



Modulkatalog Betriebswirtschaftslehre B.Sc.

WFI

31. Januar 2024

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Automotive Issues in Business Science

Module title	Automotive Issues in Business Science
Module title German	Automotive Issues in Business Science
Module number	82-021-IM10-S-H-0507
Level	Bachelor module
Course rotation	Summer term
Degree program hosting the module	Business Administration B.Sc.
Institutional anchoring	Ingolstadt School of Management
Subjects involved	Chair of Human Resource Management and Organization
Module Coordinator	Prof. Dr. Max Ringlstetter
Credit Points (ECTS)	5 ECTS

Learning outcomes:

- *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*

Contents and Topics:

- *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*

Formal requirements for participation:

- *None*

Recommended requirements for participation:

- *None*

Teaching and examination language:

- *German/English*

Teaching methods/course types:

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

ECTS awarding criteria:

- *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.*

Workload / Distribution of ECTS credits:

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

Modul grade:

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

Polyvalence with other degree programs/accessibility notes:

- *Business Administration International B.Sc.*

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

Remarks: *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

Module title	Bachelor Thesis
Module title German	Bachelorarbeit
Module number	82-021-H-BA-0507
Level	Bachelor module
Course rotation	Every term
Degree program hosting the module	Business Administration B.Sc.
Institutional anchoring	Ingolstadt School of Management
Subjects involved	Mentoring chair of the WFI
Module Coordinator	Mentor
Credit Points (ECTS)	10 ECTS

Learning outcomes:

- *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.*

Contents and Topics:

- *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*

Formal requirements for participation:

- *Basic requirement is to complete a proseminar*

Recommended requirements for participation:

- *None*

Teaching and examination language:

- *German or English*

Teaching methods/course types:

- *Self-contained scientific work*

ECTS awarding criteria:

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

Workload / Distribution of ECTS credits:

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

Modul grade:

- *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.

Polyvalence with other degree programs/accessibility notes: *None*

Remarks: *None*

Bachelor Thesis Seminar SCM & OM

Module title	Bachelor Thesis Seminar SCM & OM
Module title German	Bachelorarbeiten-Seminar SCM & OM
Module number	-
Level	Bachelor module
Course rotation	Every term
Degree program hosting the module	Business Administration B.Sc.
Institutional anchoring	Ingolstadt School of Management
Subjects involved	BA, Supply Chain Management and Operations
Module Coordinator	Prof. Dr. Heinrich Kuhn
Credit Points (ECTS)	0 ECTS

Learning outcomes:

- *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.*

Contents and Topics:

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

Formal requirements for participation:

- *None*

Recommended requirements for participation:

- *None*

Teaching and examination language:

- *German*

Teaching methods/course types:

- *Presentation*
- *Discussion*

ECTS awarding criteria:

- *None*

Workload / Distribution of ECTS credits:

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

Modul grade:

- *None*

Polyvalence with other degree programs/accessibility notes: -

Remarks: -

Basics of Insolvency- and Commutation Law

Module title	Basics of Insolvency- and Commutation Law
Module title German	Grundlagen des Insolvenz- und Umwandlungsrechts
Module number	82-021-AC07-H-0507
Level	Bachelor module
Course rotation	Summer term
Degree program hosting the module	Business Administration B.Sc.
Institutional anchoring	Ingolstadt School of Management
Subjects involved	Civil Law, Litigation Law and Insolvency Law
Module Coordinator	Prof. Dr. iur. Christian Heinrich
Credit Points (ECTS)	5 ECTS

Learning outcomes:

- *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*

Contents and Topics:

- *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*

Formal requirements for participation:

- *None*

Recommended requirements for participation:

- *Private Law I und II*

Teaching and examination language:

- *German*

Teaching methods/course types:

- *Lecture*

ECTS awarding criteria:

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

Workload / Distribution of ECTS credits:

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

Modul grade:

- *Exam (100%)*

Polyvalence with other degree programs/accessibility notes:

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

Remarks: *Readings*

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

Basics of Organisational Psychology

Module title	Basics of Organisational Psychology
Module title German	Grundlagen der Organisationspsychologie
Module number	82-021-AP06-H-0507
Level	Bachelor module
Course rotation	Summer Semester
Degree program hosting the module	Business Administration B.Sc.
Institutional anchoring	Philosophisch-Pädagogische Fakultät
Subjects involved	Social and Organizational Psychology
Module Coordinator	Prof. Dr. Elisabeth Kals
Credit Points (ECTS)	5 ECTS

Learning outcomes:

- *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.*

Contents and Topics:

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

Formal requirements for participation:

- *None*

Recommended requirements for participation:

- *None*

Teaching and examination language:

- *German*

Teaching methods/course types:

- *Lecture*
- *Readings*

ECTS awarding criteria:

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

Workload / Distribution of ECTS credits:

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

Modul grade:

- *Final exam (100%)*

Polyvalence with other degree programs/accessibility notes:

- *International Business Administration B.Sc.*

Remarks:

- *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

Module title	Basic Principles of Financial Accounting according to IFRS
Module title German	Grundlagen der internationalen Rechnungslegung
Module number	82-021-AC01-H-0507
Level	Bachelor module
Course rotation	Summer term
Degree program hosting the module	Business Administration B.Sc.
Institutional anchoring	Ingolstadt School of Management
Subjects involved	BA, Auditing and Management Accounting
Module Coordinator	Prof. Dr. Max Götsche
Credit Points (ECTS)	5 ECTS

Learning outcomes:

- *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*

Contents and Topics:

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

Formal requirements for participation:

- *None*

Recommended requirements for participation:

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

Teaching and examination language:

- *German*

Teaching methods/course types:

- *Lecture*

ECTS awarding criteria:

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

Workload / Distribution of ECTS credits:

- *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*

Modul grade:

- *Exam (100%)*

Polyvalence with other degree programs/accessibility notes:

- *Business Administration International B.Sc.*

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

Remarks: -

Behavioral Finance

Module title	Behavioral Finance
Module title German	Behavioral Finance
Module number	82-021-VWLECO17-H-0916
Level	Bachelormodul
Course rotation	SoSe
Degree program hosting the module	Business Administration B.Sc.
Institutional anchoring	Wirtschaftswissenschaftliche Fakultät Ingolstadt
Subjects involved	Juniorprofessor Digital Finance
Module Coordinator	Prof. Dr. David Streich
Credit Points (ECTS)	5 ECTS

Learning outcomes:

- *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 well-being, 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 sub optimal financial decision-making.*
- *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 global financial crisis will also be discussed.*

Contents and Topics:

- *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?*

Formal requirements for participation:

- *None*

Recommended requirements for participation:

- *None*

Teaching and examination language:

- *English*

Teaching methods/course types:

- *Lecture*

- *Tutorial*

ECTS awarding criteria:

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

Workload / Distribution of ECTS credits:

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

Modul grade:

- *Written Exam 100%*

Polyvalence with other degree programs/accessibility notes:

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

Remarks:

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

Business Analysis

Module title	Business Analysis
Module title German	Unternehmensanalyse
Module number	82-021-AC15-H-0507
Level	Bachelor module
Course rotation	WiSe
Degree program hosting the module	Business Administration B.Sc.
Institutional anchoring	Ingolstadt School of Management
Subjects involved	Business Administration and Management Accounting
Module Coordinator	Prof. Dr. mult. Anton Burger
Credit Points (ECTS)	5 ECTS-Point

Learning outcomes:

- *The students learn to analyze the competition situation and the annual financial statements of companies as well as to plan the future development of companies and to value it.*
- *The analysis of companies will improve their analytical 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.*

Contents and Topics:

- *Financial Analysis*
- *Competitive Analysis*
- *Planning & Valuation*

Formal requirements for participation:

- *None*

Recommended requirements for participation:

- *None*

Teaching and examination language:

- *German*

Teaching methods/course types:

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

ECTS awarding criteria:

- *Performance record assessed with at least “sufficient”: Final Exam (90 minutes)*

Workload / Distribution of ECTS credits:

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

Modul grade:

- *Written exam (100%)*

Polyvalence with other degree programs/accessibility notes:

- *Betriebswirtschaftslehre International B.Sc.*

Remarks: *Readings will be announced in the lecture.*

Business Analytics and Data Mining

Module title	Business Analytics and Data Mining
Module title German	Business Analytics and Data Mining
Module number	82-021-IFM12-H-0316
Level	Bachelor module
Course rotation	Summer term
Degree program hosting the module	Business Administration B.Sc
Institutional anchoring	Ingolstadt School of Management
Subjects involved	Business Administration and Business Informatics
Module Coordinator	Prof. Dr. Thomas Setzer
Credit Points (ECTS)	5 ECTS

Learning outcomes:

- *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.*

Contents and Topics: *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*

Formal requirements for participation:

- *None*

Recommended requirements for participation:

- *None*

Teaching and examination language:

- *English*

Teaching methods/course types:

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

ECTS awarding criteria:

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

Workload / Distribution of ECTS credits:

- *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*

Modul grade:

- *Written Examination (90 minutes) 100%*

Polyvalence with other degree programs/accessibility notes:

- *Bachelor's degree program data science*

Remarks:

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

Capital Market Theory

Module title	Capital Market Theory
Module title German	Kapitalmarkttheorie
Module number	82-021-AC04-H-0507
Level	Bachelor module
Course rotation	Summer term
Degree program hosting the module	Business Administration B.Sc.
Institutional anchoring	Ingolstadt School of Management
Subjects involved	BA, Finance and Banking
Module Coordinator	Prof. Dr. Thomas Mählmann
Credit Points (ECTS)	5 ECTS

Learning outcomes:

- *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*

Contents and Topics:

- *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*

Formal requirements for participation:

- *None*

Recommended requirements for participation:

- *Investment, Finance and Capital Markets*

Teaching and examination language:

- *German*

Teaching methods/course types:

- *Lecture*
- *Tutorial*

ECTS awarding criteria:

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

Workload / Distribution of ECTS credits:

- *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

Modul grade:

- Exam (100%)

Polyvalence with other degree programs/accessibility notes:

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

Remarks: 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

Module title	Case Studies in Business Ethics
Module title German	Fallstudien Unternehmensethik
Module number	82-021-WE02-H-0319
Level	Bachelor module
Course rotation	Summer term
Degree program hosting the module	Business Administration B.Sc.
Institutional anchoring	Ingolstadt School of Management
Subjects involved	Economic Ethics and Social Policy
Module Coordinator	Prof. Dr. Jörg Althammer
Credit Points (ECTS)	5 ECTS

Learning outcomes:

- *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*

Contents and Topics:

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

Formal requirements for participation:

- *None*

Recommended requirements for participation:

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

Teaching and examination language:

- *German*

Teaching methods/course types:

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

ECTS awarding criteria:

- *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.*

Workload / Distribution of ECTS credits:

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

Modul grade:

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

Polyvalence with other degree programs/accessibility notes:

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

Remarks:

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

Module title	Company Taxation
Module title German	Unternehmensbesteuerung
Module number	82-021-BWL14-H-0507
Level	Bachelor module
Course rotation	Summer term
Degree program hosting the module	Business Administration B.Sc.
Institutional anchoring	Ingolstadt School of Management
Subjects involved	ABWL and Business Taxation
Module Coordinator	Prof. Dr. Reinald Koch
Credit Points (ECTS)	5 ECTS

Learning outcomes:

- *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*

Contents and Topics:

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

Formal requirements for participation:

- *None*

Recommended requirements for participation:

- *Operational accounting*

Teaching and examination language:

- *German*

Teaching methods/course types:

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

ECTS awarding criteria:

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

Workload / Distribution of ECTS credits:

- *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*

Modul grade:

- *Assessment*

Polyvalence with other degree programs/accessibility notes:

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

Remarks:

- *None*

Computational Statistics with R

Module title	Computational Statistics with R
Module title German	Rechnergestützte Statistik mit R
Module number	82-021-IFM08-H-0507
Level	Bachelor module
Course rotation	Every Semester
Degree program hosting the module	Business Administration B.Sc.
Institutional anchoring	Ingolstadt School of Management
Subjects involved	Statistics and Quantitative Methods
Module Coordinator	Prof. Dr. Thomas Setzer
Credit Points (ECTS)	5 ECTS

Learning outcomes:

- *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*

Contents and Topics:

- *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*

Formal requirements for participation:

- *None*

Recommended requirements for participation:

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

Teaching and examination language:

- *German or English*

Teaching methods/course types:

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

ECTS awarding criteria:

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

Workload / Distribution of ECTS credits:

- *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*

Modul grade:

- *Final exam (100%)*

Polyvalence with other degree programs/accessibility notes:

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

Remarks: *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

Module title	Consumer Behavior and Market Research
Module title German	Konsumentenverhalten und Marktforschung
Module number	82-021-MD02-H-0507
Level	Bachelor module
Course rotation	Summer term
Degree program hosting the module	Business Administration B.Sc.
Institutional anchoring	Ingolstadt School of Management
Subjects involved	BA, Sales and Marketing
Module Coordinator	Prof. Dr. Joachim Büschkeng
Credit Points (ECTS)	5 ECTS

Learning outcomes:

- *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*

Contents and Topics: *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

Formal requirements for participation:

- *None*

Recommended requirements for participation:

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

Teaching and examination language:

- *German*

Teaching methods/course types:

- *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*

ECTS awarding criteria:

- *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*

Workload / Distribution of ECTS credits:

- 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*

Modul grade:

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

Polyvalence with other degree programs/accessibility notes:

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

Remarks: *Readings*

- *Will be announced by the beginning of the semester.*

Corporate Governance

Module title	Corporate Governance
Module title German	Corporate Governance
Module number	82-021-BE03-H-0318
Level	Bachelor module
Course rotation	Summer Semester
Degree program hosting the module	Business Administration B.Sc.
Institutional anchoring	Ingolstadt School of Management
Subjects involved	Business Ethics and Corporate Governance
Module Coordinator	Prof. Dr. Kai Sandner
Credit Points (ECTS)	5 ECTS

Learning outcomes:

- *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.*

Contents and Topics:

- *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*

Formal requirements for participation:

- *None*

Recommended requirements for participation:

- *None*

Teaching and examination language:

- *English*

Teaching methods/course types:

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

ECTS awarding criteria:

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

Workload / Distribution of ECTS credits:

- *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*

Modul grade:

- *Klausur (100%)*

Polyvalence with other degree programs/accessibility notes:

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

Remarks: -

Descriptive Statistics and Probability Theory

Module title	Descriptive Statistics and Probability Theory
Module title German	Deskriptive Statistik und Wahrscheinlichkeitstheorie
Module number	82-021-QM03-H-507
Level	Bachelor module
Course rotation	Summer term
Degree program hosting the module	Business Administration B.Sc.
Institutional anchoring	Ingolstadt School of Management
Subjects involved	Statistics and Quantitative Methods
Module Coordinator	Prof. Dr. Sven Resnjanskij
Credit Points (ECTS)	5 ECTS

Learning outcomes:

- *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.*

Contents and Topics:

- *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)*

Formal requirements for participation:

- *None*

Recommended requirements for participation:

- *Mathematics for Business*

Teaching and examination language:

- *German*

Teaching methods/course types:

- *Lecture*
- *Tutorial*

ECTS awarding criteria:

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

Workload / Distribution of ECTS credits:

- *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*

Modul grade:

- *Final exam (100%)*

Polyvalence with other degree programs/accessibility notes:

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

Remarks:

- *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

Module title	Discover Germany: Society, Politics, Economy, Culture
Module title German	Entdecke Deutschland: Gesellschaft, Politik, Wirtschaft, Kultur
Module number	82-021-INT01-H-0917
Level	Bachelor module and Master module
Course rotation	Every Semester
Degree program hosting the module	Business Administration B.Sc. und M.Sc.
Institutional anchoring	Ingolstadt School of Management
Subjects involved	BA, Auditing and Management Accounting
Module Coordinator	Prof. Dr. Max Götsche
Credit Points (ECTS)	None

Learning outcomes:

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.*

Contents and Topics:

- *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*

Formal requirements for participation:

- *None*

Recommended requirements for participation:

- *None*

Teaching and examination language:

- *English*

Teaching methods/course types:

- *Interactive Lecture*
- *Excursion*

ECTS awarding criteria:

- *Written paper*

Workload / Distribution of ECTS credits:

- *16 contact hours*

Modul grade:

- *Written paper (100%)*

Polyvalence with other degree programs/accessibility notes:

- *Business Administration International B.Sc.*

Remarks:

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

Economy and Space

Module title	Economy and Space
Module title German	Wirtschaft und Raum
Module number	G7-H (Teilmodul Wirtschaftsgeographie 2)
Level	Bachelor module
Course rotation	Summer Semester
Degree program hosting the module	Sustainability in Business & Economics B.Sc.
Institutional anchoring	Mathematisch-Geographische Fakultät
Subjects involved	Wirtschaftsgeographie
Module Coordinator	Prof. Dr. Hans-Martin Zademach
Credit Points (ECTS)	5 ECTS

Learning outcomes:

- *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*

Contents and Topics:

- *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*

Formal requirements for participation:

- *None*

Recommended requirements for participation:

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

Teaching and examination language:

- *German*

Teaching methods/course types:

- *Lecture*

ECTS awarding criteria: *Performance record evaluated with at least sufficient: Written exam (90 minutes))*

Workload / Distribution of ECTS credits:

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

Modul grade:

- *Final exam 100%*

Polyvalence with other degree programs/accessibility notes:

- *Business Administration B.Sc.*

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

Remarks: *None*

Fundamentals of Controlling

Module title	Fundamentals of Controlling
Module title German	Grundlagen des Controlling
Module number	82-021-AC02-H-0507
Level	Bachelormodul
Course rotation	Summer semester
Degree program hosting the module	Business Administration B.Sc.
Institutional anchoring	Ingolstadt School of Management
Subjects involved	Business Administration and Accounting
Module Coordinator	Prof. mult. Anton Burger
Credit Points (ECTS)	5 ECTS

Learning outcomes:

- *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.*

Contents and Topics:

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

Formal requirements for participation:

- *Keine*

Recommended requirements for participation:

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

Teaching and examination language:

- *German*

Teaching methods/course types:

- *Lecture*

ECTS awarding criteria:

- *Written exam at the end of the semester*

Workload / Distribution of ECTS credits:

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

Modul grade:

- *Final exam (100%)*

Polyvalence with other degree programs/accessibility notes:

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

Remarks:

- *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

Module title	Global Marketing Management
Module title German	Globales Marketing Management
Module number	82-021-MD06-H-0914
Level	Bachelor module
Course rotation	Summer term
Degree program hosting the module	Business Administration B.Sc.
Institutional anchoring	Ingolstadt School of Management
Subjects involved	BA and International Management
Module Coordinator	Prof. Dr. Katja Gelbrich
Credit Points (ECTS)	5 ECTS

Learning outcomes: *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.*

Contents and Topics:

- *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*

Formal requirements for participation:

- *None*

Recommended requirements for participation:

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

Teaching and examination language:

- *English*

Teaching methods/course types:

- *Lecture*
- *Tutorial*

ECTS awarding criteria:

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

Workload / Distribution of ECTS credits:

- 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*

Modul grade:

- *Exam (100%)*

Polyvalence with other degree programs/accessibility notes:

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

Remarks:

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

Human Resource Management

Module title	Human Resource Management
Module title German	Humanressourcen-Management
Module number	82-021-AP01-H-0507
Level	Bachelor module
Course rotation	Summer term
Degree program hosting the module	Faculty of Business and Economics
Institutional anchoring	Ingolstadt School of Management
Subjects involved	BA, Organisational Theory and Human Resource Management
Module Coordinator	Prof. Dr. Max Ringlstetter
Credit Points (ECTS)	5 ECTS

Learning outcomes:

- *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*

Contents and Topics: *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*

Formal requirements for participation:

- *None*

Recommended requirements for participation:

- *None*

Teaching and examination language:

- *German*

Teaching methods/course types:

- *Lecture*
- *Tutorial*

ECTS awarding criteria:

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

Workload / Distribution of ECTS credits:

- *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*

Modul grade:

- *Final exam 100%*

Polyvalence with other degree programs/accessibility notes:

- *None*

Remarks:

- *None*

Introduction to Strategic Management

Module title	Introduction to Strategic Management
Module title German	Introduction to Strategic Management
Module number	82-021-IM01-H-0218
Level	Bachelor module
Course rotation	Summer term
Degree program hosting the module	Business Administration B.Sc.
Institutional anchoring	Ingolstadt School of Management
Subjects involved	BA, Organisational Theory and Human Resource Management
Module Coordinator	Prof. Dr. Max Ringlstetter
Credit Points (ECTS)	5 ECTS

Learning outcomes:

- *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*

Contents and Topics:

- *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*

Formal requirements for participation:

- *None*

Recommended requirements for participation:

- *None*

Teaching and examination language:

- *English*

Teaching methods/course types:

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

ECTS awarding criteria:

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

Workload / Distribution of ECTS credits:

- *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*

Modul grade:

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

Polyvalence with other degree programs/accessibility notes:

- *None*

Remarks:

- *None*

Introductory Seminar: Distribution Management and Marketing

Module title	Introductory Seminar: Distribution Management and Marketing
Module title German	Proseminar: ABWL, Absatzwirtschaft und Marketing
Module number	82-021-PS27-H-0123
Level	Bachelor module
Course rotation	Summer term
Degree program hosting the module	Business Administration, Bachelor
Institutional anchoring	Ingolstadt School of Management
Subjects involved	Business Administration, Distribution Management and Marketing
Module Coordinator	Prof. Dr. Joachim Büschken
Credit Points (ECTS)	5 ECTS

Learning outcomes:

- *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*

Contents and Topics:

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

Formal requirements for participation:

- *None*

Recommended requirements for participation:

- *None*

Teaching and examination language:

- *German*

Teaching methods/course types:

- *Seminar (SE)*

ECTS awarding criteria:

- *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*

Workload / Distribution of ECTS credits:

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

Modul grade:

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

Polyvalence with other degree programs/accessibility notes:

- *None*

Remarks:

- *None*

Introductory Seminar: Tax Management Proseminar: Betriebswirtschaftliche Steuerlehre

Module title	Introductory Seminar: Tax Management Proseminar: Betriebswirtschaftliche Steuerlehre
Module title German	Proseminar: Betriebswirtschaftliche Steuerlehre
Module number	82-021-PS16-H-0507
Level	Bachelor module
Course rotation	Summer semester
Degree program hosting the module	Business Administration B.Sc.
Institutional anchoring	Ingolstadt School of Management
Subjects involved	BA and Business Taxation
Module Coordinator	Prof. Dr. Reinald Koch
Credit Points (ECTS)	5 ECTS

Learning outcomes:

- *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.*

Contents and Topics:

- *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*

Formal requirements for participation:

- *None*

Recommended requirements for participation:

- *Lecture: Balancing and Business Taxation is recommended*

Teaching and examination language:

- *German*

Teaching methods/course types:

- *Seminar*

ECTS awarding criteria:

- *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*

Workload / Distribution of ECTS credits:

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

Modul grade:

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

Polyvalence with other degree programs/accessibility notes:

- *International Business Administration B.Sc.*

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

Remarks:

- *Literature is provided in the Opening Session*

Introductory Seminar: Basic Questions of Commercial Law

Module title	Introductory Seminar: Basic Questions of Commercial Law
Module title German	Proseminar: Grundfragen des Wirtschaftsrechts
Module number	82-021-PS13-H-0507
Level	Bachelor module
Course rotation	Summer Semester
Degree program hosting the module	Business Administration B.Sc.
Institutional anchoring	Ingolstadt School of Management
Subjects involved	Civil Law, Litigation Law und Insolvency Law
Module Coordinator	Prof. Dr. iur. Christian Heinrich
Credit Points (ECTS)	5 ECTS

Learning outcomes:

- *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.*

Contents and Topics:

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

Formal requirements for participation:

- *None*

Recommended requirements for participation:

- *Private Law I*

Teaching and examination language:

- *German*

Teaching methods/course types:

- *Proseminar*

ECTS awarding criteria:

- *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*

Workload / Distribution of ECTS credits:

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

Modul grade:

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

Polyvalence with other degree programs/accessibility notes:

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

Remarks:

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

Introductory Seminar Information Management

Module title	Introductory Seminar Information Management
Module title German	Proseminar Informationsmanagement
Module number	82-021-PS02-H-0507
Level	Bachelor module
Course rotation	Summer Semester
Degree program hosting the module	Business Administration B.Sc.
Institutional anchoring	Ingolstadt School of Management
Subjects involved	Business Informatics
Module Coordinator	Prof. Dr. Thomas Setzer
Credit Points (ECTS)	5 ECTS

Learning outcomes:

- *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.*

Contents and Topics:

- *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.*

Formal requirements for participation:

- *None*

Recommended requirements for participation:

- *None*

Teaching and examination language:

- *German*

Teaching methods/course types:

- *Seminar*

ECTS awarding criteria:

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

Workload / Distribution of ECTS credits:

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

Modul grade:

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

Polyvalence with other degree programs/accessibility notes:

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

Remarks:

- *To be announced during tutoring.*

Introductory Seminar: Accounting and Auditing

Module title	Introductory Seminar: Accounting and Auditing
Module title German	Proseminar: Rechnungslegung und Wirtschaftsprüfung
Module number	82-021-PS06-H-0507
Level	Bachelor module
Course rotation	Every semester
Degree program hosting the module	Business Administration B.Sc.
Institutional anchoring	Ingolstadt School of Management
Subjects involved	Business Administration, Auditing and Management Accounting
Module Coordinator	Prof. Dr. Max Götsche
Credit Points (ECTS)	5 ECTS

Learning outcomes:

- *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.*

Contents and Topics:

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

Formal requirements for participation:

- *None*

Recommended requirements for participation:

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

Teaching and examination language:

- *English*

Teaching methods/course types:

- *Seminar*

ECTS awarding criteria:

- *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.*

Workload / Distribution of ECTS credits:

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

Modul grade:

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

Polyvalence with other degree programs/accessibility notes:

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

Remarks:

- *Literature in scientific work.*

Introductory Seminar: Supply Chain Management

Module title	Introductory Seminar: Supply Chain Management
Module title German	Proseminar: Supply Chain Management
Module number	82-021-PS07-H-0507
Level	Bachelor module
Course rotation	Summer Semester
Degree program hosting the module	Business Administration B.Sc.
Institutional anchoring	Ingolstadt School of Management
Subjects involved	ABWL, Supply Chain Management and Operations
Module Coordinator	Prof. Dr. Heinrich Kuhn
Credit Points (ECTS)	5 ECTS

Learning outcomes:

- *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.*

Contents and Topics:

- *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*

Formal requirements for participation:

- *None*

Recommended requirements for participation:

- *Basic knowledge in business administration*

Teaching and examination language:

- *German*

Teaching methods/course types:

- *Seminar*

ECTS awarding criteria:

- *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.*

Workload / Distribution of ECTS credits:

- *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*

Modul grade:

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

Polyvalence with other degree programs/accessibility notes:

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

Remarks:

- *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

Module title	Introductory Seminar: Business Ethics and Corporate Governance
Module title German	Proseminar: Unternehmensethik, insb. Corporate Governance
Module number	82-021-PS26-H-418
Level	Bachelor module
Course rotation	Summer Semester
Degree program hosting the module	Business Administration B.Sc.
Institutional anchoring	Ingolstadt School of Management
Subjects involved	Business Ethics and Corporate Governance
Module Coordinator	Prof. Dr. Kai Sandner
Credit Points (ECTS)	5 ECTS

Learning outcomes:

- *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.*

Contents and Topics: *Selected topics in the fields of:*

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

Formal requirements for participation:

- *None*

Recommended requirements for participation:

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

Teaching and examination language:

- *German*

Teaching methods/course types:

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

ECTS awarding criteria: *Performance record evaluated with at least „sufficient“:Portfolio*

Workload / Distribution of ECTS credits:

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

Modul grade:

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

Polyvalence with other degree programs/accessibility notes:

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

Remarks: -

Job-related assessment

Module title	Job-related assessment
Module title German	Eignungsdiagnostik
Module number	82-021-WP07-H-0817
Level	Bachelor module
Course rotation	Summer term
Degree program hosting the module	Business Administration B.Sc.
Institutional anchoring	Ingolstadt School of Management
Subjects involved	Psychological Assessment and Intervention
Module Coordinator	Prof. Dr. Katrin Rentzsch
Credit Points (ECTS)	5 ECTS

Learning outcomes:

- *Students master the basic concepts of psychological diagnostic.*
- *Students are familiar with fundamental methods in test theory and test construction*
- *Students know and critically analyze central methods in psychological diagnostic.*
- *Students have fundamental insights in the legal and ethical basis of aptitude assessment and reflect critically assessment practice*

Contents and Topics:

- *concepts of psychological assessment*
- *basics in test theory and test construction*
- *cognitive abilities*
- *methods in aptitude assessment*
- *prognostic validity of aptitude tests*
- *legal and ethical aspects of aptitude assessment*

Formal requirements for participation:

- *Personality and Profession (or equivalent study achievements).*

Recommended requirements for participation:

- *None*

Teaching and examination language:

- *German*

Teaching methods/course types:

- *Reading*
- *Lecture*
- *Discussion of scientific texts*

ECTS awarding criteria:

- *Performance record graded with at least „sufficient“: written exam or presentation or oral exam*

Workload / Distribution of ECTS credits:

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

Modul grade:

- *written exam or presentation or oral exam (100%)*

Polyvalence with other degree programs/accessibility notes:

- *Betriebswirtschaftslehre International B.Sc.*

Remarks: -

Justice Psychology and Conflicts

Module title	Justice Psychology and Conflicts
Module title German	Gerechtigkeitspsychologie und Konflikte
Module number	82-021-WP04-H-0817
Level	Bachelor module
Course rotation	Summer term
Degree program hosting the module	Business Administration B.Sc.
Institutional anchoring	Faculty of Philosophy and Education
Subjects involved	Social and Organizational Psychology
Module Coordinator	Prof. Dr. Elisabeth Kals
Credit Points (ECTS)	5 ECTS

Learning outcomes:

- *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*

Contents and Topics:

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

Formal requirements for participation:

- *None*

Recommended requirements for participation:

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

Teaching and examination language:

- *German*

Teaching methods/course types:

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

ECTS awarding criteria:

- *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*

Workload / Distribution of ECTS credits:

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

Modul grade:

- *Portfolio (100%)*

Polyvalence with other degree programs/accessibility notes:

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

Remarks:

- *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

Module title	Labour Economics
Module title German	Arbeitsmarktökonomik
Module number	82-021-AP03-H-0507
Level	Bachelor module
Course rotation	Summer term
Degree program hosting the module	Business Administration B.Sc.
Institutional anchoring	Ingolstadt School of Management
Subjects involved	Economic Ethics and Social Policy
Module Coordinator	Prof. Dr. Jörg Althammer
Credit Points (ECTS)	5 ECTS

Learning outcomes: *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.*

Contents and Topics:

- *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*

Formal requirements for participation:

- *None*

Recommended requirements for participation:

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

Teaching and examination language:

- *German*

Teaching methods/course types:

- *Lecture*

ECTS awarding criteria:

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

Workload / Distribution of ECTS credits:

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

Modul grade:

- *Exam (100%)*

Polyvalence with other degree programs/accessibility notes: -

Remarks: *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

Module title	Labour Law
Module title German	Arbeitsrecht
Module number	82-021-AP02-H-0507
Level	Bachelor module
Course rotation	Summer term
Degree program hosting the module	Business Administration B.Sc.
Institutional anchoring	Ingolstadt School of Management
Subjects involved	Civil Law, German and European Labour and Social Law
Module Coordinator	Prof. Dr. iur. Christian Heinrich
Credit Points (ECTS)	5 ECTS

Learning outcomes:

- *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.*

Contents and Topics:

- *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)*

Formal requirements for participation:

- *None*

Recommended requirements for participation:

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

Teaching and examination language:

- *German*

Teaching methods/course types:

- *Lecture*
- *Tutorial*

ECTS awarding criteria:

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

Workload / Distribution of ECTS credits:

- *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*

Modul grade:

- *Final exam (100%)*

Polyvalence with other degree programs/accessibility notes:

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

Remarks: *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”

Module title	Lecture Series “Sustainability in China”
Module title German	Ringvorlesung „Nachhaltigkeit in China” (AKII)
Module number	88-021-ETH30-H-0507
Level	Bachelor module/Master module
Course rotation	Summer Semester
Degree program hosting the module	Business Administration B.Sc.
Institutional anchoring	Ingolstadt School of Management
Subjects involved	Christian Social Ethics and Social Policy
Module Coordinator	Prof. Dr. André Habisch
Credit Points (ECTS)	5 ECTS

Learning outcomes:

- *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*

Contents and Topics:

- *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.*

Formal requirements for participation:

- *None*

Recommended requirements for participation:

- *None*

Teaching and examination language:

- *English*

Teaching methods/course types:

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

ECTS awarding criteria:

- *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.*

Workload / Distribution of ECTS credits:

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

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

Modul grade:

- Research papers (100%)

Polyvalence with other degree programs/accessibility notes:

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

Remarks:

- 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 Adauí, 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

Module title	Macroeconomics
Module title German	Makroökonomie
Module number	82-021-VWL07-H-0218
Level	Bachelor module
Course rotation	Summer Semester
Degree program hosting the module	Business Administration B.Sc.
Institutional anchoring	Ingolstadt School of Management
Subjects involved	Professor of Economics
Module Coordinator	Prof. Dr. Reinhard Weber
Credit Points (ECTS)	5 ECTS

Learning outcomes:

- *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*

Contents and Topics:

- *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*

Formal requirements for participation:

- *None*

Recommended requirements for participation:

- *Mathematics*
- *Foundations of Economics*

Teaching and examination language:

- *German*

Teaching methods/course types:

- *Lecture with examples*

ECTS awarding criteria:

- *Written exam at the end of semester*

Workload / Distribution of ECTS credits:

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

Modul grade:

- *Final exam (90 Minuten) 100%*

Polyvalence with other degree programs/accessibility notes:

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

Remarks:

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

Microeconomics

Module title	Microeconomics
Module title German	Mikroökonomie
Module number	82-021-VWL06-H-0218
Level	Bachelor module
Course rotation	Summer Semester
Degree program hosting the module	Business Administration B.Sc.
Institutional anchoring	Ingolstadt School of Management
Subjects involved	Economics, esp. Microeconomics
Module Coordinator	Prof. Dr. Alexander M. Danzer
Credit Points (ECTS)	5 ECTS

Learning outcomes:

- *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.*

Contents and Topics:

- *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*

Formal requirements for participation:

- *None*

Recommended requirements for participation:

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

Teaching and examination language:

- *German*

Teaching methods/course types:

- *Lectures*
- *Tutorials*

ECTS awarding criteria:

- *Written exam at the end of the term*

Workload / Distribution of ECTS credits:

- 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*

Modul grade:

- *Final exam (90 min) 100%*

Polyvalence with other degree programs/accessibility notes:

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

Remarks:

- *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

Module title	Monetary Policy
Module title German	Geldpolitik
Module number	82-021-FBK08-S-VL-0507.20161.001
Level	Bachelor module
Course rotation	Summer term
Degree program hosting the module	Business Administration B.Sc.
Institutional anchoring	Ingolstadt School of Management
Subjects involved	Professor in Economics
Module Coordinator	Prof. Dr. Reinhard Weber
Credit Points (ECTS)	5 ECTS

Learning outcomes:

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*

Contents and Topics:

- *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*

Formal requirements for participation:

- *None*

Recommended requirements for participation:

- *Macroeconomics*

Teaching and examination language:

- *German*

Teaching methods/course types:

- *Lecture*

ECTS awarding criteria:

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

Workload / Distribution of ECTS credits:

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

Modul grade:

- *Exam (100%)*

Polyvalence with other degree programs/accessibility notes:

- *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.*

Remarks: -

Operations Analytics

Module title	Operations Analytics
Module title German	Operations Analytics
Module number	82-021-SCM21-H-0218
Level	Bachelor module
Course rotation	Summer Semester
Degree program hosting the module	Business Administration B.Sc.
Institutional anchoring	Ingolstadt School of Management
Subjects involved	ABWL, Supply Chain Management & Operations
Module Coordinator	Prof. Dr. Heinrich Kuhn
Credit Points (ECTS)	5 ECTS

Learning outcomes:

- *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.*

Contents and Topics:

- *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*

Formal requirements for participation:

- *None*

Recommended requirements for participation:

- *Digital Systems und operations management*

Teaching and examination language:

- *German*

Teaching methods/course types:

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

ECTS awarding criteria:

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

Workload / Distribution of ECTS credits:

- *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*

Modul grade:

- *Final exam (100%)*

Polyvalence with other degree programs/accessibility notes:

- *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.*

Remarks: 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

Module title	Operations Management Case Studies
Module title German	Operations Management Projektstudium
Module number	82-021-SCM24-H-0507
Level	Bachelor module
Course rotation	Every Semester
Degree program hosting the module	Business Administration B.Sc.
Institutional anchoring	Ingolstadt School of Management
Subjects involved	ABWL, Supply Chain Management & Operations
Module Coordinator	Prof. Dr. Heinrich Kuhn
Credit Points (ECTS)	5 ECTS

Learning outcomes:

- *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.*

Contents and Topics:

- *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.*

Formal requirements for participation:

- *None*

Recommended requirements for participation:

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

Teaching and examination language:

- *German*

Teaching methods/course types:

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

ECTS awarding criteria:

- *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*

Workload / Distribution of ECTS credits:

- 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*

Modul grade:

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

Polyvalence with other degree programs/accessibility notes:

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

Remarks:

- *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*

Principles of Marketing Management

Module title	Principles of Marketing Management
Module title German	Grundlagen des Marketingmanagements
Module number	82-021-BWL10-H-0507
Level	Bachelor module
Course rotation	Summer Semester
Degree program hosting the module	Business Administration B.Sc.
Institutional anchoring	Ingolstadt School of Management
Subjects involved	Sales and Marketing, Service Management
Module Coordinator	Prof. Dr. Jens Hogreve
Credit Points (ECTS)	5 ECTS

Learning outcomes: *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.*

Contents and Topics:

- 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*

Formal requirements for participation:

- *None*

Recommended requirements for participation:

- *None*

Teaching and examination language:

- *German*

Teaching methods/course types:

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

ECTS awarding criteria:

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

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

Workload / Distribution of ECTS credits:

- *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*

Modul grade:

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

Polyvalence with other degree programs/accessibility notes:

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

Remarks:

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

Research Project Seminar

Module title	Research Project Seminar
Module title German	Forschungsprojektseminar
Module number	82-021-SCM18-H-0507
Level	Bachelor module
Course rotation	Every term
Degree program hosting the module	Business Administration B.Sc.
Institutional anchoring	Ingolstadt School of Management
Subjects involved	BA, Supply Chain Management and Operations
Module Coordinator	Prof. Dr. Heinrich Kuhn
Credit Points (ECTS)	10 ECTS

Learning outcomes:

- *The students support the current research work of the chair. They will learn how to*
 - *Transfer of research approaches and application of theoretical knowledge to practical problems*
 - *critically work on the corresponding literature and research approaches*
 - *phrase research issues*
 - *basics of project management by working on an practical project*
 - *methodically and systematically examine the research issues*
 - *the (formal) presentation and publishing the of the key results*
- *Therefore, we demand a high degree of involvement as well as a close cooperation with the assistant in charge as well as with project partners*

Contents and Topics:

- *Contents are changing according to the current research needs of the chair*
- *In that context, the module requires*
 - *the study of the relevant literature as well as getting acquainted with the research issue*
 - *the elaboration of an aspect of the problem under supervision of the assistant in charge*

Formal requirements for participation:

- *None*

Recommended requirements for participation:

- *Advanced process in the major Supply Chain Management or major Supply Chain & Information Management*
- *In order to assess personal suitability, there will be an entrance examination or a personal interview*

Teaching and examination language:

- *German*

Teaching methods/course types:

- *Study of literature and numerical experiments*
- *Field research*
- *Writing a scientific paper*
- *Presentation*

ECTS awarding criteria:

- *Performance record graded at least sufficient: Portfolio*
- *Emphasize is put on the written elaboration that documents the research issue as well as the results*
- *The presentation (30 minutes) will be considered for the grading and supports the process of mutual understanding. In particular, the presentation serves as instrument to communicate the research to external project partners*
- *Active participation and contribution is evaluated to guarantee the achievement of the competences*

Workload / Distribution of ECTS credits:

- *32 h = Study of literature and acquaintance of the research issue*
- *48 h = Seminar attendance time*

- 100 h = *Field research*
- 100 h = *Elaboration of the paper*
- 20 h = *Preparation of the presentation*
- 300 h = *Total workload*

Modul grade:

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

Polyvalence with other degree programs/accessibility notes:

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

Remarks:

Readings

- *Becker, Jörg; Kugeler, Martin; Rosemann, Michael (Hg.) (2012): Prozessmanagement. Ein Leit-faden zur prozessorientierten Organisationsgestaltung. 7. Aufl. Berlin: Springer Berlin.*
- *Flynn, Barbara B.; Sakakibara, Sadao; Schroeder, Roger G.; Bates, Kimberly A.; Flynn, E. Ja-mes (1990): Empirical research methods in operations management. In: Journal of Operations Management, Jg. 9, H. 2, S. 250–284.*
- *Law, A.; Kelton, D. W. (2000): Simulation Modeling and Analysis. 3. Aufl. New York: McGraw-Hill*
- *Popper, Karl R. (2005): Logik der Forschung. 11. Aufl., durchges. und erg. /. Tübingen: Mohr Siebeck.*

Retail Operations

Module title	Retail Operations
Module title German	Retail Operations
Module number	82-021-SCM26-H-0418
Level	Bachelor module
Course rotation	Summer Semester
Degree program hosting the module	Business Administration B.Sc.
Institutional anchoring	Ingolstadt School of Management
Subjects involved	ABWL, Supply Chain Management und Operations
Module Coordinator	Prof. Dr. Heinrich Kuhn
Credit Points (ECTS)	5 ECTS

Learning outcomes: *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*

Contents and Topics:

- *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*

Formal requirements for participation:

- *None*

Recommended requirements for participation:

- *Basic knowledge in operations management*

Teaching and examination language:

- *German*

Teaching methods/course types:

- *Lecture*
- *Tutorial*

ECTS awarding criteria:

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

Workload / Distribution of ECTS credits:

- *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*

Modul grade:

- *Final exam (100%)*

Polyvalence with other degree programs/accessibility notes:

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

Remarks:

- *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 Sustainable Finance

Module title	Seminar Sustainable Finance
Module title German	Seminar Sustainable Finance
Module number	82-021-FM07-H-0123
Level	Bachelor module
Course rotation	Summer term
Degree program hosting the module	BWL B.Sc
Institutional anchoring	Ingolstadt School of Management
Subjects involved	-
Module Coordinator	Prof. Dr. Thomas Mählmann
Credit Points (ECTS)	5 ECTS

Learning outcomes:

- *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*

Contents and Topics:

- *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*

Formal requirements for participation:

- *None*

Recommended requirements for participation:

- *None*

Teaching and examination language:

- *German/English*

Teaching methods/course types:

- *Seminar 2 SWS*

ECTS awarding criteria:

- *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.*

Workload / Distribution of ECTS credits:

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

Modul grade:

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

Polyvalence with other degree programs/accessibility notes:

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

Remarks:

- *Readings will be announced in class*

Service and Technology Marketing

Module title	Service and Technology Marketing
Module title German	Service and Technology Marketing
Module number	82-021-MD24-S-VLUE-0507
Level	Bachelor module
Course rotation	Summer Semester
Degree program hosting the module	Business Administration B.Sc.
Institutional anchoring	Ingolstadt School of Management
Subjects involved	ABWL und Service Management
Module Coordinator	Prof. Dr. Jens Hogleve
Credit Points (ECTS)	5 ECTS

Learning outcomes:

- *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

Contents and Topics:

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*

Formal requirements for participation:

- *None*

Recommended requirements for participation:

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

Teaching and examination language:

- *English*

Teaching methods/course types:

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

ECTS awarding criteria:

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

Workload / Distribution of ECTS credits:

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

Modul grade:

- *Final exam (100%)*

Polyvalence with other degree programs/accessibility notes:

- *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.*

Remarks:

- *None*

Software Development: Programming

Module title	Software Development: Programming
Module title German	Software Development: Programming
Module number	82-021-IFM02-H-0507
Level	Bachelor module
Course rotation	Summer Semester
Degree program hosting the module	Business Administration B.Sc.
Institutional anchoring	Ingolstadt School of Management
Subjects involved	BA and Business Informatics
Module Coordinator	Prof. Dr. Thomas Setzer
Credit Points (ECTS)	5 ECTS

Learning outcomes:

- *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.*

Contents and Topics: *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.

Formal requirements for participation:

- *None*

Recommended requirements for participation:

- *None*

Teaching and examination language:

- *English*

Teaching methods/course types:

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

ECTS awarding criteria:

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

Workload / Distribution of ECTS credits:

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

Modul grade:

- *Written exam (100%)*

Polyvalence with other degree programs/accessibility notes:

- *International Business Administration B.Sc.*

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

Remarks:

- *To be announced in class*

Social Policy

Module title	Social Policy
Module title German	Sozialpolitik
Module number	82-021-AC16-H-0507
Level	Bachelor module
Course rotation	Summer Semester
Degree program hosting the module	Business Administration B.Sc.
Institutional anchoring	Ingolstadt School of Management
Subjects involved	Economic and Business ethics
Module Coordinator	Prof. Dr. Jörg Althammer
Credit Points (ECTS)	5 ECTS

Learning outcomes:

- *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.*

Contents and Topics:

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*

Formal requirements for participation:

- *None*

Recommended requirements for participation:

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

Teaching and examination language:

- *German*

Teaching methods/course types:

- *Lecture*

ECTS awarding criteria:

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

Workload / Distribution of ECTS credits:

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

Modul grade:

- *Written exam (100%)*

Polyvalence with other degree programs/accessibility notes:

- *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*

Remarks: -

Sustainable Entrepreneurship

Module title	Sustainable Entrepreneurship
Module title German	Sustainable Entrepreneurship
Module number	82-021-MD10-H-0507
Level	Bachelor module
Course rotation	Summer term
Degree program hosting the module	Business Administration B.Sc.
Institutional anchoring	Ingolstadt School of Management
Subjects involved	Tourism/ Center for Entrepreneurship
Module Coordinator	Prof. Dr. Harald Pechlaner
Credit Points (ECTS)	5 ECTS

Learning outcomes:

- *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*

Contents and Topics:

- *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*

Formal requirements for participation:

- *None*

Recommended requirements for participation:

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

Teaching and examination language:

- *German*

Teaching methods/course types:

- *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*

ECTS awarding criteria:

- *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*

Workload / Distribution of ECTS credits:

- 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*

Modul grade:

- *Final exam (100%)*

Polyvalence with other degree programs/accessibility notes:

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

Remarks: -

Sustainability @ leading companies

Module title	Sustainability @ leading companies
Module title German	Sustainability @ leading companies
Module number	82-021-AC13-H-0507
Level	Bachelor module
Course rotation	Summer Semester
Degree program hosting the module	Business Administration B.Sc.
Institutional anchoring	Ingolstadt School of Management
Subjects involved	ABWL, Controlling und Auditing
Module Coordinator	Prof. Dr. Max Götsche
Credit Points (ECTS)	5 ECTS

Learning outcomes:

- *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*

Contents and Topics:

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*

Formal requirements for participation:

- *None*

Recommended requirements for participation:

- *None*

Teaching and examination language:

- *English*

Teaching methods/course types:

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

ECTS awarding criteria: *Performance record evaluated with at least sufficient: Portfolio*

Workload / Distribution of ECTS credits:

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

Modul grade:

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

Polyvalence with other degree programs/accessibility notes:

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

Remarks:

- *Participation limit: 30*

Tax Accounts and Choice of Legal Forms

Module title	Tax Accounts and Choice of Legal Forms
Module title German	Steuerbilanzen und Rechtsformwahl
Module number	82-021-TA03-H-0507
Level	Bachelor module
Course rotation	Summer term
Degree program hosting the module	Business Administration B.Sc.
Institutional anchoring	Ingolstadt School of Management
Subjects involved	ABWL and Business Taxation
Module Coordinator	Prof. Dr. Reinald Koch
Credit Points (ECTS)	5 ECTS

Learning outcomes:

- *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.*

Contents and Topics:

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

Formal requirements for participation:

- *None*

Recommended requirements for participation:

- *Company Taxation*

Teaching and examination language:

- *German*

Teaching methods/course types:

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

ECTS awarding criteria:

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

Workload / Distribution of ECTS credits:

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

Modul grade:

- *Assessment*

Polyvalence with other degree programs/accessibility notes:

- *None*

Remarks:

- *None*

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

Module title	The Science of Happiness: A Multi-Disciplinary and Multi-Cultural Approach to Happiness and Well-being
Module title German	The Science of Happiness: A Multi-Disciplinary and Multi-Cultural Approach to Happiness and Well-being
Module number	82-021-WM07-H-0121
Level	Bachelor module
Course rotation	Summer term
Degree program hosting the module	Business Administration B.Sc.
Institutional anchoring	Ingolstadt School of Management
Subjects involved	Innovation and Creativity
Module Coordinator	Prof. Dr. Shashi Matta
Credit Points (ECTS)	5 ECTS

Learning outcomes: *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.

Contents and Topics: *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*

Formal requirements for participation:

- *None*

Recommended requirements for participation:

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

Teaching and examination language:

- *English*

Teaching methods/course types:

- *Lecture*
- *Tutorial*

ECTS awarding criteria:

- *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*

Workload / Distribution of ECTS credits:

- *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*

Modul grade:

- *Portfolio (100%)*

Polyvalence with other degree programs/accessibility notes:

- *Studium.Pro*

Remarks: *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 Prosociality 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

Module title	Business Fiction
Module title German	Business Fiction
Module number	82-021-KUG01-H-0507
Level	Bachelormodul
Course rotation	Every Semester
Degree program hosting the module	Business Administration B.Sc.
Institutional anchoring	Ingolstadt School of Management
Subjects involved	Center for Business Languages
Module Coordinator	Lawrence Diederich
Credit Points (ECTS)	5 ECTS

Learning outcomes: *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*

Contents and Topics: *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)*

Formal requirements for participation:

- *None*

Recommended requirements for participation:

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

Teaching and examination language:

- *Englisch*

Teaching methods/course types:

- *Interactive*

ECTS awarding criteria:

- *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.*

Workload / Distribution of ECTS credits:

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

Modul grade:

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

Polyvalence with other degree programs/accessibility notes:

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

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

Current Business Topics

Module title	Current Business Topics
Module title German	Current Business Topics
Module number	82-021-KUG03-H-0507
Level	Bachelor module
Course rotation	Every Semester
Degree program hosting the module	Business Administration B.Sc.
Institutional anchoring	Ingolstadt School of Management
Subjects involved	Center for Business Languages
Module Coordinator	Lawrence Diederich
Credit Points (ECTS)	5 ECTS

Learning outcomes: *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*

Contents and Topics: *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*

Formal requirements for participation:

- *None*

Recommended requirements for participation:

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

Teaching and examination language:

- *Englisch*

Teaching methods/course types:

- *Interactive*

ECTS awarding criteria: *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.

Workload / Distribution of ECTS credits:

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

Modul grade:

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

Polyvalence with other degree programs/accessibility notes:

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

Remarks: *To be announced in class*

Latin American Cultures and Societies

Module title	Latin American Cultures and Societies
Module title German	Kulturen und Gesellschaften Lateinamerikas
Module number	82-021-KUG17-H-0119
Level	Bachelormodul
Course rotation	Summer Semester
Degree program hosting the module	Business Administration B.Sc.
Institutional anchoring	Ingolstadt School of Management
Subjects involved	Center for Business Languages
Module Coordinator	Lawrence Diederich
Credit Points (ECTS)	5 ECTS

Learning outcomes:

- *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*

Contents and Topics:

- *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*

Formal requirements for participation:

- *None*

Recommended requirements for participation:

- *None*

Teaching and examination language:

- *English, German, Spanish*

Teaching methods/course types:

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

ECTS awarding criteria:

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

Workload / Distribution of ECTS credits:

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

Modul grade:

- *Exam 100%*

Polyvalence with other degree programs/accessibility notes:

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

Remarks: *Literature is provided in the opening session*

Current Business Topics in French

Module title	Current Business Topics in French
Module title German	Thèmes économiques actuels
Module number	82-021-WM01-H-0816
Level	Bachelor module
Course rotation	Summer Semester
Degree program hosting the module	Business Administration B.Sc.
Institutional anchoring	Ingolstadt School of Management
Subjects involved	Center for Business Languages
Module Coordinator	Lawrence Diederich
Credit Points (ECTS)	5 ECTS

Learning outcomes:

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*

Contents and Topics:

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

Formal requirements for participation:

- *None*

Recommended requirements for participation:

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

Teaching and examination language:

- *French*

Teaching methods/course types:

- *Interactive*

ECTS awarding criteria: *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.

Workload / Distribution of ECTS credits:

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

Modul grade:

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

Polyvalence with other degree programs/accessibility notes:

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

Remarks:

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

Business Chinese I

Module title	Business Chinese I
Module title German	Wirtschaftschinesisch I
Module number	82-021-WSprachen09-H-0507
Level	Bachelor module
Course rotation	vorlesungsfreie Zeit & Sommer
Degree program hosting the module	Business Administration B.Sc.
Institutional anchoring	Ingolstadt School of Management
Subjects involved	Center for Business Languages
Module Coordinator	Lawrence Diederich
Credit Points (ECTS)	5 ECTS

Learning outcomes: *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*

Contents and Topics: *Training of the four skills:*

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

Formal requirements for participation:

- *None*

Recommended requirements for participation:

- *None*

Teaching and examination language:

- *German*

Teaching methods/course types:

- *Interactive*

ECTS awarding criteria: *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.

Workload / Distribution of ECTS credits:

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

Modul grade:

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

Polyvalence with other degree programs/accessibility notes:

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

Remarks: *Participation limit: 15*

Business German II

Module title	Business German II
Module title German	Wirtschaftsdeutsch II
Module number	82-021-WSprachen08-H-0507
Level	Bachelor module
Course rotation	Summer Semester
Degree program hosting the module	Business Administration B.Sc.
Institutional anchoring	Ingolstadt School of Management
Subjects involved	Center for Business Languages
Module Coordinator	Lawrence Diederich
Credit Points (ECTS)	5

Learning outcomes:

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*

Contents and Topics:

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

Formal requirements for participation:

- *Business German I*

Recommended requirements for participation:

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

Teaching and examination language:

- *German*

Teaching methods/course types:

- *Interactive*

ECTS awarding criteria:

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.

Workload / Distribution of ECTS credits:

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

Modul grade:

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

Polyvalence with other degree programs/accessibility notes:

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

Remarks: *Participation limit: 20*

Business English II

Module title	Business English II
Module title German	Wirtschaftsenglisch II
Module number	82-021-WSprachen02-H-0507
Level	Bachelor module
Course rotation	Summer Semester
Degree program hosting the module	Business Administration B.Sc.
Institutional anchoring	Ingolstadt School of Management
Subjects involved	Center for Business Languages
Module Coordinator	Lawrence Diederich
Credit Points (ECTS)	5 ECTS

Learning outcomes:

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*

Contents and Topics:

- *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*

Formal requirements for participation:

- *Business English I*

Recommended requirements for participation:

- *None*

Teaching and examination language:

- *English*

Teaching methods/course types:

- *Interactive*

ECTS awarding criteria:

- *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.*

Workload / Distribution of ECTS credits:

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

Modul grade:

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

Polyvalence with other degree programs/accessibility notes:

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

Remarks:

- *Participation limit 20*

Business French II

Module title	Business French II
Module title German	Wirtschaftsfranzösisch II
Module number	82-021-WSprachen04-H-0507
Level	Bachelor module
Course rotation	Summer Semester
Degree program hosting the module	Business Administration B.Sc.
Institutional anchoring	Ingolstadt School of Management
Subjects involved	Center for Business Languages
Module Coordinator	Lawrence Diederich
Credit Points (ECTS)	5

Learning outcomes:

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*

Contents and Topics:

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

Formal requirements for participation:

- *None*

Recommended requirements for participation:

- *Business French I*

Teaching and examination language:

- *French*

Teaching methods/course types:

- *Interactive*

ECTS awarding criteria: *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.

Workload / Distribution of ECTS credits:

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

Modul grade:

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

Polyvalence with other degree programs/accessibility notes:

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

Remarks: *Participation limit: 15*

Business Spanish II

Module title	Business Spanish II
Module title German	Wirtschaftsspanisch II
Module number	82-021-WSprachen06-H-0507
Level	Bachelor module
Course rotation	Summer Semester
Degree program hosting the module	Business Administration B.Sc.
Institutional anchoring	Ingolstadt School of Management
Subjects involved	Center for Business Languages
Module Coordinator	Lawrence Diederich
Credit Points (ECTS)	5 ECTS

Learning outcomes:

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*

Contents and Topics:

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

Formal requirements for participation:

- *Business Spanish I*

Recommended requirements for participation:

- *None*

Teaching and examination language:

- *Spanish*

Teaching methods/course types:

- *Interactive*

ECTS awarding criteria:

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.

Workload / Distribution of ECTS credits:

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

Modul grade:

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

Polyvalence with other degree programs/accessibility notes:

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

Remarks:

- *Participation limit: 15*