) > Additional Modules
  - Master’s Programme Water and Coastal Management (Master) > Planning

- Ansprechpartner/-in:
  - Module responsibility: Ingo Mose
  - Prüfungsberechtigt
    - Ingo Mose
    - Thomas Klenke
    - Markus Prinz
    - Peter Schaal
  - Module counseling: Ingo Mose

- Entry requirements:
  - Good command of English

- Skills to be acquired in this module:
  - Presentation and critical reflection of crucial demands of sustainable spatial development in selected fields of activities, especially considering rural development. Comparison of suitable case studies in a European context.
  - Knowledge into central control instruments of structural, regional, and agricultural policy on a national as well as on a European level. Considering specific demands of spatial development in the context of political and social processes of Europeanization.

- Module contents:
  - SE/EX Multifunctionality and rural development (3 CP)
  - V Topical issues of agriculture and nutrition (1.5 CP)
  - SE/EX Sustainable tourism (3 CP)
  - SE/EX Renewable energy planning (3 CP)
  - V Colloquium on sustainable spatial development (1.5 CP)
  - SE Special subject job market: Job market and inequality in Europe (3 CP) – This course (1.07.211 / FK I) takes place in the summer semester.

  Multifunctionality and rural development
  - Survey of the multifunctionality of rural areas, especially the importance of agriculture and forestry, tourism and recreational activities, habitation, and protection of nature as well as the demands on spatial planning and regional development involved under the conditions of sustainability. Illustration by means of selected examples in a European context.

  Agriculture and agricultural policy
  - Survey of EU agricultural policy programmes and their strategic-instrumental implementation as well as selected topics of current developments in agriculture presented by various guest lecturers.

  Sustainable tourism
  - Presentation of various concepts of sustainable tourism and its realization from the viewpoint of offer and demand. Illustration by means of selected examples in a European context.

  Renewable energy planning
  - Survey of different forms of renewable energy and related demands on spatial development seen from a mainly planning and actor-oriented point of view. Illustration by means of selected examples in a European context.

  Colloquium on sustainable spatial development
  - Survey of up-to-date theoretical approaches, concepts, instruments as well as practical fields of activities in sustainable spatial development in a national and European context.

  Special subject job market: Job market and inequality
  - This course (1.07.211 / FK I) takes place in the summer semester.
  - Three one-day excursions with varying emphasis will be performed in the vicinity of Oldenburg as an integral part of the module seminars.

- Literatureempfehlungen:
  - Schmied, D. (ed.): Winning and losing. The changing geography of Europe’s rural areas.
Additional literature will be announced in the seminars.

<table>
<thead>
<tr>
<th>Links</th>
<th><a href="https://www.uni-oldenburg.de/en/geo/">https://www.uni-oldenburg.de/en/geo/</a></th>
</tr>
</thead>
<tbody>
<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>
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</tr>
<tr>
<td>Module capacity</td>
<td>unlimited</td>
</tr>
<tr>
<td>Module level</td>
<td>MM (Mastermodul / Master module)</td>
</tr>
<tr>
<td>Modulart</td>
<td>Wahlpflicht / Elective</td>
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<table>
<thead>
<tr>
<th>Lern-/Lehrform / Type of program</th>
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</thead>
<tbody>
<tr>
<td>Vorkenntnisse / Previous knowledge</td>
</tr>
<tr>
<td>Examination</td>
</tr>
<tr>
<td>Prüfungszeiten</td>
</tr>
<tr>
<td>Type of examination</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Final exam of module</th>
<th>Before the end of the module</th>
<th>6 CP – Report or assignment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course type</td>
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<tr>
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<tr>
<td>Seminar</td>
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<td>6.00</td>
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<tr>
<td>Study trip</td>
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<td>2.00</td>
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<table>
<thead>
<tr>
<th>Präsenzzeit Modul insgesamt</th>
<th>140 h</th>
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</thead>
</table>
**lök998 - Environmental Planning**

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Module code</td>
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<tr>
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<td>6.0 KP</td>
</tr>
<tr>
<td>Workload</td>
<td>180 h</td>
</tr>
</tbody>
</table>

**Used in course of study**
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules

**Entry requirements**

**Skills to be acquired in this module**

**Module contents**

**Literaturempfehlungen**

**Links**

**Languages of instruction**

<table>
<thead>
<tr>
<th>Duration (semesters)</th>
<th>1 Semester</th>
</tr>
</thead>
</table>

**Module frequency**

**Module capacity**

**Modullevel**

**Modulart**

je nach Studiengang Pflicht oder Wahlpflicht

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

**Vorkenntnisse / Previous knowledge**

<table>
<thead>
<tr>
<th>Examination</th>
<th>Prüfungszeiten</th>
<th>Type of examination</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final exam of module</td>
<td></td>
<td>KL</td>
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</table>

**Course type**

Seminar

**SWS**

**Frequency**

**Workload attendance**

0 h
**wir808 - Multivariate Statistics**

<table>
<thead>
<tr>
<th>Module label</th>
<th>Multivariate Statistics</th>
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<tbody>
<tr>
<td>Module code</td>
<td>wir808</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's Programme Business Administration, Economics and Law (Master) > Mantelmodule
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Volkswirtschaftslehre" (VWL)
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)
- Master's Programme Environmental Modelling (Master) > Mastermodule
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules

**Ansprechpartner/-in**
- Module responsibility
  - Ralf Werner Stecking
- Prüfungsberechtigt
  - Die im Modul Lehrenden

**Entry requirements**

**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.

**Literaturempfehlungen**


**Links**

**Language of instruction**
- German

**Duration (semesters)**
- 1 Semester

**Module frequency**
- jährlich

**Module capacity**
- unlimited

**Modullevel**
- MM-PB (Professionalisierungsbereichsmodul im Master)

**Modulart**
- je nach Studiengang Pflicht oder Wahlpflicht

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

**Vorkenntnisse / Previous knowledge**

**Examination**

Prüfungszeiten | Type of examination
--- | ---
at the end of the semester | written exam or oral exam

<table>
<thead>
<tr>
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<th>Comment</th>
<th>SWS</th>
<th>Frequency</th>
<th>Workload attendance</th>
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<tbody>
<tr>
<td>Lecture</td>
<td></td>
<td>2.00</td>
<td></td>
<td>28 h</td>
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<tr>
<td>Exercises</td>
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<td>2.00</td>
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<td>28 h</td>
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**Präsennzeit Modul insgesamt**

56 h
**wir809 - Econometrics**

<table>
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<tr>
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<tbody>
<tr>
<td>Module code</td>
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<td>Workload</td>
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**Used in course of study**
- Bachelor's Programme Sustainability Economics (Bachelor) > Aufbaumodule
- Master's Programme Business Administration, Economics and Law (Master) > Mantelmodule
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules

**Ansprechpartner/-in**
- Jürgen Bitzer
- Die im Modul Lehrenden

**Entry requirements**
- 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.

**Literaturempfehlungen**

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

**Language of instruction**
- German

**Duration (semesters)**
- 1 Semester

**Module frequency**
- jährlich

**Module capacity**
- unlimited

**Reference text**

**Modulart**
- je nach Studiengang Pflicht oder Wahlpflicht

**Lern-/Lehrform / Type of program**
- Vorlesung und Übung

**Vorkenntnisse / Previous knowledge**
- Statistik I und II, Mathematik für Ökonomen.

**Examination**
- Prüfungszeiten
- Type of examination: written exam

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

<table>
<thead>
<tr>
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<th>Comment</th>
<th>SWS</th>
<th>Frequency</th>
<th>Workload attendance</th>
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<tbody>
<tr>
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<td>2.00</td>
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<tr>
<td>Exercises</td>
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<td>2.00</td>
<td></td>
<td>28 h</td>
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</tbody>
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**Präsenzzeit Modul insgesamt**
- 56 h
**wir821 - International Trade, Production and Change**

**Module label**
International Trade, Production and Change

**Module code**
wir821

**Credit points**
6.0 KP

**Workload**
180 h

**Used in course of study**
- kein Abschluss European Studies in Global Perspectives > Society, Economy and Politics
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "China - Wirtschaft und Sprache" (CHI) - Kernmodule
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Transnational Economics and Law" (TEL)
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Volkswirtschaftslehre" (VWL)
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules

**Ansprechpartner/-in**
Module responsibility
- Hans-Michael Trautwein

Prüfungsberechtigt
- Dennis Drews
- Jürgen Bitzer
- Hans-Michael Trautwein
- Philipp Poppitz

Module counseling
- Dennis Drews
- Jürgen Bitzer
- Philipp Poppitz

**Entry requirements**
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.

**Literatureempfehlungen**
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.

<table>
<thead>
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<td>Vorlesung mit begleitendem Seminar</td>
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<td>Vorkenntnisse / Previous knowledge</td>
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<th>Type of examination</th>
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<td>during term</td>
<td>seminar paper and presentation</td>
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<th>Frequency</th>
<th>Workload attendance</th>
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<td>Lecture</td>
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<tr>
<td>Seminar</td>
<td></td>
<td>2.00</td>
<td></td>
<td>28 h</td>
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</table>

| Präsenzzeit Modul insgesamt | 56 h |
The module consists of a preparatory period (approximately 4 sessions on campus) as well as one educational workshop outside of Oldenburg.
wir829 - Development directions in Marketing Research

**Module label**  
Development directions in Marketing Research

**Module code**  
wir829

**Credit points**  
6.0 KP

**Workload**  
180 h

**Used in course of study**  
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Führung von Unternehmen und gesellschaftliche Organisationen" (FUGO)  
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules

**Ansprechpartner/-in**  
Module responsibility  
- Thorsten Raabe  
Prüfungsberechtigt  
- Die im Modul Lehrenden

**Entry requirements**  
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.

**Literaturempfehlungen**  
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

**Modullevel**  
---

**Lern-/Lehrform / Type of program**  
je nach Studiengang Pflicht oder Wahlpflicht

**Vorkenntnisse / Previous knowledge**
<table>
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<th>Type of examination</th>
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<tbody>
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<td>during the term</td>
<td>examination paper and presentation</td>
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<table>
<thead>
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<th>Frequency</th>
<th>Workload attendance</th>
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<td>Seminar</td>
<td></td>
<td>3.00</td>
<td>WiSe</td>
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Präsenzzeit Modul insgesamt 56 h
wir878 - Public Economics

Module label: Public Economics
Module code: wir878
Credit points: 6.0 KP
Workload: 180 h

Used in course of study:
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Volkswirtschaftslehre" (VWL)
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules
- Master's Programme Water and Coastal Management (Master) > Socioeconomics

Ansprechpartner/-in:
Module responsibility
- Carsten Helm
Prüfungsberechtigt
- Die im Modul Lehrenden
Module counseling
- Jasper Meya

Entry requirements:
none

Skills to be acquired in this module:
The students are able
- to understand sources of market failures and government failures
- understand taxing and spending activities of governments
- understand the distinction between normative and positive perspectives in the evaluation of government policy
- to apply economic methods to current issues in public economics
- present their research result in the form of written papers and oral presentations

Module contents:
The course covers key concepts of public economics, which studies how government taxing and spending activities affect the economy – economic efficiency and the distribution of income and wealth.

Lecture: After introducing the theory and methodology of public economics, we discuss a historical and theoretical overview of the public sector. We then focus on departures from efficiency (especially asymmetric information), taxation issues (including tax evasion, fiscal federalism and tax competition among independent jurisdictions), and the intertemporal issue of social security (especially pension system).

Seminar: covers current issues in public economics, e.g. reform of health care or pension system.

Literaturempfehlungen:

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

Languages of instruction:
German, English

Duration (semesters):
1 Semester

Module frequency:
jährlich

Module capacity:
unlimited

Reference text:
The seminar will be conducted as a block seminar

Modulart:
je nach Studiengang Pflicht oder Wahlpflicht

Lern-/Lehrform / Type of program:

<table>
<thead>
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<td>seminar paper end presentation</td>
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<th>Workload attendance</th>
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<td>Frequency</td>
<td>Workload attendance</td>
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<td>Seminar</td>
<td></td>
<td>2.00</td>
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<td>28 h</td>
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<td><strong>Präsenzzeit Modul insgesamt</strong></td>
<td></td>
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### wir915 - Renewable Energy Systems

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<td>Workload</td>
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<td>- Master's Programme Sustainability Economics and Management (Master) &gt; Additional Modules</td>
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<td>Ansprechpartner/-in</td>
<td>Module responsibility</td>
</tr>
<tr>
<td></td>
<td>- Bernd Siebenhüner</td>
</tr>
<tr>
<td></td>
<td>- Joachim Peinke</td>
</tr>
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<td></td>
<td>- Michael Hölling</td>
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<td>Prüfungsberechtigt</td>
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<td></td>
<td>- Joachim Peinke</td>
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<td>- Michael Hölling</td>
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<td>- Michael Golba</td>
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<td></td>
<td>- Herena Torio</td>
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<td></td>
<td>- Hans-Gerhard Holtorf</td>
</tr>
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<td></td>
<td>- Robin Knecht</td>
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<tr>
<td>Entry requirements</td>
<td>None.</td>
</tr>
<tr>
<td>Skills to be acquired in this module</td>
<td>Students learn details about the wide range of renewable energy sources and renewable energy technology as well as their background story.</td>
</tr>
<tr>
<td>Module contents</td>
<td>Energy basics, energy resources, global energy overview, energy scenarios, techno-economic aspects of energy use (external costs, life cycle analysis, ...), environmental effects of energy use (greenhouse gas emissions, ozone, ...), conventional and advanced power plant technologies, power distribution, advanced storage technologies, solar thermal power plants, geothermal and ocean energies.</td>
</tr>
<tr>
<td>Literatureempfehlungen</td>
<td></td>
</tr>
<tr>
<td>Links</td>
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<tr>
<td>Languages of instruction</td>
<td>German, English</td>
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<td>Duration (semesters)</td>
<td>1 Semester</td>
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<td>Examination</td>
<td>Prüfungszeiten</td>
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<td>By the end of the lecture period.</td>
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<tr>
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<tr>
<td>SWS</td>
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<td>Frequency</td>
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<td>Workload attendance</td>
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</table>
wir919 - Topics in Sustainability Economics and Management I

Module label: Topics in Sustainability Economics and Management I
Module code: wir919
Credit points: 6.0 KP
Workload: 180 h

Used in course of study:
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules
- Master's Programme Water and Coastal Management (Master) > Socioeconomics

Ansprechpartner/-in:
- Bernd Siebenhüner
- Prüfungsberechtigt
- Stefanie Sievers-Glotzbach

Entry requirements:
- 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.

Literaturempfehlungen:
Depending on the topic and content of each seminar.

Language of instruction: English
Duration (semesters): 1 Semester
Module capacity: unlimited
Module level: EB (Ergänzungsbereich / Complementary)
Module type: Wahlpflicht / Elective

Lern-/Lehrform / Type of program

Vorkenntnisse / Previous knowledge

Examination:
Prüfungszeiten: to be announced during the seminar
Type of examination: Term paper, presentation or oral exam

Course type: Seminar

SWS: 4.00
Frequency:
Workload attendance: 56 h
**wir930 - Open Module**

<table>
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<tr>
<td><strong>Module code</strong></td>
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<td>Master's Programme Sustainability Economics and Management (Master) &gt; Additional Modules</td>
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<td><strong>Ansprechpartner/-in</strong></td>
<td>Module responsibility</td>
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<td>Bernd Siebenhüner</td>
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<td>Prüfungsberechtigt</td>
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<td>Die im Modul Lehrenden</td>
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<td>Module counseling</td>
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<td></td>
<td>Bernd Siebenhüner</td>
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</table>

**Entry requirements**
- Skills to be acquired in this module
- Module contents
- Literatureempfehlungen
- Links

**Languages of instruction**
- Duration (semesters): 1 Semester

**Module frequency**
- Module capacity: unlimited
- Modullevel: ---

**Lern-/Lehrform / Type of program**
- Modulart: je nach Studiengang Pflicht oder Wahlpflicht

**Vorkenntnisse / Previous knowledge**

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<tr>
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<th>Prüfungszeiten</th>
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**Course type**
- Seminar

**SWS**

**Frequency**

<table>
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<th>Workload attendance</th>
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**wir932 - International Regulatory and Competition Policy**

<table>
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**Used in course of study**
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules

**Ansprechpartner/-in**
- Module responsibility
  - Christoph Böhringer

**Entry requirements**
- No

**Skills to be acquired in this module**
The aim of the course is to acquire an understanding of key issues of competition theory and competition policy. This comprises the fundamentals of industrial economics, the tradeoff between market power and efficiency, and the practice of competition policy in Europe.

**Module contents**
The module consists of two courses. Course A deals with the theory of monopoly, the theory of oligopoly, cartels and market entry and the welfare analysis of market structure. Course B deals with topics in international regulatory and competition policy, especially monopoly regulation, economies of scale vs. market power in transnational markets, aims and instruments of European regulatory and competition policy.

**Literaturempfehlungen**

**Language of instruction**
- English

**Duration (semesters)**
- 1 Semester

**Module frequency**
- jährlich

**Module capacity**
- unlimited

**Modulart**
- je nach Studiengang Pflicht oder Wahlpflicht

**Lern-/Lehrform / Type of program**
- Vorlesung und Seminar

**Vorkenntnisse / Previous knowledge**

**Examination**
- Type of examination: Portfolio comprising 2 short written tests (20 minutes each) and the presentation of an essay.

**Final exam of module**
- By the end of the lecture period

<table>
<thead>
<tr>
<th>Course type</th>
<th>Comment</th>
<th>SWS</th>
<th>Frequency</th>
<th>Workload attendance</th>
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**Präsenzzeit Modul insgesamt**
- 84 h
# wir934 - Business French

<table>
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<tbody>
<tr>
<td><strong>Module code</strong></td>
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<tr>
<td><strong>Credit points</strong></td>
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<td><strong>Workload</strong></td>
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<tr>
<td><strong>Entry requirements</strong></td>
<td></td>
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<tr>
<td><strong>Skills to be acquired in this module</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Module contents</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Literaturempfehlungen</strong></td>
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<td><strong>Links</strong></td>
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<td><strong>Duration (semesters)</strong></td>
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<td>Ergänzung/Professionalisierung</td>
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<td>Prüfungszeiten</td>
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<td><strong>Frequency</strong></td>
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**wir935 - Business Spanish**

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<td>Workload</td>
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<td>Used in course of study</td>
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</tr>
<tr>
<td>Ansprechpartner/-in</td>
<td>Maike Engelhardt</td>
</tr>
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</table>

**Entry requirements**

- Teilnahme am Einstufungstest des Sprachenzentrums

**Skills to be acquired in this module**

- Sprachliche Kompetenzerweiterung im Bereich Wirtschaftsspanisch zur Vorbereitung von Studienaufenthalten oder Praktika im spanischsprachigen Ausland.

**Module contents**

- Vermittlung von Lese-, Hörs-, Sprech- und Schreibkompetenzen in spanischer Sprache im Kontext von Wirtschaft und Umwelt

**Literaturempfehlungen**

- wird im Kurs bekannt gegeben

**Links**

- https://www.uni-oldenburg.de/fk3/sprachenzentrum/sprachen/

**Language of instruction**

- Spanish

**Duration (semesters)**

- 1 Semester

**Module frequency**

- halbjährlich

**Module capacity**

- 25

**Reference text**

- folgt

**Modullevel**

- PB (Professionalisierungsbereich / Professionalization)

**Modulart**

- Ergänzung/Professionalisierung

**Vorkenntnisse / Previous knowledge**

**Examination**

<table>
<thead>
<tr>
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<tbody>
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<td>KL</td>
</tr>
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</table>

**Course type**

- Seminar

**SWS**

- 4.00

**Frequency**

- SoSe und WiSe

**Workload attendance**

- 56 h
Eco-Venturing

Module label: Eco-Venturing
Module code: wir938
Credit points: 6.0 KP
Workload: 180 h
Used in course of study: Master's Programme Sustainability Economics and Management (Master) > Additional Modules

Ansprechpartner/-in
Module responsibility
- Klaus Fichter
Prüfungsberechtigt
- Die im Modul Lehrenden
Module counseling
- Klaus Fichter

Entry requirements: 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 the 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.

Literaturempfehlungen:
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.

Modullevel: ---
Modulart: je nach Studiengang Pflicht oder Wahlpflicht
Lern-/Lehrform / Type of program: Projektorientiertes Modul
Vorkenntnisse / Previous knowledge:

Examination:
Prüfungszahlen
Type of examination:
Final exam of module:
Usually at the end of lectures
to be announced at the beginning of the course

Course type:
Comment: Projektorientiertes Modul
SWS: 4.00
Frequency: 56 h
Workload attendance: 56 h

Seminar:
SWS: 0 h
Frequency: 0 h
Workload attendance: 0 h

Präsenzzeit Modul insgesamt:
SWS: 4.00
Frequency: 56 h
Workload attendance: 56 h
**wir939 - Topics in Sustainability Economics and Management II**

<table>
<thead>
<tr>
<th>Module label</th>
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<tr>
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<tr>
<td>Workload</td>
<td>180 h</td>
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<tr>
<td>Used in course of study</td>
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<td></td>
<td>Master's Programme Water and Coastal Management (Master) &gt; Socioeconomics</td>
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### Ansprechpartner/-in

- Module responsibility
  - Bernd Siebenhüner
  - Prüfungsberechtigt
  - Bernd Siebenhüner
  - Stefanie Sievers-Glotzbach

### Entry requirements

- 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.

### Literatureempfehlungen

- Depending on the topic and content of each seminar

### Links

- Language of instruction: English
- Duration (semesters): 1 Semester
- Module frequency: jährlich
- Module capacity: unlimited
- Modullevel: ---
- Modulart: je nach Studiengang Pflicht oder Wahlpflicht
- Lern-/Lehrform / Type of program: two seminars
- Vorkenntnisse / Previous knowledge:
- Examination: Prüfungszeiten
- Type of examination: Term paper, presentation or oral exam
- Final exam of module: To be announced during the seminar
- Course type: Seminar
- SWS: 4.00
- Frequency:
- Workload attendance: 56 h
### Module Information

**Module Code**: lök130  
**Credit Points**: 9.0 KP  
**Workload**: 270 h

#### Used in course of study
- Master's Programme Landscape Ecology (Master) > Basismodule
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules

#### Ansprechpartner/-in
- **Module responsibility**: Peter Schaal  
- **Prüfungsberechtigt**: Luise Dorothee Giani, Peter Schaal, Thomas Lecke-Lopatta

#### Entry requirements
Students who have not gained such basic knowledge during the Bachelor course please contact the persons responsible for the module in order to evaluate possibilities for catching up relevant knowledge.

#### Skills to be acquired in this module
The students will:
- gain advanced knowledge into the formal and informal organization of spatial developmental processes in a combination of disciplinary and interdisciplinary concepts;
- get to know the system of privileged planning combined with cross-section planning as well as investigate and assess possible deductions for concrete decision making;
- elaborate case studies and typical planning problems in seminar papers and develop their own positions regarding the instruments;
- get to know assessment methods for all important ecosystem compartments and gain the skills to deduce ecosystem services from ecosystem functions.

#### Ranking and position of the module within the course of studies:
The module offers fundamental and advanced knowledge in the first semester on the basis of which planning exercises can be performed during the Master courses.

#### Module Contents

| a) Development of models and assessment of ecosystem functions for environmental planning: |
| Presentation of theoretical concepts and practicable methods applied to assess ecosystem functions |
| b) Actor-oriented planning instruments: |
| Presentation of aims, forms and mechanisms of formal and informal instruments of area and environmental planning considering participative forms of the actor in different frameworks |
| c) Special planning: |
| Presentation of legal grounds, organization, instruments and practical methods of planning institutions including negative or positive impacts on the environmental quality for humans and nature. Possibilities of influencing the planning results from the point of view of precautionary environmental protection |
| d) Conservation and Evaluation of Soils: |
| Presentation of legal grounds, practical methods and opportunities for soil protection and soil evaluation in regional and environmental planning. |

#### Literature recommendations

Additional literature will be announced during the lectures.

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

**Language of instruction**: German  
**Duration (semesters)**: 1 Semester  
**Module frequency**: jährlich  
**Module capacity**: unlimited  
**Modullevel**: MM (Mastermodul / Master module)  
**Modulart**: Wahlpflicht / Elective
| Lern-/Lehrform / Type of program | a) V/SE 2 SWS  
|---------------------------------|-------------------
|                                 | b) SE 2 SWS       |
|                                 | c) SE 2 SWS       |
|                                 | Gruppengröße entsprechend der Zulassungszahl |

<table>
<thead>
<tr>
<th>Vorkenntnisse / Previous knowledge</th>
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<tbody>
<tr>
<td>Examination</td>
<td>Prüfungszeiten</td>
</tr>
<tr>
<td>Final exam of module</td>
<td>Before the end of the module</td>
</tr>
<tr>
<td>Course type</td>
<td>Seminar</td>
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<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Workload attendance</td>
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<tr>
<td>SWS</td>
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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 Programme (Vocational and Business Education) Economics and Business Administration (Master of Education) > Mastermodule
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Auditing, Finance, Taxation" (AFT)
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules

Ansprechpartner/-in
Module responsibility:
- Jörg Prokop

Prüfungsberechtigt:
- Die im Modul Lehrenden

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 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 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.

Literaturempfehlungen:

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

Language of instruction: English
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<th><strong>Duration (semesters)</strong></th>
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<tbody>
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<td><strong>Modulart</strong></td>
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<table>
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<tr>
<th><strong>Vorkenntnisse / Previous knowledge</strong></th>
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<table>
<thead>
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<th><strong>Prüfungszeiten</strong></th>
<th><strong>Type of examination</strong></th>
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<tbody>
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<td>portfolio</td>
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<td>Exercises</td>
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<td>28 h</td>
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| **Präsenzzeit Modul insgesamt** | 56 h |

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<th><strong>Workload attendance</strong></th>
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</thead>
<tbody>
<tr>
<td>2.00</td>
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<td>28 h</td>
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</table>

| 2.00    |               | 28 h                   |
**wir849 - Advanced Entrepreneurship**

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

**Used in course of study**
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Management, Entrepreneurship, Controlling" (ManECo)
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules

**Ansprechpartner-in**
- Module responsibility
  - Alexander Nicolai
  - Die im Modul Lehrenden

**Entry requirements**
- 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.

**Literaturempfehlungen**
- Links
  - [http://www.uni-oldenburg.de/wire/entrepreneurship/lehrangebot/veranstaltungen/](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.

**Modullevel**
- ---

**Modulart**
- je nach Studiengang Pflicht oder Wahlpflicht

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

<table>
<thead>
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<th>Frequency</th>
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<td>WiSe</td>
<td>28 h</td>
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**Präsenzzeit Modul insgesamt**
- 56 h
### wir863 - Business and Legal Chinese I

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

**Used in course of study**
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "China - Wirtschaft und Sprache" (CHI) - Kernmodule
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules

**Ansprechpartner/-in**
- Module responsibility
  - Hans-Michael Trautwein
  - Die im Modul Lehrenden
  - Hongrui Wang

**Entry requirements**

**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

**Literaturempfehlungen**


**Links**

- Languages of instruction: English, Chinese
- Duration (semesters): 1 Semester
- Module frequency: jährlich
- Module capacity: unlimited
- Module level: MM-PB (Professionalisierungsbereichsmodul im Master)
- Module type: je nach Studiengang Pflicht oder Wahlpflicht

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

**Vorkenntnisse / Previous knowledge**

**Examination**

**Prüfungszeiten**

Type of examination

- Final exam of module: last week of term
- oral exam, written exam or portfolio

**Course type**

Seminar

**SWS**

4.00

**Frequency**

WiSe

**Workload attendance**

56 h
**Module label**: Marine & Maritime Law  
**Module code**: wir880  
**Credit points**: 6.0 KP  
**Workload**: 180 h

**Used in course of study**
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "China-Wirtschaft und Sprache" (CHI) - Kernmodule
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Transnational Economics and Law" (TEL)
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules
- Master's Programme Water and Coastal Management (Master) > Planning

**Module contents**

**Literaturempfehlungen**

**Links**

**Language of instruction**: English  
**Duration (semesters)**: 1 Semester  
**Module frequency**: jährlich  
**Module capacity**: unlimited  
**Modullevel**: SPM (Schwerpunktmodul / Main emphasis)  
**Modulart**: Wahlpflicht / Elective  
**Lern-/Lehrform / Type of program**: S  
**Vorkenntnisse / Previous knowledge**:  

**Examination**
- **Prüfungszeiten**: Während der Vorlesungszeit
- **Type of examination**: Referat oder Hausarbeit oder mündliche Prüfung

**Course type**: Seminar

(2 SE)
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<tr>
<td>Frequency</td>
<td>SoSe und WiSe</td>
</tr>
<tr>
<td>Workload attendance</td>
<td>56 h</td>
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</table>
wir881 - Energy Law

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

Used in course of study:
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "China - Wirtschaft und Sprache" (CHI) - Kernmodule
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Transnational Economics and Law and" (TEL)
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules

Ansprechpartner/-in:
Module responsibility:
- Christine Goedt
Prüfungsberechtigt:
- Die im Modul Lehrenden
Module counseling:
- Ulrich Meyerholt

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

Module contents:

Literaturempfehlungen:

Links:
Languages of instruction: German, English
Duration (semesters): 1 Semester
Module frequency: jährlich
Module capacity: unlimited
Modulelevel: MM (Mastermodul / Master module)
Modulart: Wahlpflicht / Elective

Vorkenntnisse / Previous knowledge:
Examination:
Prüfungszeiten:
Type of examination:
Final exam of module:
Während der Vorlesungszeit
Referat oder Hausarbeit oder mündliche Prüfung
Course type:
Seminar
(2 SE)
SWS: 4.00
Frequency: SoSe und WiSe
| Workload attendance | 56 h |
wir883 - Transnational Biodiversity and Genetic Resources Law

Module label: Transnational Biodiversity and Genetic Resources Law

Module code: wir883

Credit points: 6.0 KP

Workload: 180 h

Used in course of study:
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Transnational Economics and Law" (TEL)
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules

Ansprechpartner/-in:
- Module responsibility
  - Christine Godt
  - Prüfungsberechtigt
  - Die im Modul Lehrenden
  - Module counseling
  - Evanston Kamau

Entry requirements:
- englische Sprachkenntnisse

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

Module contents:

- Internationale Rahmenbedingungen für den Zugang zu genetischen Ressourcen und Vorteilsausgleich
- EU-Recht und ausfüllende mitgliedstaatliche Regeln zur biologischen Forschung an und Nutzung von genetischen Ressourcen, Traditionellem Wissen und Technologietransfer
- Nationale Vorschriften der Ressourcenstaaten für das Aufsuchen genetischer Ressourcen bei wissenschaftlichen Feldstudien und kommerzieller Bioprospektion (z.B. Genehmigungspflichten; Prior Informed Consent; Mutually Agreed Terms; Due Diligence)
- Recht der verschiedenen kommerziellen, gesetzlichen und akademischen Ex-situ-Sammlungen genetischer Ressourcen (Practices of databases / Prinzipien und Praktiken der Datenbanken)
- Code of Conduct der deutschen Forschungsseinrichtungen (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

Literaturempfehlungen:

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

Language of instruction: English
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<td>Prüfungszeiten</td>
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### wcm140 - Cases in Coastal Zone Management

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<tr>
<td></td>
<td>Bernd Siebenhüner</td>
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<td>Ingo Mose</td>
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<td>Ingo Mose</td>
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<td>Leena Karrasch</td>
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<td>Leena Karrasch</td>
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<tr>
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<td>Skills to be acquired in this module</td>
<td>The students gain a differentiated understanding of the challenges of Coastal Zone Management in a national and European context; the questions implied therein, the stakeholders and substantial political and legal implications. At the same time they will get a first insight of selected national and international project examples while getting to know a part of their possible future field of action.</td>
</tr>
<tr>
<td>Module contents</td>
<td>Coastal Zone Management</td>
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<tr>
<td></td>
<td>Basic demands and questions of Coastal Zone Management in a spatial planning perspective.</td>
</tr>
<tr>
<td></td>
<td>International Approaches to Coastal Zone Management</td>
</tr>
<tr>
<td></td>
<td>Field trip to a selected (inter)national place at the coast (Germany, The Netherlands) to show selected problem fields of Coastal Zone Management.</td>
</tr>
<tr>
<td>Literatureempfehlungen</td>
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<td>Links</td>
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<tr>
<td>Module capacity</td>
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<tr>
<td>Reference text</td>
<td>Lecture room presentations and discussions based on slides and black/white boards. Visit of European sites representative for good practice in Coastal Zone Management; interaction and discussion with local researchers and practitioners</td>
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<tr>
<td>Modullevel</td>
<td>Abschlussmodul (Abschlussmodul)</td>
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<td>Pflicht</td>
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<td>Seminar, field-trip</td>
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<td>Prüfungszeiten</td>
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<td>Type of examination</td>
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### wir832 - Innovation Management

**Module label**  
Innovation Management

**Module code**  
wir832

**Credit points**  
6.0 KP

**Workload**  
180 h

**Used in course of study**  
- Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "Führung von Unternehmen und gesellschaftliche Organisationen" (FUGO)
- Master's Programme Business Informatics (Master) > Module der Wirtschafts- und Rechtswissenschaften (Master)
- Master's Programme Sustainability Economics and Management (Master) > Additional Modules

**Ansprechpartner/-in**  
Module responsibility
- Christian Busse
- Prüfungsberechtigt
- Die im Modul Lehrenden

**Entry requirements**

**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.

**Literaturempfehlungen**  

**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.

**Modullevel**  
MM (Mastermodul / Master module)

**Modulart**  
Wahlpflicht / Elective

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

**Vorkenntnisse / Previous knowledge**

**Examination**  

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<th>Final exam of module</th>
<th>Prüfungszeiten</th>
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<td>SoSe oder WiSe</td>
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**wir934 - Business French**

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<tr>
<td></td>
<td>Maike Engelhardt</td>
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<td>Prüfungsberechtigt</td>
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<tr>
<td></td>
<td>Anne-Marie Brunet-Dilger</td>
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</table>

**Entry requirements**
mittlere Französischkenntnisse; Teilnahme am Einstufungstest des Sprachenzentrums

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

**Module contents**

**Literaturempfehlungen**
- wird im Kurs bekannt gegeben

Empfohlene Literatur:
- Cours de BTS comptabilité et gestion, Ed. Nathan
- Site official du Ministère de l'économie.

**Links**
https://www.uni-oldenburg.de/fk3/sprachenzentrum/sprachen/

**Language of instruction**
French

**Duration (semesters)**
1 Semester

**Module frequency**
halbjährlich

**Module capacity**
25

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

**Modullevel**
PB (Professionalisierungsbereich / Professionalization)

**Modulart**
Ergänzung/Professionalisierung

**Vorkenntnisse / Previous knowledge**
pb104 Aufbaumodul 2 Französisch; pb105 Vertiefungsmodul 1 Französisch, DELF B1

**Examination**
Prüfungszeiten Type of examination

**Final exam of module**
semesterbegleitend KL

**Course type**
Language course

**SWS**
4.00

**Frequency**
WiSe

**Workload attendance**
56 h
inf501 - Environmental Information Systems

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<td>Master's Programme Computing Science (Master) &gt; Angewandte Informatik</td>
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<td>Master's Programme Environmental Modelling (Master) &gt; Mastermodule</td>
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<tr>
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<tr>
<td>Entry requirements</td>
<td>Skills to be acquired in this module</td>
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<tr>
<td></td>
<td>The module gives an overview of the phases and important aspects of the environmental information processing. <strong>Professional competence</strong> The students: - apply basic processing algorithms to classify and process data - compare, evaluate and design data structures to store spatial data efficiently - apply basic functions of a geo-information system - describe, evaluate and apply basic geostatistics processes - evaluate and apply multicriteria decision making processes <strong>Methodological competence</strong> The students: - use geoinformation systems for environmental application - use data mining tools for data analysis <strong>Social competence</strong> The students: - present and discuss their solutions in class <strong>Self-competence</strong> The students: - reflect their own behaviour with regard to the methods of environmental informatics</td>
</tr>
<tr>
<td>Module contents</td>
<td>Module contents</td>
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<tr>
<td></td>
<td>Content of the Module: Environmental information systems make information about the general environmental state available for public management and public facilities, enterprises or interested citizens. The collection, storage and evaluation of this information is interesting for computer science. Within the scope of the lecture we will examine the processing of environmental information step-by-step, this means: - problems of data acquisition and data processing - data structures and database concepts for an efficient access to (usually) spatial data, - introduction of data analysis (in particular from geostatistics and data mining), - introduction of multicriteria decision processes, as well as - the supply of data supported by meta data. The module &quot;Umweltinformationssysteme&quot; is accompanied by the module &quot;Modellbildung in Simulation ökologischer Systeme&quot;. The subjects of &quot;Modellbildung in Simulation ökologischer Systeme&quot; represent the dynamic aspects of environmental systems (mainly of ecological systems). Nevertheless, the modules can be taken independently from each other.</td>
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<td>- Grundlagen der Statistik</td>
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<td>Second and third week after the end of the lecture period - retake before the upcoming lecture period</td>
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<td>Practical exercises and oral examination or portfolio</td>
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<td>Comment</td>
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## wir933 - Business English

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<td>• Master's Programme Sustainability Economics and Management (Master) &gt; Additional Modules</td>
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### Ansprechpartner/-in
- Module responsibility
  - Maike Engelhardt
- Prüfungsberechtigt
  - Geraldine Barry
  - Richard Dawton

### Entry requirements
- Teilnahme nur nach Einstufungstest und online-Anmeldung über StudIP (Einzelheiten siehe https://www.uni-oldenburg.de/sprachenzentrum/)

### Skills to be acquired in this module
- Sprachliche Kompetenzerweiterung im Bereich Wirtschaftsenglisch mit dem Ziel, sich später im Berufsleben, bei einem Fachsemester im Ausland oder einem Auslandspraktikum in fachspezifischen Situationen gut in der Fremdsprache verständigen und ausdrücken zu können.

### Module contents

### Literaturempfehlungen
- wird im Kurs bekannt gegeben

### Links
- https://www.uni-oldenburg.de/fk3/sprachenzentrum/sprachen/

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### Reference text

### Modullevel
- PB (Professionalisierungsbereich / Professionalization)

### Modulart
- Ergänzung/Professionalisierung

### Vorkenntnisse / Previous knowledge
- Englischkenntnisse auf dem Niveau B1/B2

### Examination
- Prüfungszeiten
- Type of examination

### Final exam of module
- semesterbegleitend
- KL

### Course type
- Language course

### SWS
- 4.00

### Frequency
- WiSe

### Workload attendance
- 56 h
Module label  Business and Legal Chinese II
Module code  wir866
Credit points  6.0 KP
Workload  180 h

Used in course of study
• Master's Programme Business Administration, Economics and Law (Master) > Schwerpunkt "China - Wirtschaft und Sprache" (CHI) - Kernmodule
• Master's Programme Sustainability Economics and Management (Master) > Additional Modules

Ansprechpartner/-in
Module responsibility
• Hans-Michael Trautwein
Prüfungsberechtigt
• Die im Modul Lehrenden
Module counceling
• Hongrui Wang

Entry requirements
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

Literaturempfehlungen

Links
Languages of instruction  English , Chinese
Duration (semesters)  1 Semester
Module frequency  jährlich
Module capacity  unlimited
Modulelevel  ---
Modulart  je nach Studiengang Pflicht oder Wahlpflicht

Learn-/Lehrform / Type of program
Vorkenntnisse / Previous knowledge
Examination  Prüfungszeiten  Type of examination
Final exam of module  last week of term  oral exam or written exam or portfolio

Course type  Seminar
SWS  4.00
Frequency
Workload attendance  56 h
wir943 - Legal and Business Language: English II

Module label: Legal and Business Language: English II
Module code: wir943
Credit points: 6.0 KP
Workload: 180 h

Used in course of study: Master's Programme Sustainability Economics and Management (Master) > Additional Modules

Ansprechpartner/-in
- Maike Engelhardt
- Richard Dawton
- Kyra Sabine Huismann
- Laura Katrynski

Entry requirements: Teilnahme nur nach Einstufungstest und online-Anmeldung über StudIP (Einzelheiten siehe https://www.uni-oldenburg.de/sprachenzentrum/)

Skills to be acquired in this module: Sprachliche Kompetenzerweiterung im Bereich Wirtschaftsenglisch für Fortgeschrittene mit dem Ziel der intensiven Erweiterung des fach- und berufsbezogenen Wortschatzes und Ausdrucksfähigkeit.


Literaturempfehlungen: wird im Kurs bekannt gegeben

Links: https://www.uni-oldenburg.de/fk3/sprachenzentrum/sprachen/

Language of instruction: English
Duration (semesters): 1 Semester
Module frequency: halbjährlich
Module capacity: 25

Reference text: course description in English
Modulelevel: PB (Professionalisierungsbereich / Professionalization)

Modulart: Ergänzung/Professionalisierung

Lern-/Lehrform / Type of program: 1Ü

Vorkenntnisse / Previous knowledge: Englischkenntnisse auf dem Niveau C1; erfolgreiche Teilnahme am Modul wir933

Examination: Prüfungszeiten
Type of examination: semesterbegleitend

Final exam of module: KL
Course type: Language course

SWS: 4.00
Frequency: SoSe
Workload attendance: 56 h
**wir944 - Legal and Business Language: French II**

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<td>○ Anne-Marie Brunet-Dilger</td>
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<td>Sprachliche Kompetenzvertiefung im Bereich Wirtschaftsfranzösisch zur Vorbereitung von längeren fachbezogenen Studien- und Forschungsaufenthalten sowie Praktika oder Berufsaufnahme im französischsprachigen Ausland. Dieses Modul richtet sich vor allem an Studierende von deutsch-französischen Doppelbachelorprogrammen.</td>
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Empfohlene Literatur:

Links
https://www.uni-oldenburg.de/fk3/sprachenzentrum/sprachen/

Language of instruction
French

Duration (semesters)
1 Semester

Module capacity
25

Reference text
Ce cours prépare à des séjours d'études ou de recherche de longue durée, à des stages qualifiés en France et/ou en Francophonie. Il s'adresse tout particulièrement aux étudiant(e)s des programmes de double diplômes franco-allemand (Bachelor et master), qui dans le cadre de leurs études ou/et D'ERASMUS+ devront pendant leur séjour communiquer uniquement en Français et/ou souhaitent après leurs études travailler en France, en Francophonie ou dans des organisations internationales.

Modullevel
PB (Professionalisierungsbereich / Professionalization)

Modulart
Ergänzung/Professionalisierung

Lern-/Lehrform / Type of program
1Ü

Vorkenntnisse / Previous knowledge
pb106 Vertiefungsmodul 2 Französisch, DELF B2

Examination
Prüfungszeiten
Type of examination

Final exam of module
semesterbegleitend

Course type
Language course

SWS
4.00

Frequency
SoSe

Workload attendance
56 h
### wir945 - Legal and Business Language: Spanish II

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<td>≫ Maike Engelhardt</td>
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<td></td>
<td>≫ Dolores Sanchez Gonzalez</td>
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<tr>
<td>Skills to be acquired in this module</td>
<td>Vermittlung von Lese-, Hör-, Sprech- und Schreibkompetenzen in spanischer Sprache im Kontext von Wirtschaft und Umwelt.</td>
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<tr>
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## Abschlussmodul

**kolloquium - Forschungskolloquium**

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

**Vorkenntnisse / Previous knowledge**

**Examination**

**Prüfungszeiten**

**Type of examination**

**Final exam of module**

**Course type**

**SWS**

**Frequency**

**Workload attendance**

0 h
**mam - Master’s Thesis Module**

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