



# Modulkatalog Betriebswirtschaftslehre B.Sc.

WFI

21. März 2023

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## Automotive Issues in Business Science

<b>Modultitel</b>	Automotive Issues in Business Science
<b>Modultitel Englisch</b>	Automotive Issues in Business Science
<b>Modulnummer</b>	82-021-IM10-S-H-0507
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Summer term
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	Chair of Human Resource Management and Organization
<b>Modulverantwortlich</b>	Prof. Dr. Max Ringlstetter
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

### Kompetenzen:

- *The course should give students detailed insights into current critical management issues and strategies in automotive industry, especially with focus on retail*
- *Moreover industry specifics and structures are taught to prepare students for further studies or work in the automotive industry*
- *Students learn to critically reflect on topical issues and on management behavior and strategies in the automotive industry*
- *The course will provide the participants with the theoretical and practical basics related to the dealing with current critical automotive issues and strategies in the automotive industry*

### Inhalte und Themen:

- *Basics/theories of automotive management*
- *The history of car construction and relation to the market*
- *Product policies based on the market power of the firms*
- *Automotive distribution and retail strategies and policies*
- *European Block Exemption Regulation and ecological matters*

### Formale Voraussetzungen für die Teilnahme:

- *None*

**Empfohlene Voraussetzungen für die Teilnahme:**

- *None*

**Lehr- und Prüfungssprache:**

- *German/English*

**Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Theoretical input and guest speaker*
- *Case studies*
- *Discussion*

**Voraussetzungen für die Vergabe von ECTS-Punkten:**

- *Performance record graded at least sufficient: Seminar paper with Kick-Off presentation*
- *The examination consists of a seminar paper and an associated kick-off presentation*
- *The students thus receive the necessary feedback to be able to write a successful thesis.*

**Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *42 h = Time of attendance lecture*
- *53 h = Preparation and post-processing lecture*
- *55 h = Seminar paper writing*
- *150 h = Total workload*

**Modulnote:**

- *Seminar paper with Kick-Off presentation (100%)*

**Polyvalenz mit anderen Studiengängen:**

- *Business Administration International B.Sc.*

- *Digital and Data-Driven Business B.Sc.*

**Bemerkungen:** *Participation Limit: 30 Readings*

- *Aburob A.S./Hersh A.M./Aladwan K. (2011): Relationship between internal marketing and service quality with customer's satisfaction; in: International Journal of Marketing Studies Vol. 3(2), S. 107-118.*
- *DeHoratius N./Raman A. (2007): Store manager incentive design and retail performance. An exploratory investigation, in: Manufacturing and Service Operations Management Vol. 9 (4), S. 518-534.*
- *Feldman L.P./Armstrong G.M. (1975): Identifying buyers of a major automotive innovation, in: Journal of Marketing Vol. 39 (1), S. 47-53.*
- *Lademan L.P./Partner (2001): Customer preferences for existing and potential sales and servicing alternatives in automotive distribution, in: Gesellschaft für Unternehmen und Kommunalberatung, Hamburg.*
- *Lovelock C./Wirtz J. (2010): Services Marketing. People, technology strategy, 7. Aufl., Englewood Cliffs.*
- *Morisse B. (2013): The implementation of brand standards in franchised retailing. The Field of a car dealership, in: Journal of Applied Business Research Vol. 29 (4).*
- *Orgenyi E. O. (1998): Franchising agreements in new car retailing. An empirical investigation, in: Service Industries Journal Vol. 18 (2), S. 144-160.*
- *Sloan A.P. (1963): my years with general Motors, New York.*

## Bachelor Thesis

<b>Modultitel</b>	Bachelor Thesis
<b>Modultitel Englisch</b>	Bachelorarbeit
<b>Modulnummer</b>	82-021-H-BA-0507
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Every term
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	Mentoring chair of the WFI
<b>Modulverantwortlich</b>	Mentor
<b>Leistungspunkte ECTS-Punkte</b>	10 ECTS

### Kompetenzen:

- *The aim of the Bachelor's thesis consists in enabling the student to compile an economic research.*
- *The students shall be able to structure a research question, to link different scientific perspectives and hence develop implications how to act.*

### Inhalte und Themen:

- *Self-contained work on an economic topic*
- *Verbalization of a research question*
- *Research and formulation of the current state of research*
- *Work on the Problem, which has been stated in the research question*
- *Formulation of a scientific founded judgement*

### Formale Voraussetzungen für die Teilnahme:

- *Basic requirement is to complete a proseminar*

### Empfohlene Voraussetzungen für die Teilnahme:

- *None*

**Lehr- und Prüfungssprache:**

- *German or English*

**Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Self-contained scientific work*

**Voraussetzungen für die Vergabe von ECTS-Punkten:**

- *Performance record graded at least sufficient: Written Paper*

**Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *100 h = Research*
- *200 h = Work on paper*
- *300 h = Total workload*

**Modulnote:**

- *Written paper (100%)*

*Explanation of the examination modalities*

*During two months, the student has to work self-contained on a scientific topic and write a paper about it (40 pages +/- 10 %). This will be graded by the mentor and optionally by a consultant.*

**Polyvalenz mit anderen Studiengängen:** *None*

**Bemerkungen:** *None*

## Bachelor Thesis Seminar SCM & OM

<b>Modultitel</b>	Bachelor Thesis Seminar SCM & OM
<b>Modultitel Englisch</b>	Bachelorarbeiten-Seminar SCM & OM
<b>Modulnummer</b>	-
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Every term
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	BA, Supply Chain Management and Operations
<b>Modulverantwortlich</b>	Prof. Dr. Heinrich Kuhn
<b>Leistungspunkte ECTS-Punkte</b>	0 ECTS

### Kompetenzen:

- *Students gain an overview of current research topics and research methods in the fields of Supply Chain Management (SCM) and Operations Management (OM).*
- *Students will deepen the interdisciplinary approach of SCM and OM.*
- *Students learn to give feedback on scientific topics and to implement received feedback in the context of working on their bachelor thesis.*
- *Students learn to assess the validity and applicability of research papers.*

### Inhalte und Themen:

- *Scientific reflection, problem solving and communication.*
- *Presentation of the final theses*

### Formale Voraussetzungen für die Teilnahme:

- *None*

### Empfohlene Voraussetzungen für die Teilnahme:

- *None*

**Lehr- und Prüfungssprache:**

- *German*

**Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Presentation*
- *Discussion*

**Voraussetzungen für die Vergabe von ECTS-Punkten:**

- *None*

**Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *12 h = Time of attendance seminar*
- *12 h = Preparation seminar*
- *12 h = Post-processing seminar*
- *36 h = Total workload*

**Modulnote:**

- *None*

**Polyvalenz mit anderen Studiengängen: -****Bemerkungen: -**

## Basics of Insolvency- and Commutation Law

<b>Modultitel</b>	Basics of Insolvency- and Commutation Law
<b>Modultitel Englisch</b>	Grundlagen des Insolvenz- und Umwandlungsrechts
<b>Modulnummer</b>	82-021-AC07-H-0507
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Summer term
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	Civil Law, Litigation Law and Insolvency Law
<b>Modulverantwortlich</b>	Prof. Dr. iur. Christian Heinrich
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

### Kompetenzen:

- *Students acquire an integrative knowledge and critical understanding as well as they will comprehend the complexity of restructuring, reorganization and insolvency of enterprises*
- *Students of the module develop the skills to deal appropriately and critically with basic concepts of insolvency and conversion law*
- *The main target is to establish an understanding of the overall context, in particular to design and present practice-oriented solutions based on case tasks*
- *After successful finish of the module, the students will acquire a comprehensive knowledge of Insolvency Law and Commutation Law and can identify and allocate the immanent problems*

### Inhalte und Themen:

- *In this module the students will learn the basic rules of Insolvency Law and Commutation Law*
- *The practical use of legal provisions will be explained by utilizing scientific methods*

### Formale Voraussetzungen für die Teilnahme:

- *None*

### Empfohlene Voraussetzungen für die Teilnahme:

- *Private Law I und II*

**Lehr- und Prüfungssprache:**

- *German*

**Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Lecture*

**Voraussetzungen für die Vergabe von ECTS-Punkten:**

- *Performance record graded at least "sufficient": Exam (90 Min)*
- *The exam at the end of the semester includes theoretical questions and cases*

**Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *30 h = Time of attendance lecture*
- *100 h = Preparation and post-processing lecture*
- *20 h = Exam preparation*
- *150 h = Total workload*

**Modulnote:**

- *Exam (100%)*

**Polyvalenz mit anderen Studiengängen:**

- *Business Administration International B.Sc.*
- *Digital and Data-Driven Business B.Sc.*

**Bemerkungen:** *Readings*

- *References will be given at the beginning of the semester*

## Basics of Organisational Psychology

<b>Modultitel</b>	Basics of Organisational Psychology
<b>Modultitel Englisch</b>	Grundlagen der Organisationspsychologie
<b>Modulnummer</b>	82-021-AP06-H-0507
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Summer Semester
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Philiosopisch-Pädagogische Fakultät
<b>Beteiligte Fachgebiete</b>	Social and Organizational Psychology
<b>Modulverantwortlich</b>	Prof. Dr. Elisabeth Kals
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

### Kompetenzen:

- *Students are familiar with basics in organizational psychology*
- *Students overview salient theories and subjects of organizational psychology*
- *Students are able to use scientific literature supporting their own conclusions and arguments.*
- *They are enabled to critically reflect on similarities and differences between the psychological and the economic conception of man.*

### Inhalte und Themen:

- *Terms, theories and subjects in organisational psychology*
- *Motivation, job satisfaction, stress*
- *Social Group, team work*
- *Healthy work, job design*
- *Person environment fit*

### Formale Voraussetzungen für die Teilnahme:

- *None*

### Empfohlene Voraussetzungen für die Teilnahme:

- *None*

**Lehr- und Prüfungssprache:**

- *German*

**Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Lecture*
- *Readings*

**Voraussetzungen für die Vergabe von ECTS-Punkten:**

- *Performance record evaluated with at least "sufficient": Written exam (90 minutes)*

**Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *36 h = Time of attendance lecture*
- *24 h = Preparation and postprocessing lecture*
- *90 h = Exam preparation*
- *150 h = Total workload*

**Modulnote:**

- *Final exam (100%)*

**Polyvalenz mit anderen Studiengängen:**

- *International Business Administration B.Sc.*

**Bemerkungen:**

- *Kals, E. & Gallenmüller-Roschmann, J. (2017). Arbeits- und Organisationspsychologie kompakt. Weinheim: Beltz*
- *Chmiel, N. (2008). An introduction to work and organizational psychology: a European perspective. Malden: Blackwell.*
- *Nerdinger, F., Blickle, W., Schaper, N. (2014). Arbeits- und Organisationspsychologie. Berlin u.a.: Springer.*

## Basic Principles of Financial Accounting according to IFRS

<b>Modultitel</b>	Basic Principles of Financial Accounting according to IFRS
<b>Modultitel Englisch</b>	Grundlagen der internationalen Rechnungslegung
<b>Modulnummer</b>	82-021-AC01-H-0507
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Summer term
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	BA, Auditing and Management Accounting
<b>Modulverantwortlich</b>	Prof. Dr. Max Göttsche
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

### Kompetenzen:

- *This module provides students with an introduction to IAS/IFRS accounting*
- *They will gain an understanding of the different accounting concepts and will be able to assess and evaluate them*
- *Students gain the ability to comprehend complex accounting cases in their entirety and solve them in accordance with the relevant IAS/IFRS standards*
- *They learn how to handle relevant IAS/IFRS standards and their interpretations*
- *After completing the module students are acquainted with the objects and general IFRS accounting principles as well as important IAS/IFRS standards and will be able to transfer this knowledge to real accounting cases*

### Inhalte und Themen:

- *Theory of IAS/IFRS*
- *Institutional frame of IFRS*
- *Outline concept*
- *Essential standards*

### Formale Voraussetzungen für die Teilnahme:

- *None*

**Empfohlene Voraussetzungen für die Teilnahme:**

- *Accountancy and Cost Accounting*
- *Balancing and Business Taxation*

**Lehr- und Prüfungssprache:**

- *German*

**Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Lecture*

**Voraussetzungen für die Vergabe von ECTS-Punkten:**

- *Performance record graded at least "sufficient": Exam (90 Min)*

**Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *21 h = Time of attendance lecture*
- *35 h = Preparation and post-processing lecture*
- *21 h = Time of attendance tutorial*
- *35 h = Preparation and post-processing tutorial*
- *38 h = Exam preparation*
- *150 h = Total workload*

**Modulnote:**

- *Exam (100%)*

**Polyvalenz mit anderen Studiengängen:**

- *Business Administration International B.Sc.*
- *Digital and Data-Driven Business B.Sc.*

- *Sustainability in Business & Economics B.Sc.*

**Bemerkungen:** -

## Behavioral Finance

<b>Modultitel</b>	Behavioral Finance
<b>Modultitel Englisch</b>	Behavioral Finance
<b>Modulnummer</b>	82-021-VWLECO17-H-0916
<b>Niveau</b>	Bachelormodul
<b>Turnus des Angebots</b>	SoSe
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	Economics, esp. Macroeconomics
<b>Modulverantwortlich</b>	Prof. Dr. Simon Wiederhold
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

### Kompetenzen:

- *Behavioral finance uses insights from psychology to understand how human behavior influences the decisions of individual and professional investors, markets, and managers. Some decisions are simple, day-to-day choices, such as how hard we are going to study for the next test, or what brand of soda we are going to buy, but others significantly impact our financial wellbeing, such as whether we should buy a particular stock, or how we should allocate our money among various investment funds. The purpose of this lecture is to present what we have learned about financial decision-making from behavioral finance research.*
- *Students will refresh the foundations of modern finance: expected utility theory, asset pricing (CAPM), the efficient market hypothesis, and agency relationships.*
- *Students will become aware of the inability of these standard tools to account for various paradoxes and anomalies, leading to the genesis of behavioral finance as reflected in prospect theory. Students will be provided the theoretical foundation of this concept.*
- *Students will learn the psychological foundations of Behavioral Finance: cognitive limitations and heuristics, overconfidence, and emotion.*
- *Armed with this psychological background, students will learn how psychology impacts financial-decision making at the level of the individual. For instance, the lecture will investigate the extent to which the faulty use of heuristics leads to suboptimal financial decision-making (e.g., familiarity bias can lead to excessive domestic and local investment; availability bias pushes people into concentrating investments in securities where information is freely available).*

- *Students will become aware of the behavioral foundations of some central stock-market puzzles. For instance, in 1987 the Dow Jones fell by almost one quarter without any apparent reason. In this context, the recent financial crisis will also be discussed.*
- *A guest lecture with PwC representatives will familiarize students with the behavior and thinking of various stakeholders (banks, investors, employees) when a firm tumbles into crisis. Based on the insights from this lecture, students will themselves develop strategies to rescue crisis-laden firms in a case study.*

### **Inhalte und Themen:**

- *Foundations of Neoclassical Finance*
  - *Expected Utility Theory*
  - *Asset Pricing, Market Efficiency, and Agency Relationships*
- *Theoretical Foundations of Behavioral Finance*
  - *Prospect Theory*
  - *Framing, and Mental Accounting*
- *Psychological Foundations of Behavioral Finance*
  - *Heuristics and Biases*
  - *Overconfidence*
- *Investor Behavior*
  - *Implications of Heuristics and Biases for Financial Decision-Making*
  - *Implications of Overconfidence for Financial Decision-Making*
  - *Individual Investors and the Force of Emotion*
- *Market Outcomes*
  - *Behavioral Explanations for Anomalies*
  - *Do Behavioral Factors Explain Stock Market Puzzles?*
- *Case Study PwC*

### **Formale Voraussetzungen für die Teilnahme:**

- *None*

### **Empfohlene Voraussetzungen für die Teilnahme:**

- *Basic knowledge in microeconomics and finance*

### **Lehr- und Prüfungssprache:**

- *Englisch*

### **Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Lecture*
- *Tutorial*
- *Case study*
  - *The topic of the case study is a firm that enters a severe crisis (e.g., risk of bankruptcy). From the perspective of a consultancy, students will develop strategies to rescue the firm, which at the same time meet the expectations of the stakeholders (e.g., banks and employees).*
  - *Successfully finishing the case study also requires a number of soft skills, such as the ability to work in a team and presentation skills.*

### **Voraussetzungen für die Vergabe von ECTS-Punkten:**

- *Gained competences are tested in a written exam (90 minutes)*

### **Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *28 h = Time of attendance lecture*
- *32 h = Preparation and postprocessing lecture*
- *28 h = Time of attendance tutorial*
- *30 h = Preparation and postprocessing tutorial (including the case study)*
- *32 h = Exam preparation*
- *150 h = Total workload*

### **Modulnote:**

- *Written Exam 100%*

**Polyvalenz mit anderen Studiengängen:**

- *Betriebswirtschaftslehre International B.Sc.*
- *Betriebswirtschaftslehre M.Sc.*
- *Digital and Data-Driven Business B.Sc.*

**Bemerkungen:**

- *Ackert, Lucy F. and Richard Deaves (2010). Behavioral Finance Psychology, Decision-Making, and Markets. Cengage Learning.*

## Business Analytics and Data Mining

<b>Modultitel</b>	Business Analytics and Data Mining
<b>Modultitel Englisch</b>	Business Analytics and Data Mining
<b>Modulnummer</b>	82-021-IFM12-H-0316
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Summer term
<b>Geberstudiengang</b>	Business Administration B.Sc
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	Business Administration and Business Informatics
<b>Modulverantwortlich</b>	Prof. Dr. Thomas Setzer
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

### Kompetenzen:

- *Students understand the fundamental aspects, potentials and challenges in business analytics and know how to address problems in business analytics in a structured fashion using data mining models and methods.*
- *Students know basic methodology from statistical/machine learning to solve widespread business problems and understand their theoretical foundations and properties. The students are enabled to select candidate models and methods depending on a given tasks, and can compare, assess and beneficially refine the configuration of the models and methods.*
- *Based on the theory- and practice-based know-how as well as the exercises in the tutorial the students can systematically apply state-of-the-art data mining software.*

**Inhalte und Themen:** *This is an introductory course in data analysis using data mining for widespread business problems regularly found in practice. The participants will familiarize themselves with procedural models and relevant data mining methodology. They will learn how to preprocess, explore and reduce data, methods for clustering, classification, dimensionality reduction and association rule mining. During tutorials, the participants will apply their knowledge by solving problems with realistic data sets. The course is structured as follows:*

- *Introduction to Business Analytics and Data Mining*
- *Data Preprocessing & Exploratory Analytics*
- *Dimensionality Reduction and Data Transformation*

- *Methods of Classification*
- *Clustering, Association Rules*

**Formale Voraussetzungen für die Teilnahme:**

- *None*

**Empfohlene Voraussetzungen für die Teilnahme:**

- *None*

**Lehr- und Prüfungssprache:**

- *English*

**Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Lecture (VL) (2 hours per week)*
- *Tutorial (UE) (2 hours per week)*

**Voraussetzungen für die Vergabe von ECTS-Punkten:**

- *Performance record assessed with at least sufficient: written exam at the end of the semester*

**Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *42 h = Time of attendance lecture and tutorial*
- *75 h = Preparation and post-processing lecture and tutorial*
- *33 h = Exam preparation*
- *150 h = Total workload*

**Modulnote:**

- *Written Examination (90 minutes) 100%*

**Polyvalenz mit anderen Studiengängen:**

- *Bachelor's degree program data science*

**Bemerkungen:**

- *Exam language is English. Students may answer the exam questions in English as well as in German.*

## Capital Market Theory

<b>Modultitel</b>	Capital Market Theory
<b>Modultitel Englisch</b>	Kapitalmarkttheorie
<b>Modulnummer</b>	82-021-AC04-H-0507
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Summer term
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	BA, Finance and Banking
<b>Modulverantwortlich</b>	Prof. Dr. Thomas Mählmann
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

### Kompetenzen:

- *In this course students learn tools to evaluate certain and uncertain cash flows developed in modern capital market research*
- *In particular, students become acquainted with derivative financial instruments and portfolio theory*
- *Through this course students will be enabled to recognize and incorporate the role of information asymmetries and taxes in investment and financial decisions*
- *In order to achieve these goals students will consolidate their new knowledge in additional tutorials*

### Inhalte und Themen:

- *1. Introduction: The Relationship between Corporate Finance and Capital Markets*
- *2 Preference-free Valuation under Certainty*
  - *2.1 Valuation Principles*
  - *2.2 Yield-to-maturity, Spot Rates, Forward Rates*
  - *2.3 Term Structure of Interest Rates*
- *3 Preference-free Valuation under Uncertainty*
  - *3.1 Valuation Principles*

- 3.2 *Forwards und Futures*
- 3.3 *Swaps*
- 3.4 *Options*
- 3.5 *Linear-Factor-Model*
- 4 *Portfolio Optimization and CAPM*
- 5. *Corporate Finance*
  - 5.1 *Corporate Finance and Risk Allocation on Perfect Markets*
  - 5.2. *Financial Decisions on Imperfect Markets*

**Formale Voraussetzungen für die Teilnahme:**

- *None*

**Empfohlene Voraussetzungen für die Teilnahme:**

- *Investment, Finance and Capital Markets*

**Lehr- und Prüfungssprache:**

- *German*

**Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Lecture*
- *Tutorial*

**Voraussetzungen für die Vergabe von ECTS-Punkten:**

- *Performance record graded at least "sufficient": Exam (90 Min)*

**Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *30 h = Time of attendance lecture*
- *15 h = Preparation and post-processing lecture*
- *30 h = Time of attendance tutorial*

- 15 h = Preparation and postprocessing tutorial
- 60 h = Exam preparation
- 150 h = Total workload

**Modulnote:**

- Exam (100%)

**Polyvalenz mit anderen Studiengängen:**

- *Digital and Data-Driven Business B.Sc.*
- *Sustainability in Business & Economics B.Sc.*

**Bemerkungen:** Readings

- Copeland, T. E./Weston, J. F./Shastri, K.: *Finanzierungstheorie und Unternehmenspolitik*, 4. Aufl. 2007, Pearson
- Franke, G./Hax, H.: *Finanzwirtschaft des Unternehmens und Kapitalmarkt*, 6. Aufl. 2009, Springer
- Hull, J. C.: *Optionen, Futures und andere Derivate*, 8. Aufl. 2012, Pearson
- Kruschwitz, L./Husmann, S.: *Finanzierung und Investition*, 7. Aufl. 2012, Oldenbourg
- Sandmann, K.: *Einführung in die Stochastik der Finanzmärkte*, 3. Aufl. 2010, Springer
- Further literature will be recommended in class

## Case Studies in Business Ethics

<b>Modultitel</b>	Case Studies in Business Ethics
<b>Modultitel Englisch</b>	Fallstudien Unternehmensethik
<b>Modulnummer</b>	82-021-WE02-H-0319
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Summer term
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	Economic Ethics and Social Policy
<b>Modulverantwortlich</b>	Prof. Dr. Jörg Althammer
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

### Kompetenzen:

- *The students get enabled to deepen their knowledge in business ethics largely independently.*
- *Students learn essential areas of business ethics based on case studies*
- *They acquire the competence to independently write a paper on a given topic in the field of ethics which meets basic scientific standards*
- *SThey get enabled to discuss ethical topics independently and to reflect critically on them from an ethical and business perspective*

### Inhalte und Themen:

- *Students acquire methodological competence for online courses*
- *Techniques of scientific research*
- *Scientific writing*
- *Business ethics case studies*

### Formale Voraussetzungen für die Teilnahme:

- *None*

### Empfohlene Voraussetzungen für die Teilnahme:

- *Basic knowledge of economic theory as well as economic and business ethics*

**Lehr- und Prüfungssprache:**

- *German*

**Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Introduction to the scientific research*
- *Online-based self-study*

**Voraussetzungen für die Vergabe von ECTS-Punkten:**

- *Performance record graded at least sufficient: Portfolio*
- *Work performance will be evaluated by the case studies and the exam. It is obligatory to attend the vhb course „Fallstudien zur Unternehmensethik“. Therefore please register at vhb.org.*

**Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *90 h = Case Studies*
- *60 h = Term paper*
- *150 h = Total workload*

**Modulnote:**

- *Exam (MC) (40%)*
- *Case Studies (60%)*

**Polyvalenz mit anderen Studiengängen:**

- *Business Administration International B.Sc.*
- *Digital and Data-Driven Business B.Sc.*

**Bemerkungen:***Readings*

- *Dieter Birnbacher: Analytische Einführung in die Ethik, Berlin: de Gruyter, 2003; Tom L. Beauchamp, Norman E. Bowie, Denis G. Arnold: Ethical Theory and Business, Upper Saddle River NJ: Pearson, 2009*

## Company Taxation

<b>Modultitel</b>	Company Taxation
<b>Modultitel Englisch</b>	Unternehmensbesteuerung
<b>Modulnummer</b>	82-021-BWL14-H-0507
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Summer term
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	ABWL and Business Taxation
<b>Modulverantwortlich</b>	Prof. Dr. Reinald Koch
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

### Kompetenzen:

- *The lecture provides the fundamental regulation of German income taxation. With regard to the determination of income, the relevant provisions under German financial and tax accounting law are presented.*
- *Students gain the ability to solve income taxation cases and transfer their knowledge to new cases. In doing so, they also learn how to handle the relevant legal texts.*
- *Students learn to critically evaluate tax regulations and to reflect tax-planning approaches against the background of ethical values.*
- *When participating successfully students have gained a comprehensive overview over the German income tax, corporation tax and trade tax regulations and know the interdependencies between these different types of taxes*

### Inhalte und Themen:

- *Fundamentals of financial and tax accounting*
- *Fundamentals of the individual income tax*
- *Fundamentals of the corporation tax*
- *Fundamentals of the trade tax*

### Formale Voraussetzungen für die Teilnahme:

- *None*

**Empfohlene Voraussetzungen für die Teilnahme:**

- *Operational accounting*

**Lehr- und Prüfungssprache:**

- *German*

**Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Lecture (VL) (2 SWS)*
- *Tutorial (UE) (2 SWS)*

**Voraussetzungen für die Vergabe von ECTS-Punkten:**

- *Performance record assessed with at least „sufficient“: Exam (100%)*

**Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *42 h = Contact/self-study in lecture and tutorial*
- *70 h = Preparation and follow-up (includes coursework)*
- *38 h = Preparation assessment*
- *150 h = Total workload*

**Modulnote:**

- *Assessment*

**Polyvalenz mit anderen Studiengängen:**

- *Digital and Data-Driven Business B.Sc.*
- *Sustainability in Business & Economics B.Sc.*
- *Business Administration International B.Sc.*

**Bemerkungen:**

- *None*

## Computational Statistics with R

<b>Modultitel</b>	Computational Statistics with R
<b>Modultitel Englisch</b>	Rechnergestützte Statistik mit R
<b>Modulnummer</b>	82-021-IFM08-H-0507
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Every Semester
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	Statistics and Quantitative Methods
<b>Modulverantwortlich</b>	Prof. Dr. Ulrich Küsters
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

### Kompetenzen:

- *Students acquire both baseline information and knowledge of selected high-level programming techniques by using the statistical software environment R*
- *The statistical analysis of data using R enables students to appropriately treat, prepare and graphically display empirical data.*
- *By addressing problems in the broad field of business and economics (i.e. statistical hypothesis testing, linear regression etc.), students gain decision-making and responsibility skills as well as self-directed and aim-oriented working skills*

### Inhalte und Themen:

- *Basics*
  - *Objects and data structures in R und how to manage them*
    - \* *Vectors*
    - \* *Matrices*
    - \* *Arrays*
    - \* *Lists*
    - \* *Data Frames*
  - *Logic and missing values*
  - *Constructs for program control*

- \* *Conditional statements (if . . . else and the like)*
  - \* *Loops*
- *Date and time*
- *Data input and output*
  - *Access to Excel and CSV data*
  - *Read and write R objects*
- *Details of the R language*
  - *Functions*
  - *Use of S3 classes*
  - *Lazy Evaluation*
- *Graphics with R*
- *Statistics mit R*
  - *Basic functions*
  - *Random numbers*
  - *Distributions and samples*
  - *Linear models*

**Formale Voraussetzungen für die Teilnahme:**

- *None*

**Empfohlene Voraussetzungen für die Teilnahme:**

- *Mathematics for Business*
- *Descriptive Statistics and Probability Theory*
- *Statistical Inference and Multivariate Statistics*

**Lehr- und Prüfungssprache:**

- *German or English*

**Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Lecture (VL) with integrated exercise (UE)*
- *Programming projects*

**Voraussetzungen für die Vergabe von ECTS-Punkten:**

- *Performance record evaluated with at least sufficient: Written exam (90 minutes)*

**Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *28 h = Time of attendance lecture*
- *28 h = Preparation and postprocessing lecture*
- *66 h = Homework/Programming Project*
- *38 h = Exam preparation*
- *150 h = Total workload*

**Modulnote:**

- *Final exam (100%)*

**Polyvalenz mit anderen Studiengängen:**

- *International Business Administration B.Sc.*
- *Digital and Data-Driven Business B.Sc.*
- *Interdisciplinary Master's Degree in Mathematics M.Sc.*

**Bemerkungen:** *Participation limit: 19 (Restriction due to existing capacities in the PC pools (separate admission procedure))*

- *Ligges, U. (2008): Programmieren mit R, 3. Auflage, Springer.*
- *Matloff, N. (2011): The Art of R Programming, No Starch Press..*
- *Lafaye de Micheaux, P., Drouilhet, R., Liquet, B. (2013): The R software: fundamentals of programming and statistical analysis, Springer*
- *Venables, W. N., Ripley, B. D. (2002): Modern Applied Statistics with S. 4. Auflage, Springer*
- *Rizzo, M.L. (2008): Statistical Computing with R, Chapman Hall.*

## Consumer Behavior and Market Research

<b>Modultitel</b>	Consumer Behavior and Market Research
<b>Modultitel Englisch</b>	Konsumentenverhalten und Marktforschung
<b>Modulnummer</b>	82-021-MD02-H-0507
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Summer term
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	BA, Sales and Marketing
<b>Modulverantwortlich</b>	Prof. Dr. Joachim Büschkeng
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

### Kompetenzen:

- *After the successful completion of this module, students have a basic knowledge of market research methods. The methodological competence learned comprises data collection and data analysis*
- *Students in the course will learn to develop constructs based on buying behavior theory and to model and measure behavioral aspects of customers*
- *Knowledge on elementary methods in multivariate data analysis enables students to analyze data sets and to interpret the results*
- *By conducting their own research project, participants are able to apply the subject matter in practice*

**Inhalte und Themen:** *This course covers fundamental theoretical concepts of consumer behavior and covers relevant methods of data acquisition and analysis with respect to consumer behavior in market research.*

- *1. Basics of Market Research*
- *2. Modeling Consumer Decisions: Discrete Choice-Analysis*
- *3. After-purchase evaluation: Customer Satisfaction*
- *4. Measuring latent constructs in consumer behavior*
- *5. Needs and purchase decision motives*

- 6. *Customer Segmentation*
- 7. *Information acquisition and information processing*

**Formale Voraussetzungen für die Teilnahme:**

- *None*

**Empfohlene Voraussetzungen für die Teilnahme:**

- *Completion of the module "Principles of Marketing"*

**Lehr- und Prüfungssprache:**

- *German*

**Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Interactive lecture with discussion*
- *Implementation of an empirical market research project*
- *Exercises for the practical application of theoretical knowledge and support in the implementation of market research projects*

**Voraussetzungen für die Vergabe von ECTS-Punkten:**

- *Performance record graded at least "sufficient": Portfolio*
- *The form of examination is a portfolio consisting of team project and individual term paper based on it*
- *The team project is submitted as written project documentation by a group of participants of the module (3-4 students), presented to all participants in an appropriate manner and subsequently discussed together. The team project documents the development and implementation of a specific market research project. It demonstrates that the participants can apply the acquired knowledge and skills in the context of an exemplary case of consumer behavior*
- *The essay is a written term paper of approximately 6-8 pages. Its topic builds on the respective team project by addressing a conceptual issue that complements the team project in a meaningful way. Participants will develop a suitable, individual proposal for this purpose. The essay documents the ability to address a conceptual issue arising from the team project in the context of the course. coherently in the context of the theoretical foundations of new product development dealt with in the course*

**Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *21 h = Time of attendance lecture*
- *38 h = Preparation and post-processing lecture*
- *21 h = Exercise*
- *50 h = Team project*
- *20 h = Paper*
- *150 h = Total workload*

**Modulnote:**

- *Team project (70%)*
- *Essay (30%)*

**Polyvalenz mit anderen Studiengängen:**

- *Business Administration International B.Sc.*
- *Digital and Data-Driven Business B.Sc.*

**Bemerkungen:** *Readings*

- *Wird zu Beginn des Semesters bekannt gegeben*

## Corporate Governance

<b>Modultitel</b>	Corporate Governance
<b>Modultitel Englisch</b>	Corporate Governance
<b>Modulnummer</b>	82-021-BE03-H-0318
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Summer Semester
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	Business Ethics and Corporate Governance
<b>Modulverantwortlich</b>	Prof. Dr. Kai Sandner
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

### Kompetenzen:

- *Understanding of corporate governance and knowledge of relevant theories*
- *Awareness of the significance of the different paradigms in stakeholder and shareholder theories for corporate governance*
- *Overview of rules and regulations in corporate governance*
- *Relation of corporate governance and management control*
- *Knowledge on different actors' opportunities to get involved and exert influence*
- *Ability to relate issues/topics in corporate governance to contents of adjacent areas such as management, management accounting, and business ethics*
- *Be aware of system alternatives in corporate governance with their effects*
- *Goal: Overview of the subject and the skill to relate knowledge on corporate governance to the adjacent disciplines of management control and business ethics.*

### Inhalte und Themen:

- *Fundamentals*
  - *Introduction and theories*
  - *Rules and regulations*
  - *Introducing stakeholders and shareholders*

- *Boards of Directors: Leading and supervising companies*
  - *Board structures*
  - *Directors' pay and fairness*
  - *Performance measures*
- *Shareholders and their activism*
  - *Shareholder power and institutional investors*
  - *CSR and socially responsible investment*
  - *Family firms*
- *Corporate Governance in selected countries*

**Formale Voraussetzungen für die Teilnahme:**

- *None*

**Empfohlene Voraussetzungen für die Teilnahme:**

- *None*

**Lehr- und Prüfungssprache:**

- *English*

**Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Lecture*
- *Examples*
- *Exercise*
- *Control questions and discussions*

**Voraussetzungen für die Vergabe von ECTS-Punkten:**

- *Performance record assessed with at least "sufficient": for the exam.*

**Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *44 h = Time of attendance lecture and tutorial*
- *66 h = Preparation and post-processing lecture and tutorial*
- *40 h = Exam preparation*
- *150 h = Total workload*

**Modulnote:**

- *Klausur (100%)*

**Polyvalenz mit anderen Studiengängen:**

- *Sustainability in Business & Economics B.Sc.*

**Bemerkungen: -**

## Corporate Planning & Management Control

<b>Modultitel</b>	Corporate Planning & Management Control
<b>Modultitel Englisch</b>	Unternehmensplanung & -steuerung
<b>Modulnummer</b>	82-021-FM04-H-0221
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Summer Semester
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	Business Administration and Accounting
<b>Modulverantwortlich</b>	Prof. mult. Anton Burger
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

### Kompetenzen:

- *The students learn to plan the future development of companies on various levels and to manage/control them on the basis of the planned targets.*
- *The lecture Corporate Planning & Management will improve their analytical and strategic skills and the ability to think in a mathematical logical way*
- *Furthermore the students apply the acquired skills to case studies in Excel and therefore develop knowledge of practice-oriented methods*

### Inhalte und Themen:

- *Liquidity Planning & Management*
- *Strategic Planning*
- *Medium-term Planning & operative Planning/Budgeting (Integrated Planning)*
- *Deviation Analysis & Corporate Management*

### Formale Voraussetzungen für die Teilnahme:

- *None*

### Empfohlene Voraussetzungen für die Teilnahme:

- *None*

**Lehr- und Prüfungssprache:**

- *English*

**Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Lecture with integrated tutorials*

**Voraussetzungen für die Vergabe von ECTS-Punkten:**

- *Performance record evaluated with at least sufficient: Written exam (90 minutes)*

**Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *45 h = Time of attendance lecture*
- *50 h = Preparing, post processing of lecture*
- *55 h = Exam and exam preparation*
- *150 h = Total workload*

**Modulnote:**

- *Written exam (100%)*

**Polyvalenz mit anderen Studiengängen:**

- *International Business Administration B.Sc.*
- *Digital and Data-Driven Business B.Sc.*

**Bemerkungen:**

- *Literature will be announced in the lecture.*
- *Participation limit: 25*

## Decision Theory

<b>Modultitel</b>	Decision Theory
<b>Modultitel Englisch</b>	Decision Theory
<b>Modulnummer</b>	82-021-BE01-H-0218
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Summer term
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	Economics, esp. Public Finance and Economics
<b>Modulverantwortlich</b>	Prof. Dr. Dominika Langenmayr
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

### Kompetenzen:

- *Students understand how decisions are actually made and how they should be made to achieve better outcomes with respect to the decision maker's goals.*
- *Students understand common (and their own) flaws in decision-making. This helps them to develop a responsible attitude towards their decisions.*
- *Students are familiar with the formal-mathematical methods to analyze decision-making.*
- *Students understand strategic interactions in decision-making.*
- *Students can apply the acquired knowledge to typical decision problems in the commercial sphere and in general socioeconomic interactions.*

### Inhalte und Themen:

- *Decision Theory under Certainty*
  - *Rational Choice under Certainty*
  - *Decision-Making under Certainty*
- *Probability Assessment*
  - *Rational Probability Assessment under Risk and Uncertainty*
  - *Judgement under Risk and Uncertainty*
- *Decision Theory under Risk and Uncertainty*

- *Rational Choice under Risk and Uncertainty*
- *Decision-Making under Risk and Uncertainty*
- *Game Theory*
  - *Static Games*
  - *Dynamic Games*
  - *Repeated Games*

**Formale Voraussetzungen für die Teilnahme:**

- *None*

**Empfohlene Voraussetzungen für die Teilnahme:**

- *Recommendation: Mathematics, Statistics I, Microeconomics*

**Lehr- und Prüfungssprache:**

- *Englisch*

**Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Lecture*
- *Tutorial*

**Voraussetzungen für die Vergabe von ECTS-Punkten:**

- *Gained competences are tested in a written exam (90 minutes)*

**Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *28 h = Time of attendance lecture*
- *28 h = Preparation and post processing lecture*
- *28 h = Time of attendance tutorial*
- *28 h = Preparation and postprocessing tutorial*
- *38 h = Exam preparation*

- *150 h = Total workload*

**Modulnote:**

- *Exam (100%)*

**Polyvalenz mit anderen Studiengängen:**

- *Betriebswirtschaftslehre International B.Sc.*
- *Digital and Data-Driven Business B.Sc.*

**Bemerkungen:**

- *Erik Angner: A course in behavioural economics, Palgrave MacMillan, 2nd edition, 2016.*
- *Hal R. Varian: Intermediate Microeconomics: A Modern Approach, 8th edition, 2010.*
- *Drew Fudenberg and Jean Tirole: Game Theory, 7th edition, 2005.*
- *Daniel Kahneman: Thinking, Fast and Slow, 2011*

## Descriptive Statistics and Probability Theory

<b>Modultitel</b>	Descriptive Statistics and Probability Theory
<b>Modultitel Englisch</b>	Deskriptive Statistik und Wahrscheinlichkeitstheorie
<b>Modulnummer</b>	82-021-QM03-H-507
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Summer term
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	Statistics and Quantitative Methods
<b>Modulverantwortlich</b>	Prof. Dr. Ulrich Küsters
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

### Kompetenzen:

- *Students in the field of business administration acquire the basic statistical methods and notions.*
- *The methodical skills are acquired within the scope of the lecture. Firstly, the statistical theory is taught in order to provide a solid methodical basis.*
- *Students apply techniques in probability theory and descriptive statistics on practical issues within the scope of the exercises.*
- *The self-contained working technique enables students to obtain a personal competence, self-dependent handling of statistical methods as well as efficient practical application of those methods.*

### Inhalte und Themen:

- *Introduction*
- *Descriptive statistics (incl. indices and measures of concentration and inequality)*
- *Probability theory:*
  - *Introduction (incl. axiom system, conditional probability and Bayes's theorem)*
  - *Discrete univariate distributions*
  - *Continuous univariate distributions*
  - *Discrete multivariate distributions*

- *Continuous multivariate distributions*
- *Limit theorems (incl. Chebyshev's Inequality and Laws of Large Numbers)*

**Formale Voraussetzungen für die Teilnahme:**

- *None*

**Empfohlene Voraussetzungen für die Teilnahme:**

- *Mathematics for Business*

**Lehr- und Prüfungssprache:**

- *German*

**Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Lecture*
- *Tutorial*

**Voraussetzungen für die Vergabe von ECTS-Punkten:**

- *Performance record graded at least sufficient: Exam (90 Min)*

**Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *28 h = Time of attendance lecture*
- *28 h = Preparation and post-processing lecture*
- *28 h = Time of attendance tutorial*
- *28 h = Preparation and postprocessing tutorial*
- *38 h = Exam preparation*
- *150 h = Total workload*

**Modulnote:**

- *Final exam (100%)*

### **Polyvalenz mit anderen Studiengängen:**

- *Business Administration International B.Sc.*
- *Digital and Data-Driven Business B.Sc.*
- *Sustainability in Business & Economics B.Sc.*

### **Bemerkungen:**

- *Küsters, Ulrich (2015): Statistik, Foliensatz, KUE/WFI, Ingolstadt.*
- *Schira, Josef (2012): Statistische Methoden der VWL und BWL. 4. Edition, Pearson Studium, München.*
- *Fahrmeir, L., Künstler, R., Pigeot, I. und Tutz, G. (2010): Statistik - Der Weg zur Datenanalyse. 7. Edition, Springer-Verlag, Berlin.*
- *Mosler, K., Schmid, F. (2009): Beschreibende Statistik und Wirtschaftsstatistik. 4. Edition, Springer-Verlag, Heidelberg.*

## Discover Germany: Society, Politics, Economy, Culture

<b>Modultitel</b>	Discover Germany: Society, Politics, Economy, Culture
<b>Modultitel Englisch</b>	Entdecke Deutschland: Gesellschaft, Politik, Wirtschaft, Kultur
<b>Modulnummer</b>	82-021-INT01-H-0917
<b>Niveau</b>	Bachelor module and Master module
<b>Turnus des Angebots</b>	Every Semester
<b>Geberstudiengang</b>	Business Administration B.Sc. und M.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	BA, Auditing and Management Accounting
<b>Modulverantwortlich</b>	Prof. Dr. Max Götsche
<b>Leistungspunkte ECTS-Punkte</b>	None

### Kompetenzen:

*This module helps students to*

- *reflect different social, political, and cultural values, expectations, and behaviour of Germans in the economic life*
- *exemplify and evaluate economic and socio-cultural relationships*
- *acquire intercultural competence via self-reflection and feedback in practical exercises*
- *hone their interpersonal skills together with international students*
- *achieve the competence for autonomous academic self-study.*

### Inhalte und Themen:

- *Germany in Europe and in the world*
- *Politics: foreign policy, political system of the federative Republic of Germany, Parliament, parties, and other institutions*
- *Business and innovations*
- *Society and education*
- *Culture*

**Formale Voraussetzungen für die Teilnahme:**

- *None*

**Empfohlene Voraussetzungen für die Teilnahme:**

- *None*

**Lehr- und Prüfungssprache:**

- *English*

**Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Interactive Lecture*
- *Excursion*

**Voraussetzungen für die Vergabe von ECTS-Punkten:**

- *Written paper*

**Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *16 contact hours*

**Modulnote:**

- *Written paper (100%)*

**Polyvalenz mit anderen Studiengängen:**

- *Business Administration International B.Sc.*

**Bemerkungen:**

- *Participation Limit: For exchange students*
- *Readings to be announced in class*

## Econometrics

<b>Modultitel</b>	Econometrics
<b>Modultitel Englisch</b>	Ökonometrie
<b>Modulnummer</b>	82-021-BE02-H-0218
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Summer term
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	Economics, esp. Microeconomics
<b>Modulverantwortlich</b>	Prof. Dr. Alexander M. Danzer
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

### Kompetenzen:

- *Students of the course acquire detailed knowledge about standard (micro-)econometric techniques.*
- *They are able to understand the theoretical concept and derivation behind econometric estimators and have developed an intuitive understanding of their mechanics. They are able to assess and test the most important econometric pitfalls related to these estimators.*
- *Students have developed reflected views on the distinction between correlation and causation.*
- *Students learn data handling with real world examples, especially in the field of public policy. They acquire skills to implement simple econometric techniques with real world data in the computer lab.*

### Inhalte und Themen:

- *Introduction*
- *The linear regression model with one regressor*
  - *Estimation using OLS*
  - *Goodness-of-fit*
  - *Formal derivation of the OLS estimator*
  - *Hypothesis testing and confidence intervals*
  - *Binary explanatory variables*

- *Heteroskedasticity and homoscedasticity*
- *The Gauss-Markov-Theorem*
- *Multivariate linear regression models*
  - *The regression model and the OLS estimator*
  - *Properties of the OLS estimator*
  - *Multicollinearity*
  - *Hypothesis testing and confidence intervals*
  - *Model specification*
- *Randomised experiment and “natural” experiments*
  - *Randomised experiments and their practical implementation*
  - *Estimation methods*
  - *Example: The Tennessee “STAR-Project”*
  - *Natural experiments*
  - *Example: Impact of minimum wages*
- *Panel data models*
  - *Panel types and organization of data*
  - *Fixed effects*
  - *Consistency and efficiency*
  - *Random effects*
- *Instrumental variable models*
  - *The IV estimator*
  - *Two-stage least squares*
  - *Testing the IV assumptions; how can (good) instruments be found?*
  - *The simultaneity problem*
  - *Measurement error*
  - *Heterogeneous populations*

**Formale Voraussetzungen für die Teilnahme:**

- *None*

**Empfohlene Voraussetzungen für die Teilnahme:**

- *Mathematics, Statistics*

**Lehr- und Prüfungssprache:**

- *English*

**Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Lecture*
- *Practical implementation in the CIP Pool*

**Voraussetzungen für die Vergabe von ECTS-Punkten:**

- *Performance record graded at least sufficient: Exam (60 Min)*

**Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *25 h = Time of attendance lecture*
- *30 h = Preparation and post-processing lecture*
- *25 h = Time of attendance tutorial*
- *40 h = Preparation and post-processing tutorial*
- *40 h = Exam preparation*
- *150 h = Total workload*

**Modulnote:**

- *Final exam (100%)*

**Polyvalenz mit anderen Studiengängen: -****Bemerkungen:**

- *James Stock & Mark Watson, Introduction to Econometrics, second edition, Boston: Addison-Wesley (2007)*

## Economy and Space

<b>Modultitel</b>	Economy and Space
<b>Modultitel Englisch</b>	Wirtschaft und Raum
<b>Modulnummer</b>	G7-H (Teilmodul Wirtschaftsgeographie 2)
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Summer Semester
<b>Geberstudiengang</b>	Sustainability in Business & Economics B.Sc.
<b>Institutionelle Verankerung</b>	Mathematisch-Geographische Fakultät
<b>Beteiligte Fachgebiete</b>	Wirtschaftsgeographie
<b>Modulverantwortlich</b>	Prof. Dr. Hans-Martin Zademach
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

### Kompetenzen:

- *The students will be able to describe and explain the structures, circumstances and processes of international enterprise actions and regional development.*
- *The students will be able to exemplify and evaluate economic and socio-cultural relationships as well as mobility of people, information, goods and capital with a space perspective*
- *The students will achieve the competence for autonomous academic self study*

### Inhalte und Themen:

- *The module consists of a lecture (equivalent to „Wirtschaftsgeographie 2“) as well as autonomous case study work.*
- *The module contains the mediation of a basic understanding for circumstances and processes of regional development and international enterprise actions. The core of the contents is the mobility of people, information, goods and capital.*
- *The content in detail:*
  - *Globalization and regionalization as stereotypes of economy*
  - *Structures and circumstances of regional development (Global chains - goods, values, networks; Global governance: institutions of the world economy; Global cities - nodes of the world economy; Global inequality: development theory and policy)*

- *Processes of global and regional development: Trade in Goods and Services; Transnational Corporations and Direct Investment; Financial Markets and Global Crises; Exchange of Knowledge and Technology*

**Formale Voraussetzungen für die Teilnahme:**

- *None*

**Empfohlene Voraussetzungen für die Teilnahme:**

- *Basic knowledge from Wirtschaftsgeographie 1 is useful, but can be achieved via self study*

**Lehr- und Prüfungssprache:**

- *German*

**Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Lecture*

**Voraussetzungen für die Vergabe von ECTS-Punkten:** *Performance record evaluated with at least sufficient: Written exam (90 minutes)*

**Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *30 h = Time of attendance lecture*
- *30 h = Preparation and postprocessing lecture*
- *90 h = Exam preparation*
- *150 h = Total workload*

**Modulnote:**

- *Final exam 100%*

**Polyvalenz mit anderen Studiengängen:**

- *Business Administration B.Sc.*

- *International Business Administration B.Sc.*
- *Digital and Data-Driven Business B.Sc.*

**Bemerkungen:** *None*

## Entrepreneurial Finance and Strategy

<b>Modultitel</b>	Entrepreneurial Finance and Strategy
<b>Modultitel Englisch</b>	Entrepreneurial Finance and Strategy
<b>Modulnummer</b>	82-021-IM15-H-0507
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Summer term
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	BA, Organisational Theory and Human Resource Management
<b>Modulverantwortlich</b>	Prof. Dr. Max Ringlstetter
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

### Kompetenzen:

- *In this module, students will learn the basic concepts of expansion financing and growth strategy concerning the business formation, enterprise development and business disinvestment*
- *A particular focus will be put on the role of the company founders or other shareholders such as venture capitalist (private equity) as well as the family (2nd / 3rd) generation and will be discussed.*
- *On the basis of several basic case studies, the participants will learn to use the suitable concepts and tools in the respective context.*
- *Students will recognize interdependencies and analyse basic aspects critically.*
- *Finally, the practical application of the theoretical framework (business plan) will offer the chance to develop a business idea*

### Inhalte und Themen:

- *The lecture aims to be linked to the typical stages of business evolution, illustrating typical strategies and funding models*
- *Critical reflection of strategic and technical basics needed for business formation (innovation management, legal forms and shareholder agreements)*
- *Risikomanagement (Turnaround und Change Management)*

- *Critical discussion of basic aspects of strategic corporate finance:*
  - *Risk management (turnaround and change management)*
  - *Financial modeling (business plan, cash-flow management and financial planning)*
  - *Business valuation and decision parameters for investors*
  - *Corporate development (internationalization, currency hedging)*
  - *Strategic events (IPO, company exit, M&A, corporate transfer to the 2nd generation)*
  - *Providing numerous real-life examples and case studies for practical application*

**Formale Voraussetzungen für die Teilnahme:**

- *None*

**Empfohlene Voraussetzungen für die Teilnahme:**

- *Introduction to Corporate Finance*

**Lehr- und Prüfungssprache:**

- *German/English*

**Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Lecture*
- *Interactive Course*

**Voraussetzungen für die Vergabe von ECTS-Punkten:**

- *Performance record graded at least sufficient: Portfolio*
- *This course includes a case study for practical consolidation of the course content. The results are illustrated in a presentation. A written elaboration is also part of the assessment modalities.*

**Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *40 h = Time of attendance lecture*
- *32 h = Preparation and post-processing lecture*
- *78 h = Exam preparation*

- *150 h = Total workload*

**Modulnote:**

- *Portfolio (100%)*

**Polyvalenz mit anderen Studiengängen:**

- *Business Administration International B.Sc.*
- *Digital and Data-Driven Business B.Sc.*

**Bemerkungen:**

- *Participation Limit: 20*
- *Bibliography is included in the course material*

## Fundamentals of Controlling

<b>Modultitel</b>	Fundamentals of Controlling
<b>Modultitel Englisch</b>	Grundlagen des Controlling
<b>Modulnummer</b>	82-021-AC02-H-0507
<b>Niveau</b>	Bachelormodul
<b>Turnus des Angebots</b>	Summer semester
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	Business Administration and Accounting
<b>Modulverantwortlich</b>	Prof. mult. Anton Burger
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

### Kompetenzen:

- *The students get a comprehensive overview over basic concepts of controlling.*
- *They connect different types of concepts to get a deeper understanding.*
- *Furthermore, they develop a deeper understanding and learn how to implement the instruments.*
- *The critical discussion of the instruments will develop the analytical competence to understand complex issues and increase the reflection capability of the students.*

### Inhalte und Themen:

- *Fundamentals of Controlling*
- *Information supply*
- *Accounting system*
- *Management ratios and ratio systems*
- *Management accounting*
- *Management planning and control system*
- *Organizational aspects and new developments*

### Formale Voraussetzungen für die Teilnahme:

- *Keine*

**Empfohlene Voraussetzungen für die Teilnahme:**

- *BWL II (ReWe), BWL III (KoRe) und VI (IFK I)*

**Lehr- und Prüfungssprache:**

- *German*

**Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Lecture*

**Voraussetzungen für die Vergabe von ECTS-Punkten:**

- *Written exam at the end of the semester*

**Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *60 h = Time of attendance lecture*
- *70 h = Preparing, post-processing of lecture*
- *20 h = Exam and exam preparation*
- *150 h = Total workload*

**Modulnote:**

- *Final exam (100%)*

**Polyvalenz mit anderen Studiengängen:**

- *International Business Administration B.Sc.*
- *Digital and Data-Driven Business B.Sc.*

**Bemerkungen:**

- *Burger, A.: Jahresabschlussanalyse, Oldenbourg-Verlag, München.*

- *Burger, A., Ulbrich, P.R.: Beteiligungscontrolling, Oldenbourg-Verlag, München.*
- *Ahlemeyer, N., Burger, A., Ulbrich, P.R.: Fallstudienbuch Beteiligungscontrolling, Oldenbourg-Verlag, München.*
- *Weber, Jürgen: Controlling, Schäffer-Poeschel-Verlag Stuttgart.*

# Global Marketing Management

<b>Modultitel</b>	Global Marketing Management
<b>Modultitel Englisch</b>	Globales Marketing Management
<b>Modulnummer</b>	82-021-MD06-H-0914
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Summer term
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	BA and International Management
<b>Modulverantwortlich</b>	Prof. Dr. Katja Gelbrich
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

**Kompetenzen:** *Students learn to deal with marketing problems, which occur due to the internationalization and globalization of markets, in a proper and critical manner. They understand how the host country's legal, political, economic, and financial environment impacts the marketing activities. Students are able to develop a marketing strategy for companies in terms of how they should adapt products, prices, distribution channels, and communication to different target markets across the world. For instance, students understand, which factors drive international price setting practices (e.g., varied tariffs and price acceptance). As a result, they are able to calculate product prices for different international target markets. Upon completion of the course, students will have gained a comprehensive overview of global marketing management and the interplay of specific factors in this field. The adjunct tutorial contributes to gaining these learning outcomes. Students are able to critically reflect on specific topics presented during the lecture and related issues in a thorough manner. They obtain the ability to deal with pertinent scientific literature (e.g., Journal of International Marketing). Hereby, they are able to acquire new knowledge on their own. Further, students obtain the capability to transfer theoretical concepts from the lecture to managerial problems by discussing business cases.*

## **Inhalte und Themen:**

- *Part A: Basic principles of global marketing management*
  - *What global marketing is about*
  - *Strategic marketing decisions*
- *Part B: International product policy*
  - *Product management*

- *Brand management*
- *Part C: International price policy*
  - *Market-based price mechanisms*
  - *Behavioral price mechanisms*
- *Part D: International communication policy*
  - *Advertising*
  - *Other communication instruments*
- *Part E: International distribution policy*
  - *Sourcing, logistics, & distribution*
  - *E-Commerce*

**Formale Voraussetzungen für die Teilnahme:**

- *None*

**Empfohlene Voraussetzungen für die Teilnahme:**

- *Lecture "Principles of Marketing"*
- *Lecture "International Business"*

**Lehr- und Prüfungssprache:**

- *English*

**Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Lecture*
- *Tutorial*

**Voraussetzungen für die Vergabe von ECTS-Punkten:**

- *Performance record graded at least sufficient: Exam (90 Min)*

**Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *21 h = Time of attendance lecture*
- *36 h = Self-study lecture*
- *21 h = Time of attendance tutorial*
- *18 h = Self-study tutorial*
- *54 h = Exam preparation*
- *150 h = Total workload*

**Modulnote:**

- *Exam (100%)*

**Polyvalenz mit anderen Studiengängen:**

- *Business Administration International B.Sc.*
- *Digital and Data-Driven Business B.Sc.*

**Bemerkungen:**

- *Information on literature will be provided in the course*

## Human Resource Management

<b>Modultitel</b>	Human Resource Management
<b>Modultitel Englisch</b>	Humanressourcen-Management
<b>Modulnummer</b>	82-021-AP01-H-0507
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Summer term
<b>Geberstudiengang</b>	Faculty of Business and Economics
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	BA, Organisational Theory and Human Resource Management
<b>Modulverantwortlich</b>	Prof. Dr. Max Ringlstetter
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

### Kompetenzen:

- *Participants gain skills to critically reflect on basic concepts of the human resource management.*
- *Furthermore, they learn about the practical aspects of the human resource management.*
- *After the course participants have the ability to deal critically with relevant questions concerning human resources. Special attention is paid to the responsible management of Human Resources*

**Inhalte und Themen:** *The module provides participants with insights in important topics of human resource management.*

*These include:*

- *Basic idea of human resource management*
- *Analysis of human resource allocation*
- *Restructuring the human resource configuration*
- *Use and development of human resources*

### Formale Voraussetzungen für die Teilnahme:

- *None*

**Empfohlene Voraussetzungen für die Teilnahme:**

- *None*

**Lehr- und Prüfungssprache:**

- *German*

**Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Lecture*
- *Tutorial*

**Voraussetzungen für die Vergabe von ECTS-Punkten:**

- *Performance record graded with at least sufficient: written exam. All contents discussed during the sessions are relevant for the final exam*

**Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *30 h = Contact/self study in the lecture*
- *30 h = Regular and active participation*
- *45 h = Preparation and follow-up (includes course works)*
- *45 h = Preparation for examination*
- *150 h = Total workload*

**Modulnote:**

- *Final exam 100%*

**Polyvalenz mit anderen Studiengängen:**

- *None*

**Bemerkungen:**

- *None*

## Innovation through Design for Digital Customer Experience and Sustainable Solutions

<b>Modultitel</b>	Innovation through Design for Digital Customer Experience and Sustainable Solutions
<b>Modultitel Englisch</b>	Innovation through Design for Digital Customer Experience and Sustainable Solutions
<b>Modulnummer</b>	82-021-MM02-H-0820
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Summer term
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	Innovation and Creativity
<b>Modulverantwortlich</b>	Prof. Dr. Shashi Matta
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

### Kompetenzen:

*Today companies of all types and sizes strive to create more innovative and sustainable organizations and provide unique digital customer experiences. However, some organizations are far superior compared to others in achieving these goals. Can any company boost its potential by improving its digital customer experience through designing innovative digital products and services, and by being sustainable at the same time? This course aims to compellingly answer this question using frameworks in Innovation, Design Thinking, and Digital Customer Experience.*

*This course content is divided into two parts, addressing the following primary questions:*

*Part 1: How can Design Thinking enhance Innovation built around Digital Customer Experience and Sustainability?*

*Part 2: How can organizations successfully develop and manage the Innovation process within their teams and their organization structure?*

*The primary objectives of this course are to:*

- Understand the concept of Design Thinking and how it can help organizations develop Innovative products and Sustainable solutions*
- Understand the concept of Digital Customer Experience (UX) and learn how to gain a competitive advantage with designing sustainable products and services that improve the Customer*

## *Experience*

- *Learn how to develop, implement, and manage an Innovation strategy*
- *Analyze how to adapt and encourage Design Thinking within an organization, and align it with the organization culture*
- *Apply Design Thinking to real-world business problems on Innovation and Sustainability*

*Besides technical skills in Innovation and Design Thinking students gain soft skills such as teamwork, communication, and professional presentation to company executives. Additionally, students enhance their analytical skills with rigorous discussions of published and real-life case studies in class. They will learn how to analyze, discuss and to critically question industry practices in Innovation and Design Thinking. As lectures and tutorials are held in English, students will have an opportunity to enhance their English language skills in a professional setting.*

## **Inhalte und Themen:**

### *Part I: Introduction to Innovation and Design*

- *What is Innovation? What is Design Thinking?*
- *How can organizations use Design Thinking to boost Innovation and Sustainable Solutions?*

### *Part II: Understanding Customer Experience and Sustainability Goals*

- *What is Customer Experience? What is Customer Journey?*
- *How can an organization gain a customer-experience based competitive advantage?*

### *Part III: Aligning Customer Experience, Sustainability, Innovation and Design Thinking*

- *How to improve Customer Experience and Sustainability using Design Thinking?*
- *Why Design Thinking is crucial to Innovating for Customer Experience?*

### *Teil IV: Part IV: Organizational Cultures of Innovation*

- *Designing culture: things to consider*
- *Culture types: where does Innovation thrive?*

### *Part V: Adapting Design Thinking within an organization for Customer Experience and Sustainability*

- *How to spread Design Thinking throughout an organization?*
- *Aligning Design Thinking with culture type and building human-centered culture of innovation*

## **Formale Voraussetzungen für die Teilnahme:**

- *None*

### **Empfohlene Voraussetzungen für die Teilnahme:**

- *None*

### **Lehr- und Prüfungssprache:**

- *English*

### **Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Lecture*
- *Tutorial*

### **Voraussetzungen für die Vergabe von ECTS-Punkten:**

- *Performance record graded at least "sufficient": Portfolio*

### **Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *24 h = Time of attendance: Lectures*
- *24 h = Time of attendance: Tutorials*
- *30 h = Self-study pre-and-post Lectures*
- *30 h = Self-study pre-and-post Tutorials*
- *42 h = Assignments, Project and Exam preparation*
- *150 h = Total workload*

### **Modulnote:**

*Seminar paper (50%)*

- *The topic of the seminar paper will be connected to the material discussed during the lectures and tutorials and to the themes in the presentation described below. Students are required to write an individual paper and apply all course learnings to it. Formal requirements to the seminar paper will be announced at the start of the course*

*Sustainable Innovation Team Project and Presentation (50%)*

- *Students are required to form teams (between 3-6 students) for the Sustainable Innovation Team Project and Presentation (20 minutes). Each team is required to work as a “consulting team” on a Sustainable Innovation Project that will be announced during the first tutorial session. This will be a “live” project provided by a well-known company. Student teams will work on this semester-long, “applied” project by applying all course learnings to this project. Student teams will make their final presentations to company executives during the last tutorial session.*

### **Polyvalenz mit anderen Studiengängen:**

- *Business Administration International B.Sc.*
- *Digital and Data-Driven Business B.Sc.*
- *Sustainability in Business & Economics B.Sc.*
- *Elective module for additional studies “Sustainable Development”*

### **Bemerkungen:** *Readings*

- *The required readings for this course include one book and articles and cases on Innovation, Design Thinking, Sustainability, and Customer Experience published by Harvard Business Publishing and Stanford Graduate School of Business.*
- *Innovation by Design: How any Organization can Leverage Design Thinking to Produce Change, Drive New Ideas, and Deliver Meaningful Solutions (2017). Thomas Lockwood, Edgar Papke. Career Press*

## Introduction to Strategic Management

<b>Modultitel</b>	Introduction to Strategic Management
<b>Modultitel Englisch</b>	Introduction to Strategic Management
<b>Modulnummer</b>	82-021-IM01-H-0218
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Summer term
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	BA, Organisational Theory and Human Resource Management
<b>Modulverantwortlich</b>	Prof. Dr. Max Ringlstetter
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

### Kompetenzen:

- *Understanding of basic principles of corporate management as well as with concepts and instruments of strategic management.*
- *Insights into the perspectives of business unit strategies as well as corporate strategies*
- *Awareness regarding the characteristics of management in different industries.*
- *Ability to apply introduced tools in a practical context, as well as profound knowledge of the tools' limitations.*
- *Enablement of students to apply the theoretical insights in a self-reflexive manner.*
- *Students are enabled to identify ethic as a strategic dimension. This applies both to a "restriction" arising from the ethics of corporate governance, as well as to the potentials that arise from consistent ethical corporate governance*

### Inhalte und Themen:

- *Introduction on the theoretical basis and methods of strategic management*
- *Overview of concepts and tools for the internal and external corporate analysis*
- *Introduction on the typical strategies at company and business unit level*

**Formale Voraussetzungen für die Teilnahme:**

- *None*

**Empfohlene Voraussetzungen für die Teilnahme:**

- *None*

**Lehr- und Prüfungssprache:**

- *English*

**Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Lecture (2 SWS)*
- *Tutorial (2 SWS)*
- *Case Studies*

**Voraussetzungen für die Vergabe von ECTS-Punkten:**

- *Case studies (Solving organizational challenges and presenting recommendations for action)*

**Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *56 h = Time of attendance lecture and tutorial*
- *34 h = Preparation and post-processing lecture and tutorial*
- *60 h = Preparation for examination*
- *150 h = Total workload*

**Modulnote:**

- *Portfolio 100% (Presentation of two case studies incl. management summary)*

**Polyvalenz mit anderen Studiengängen:**

- *None*

**Bemerkungen:**

- *None*

## Introductory Seminar: Distribution Management and Marketing

<b>Modultitel</b>	Introductory Seminar: Distribution Management and Marketing
<b>Modultitel Englisch</b>	Proseminar: ABWL, Absatzwirtschaft und Marketing
<b>Modulnummer</b>	82-021-PS27-H-0123
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Summer term
<b>Geberstudiengang</b>	Business Administration, Bachelor
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	Business Administration, Distribution Management and Marketing
<b>Modulverantwortlich</b>	Prof. Dr. Joachim Büschken
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

### Kompetenzen:

- *Students learn the application of scientific working methods in marketing. They will be enabled to research and use scientific literature from the field of marketing and to analyze it in a target-oriented manner. They will also learn how to use important research tools (literature databases, literature management software, etc.). In addition, they learn the rules for the preparation of scientific texts. At the end of the course, students will be able to independently answer a scientific question and present the results in the form of a written paper*

### Inhalte und Themen:

- *Introduction to scientific work, research techniques, research methods*

### Formale Voraussetzungen für die Teilnahme:

- *None*

### Empfohlene Voraussetzungen für die Teilnahme:

- *None*

### Lehr- und Prüfungssprache:

- *German*

### **Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Seminar (SE)*

### **Voraussetzungen für die Vergabe von ECTS-Punkten:**

- *ECTS credits are awarded after successful presentation of the research topic and submission of a seminar paper. The content of the presentation is in particular the approach of the students to the research topic and the application of various research techniques. The written paper gives the students the opportunity to directly apply the taught contents on scientific work*

### **Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *28 h = Time of attendance*
- *24 h = Preparation and postprocessing*
- *98 h = Exam preparation*
- *150 h = Total workload*

### **Modulnote:**

- *Written Seminar Paper (80%)*
- *Presentation (20%)*

### **Polyvalenz mit anderen Studiengängen:**

- *None*

### **Bemerkungen:**

- *None*

## Introductory Seminar: Tax Management Proseminar: Betriebswirtschaftliche Steuerlehre

<b>Modultitel</b>	Introductory Seminar: Tax Management Proseminar: Betriebswirtschaftliche Steuerlehre
<b>Modultitel Englisch</b>	Proseminar: Betriebswirtschaftliche Steuerlehre
<b>Modulnummer</b>	82-021-PS16-H-0507
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Summer semester
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	BA and Business Taxation
<b>Modulverantwortlich</b>	Prof. Dr. Reinald Koch
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

### Kompetenzen:

- *Students learn how to elaborate on tax issues of scientific relevance using adequate literature and the rules of scientific text production.*
- *Students extend their abilities in structuring, editing, interpreting, reflecting in own words and presenting information in front of a group as well as in written form. They learn how to handle legal texts and related commentaries, decisions and administrative instructions and how to critically assess these provisions.*
- *After completing this module students will have gained basic knowledge about essential methods used in scientific work in the field of business administration.*

### Inhalte und Themen:

- *Introduction to scientific work*
- *Work in the library and methods of literature research*
- *Project- and Time Management*
- *Presentation techniques*
- *The results shall be presented in a structured and concise manner utilizing appropriate media and afterwards have to be put up for discussion*

**Formale Voraussetzungen für die Teilnahme:**

- *None*

**Empfohlene Voraussetzungen für die Teilnahme:**

- *Lecture: Balancing and Business Taxation is recommended*

**Lehr- und Prüfungssprache:**

- *German*

**Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Seminar*

**Voraussetzungen für die Vergabe von ECTS-Punkten:**

- *Performance record evaluated with at least sufficient: Portfolio*
- *Students have to write a seminar paper and have to present it in front of the group.*
- *With respect to the competence orientation of this module a combination of a written paper and a presentation is absolutely necessary*

**Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *21 h = Time of attendance lecture*
- *129 h = Exam preparation*
- *150 h = Total workload*

**Modulnote:**

- *Presentation and moderation (30%)*
- *Paper (70%)*

**Polyvalenz mit anderen Studiengängen:**

- *International Business Administration B.Sc.*

- *Digital & Data-Driven Business B.Sc.*

**Bemerkungen:**

- *Literature is provided in the Opening Session*

## Introductory Seminar: Basic Questions of Commercial Law

<b>Modultitel</b>	Introductory Seminar: Basic Questions of Commercial Law
<b>Modultitel Englisch</b>	Proseminar: Grundfragen des Wirtschaftsrechts
<b>Modulnummer</b>	82-021-PS13-H-0507
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Summer Semester
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	Civil Law, Litigation Law und Insolvency Law
<b>Modulverantwortlich</b>	Prof. Dr. iur. Christian Heinrich
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

### Kompetenzen:

- *Students will learn an appropriate and critical handling of basic questions of Commercial Law.*
- *The main target is to establish an understanding of the overall context.*
- *The intention of the module is to prepare the students for writing a bachelor thesis.*

### Inhalte und Themen:

- *In this module students will learn the basic rules of Insolvency und Commutation Law.*

### Formale Voraussetzungen für die Teilnahme:

- *None*

### Empfohlene Voraussetzungen für die Teilnahme:

- *Private Law I*

### Lehr- und Prüfungssprache:

- *German*

### Lehr- und Lernformen/ Lehrveranstaltungstypen:

- *Proseminar*

### **Voraussetzungen für die Vergabe von ECTS-Punkten:**

- *Performance record evaluated with at least sufficient: Portfolio*
- *Referring to the orientation of competencies it is necessary to combine the written part with an oral presentation as well as a discussion*

### **Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *40 h = Time of attendance lecture*
- *80 h = Preparation and postprocessing lecture*
- *30 h = Exam preparation*
- *150 h = Total workload*

### **Modulnote:**

- *Term paper (80%)*
- *Presentation (10%)*
- *Discussion (10%)*

### **Polyvalenz mit anderen Studiengängen:**

- *International Business Administration B.Sc.*
- *Digital & Data-Driven Business B.Sc.*

### **Bemerkungen:**

- *Recommendations will be given at the beginning of the semester*
- *Participation limit: 15*

## Introductory Seminar Information Management

<b>Modultitel</b>	Introductory Seminar Information Management
<b>Modultitel Englisch</b>	Proseminar Informationsmanagement
<b>Modulnummer</b>	82-021-PS02-H-0507
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Summer Semester
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	Business Informatics
<b>Modulverantwortlich</b>	Prof. Dr. Thomas Setzer
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

### Kompetenzen:

- *The seminar provides detailed insights into topical subjects of information management.*
- *Students learn independent scientific work, develop their ability to work in teams and learn to present their findings in front of a group.*
- *After completing this course students will have a basic expertise in the area of information management and are able to apply this knowledge to related subjects.*

### Inhalte und Themen:

- *Within the scope of the seminar the students work on different subjects relating to the area of information management.*
- *The students learn scientific methods, literature research, etc.*

### Formale Voraussetzungen für die Teilnahme:

- *None*

### Empfohlene Voraussetzungen für die Teilnahme:

- *None*

### Lehr- und Prüfungssprache:

- *German*

### **Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Seminar*

### **Voraussetzungen für die Vergabe von ECTS-Punkten:**

- *Performance record evaluated with at least sufficient: Portfolio*
- *Presentation: 10 min. presentation + 5 min. discussion*
- *Paper: 15 pages*

### **Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *20 h = Time of attendance seminar*
- *90 h = Writing of paper*
- *40 h = Preparation of final presentation*
- *150 h = Total workload*

### **Modulnote:**

- *Presentation (33,33%)*
- *Paper (66,67%)*

### **Polyvalenz mit anderen Studiengängen:**

- *International Business Administration B.Sc.*
- *Digital and Data-Driven Business B.Sc.*

### **Bemerkungen:**

- *Participation Limit: 15*
- *To be announced during tutoring.*

## Introductory Seminar: Accounting and Auditing

<b>Modultitel</b>	Introductory Seminar: Accounting and Auditing
<b>Modultitel Englisch</b>	Proseminar: Rechnungslegung und Wirtschaftsprüfung
<b>Modulnummer</b>	82-021-PS06-H-0507
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Every semester
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	Business Administration, Auditing and Management Accounting
<b>Modulverantwortlich</b>	Prof. Dr. Max Götsche
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

### Kompetenzen:

- *Students will learn methods of scientific research*
- *Students shall be enabled to work on questions of scientific relevance using adequate literature and the formal rules of scientific text production.*
- *Students learn how to handle the main research tools (OPAC, literature databases etc.) and formulate suitable selection criteria.*
- *After attending the course students will be able to answer a specific research question using the relevant academic literature and present their outcome in the form of a written work.*

### Inhalte und Themen:

- *Introduction to scientific work*
- *Methods of literature research*
- *Presentation techniques*

### Formale Voraussetzungen für die Teilnahme:

- *None*

### **Empfohlene Voraussetzungen für die Teilnahme:**

- *Attendance of the chair's lectures is recommended.*

### **Lehr- und Prüfungssprache:**

- *English*

### **Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Seminar*

### **Voraussetzungen für die Vergabe von ECTS-Punkten:**

- *Performance record evaluated with at least sufficient: Portfolio*
- *To achieve the pursued learning outcome, it is necessary to divide the assessment into two parts: a written seminar paper and an oral presentation. In the oral presentation the participant should give a brief insight into the approach undertaken to address the given seminar topic. The purpose of this presentation is to clarify the research question and, along with the written seminar paper, to assess the scientific working method.*

### **Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *14 h = Time of attendance lecture*
- *14 h = Preparation and postprocessing lecture*
- *122 h = Exam preparation*
- *150 h = Total workload*

### **Modulnote:**

- *Written Seminar Paper (90%)*
- *Presentation (10%)*

### **Polyvalenz mit anderen Studiengängen:**

- *International Business Administration B.Sc.*
- *Digital & Data-Driven Business B.Sc.*

**Bemerkungen:**

- *Literature in scientific work.*

## Introductory Seminar: Supply Chain Management

<b>Modultitel</b>	Introductory Seminar: Supply Chain Management
<b>Modultitel Englisch</b>	Proseminar: Supply Chain Management
<b>Modulnummer</b>	82-021-PS07-H-0507
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Summer Semester
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	ABWL, Supply Chain Management and Operations
<b>Modulverantwortlich</b>	Prof. Dr. Heinrich Kuhn
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

### Kompetenzen:

- *The students will learn how to work on a specific topic in a scientific manner.*
- *The students will learn how to present the topic in a structured and coherent way.*
- *They will furthermore be familiar with the basics of project management and team working at the end of the course.*

### Inhalte und Themen:

- *The students write a paper on recent topics in the field of Production, Logistics, Operations Management and/or Supply Chain Management and finally present the results of their study*
- *The paper is written in teams of two students*

### Formale Voraussetzungen für die Teilnahme:

- *None*

### Empfohlene Voraussetzungen für die Teilnahme:

- *Basic knowledge in business administration*

### Lehr- und Prüfungssprache:

- *German*

### **Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Seminar*

### **Voraussetzungen für die Vergabe von ECTS-Punkten:**

- *Performance record evaluated with at least sufficient: Portfolio*
- *Because of the competencies to be achieved a combination of the assessment formats “scientific paper”, “project management and team work”, “presentation” and “active participation” is necessary.*
- *The scientific paper has to comply with the formal requirements of the faculty. No more than 20 pages should be written.*
- *Each group will hold a 30 minutes presentation, of which the last 10 minutes should be left for a discussion with the other course participants. The presentations are held in groups of three topics per session and there is a comprehensive discussion in the sequel of the team presentations.*
- *The proceed of researching and writing the paper, as well as the collaboration in the teams of 2 and 6 respectively will be considered in the final grade.*

### **Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *48 h = Time of attendance lecture*
- *2 h = Introduction to scientific research*
- *12 h = Preparation and follow-up seminar*
- *68 h = Elaboration of the paper*
- *20 h = Preperation of presentation*
- *150 h = Total workload*

### **Modulnote:**

- *Presentation (40%)*
- *Seminar paper (60%)*

**Polyvalenz mit anderen Studiengängen:**

- *International Business Administration B.Sc.*
- *Digital & Data-Driven Business B.Sc.*

**Bemerkungen:** *Participation limit: 26*

- *Günther, H.-O., Tempelmeier, H. Supply Chain Analytics – Operations Management und Logistik. 13. Auflage, Books on Demand, Norderstedt, 2020.*

## Introductory Seminar: Business Ethics and Corporate Governance

<b>Modultitel</b>	Introductory Seminar: Business Ethics and Corporate Governance
<b>Modultitel Englisch</b>	Proseminar: Unternehmensethik, insb. Corporate Governance
<b>Modulnummer</b>	82-021-PS26-H-418
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Summer Semester
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	Business Ethics and Corporate Governance
<b>Modulverantwortlich</b>	Prof. Dr. Kai Sandner
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

### Kompetenzen:

- *This seminar introduces students to scientific work. Based on a thorough and autonomous review of literature, they will learn to adopt scientific knowledge and apply this knowledge to selected problems*
- *Students gain insight into scientific methodology and how to apply it.*
- *Knowledge on scientific writing and presentation skills.*
- *Participation in the seminar lays out the foundation for the autonomous performance of scientific research.*

### Inhalte und Themen: *Selected topics in the fields of:*

- *Business ethics*
- *Corporate governance*
- *Controlling*

### Formale Voraussetzungen für die Teilnahme:

- *None*

**Empfohlene Voraussetzungen für die Teilnahme:**

- *Prerequisites from the prior studies in the BA with an emphasis on knowledge in corporate governance/business ethics/management accounting*

**Lehr- und Prüfungssprache:**

- *German*

**Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Paper*
- *Presentation and open classroom discussion of results*

**Voraussetzungen für die Vergabe von ECTS-Punkten:** *Performance record evaluated with at least "sufficient":Portfolio*

**Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *40 h = Time of attendance seminar*
- *80 h = Preparation and follow-up of presentations*
- *30 h = Presentation*
- *150 h = Total workload*

**Modulnote:**

- *Paper (80%)*
- *Presentation (20%)*

**Polyvalenz mit anderen Studiengängen:**

- *International Business Administration B.Sc.*
- *Digital & Data-Driven Business B.Sc.*

**Bemerkungen:** *Participation limit: 15*

## Justice Psychology and Conflicts

<b>Modultitel</b>	Justice Psychology and Conflicts
<b>Modultitel Englisch</b>	Gerechtigkeitspsychologie und Konflikte
<b>Modulnummer</b>	82-021-WP04-H-0817
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Summer term
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Faculty of Philosophy and Education
<b>Beteiligte Fachgebiete</b>	Social and Organizational Psychology
<b>Modulverantwortlich</b>	Prof. Dr. Elisabeth Kals
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

### Kompetenzen:

- *Students overview theoretical concepts and empirical findings of Justice and Conflict Psychology*
- *Students know the basics of psychological mediation for sustainably solving conflicts in organizations*
- *Students become aware of strengths and weaknesses in one's conflict behavior*

### Inhalte und Themen:

- *Justice and Conflict Psychology*
- *Justice and conflicts in organizations*
- *Selected conflict situations in organizations and their psychological mediation*

### Formale Voraussetzungen für die Teilnahme:

- *None*

### Empfohlene Voraussetzungen für die Teilnahme:

- *Prerequisites: Basics of Organizational Psychology (or equivalent study achievements)*

### Lehr- und Prüfungssprache:

- *German*

### **Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Introduction to the subjects and their connections*
- *Panel presentation*
- *Self-study and teamwork exercises*
- *Participating in a variety of exercises*

### **Voraussetzungen für die Vergabe von ECTS-Punkten:**

- *Performance record graded at least sufficient: Portfolio*
- *Work performance will be evaluated by means of an oral presentation (20 Min) including a short working paper*

### **Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *32 h = Time of attendance seminar*
- *38 h = Preparation and post-processing seminar*
- *80 h = Preparation of the exam*
- *150 h = Total workload*

### **Modulnote:**

- *Portfolio (100%)*

### **Polyvalenz mit anderen Studiengängen:**

- *Business Administration International B.Sc.*
- *Digital and Data-Driven Business B.Sc.*

### **Bemerkungen:**

- *Participation Limit: 20*

- Furnham, A. & Siegel, E.M. (2012). *Reactions to organizational injustice: Counter work behaviors and the insider threat*. In E. Kals & J. Maes, J. (Eds.). *Justice and conflicts. Theoretical and empirical contributions* (pp. 199-217). Berlin: Springer.
- Kals, E. & Gallenmüller-Roschmann, J. (2017). *Arbeits- und Organisationspsychologie kompakt* (Kap. 8 „Konflikte und Mediation“, S. 121-131). Weinheim: Beltz Verlag.
- Kals, E. & Ittner, H. (2008). *Wirtschaftsmediation*. Göttingen: Hogrefe.
- Vertiefende Literatur wird in der Veranstaltung bekannt gegeben.

## Labour Economics

<b>Modultitel</b>	Labour Economics
<b>Modultitel Englisch</b>	Arbeitsmarktökonomik
<b>Modulnummer</b>	82-021-AP03-H-0507
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Summer term
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	Economic Ethics and Social Policy
<b>Modulverantwortlich</b>	Prof. Dr. Jörg Althammer
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

**Kompetenzen:** *The students will acquire the following skills:*

- *Profound knowledge in empirical and theoretical aspects of labour market processes.*
- *Ability to develop important micro and macro approaches to explain the processes of the labor market.*
- *After completing the module, students can comprehensively analyze empirical material to the problems of the labor markets of Germany and other OECD countries.*

**Inhalte und Themen:**

- *Labour Supply*
- *Investments in Human Capital*
- *The Demand for Labour*
- *Wage Determination*
- *Matching of Labour Supply and Demand*
- *Unions and the Labor Market*
- *Unemployment*
- *Discussion of Current Problems and Reforms of the German Labor Market*

**Formale Voraussetzungen für die Teilnahme:**

- *None*

**Empfohlene Voraussetzungen für die Teilnahme:**

- *Microeconomics I and II*
- *Macroeconomics I*

**Lehr- und Prüfungssprache:**

- *German*

**Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Lecture*

**Voraussetzungen für die Vergabe von ECTS-Punkten:**

- *Performance record rated at least sufficient: Final exam (90 Min)*

**Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *42 h = Time of attendance lecture*
- *42 h = Preparation and post-processing lecture*
- *66 h = Exam preparation*
- *150 h = Total workload*

**Modulnote:**

- *Exam (100%)*

**Polyvalenz mit anderen Studiengängen: -**

**Bemerkungen:** *Readings*

- *Franz, Wolfgang (2009): Arbeitsmarktökonomik, 7. Auflage.*
- *Borjas, George (2005): Labor Economics.*
- *Wagner, Thomas/ Jahn, Elke (2004) Neue Arbeitsmarkttheorien.*
- *Sapsford/Tzannatos (1993), The Economics of the Labour Market, Macmillan.*

## Labour Law

<b>Modultitel</b>	Labour Law
<b>Modultitel Englisch</b>	Arbeitsrecht
<b>Modulnummer</b>	82-021-AP02-H-0507
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Summer term
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	Civil Law, German and European Labour and Social Law
<b>Modulverantwortlich</b>	Prof. Dr. iur. Christian Heinrich
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

### Kompetenzen:

- *After completing the module, students have extensive knowledge which is relevant for the provision of services by employees in relation to the employer.*
- *Students learn a proper handling with the legal texts of labour law. Important principles of the German labour law and remaining options for contracts and parties will be shown.*
- *They are in a position to analyse and solve specific law cases of the everyday working life based on legal texts and dispensation of justice, especially in the law of dismissal.*
- *Furthermore, students are made aware of the conflicts of interest in the employment relationship.*

### Inhalte und Themen:

- *Function and basics of labour law*
- *The concept of worker (with references to social security and tax law)*
- *Classification of three-party work relations*
- *The employment contract (conclusion of employment contracts, rights and obligations of the Parties, effect of service disruptions, liability and termination of employment)*
- *Basics of collective labour law (collective and company agreements)*

### Formale Voraussetzungen für die Teilnahme:

- *None*

**Empfohlene Voraussetzungen für die Teilnahme:**

- *Basic knowledge in Private Law (Private Law I and II)*

**Lehr- und Prüfungssprache:**

- *German*

**Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Lecture*
- *Tutorial*

**Voraussetzungen für die Vergabe von ECTS-Punkten:**

- *Performance record graded at least sufficient: Written exam at the end of semester (90 Min)*

**Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *30 h = Attendance lecture*
- *30 h = Attendance tutorial*
- *30 h = Post-processing lecture*
- *30 h = Preparation tutorial*
- *30 h = Exam preparation*
- *150 h = Total workload*

**Modulnote:**

- *Final exam (100%)*

**Polyvalenz mit anderen Studiengängen:**

- *Business Administration International B.Sc.*
- *Digital and Data-Driven Business B.Sc.*

**Bemerkungen:** *Readings*

- *The Gesetzestext Arbeitsgesetze, Beck-Texte im dtv, 100. Auflage 2022, is mandatory for the lecture.*
- *Arbeitsgesetze, Beck-Texte im dtv, 100. Auflage 2022 (obligatory)*
- *Dütz/Thüsing, Arbeitsrecht, 26. Auflage 2021*
- *Junker, Grundkurs Arbeitsrecht, 21. Auflage 2022*
- *Reichold, Arbeitsrecht, 6. Auflage 2019*
- *Preis/Temming, Arbeitsrecht, 6. Auflage 2020*

## Lecture Series “Sustainability in China”

<b>Modultitel</b>	Lecture Series “Sustainability in China”
<b>Modultitel Englisch</b>	Ringvorlesung „Nachhaltigkeit in China” (AKII)
<b>Modulnummer</b>	88-021-ETH30-H-0507
<b>Niveau</b>	Bachelor module/Master module
<b>Turnus des Angebots</b>	Summer Semester
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	Christian Social Ethics and Social Policy
<b>Modulverantwortlich</b>	Prof. Dr. André Habisch
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

### Kompetenzen:

- *The interdisciplinary lecture series deals with relevant aspects of sustainable development and sustainability management in China; different lecturers from Chinese and German introduce into their relevant academic research and practical experience.*
- *This course will provide multidisciplinary insights from business science, economics, engineering, entrepreneurship, environmental science, cultural geography etc.*
- *Students of this course will gain an overview on the status quo of sustainable development and sustainability-related business innovations in China against the background of new Chinese national plan in 2020, 2035, and 2050, which aims to implement the UN 2030 Agenda for Sustainable Development.*
- *Students will better understand the social, political and cultural structures and processes in the People’s Republic of China and assess their impact not only in urban cities but also in rural areas.*
- *After completing the course, students will gain the ability to analyse Chinese economic developments and the importance of cultural factors for entrepreneurial activities in China*

### Inhalte und Themen:

- *This module aims at providing a clear picture of basic concepts of sustainable development in China with different aspects: economy, civil society, and natural environment.*
- *The course will provide students with insights into Chinese national development plans in a political perspective.*

- *It will provide information concerning frameworks of sustainable management in China in a culture-specific perspective.*
- *Theories from different disciplines and practical experience shared by professors and company representative will strengthen student's competence on China.*
- *The role of German-Chinese research cooperation as well as business activities will be highlighted.*

**Formale Voraussetzungen für die Teilnahme:**

- *None*

**Empfohlene Voraussetzungen für die Teilnahme:**

- *None*

**Lehr- und Prüfungssprache:**

- *English*

**Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Discussions*
- *Lectures*
- *Group works*
- *Knowledge queries*

**Voraussetzungen für die Vergabe von ECTS-Punkten:**

- *Performance record evaluated with at least sufficient: Written scientific paper (8-10 pages)*
- *The written paper aims to link the theoretical concepts of sustainability discussed in the lectures with real-life sustainability-related issues and challenges in China.*

**Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *28 h = Lecture attendance*
- *48 h = Preparation of the lectures*

- 78 h = *Research paper*
- 150 h = *Total workload*

### **Modulnote:**

- *Research papers (100%)*

### **Polyvalenz mit anderen Studiengängen:**

- *International Business Administration B.Sc.*
- *Digital and Data-Driven Business B.Sc.*
- *Sustainability in Business & Economics B.Sc.*
- *Business Administration M.Sc.*
- *Studium.Pro*

### **Bemerkungen:**

- *Belz, F.K./ Peatty, K. (2012), Sustainability Marketing: A Global Perspective, Wiley.*
- *Crane, A. & Matten D. (2016), Business ethics: managing corporate citizenship and sustainability in the age of globalization, Oxford University Press.*
- *Habisch, A., & Loza Adai, C. R. (2012). Entrepreneurial Spirit and the Role of Gratuitousness for Innovation. In D. Melé & C. Dierksmeier (Eds.), Human Development in Business (pp. 217–236). Hampshire: Palgrave Macmillan.*
- *Melé, Domenec (2009), Business Ethics in Action. Palgrave.*
- *Schmidpeter, R. & Schneider, A. (2012), Corporate Social Responsibility: Verantwortungsvolle Unternehmensführung in Theorie und Praxis, Springer-Verlag.*

## Macroeconomics

<b>Modultitel</b>	Macroeconomics
<b>Modultitel Englisch</b>	Makroökonomie
<b>Modulnummer</b>	82-021-VWL07-H-0218
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Summer Semester
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	Professor of Economics
<b>Modulverantwortlich</b>	Prof. Dr. Reinhard Weber
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

### Kompetenzen:

- *Students learn an appropriate and critical approach to the fundamental concepts of macroeconomics.*
- *They acquire techniques for the analysis of demand induced short term effects on money and goods markets und develop an understanding of the relationships between those markets.*
- *They develop the ability to understand the processes of wage and employment adjustment resulting from the interactions of unions, government, and firms.*
- *Students become acquainted with the meaning of expectations in macroeconomic developments.*
- *Students learn the importance of medium term horizon in macroeconomics.*
- *They acquire the ability to see the implications of open goods and financial markets*

### Inhalte und Themen:

- *1. Short term macroeconomics*
  - *IS-LM-model*
  - *Short term macroeconomic policy*
- *2. Medium term macroeconomics*
  - *The labour market*
  - *AS-AD-model*

- *Medium term macroeconomic policy*
- *The Phillips curve*
- 3. *Long term macroeconomics: The Solow-model*
- 4. *Expectations*
  - *Expectations and financial markets*
  - *Expectations and consumer demand*
  - *Expectations and economic policy*
  - *The importance of expectations in financial crises*
- 5. *Open macroeconomics*
  - *Interest rates and exchange rate*
  - *Different exchange rate regimes*
  - *Real exchange rate and medium term analysis*

**Formale Voraussetzungen für die Teilnahme:**

- *None*

**Empfohlene Voraussetzungen für die Teilnahme:**

- *Mathematics*
- *Foundations of Economics*

**Lehr- und Prüfungssprache:**

- *German*

**Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Lecture with examples*

**Voraussetzungen für die Vergabe von ECTS-Punkten:**

- *Written exam at the end of semester*

**Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- 50 h = *Time of attendance lecture*
- 50 h = *Preparation and postprocessing lecture*
- 50 h = *Exam preparation*
- 150 h = *Total workload*

**Modulnote:**

- *Final exam (90 Minuten) 100%*

**Polyvalenz mit anderen Studiengängen:**

- *International Business Administration B.Sc.*
- *Digital and Data Driven Business B.Sc.*
- *Sustainability in Business & Economics B.Sc.*

**Bemerkungen:**

- *Blanchard, O./Illing, G., Makroökonomie, 7. aktualisierte und erweiterte Aufl., München u.a.O. 2017*
- *Mankiw, G. Makroökonomik, 7. Auflage, Stuttgart, 2017*

## Microeconomics

<b>Modultitel</b>	Microeconomics
<b>Modultitel Englisch</b>	Mikroökonomie
<b>Modulnummer</b>	82-021-VWL06-H-0218
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Summer Semester
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	Economics, esp. Microeconomics
<b>Modulverantwortlich</b>	Prof. Dr. Alexander M. Danzer
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

### Kompetenzen:

- *Students of the course learn a critical approach to the basic concepts of consumer and (partially strategic) producer behaviour, their interaction in markets, as well as the effects of economic policy regulation.*
- *Students acquire techniques for the market analysis in partial and general equilibrium, with and without state intervention. They will be able to analyse and scrutinise real economic policy interventions critically. Students acquire the methodological basis for welfare analysis.*
- *Students develop the ability to distinguish several types of markets (competitive, monopolistic, oligopolistic) and to assess their welfare implications. Students acquire skills in the application of basic game-theoretic concepts.*
- *Students become acquainted with numerous practical examples from the business world and are able to assess theoretical microeconomic concepts and their relevance for real economic life.*
- *Upon completion of the course students command knowledge of basic microeconomic concepts, in particular of the behaviour of economic agents (consumers and firms), their interaction in various types of markets, as well as their reactions to government intervention.*

### Inhalte und Themen:

- *Consumers*
  - *Preferences and budget constraint*
  - *Consumer behaviour and aggregate demand*

- *Consumer surplus*
- *Behavior under uncertainty*
- *Firms*
  - *Production and cost functions*
  - *Profit maximization in competitive markets*
  - *Producer surplus*
- *Non-competitive markets and market power*
  - *Monopoly*
  - *Oligopoly (Cournot)*
- *Analysis of competitive and non-competitive markets*
  - *Welfare*
  - *Government regulation*

**Formale Voraussetzungen für die Teilnahme:**

- *None*

**Empfohlene Voraussetzungen für die Teilnahme:**

- *Mathematics, Foundations of Economics (or Macroeconomics I according to the old PO)*

**Lehr- und Prüfungssprache:**

- *German*

**Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Lectures*
- *Tutorials*

**Voraussetzungen für die Vergabe von ECTS-Punkten:**

- *Written exam at the end of the term*

### **Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- 28 h = *Time of attendance lecture*
- 22 h = *Preparation and postprocessing lecture*
- 28 h = *Time of attendance tutorial*
- 22 h = *Preparation and postprocessing tutorial*
- 50 h = *Exam preparation*
- 150 h = *Total workload*

### **Modulnote:**

- *Final exam (90 min) 100%*

### **Polyvalenz mit anderen Studiengängen:**

- *International Business Administration B.Sc.*
- *Digital and Data-Driven Business B.Sc.*
- *Sustainability in Business & Economics B.Sc.*

### **Bemerkungen:**

- *Robert S. Pindyck, Daniel L. Rubinfeld (2009) Mikroökonomie, 7. Aufl. (oder älter), Pearson Studium.*
- *Varian, Hal R. (2009) Intermediate Microeconomics. A modern approach, 8. Aufl. (oder älter), W. W. Norton & Company*

## Monetary Policy

<b>Modultitel</b>	Monetary Policy
<b>Modultitel Englisch</b>	Geldpolitik
<b>Modulnummer</b>	82-021-FBK08-S-VL-0507.20161.001
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Summer term
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	Professor in Economics
<b>Modulverantwortlich</b>	Prof. Dr. Reinhard Weber
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

### **Kompetenzen:**

*Students perceive the fundamental impact of monetary policy for the economy as a whole from a theoretical and an empirical view*

- *They detect the short run and the long run consequences of monetary strategies*
- *Students apply the theoretical insights of monetary policy effects on current issues*
- *They understand the institutional organization of the European Central Bank and its instruments*
- *Students are able to judge the consequences of monetary policy instruments and are capable of a critical assessment of central banks monetary policy*
- *They understand the effects of a national monetary strategy on international financial markets*
- *They will critically scrutinize the interaction mechanism specified by the underlying theoretical approaches*

### **Inhalte und Themen:**

- *Money Supply and Demand*
- *The Transmission Mechanism of Money Policy*
- *Monetary Policy Strategies*
- *The financial crisis: Monetary Policy Options*
- *Money Policy: Fixed and Flexible Exchange Rates*

- *The European Central Bank*

**Formale Voraussetzungen für die Teilnahme:**

- *None*

**Empfohlene Voraussetzungen für die Teilnahme:**

- *Macroeconomics*

**Lehr- und Prüfungssprache:**

- *German*

**Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Lecture*

**Voraussetzungen für die Vergabe von ECTS-Punkten:**

- *Performance record graded at least sufficient: Exam (90 Min)*

**Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *50 h = Time of attendance lecture*
- *50 h = Preparation and post-processing lecture*
- *50 h = Exam preparation*
- *150 h = Total workload*

**Modulnote:**

- *Exam (100%)*

**Polyvalenz mit anderen Studiengängen:**

- *Business Administration International B.Sc.*
- *Digital and Data-Driven Business B.Sc.*

- *Teacher training GY with focus on economics*
- *Sustainability in Business & Economics B.Sc.*
- *French-German Integrated Program in Political Science (DFS) B.Sc.*

**Bemerkungen:** -

## Operations Analytics

<b>Modultitel</b>	Operations Analytics
<b>Modultitel Englisch</b>	Operations Analytics
<b>Modulnummer</b>	82-021-SCM21-H-0218
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Summer Semester
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	ABWL, Supply Chain Management & Operations
<b>Modulverantwortlich</b>	Prof. Dr. Heinrich Kuhn
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

### Kompetenzen:

- *The students will obtain a basic knowledge of modern approaches in operations management and its relevance in supply chain management.*
- *The students will understand the critical role of decision making in operations with respect to an enterprise-wide view.*
- *The students will achieve the ability to apply their knowledge to production and services decisions in business practice.*

### Inhalte und Themen:

- *Basic Concepts*
- *Facility/Warehouse Location: Evaluation and selection of location options, multiple discrete facility location problems, Steiner-Weber Problem*
- *Design of Production and Services Systems: Layout planning, Production cell design, Group technology*
- *Forecasting: Selection and application of forecasting models, Forecasting stationary demand, Forecasting demand with trend and seasonal patterns*
- *Aggregate Planning: Production smoothing, Master production schedule*
- *Lot Sizing in Industry and Retail: Dynamic lot sizing problem, Economic lot sizing and sequencing problem (ELSP)*

- *Operations Scheduling: Assignment of resources, sequencing, Order release*

### **Formale Voraussetzungen für die Teilnahme:**

- *None*

### **Empfohlene Voraussetzungen für die Teilnahme:**

- *Digital Systems und operations management*

### **Lehr- und Prüfungssprache:**

- *German*

### **Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Lecture (VL) 2 SWS*
- *Tutorial (UE) 2 SWS*

### **Voraussetzungen für die Vergabe von ECTS-Punkten:**

- *Proof of performance rated at least "sufficient": Written exam (90 minutes)*

### **Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *32 h = Time of attendance lecture*
- *32 h = Preparation and postprocessing lecture*
- *32 h = Time of attendance tutorial*
- *32 h = Preparation and postprocessing tutorial*
- *22 h = Exam preparation*
- *150 h = Total workload*

### **Modulnote:**

- *Final exam (100%)*

### **Polyvalenz mit anderen Studiengängen:**

- *International Business Administration B.Sc.*
- *Digital & Data-Driven Business B.Sc.*
- *Sustainability in Business & Economics B.Sc.*
- *Mathematics”M.Sc.*
- *Business Mathematics in the Interdisciplinary Master’s Course”M.Sc.*

### **Bemerkungen: Basics**

- *Günther, H.-O. und H. Tempelmeier, Produktion und Logistik, 12. Auflage, Books on Demand (Norderstedt) 2016.*
- *Günther, H.-O. und H. Tempelmeier, Übungsbuch Produktion und Logistik, 9. Auflage, Books on Demand (Norderstedt) 2017*
- *Wensing T. und Kuhn, H., Nachhaltige Entwicklung mit Operations Research, in: Burger, A, Kuhn H. und O. Kohmann (Hrsg.), Gewinn oder Ethik – Ethische Perspektiven in den Wirtschaftswissenschaften, Ingolstadt (WFI) 2010, S. 255-281.*

### *Further Readings*

- *Belvedere, Valeria and Grando Alberto, Sustainable Operations and Supply Chain Management, Series in Operations Research and Management Science, New York (Wiley) 2017*
- *Chopra, S. and P. Meindl, Supply Chain Management: Strategy, Planning, and Operation, 6th edition, Upper Saddle River (Prentice Hall) 2015.*
- *Fitzsimmons, J.A and M.J. Fitzsimmons, Service Management: Operations, Strategy, Information Technology, 8th edition, Boston (McGraw-Hill/Irwin) 2013.*
- *Lu, Meng and De Bock Joost (Eds.) Sustainable Logistics and Supply Chains - Innovations and Integral Approaches, Berlin (Springer) 2016.*
- *Nahmias, St., Production and Operations Analysis, 7th edition, Boston (McGraw Hill) 2015.*
- *Render, B.; R.M. Stair and M.E. Hanna, Quantitative Analysis for Management, 13th edition, Upper Saddle River (Prentice Hall), 2017*

## Operations Management Case Studies

<b>Modultitel</b>	Operations Management Case Studies
<b>Modultitel Englisch</b>	Operations Management Projektstudium
<b>Modulnummer</b>	82-021-SCM24-H-0507
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Every Semester
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	ABWL, Supply Chain Management & Operations
<b>Modulverantwortlich</b>	Prof. Dr. Heinrich Kuhn
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

### Kompetenzen:

- *Students get familiar with industry specific operations management topics and to structure a practical problem and to present it. Basics of project management, team works and presentation skills are part of the module.*
- *Students learn to use and apply conceptual parts of Operations Management in the industry and understand appropriately and critically basic models and approaches, which are applied in consumer goods and retail. It is necessary to understand the opportunities and limits in the practical context.*
- *Students develop a common understanding of logistics and overarching relations of enterprise functions from a logistical perspective*
- *Working sessions with presentations from the students will train and develop these competences. Within the working session students present their case studies and discuss them within the group. Therefore, these meetings are obligatory.*

### Inhalte und Themen:

- *The module covers decision-oriented aspects of Operations Management and discusses basic concepts, models, and methods of supply chain planning.*
- *Core is to get familiar with current industry problems and trends in the Operations Management practice. The module contents are taught by a combination of lectures and case studies.*

### **Formale Voraussetzungen für die Teilnahme:**

- *None*

### **Empfohlene Voraussetzungen für die Teilnahme:**

- *“Operations and Information Management” as well as “Production Management” is advised*

### **Lehr- und Prüfungssprache:**

- *German*

### **Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Presentation with slides and homework*
- *System-based case studies*
- *Seminar-oriented self-study, team work, report writing and presentation of case study*

### **Voraussetzungen für die Vergabe von ECTS-Punkten:**

- *All partial assessments must be passed; individual partial performances cannot be repeated. Due to the competence orientation of the course, the combination of a written elaboration of the case study, a presentation and active participation in the course is required*
- *The evaluation comprises the written elaboration (67%) as well as the presentation/ discussion (33%) with the following structure of the respective partial performance:*
- *Final presentation: Development of a presentation in teams with a lecture and subsequent discussion (30 + 15 min) with the following structure*
  - *Description of the basic planning problem*
  - *Presentation of a suitable decision model/solution approach*
  - *Implementation/evaluation based on the practical environment*
- *Written elaboration: The development, results and findings of the case study carried out are to be compiled within a paper (5 pages per team member) with the following structure:*
  - *Summary of the contents*
  - *Presentation of the implementation and extensions of the basic approach*
  - *Critical evaluation of the results*

### **Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- 12 h = *Study of literature and acquaintance of the research issue*
- 48 h = *Seminar attendance time*
- 35 h = *Field research*
- 35 h = *Elaboration of the paper*
- 20 h = *Preperation of the presentation*
- 150 h = *Total workload*

### **Modulnote:**

- *Portfolio containing*
- *Term paper 67%*
- *Presentation 33%*

### **Polyvalenz mit anderen Studiengängen:**

- *International Business Administration B.Sc.*
- *Digital & Data-Driven Business B.Sc.*

### **Bemerkungen:**

- *Becker, J., Kugeler, M. und M. Rosemann: Prozessmanagement: Ein Leitfaden zur prozessorientierten Organisationsgestaltung, Springer, Berlin, 7. Ed., 2012*
- *Günther, H.-O., Tempelmeier, H. Supply Chain Analytics – Operations Management und Logistik. 13. Ed., Books on Demand, Norderstedt, 2020*
- *Thonemann, U.: Operations Management: Konzepte, Methoden und Anwendungen, Pearson, München, 3. Ed., 2015*

## Personality and Profession

<b>Modultitel</b>	Personality and Profession
<b>Modultitel Englisch</b>	Persönlichkeit und Beruf
<b>Modulnummer</b>	82-021-WP06-H-0817
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Summer Semester
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Philiosopisch-Pädagogische Fakultät
<b>Beteiligte Fachgebiete</b>	Psychological Assessment and Intervention
<b>Modulverantwortlich</b>	Prof. Dr. Joachim Thomas, Dipl. Psych.
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

### Kompetenzen:

- *Students are familiar with main concepts of Personality Psychology*
- *Students overview central theories, methods and findings in personality research*
- *Students know the central fields of research and action of personality in vocational contexts*
- *Students are able to read and critically reflect scientific literature in psychology*

### Inhalte und Themen:

- *Concepts and theories of Personality Psychology*
- *Personality and vocational choice*
- *Personality and professional achievement*
- *Personality in the intercultural context*
- *Personality, employment and health*

### Formale Voraussetzungen für die Teilnahme:

- *None*

### Empfohlene Voraussetzungen für die Teilnahme:

- *None*

**Lehr- und Prüfungssprache:**

- *German*

**Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Lecture*
- *Readings*

**Voraussetzungen für die Vergabe von ECTS-Punkten:**

- *Performance record evaluated with at least "sufficient": Written exam (90 minutes)*

**Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *36 h = Time of attendance lecture*
- *24 h = Preparation and postprocessing lecture*
- *90 h = Exam preparation*
- *150 h = Total workload*

**Modulnote:**

- *Final exam (100%)*

**Polyvalenz mit anderen Studiengängen:**

- *International Business Administration B.Sc.*

**Bemerkungen:**

- *Schmitt, M. & Altstötter-Gleich, C. (2010). Persönlichkeitspsychologie kompakt. Weinheim: Beltz*
- *Brandstätter, h. & Schuler, H. (2013). Persönliche Verhaltens- und Leistungsbedingungen. In Heinz Schuler (Ed.) Lehrbuch Organisationspsychologie. 5. Aufl. Göttingen: Hogrefe 23-54.*
- *Weinert, A. (2004). Organisations- und Personalpsychologie. Weinheim: Beltz.*
- *Christiansen, N. D. (2013). Handbook of personality at work. New York: Routledge.*

## Principles of Marketing Management

<b>Modultitel</b>	Principles of Marketing Management
<b>Modultitel Englisch</b>	Grundlagen des Marketingmanagements
<b>Modulnummer</b>	82-021-BWL10-H-0507
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Summer Semester
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	Sales and Marketing, Service Management
<b>Modulverantwortlich</b>	Prof. Dr. Jens Hogreve
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

**Kompetenzen:** *This course offers an overview of the principles of marketing management*

- *After the successful participation in the course students have a basic knowledge in the field of marketing management. Furthermore, new developments in the field of marketing were integrated into the presentation of the basic marketing knowledge, such as the use of the internet and its implications for marketers, the controlling of marketing processes and the systematic management of untapped innovation potential.*
- *Besides pure factual knowledge or methodological skills, students develop a broad understanding of the basic principles of marketing management*
- *Students are enabled to properly assess the economic importance of the service sector and get to know the specific characteristics of services.*
- *Additionally, students get an overview of the marketing management challenges resulting from these specific characteristics and are provided with selected methods of problem solving.*
- *Furthermore, students get the ability to practically apply their theoretical knowledge from the lecture within the provided tutorial. Through the target-oriented combination of theoretically provided knowledge and practical applications students experience a direct knowledge transfer.*

**Inhalte und Themen:**

- *1. Consumer behavior*
- *2. Principles of process and market research*

- 3. *Data analysis and data interpretation*
- 4. *Strategic marketing*
- 5. *Product policy*
- 6. *Price policy*
- 7. *Communication policy*
- 8. *Distribution policy*
- 9. *Branding*
- 10. *Integrative and analytical assessment of the marketing mix*
- 11. *Effective use of the marketing mix within customer relationship management*
- 12. *Trade marketing*
- 13. *Business-to-Business marketing*
- 14. *Service marketing*

**Formale Voraussetzungen für die Teilnahme:**

- *None*

**Empfohlene Voraussetzungen für die Teilnahme:**

- *None*

**Lehr- und Prüfungssprache:**

- *German*

**Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Lecture: Fundamentals and Principles of Marketing Management*
- *Tutorial: Discussion of Case Studies and Practical Examples*

**Voraussetzungen für die Vergabe von ECTS-Punkten:**

- *The 90-minute final exam consists of two parts:*

- *Theoretical fundamentals*
- *Discussion of case studies, calculation exercises, transfer activities*

### **Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *25 h = Time of attendance lecture*
- *25 h = Preparation and postprocessing lecture*
- *25 h = Time of attendance tutorial*
- *25 h = Preparation and postprocessing tutorial*
- *50 h = Exam preparation*
- *150 h = Arbeitsaufwand gesamt*

### **Modulnote:**

- *90-minute final exam (100%)*

### **Polyvalenz mit anderen Studiengängen:**

- *International Business Administration B.Sc.*
- *Digital and Data Driven Business B.Sc.*

### **Bemerkungen:**

- *Homburg, C.(2017): Marketingmanagement, Strategie - Instrumente - Umsetzung – Unternehmensführung, 6. Auf., Gabler Verlag, Wiesbaden 2017*

## Pricing and Product Management

<b>Modultitel</b>	Pricing and Product Management
<b>Modultitel Englisch</b>	Pricing and Product Management
<b>Modulnummer</b>	82-021-MD22-H-0507
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Summer Semester
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	Sales and Marketing
<b>Modulverantwortlich</b>	Prof. Dr. Joachim Büschken
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

### Kompetenzen:

- *The participants of this module learn the fundamental design variables of pricing and product policy.*
- *Students develop the ability to productively use analytical methods relevant to management decisions in the context of pricing, product design and product lines. Participants also learn how to use methods for acquiring and interpreting information relevant to making pricing and product design decisions.*
- *After successfully finishing this module, participants have gained a thorough understanding of pricing and product policy, of the design variables in both areas of marketing management. They have obtained relevant analytical and methodological know-how and have learned how to use decision support methods in pricing and product management in a meaningful way.*

### Inhalte und Themen:

#### *Product Management*

- *Introduction to product management*
- *Management of product lines, elimination of products*
- *Brand management*

#### *Price Management*

- *Introduction to price management*

- *Price theory*
- *Behavioral aspects of pricing*
- *Pricing decisions*
- *Price implementation*

**Formale Voraussetzungen für die Teilnahme:**

- *None*

**Empfohlene Voraussetzungen für die Teilnahme:**

- *Introduction to Marketing*

**Lehr- und Prüfungssprache:**

- *English*

**Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Lecture*
- *Tutorial: practical work using a examples and case studies*

**Voraussetzungen für die Vergabe von ECTS-Punkten:**

- *Performance record evaluated with at least "sufficient": Written exam (90 minutes)*

**Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *28 h = Time of attendance lecture*
- *14 h = Preparation and postprocessing lecture*
- *28 h = Time of attendance tutorial*
- *28 h = Preparation and postprocessing tutorial*
- *52 h = Exam preparation*
- *150 h = Total workload*

**Modulnote:**

- *Final exam (100%)*

**Polyvalenz mit anderen Studiengängen:**

- *International Business Administration B.Sc.*
- *Digital & Data-Driven Business B.Sc.*

**Bemerkungen:**

- *Literature will be uploaded to ILIAS website of course*

## Quantitative Ethics

<b>Modultitel</b>	Quantitative Ethics
<b>Modultitel Englisch</b>	Quantitative Ethics
<b>Modulnummer</b>	82-021-VWLECO08-H-0507
<b>Niveau</b>	Bachelormodul
<b>Turnus des Angebots</b>	SoSe
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	-
<b>Modulverantwortlich</b>	Prof. Dr. Jörg Althammer
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

### Kompetenzen:

- *On successful completion of this course, students will*
  - *be familiar with the process of conducting quantitative empirical research*
  - *be able to carry out own empirical research related to ethical issues with statistics programs like 'R'.*

### Inhalte und Themen:

- *Students get a well-grounded introduction into common methods of applied quantitative empirical research by practical examples. The application of suitable methodological approaches is illustrated by normative issues covering topics from social and political science.*
- *The exact content will be announced at the beginning of the course*

### Formale Voraussetzungen für die Teilnahme:

- *None*

### Empfohlene Voraussetzungen für die Teilnahme:

- *Basic knowledge of economics and statistics*

### Lehr- und Prüfungssprache:

- *English*

**Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Theoretical introduction in each topic followed by computer exercises*
- *Presentation of results by students*
- *Group discussions*

**Voraussetzungen für die Vergabe von ECTS-Punkten:**

- *Work performance will be evaluated by means of case studies related to the discussed topics*

**Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *40 h = Time of attendance lecture*
- *30 h = Preparation and postprocessing lecture*
- *80 h = Case studies preparation*
- *150 h = Total workload*

**Modulnote:**

- *Case studies 100%*

**Polyvalenz mit anderen Studiengängen:**

- *None*

**Bemerkungen:**

- *None*

## Retail Operations

<b>Modultitel</b>	Retail Operations
<b>Modultitel Englisch</b>	Retail Operations
<b>Modulnummer</b>	82-021-SCM26-H-0418
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Summer Semester
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	ABWL, Supply Chain Management und Operations
<b>Modulverantwortlich</b>	Prof. Dr. Heinrich Kuhn
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

### **Kompetenzen:** *The students*

- *understand the central dynamics of today's retail operations*
- *gain a fundamental understanding of the current issues in retail operations. This includes all operational and retail logistics issues.*
- *are able to establish relationships between retail-related variables and influencing variables.*
- *learn the relevant logistical aspects of the design and operation of retail companies.*
- *understand decision-supporting models in retail and can apply them independently*
- *get to know software in order to work on practice-relevant questions*

### **Inhalte und Themen:**

- *Teil A: Introduction – General questions in retail operations*
  - *Terminological Issues in retail operations*
  - *Supply Chain Planning Matrix in Retail*
- *Part B: Designing logistics networks in retail*
  - *Network structures in retail*
  - *Warehouse – Distribution Centers*
  - *Cross-Docking*

- *Part C: Tactical planning in retail*
  - *Assortment planning*
  - *Case-pack size*
  - *Assignment of products to DC types*
  - *Delivery patterns*
- *Part D: Operational planning in retail*
  - *Warehousing*
    - \* *Assignment of Storage areas*
    - \* *Picking and Packing*
  - *Transportation*
    - \* *Delivery planning*
    - \* *Vehicle routing*
  - *In-store operations*
    - \* *Layout planning*
    - \* *Shelf space planning*
    - \* *Sales staff planning*
    - \* *Inventory management and reordering*
- *Part E: Current trends*
  - *Online and omni-channel retailing*
  - *Sharing Economy: Crowdsourcing*

**Formale Voraussetzungen für die Teilnahme:**

- *None*

**Empfohlene Voraussetzungen für die Teilnahme:**

- *Basic knowledge in operations management*

**Lehr- und Prüfungssprache:**

- *German*

**Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Lecture*
- *Tutorial*

**Voraussetzungen für die Vergabe von ECTS-Punkten:**

- *Performance record evaluated with at least sufficient: Written exam (90 minutes)*

**Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *32 h = Time of attendance lecture*
- *32 h = Preparation and postprocessing lecture*
- *32 h = Time of attendance tutorial*
- *32 h = Preparation and postprocessing tutorial*
- *22 h = Exam preparation*
- *150 h = Total workload*

**Modulnote:**

- *Final exam (100%)*

**Polyvalenz mit anderen Studiengängen:**

- *International Business Administration B.Sc.*
- *Digital and Data-Driven Business B.Sc.*

**Bemerkungen:**

- *Agrawal, Narendra and Smith, Stephen A (Eds.), Retail Supply Chain Management: Quantitative Models and Empirical Studies, New York, (Springer) 2015.*
- *Chopra, S. und Meindl, P., Supply Chain Management: Strategy, Planning and Operation, 6. Aufl. 2015*
- *Chopra, S. und Meindl, P., Supply Chain Management: Strategie, Planung und Umsetzung (Pearson Studium - Economic BWL), 2014.*

- Hübner, A.; Kuhn, H.: *Retail category management: State-of-the-art review of quantitative research and software applications in assortment and shelf space management*, in: *Omega*, Vol. 40 (2012), pp. 199-209.
- Hübner, A.; H. Kuhn and M. Sternbeck, *Retail demand and supply chain planning - An operations planning framework*, in, *International Journal of Retail and Distribution Management*, Vol. 41, No. 7, 2013, pp. 512-530.
- Hübner, A.; Holzapfel, A.; Kuhn, H., *Operations management in multi-channel retailing: an exploratory study*, in: *Operations Management Research*, Vol. 8, Iss. 3 (2015), pp. 84-100.
- Hübner, A.; Holzapfel, A.; Kuhn, H., *Distribution systems in omni-channel retailing*, in: *Business Research*, Vol. 9, Iss. 2 (2016b), pp. 255-296.
- Hübner, A.; Kuhn, H.; Wollenburg, J., *Last mile fulfilment and distribution in omni-channel grocery retailing*, in: *International Journal of Retail & Distribution Management*, Vol. 44, Iss. 3 (2016c), pp. 228-247.
- Klingler, R.; Hübner, A.; und Kempcke, T, *Ganzheitliches (2016): Supply Chain-Management im Lebensmittelhandel: Reifegrad, Erfolgsfaktoren, Entwicklungsansätze*, Studie von EHI, BCG und KU Eichstätt-Ingolstadt
- Kuhn, H.; Sternbeck, M., *Logistik im Lebensmitteleinzelhandel, Eine empirische Untersuchung zu handelsinternen Logistiknetzwerken*, Forschungsbericht der KU Eichstätt-Ingolstadt, Januar 2011
- Kuhn, H.; Sternbeck, M., *Integrative Retail Logistics: An Exploratory Study*, in: *Operations Management Research (OMR)*, Volume 6, Issue 1 (2013), Page 2-18.
- Kuhn, H.; Hübner, A.; Holzapfel, A., *Logistik im Multi-Channel-Handel*, Forschungsbericht der KU Eichstätt-Ingolstadt (2014).
- Kuhn, H.; Holzapfel, A.; Ostermeier M., *Handelslogistik*, in: Corsten et al. (Hrsg.), *Handbuch Produktions- und Logistikmanagement in Wertschöpfungsnetzwerken*, (De Gruyter Oldenbourg), 2018.

## Seminar on Macroeconomics

<b>Modultitel</b>	Seminar on Macroeconomics
<b>Modultitel Englisch</b>	Seminar zur Makroökonomik
<b>Modulnummer</b>	82-021-VWLECO23-H-0717
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Summer Semester
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	Economics, esp. Macroeconomics
<b>Modulverantwortlich</b>	Prof. Dr. Simon Wiederhold
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

### Kompetenzen:

- *Students recognize current problems in macroeconomic research.*
- *Students develop the ability to apply modern empirical methods for analyzing current applied research in macroeconomics*
- *They can confidently discuss (macro-)economic topics*
- *They deepen their skills for written work and presentations about scientific topics.*
- *Students obtain deeper knowledge of the topic of the seminar and obtain the ability to transfer the gained knowledge also to other topics.*

### Inhalte und Themen:

- *The specific topic of the seminar will be announced on the homepage of the chair.*
- *We will discuss both theoretical and empirical studies.*

### Formale Voraussetzungen für die Teilnahme:

- *None*

### Empfohlene Voraussetzungen für die Teilnahme:

- *Basic knowledge in micro- and macroeconomics is recommended*

- *Basic knowledge in empirical methods*

### **Lehr- und Prüfungssprache:**

- *English*

### **Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Seminar*

### **Voraussetzungen für die Vergabe von ECTS-Punkten:**

- *Performance record evaluated with at least sufficient: Portfolio*
- *Seminar paper (15 pages) with presentation (45 minutes)*
- *In their term paper, students have to show that they are able to understand a scientific paper in terms of its core messages and its methodology (empirical and/or theoretical). It is expected that they can summarize these aspects in their own words in a clear and concise manner. Moreover, students have to be able to embed the scientific paper in a broader context and to critically discuss the paper.*

### **Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *10 h = Time of attendance of introductory meetings*
- *10 h = Preparation and postprocessing of introductory meetings*
- *30 h = Time of attendance of seminar*
- *100 h = Exam preparation*
- *150 h = Total workload*

### **Modulnote:**

- *Term paper with presentation (100%)*

### **Polyvalenz mit anderen Studiengängen:**

- *International Business Administration B.Sc.*
- *Digital and Data-Driven Business B.Sc.*

**Bemerkungen:** *Participation limit: 15*

- *Readings will be announced in the introductory meetings.*
- *All readings are in English, seminars both in German and English.*

## Seminar Sustainable Finance

<b>Modultitel</b>	Seminar Sustainable Finance
<b>Modultitel Englisch</b>	Seminar Sustainable Finance
<b>Modulnummer</b>	82-021-FM07-H-0123
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Summer term
<b>Geberstudiengang</b>	BWL B.Sc
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	-
<b>Modulverantwortlich</b>	Prof. Dr. Thomas Mählmann
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

### Kompetenzen:

- *By working at a relevant research question from the field of sustainable finance students obtain a deeper insight into current research related to the measurement of sustainability, the fundamentals of sustainable financial products and financial systems, and the fundamentals of sustainable investing.*
- *Students will learn the fundamentals of academic writing which are indispensable for writing a bachelor thesis.*
- *Through discussions with fellow students and the defence of their results students receive valuable feedback on their presentation and verbal reasoning skills. Moreover, they learn the judicious assessment of scientific results in the social sciences*

### Inhalte und Themen:

- *In this seminar current research topics are worked on. Each student (or group of students) writes a paper and presents the results in front of her/his fellow students.*
- *The general topics of the seminar include:*
- *Measurement of sustainability (ESG ratings), sustainable investing (SRI), impact investing, fundamentals of green or sustainable banking, sustainable financing (sustainability linked loans or bonds), ESG factors and ESG risks*

### Formale Voraussetzungen für die Teilnahme:

- *None*

### **Empfohlene Voraussetzungen für die Teilnahme:**

- *None*

### **Lehr- und Prüfungssprache:**

- *German/English*

### **Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Seminar 2 SWS*

### **Voraussetzungen für die Vergabe von ECTS-Punkten:**

- *Paper / Presentations by students*
  - *Writing a paper of 20 (if joint work) or 12 pages (if single students' work) in English or German.*
  - *Whether or not joint work is allowed depends upon the number of course participants.*
  - *Presentation of the results using modern media (Length: 40 minutes) in the language of the paper.*
  - *Defending the results and active participation in the discussion of the work of fellow students.*

### **Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *10 h = Discussion of topic with supervisor*
- *120 h = Writing of the term paper*
- *20 h = Presentation (including preparation time)*
- *150 h = Total workload*

### **Modulnote:**

- *Paper 60%*
- *Presentation 40%*

**Polyvalenz mit anderen Studiengängen:**

- *Betriebswirtschaftslehre International B.Sc.*
- *Digital and Data-Driven Business B.Sc.*
- *Sustainability in Business & Economics B.Sc.*

**Bemerkungen:**

- *Readings will be announced in class*

## Service and Technology Marketing

<b>Modultitel</b>	Service and Technology Marketing
<b>Modultitel Englisch</b>	Service and Technology Marketing
<b>Modulnummer</b>	82-021-MD24-S-VLUE-0507
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Summer Semester
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	ABWL und Service Management
<b>Modulverantwortlich</b>	Prof. Dr. Jens Hogreve
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

### Kompetenzen:

- *Students gain knowledge about the particular challenges that service providers face when managing (digital) service offerings*
- *Students learn about the specific characteristics of services such as intangibility and the integration of an external factor. By addressing the 7 Ps of marketing, as an extension of the traditionally 4 P concept, students learn the fundamental skills on how to deal with the special characteristics of service marketing. Further, the course discusses the implications of technological progress on the 7 Ps of marketing and prepares students for the management of technology-based service businesses.*
- *In this course the students will gain the knowledge needed to implement quality service standards and service strategies for achieving a competitive advantage across different industries. Students will learn frameworks for customer-focused marketing, and how to increase customer satisfaction and retention through (digital) service strategies*
- *Students learn about technologies' potential for service businesses and gain knowledge about technology-based business models like application services ("apps"), the "Gig" economy, the sharing economy, and the Internet of Things as a service*
- *Students learn how to accelerate on big data as a source of customer information and data analytics as a service to drive business growth and get an introduction into digital and social marketing communication.*
- *Besides the theoretical skills, students also enhance their analytical skills during the discussion of real-life case studies with great coverage of new business model examples such as Airbnb,*

*Uber, OpenTable and others in class. They learn how to analyze and critically question practical procedures and methods. Since the class is held in English, students will additionally enhance their English language skills*

### **Inhalte und Themen:**

*Among others the following topics are discussed in the course:*

- *Introduction and relevance of services*
- *Technology in services*
- *Technology acceptance & marketing*
- *Big Data Management and Data Analytics as a Service*
- *(Digital) Service Design*
- *Servicescape and user experience management*

### **Formale Voraussetzungen für die Teilnahme:**

- *None*

### **Empfohlene Voraussetzungen für die Teilnahme:**

- *Participation in the course "Principles of Marketing Management"*

### **Lehr- und Prüfungssprache:**

- *English*

### **Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Lecture and exercises*
- *Discussions*
- *Case Studies*

### **Voraussetzungen für die Vergabe von ECTS-Punkten:**

- *Performance record evaluated with at least sufficient: Written exam (90 minutes)*

**Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *42 h = Time of attendance lecture and tutorial*
- *50 h = Preparation and postprocessing lecture and tutorial*
- *58 h = Exam preparation*
- *150 h = Total workload*

**Modulnote:**

- *Final exam (100%)*

**Polyvalenz mit anderen Studiengängen:**

- *International Business Administration B.Sc.*
- *Digital and Data-Driven Business B.Sc.*
- *Sustainability in Business & Economics B.Sc.*
- *German-French integrated degree program in political science (DFS) B.Sc.*

**Bemerkungen:**

- *None*

## Software Development: Programming

<b>Modultitel</b>	Software Development: Programming
<b>Modultitel Englisch</b>	Software Development: Programming
<b>Modulnummer</b>	82-021-IFM02-H-0507
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Summer Semester
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	BA and Business Informatics
<b>Modulverantwortlich</b>	Prof. Dr. Thomas Setzer
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

### Kompetenzen:

- *Students of the course acquire skills for autonomous planning and processing extensive professional problem sets.*
- *They develop an understanding for overall interrelations of different partitions, namely problem-modelling and systematic development.*
- *The course gives a basic introduction to object orientated software development.*
- *The students have to consider the external and internal given tasks as well as to anticipate the implications for the workflow/work process in their team.*
- *By passing the course they will possess profound knowledge and will be able to succeed in different task assignments.*

**Inhalte und Themen:** *The course gives a fundamental introduction of methods for problem-modelling and to the systematic development of solutions with the help of programs. The following topics are treated:*

- *Programming Paradigms and Object-oriented programming*
- *Principles and procedure models*
- *Fundamentals of the Java technology*
- *Data structures and Algorithmics*

*The course will be taught with Java.*

**Formale Voraussetzungen für die Teilnahme:**

- *None*

**Empfohlene Voraussetzungen für die Teilnahme:**

- *None*

**Lehr- und Prüfungssprache:**

- *English*

**Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Lecture (2 SWS)*
- *Tutorial (2 SWS)*

**Voraussetzungen für die Vergabe von ECTS-Punkten:**

- *Performance record evaluated with at least sufficient: Written exam (90 minutes)*

**Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *45 h = Time of attendance lecture*
- *75 h = Preparation and postprocessing lecture and tutorial*
- *30 h = Exam preparation*
- *150 h = Total workload*

**Modulnote:**

- *Written exam (100%)*

**Polyvalenz mit anderen Studiengängen:**

- *International Business Administration B.Sc.*

- *Digital and Data-Driven Business B.Sc.*

**Bemerkungen:**

- *To be announced in class*

## Social Policy

<b>Modultitel</b>	Social Policy
<b>Modultitel Englisch</b>	Sozialpolitik
<b>Modulnummer</b>	82-021-AC16-H-0507
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Summer Semester
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	Economic and Business ethics
<b>Modulverantwortlich</b>	Prof. Dr. Jörg Althammer
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

### Kompetenzen:

- *Students get an overview of the goals and the institutional structure of social policy in German and Europe.*
- *They are enabled to analyse the impact of social political measures on allocation and distribution.*

### Inhalte und Themen:

*The content of the lecture is subdivided into the following areas, among others:*

- *They are enabled to analyse the impact of social political measures on allocation and distribution*
- *A theory of the Welfare State*
- *The institutional structure of the German welfare state*
- *The social security system*
- *The social security system*
- *Family policy*
- *Future problems*

### Formale Voraussetzungen für die Teilnahme:

- *None*

**Empfohlene Voraussetzungen für die Teilnahme:**

- *Basic knowledge of micro- and macro economic theory*

**Lehr- und Prüfungssprache:**

- *German*

**Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Lecture*

**Voraussetzungen für die Vergabe von ECTS-Punkten:**

- *Performance record evaluated with at least "sufficient": Written exam (90 minutes)*

**Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *60 h = Time of attendance lecture and tutorial*
- *40 h = Preparation and postprocessing lecture and tutorial*
- *50 h = Exam preparation*
- *150 h = Total workload*

**Modulnote:**

- *Written exam (100%)*

**Polyvalenz mit anderen Studiengängen:**

- *International Business Administration B.Sc.*
- *Digital and Data-Driven Business B.Sc.*
- *Sustainability in Business & Economics B.Sc.*
- *French-German integrated degree program in Political Science (DFS) M.Sc.*
- *LAG Gymnasium*

**Bemerkungen: -**

## Strategic Sourcing in Global Markets

<b>Modultitel</b>	Strategic Sourcing in Global Markets
<b>Modultitel Englisch</b>	Strategic Sourcing in Global Markets
<b>Modulnummer</b>	82-021-SCM25-H-0507
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Summer Semester
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	ABWL, Supply Chain Management and Operations
<b>Modulverantwortlich</b>	Prof. Dr. Heinrich Kuhn
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

### Kompetenzen:

- *The students will obtain an overview of strategic sourcing methodology and its practical application*
- *The students will understand the implications of globalization on sourcing strategies*
- *The students will be able to discuss and critically reflect new developments in strategic sourcing*
- *The students will exercise the competence for autonomous academic self study and teamwork*

### Inhalte und Themen:

- *Strategic Sourcing Framework*
- *What is strategic sourcing?*
- *Role of strategic sourcing for the success of a company*
- *Strategic Sourcing Methodology (7-step sourcing process)*
- *Implications of Globalization on Strategic Sourcing*
- *New developments in Strategic Sourcing*
- *Introduction to case study exercise*

### Formale Voraussetzungen für die Teilnahme:

- *None*

### **Empfohlene Voraussetzungen für die Teilnahme:**

- *Successful participation in Operations Management, Logistics: Inventory and Transportation Management or Decision Theory; these restrictions are not valid for incoming students as well as for students of the Double BA Studies If places are available after the registration period these places can be given to students not fulfilling the prerequisites but registered on the waiting list.*

### **Lehr- und Prüfungssprache:**

- *English*

### **Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Lecture*
- *Group work*
- *Case study exercises with presentation of results*

### **Voraussetzungen für die Vergabe von ECTS-Punkten:**

- *Performance record evaluated with at least sufficient: Portfolio*
- *For competency reasons the combination of case study work, presentation.*
- *Each group will hold presentations and must be prepared for a discussion with the other course participants. The discussion with the other course participants can take place either during the presentation or afterwards (20 minutes presentation + 10 minutes discussion with other course participants).*

### **Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *32 h = Time of attendance lecture*
- *32 h = Preparation and postprocessing lecture*
- *86 h = Case study work*
- *150 h = Total workload*

### **Modulnote:**

- *The grading considers the ability to apply the methods presented in this module, style and structure of the presentation and active participation during the course, weighted as follows:*
- *Ability to apply the presented sourcing methods to the case studies (70%)*
- *Style and structure of the presentations (30%)*

**Polyvalenz mit anderen Studiengängen:**

- *International Business Administration B.Sc.*
- *Digital and Data-Driven Business B.Sc.*

**Bemerkungen:** *Participation limit: 30*

- *Gerhard Heß, Strategischer Einkauf und Supply-Strategie: Schrittweise Entwicklung des strategischen Einkaufs mit der 15M-Architektur, Springer Gabler, 4. Aufl., 2017*
- *Christian Schuh, Joseph L. Raudabaugh, Robert Kromoser, Michael F. Strohmer et. al., The Purchasing Chessboard: 64 Methods to Reduce Costs and Increase Value with Suppliers, Springer; 3rd ed. 2017*
- *Victor H. Pooler, David J. Pooler & Samuel D. Farney, Global Purchasing and Supply Management, Kluwer Academic Publishers 2004, 2nd edition, Reprint 2013*
- *Joseph L. Cavinato, Anna E. Flynn & Ralph G. Kauffman, The Supply Management Handbook, , McGraw-Hill Education Ltd., 7th Ed (Englisch), 2006*

## Sustainable Entrepreneurship

<b>Modultitel</b>	Sustainable Entrepreneurship
<b>Modultitel Englisch</b>	Sustainable Entrepreneurship
<b>Modulnummer</b>	82-021-MD10-H-0507
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Summer term
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	Tourism/ Center for Entrepreneurship
<b>Modulverantwortlich</b>	Prof. Dr. Harald Pechlaner
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

### Kompetenzen:

- *Students will be introduced to the idea of entrepreneurship and can practically deal with the fundamental issues of entrepreneurship*
- *Knowledge about theories and concepts of entrepreneurship*
- *Characterization of the entrepreneur*
- *Learning Methods of Empirical Research*
- *Application of the methods introduced*
- *Organization in a team for joint outcomes*
- *After completion of the module students will have an overview of the characteristics of entrepreneurship and got to know the basis of a practical problem which address key challenges of entrepreneurship in dialogue with the practice*

### Inhalte und Themen:

- *Participants will receive an introduction to the basic theoretical analysis of the concept of entrepreneurship*
- *During the module, participants will be introduced to various aspects of entrepreneurship*
- *In the seminar, students will be provided a practice-relevant topic for discussion. Joint developed of a common question is a central task*

- *Students are taught and will have to use appropriate methods of investigation*
- *The seminar leads to a common final presentation, which should answer the key points of the question*

**Formale Voraussetzungen für die Teilnahme:**

- *None*

**Empfohlene Voraussetzungen für die Teilnahme:**

- *Basic interest in entrepreneurship*
- *Basics of Business Administration*
- *Basic Principles of Scientific Research*

**Lehr- und Prüfungssprache:**

- *German*

**Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Content delivered by the lecturer*
- *Development and discussion of relevant issues in practice by theoretical analysis and practical empirical work*
- *Team presentations by students in the seminar*

**Voraussetzungen für die Vergabe von ECTS-Punkten:**

- *Participation Limit: 30*
- *Readings*
  - *Fueglistaller/Müller/Volery/Müller (2008): Entrepreneurship, Modelle, Umsetzung, Perspektiven, Gabler*
  - *Timmons/Spinelli (2007): New Venture Creation. Mc Graw Hill*
  - *Sascha Kraus/Katherine Gundolf (2008): Stand und Perspektiven der deutschsprachigen Entrepreneurship- und KMU-Forschung*

**Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *20 h = Time of attendance lecture*
- *10 h = Time of attendance seminar*
- *20 h = Preparation and post-processing lecture*
- *30 h = Preparation and post-processing seminar*
- *70 h = Exam preparation including literature study*
- *150 h = Total workload*

**Modulnote:**

- *Final exam (100%)*

**Polyvalenz mit anderen Studiengängen:**

- *Business Administration International B.Sc.*
- *Digital and Data-Driven Business B.Sc.*
- *Sustainability in Business & Economics B.Sc.*

**Bemerkungen: -**

## Sustainability @ leading companies

<b>Modultitel</b>	Sustainability @ leading companies
<b>Modultitel Englisch</b>	Sustainability @ leading companies
<b>Modulnummer</b>	82-021-AC13-H-0507
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Summer Semester
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	ABWL, Controlling und Auditing
<b>Modulverantwortlich</b>	Prof. Dr. Max Götttsche
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

### Kompetenzen:

- *Students understand the basic concepts of corporate social responsibility, sustainability, and international standards and guidelines of sustainability reporting.*
- *Students gain an understanding of the overriding relationships between corporate performance, sustainability management and sustainability reporting.*
- *Students analyse the role of communicating and reporting sustainability-related topics to different shareholder and stakeholder groups of a company*
- *Students develop a critical approach to analysing corporate sustainability reports and questioning corporate action against the background of their reporting*

### Inhalte und Themen:

*The module provides basic economic knowledge on managerial decisions regarding CSR in management decisions with a focus on CSR-reporting.*

*Part I Basics of sustainability*

*Part II The role of business in society*

*Part III Business and Sustainability*

*Part IV Sustainability and Reporting*

- *Basics of sustainability reporting*
- *Legal background*
- *Foundation & General Disclosures*

- *Management Approach & Materiality Assessment*
- *Disclosure & Reporting Format*
- *Credibility of Sustainability Reports*

**Formale Voraussetzungen für die Teilnahme:**

- *None*

**Empfohlene Voraussetzungen für die Teilnahme:**

- *None*

**Lehr- und Prüfungssprache:**

- *English*

**Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Lecture*
- *Discussion*
- *Presentation*
- *Seminar paper*
- *Group works*

**Voraussetzungen für die Vergabe von ECTS-Punkten:** *Performance record evaluated with at least sufficient: Portfolio*

**Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *30 h = Time of attendance lecture*
- *40 h = Preparation and postprocessing lecture*
- *70 h = Paper*
- *10 h = Workshops*
- *150 h = Total workload*

**Modulnote:**

- *Portfolio (100%)*
- *3 assignments one page each*
- *1 paper; length 12 pages*

**Polyvalenz mit anderen Studiengängen:**

- *International Business Administration B.Sc.*
- *Digital and Data-Driven Business B.Sc.*
- *Sustainability in Business & Economics B.Sc.*

**Bemerkungen:**

- *Participation limit: 30*

## Tax Accounts and Choice of Legal Forms

<b>Modultitel</b>	Tax Accounts and Choice of Legal Forms
<b>Modultitel Englisch</b>	Steuerbilanzen und Rechtsformwahl
<b>Modulnummer</b>	82-021-TA03-H-0507
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Summer term
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	ABWL and Business Taxation
<b>Modulverantwortlich</b>	Prof. Dr. Reinald Koch
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

### Kompetenzen:

- *Students will obtain a deeper insight into the German regulations governing the preparation of the tax balance sheet. Amongst others, they will learn to translate business cases into the consequences resulting for the tax balance sheet.*
- *Students gain abilities to solve tax accounting cases. Within this module, they learn how to handle the relevant legal texts and will achieve an understanding of the basic principles of accounting.*
- *After having completed this module, students will have gained competences in applying relevant tax accounting provisions regarding numerous balance sheet items and will be able to handle the accounting treatment of complex business transactions.*

### Inhalte und Themen:

- *Basics of accounting*
- *Accounting of asset*
- *Accounting of current assets*
- *Tax free reserves*
- *Accounting of liabilities and accruals*
- *Partnerships*

### Formale Voraussetzungen für die Teilnahme:

- *None*

**Empfohlene Voraussetzungen für die Teilnahme:**

- *Company Taxation*

**Lehr- und Prüfungssprache:**

- *German*

**Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Lecture (VL) (2 SWS)*
- *Tutorial (UE) (2 SWS)*

**Voraussetzungen für die Vergabe von ECTS-Punkten:**

- *Performance record assessed with at least sufficient: Exam (100%)*

**Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *21 h = Time of attendance lecture*
- *56 h = Preparation and post-processing lecture*
- *73 h = Exam preparation*
- *150 h = Total workload*

**Modulnote:**

- *Assessment*

**Polyvalenz mit anderen Studiengängen:**

- *None*

**Bemerkungen:**

- *None*

## The Science of Happiness: A Multi-Disciplinary and Multi-Cultural Approach to Happiness and Well-being

<b>Modultitel</b>	The Science of Happiness: A Multi-Disciplinary and Multi-Cultural Approach to Happiness and Well-being
<b>Modultitel Englisch</b>	The Science of Happiness: A Multi-Disciplinary and Multi-Cultural Approach to Happiness and Well-being
<b>Modulnummer</b>	82-021-WM07-H-0121
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Summer term
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	Innovation and Creativity
<b>Modulverantwortlich</b>	Prof. Dr. Shashi Matta
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

**Kompetenzen:** *This course on The Science of Happiness is designed for Bachelor students who want exposure into a multi-disciplinary (Psychology, Business, Sociology) and a multi-cultural (Philosophy, Theology) approach to happiness and well-being.*

*The main objectives of this course are to:*

- *Learn theories on happiness and well-being, through recent research and scholarship from multiple fields*
- *Identify factors that influence happiness and well-being in diverse settings (professional / work life, personal and social life, the domain of consumption)*
- *Understand the different dimensions of happiness and subjective well-being and how they are related*
- *Learn theories and frameworks on happiness and well-being from multiple cultures (underpinnings from philosophy and theology across cultures)*
- *Promote critical thinking, emotional intelligence, and creativity as skills required for personal and professional happiness and well-being*

*Students will be exposed to multiple, international guest professors from different fields who research / teach topics related to happiness and well-being. The course is designed for students from different programs and hence will include and promote intellectual and functional diversity. Students will gain*

soft skills such as teamwork and communication. As lectures and tutorials are held in English, students will have the opportunity to enhance their language skills in a professional setting.

**Inhalte und Themen:** *Part I: Introduction to Happiness and Subjective Well-being*

- *The Construct of Happiness: Definitions from Multiple Disciplines*
- *Components that Comprise Subjective Well-being*

*Part II: Happiness and Well-Being: Perspectives from Psychology*

- *What affects (and motivates) Happiness as Employees and as Consumers?*
- *Happiness and the Psychology of Mindfulness, Gratitude, Prosociality, and Goals*

*Part III: Happiness and Well-Being: Perspectives from Business and Sociology*

- *The Relationship between Happiness and Income / Wealth*

*Part IV: Cultural Approaches to Happiness: Perspectives from Philosophy and Theology*

- *A Historical Perspective of Pursuing Happiness from Across the World*
- *Convergent and Divergent views on Happiness and Well-being from the East and the West*

*Part V: Measuring Happiness*

- *Multiple Approaches to Measuring Happiness*
- *UPenn Authentic Happiness Inventory, Subjective Well-Being Measurement, Gross National Happiness Index*

*Part VI: Living Happiness*

- *Designing Interventions for Happiness and Well-Being in Personal and Professional Settings*
- *Cultivating Critical Thinking, Emotional Intelligence and Creativity for Happiness*

**Formale Voraussetzungen für die Teilnahme:**

- *None*

**Empfohlene Voraussetzungen für die Teilnahme:**

- *Participants must have completed a minimum of 3 semesters of bachelor studies*

**Lehr- und Prüfungssprache:**

- *English*

### **Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Lecture*
- *Tutorial*

### **Voraussetzungen für die Vergabe von ECTS-Punkten:**

- *Performance record graded at least sufficient: Portfolio*
- *Students are required to submit an E-portfolio, which includes Reflections and Habit Journal with 10 Entries in a pre-designed E-Form of 1 Page each*

### **Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *28 h = Time of attendance: Lectures*
- *28 h = Time of attendance: Tutorials*
- *28 h = Self-study pre-and-post Lectures*
- *28 h = Self-study pre-and-post Tutorials*
- *38 h = Portfolio preparation*
- *150 h = Total workload*

### **Modulnote:**

- *Portfolio (100%)*

### **Polyvalenz mit anderen Studiengängen:**

- *Studium.Pro*

**Bemerkungen:** *Specific reading assignments (from select book chapters and articles from top-ranked journals), in preparation for each class, will be announced in the course syllabus prior to the start of the course. The following is a list of selected readings for this course.*

- *Select Chapters from the Following Books:*

- Lyubomirsky, S. (2007). *The How of Happiness: A Scientific Approach to Getting the Life you Want*. Penguin Press.
  - Raghunathan, R. (2016). *If You're So Smart, Why Aren't You Happy?* Portfolio Press.
  - Thaler, R. H., & Sunstein, C. (2009). *Nudge: Improving Decisions About Health, Wealth, and Happiness*. New York: Penguin Books.
- *Journal Articles (alphabetically ordered by authors):*
    - Bhattacharjee, A. & Cassie Mogilner, C. (2014). *Happiness from Ordinary and Extraordinary Experiences*. *Journal of Consumer Research*, 41(1), 1-17.
    - Boyce, Christopher J., Brown, Gordon D. A., & Moore, Simon C. (2010). *Money and Happiness: Rank of Income, Not Income, Affects Life Satisfaction*. *Psychological Science*, 21(4), 471-474.
    - Brown, K. W., & Ryan, R. M. (2003). *The Benefits of Being Present: Mindfulness and its Role in Psychological Well-being*. *Journal of Personality and Social Psychology*, 84, 822-848.
    - Chancellor, J., Margolis, S. M., Jacobs Bao, K., & Lyubomirsky, S. (2018). *Everyday Pro-sociality in the Workplace: The Benefits of Giving, Getting, and Glimpsing*. *Emotion*, 18, 507-517.
    - Dunn, E. W., Aknin, L. B., & Norton, M. I. (2008). *Spending Money on Others Promotes Happiness*. *Science*, 319, 1687-1688.
    - Emmons, R. A., & McCullough, M. E. (2003). *Counting Blessings versus Burdens: An Experimental Investigation of Gratitude and Subjective Well-being in Daily Life*. *Journal of Personality & Social Psychology*, 88, 377-389
    - Helliwell, J. F., & Aknin, L. B. (2018). *Expanding the Social Science of Happiness*. *Nature Human Behavior*, 2, 248–252.
    - Huppert, F. (2010). *Happiness Breeds Prosperity*. *Nature*, 464, 1275-1276.
    - Kosaka, K. (2007). *A Sociology for Happiness: Beyond Western versus Non-Western Perspectives*. *Sociological Bulletin*, 56(3), 369-382.
    - Lyubomirsky, S. (2011). *Psychology: Holding on to Happiness*. *Nature*, 471, 302-303.
    - McMahon, D. M. (2008). *The Pursuit of Happiness in History*. In M. Eid & R. J. Larsen (Eds.), *The Science of Subjective Well-being* (pp. 80-93). New York: Guilford Press.
    - Mogilner, C. (2010). *The Pursuit of Happiness: Time, Money and Social Connection*. *Psychological Science*, 21(9), 1348-1354
    - Myers, D. G. (2000). *The Funds, Fiends, and Faith of Happy People*. *American Psychologist*, 55, 56-67.
    - Oishi, S., Kesebir, S., & Diener, E. (2011). *Income Inequality and Happiness*. *Psychological Science*, 22(9), 1095-1100.

- Reichhardt, T. (2006). *A Measure of Happiness*. *Nature*, 444, 418-419.
- Rothbard, N. P., & Wilk, S. L. (2011). "Waking up on the Right or Wrong Side of the Bed: Start-of-Workday Mood, Work Events, Employee Affect, and Performance," *Academy of Management Journal*, 54(5), 959-980.
- Stone, A. A. (2006). *Would you be happier if you were richer? A Focusing Illusion*. *Science*, 312, 1908-1910.
- Tamir, M., Schwartz, S. H., Oishi, S., & Kim, M. Y. (2017). *The Secret of Happiness: Feeling Good or Feeling Right?* *Journal of Experimental Psychology: General*, 146 (10), 1448-1459.
- Urry, H. L., Nitschke, J. B., Dolski, I., Jackson, D. C., Dalton, K. M., Mueller, C. J. et al. (2004). *Making a Life Worth Living: Neural Correlates of Well-being*. *Psychological Science*, 15, 367-372.
- Whillans, A. V., Dunn, E. W., Smeets, P., Bekkers, R., & Norton, M. I. (2017). *Buying Time Promotes Happiness*. *Proceedings from the National Academy of Sciences*, 114. 8523-8527.

## Business Fiction

<b>Modultitel</b>	Business Fiction
<b>Modultitel Englisch</b>	Business Fiction
<b>Modulnummer</b>	82-021-KUG01-H-0507
<b>Niveau</b>	Bachelormodul
<b>Turnus des Angebots</b>	Every Semester
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	Center for Business Languages
<b>Modulverantwortlich</b>	Lawrence Diederich
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

**Kompetenzen:** *This module helps students to*

- *reflect critically and in an interdisciplinary fashion on fictional texts dealing with business & economics*
- *analyze systematically economic theories and approaches while using adequate business language*
- *practice relevant vocabulary and language structures*
- *engage different opinions in a fair and critical fashion by way of systematic self-reflection*

**Inhalte und Themen:** *The module is based on the postmodern assumption that philosophically speaking, there is little difference between a so-called objective scientific text and a so-called subjective literary text. Hence the latter can be used as a springboard for insight and understanding into the nature of economic exchange (Level C1)*

**Formale Voraussetzungen für die Teilnahme:**

- *None*

**Empfohlene Voraussetzungen für die Teilnahme:**

- *Business English I & II; skill level B2+*

**Lehr- und Prüfungssprache:**

- *Englisch*

### **Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Interactive*

### **Voraussetzungen für die Vergabe von ECTS-Punkten:**

- *The final grade is based on:*
  - *quantity and quality of classroom contribution*
  - *written exam on the materials covered in class*
  - *a 10-page term paper on a relevant topic*
- *Due to skills orientation this module requires oral and written exam components.*

### **Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *26 h = Time of attendance exercise*
- *52 h = Preparation and postprocessing exercise*
- *72 h = Exam preparation/ Paper*
- *150 h = Total workload*

### **Modulnote:**

- *Oral Exam 40%*
- *Written Exam 30%*
- *Term paper 30%*

### **Polyvalenz mit anderen Studiengängen:**

- *International Business Administration B.Sc.*
- *Digital and Data Driven Business B.Sc.*

**Bemerkungen:** *Various American novels and short stories related to business*

## Current Business Topics

<b>Modultitel</b>	Current Business Topics
<b>Modultitel Englisch</b>	Current Business Topics
<b>Modulnummer</b>	82-021-KUG03-H-0507
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Every Semester
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	Center for Business Languages
<b>Modulverantwortlich</b>	Lawrence Diederich
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

**Kompetenzen:** *This module helps students to:*

- *expand their already existing vocabulary*
- *practice discussion skills and language structures at level B2+/C1*
- *hone their social skills via regular team work exercises*

**Inhalte und Themen:** *This module deals with any current topic related to business. As students you are instrumentally involved in the shaping of content for this module. Typical Topics include:*

- *International trade*
- *Outsourcing and offshoring*
- *The business of business schools*
- *Mergers and Acquisitions*
- *Men & women in the workplace*
- *The automotive industry*

**Formale Voraussetzungen für die Teilnahme:**

- *None*

**Empfohlene Voraussetzungen für die Teilnahme:**

- *Business English I & II; skill level B2+*

**Lehr- und Prüfungssprache:**

- *Englisch*

**Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Interactive*

**Voraussetzungen für die Vergabe von ECTS-Punkten:** *The final grade is based on:*

- *the quantity and quality of classroom contribution*
- *written exam on the materials covered in class*

*Due to skills orientation this module requires oral and written exam components.*

**Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *39 h = Time of attendance exercise*
- *59 h = Preparation and post processing exercise*
- *52 h = Exam preparation*
- *150 h = Total workload*

**Modulnote:**

- *Oral contribution 50%*
- *Written Exam 50%*

**Polyvalenz mit anderen Studiengängen:**

- *International Business Administration B.Sc.*
- *Digital and Data Driven Business B.Sc.*

**Bemerkungen:** *To be announced in class*

## Latin American Cultures and Societies

<b>Modultitel</b>	Latin American Cultures and Societies
<b>Modultitel Englisch</b>	Kulturen und Gesellschaften Lateinamerikas
<b>Modulnummer</b>	82-021-KUG17-H-0119
<b>Niveau</b>	Bachelormodul
<b>Turnus des Angebots</b>	Summer Semester
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	Center for Business Languages
<b>Modulverantwortlich</b>	Lawrence Diederich
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

### Kompetenzen:

- *Students can identify, discuss and analyze interdependences between culture and society from an interdisciplinary perspective (linguistics, literary and cultural studies, history, human geography and political science)*
- *Students gain a comprehensive overview of Latin American history and politics*
- *Students obtain deeper knowledge of contemporary Latin American cultures, media and societies*
- *Students learn about Latin America's role within a globalized world*
- *Students can identify basic properties of Latin American Spanish and Brazilian Portuguese*
- *Students develop intercultural competences with focus on Latin America*

### Inhalte und Themen:

- *Key events in Latin American history*
- *Socio-economic and cultural contexts of Latin American politics*
- *Strategies and ideologies of regional development*
- *Sources, circumstances and methods of measuring inequalities in Latin America*
- *Latin American linguistic and media landscape*
- *Latin American cultural concepts and their shaping in literature*

- *Basic concepts of descriptive linguistics and Latin American anthropology*
- *Key concepts of intercultural communication in the university context*

**Formale Voraussetzungen für die Teilnahme:**

- *None*

**Empfohlene Voraussetzungen für die Teilnahme:**

- *None*

**Lehr- und Prüfungssprache:**

- *English, German, Spanish*

**Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Lectures*
- *Group discussions and presentations*
- *Case Studies*

**Voraussetzungen für die Vergabe von ECTS-Punkten:**

- *Gained competences are tested in a written exam (90 minutes).*

**Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *30 h = Time of attendance lecture/seminar*
- *70 h = Preparation and postprocessing lecture.*
- *50 h = Exam preparation*
- *150 h = Total workload*

**Modulnote:**

- *Exam 100%*

**Polyvalenz mit anderen Studiengängen:**

- *International Business Administration B.Sc.*
- *Digital and Data Driven Business B.Sc.*

**Bemerkungen:** *Literature is provided in the opening session*

## Current Business Topics in French

<b>Modultitel</b>	Current Business Topics in French
<b>Modultitel Englisch</b>	Thèmes économiques actuels
<b>Modulnummer</b>	82-021-WM01-H-0816
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Summer Semester
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	Center for Business Languages
<b>Modulverantwortlich</b>	Lawrence Diederich
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

### Kompetenzen:

*This course helps students to*

- *advanced communication skills in a foreign language*
- *learn and practice advanced business vocabulary at level B2+*
- *linguistic skills for understanding business texts in the target language*
- *Argumentation and presentation skills in the target language*
- *improve self-reflection competence due to substantial presentation feedback*
- *develop social skills during group work with fellow students*

### Inhalte und Themen:

- *Various subject areas related to business and economics*
- *Advanced lexis for Business French*

### Formale Voraussetzungen für die Teilnahme:

- *None*

### Empfohlene Voraussetzungen für die Teilnahme:

- *Business French I & II; minimum skill level B2 (CEFR)*

**Lehr- und Prüfungssprache:**

- *French*

**Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Interactive*

**Voraussetzungen für die Vergabe von ECTS-Punkten:** *The final grade is based on*

- *a professional presentation on a relevant business topic*
- *a written exam including vocabulary test and essay*

*Due to skills orientation this course requires oral and written exam components.*

**Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *39 h = Time of attendance exercise*
- *59 h = Preparation and postprocessing exercise*
- *52 h = Exam preparation*
- *150 h = Total workload*

**Modulnote:**

- *Oral Exam (50%)*
- *Written Exam (50%)*

**Polyvalenz mit anderen Studiengängen:**

- *International Business Administration B.Sc.*
- *Digital and Data-Driven Business B.Sc.*

**Bemerkungen:**

- *To be announced in class*
- *Participation limit: 15*

## Business Chinese I

<b>Modultitel</b>	Business Chinese I
<b>Modultitel Englisch</b>	Wirtschaftschinesisch I
<b>Modulnummer</b>	82-021-WSprachen09-H-0507
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	vorlesungsfreie Zeit & Sommer
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	Center for Business Languages
<b>Modulverantwortlich</b>	Lawrence Diederich
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

**Kompetenzen:** *This module helps students to*

- *express opinions on cultural and business topics (e.g. calligraphy, table manners, parties, compliments)*
- *expand their knowledge of characters to approx. 790*
- *acquire basic intercultural competence*

**Inhalte und Themen:** *Training of the four skills:*

- *Listening*
- *Reading*
- *Speaking*
- *Writing*
- *Information concerning basic cultural differences*

**Formale Voraussetzungen für die Teilnahme:**

- *None*

**Empfohlene Voraussetzungen für die Teilnahme:**

- *None*

**Lehr- und Prüfungssprache:**

- *German*

**Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Interactive*

**Voraussetzungen für die Vergabe von ECTS-Punkten:** *The final grade is based on*

- *oral contribution*
- *a written exam including vocabulary test*

*Due to skills orientation this module requires oral and written exam components.*

**Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *79 h = Time of attendance exercise*
- *39 h = Preparation and postprocessing exercise*
- *32 h = Exam preparation*
- *150 h = Total workload*

**Modulnote:**

- *Oral contribution (50%)*
- *Written Exam (50%)*

**Polyvalenz mit anderen Studiengängen:**

- *International Business Administration B.Sc.*
- *Digital and Data-Driven Business B.Sc.*

**Bemerkungen:** *Participation limit: 15*

## Business German II

<b>Modultitel</b>	Business German II
<b>Modultitel Englisch</b>	Wirtschaftsdeutsch II
<b>Modulnummer</b>	82-021-WSprachen08-H-0507
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Summer Semester
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	Center for Business Languages
<b>Modulverantwortlich</b>	Lawrence Diederich
<b>Leistungspunkte ECTS-Punkte</b>	5

### Kompetenzen:

*This module helps students to*

- *learn and practice a comprehensive set of business vocabulary*
- *learn and practice a comprehensive set of business vocabulary*
- *acquire the necessary skills for graph descriptions*

### Inhalte und Themen:

- *Various topics from the field of business, e.g. marketing, human resources, banking, job application.*

### Formale Voraussetzungen für die Teilnahme:

- *Business German I*

### Empfohlene Voraussetzungen für die Teilnahme:

- *Skill level B2 (CEFR)/Business German I*

### Lehr- und Prüfungssprache:

- *German*

**Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Interactive*

**Voraussetzungen für die Vergabe von ECTS-Punkten:**

*The final grade is based on*

- *a professional presentation on a relevant business topic*
- *a written exam including vocabulary test and essay*

*Due to skills orientation this module requires oral and written exam components.*

**Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *39 h = Time of attendance exercise*
- *59 h = Preparation and postprocessing exercise*
- *52 h = Exam preparation*
- *150 h = Total workload*

**Modulnote:**

- *Oral Exam (50%)*
- *Written Exam (50%)*

**Polyvalenz mit anderen Studiengängen:**

- *Business Administration DICE M.Sc.*
- *Sustainability in Business & Economics B.Sc.*

**Bemerkungen:** *Participation limit: 20*

## Business English II

<b>Modultitel</b>	Business English II
<b>Modultitel Englisch</b>	Wirtschaftsenglisch II
<b>Modulnummer</b>	82-021-WSprachen02-H-0507
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Summer Semester
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	Center for Business Languages
<b>Modulverantwortlich</b>	Lawrence Diederich
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

### Kompetenzen:

*This module helps students to*

- *enhance overall communicative competence*
- *learn and practice a comprehensive set of business vocabulary at level B2+*
- *practice the necessary skills for professional discussions*
- *improve self-reflection competence due to substantial discussion feedback*
- *acquire basic professional presentation skills in the target language*

### Inhalte und Themen:

- *Accounting*
- *Banking*
- *Stocks and shares*
- *Market structure*
- *Takeovers & mergers*
- *Efficiency and employment*
- *Business ethics*

- *The role of government*
- *Exchange rates*
- *The business cycle*
- *International trade*
- *Economics and ecology*

**Formale Voraussetzungen für die Teilnahme:**

- *Business English I*

**Empfohlene Voraussetzungen für die Teilnahme:**

- *None*

**Lehr- und Prüfungssprache:**

- *English*

**Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Interactive*

**Voraussetzungen für die Vergabe von ECTS-Punkten:**

- *The final grade is based on an oral discussion on a relevant business topic and a written exam including vocabulary test and essay.*
- *Due to skills orientation this module requires oral and written exam components.*

**Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *39 h = Time of attendance exercise*
- *59 h = Preparation and postprocessing exercise*
- *52 h = Exam preparation*
- *150 h = Total workload*

**Modulnote:**

- *Oral Exam (50%)*
- *Written Exam (50%)*

**Polyvalenz mit anderen Studiengängen:**

- *Digital and Data-Driven Business B.Sc.*
- *Sustainability in Business & Economics B.Sc.*

**Bemerkungen:**

- *Participation limit 20*

## Business French II

<b>Modultitel</b>	Business French II
<b>Modultitel Englisch</b>	Wirtschaftsfranzösisch II
<b>Modulnummer</b>	82-021-WSprachen04-H-0507
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Summer Semester
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	Center for Business Languages
<b>Modulverantwortlich</b>	Lawrence Diederich
<b>Leistungspunkte ECTS-Punkte</b>	5

### Kompetenzen:

*This module helps students to*

- *acquire basic professional presentation skills in the target language*
- *learn and practice a comprehensive set of business vocabulary at level B2+*
- *practice the necessary skills for professional discussions*
- *enhance overall communicative competence*
- *improve self-reflection competence due to substantial discussion feedback*
- *develop social skills during group work with fellow students*

### Inhalte und Themen:

- *Various subject areas related to business and economics, e.g. company structure, production, distribution.*
- *Lexis for professional presentations in target language*

### Formale Voraussetzungen für die Teilnahme:

- *None*

### Empfohlene Voraussetzungen für die Teilnahme:

- *Business French I*

**Lehr- und Prüfungssprache:**

- *French*

**Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Interactive*

**Voraussetzungen für die Vergabe von ECTS-Punkten:** *The final grade is based on*

- *a professional presentation on a relevant business topic*
- *a written exam including vocabulary test and essay*

*Due to skills orientation this module requires oral and written exam components.*

**Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *39 h = Time of attendance exercise*
- *59 h = Preparation and postprocessing exercise*
- *52 h = Exam preparation*
- *150 h = Total workload*

**Modulnote:**

- *Oral Exam (50%)*
- *Written Exam (50%)*

**Polyvalenz mit anderen Studiengängen:**

- *Digital and Data-Driven Business B.Sc.*
- *Romance Studies/Economics/Geography B.Sc.*
- *Sustainability in Business & Economics B.Sc.*

**Bemerkungen:** *Participation limit: 15*

## Business Spanish II

<b>Modultitel</b>	Business Spanish II
<b>Modultitel Englisch</b>	Wirtschaftsspanisch II
<b>Modulnummer</b>	82-021-WSprachen06-H-0507
<b>Niveau</b>	Bachelor module
<b>Turnus des Angebots</b>	Summer Semester
<b>Geberstudiengang</b>	Business Administration B.Sc.
<b>Institutionelle Verankerung</b>	Ingolstadt School of Management
<b>Beteiligte Fachgebiete</b>	Center for Business Languages
<b>Modulverantwortlich</b>	Lawrence Diederich
<b>Leistungspunkte ECTS-Punkte</b>	5 ECTS

### Kompetenzen:

*This module helps students to*

- *acquire basic professional presentation skills in the target language*
- *learn and practice a comprehensive set of business vocabulary at level B2+*
- *practice the necessary skills for professional discussions*
- *improve self-reflection competence due to substantial discussion feedback*
- *enhance overall communicative competence*
- *develop social skills during group work with fellow students*

### Inhalte und Themen:

- *Various subject areas related to business and economics, e.g. company structure, production, distribution.*
- *Lexis for professional presentations in a business setting*

### Formale Voraussetzungen für die Teilnahme:

- *Business Spanish I*

### Empfohlene Voraussetzungen für die Teilnahme:

- *None*

**Lehr- und Prüfungssprache:**

- *Spanish*

**Lehr- und Lernformen/ Lehrveranstaltungstypen:**

- *Interactive*

**Voraussetzungen für die Vergabe von ECTS-Punkten:**

*The final grade is based on*

- *a professional presentation on a relevant business topic*
- *a written exam including vocabulary test and essay*

*Due to skills orientation this module requires oral and written exam components.*

**Zeitaufwand/ Berechnung der ECTS-Punkte innerhalb des Moduls:**

- *39 h = Time of attendance exercise*
- *59 h = Preparation and postprocessing exercise*
- *52 h = Exam preparation*
- *150 h = Total workload*

**Modulnote:**

- *Oral Exam (50%)*
- *Written Exam (50%)*

**Polyvalenz mit anderen Studiengängen:**

- *Digital and Data-Driven Business B.Sc.*
- *Bachelor Romanistik/Wirtschaft/Geographie*
- *Sustainability in Business & Economics B.Sc.*

**Bemerkungen:**

- *Participation limit: 15*