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**Modulhandbuch**

**Economics and Business Administration - Dual-Subject Bachelor's Programme**

**im Sommersemester 2023**

erstellt am 01/06/23

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## Basismodule

### mat990 - Mathematics for Economists

<b>Module label</b>	Mathematics for Economists
<b>Modulkürzel</b>	mat990
<b>Credit points</b>	6.0 KP
<b>Workload</b>	180 h
<b>Verwendbarkeit des Moduls</b>	<ul style="list-style-type: none"> <li>• Bachelor's Programme Business Administration and Law (Bachelor) &gt; Basiscurriculum Wirtschaftswissenschaften</li> <li>• Bachelor's Programme Business Informatics (Bachelor) &gt; Aufbaucurriculum-Wahlbereich Mathematik</li> <li>• Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Basismodule</li> <li>• Bachelor's Programme Sustainability Economics (Bachelor) &gt; Grundlagen-/Basiscurriculum</li> <li>• Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Basismodule</li> </ul>
<b>Zuständige Personen</b>	<p>Lehrenden, Die im Modul (Prüfungsberechtigt)</p> <p>Modulverantwortlichen, Die (Prüfungsberechtigt)</p> <p>May, Angelika (Module responsibility)</p> <p>Krug, Peter (Module counselling)</p>
<b>Prerequisites</b>	
<b>Skills to be acquired in this module</b>	<p>Students internalize basic mathematical concepts and methods from analysis and matrix calculation and their applications in economics.</p> <p>Professional competence The students:</p> <ul style="list-style-type: none"> <li>• are proficient in the mathematical fundamentals relevant to economics</li> <li>• master methods for solving equations and inequalities</li> <li>• master differential calculus for one and two variables and can integrate</li> <li>• are able to reliably determine local and global extreme points for functions of one and two variables.</li> </ul> <p>Methodological competence The students:</p> <ul style="list-style-type: none"> <li>• analyse formal contexts</li> <li>• understand the formal mathematical language</li> <li>• structure problems from the economic sciences and justify their solutions.</li> </ul> <p>Social competence The students:</p> <ul style="list-style-type: none"> <li>• construct solutions to given problems in groups</li> <li>• accept criticism and see it as an aid.</li> </ul> <p>Self-competence The students:</p> <ul style="list-style-type: none"> <li>• reflect their actions in establishing solutions</li> <li>• deepen the presented mathematical concepts in exercises and add them to their actions.</li> </ul>
<b>Module contents</b>	<p>Basics in real Arithmetic, Rules for Matrix Arithmetic Linear equations, linear inequalities and systems of those, quadratic equations, financial mathematics (interest rates and present values, pension calculation) Calculus for functions of one variable: derivation rules for power functions, exp and ln, indefinite integral, applications of integral calculus (density function, ordinary differential equations), single-variable optimization (stationary points, extreme-value theorem, local and global extreme points), Approximation methods (linear approximation, Taylor series with Lagrange remainder) Functions of two variables (partial derivatives, total differential), Tools for comparative statics : (elasticity of substitution, homogeneous and homothetic functions), multivariable optimization tasks (local and global extremes, extremes under constraints)</p>

**Literaturempfehlungen**

Kursbuch: Sydsaeter, K.; Hammond, P. & Böker, F. (2010): Mathematik für Wirtschaftswissenschaftler. München: Pearson.

Begleitend:

Karmann, A. (2008): Mathematik für Wirtschaftswissenschaftler (6. Aufl.). München: Oldenbourg.

Unger, T. & Demps, S. (2010): Lineare Optimierung. Wiesbaden: Vieweg.

Dempe, S. & Schreier, H. (2006): Operations Research. Wiesbaden: Vieweg.

<b>Links</b>	www.uni-oldenburg.de/wire			
<b>Language of instruction</b>	German			
<b>Duration (semesters)</b>	1 Semester			
<b>Module frequency</b>	annual			
<b>Module capacity</b>	unlimited			
<b>Modullevel / module level</b>	AM (Aufbaumodul / Composition)			
<b>Modulart / typ of module</b>	Wahlpflicht / Elective			
<b>Lehr-/Lernform / Teaching/Learning method</b>				
<b>Vorkenntnisse / Previous knowledge</b>				
Examination	Prüfungszeiten		Type of examination	
<b>Final exam of module</b>	zum Ende der Vorlesungszeit		written exam	
Form of instruction	Comment	SWS	Frequency	Workload of compulsory attendance
Lecture		2	WiSe	28
Exercises		2	WiSe	28
<b>Präsenzzeit Modul insgesamt</b>				<b>56 h</b>

## wir011 - Introduction to Business Administration

<b>Module label</b>	Introduction to Business Administration			
<b>Modulkürzel</b>	wir011			
<b>Credit points</b>	6.0 KP			
<b>Workload</b>	180 h			
<b>Verwendbarkeit des Moduls</b>	<ul style="list-style-type: none"> <li>• Bachelor's Programme Business Administration and Law (Bachelor) &gt; Basiscurriculum Wirtschaftswissenschaften</li> <li>• Bachelor's Programme Business Informatics (Bachelor) &gt; Basiscurriculum</li> <li>• Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Basismodule</li> <li>• Bachelor's Programme Mathematics (Bachelor) &gt; Nebenfachmodule</li> <li>• Bachelor's Programme Sustainability Economics (Bachelor) &gt; Grundlagen-/Basiscurriculum</li> <li>• Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Basismodule</li> </ul>			
<b>Zuständige Personen</b>	<p>Hoppmann, Jörn (Module responsibility)</p> <p>Lehrenden, Die im Modul (Prüfungsberechtigt)</p>			
<b>Prerequisites</b>				
<b>Skills to be acquired in this module</b>	<p>The goal of the course is that students are able to...</p> <ul style="list-style-type: none"> <li>- know and understand basic concepts and processes in the context of business administration</li> <li>- name important research streams and theoretical frameworks in the field</li> <li>- apply models and instruments of business administration to develop solutions for practical challenges in companies</li> <li>- critically question the application of common instruments and models and evaluate their advantages and disadvantages in specific decision making situation</li> <li>- put the newly acquired knowledge into a broader context, so it can be deepened in the further course of study and when working in a company</li> </ul>			
<b>Module contents</b>	<p>The course offers an introduction to the most important concepts, instruments, and frameworks of business administration. Toward this end, the course first introduces the core concepts and provides an overview of the history, goals, structure, and research traditions of business administration. Subsequently, students will gain insights into 11 important areas of business administration: (1) Entrepreneurship, (2) Strategic Management, (3) Logistics and Supply Chain Management, (4) Production Management, (5) Marketing and Sales, (6) Accounting and Controlling, (7) Finance and Investment, (8) Technology and Innovation Management, (9) Human Resource Management, (10) Information Management, and (10) Sustainability Management. Students deepen and apply the knowledge acquired in the lecture in tutorials. In addition, the course includes guest lectures by practitioners to clarify the practical relevance of the content.</p>			
<b>Literatureempfehlungen</b>	<p>Straub, T. (2014): Einführung in die Allgemeine Betriebswirtschaftslehre (2. Auflage), Pearson Deutschland, Hallbergmoos.</p> <p>Hutzschenreuter, T. (2015): Allgemeine Betriebswirtschaftslehre (6. Auflage), Springer Gabler, Wiesbaden</p>			
<b>Links</b>				
<b>Language of instruction</b>	German			
<b>Duration (semesters)</b>	1 Semester			
<b>Module frequency</b>	jährlich			
<b>Module capacity</b>	unlimited			
<b>Modullevel / module level</b>	BM (Basismodul / Base)			
<b>Modulart / typ of module</b>	Pflicht / Mandatory			
<b>Lehr-/Lernform / Teaching/Learning method</b>				
<b>Vorkenntnisse / Previous knowledge</b>				
<b>Examination</b>	Prüfungszeiten	Type of examination		
<b>Final exam of module</b>	At the end of the semester	1 Prüfungsleistung: 1 Klausur/Antwort-Wahl-Verfahren (Multiple Choice) (i. d. R. 60 – 90 Min.) oder 1 mündl. Prüfung (i. d. R. 20 Min.) oder 1 Hausarbeit (max. 15 Seiten) oder 1 Referat (max. 30 Min.) oder 1 Portfolio (max. 5 Leistungen)		
<b>Form of instruction</b>	<b>Comment</b>	<b>SWS</b>	<b>Frequency</b>	<b>Workload of compulsory attendance</b>
Lecture		2		28
Tutorial		2		28
<b>Präsenzzeit Modul insgesamt</b>				<b>56 h</b>

## wir021 - Double Entry Bookkeeping & Financial Statements under German Law (HGB)

<b>Module label</b>	Double Entry Bookkeeping & Financial Statements under German Law (HGB)			
<b>Modulkürzel</b>	wir021			
<b>Credit points</b>	6.0 KP			
<b>Workload</b>	180 h			
<b>Verwendbarkeit des Moduls</b>	<ul style="list-style-type: none"> <li>• Bachelor's Programme Business Administration and Law (Bachelor) &gt; Basiscurriculum Wirtschaftswissenschaften</li> <li>• Bachelor's Programme Business Informatics (Bachelor) &gt; Aufbaucurriculum - Pflichtbereich</li> <li>• Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Basismodule</li> <li>• Bachelor's Programme Mathematics (Bachelor) &gt; Nebenfachmodule</li> <li>• Bachelor's Programme Sustainability Economics (Bachelor) &gt; Wahlpflichtbereich</li> <li>• Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Basismodule</li> <li>• Master's Programme Computing Science (Master) &gt; Module aus anderen Studiengängen</li> </ul>			
<b>Zuständige Personen</b>	Lehrenden, Die im Modul (Prüfungsberechtigt)			
<b>Prerequisites</b>	none			
<b>Skills to be acquired in this module</b>	Participants... 1. understand financial accounting as the basis of corporate data and bookkeeping 2. gain comprehensive knowledge of main accounting areas such as procurement, sales, HR, inventory, tax, provisions etc. 3. obtain basic knowledge about annual report process of single entities.			
<b>Module contents</b>	The main objective of this module is to give the students an overview of the double entry bookkeeping as well as the link between financial accounting, balance sheet and income statement. The acquisition of basis knowledge of the corporate accountancy stands in the foreground, for example, how organizations manage the bookkeeping, legal basis of the annual accounts, creating an inventory, content of accounting and income statement.			
<b>Literaturempfehlungen</b>	Coenenberg et al. (2014): Einführung in das Rechnungswesen (5. Aufl.), Schäffer-Poeschel, Stuttgart. Döring, U. & Buchholz, R. (2015): Buchhaltung und Jahresabschluss (14. Aufl.), Erich Schmidt, Berlin.  An additional script is provided.			
<b>Links</b>	<a href="http://www.uni-oldenburg.de/accounting/">http://www.uni-oldenburg.de/accounting/</a>			
<b>Language of instruction</b>	German			
<b>Duration (semesters)</b>	1 Semester			
<b>Module frequency</b>	jährlich			
<b>Module capacity</b>	unlimited			
<b>Modullevel / module level</b>	BC (Basiscurriculum / Base curriculum)			
<b>Modulart / typ of module</b>	je nach Studiengang Pflicht oder Wahlpflicht			
<b>Lehr-/Lernform / Teaching/Learning method</b>				
<b>Vorkenntnisse / Previous knowledge</b>	Grundfertigkeiten im Umgang mit Gesetzestexten			
<b>Examination</b>	Prüfungszeiten		Type of examination	
<b>Final exam of module</b>	at the end of the semester		final exam	
<b>Form of instruction</b>	<b>Comment</b>	<b>SWS</b>	<b>Frequency</b>	<b>Workload of compulsory attendance</b>
Lecture		2		28
Tutorial		2	WiSe	28
<b>Präsenzzeit Modul insgesamt</b>				56 h

## wir032 - Managerial Accounting

<b>Module label</b>	Managerial Accounting			
<b>Modulkürzel</b>	wir032			
<b>Credit points</b>	6.0 KP			
<b>Workload</b>	180 h			
<b>Verwendbarkeit des Moduls</b>	<ul style="list-style-type: none"> <li>• Bachelor's Programme Business Administration and Law (Bachelor) &gt; Aufbaubereich Wirtschaftswissenschaften</li> <li>• Bachelor's Programme Business Informatics (Bachelor) &gt; Akzentsetzungsbereich Wirtschaftswissenschaften</li> <li>• Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Basismodule</li> <li>• Bachelor's Programme Mathematics (Bachelor) &gt; Nebenfachmodule</li> <li>• Bachelor's Programme Sustainability Economics (Bachelor) &gt; Wahlpflichtbereich</li> <li>• Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Basismodule</li> <li>• Master's Programme Business Informatics (Master) &gt; Module der Wirtschafts- und Rechtswissenschaften (Master)</li> </ul>			
<b>Zuständige Personen</b>	Lehrenden, Die im Modul (Prüfungsberechtigt)			
<b>Prerequisites</b>				
<b>Skills to be acquired in this module</b>	This course is an introduction to the use of accounting information by managers for decision-making, planning and control. It is designed to equip students with the concepts and techniques of management accounting for identifying and resolving strategic issues faced by managers in various business contexts.			
<b>Module contents</b>	See leading textbook			
<b>Literaturempfehlungen</b>	Seal et al., Management Accounting, Mcgraw-Hill Education Ltd, 5. Edition			
<b>Links</b>	<a href="http://www.uni-oldenburg.de/accounting/">http://www.uni-oldenburg.de/accounting/</a>			
<b>Language of instruction</b>	English			
<b>Duration (semesters)</b>	1 Semester			
<b>Module frequency</b>	jährlich			
<b>Module capacity</b>	unlimited			
<b>Reference text</b>	Vorlesung auf Englisch			
<b>Modullevel / module level</b>				
<b>Modulart / typ of module</b>	je nach Studiengang Pflicht oder Wahlpflicht			
<b>Lehr-/Lernform / Teaching/Learning method</b>				
<b>Vorkenntnisse / Previous knowledge</b>	Erste Erfahrungen mit Konzepten der Kostenrechnung.			
<b>Examination</b>	Prüfungszeiten	Type of examination		
<b>Final exam of module</b>	end of term	written exam		
<b>Form of instruction</b>	<b>Comment</b>	<b>SWS</b>	<b>Frequency</b>	<b>Workload of compulsory attendance</b>
Lecture		2		28
Tutorial		2		28
<b>Präsenzzeit Modul insgesamt</b>				56 h



## wir041 - Introduction to economics

<b>Module label</b>	Introduction to economics
<b>Modulkürzel</b>	wir041
<b>Credit points</b>	6.0 KP
<b>Workload</b>	180 h
<b>Verwendbarkeit des Moduls</b>	<ul style="list-style-type: none"><li>• Bachelor's Programme Business Administration and Law (Bachelor) &gt; Basiscurriculum Wirtschaftswissenschaften</li><li>• Bachelor's Programme Business Informatics (Bachelor) &gt; Akzentsetzungsbereich Wirtschaftswissenschaften</li><li>• Bachelor's Programme Business Informatics (Bachelor) &gt; Wahlbereich Informatik, Kultur und Gesellschaft</li><li>• Bachelor's Programme Computing Science (Bachelor) &gt; Wahlbereich Informatik, Kultur und Gesellschaft</li><li>• Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Basismodule</li><li>• Bachelor's Programme Mathematics (Bachelor) &gt; Nebenfachmodule</li><li>• Bachelor's Programme Sustainability Economics (Bachelor) &gt; Grundlagen-/Basiscurriculum</li><li>• Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Basismodule</li><li>• Master's Programme Business Informatics (Master) &gt; Module der Wirtschafts- und Rechtswissenschaften (Master)</li></ul>
<b>Zuständige Personen</b>	Rahmeier Seyffarth, Anelise (Module counselling)  Böhringer, Christoph (Module responsibility)
<b>Prerequisites</b>	none
<b>Skills to be acquired in this module</b>	Students: acquire a basic understanding of economics - know elementary economic terms and theories - learn to analyze economic problems graphically and/or mathematically - are able to grasp both micro- and macroeconomic relationships based on theory - understand basic economic models and are able to apply them to current economic problems - place current economic and political events and debates in economic contexts - understand under which conditions market interventions by policy makers are justified from an economic perspective - are able to assess possible effects of economic policy instruments (for example: taxes, subsidies, minimum and maximum prices, etc.).
<b>Module contents</b>	The course introduces students to economic thinking and gives an elementary overview of the fundamental themes in economics. Key causal relationships will be verbally, analytically and graphically elucidated and underpinned with real-world examples. Main contents: - Introduction to economic thinking; - Explanation of basic concepts of economic theory; - Economic cycle and national product; - Interdependence and trade; - Functioning and efficiency of markets; - Market failures and government activity; - Firms behavior in markets with diverse structures; - Foundations of game theory.
<b>Literatureempfehlungen</b>	- Mankiw, N. Gregory & Taylor, Mark P.: Grundzüge der Volkswirtschaftslehre, 7. Aufl., Stuttgart: Schäffer-Poeschel, 2018; 1162 S.  - Samuelson, Paul A. & Nordhaus, William D.: Volkswirtschaftslehre –Das internationale Standardwerk der Makro- und Mikroökonomie, 5. Aufl., München: FinanzBuch Verlag, 2016; 1056 S.  - The CORE Team: The Economy (free, open access text for introductory undergraduate courses; continuous updates), URL: <a href="https://www.core-econ.org">https://www.core-econ.org</a>  - Weimann, Joachim: <i>Wirtschaftspolitik - Allokation und kollektive Entscheidung</i> , 5.Aufl. 2009, Berlin, Heidelberg: Springer Verlag; 458 S.  - Kurz, Heinz D.: <i>Geschichte des ökonomischen Denkens</i> , München: C.H. Beck, 2017; 128 S.
<b>Links</b>	<a href="http://www.vwl.uni-oldenburg.de/">http://www.vwl.uni-oldenburg.de/</a>
<b>Language of instruction</b>	German
<b>Duration (semesters)</b>	1 Semester
<b>Module frequency</b>	jährlich
<b>Module capacity</b>	unlimited

<b>Reference text</b>	The module consists of lectures and tutorials. The contents of the course will be taught in the lecture. The tutorial sessions are aimed at solving problem sets or exercises to deepen students understanding. Lecture notes and other relevant materials will be uploaded to the learning management system (Stud IP).			
<b>Modullevel / module level</b>	---			
<b>Modulart / typ of module</b>	je nach Studiengang Pflicht oder Wahlpflicht			
<b>Lehr-/Lernform / Teaching/Learning method</b>				
<b>Vorkenntnisse / Previous knowledge</b>				
Examination	Prüfungszeiten	Type of examination		
<b>Final exam of module</b>	end of semester	written exam; voluntary contributions that improve grades may undertaken as 'portfolio-presentations' during tutorials		
Form of instruction	Comment	SWS	Frequency	Workload of compulsory attendance
Lecture		3		42
Tutorial		1		14
<b>Präsenzzeit Modul insgesamt</b>				<b>56 h</b>

# Aufbaumodule

## wir060 - Financial Accounting

<b>Module label</b>	Financial Accounting		
<b>Modulkürzel</b>	wir060		
<b>Credit points</b>	6.0 KP		
<b>Workload</b>	180 h		
<b>Verwendbarkeit des Moduls</b>	<ul style="list-style-type: none"> <li>• Bachelor's Programme Business Administration and Law (Bachelor) &gt; Aufbaubereich Wirtschaftswissenschaften</li> <li>• Bachelor's Programme Business Informatics (Bachelor) &gt; Akzentsetzungsbereich Wirtschaftswissenschaften</li> <li>• Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Aufbaumodule</li> <li>• Bachelor's Programme Mathematics (Bachelor) &gt; Nebenfachmodule</li> <li>• Bachelor's Programme Sustainability Economics (Bachelor) &gt; Wahlpflichtbereich</li> <li>• Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Aufbaumodule</li> <li>• Master's Programme Business Informatics (Master) &gt; Module der Wirtschafts- und Rechtswissenschaften (Master)</li> </ul>		
<b>Zuständige Personen</b>	Lehrenden, Die im Modul (Prüfungsberechtigt)		
<b>Prerequisites</b>	none		
<b>Skills to be acquired in this module</b>	<p>The students</p> <ul style="list-style-type: none"> <li>• obtain knowledge on IFRS accounting in general and specific topics such as financial instruments, intangible assets and provisions;</li> <li>• understand the framework of IFRS;</li> <li>• understand the international focus and necessity of IFRS;</li> <li>• obtain knowledge on IFRS from both a legal and economic perspective.</li> </ul>		
<b>Module contents</b>	This module is based on accounting and annual financial statement, while focusing exclusively on the international financial reporting standards (IFRS). In terms of content, the course covers subjects such as the most important concepts, tangible and intangible assets as well as liability items on the basis of the fundamental standards and case studies.		
<b>Literatureempfehlungen</b>	<p>Picker et al. (2012): Applying International Financial Reporting Standards, 3rd edition.          Palepu et al. (2016): Business Analysis and Valuation – IFRS Edition, 4th edition.          International Financial Reporting Standards (IFRS)          Lecture notes with additional references will be provided via the e-learning platform Stud.IP.</p>		
<b>Links</b>	<a href="http://www.uni-oldenburg.de/accounting/">http://www.uni-oldenburg.de/accounting/</a>		
<b>Language of instruction</b>	English		
<b>Duration (semesters)</b>	1 Semester		
<b>Module frequency</b>	jährlich		
<b>Module capacity</b>	unlimited		
<b>Reference text</b>	Lectures are held in English; tutorials are held in English or German.		
<b>Modullevel / module level</b>			
<b>Modulart / typ of module</b>	je nach Studiengang Pflicht oder Wahlpflicht		
<b>Lehr-/Lernform / Teaching/Learning method</b>			
<b>Vorkenntnisse / Previous knowledge</b>	Buchhaltung und Abschluss		
<b>Examination</b>	Prüfungszeiten	Type of examination	
<b>Final exam of module</b>	At the end of the semester; a midterm exam might be held during the semester.	written exam	
<b>Form of instruction</b>	<b>Comment</b>	<b>SWS</b>	<b>Frequency</b>
			<b>Workload of compulsory attendance</b>
Lecture		2	28
Tutorial		2	28
<b>Präsenzzeit Modul insgesamt</b>			56 h

## wir070 - Principles of Marketing

<b>Module label</b>	Principles of Marketing		
<b>Modulkürzel</b>	wir070		
<b>Credit points</b>	6.0 KP		
<b>Workload</b>	180 h		
<b>Verwendbarkeit des Moduls</b>	<ul style="list-style-type: none"> <li>• Bachelor's Programme Business Administration and Law (Bachelor) &gt; Basiscurriculum Wirtschaftswissenschaften</li> <li>• Bachelor's Programme Business Informatics (Bachelor) &gt; Akzentsetzungsbereich Wirtschaftswissenschaften</li> <li>• Bachelor's Programme Business Informatics (Bachelor) &gt; Wahlbereich Informatik, Kultur und Gesellschaft</li> <li>• Bachelor's Programme Computing Science (Bachelor) &gt; Wahlbereich Informatik, Kultur und Gesellschaft</li> <li>• Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Aufbaumodule</li> <li>• Bachelor's Programme Sustainability Economics (Bachelor) &gt; Wahlpflichtbereich</li> <li>• Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Aufbaumodule</li> <li>• Master of Education Programme (Vocational and Business Education) Economics and Business Administration (Master of Education) &gt; Mastermodule</li> <li>• Master's Programme Business Informatics (Master) &gt; Module der Wirtschafts- und Rechtswissenschaften (Master)</li> </ul>		
<b>Zuständige Personen</b>	Lehrenden, Die im Modul (Prüfungsberechtigt)		
<b>Prerequisites</b>	keine		
<b>Skills to be acquired in this module</b>	<p>Upon completion of the module, students will be able to:</p> <ul style="list-style-type: none"> <li>• recognize and provide solutions to challenges in market-oriented business management</li> <li>• reflect on market-oriented business management with regard to practise, as well as related societal and ethical implications</li> <li>• actively participate in scholarly marketing discourse</li> <li>• build their own capacities to acquire knowledge and skills within the discipline</li> </ul>		
<b>Module contents</b>	The module focuses on the fundamentals of marketing in the sense of market-orientated management by linking philosophy and theoretical connections, as well as the necessary analytical and methodical knowledge with concrete case studies.		
<b>Literatureempfehlungen</b>	Bruhn, M. (2010), Marketing. Grundlagen für Studium und Praxis, Gabler, Wiesbaden. Hansen, U. & Bode, M. (1999), Marketing & Konsum. Vahlen, München. (in excerpts)		
<b>Links</b>	<a href="http://www.uni-oldenburg.de/marketing">www.uni-oldenburg.de/marketing</a>		
<b>Language of instruction</b>	German		
<b>Duration (semesters)</b>	1 Semester		
<b>Module frequency</b>	jährlich		
<b>Module capacity</b>	unlimited		
<b>Modullevel / module level</b>	---		
<b>Modulart / typ of module</b>	je nach Studiengang Pflicht oder Wahlpflicht		
<b>Lehr-/Lernform / Teaching/Learning method</b>			
<b>Vorkenntnisse / Previous knowledge</b>			
Examination	Prüfungszeiten	Type of examination	
<b>Final exam of module</b>	end of term	written exam; voluntary contributions that improve grades may undertaken as 'portfolio-presentations' during tutorials	
Form of instruction	Comment	SWS	Frequency
			Workload of compulsory attendance
Lecture		2	28
Seminar und Tutorium		2	WiSe 28
<b>Präsenzzeit Modul insgesamt</b>			56 h

## wir082 - Corporate Finance

<b>Module label</b>	Corporate Finance
<b>Modulkürzel</b>	wir082
<b>Credit points</b>	6.0 KP
<b>Workload</b>	180 h
<b>Verwendbarkeit des Moduls</b>	<ul style="list-style-type: none"><li>• Bachelor's Programme Business Administration and Law (Bachelor) &gt; Aufbaubereich Wirtschaftswissenschaften</li><li>• Bachelor's Programme Business Informatics (Bachelor) &gt; Akzentsetzungsbereich Wirtschaftswissenschaften</li><li>• Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Akzentsetzungsmodul</li><li>• Bachelor's Programme Mathematics (Bachelor) &gt; Nebenfachmodule</li><li>• Bachelor's Programme Sustainability Economics (Bachelor) &gt; Wahlpflichtbereich more...</li><li>• Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Aufbaumodule</li><li>• Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Schwerpunkt Management und Ökonomie</li><li>• Master of Education Programme (Vocational and Business Education) Economics and Business Administration (Master of Education) &gt; Mastermodule</li><li>• Master's Programme Business Informatics (Master) &gt; Module der Wirtschafts- und Rechtswissenschaften (Master)</li><li>• Master's Programme Computing Science (Master) &gt; Module aus anderen Studiengängen</li></ul>
<b>Zuständige Personen</b>	Prokop, Jörg (Module responsibility)  Lehrenden, Die im Modul (Prüfungsberechtigt)
<b>Prerequisites</b>	
<b>Skills to be acquired in this module</b>	Students <ul style="list-style-type: none"><li>• understand the role corporate finance plays in today's business environment,</li><li>• are able to make consistent investment decisions based on established financial models both under certainty and under uncertainty,</li><li>• are able to place these models in within the broader context of economic theory, including both neoclassical theory and principal-agent theory,</li><li>• are able to assess the limitations of these models,</li><li>• analyze firm's main sources of (long-term) financing.</li></ul>
<b>Module contents</b>	Course outline: 1. Introduction 2. Valuation and Capital Budgeting 3. Risk and Return 4. Long-Term Financing  This course is an introduction to corporate finance. It covers typical tools and techniques used in making investment and financing decisions, and it provides insights into their theoretical foundations. The concept of time value of money and net present value is discussed in detail, first under certainty, and then in the presence of uncertainty. We will examine the relationship between an investment's risk and its return, and discuss ways to derive risk-adjusted cost of equity capital. In addition, the course provides insights into firms' main sources of (long-term) financing.  The topics covered in this course are relevant for financial decision-making in various areas of business management, including operations management, marketing, and in particular corporate strategy.
<b>Literaturempfehlungen</b>	Main textbook: Hillier, Ross, Westerfield, Jaffe & Jordan, Corporate Finance, current edition, McGraw-Hill (especially chapters 1, 2, 4-10, 14). Supplementary readings: Berk & DeMarzo, Corporate Finance, current edition, Boston (Mass.). Brealey, Myers & Allen, Principles of Corporate Finance, current edition, Boston (Mass.). Schmidt und Terberger, Grundzüge der Investitions- und Finanzierungstheorie (4. Aufl.), 1997, Wiesbaden.
<b>Links</b>	<a href="http://www.uni-oldenburg.de/fiwi_bbl/">http://www.uni-oldenburg.de/fiwi_bbl/</a>
<b>Language of instruction</b>	English
<b>Duration (semesters)</b>	1 Semester
<b>Module frequency</b>	jährlich
<b>Module capacity</b>	unlimited
<b>Modullevel / module level</b>	---
<b>Modulart / typ of module</b>	je nach Studiengang Pflicht oder Wahlpflicht
<b>Lehr-/Lernform / Teaching/Learning</b>	

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**method**

<b>Vorkenntnisse / Previous knowledge</b>	Financial Accounting (wir060) Statistik I (wir150) Managerial Accounting (wir032) Einführung in die VWL (wir041) Mikroökonomische Theorie (wir120)			
Examination	Prüfungszeiten		Type of examination	
<b>Final exam of module</b>	within three weeks after the last lecture		written exam	
Form of instruction	Comment	SWS	Frequency	Workload of compulsory attendance
Lecture		2		28
Tutorial		2		28
<b>Präsenzzeit Modul insgesamt</b>				<b>56 h</b>

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## wir090 - Human Resource Management

<b>Module label</b>	Human Resource Management
<b>Modulkürzel</b>	wir090
<b>Credit points</b>	6.0 KP
<b>Workload</b>	180 h
<b>Verwendbarkeit des Moduls</b>	<ul style="list-style-type: none"><li>• Bachelor's Programme Business Administration and Law (Bachelor) &gt; Aufbaubereich Wirtschaftswissenschaften</li><li>• Bachelor's Programme Business Informatics (Bachelor) &gt; Akzentsetzungsbereich Wirtschaftswissenschaften</li><li>• Bachelor's Programme Business Informatics (Bachelor) &gt; Wahlbereich Informatik, Kultur und Gesellschaft</li><li>• Bachelor's Programme Computing Science (Bachelor) &gt; Wahlbereich Informatik, Kultur und Gesellschaft</li><li>• Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Akzentsetzungsmodul more...</li><li>• Bachelor's Programme Sustainability Economics (Bachelor) &gt; Wahlpflichtbereich</li><li>• Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Aufbaumodule</li><li>• Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Schwerpunkt Management und Ökonomie</li><li>• Master of Education Programme (Vocational and Business Education) Economics and Business Administration (Master of Education) &gt; Mastermodule</li><li>• Master's Programme Business Informatics (Master) &gt; Module der Wirtschafts- und Rechtswissenschaften (Master)</li></ul>
<b>Zuständige Personen</b>	<p>Junker-Michel, Mareike (Module counselling)</p> <p>Breisig, Thomas (Module counselling)</p> <p>Lehrenden, Die im Modul (Prüfungsberechtigt)</p> <p>Breisig, Thomas (Module responsibility)</p>
<b>Prerequisites</b>	keine
<b>Skills to be acquired in this module</b>	<p>Upon completion of the module (two complementary lectures), students will be able to:</p> <ul style="list-style-type: none"><li>• understand the complex issues, challenges and fields of action in organisational Human Resource (HR) Management;</li><li>• analyse, interpret and manage HR issues within heterogeneous fields of stakeholders and environments;</li><li>• effectively analyse and apply HR instruments according to the specific practical context;</li><li>• develop skills to self-reflection by dealing with theoretical as well as practical issues in HR Management and are able to press their point within the scientific discussion;</li><li>• are able to locate a specific research question within the scientific discussion in the field of Human Resource Management and to interlink, reflect and evaluate it accordingly.</li></ul> <p>By attending the non-compulsory tutorials and participating in lecture discussions, students can develop their own position on the inter-linkages between theoretical approaches and practical courses of action. Students will thus be able to identify problems, analyse them critically, and develop solutions. As they have the opportunity to work in small groups within the tutorials and to participate during lecture discussions, students may also learn to handle different points of view and discuss constructively. Overall they will be prepared for the specific requirements faced in the field of HR Management.</p>
<b>Module contents</b>	<p>Students develop theoretical as well as practical insights into the backgrounds and specific characteristics of "Human Resource" Management, in particular the following:</p> <ul style="list-style-type: none"><li>- origins and theoretical basis</li><li>- development and framework requirements</li><li>- workforce planning</li><li>- recruitment and selection</li><li>- work organisation</li><li>- working time organisation</li><li>- leadership</li><li>- performance reviews</li><li>- training and development</li><li>- compensation</li><li>- staff reduction</li></ul>
<b>Literatureempfehlungen</b>	<p>Berthel, J. / Becker, F. D. (2013), Personal-Management. Grundzüge für Konzeptionen betrieblicher Personalarbeit, 10th edition, Schäffer-Pöschel, Stuttgart.</p> <p>Breisig, T. / Michel, M. (2016): Personal: Grundlagen und Handlungsfelder aus arbeitspolitischer Perspektive, 2nd edition, NWB, Herne.</p>

Oechsler, W.A. / Paul, C. (2015), Personal und Arbeit. Einführung in das Personalmanagement, 10thedition, de Gruyter, Berlin et al.  
 Scholz, C. (2014), Personalmanagement. Informationsorientierte und verhaltenstheoretische Grundlagen, 6thedition, Vahlen, München.

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

<b>Links</b>	www.uol.de/orgpers			
<b>Language of instruction</b>	German			
<b>Duration (semesters)</b>	1 Semester			
<b>Module frequency</b>	jährlich			
<b>Module capacity</b>	unlimited			
<b>Modullevel / module level</b>				
<b>Modulart / typ of module</b>	je nach Studiengang Pflicht oder Wahlpflicht			
<b>Lehr-/Lernform / Teaching/Learning method</b>	Vorlesung			
<b>Vorkenntnisse / Previous knowledge</b>	Praktische Erfahrungen im Personalbereich; Grundkenntnisse der Betriebswirtschaftslehre			
<b>Examination</b>	Prüfungszeiten	Type of examination		
<b>Final exam of module</b>	At the end of the lecture period and at the end of the semester			written exam
<b>Form of instruction</b>	<b>Comment</b>	<b>SWS</b>	<b>Frequency</b>	<b>Workload of compulsory attendance</b>
Lecture		4		56
Exercises	freiwillig	2	WiSe	28
<b>Präsenzzeit Modul insgesamt</b>				<b>84 h</b>



## wir100 - Corporate Strategy

<b>Module label</b>	Corporate Strategy			
<b>Modulkürzel</b>	wir100			
<b>Credit points</b>	6.0 KP			
<b>Workload</b>	180 h			
<b>Verwendbarkeit des Moduls</b>	<ul style="list-style-type: none"> <li>• Bachelor's Programme Business Administration and Law (Bachelor) &gt; Aufbaubereich Wirtschaftswissenschaften</li> <li>• Bachelor's Programme Business Informatics (Bachelor) &gt; Akzentsetzungsbereich Wirtschaftswissenschaften</li> <li>• Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Studienrichtung Betriebswirtschaftslehre</li> <li>• Bachelor's Programme Sustainability Economics (Bachelor) &gt; Wahlpflichtbereich</li> <li>• Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Aufbaumodule</li> <li>• Master of Education Programme (Vocational and Business Education) Economics and Business Administration (Master of Education) &gt; Mastermodule</li> <li>• Master's Programme Business Informatics (Master) &gt; Module der Wirtschafts- und Rechtswissenschaften (Master)</li> </ul>			
<b>Zuständige Personen</b>	<p>Lehrenden, Die im Modul (Prüfungsberechtigt)</p> <p>Hoppmann, Jörn (Module responsibility)</p>			
<b>Prerequisites</b>				
<b>Skills to be acquired in this module</b>	<p>The goal of the course is that students are able to</p> <ul style="list-style-type: none"> <li>- know and understand basic concepts, instruments, and theories of strategic management</li> <li>- analyze company strategies by applying conceptual frameworks</li> <li>- understand the advantages and disadvantages of common instruments and models and critically evaluate their applicability</li> <li>- independently develop strategic options and derive recommendations for their implementation in real-life settings</li> </ul>			
<b>Module contents</b>	<p>The course offers a comprehensive overview of the models and instruments of strategic management. The first part of the course introduces important concept and models of strategic management and discusses their application using examples from corporate practice. Central topics that are being discussed in this context are the relation between firm strategies and competitive advantage, strategy analysis, strategy formulation, strategy implementation, and strategies in the context of internationalization and innovation. In the second part of the course, students apply and deepen their knowledge by writing a thesis that analyzes the strategy of a specific company.</p>			
<b>Literaturempfehlungen</b>	<p>Rothaermel, F.T. (2012): Strategic Management (1. Auflage), McGraw-Hill Education, New York.  Wunder, T. (2016): Essentials of Strategic Management: Effective Formulation and Execution of Strategy (1. Auflage), Schäffer Poeschel, Stuttgart.</p>			
<b>Links</b>				
<b>Language of instruction</b>	German			
<b>Duration (semesters)</b>	1 Semester			
<b>Module frequency</b>	jährlich			
<b>Module capacity</b>	unlimited			
<b>Modullevel / module level</b>	---			
<b>Modulart / typ of module</b>	je nach Studiengang Pflicht oder Wahlpflicht			
<b>Lehr-/Lernform / Teaching/Learning method</b>	Vorlesung mit begleitendem Tutorium			
<b>Vorkenntnisse / Previous knowledge</b>				
Examination	Prüfungszeiten	Type of examination		
<b>Final exam of module</b>	Thesis to be handed in at the end of semester		Thesis	
Form of instruction	Comment	SWS	Frequency	Workload of compulsory attendance
Lecture		2		28
Exercise or tutorial		2	WiSe	28
<b>Präsenzzeit Modul insgesamt</b>				56 h

## wir110 - Macroeconomic Theory

<b>Module label</b>	Macroeconomic Theory		
<b>Modulkürzel</b>	wir110		
<b>Credit points</b>	6.0 KP		
<b>Workload</b>	180 h		
<b>Verwendbarkeit des Moduls</b>	<ul style="list-style-type: none"> <li>• Bachelor's Programme Business Administration and Law (Bachelor) &gt; Aufbaubereich Wirtschaftswissenschaften</li> <li>• Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Aufbaumodule</li> <li>• Bachelor's Programme Sustainability Economics (Bachelor) &gt; Grundlagen-/Basiscurriculum</li> <li>• Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Aufbaumodule</li> </ul>		
<b>Zuständige Personen</b>	<p>Rahmeier Seyffarth, Anelise (Module counselling)</p> <p>Bitzer, Jürgen (Module counselling)</p> <p>Lehrenden, Die im Modul (Prüfungsberechtigt)</p> <p>Trautwein, Hans-Michael (Module responsibility)</p>		
<b>Prerequisites</b>	-		
<b>Skills to be acquired in this module</b>	<p>At the end of the course, successful students: • understand the interdependence of market processes and economic policy in the subsystems of the economy, • avoid fallacies of composition in the nexus of microeconomics and macroeconomics, • use macroeconomics as a tool to analyse current economic and political issues, • translate economic problems into models that describe macroeconomic causalities and interdependencies by reasonable reductions of complexity, • interpret selected data in the light of macroeconomic theories.</p>		
<b>Module contents</b>	<p>The course starts with an introduction to the principles of national accounting which serve as point of departure for the presentation of basic macroeconomic models in short-term, medium-term and long-term perspectives. Short-term: Consumption, saving, investment and finance in the closed-economy IS/LM framework. Medium-term: Labour supply &amp; demand, production and inflation in the AS/AD framework and extensions to open-economy analysis. Long-term: capital accumulation, technical progress and economic growth in different approaches. The basic models are presented in words, algebra and diagrams with the aid of case studies and other exemplary material.</p>		
<b>Literatureempfehlungen</b>	<p>Blanchard, O. &amp; Illing, G. (2017): Makroökonomie (7. Aufl.). München: Pearson. (or English versions: Blanchard, O.: Macroeconomics, 7th ed. Pearson 2017) Trautwein, H.-M. (2014): Makroökonomik (3rd ed.). Oldenburg: Verlag für Wirtschaft, Informatik und Recht.</p>		
<b>Links</b>	<a href="http://www.vwl.uni-oldenburg.de/">http://www.vwl.uni-oldenburg.de/</a>		
<b>Language of instruction</b>	German		
<b>Duration (semesters)</b>	1 Semester		
<b>Module frequency</b>	jährlich		
<b>Module capacity</b>	unlimited		
<b>Reference text</b>	<p>The module combines lectures and tutorials. The lectures present the contents in terms of macroeconomic models and their contexts, while the tutorials serve to improve the understanding of the models by way of exercises. Course materials are uploaded on the Stud.IP website of the module.</p>		
<b>Modullevel / module level</b>			
<b>Modulart / typ of module</b>	je nach Studiengang Pflicht oder Wahlpflicht		
<b>Lehr-/Lernform / Teaching/Learning method</b>			
<b>Vorkenntnisse / Previous knowledge</b>	Einführung in die VWL (wir041), Mikroökonomische Theorie (wir120), Mathematik für Ökonomen (mat990)		
<b>Examination</b>	Prüfungszeiten	Type of examination	
<b>Final exam of module</b>	end of term	written exam; voluntary contributions that improve grades may undertaken as 'portfolio-presentations' during tutorials	
<b>Form of instruction</b>	<b>Comment</b>	<b>SWS</b>	<b>Frequency</b>
			<b>Workload of compulsory attendance</b>
Lecture		3	42
Exercises		1	14
<b>Präsenzzeit Modul insgesamt</b>			56 h

## wir120 - Microeconomic Theory

<b>Module label</b>	Microeconomic Theory			
<b>Modulkürzel</b>	wir120			
<b>Credit points</b>	6.0 KP			
<b>Workload</b>	180 h			
<b>Verwendbarkeit des Moduls</b>	<ul style="list-style-type: none"> <li>• Bachelor's Programme Business Administration and Law (Bachelor) &gt; Aufbaubereich Wirtschaftswissenschaften</li> <li>• Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Aufbaumodule</li> <li>• Bachelor's Programme Sustainability Economics (Bachelor) &gt; Grundlagen-/Basiscurriculum</li> <li>• Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Aufbaumodule</li> </ul>			
<b>Zuständige Personen</b>	<p>Lehrenden, Die im Modul (Prüfungsberechtigt)</p> <p>Helm, Carsten (Module responsibility)</p> <p>Rahmeier Seyffarth, Anelise (Module counselling)</p> <p>Rüb, Daniel (Module counselling)</p> <p>Lehrenden, Die im Modul (Module counselling)</p>			
<b>Prerequisites</b>				
<b>Skills to be acquired in this module</b>	<p>Students</p> <ul style="list-style-type: none"> <li>• understand the relevance of microeconomics as a method for analysing economic interactions and for understanding the behaviour of typical agents,</li> <li>• are proficient in microeconomics at an intermediate level, and can put microeconomic issues in the context of scientific discussions,</li> <li>• can apply microeconomic methods and critically question them,</li> <li>• can exchange themselves in teams about microeconomic problems, develop solutions together, and can put them forward in the scientific debate.</li> </ul>			
<b>Module contents</b>	<ul style="list-style-type: none"> <li>• definition und description of microeconomics</li> <li>• household theory (budget, preferences, utility, optimal consumption plan, demand)</li> <li>• theory of the firm (technology, costs, profit maximization, supply)</li> <li>• markets (perfect competition, monopoly, oligopoly)</li> <li>• market failure (external effects, public goods, asymmetric information)</li> <li>• game theory and behavioural economics</li> </ul>			
<b>Literaturempfehlungen</b>	<p>Varian, H. (2016), Grundzüge der Mikroökonomik, Oldenbourg Verlag, München. Pindyck, R. S. und D. L. Rubinfeld (2013): Mikroökonomie, Pearson Verlag. Stocker, F. (2013): Spaß mit Mikro: Praktische Mikroökonomie für (ver)zweifelnde Studierende, Oldenbourg Verlag, München.</p>			
<b>Links</b>	<a href="http://www.vwl.uni-oldenburg.de/">http://www.vwl.uni-oldenburg.de/</a>			
<b>Language of instruction</b>	German			
<b>Duration (semesters)</b>	1 Semester			
<b>Module frequency</b>	jährlich			
<b>Module capacity</b>	unlimited			
<b>Reference text</b>	The module consists of a lecture and a tutorial. In the lecture the content of the module is presented. In the tutorial, these topics are discussed and practiced by means of exercises.			
<b>Modullevel / module level</b>				
<b>Modular / typ of module</b>	je nach Studiengang Pflicht oder Wahlpflicht			
<b>Lehr-/Lernform / Teaching/Learning method</b>				
<b>Vorkenntnisse / Previous knowledge</b>	Einführung in die VWL (wir041), Mathematik für Ökonomen (mat990)			
<b>Examination</b>	Prüfungszeiten	Type of examination		
<b>Final exam of module</b>	at the end of the semester	Written exam; by solving the exercises in the tutorial, bonus points can be obtained		
<b>Form of instruction</b>	<b>Comment</b>	<b>SWS</b>	<b>Frequency</b>	<b>Workload of compulsory attendance</b>
Lecture		3	--	42
Tutorial		1		14

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Form of instruction	Comment	SWS	Frequency	Workload of compulsory attendance
<b>Präsenzzeit Modul insgesamt</b>				56 h

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## wir083 - Purchasing, Operations, and Logistics Management

<b>Module label</b>	Purchasing, Operations, and Logistics Management			
<b>Modulkürzel</b>	wir083			
<b>Credit points</b>	6.0 KP			
<b>Workload</b>	180 h			
<b>Verwendbarkeit des Moduls</b>	<ul style="list-style-type: none"> <li>• Bachelor's Programme Business Administration and Law (Bachelor) &gt; Aufbaubereich Wirtschaftswissenschaften</li> <li>• Bachelor's Programme Business Informatics (Bachelor) &gt; Aufbaucurriculum - Pflichtbereich</li> <li>• Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Aufbaumodule</li> <li>• Bachelor's Programme Sustainability Economics (Bachelor) &gt; Wahlpflichtbereich</li> <li>• Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Aufbaumodule</li> <li>• Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Schwerpunkt Management und Ökonomie</li> <li>• Master of Education Programme (Vocational and Business Education) Economics and Business Administration (Master of Education) &gt; Mastermodule</li> </ul>			
<b>Zuständige Personen</b>	<p>Lehrenden, Die im Modul (Prüfungsberechtigt)</p> <p>Busse, Christian (Module responsibility)</p>			
<b>Prerequisites</b>				
<b>Skills to be acquired in this module</b>	Students obtain an overview of the most important operational functions of an industrial or service company. These are procurement, production and logistics. Students will get to know typical operational challenges and familiarize themselves with established approaches and methods for analyzing and improving procurement, production and logistics operations.			
<b>Module contents</b>	The module comprises a lecture (course number 2.02.231) and an accompanying tutorial (course numbers 2.02.231a to 2.02.231j). The lecture is based on the text book "Grundzüge der Beschaffung, Produktion und Logistik" by Kummer, Grün und Jammerneegg in the third edition of 2013 and the associated workbook, as well as partly on the text book "Operations Management: Konzepte, Methoden und Anwendungen" by Thonemann in the third edition of 2015. The purpose of the lecture is to explain the fundamental problems and their solutions theoretically. The tutorials focus on application and practice and offer time for questions. There are no formal or content-related participation or entrance requirements.			
<b>Literatureempfehlungen</b>	Kummer, S., Grün, O. und Jammerneegg, W. (2013): Grundzüge der Beschaffung, Produktion und Logistik (3. Auflage), Pearson Thonemann, U. (2015): Operations Management (3. Auflage), Pearson.			
<b>Links</b>				
<b>Language of instruction</b>	German			
<b>Duration (semesters)</b>	1 Semester			
<b>Module frequency</b>	jährlich			
<b>Module capacity</b>	unlimited			
<b>Reference text</b>	The module takes place in the summer semester. Please refer to the syllabus available via Stud.IP for a more detailed description of content and procedure.			
<b>Modullevel / module level</b>	---			
<b>Modulart / typ of module</b>	je nach Studiengang Pflicht oder Wahlpflicht			
<b>Lehr-/Lernform / Teaching/Learning method</b>				
<b>Vorkenntnisse / Previous knowledge</b>				
<b>Examination</b>	Prüfungszeiten		Type of examination	
<b>Final exam of module</b>			KL	
<b>Form of instruction</b>	<b>Comment</b>	<b>SWS</b>	<b>Frequency</b>	<b>Workload of compulsory attendance</b>
Lecture		2	SoSe und WiSe	28
Tutorial		2	SoSe und WiSe	28
<b>Präsenzzeit Modul insgesamt</b>				56 h

# Schwerpunkt Berufliche Bildung

## wir130 - Civil Law and Commercial Law

<b>Module label</b>	Civil Law and Commercial Law	
<b>Modulkürzel</b>	wir130	
<b>Credit points</b>	6.0 KP	
<b>Workload</b>	180 h	
<b>Verwendbarkeit des Moduls</b>	<ul style="list-style-type: none"> <li>• Bachelor's Programme Business Informatics (Bachelor) &gt; Akzentsetzungsbereich Wirtschaftswissenschaften</li> <li>• Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Akzentsetzungsmodule</li> <li>• Bachelor's Programme Sustainability Economics (Bachelor) &gt; Wahlpflichtbereich</li> <li>• Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Schwerpunkt Berufliche Bildung</li> <li>• Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Schwerpunkt Management und Ökonomie</li> <li>• Master's Programme Business Informatics (Master) &gt; Module der Wirtschafts- und Rechtswissenschaften (Master)</li> </ul>	
<b>Zuständige Personen</b>	<p>Rott, Peter (Module responsibility)</p> <p>Lehrenden, Die im Modul (Prüfungsberechtigt)</p>	
<b>Prerequisites</b>		
<b>Skills to be acquired in this module</b>	<p>The students:</p> <ul style="list-style-type: none"> <li>- are familiar with the legal working methods, basic concepts of law in general and of civil law and commercial law in particular,</li> <li>- are familiar with the law of obligation and law of property, in particular with contract law, as well as with commercial law, which are the main fields of interest in the future professional practice,</li> <li>- are able to solve legal cases in a goal-oriented way,</li> <li>- are able to find approaches for legal problems as well as recognize liability risks and how to deal with them,</li> <li>- are in case of contract negotiations able to recognize the requirements for regulations and to evaluate consequences of regulation.</li> </ul>	
<b>Module contents</b>	<p>In this module students will learn the basic concepts of civil law, commercial law and company law. The main focus are the first two books and to some extent the third book of the BGB. After an introduction to the legal system and the legal sources of private law, the course will deal with the persons and objects of legal relations (legal subjects and objects). An introduction into general contract law (among others: transaction doctrine, representation, termination of obligations, arrears, defaults) follows then. Subsequently, the lecture will handle the main types of contracts of civil law, commitment and performance of transactions and ownership and possession. The focus of the commercial law will be the determination of traits of merchandiser, the company law, the commercial register and legal liability issues as well as cross-border trade. This is followed by an introduction into company law.</p> <p>Subjects of the module: Introduction into legal studies, basic principles of law, private law / public law, legal sources, general part of the civil code, law of obligations (without law of torts): contracts, type of contracts, defaults / breaches, law of terms and conditions; parts of property law. Traits of merchandiser, company; commercial register; Representation in commercial law (procurator, action and charging power of attorney); commercial transactions; forms and consequences of the change of the owner; commercial agents and brokers; customary law / trade terms; CISG; partnership / corporate law.</p> <p>The module will enable students to evaluate complex legal relationships in the economy discretely.</p>	
<b>Literaturempfehlungen</b>	<p>Führich, E., Wirtschaftsprivatrecht, 13. Aufl., 2017.  Meyer, Wirtschaftsprivatrecht, 8. Aufl., 2016.  Taeger, J., Wirtschaftsprivatrecht, 5. Aufl., 2013.</p>	
<b>Links</b>	<p><a href="http://www.privatrecht.uni-oldenburg.de/">http://www.privatrecht.uni-oldenburg.de/</a></p>	
<b>Language of instruction</b>	German	
<b>Duration (semesters)</b>	2 Semester	
<b>Module frequency</b>	jährlich	
<b>Module capacity</b>	unlimited	
<b>Modullevel / module level</b>	---	
<b>Modulart / typ of module</b>	je nach Studiengang Pflicht oder Wahlpflicht	
<b>Lehr-/Lernform / Teaching/Learning method</b>		
<b>Vorkenntnisse / Previous knowledge</b>	keine	
<b>Examination</b>	Prüfungszeiten	Type of examination
<b>Final exam of module</b>	end of semester	written exam

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Form of instruction	Comment	SWS	Frequency	Workload of compulsory attendance
Lecture		4		56
Exercises		2	WiSe	28
<b>Präsenzzeit Modul insgesamt</b>				<b>84 h</b>

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## wir140 - Foundations of EU Economic Law and Principles of Labour Law

<b>Module label</b>	Foundations of EU Economic Law and Principles of Labour Law
<b>Modulkürzel</b>	wir140
<b>Credit points</b>	6.0 KP
<b>Workload</b>	180 h
<b>Verwendbarkeit des Moduls</b>	<ul style="list-style-type: none"><li>• Bachelor's Programme Business Administration and Law (Bachelor) &gt; Basiscurriculum Recht</li><li>• Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Akzentsetzungsmodule</li><li>• Bachelor's Programme Sustainability Economics (Bachelor) &gt; Wahlpflichtbereich</li><li>• Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Schwerpunkt Berufliche Bildung</li><li>• Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Schwerpunkt Management und Ökonomie</li></ul>
<b>Zuständige Personen</b>	<p>Lehrenden, Die im Modul (Prüfungsberechtigt)</p> <p>Brors, Christiane (Module responsibility)</p> <p>Godt, Christine (Module responsibility)</p>
<b>Prerequisites</b>	Keine
<b>Skills to be acquired in this module</b>	<p>The students will:</p> <ul style="list-style-type: none"><li>• be able to understand the institutional framework of the EU as well as the thereto related tensions between supranationalism and intergovernmentalism,</li><li>• be able to apply the legal norms inherent in the EU multilevel system of governance to selected areas of EU law, and most notably to the fundamental freedoms,</li><li>• be able to resolve labour law matters in the light of contractual law,</li><li>• understand how labour law is embedded in civil law,</li><li>• be able to understand the relevance of labour law to society,</li><li>• be able to understand the influence and framework of European labour law,</li><li>• learn to understand the peculiarities of the labour law,</li><li>• be able to identify the specific interests of parties to an employment contract and to find corresponding legal solutions in event of a conflict.</li></ul>
<b>Module contents</b>	<p>The module explores the foundations of European economic law as well as the fundamentals of labour law in two (consecutive) lectures. The course 'Foundations of EU Economic Law' offers students an overview of the law of the European Union. It covers the following topics:</p> <ul style="list-style-type: none"><li>• The historical development of the EU;</li><li>• The institutional framework and principles of the EU (effect, formation, relationship with national law);</li><li>• The principles of the internal market (with a special focus on the fundamental freedoms and the doctrine of negative integration);</li><li>• An introduction to the regulation of selected economic policies (positive integration, e.g. product regulation, competition law)</li></ul> <p>As regards the content of the second course – 'Principles of Labour Law' - the following topics will be covered:</p> <ul style="list-style-type: none"><li>• The legal foundations of labour law, the integration of labour law into the hierarchy of norms (ordinary law, constitutional law, EU law);</li><li>• Individual labour law (the establishment and termination of employment relationships, severance/termination agreements, dismissal, notice period, the Unfair Dismissal Protection Act)</li><li>• Rights and obligations of employees and employers (breach of contract, pay without work, liability);</li><li>• Overview of collective labour law;</li><li>• Overview of labour court procedures.</li></ul>
<b>Literatureempfehlungen</b>	<p>Kilian, W./Wendt, D. H. (2017), Europäisches Wirtschaftsrecht, 6. Aufl., Nomos, Baden-Baden.</p> <p>Hakenberg, W. (2015), Europarecht, 7. Aufl., Vahlen, München.</p> <p>Streinz, R. (2016), Europarecht, 10. Aufl., C.F. Müller, Heidelberg</p>
<b>Links</b>	<p><a href="http://www.fk2.uni-oldenburg.de/InstRW/arre/">http://www.fk2.uni-oldenburg.de/InstRW/arre/</a></p> <p><a href="https://www.uni-oldenburg.de/eurowr/">https://www.uni-oldenburg.de/eurowr/</a></p>
<b>Language of instruction</b>	German
<b>Duration (semesters)</b>	2 Semester
<b>Module frequency</b>	anually



<b>Module capacity</b>	unlimited			
<b>Modullevel / module level</b>	---			
<b>Modulart / typ of module</b>	je nach Studiengang Pflicht oder Wahlpflicht			
<b>Lehr-/Lernform / Teaching/Learning method</b>	Vorlesungen Das Modul sollte , je nach Studiengang, im 1./2. Semester (BWL/jur) oder im 3./4. Semester ( WiWi; 2-Fächer-BA) besucht werden.			
<b>Vorkenntnisse / Previous knowledge</b>				
Examination	Prüfungszeiten		Type of examination	
<b>Final exam of module</b>	end of semester		written test	
Form of instruction	Comment	SWS	Frequency	Workload of compulsory attendance
Lecture		2		28
Exercises		2	WiSe	28
<b>Präsenzzeit Modul insgesamt</b>				56 h

## wir150 - Statistics I for Economists

<b>Module label</b>	Statistics I for Economists			
<b>Modulkürzel</b>	wir150			
<b>Credit points</b>	6.0 KP			
<b>Workload</b>	180 h			
<b>Verwendbarkeit des Moduls</b>	<ul style="list-style-type: none"> <li>• Bachelor's Programme Business Administration and Law (Bachelor) &gt; Aufbaubereich Wirtschaftswissenschaften</li> <li>• Bachelor's Programme Business Informatics (Bachelor) &gt; Aufbaucurriculum-Wahlbereich Mathematik</li> <li>• Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Akzentsetzungsmodule</li> <li>• Bachelor's Programme Sustainability Economics (Bachelor) &gt; Aufbaumodule</li> <li>• Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Schwerpunkt Berufliche Bildung</li> <li>• Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Schwerpunkt Management und Ökonomie</li> </ul>			
<b>Zuständige Personen</b>	<p>Lehrenden, Die im Modul (Prüfungsberechtigt)</p> <p>Stecking, Ralf Werner (Module responsibility)</p>			
<b>Prerequisites</b>				
<b>Skills to be acquired in this module</b>	<p>Students</p> <ul style="list-style-type: none"> <li>• will understand the fundamental terms of descriptive and inductive statistics.</li> <li>• will be able to choose and calculate appropriate measures and methods in order to describe empirical data properly.</li> <li>• are familiar with concepts of probability theory and will be able to transfer statistical results from sample to population.</li> </ul>			
<b>Module contents</b>	Measuring and tabular / graphic representation of the data, summary statistics (arithmetic mean, statistical dispersion), two-dimensional distributions (graphic / tabular depiction, statistical independence, contingency, simple linear regression, and correlation), fundamentals of probability theory and probability distribution, sampling distributions, estimation and test methods.			
<b>Literatureempfehlungen</b>	<p>Litz, H.-P. (2003): Statistische Methoden in den Wirtschafts- und Sozialwissenschaften (3. Aufl.), München</p> <p>Mittag, H.J. (2015): Statistik: Eine interaktive Einführung, (4. Aufl.), Berlin</p> <p>Schira, J. (2016): Statistische Methoden der VWL und BWL (5. Aufl.), München</p> <p>Wewel, M. (2014): Statistik im Bachelor-Studium der BWL und VWL (3. Aufl.), München</p>			
<b>Links</b>	<a href="https://www.uni-oldenburg.de/wire/">https://www.uni-oldenburg.de/wire/</a>			
<b>Language of instruction</b>	German			
<b>Duration (semesters)</b>	1 Semester			
<b>Module frequency</b>	jährlich			
<b>Module capacity</b>	unlimited			
<b>Modullevel / module level</b>	---			
<b>Modulart / typ of module</b>	je nach Studiengang Pflicht oder Wahlpflicht			
<b>Lehr-/Lernform / Teaching/Learning method</b>				
<b>Vorkenntnisse / Previous knowledge</b>				
<b>Examination</b>	Prüfungszeiten		Type of examination	
<b>Final exam of module</b>	end of semester		written exam	
<b>Form of instruction</b>	<b>Comment</b>	<b>SWS</b>	<b>Frequency</b>	<b>Workload of compulsory attendance</b>
Lecture		2		28
Tutorial		2		28
Exercises (optional)			WiSe	0
<b>Präsenzzeit Modul insgesamt</b>				<b>56 h</b>

## wir170 - Subject specific pedagogy (didactics) in business administration and economics - basic principles

<b>Module label</b>	Subject specific pedagogy (didactics) in business administration and economics - basic principles	
<b>Modulkürzel</b>	wir170	
<b>Credit points</b>	6.0 KP	
<b>Workload</b>	180 h	
<b>Verwendbarkeit des Moduls</b>	<ul style="list-style-type: none"> <li>Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Schwerpunkt Berufliche Bildung</li> </ul>	
<b>Zuständige Personen</b>	<p>Lehrenden, Die im Modul (Prüfungsberechtigt)</p> <p>Rebmann, Karin (Module counselling)</p> <p>Rebmann, Karin (Module responsibility)</p>	
<b>Prerequisites</b>		
<b>Skills to be acquired in this module</b>	<p>Upon completion of the module, students will (be able to):</p> <ul style="list-style-type: none"> <li>know the guiding principles, approaches and positions of subject-specific pedagogy (didactics) in business administration and economics.</li> <li>know conceptual designs for teaching and learning in vocational contexts.</li> <li>differentiate between areas of decision-making, action-taking, and theoretical analyses connected to teaching.</li> <li>know and analyse teaching and learning arrangements in vocational contexts.</li> <li>evaluate teaching and learning arrangements in vocational contexts taking research findings on teaching and learning methods into consideration.</li> </ul>	
<b>Module contents</b>	<p>This module introduces the theory of teaching and learning in vocational contexts and the structural design of teaching and learning processes with special regard to complex teaching and learning arrangements. The module covers two courses of lectures. The first course of lectures "Basic principles on teaching and learning in vocational contexts" gives an overview of the issue of teaching and learning in vocational contexts. Approaches to planning learning settings and dominant concepts in general and subject-specific pedagogy (didactics) such as 'competence-orientation' are discussed and analysed. The second course of lectures "Teaching and learning arrangements" gives an overview of teaching and learning arrangement used in vocational education and training. This includes simulation and business games, role playing, case studies, anchored instruction, learning in simulated work-situations, and project work. Preconditions for the use of these arrangements in schools and enterprises are discussed and practical experiences analysed using selected examples and research findings.</p>	
<b>Literatureempfehlungen</b>	<p>Bonz, B. (2006). Methodik: Lern-Arrangements in der Berufsbildung, Baltmannsweiler, Schneider. Jank, W. &amp; Meyer, H. (2005). Didaktische Modelle (7. edition), Frankfurt a. M., Cornelsen Scriptor. Rebmann, K. (1998). „Fachdidaktik Wirtschaft und Verwaltung“, In: B. Bonz &amp; B. Ott (Hrsg.), Fachdidaktik des beruflichen Lernens, Stuttgart, Steiner. Rebmann, K. &amp; Tenfelde, W. (2008). Didaktik des betrieblichen Lernens, Mering, Hampf. Further literature will be recommended in the course.</p>	
<b>Links</b>	<a href="http://www.uni-oldenburg.de/bwp">http://www.uni-oldenburg.de/bwp</a>	
<b>Language of instruction</b>	German	
<b>Duration (semesters)</b>	1 Semester	
<b>Module frequency</b>	jährlich	
<b>Module capacity</b>	unlimited	
<b>Reference text</b>	<p>The successful completion of module wir170 is a mandatory requirement for the attendance of module prx105 (practical training in vocational schools). Students have to take part in the lectures actively to fulfil the requirements of module wir170. This includes usually the regular participation in the sessions, the preparation and reworking of the content of each session (e.g. reading suggested literature, working on learning tasks), and giving presentations in different forms depending on the type of course. The criteria of an active participation are negotiated and defined at the beginning of the course.</p>	
<b>Modullevel / module level</b>	AS (Akzentsetzung / Accentuation)	
<b>Modulart / typ of module</b>	Pflicht / Mandatory	
<b>Lehr-/Lernform / Teaching/Learning method</b>		
<b>Vorkenntnisse / Previous knowledge</b>		
<b>Examination</b>	Prüfungszeiten	Type of examination
<b>Final exam of module</b>	<p>1st: Wednesday of the first week in the off-course period (summer semester) 2nd: Wednesday of the week before the orientation week starts 3rd: Wednesday of the third week of the off-course period (winter semester)</p>	assignment (max. 7 pages)
<b>Form of instruction</b>	Lecture	
<b>SWS</b>	4	

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**Frequency**

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<b>Workload Präsenzzeit</b>	56 h
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**wir181 - Subject specific pedagogy (didactics) in business administration and economics - selected issues on teaching and learning in enterprises**

<b>Module label</b>	Subject specific pedagogy (didactics) in business administration and economics - selected issues on teaching and learning in enterprises	
<b>Modulkürzel</b>	wir181	
<b>Credit points</b>	6.0 KP	
<b>Workload</b>	180 h	
<b>Verwendbarkeit des Moduls</b>	<ul style="list-style-type: none"> <li>Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Schwerpunkt Berufliche Bildung</li> </ul>	
<b>Zuständige Personen</b>	<p>Rebmann, Karin (Module responsibility)</p> <p>Slopinski, Andreas (Module responsibility)</p> <p>Rebmann, Karin (Prüfungsberechtigt)</p> <p>Lehrenden, Die im Modul (Prüfungsberechtigt)</p>	
<b>Prerequisites</b>	-	
<b>Skills to be acquired in this module</b>	<p>Upon completion of the module, students will be able to:</p> <ul style="list-style-type: none"> <li>describe learning approaches and complex teaching and learning arrangements in work-related contexts in enterprises.</li> <li>analyse, develop and evaluate complex teaching and learning arrangements in work-related contexts.</li> <li>transfer their knowledge of complex teaching and learning arrangements to different teaching and learning scenarios.</li> </ul>	
<b>Module contents</b>	<p>Within this module, subject specific pedagogical (didactical) questions are analysed with particular reference to enterprises as places of learning. The module covers two seminars.</p> <p>Depending on topicality and emphasis determined by the lecturer, specific topics of the seminars vary. The seminars include usually topics such as: informal learning; workplace learning; concepts and methods of continuing and further education in enterprises; further education based on e-learning; workplace-based schooling; learning and working; working and learning tasks; needs assessment in further education; specific learning methods such as project learning or junior enterprises.</p>	
<b>Literatureempfehlungen</b>	<p>Suggested reading:</p> <p>Pahl, J.-P. (1998). Berufsdidaktische Perspektiven der Lern- und Arbeitsaufgaben, In: H. Holz, J. Koch, D. Schemme &amp; E. Witzgall (Eds.), Lern- und Arbeitsaufgabenkonzepte in Theorie und Praxis (pp. 13-150), Bielefeld, Bertelsmann.</p> <p>Rebmann, K.; Tenfelde, W. &amp; Schlömer, T. (2011). Berufs- und Wirtschaftspädagogik. Eine Einführung in die Strukturkonzepte (4. edition), Wiesbaden, Springer.</p> <p>Schröder, T. (2009). Arbeits- und Lernaufgaben für die Weiterbildung. Eine Lernform für das Lernen im Prozess der Arbeit, Bielefeld, Bertelsmann.</p> <p>Recommended literature differs depending on the specific focus of the seminar.</p>	
<b>Links</b>	<a href="http://www.uni-oldenburg.de/bwp">http://www.uni-oldenburg.de/bwp</a>	
<b>Language of instruction</b>	German	
<b>Duration (semesters)</b>	1 Semester	
<b>Module frequency</b>	jährlich	
<b>Module capacity</b>	unlimited	
<b>Reference text</b>	<p>Students have to take part in the seminars actively to fulfil the requirements of module wir181. This includes usually the regular participation in the sessions, the preparation and reworking of the content of each session (e.g. reading suggested literature, working on learning tasks), and giving presentations in different forms depending on the type of course.</p> <p>The criteria of an active participation are negotiated and defined at the beginning of the course.</p>	
<b>Modullevel / module level</b>		
<b>Modulart / typ of module</b>	je nach Studiengang Pflicht oder Wahlpflicht	
<b>Lehr-/Lernform / Teaching/Learning method</b>		
<b>Vorkenntnisse / Previous knowledge</b>	Grundlagen der Wirtschaftsdidaktik (wir170)	
<b>Examination</b>	Prüfungszeiten	Type of examination
<b>Final exam of module</b>	-	term paper (20 pages maximum)
<b>Form of instruction</b>	Seminar	
<b>SWS</b>	4	

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Frequency

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Workload Präsenzzeit

56 h

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**wir182 - Subject specific pedagogy (didactics) in business administration and economics - selected issues on teaching and learning in vocational schools**

<b>Module label</b>	Subject specific pedagogy (didactics) in business administration and economics - selected issues on teaching and learning in vocational schools	
<b>Modulkürzel</b>	wir182	
<b>Credit points</b>	6.0 KP	
<b>Workload</b>	180 h	
<b>Verwendbarkeit des Moduls</b>	<ul style="list-style-type: none"> <li>Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Schwerpunkt Berufliche Bildung</li> </ul>	
<b>Zuständige Personen</b>	<p>Rebmann, Karin (Module responsibility)</p> <p>Slopinski, Andreas (Module responsibility)</p> <p>Rebmann, Karin (Prüfungsberechtigt)</p> <p>Lehrenden, Die im Modul (Prüfungsberechtigt)</p>	
<b>Prerequisites</b>		
<b>Skills to be acquired in this module</b>	<p>Upon completion of the module, students will be able to:</p> <ul style="list-style-type: none"> <li>describe complex teaching and learning arrangements in schools.</li> <li>analyse, develop, and evaluate complex teaching and learning arrangements.</li> <li>transfer their knowledge of complex teaching and learning arrangements to different teaching and learning scenarios.</li> </ul>	
<b>Module contents</b>	<p>This module examines subject-specific pedagogical (didactical) questions with particular reference to vocational schools as places of learning. The module includes two seminars.</p> <p>Depending on topicality and emphasis determined by the lecturer, the specific topics of the seminars vary. The seminars usually include topics such as: complex teaching and learning arrangements, for example case studies, simulation and business games, project work, role playing, constructivist teaching approaches, learning in simulated work-situations (e.g. office work, enterprise work), learning tasks.</p>	
<b>Literatureempfehlungen</b>	<p>Blötz, U. (2003). Planspiele in der beruflichen Bildung, Bielefeld, Bertelsmann</p> <p>Bonz, B. (2009). Methoden der Berufsbildung. Ein Lehrbuch (2. edition), Stuttgart, Hirzel</p> <p>Kaiser, F.-J. &amp; Kaminiski, H. (2012). Methodik des Ökonomieunterrichts (4. edition), Bad Heilbrunn, Klinkhardt</p> <p>Rebmann, K. (2001). Planspiel und Planspieleinsatz. Theoretische und empirische Exploration zu einer konstruktivistischen Planspieldidaktik, Hamburg, VDK</p> <p>Literature differs depending on the specific focus of the seminar.</p>	
<b>Links</b>	<a href="http://www.uni-oldenburg.de/bwp">http://www.uni-oldenburg.de/bwp</a>	
<b>Language of instruction</b>	German	
<b>Duration (semesters)</b>	1 Semester	
<b>Module frequency</b>	jährlich	
<b>Module capacity</b>	unlimited	
<b>Reference text</b>	<p>Students have to take part in the seminars actively to fulfil the requirements of module wir182. This includes usually the regular participation in the sessions, the preparation and reworking of the content of each session (e.g. reading suggested literature, working on learning tasks), and giving presentations in different forms depending on the type of course.</p> <p>The criteria of an active participation are negotiated and defined at the beginning of the course.</p>	
<b>Modullevel / module level</b>		
<b>Modulart / typ of module</b>	je nach Studiengang Pflicht oder Wahlpflicht	
<b>Lehr-/Lernform / Teaching/Learning method</b>		
<b>Vorkenntnisse / Previous knowledge</b>	Grundlagen der Wirtschaftsdidaktik (wir170)	
<b>Examination</b>	Prüfungszeiten	Type of examination
<b>Final exam of module</b>	-	term paper (20 pages maximum)
<b>Form of instruction</b>	Seminar	
<b>SWS</b>	4	
<b>Frequency</b>		
<b>Workload Präsenzzeit</b>	56 h	

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# Schwerpunkt Management und Ökonomie

## wir082 - Corporate Finance

<b>Module label</b>	Corporate Finance
<b>Modulkürzel</b>	wir082
<b>Credit points</b>	6.0 KP
<b>Workload</b>	180 h
<b>Verwendbarkeit des Moduls</b>	<ul style="list-style-type: none"><li>• Bachelor's Programme Business Administration and Law (Bachelor) &gt; Aufbaubereich Wirtschaftswissenschaften</li><li>• Bachelor's Programme Business Informatics (Bachelor) &gt; Akzentsetzungsbereich Wirtschaftswissenschaften</li><li>• Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Akzentsetzungsmodulare</li><li>• Bachelor's Programme Mathematics (Bachelor) &gt; Nebenfachmodule</li><li>• Bachelor's Programme Sustainability Economics (Bachelor) &gt; Wahlpflichtbereich more...</li><li>• Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Aufbaumodule</li><li>• Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Schwerpunkt Management und Ökonomie</li><li>• Master of Education Programme (Vocational and Business Education) Economics and Business Administration (Master of Education) &gt; Mastermodule</li><li>• Master's Programme Business Informatics (Master) &gt; Module der Wirtschafts- und Rechtswissenschaften (Master)</li><li>• Master's Programme Computing Science (Master) &gt; Module aus anderen Studiengängen</li></ul>
<b>Zuständige Personen</b>	Prokop, Jörg (Module responsibility)  Lehrenden, Die im Modul (Prüfungsberechtigt)
<b>Prerequisites</b>	
<b>Skills to be acquired in this module</b>	Students <ul style="list-style-type: none"><li>• understand the role corporate finance plays in today's business environment,</li><li>• are able to make consistent investment decisions based on established financial models both under certainty and under uncertainty,</li><li>• are able to place these models in within the broader context of economic theory, including both neoclassical theory and principal-agent theory,</li><li>• are able to assess the limitations of these models,</li><li>• analyze firm's main sources of (long-term) financing.</li></ul>
<b>Module contents</b>	Course outline: 1. Introduction 2. Valuation and Capital Budgeting 3. Risk and Return 4. Long-Term Financing <p>This course is an introduction to corporate finance. It covers typical tools and techniques used in making investment and financing decisions, and it provides insights into their theoretical foundations. The concept of time value of money and net present value is discussed in detail, first under certainty, and then in the presence of uncertainty. We will examine the relationship between an investment's risk and its return, and discuss ways to derive risk-adjusted cost of equity capital. In addition, the course provides insights into firms' main sources of (long-term) financing.</p> <p>The topics covered in this course are relevant for financial decision-making in various areas of business management, including operations management, marketing, and in particular corporate strategy.</p>
<b>Literatureempfehlungen</b>	Main textbook: Hillier, Ross, Westerfield, Jaffe & Jordan, Corporate Finance, current edition, McGraw-Hill (especially chapters 1, 2, 4-10, 14). Supplementary readings: Berk & DeMarzo, Corporate Finance, current edition, Boston (Mass.). Brealey, Myers & Allen, Principles of Corporate Finance, current edition, Boston (Mass.). Schmidt und Terberger, Grundzüge der Investitions- und Finanzierungstheorie (4. Aufl.), 1997, Wiesbaden.
<b>Links</b>	<a href="http://www.uni-oldenburg.de/fiwi_bbl/">http://www.uni-oldenburg.de/fiwi_bbl/</a>
<b>Language of instruction</b>	English
<b>Duration (semesters)</b>	1 Semester
<b>Module frequency</b>	jährlich
<b>Module capacity</b>	unlimited
<b>Modullevel / module level</b>	---



<b>Modulart / typ of module</b>	je nach Studiengang Pflicht oder Wahlpflicht			
<b>Lehr-/Lernform / Teaching/Learning method</b>				
<b>Vorkenntnisse / Previous knowledge</b>	Financial Accounting (wir060) Statistik I (wir150) Managerial Accounting (wir032) Einführung in die VWL (wir041) Mikroökonomische Theorie (wir120)			
<b>Examination</b>	<b>Prüfungszeiten</b>		<b>Type of examination</b>	
<b>Final exam of module</b>	within three weeks after the last lecture		written exam	
<b>Form of instruction</b>	<b>Comment</b>	<b>SWS</b>	<b>Frequency</b>	<b>Workload of compulsory attendance</b>
Lecture		2		28
Tutorial		2		28
<b>Präsenzzeit Modul insgesamt</b>				<b>56 h</b>

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## wir090 - Human Resource Management

<b>Module label</b>	Human Resource Management
<b>Modulkürzel</b>	wir090
<b>Credit points</b>	6.0 KP
<b>Workload</b>	180 h
<b>Verwendbarkeit des Moduls</b>	<ul style="list-style-type: none"><li>• Bachelor's Programme Business Administration and Law (Bachelor) &gt; Aufbaubereich Wirtschaftswissenschaften</li><li>• Bachelor's Programme Business Informatics (Bachelor) &gt; Akzentsetzungsbereich Wirtschaftswissenschaften</li><li>• Bachelor's Programme Business Informatics (Bachelor) &gt; Wahlbereich Informatik, Kultur und Gesellschaft</li><li>• Bachelor's Programme Computing Science (Bachelor) &gt; Wahlbereich Informatik, Kultur und Gesellschaft</li><li>• Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Akzentsetzungsmodul more...</li><li>• Bachelor's Programme Sustainability Economics (Bachelor) &gt; Wahlpflichtbereich</li><li>• Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Aufbaumodule</li><li>• Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Schwerpunkt Management und Ökonomie</li><li>• Master of Education Programme (Vocational and Business Education) Economics and Business Administration (Master of Education) &gt; Mastermodule</li><li>• Master's Programme Business Informatics (Master) &gt; Module der Wirtschafts- und Rechtswissenschaften (Master)</li></ul>
<b>Zuständige Personen</b>	<p>Junker-Michel, Mareike (Module counselling)</p> <p>Breisig, Thomas (Module counselling)</p> <p>Lehrenden, Die im Modul (Prüfungsberechtigt)</p> <p>Breisig, Thomas (Module responsibility)</p>
<b>Prerequisites</b>	keine
<b>Skills to be acquired in this module</b>	<p>Upon completion of the module (two complementary lectures), students will be able to:</p> <ul style="list-style-type: none"><li>• understand the complex issues, challenges and fields of action in organisational Human Resource (HR) Management;</li><li>• analyse, interpret and manage HR issues within heterogeneous fields of stakeholders and environments;</li><li>• effectively analyse and apply HR instruments according to the specific practical context;</li><li>• develop skills to self-reflection by dealing with theoretical as well as practical issues in HR Management and are able to press their point within the scientific discussion;</li><li>• are able to locate a specific research question within the scientific discussion in the field of Human Resource Management and to interlink, reflect and evaluate it accordingly.</li></ul> <p>By attending the non-compulsory tutorials and participating in lecture discussions, students can develop their own position on the inter-linkages between theoretical approaches and practical courses of action. Students will thus be able to identify problems, analyse them critically, and develop solutions. As they have the opportunity to work in small groups within the tutorials and to participate during lecture discussions, students may also learn to handle different points of view and discuss constructively. Overall they will be prepared for the specific requirements faced in the field of HR Management.</p>
<b>Module contents</b>	<p>Students develop theoretical as well as practical insights into the backgrounds and specific characteristics of "Human Resource" Management, in particular the following:</p> <ul style="list-style-type: none"><li>- origins and theoretical basis</li><li>- development and framework requirements</li><li>- workforce planning</li><li>- recruitment and selection</li><li>- work organisation</li><li>- working time organisation</li><li>- leadership</li><li>- performance reviews</li><li>- training and development</li><li>- compensation</li><li>- staff reduction</li></ul>
<b>Literatureempfehlungen</b>	<p>Berthel, J. / Becker, F. D. (2013), Personal-Management. Grundzüge für Konzeptionen betrieblicher Personalarbeit, 10th edition, Schäffer-Pöschel, Stuttgart.</p> <p>Breisig, T. / Michel, M. (2016): Personal: Grundlagen und Handlungsfelder aus arbeitspolitischer Perspektive, 2nd edition, NWB, Herne.</p>

Oechsler, W.A. / Paul, C. (2015), Personal und Arbeit. Einführung in das Personalmanagement, 10th edition, de Gruyter, Berlin et al.  
 Scholz, C. (2014), Personalmanagement. Informationsorientierte und verhaltenstheoretische Grundlagen, 6th edition, Vahlen, München.

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

<b>Links</b>	www.uol.de/orgpers			
<b>Language of instruction</b>	German			
<b>Duration (semesters)</b>	1 Semester			
<b>Module frequency</b>	jährlich			
<b>Module capacity</b>	unlimited			
<b>Modullevel / module level</b>				
<b>Modulart / typ of module</b>	je nach Studiengang Pflicht oder Wahlpflicht			
<b>Lehr-/Lernform / Teaching/Learning method</b>	Vorlesung			
<b>Vorkenntnisse / Previous knowledge</b>	Praktische Erfahrungen im Personalbereich; Grundkenntnisse der Betriebswirtschaftslehre			
<b>Examination</b>	Prüfungszeiten	Type of examination		
<b>Final exam of module</b>	At the end of the lecture period and at the end of the semester			written exam
<b>Form of instruction</b>	<b>Comment</b>	<b>SWS</b>	<b>Frequency</b>	<b>Workload of compulsory attendance</b>
Lecture		4		56
Exercises	freiwillig	2	WiSe	28
<b>Präsenzzeit Modul insgesamt</b>				<b>84 h</b>

## wir130 - Civil Law and Commercial Law

<b>Module label</b>	Civil Law and Commercial Law		
<b>Modulkürzel</b>	wir130		
<b>Credit points</b>	6.0 KP		
<b>Workload</b>	180 h		
<b>Verwendbarkeit des Moduls</b>	<ul style="list-style-type: none"> <li>• Bachelor's Programme Business Informatics (Bachelor) &gt; Akzentsetzungsbereich Wirtschaftswissenschaften</li> <li>• Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Akzentsetzungsmodule</li> <li>• Bachelor's Programme Sustainability Economics (Bachelor) &gt; Wahlpflichtbereich</li> <li>• Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Schwerpunkt Berufliche Bildung</li> <li>• Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Schwerpunkt Management und Ökonomie</li> <li>• Master's Programme Business Informatics (Master) &gt; Module der Wirtschafts- und Rechtswissenschaften (Master)</li> </ul>		
<b>Zuständige Personen</b>	<p>Rott, Peter (Module responsibility)</p> <p>Lehrenden, Die im Modul (Prüfungsberechtigt)</p>		
<b>Prerequisites</b>			
<b>Skills to be acquired in this module</b>	<p>The students:</p> <ul style="list-style-type: none"> <li>- are familiar with the legal working methods, basic concepts of law in general and of civil law and commercial law in particular,</li> <li>- are familiar with the law of obligation and law of property, in particular with contract law, as well as with commercial law, which are the main fields of interest in the future professional practice,</li> <li>- are able to solve legal cases in a goal-oriented way,</li> <li>- are able to find approaches for legal problems as well as recognize liability risks and how to deal with them,</li> <li>- are in case of contract negotiations able to recognize the requirements for regulations and to evaluate consequences of regulation.</li> </ul>		
<b>Module contents</b>	<p>In this module students will learn the basic concepts of civil law, commercial law and company law. The main focus are the first two books and to some extent the third book of the BGB. After an introduction to the legal system and the legal sources of private law, the course will deal with the persons and objects of legal relations (legal subjects and objects). An introduction into general contract law (among others: transaction doctrine, representation, termination of obligations, arrears, defaults) follows then. Subsequently, the lecture will handle the main types of contracts of civil law, commitment and performance of transactions and ownership and possession. The focus of the commercial law will be the determination of traits of merchant, the company law, the commercial register and legal liability issues as well as cross-border trade. This is followed by an introduction into company law.</p> <p>Subjects of the module: Introduction into legal studies, basic principles of law, private law / public law, legal sources, general part of the civil code, law of obligations (without law of torts): contracts, type of contracts, defaults / breaches, law of terms and conditions; parts of property law. Traits of merchant, company; commercial register; Representation in commercial law (procuration, action and charging power of attorney); commercial transactions; forms and consequences of the change of the owner; commercial agents and brokers; customary law / trade terms; CISG; partnership / corporate law.</p> <p>The module will enable students to evaluate complex legal relationships in the economy discretely.</p>		
<b>Literatureempfehlungen</b>	<p>Führich, E., Wirtschaftsprivatrecht, 13. Aufl., 2017.  Meyer, Wirtschaftsprivatrecht, 8. Aufl., 2016.  Taeger, J., Wirtschaftsprivatrecht, 5. Aufl., 2013.</p>		
<b>Links</b>	<p><a href="http://www.privatrecht.uni-oldenburg.de/">http://www.privatrecht.uni-oldenburg.de/</a></p>		
<b>Language of instruction</b>	German		
<b>Duration (semesters)</b>	2 Semester		
<b>Module frequency</b>	jährlich		
<b>Module capacity</b>	unlimited		
<b>Modullevel / module level</b>	---		
<b>Modulart / typ of module</b>	je nach Studiengang Pflicht oder Wahlpflicht		
<b>Lehr-/Lernform / Teaching/Learning method</b>			
<b>Vorkenntnisse / Previous knowledge</b>	keine		
<b>Examination</b>	Prüfungszeiten	Type of examination	
<b>Final exam of module</b>	end of semester	written exam	
<b>Form of instruction</b>	Comment	SWS	Frequency
			Workload of compulsory attendance

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Form of instruction	Comment	SWS	Frequency	Workload of compulsory attendance
Lecture		4		56
Exercises		2	WiSe	28
<b>Präsenzzeit Modul insgesamt</b>				<b>84 h</b>

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## wir140 - Foundations of EU Economic Law and Principles of Labour Law

<b>Module label</b>	Foundations of EU Economic Law and Principles of Labour Law
<b>Modulkürzel</b>	wir140
<b>Credit points</b>	6.0 KP
<b>Workload</b>	180 h
<b>Verwendbarkeit des Moduls</b>	<ul style="list-style-type: none"><li>• Bachelor's Programme Business Administration and Law (Bachelor) &gt; Basiscurriculum Recht</li><li>• Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Akzentsetzungsmodule</li><li>• Bachelor's Programme Sustainability Economics (Bachelor) &gt; Wahlpflichtbereich</li><li>• Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Schwerpunkt Berufliche Bildung</li><li>• Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Schwerpunkt Management und Ökonomie</li></ul>
<b>Zuständige Personen</b>	<p>Lehrenden, Die im Modul (Prüfungsberechtigt)</p> <p>Brors, Christiane (Module responsibility)</p> <p>Godt, Christine (Module responsibility)</p>
<b>Prerequisites</b>	Keine
<b>Skills to be acquired in this module</b>	<p>The students will:</p> <ul style="list-style-type: none"><li>• be able to understand the institutional framework of the EU as well as the thereto related tensions between supranationalism and intergovernmentalism,</li><li>• be able to apply the legal norms inherent in the EU multilevel system of governance to selected areas of EU law, and most notably to the fundamental freedoms,</li><li>• be able to resolve labour law matters in the light of contractual law,</li><li>• understand how labour law is embedded in civil law,</li><li>• be able to understand the relevance of labour law to society,</li><li>• be able to understand the influence and framework of European labour law,</li><li>• learn to understand the peculiarities of the labour law,</li><li>• be able to identify the specific interests of parties to an employment contract and to find corresponding legal solutions in event of a conflict.</li></ul>
<b>Module contents</b>	<p>The module explores the foundations of European economic law as well as the fundamentals of labour law in two (consecutive) lectures. The course 'Foundations of EU Economic Law' offers students an overview of the law of the European Union. It covers the following topics:</p> <ul style="list-style-type: none"><li>• The historical development of the EU;</li><li>• The institutional framework and principles of the EU (effect, formation, relationship with national law);</li><li>• The principles of the internal market (with a special focus on the fundamental freedoms and the doctrine of negative integration);</li><li>• An introduction to the regulation of selected economic policies (positive integration, e.g. product regulation, competition law)</li></ul> <p>As regards the content of the second course – 'Principles of Labour Law' - the following topics will be covered:</p> <ul style="list-style-type: none"><li>• The legal foundations of labour law, the integration of labour law into the hierarchy of norms (ordinary law, constitutional law, EU law);</li><li>• Individual labour law (the establishment and termination of employment relationships, severance/termination agreements, dismissal, notice period, the Unfair Dismissal Protection Act)</li><li>• Rights and obligations of employees and employers (breach of contract, pay without work, liability);</li><li>• Overview of collective labour law;</li><li>• Overview of labour court procedures.</li></ul>
<b>Literatureempfehlungen</b>	<p>Kilian, W./Wendt, D. H. (2017), Europäisches Wirtschaftsrecht, 6. Aufl., Nomos, Baden-Baden.</p> <p>Hakenberg, W. (2015), Europarecht, 7. Aufl., Vahlen, München.</p> <p>Streinz, R. (2016), Europarecht, 10. Aufl., C.F. Müller, Heidelberg</p>
<b>Links</b>	<p><a href="http://www.fk2.uni-oldenburg.de/InstRW/arre/">http://www.fk2.uni-oldenburg.de/InstRW/arre/</a></p> <p><a href="https://www.uni-oldenburg.de/eurowr/">https://www.uni-oldenburg.de/eurowr/</a></p>
<b>Language of instruction</b>	German
<b>Duration (semesters)</b>	2 Semester
<b>Module frequency</b>	anually

<b>Module capacity</b>	unlimited			
<b>Modullevel / module level</b>	---			
<b>Modulart / typ of module</b>	je nach Studiengang Pflicht oder Wahlpflicht			
<b>Lehr-/Lernform / Teaching/Learning method</b>	Vorlesungen Das Modul sollte , je nach Studiengang, im 1./2. Semester (BWL/jur) oder im 3./4. Semester ( WiWi; 2-Fächer-BA) besucht werden.			
<b>Vorkenntnisse / Previous knowledge</b>				
Examination	Prüfungszeiten		Type of examination	
<b>Final exam of module</b>	end of semester		written test	
Form of instruction	Comment	SWS	Frequency	Workload of compulsory attendance
Lecture		2		28
Exercises		2	WiSe	28
<b>Präsenzzeit Modul insgesamt</b>				56 h

## wir150 - Statistics I for Economists

<b>Module label</b>	Statistics I for Economists			
<b>Modulkürzel</b>	wir150			
<b>Credit points</b>	6.0 KP			
<b>Workload</b>	180 h			
<b>Verwendbarkeit des Moduls</b>	<ul style="list-style-type: none"> <li>• Bachelor's Programme Business Administration and Law (Bachelor) &gt; Aufbaubereich Wirtschaftswissenschaften</li> <li>• Bachelor's Programme Business Informatics (Bachelor) &gt; Aufbaucurriculum-Wahlbereich Mathematik</li> <li>• Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Akzentsetzungsmodule</li> <li>• Bachelor's Programme Sustainability Economics (Bachelor) &gt; Aufbaumodule</li> <li>• Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Schwerpunkt Berufliche Bildung</li> <li>• Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Schwerpunkt Management und Ökonomie</li> </ul>			
<b>Zuständige Personen</b>	<p>Lehrenden, Die im Modul (Prüfungsberechtigt)</p> <p>Stecking, Ralf Werner (Module responsibility)</p>			
<b>Prerequisites</b>				
<b>Skills to be acquired in this module</b>	<p>Students</p> <ul style="list-style-type: none"> <li>• will understand the fundamental terms of descriptive and inductive statistics.</li> <li>• will be able to choose and calculate appropriate measures and methods in order to describe empirical data properly.</li> <li>• are familiar with concepts of probability theory and will be able to transfer statistical results from sample to population.</li> </ul>			
<b>Module contents</b>	Measuring and tabular / graphic representation of the data, summary statistics (arithmetic mean, statistical dispersion), two-dimensional distributions (graphic / tabular depiction, statistical independence, contingency, simple linear regression, and correlation), fundamentals of probability theory and probability distribution, sampling distributions, estimation and test methods.			
<b>Literatureempfehlungen</b>	<p>Litz, H.-P. (2003): Statistische Methoden in den Wirtschafts- und Sozialwissenschaften (3. Aufl.), München</p> <p>Mittag, H.J. (2015): Statistik: Eine interaktive Einführung, (4. Aufl.), Berlin</p> <p>Schira, J. (2016): Statistische Methoden der VWL und BWL (5. Aufl.), München</p> <p>Wewel, M. (2014): Statistik im Bachelor-Studium der BWL und VWL (3. Aufl.), München</p>			
<b>Links</b>	<a href="https://www.uni-oldenburg.de/wire/">https://www.uni-oldenburg.de/wire/</a>			
<b>Language of instruction</b>	German			
<b>Duration (semesters)</b>	1 Semester			
<b>Module frequency</b>	jährlich			
<b>Module capacity</b>	unlimited			
<b>Modullevel / module level</b>	---			
<b>Modulart / typ of module</b>	je nach Studiengang Pflicht oder Wahlpflicht			
<b>Lehr-/Lernform / Teaching/Learning method</b>				
<b>Vorkenntnisse / Previous knowledge</b>				
<b>Examination</b>	Prüfungszeiten		Type of examination	
<b>Final exam of module</b>	end of semester		written exam	
<b>Form of instruction</b>	<b>Comment</b>	<b>SWS</b>	<b>Frequency</b>	<b>Workload of compulsory attendance</b>
Lecture		2		28
Tutorial		2		28
Exercises (optional)			WiSe	0
<b>Präsenzzeit Modul insgesamt</b>				<b>56 h</b>



## wir083 - Purchasing, Operations, and Logistics Management

<b>Module label</b>	Purchasing, Operations, and Logistics Management			
<b>Modulkürzel</b>	wir083			
<b>Credit points</b>	6.0 KP			
<b>Workload</b>	180 h			
<b>Verwendbarkeit des Moduls</b>	<ul style="list-style-type: none"> <li>• Bachelor's Programme Business Administration and Law (Bachelor) &gt; Aufbaubereich Wirtschaftswissenschaften</li> <li>• Bachelor's Programme Business Informatics (Bachelor) &gt; Aufbaucurriculum - Pflichtbereich</li> <li>• Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Aufbaumodule</li> <li>• Bachelor's Programme Sustainability Economics (Bachelor) &gt; Wahlpflichtbereich</li> <li>• Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Aufbaumodule</li> <li>• Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Schwerpunkt Management und Ökonomie</li> <li>• Master of Education Programme (Vocational and Business Education) Economics and Business Administration (Master of Education) &gt; Mastermodule</li> </ul>			
<b>Zuständige Personen</b>	<p>Lehrenden, Die im Modul (Prüfungsberechtigt)</p> <p>Busse, Christian (Module responsibility)</p>			
<b>Prerequisites</b>				
<b>Skills to be acquired in this module</b>	Students obtain an overview of the most important operational functions of an industrial or service company. These are procurement, production and logistics. Students will get to know typical operational challenges and familiarize themselves with established approaches and methods for analyzing and improving procurement, production and logistics operations.			
<b>Module contents</b>	The module comprises a lecture (course number 2.02.231) and an accompanying tutorial (course numbers 2.02.231a to 2.02.231j). The lecture is based on the text book "Grundzüge der Beschaffung, Produktion und Logistik" by Kummer, Grün und Jammerneegg in the third edition of 2013 and the associated workbook, as well as partly on the text book "Operations Management: Konzepte, Methoden und Anwendungen" by Thonemann in the third edition of 2015. The purpose of the lecture is to explain the fundamental problems and their solutions theoretically. The tutorials focus on application and practice and offer time for questions. There are no formal or content-related participation or entrance requirements.			
<b>Literatureempfehlungen</b>	Kummer, S., Grün, O. und Jammerneegg, W. (2013): Grundzüge der Beschaffung, Produktion und Logistik (3. Auflage), Pearson Thonemann, U. (2015): Operations Management (3. Auflage), Pearson.			
<b>Links</b>				
<b>Language of instruction</b>	German			
<b>Duration (semesters)</b>	1 Semester			
<b>Module frequency</b>	jährlich			
<b>Module capacity</b>	unlimited			
<b>Reference text</b>	The module takes place in the summer semester. Please refer to the syllabus available via Stud.IP for a more detailed description of content and procedure.			
<b>Modullevel / module level</b>	---			
<b>Modulart / typ of module</b>	je nach Studiengang Pflicht oder Wahlpflicht			
<b>Lehr-/Lernform / Teaching/Learning method</b>				
<b>Vorkenntnisse / Previous knowledge</b>				
<b>Examination</b>	Prüfungszeiten		Type of examination	
<b>Final exam of module</b>			KL	
<b>Form of instruction</b>	<b>Comment</b>	<b>SWS</b>	<b>Frequency</b>	<b>Workload of compulsory attendance</b>
Lecture		2	SoSe und WiSe	28
Tutorial		2	SoSe und WiSe	28
<b>Präsenzzeit Modul insgesamt</b>				56 h

# Abschlussmodul

## bam - Bachelor's Thesis Module

<b>Module label</b>	Bachelor's Thesis Module	
<b>Modulkürzel</b>	bam	
<b>Credit points</b>	15.0 KP	
<b>Workload</b>	450 h	
<b>Verwendbarkeit des Moduls</b>	<ul style="list-style-type: none"> <li>Dual-Subject Bachelor's Programme Economics and Business Administration (Bachelor) &gt; Abschlussmodul</li> </ul>	
<b>Zuständige Personen</b>	<p>Rebmann, Karin (Module counselling)</p> <p>Akman, Gürbet (Module counselling)</p> <p>Irmscher, Maike (Module counselling)</p> <p>Kehl, Verena (Module counselling)</p> <p>Slopinski, Andreas (Module counselling)</p> <p>Jahncke, Heike (Module counselling)</p> <p>Steib, Christian (Module counselling)</p> <p>Panschar, Meike (Module counselling)</p> <p>Lehrenden, Die im Modul (Prüfungsberechtigt)</p> <p>Rebmann, Karin (Module responsibility)</p>	
<b>Prerequisites</b>		
<b>Skills to be acquired in this module</b>	<p>Upon completion of the module, students will be able to:</p> <ul style="list-style-type: none"> <li>carry out research independently in subject specific pedagogy (didactics) regarding business administration and economics using selected research methods.</li> <li>investigate and analyse academic literature concerning their research topic.</li> <li>connect their research topic to the broader research field.</li> <li>develop a content structure for their bachelor thesis, and</li> <li>write their bachelor thesis.</li> </ul>	
<b>Module contents</b>	<p>The module covers the composition of a bachelor thesis in subject specific pedagogy (didactics) in business administration and economics (12 CP), and the participation of an associated colloquium to support students' research work and writing processes (3 CP).</p> <p>Students have to compose their bachelor thesis within ten weeks. Within this time frame, they work on a specific research question in subject specific pedagogy (didactics) in the field of business administration and economics. This research work is mainly theory-based and follows approved research methods.</p> <p>Students present and discuss their work in progress in the colloquium. They receive feedback on their work, for example on their research question, research concept and structure, but also on aspects of academic writing.</p>	
<b>Literatureempfehlungen</b>	Literature varies depending on the chosen research topic.	
<b>Links</b>	<a href="http://www.uni-oldenburg.de/bwp">http://www.uni-oldenburg.de/bwp</a>	
<b>Language of instruction</b>	German	
<b>Duration (semesters)</b>	1 Semester	
<b>Module frequency</b>	halbjährlich	
<b>Module capacity</b>	unlimited	
<b>Modullevel / module level</b>		
<b>Modulart / typ of module</b>	je nach Studiengang Pflicht oder Wahlpflicht	
<b>Lehr-/Lernform / Teaching/Learning method</b>		
<b>Vorkenntnisse / Previous knowledge</b>		
<b>Examination</b>	Prüfungszeiten	Type of examination
<b>Final exam of module</b>	during the semester	bachelor thesis
<b>Form of instruction</b>	Colloquium	

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<b>SWS</b>	2
<b>Frequency</b>	
<b>Workload Präsenzzeit</b>	28 h

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