



JACOBS
UNIVERSITY



Study Program Handbook

Global Economics and Management

Bachelor of Arts

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1 The Global Economics and Management (GEM) Study Program

1.1 Concept

A multitude of political, social and cultural forces drive economic decisions in our globalized world. To understand these forces, students need to learn about the many challenges faced by today's firms and economies. These include resource depletion, financial crises, ethical questions and social exclusion. The program Global Economics and Management views the classic studies of business administration and economics within a global context and combines them with knowledge from related fields. Students can choose a specialization (first year) or a minor (first year and second year) from the social sciences or engineering in fields such as international relations (international political economy), integrated social sciences, psychology, international business administration, earth and environmental sciences, industrial engineering and management, and computer science.

1.2 Specific Advantages of the Global Economics and Management Program at Jacobs University

Traditionally, students focus in their studies either on economics or on business administration. The BA Global Economics and Management provides students with the opportunity to look at both, the economic challenges within individual firms as well as the economic challenges faced by entire countries, world regions and the global economy. In most professions both perspectives are needed. Managers will not be successful if they focus only on the activities within their firms, and not on the greater economic environment in which they operate. National and international governmental institutions will not be able to develop successful economic policies for citizens and societies unless they have a thorough understanding of the firms' internal dynamics.

A third aspect of the program is that it develops - together with students from more than 100 countries - an understanding that economic decisions are made quite differently in different parts of the world. While many management and economics textbooks suggest that economic decisions are made the same way anywhere in the world, GEM students come to appreciate that political, social, cultural, and technological framework conditions have a decisive influence on economic outcomes on all seven continents of the world.

1.3 Program-Specific Qualification Aims

- Students will be qualified to work in a variety of fields related to economics and management, such as private business, government, international organizations, business associations, the media, and non-profit organizations.
- Students will be prepared to apply to a variety of graduate programs in the social sciences at leading universities, including management and economics programs.

- Students will gain the skills to reason in economics and management in their theoretical, empirical, societal and political dimensions.
- Students will be able to apply economic theories to issues of wide public concern such as economic growth and progress, characteristics and dynamics of capitalist systems, economic globalization, public policy and global governance, entrepreneurship, research and development, economic crises, inequality and social inclusion, resource scarcity and environmental challenges.
- Students will understand the relationship of management decisions in firms to economic policy decisions on the state and international levels and the concerns of civil society.
- Students will be familiar with business environments and know how to work in these environments as individuals, team members, and team leaders.
- Students will acquire social and intercultural competencies to work successfully in diverse international teams. They understand differences in national and regional perceptions of and approaches to economic reasoning.

1.4 The Jacobs University Employability and Personal Development Concept

Jacobs University's educational concept aims at fostering employability which refers to skills, capacities, and competencies which transcend disciplinary knowledge and allow graduates to quickly adapt to professional contexts. Jacobs University defines employability as encompassing not just technical skills and understanding but also personal attributes and qualities enabling students to become responsible members of their professional and academic fields as well as of the societies they live in.

Graduates of JU will be equipped with the ability to find employment and to pursue a successful professional career, which means that

- graduates possess the ability to acquire knowledge rapidly, to assess information and to evaluate new concepts critically;
- graduates have communicative competences which allow them to present themselves and their ideas and to negotiate successfully;
- graduates are familiar with business-related processes and management skills and are able to manage projects efficiently and independently.

Graduates of JU will also be equipped with a foundation to become globally responsible citizens, which includes the following attributes and qualities:

- graduates have gained intercultural competence; they are aware of intercultural differences and possess skills to deal with intercultural challenges; they are familiar with the concept of tolerance;
- graduates can apply problem-solving skills in negotiating and mediating between different points of view;
- graduates can rely on basic civic knowledge and have an understanding for ethical reasoning; students are familiar with the requirements for taking on responsibility.

1.5 Career Options

Graduates who complete the three-year BA program will be in an excellent position to seek careers in private business, government, international organizations, business associations, the media, and non-profit organizations. Due to their experience working and living with students from more than 100 countries on Jacobs University's international campus, graduates will be well-prepared to take on responsibility in intercultural work environments.

The Jacobs Career Services Center offers students, amongst others, an exclusive internship program, individual career counseling, professional skills seminars, an online job portal, and employer networking during on-campus recruiting events.

The excellent track record that Jacobs University has with leading institutions of higher education puts Jacobs students in an excellent position to apply to highly ranked graduate programs around the world.

1.6 More Information and Contact

For more information please contact the study program coordinator:

Dr. Welf Werner
Professor of International Economics
Email: w.werner@jacobs-university.de
Telephone: +49 421 200-3484

or visit our program website: <http://ba-gem.user.jacobs-university.de/>

2 The Curricular Structure

2.1 General

The undergraduate education at Jacobs University equips students with the key qualifications necessary for a successful academic, as well as professional career. By combining disciplinary depth and transdisciplinary breadth, supplemented by skills education and extracurricular elements, students are prepared to be responsible and successful citizens within the societies they work and live in.

The curricular structure provides multiple elements enhancing employability, transdisciplinarity, and internationality. The unique Jacobs Track, offered across all study programs, provides a broad range of tailor-made courses designed to foster career competencies. These include courses which promote communication, technology, business, (German) language, and management skills. The World Track, included in the third year of study, provides extended company internships or study abroad options. Thus students gain training on the job and intercultural experiences. All undergraduate programs at Jacobs University are based on a coherently modularized structure, which provides students with a broad and flexible choice of study plans to meet their major as well as minor study interests.

The policies and procedures regulating undergraduate study programs at Jacobs University in general can be found on the website.

2.2 The Jacobs University 3C-Model

Jacobs University offers study programs according to the regulations of the European Higher Education Area. All study programs are structured along the European Credit Transfer System (ECTS), which facilitates credit transfer between academic institutions. The three-year undergraduate program involves six semesters of study with a total of 180 ECTS credits. The curricular structure follows an innovative and student-centered modularization scheme - the 3C-Model - which groups the disciplinary content of the three study years according to overarching themes:

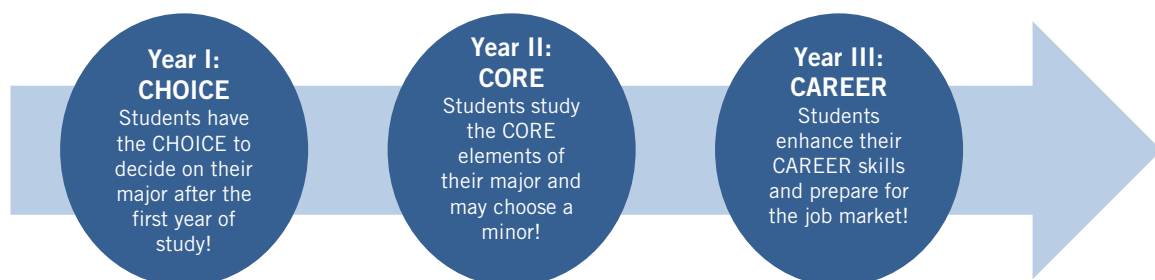


Figure 1: The Jacobs University 3C-Model

2.2.1 YEAR 1 - CHOICE

The first study year is characterized by a broad offer in disciplinary and interdisciplinary education. Students select three CHOICE modules from a variety of study programs. As a unique asset, our curricula allow students to select their study program freely from among the three selected CHOICE modules during their first year of study.

2.2.2 YEAR 2 - CORE

In the second year, students take three in-depth, discipline-specific CORE modules. One CORE module can also be taken from a second, complementary discipline, which allows students to incorporate a minor study track into their undergraduate education. Students will generally qualify for a minor if they have successfully taken at least one CHOICE module and one CORE module in a second field, and this extra qualification will be highlighted in the transcript.

2.2.3 YEAR 3 - CAREER

During their third year, students must decide on their career after graduation. In order to facilitate this decision, the fifth semester introduces two separate tracks. By default students are registered for the World Track.

1. The World Track

In this track there are two mandatory elective options:

- **Internship**

The internship program is a core element of Jacobs University's employability approach. It includes a mandatory semester-long internship off-campus (minimum 16 weeks in full-time) which provides insight into the labor market as well as practical work experience related to the respective area of study. Successful internships may initiate career opportunities for students. For more information, please contact the Career Services Center (<http://www.jacobs-university.de/career-services/contact>).

- **Study Abroad**

Students can take the opportunity to study abroad at one of our partner universities. Courses recognized as study abroad credits need to be pre-approved according to the Jacobs University study abroad procedures and carry minimum of 20 ECTS credits in total. Several exchange programs allow you to be directly enrolled at prestigious partner institutions worldwide. Jacobs University's participation in Erasmus+, the European Union's exchange program, provides an exchange semester at a number of European universities including Erasmus study abroad funding.

For more information, please contact the International Office (<http://intoffice.user.jacobs-university.de/outgoing/>).

2. The Campus Track

Alternatively, students may also opt to follow the Campus Track by continuing their undergraduate education at Jacobs, namely by selecting an additional CORE module during their third year and redistributing the remaining courses and modules across the

third year. This opportunity can be used by students to more intensively focus on their major or to fulfill the minor requirements for a second field of interest.

In the sixth semester, all students select from a range of specialization courses within their study program and concentrate on their Bachelor thesis in the context of a Project/Thesis Module.

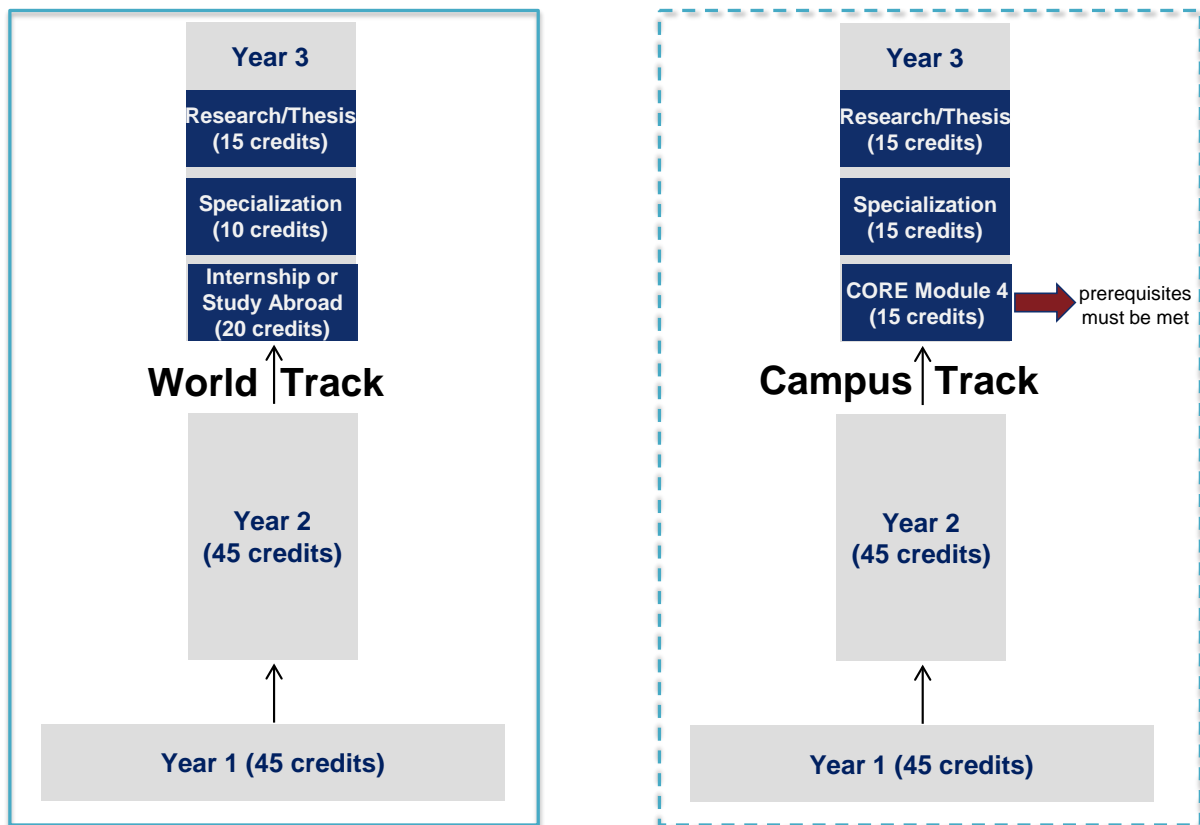


Figure 2: World Track versus Campus Track

Career Skills

Throughout their studies all students attend a mandatory set of career skills courses and events.

The mandatory Career Skills module prepares all undergraduate students at Jacobs University for the transition from student life to working life as well as for their future career. Skills, knowledge and information which are fundamental for participation in an internship or a semester abroad will be conveyed concurrently. Essential components of the module include information sessions, compulsory seminars on various career-relevant topics as well as participation in the annual Jacobs Career Fair.

The successful completion of the Career Skills Module and the encompassed single seminars are graded with Pass/Fail for all students. ECTS credits are not awarded. All undergraduate students will be automatically registered for the Career Skills Module. However, every student has to keep track of his/her individual fulfillment of requirements and has to register on Campusnet for all seminars and sessions during the official registration period at the beginning of each semester. An overview of the sequence in which components should be completed is shown in the table below:

CAREER SKILLS MODULE

SEMESTER	1	2	3	4	5	6
MANDATORY BASICS	CSC-INFO Session: "CSC Services" CA01-990000		CSC-INFO Session: "World Track" CA01-990014			
MANDATORY SEMINARS	Both seminars have to be attended in your first or second semester: CSC-APPLICATION TRAINING CA01-990001 CSC-RESEARCHING & CONTACTING EMPLOYERS CA01-990004					
MANDATORY ELECTIVE SEMINARS (seminar program subject to availability)			Attend 2 out of several career skills seminars and workshops. i.e. ▪ Business Etiquette ▪ Presentation Skills ▪ Communication Skills ▪ Grad School Application Training ▪ Self-Management ▪ Time-Management ▪ Decision Making ▪ Preparing for an Interview ▪ Introduction to Project Management			
OTHER MANDATORY COMPONENTS				CSC-JACOBS CAREER FAIR in February, on campus CA01-990003	INTERNSHIP or STUDY ABROAD or CAMPUS TRACK	INTERNSHIP & STUDY ABROAD EVENT Online CSC-CAREER SURVEY CA01-990002

Figure 3: The Career Skills Module

2.3 The Jacobs Track

The Jacobs Track, another stand-alone feature of Jacobs University, runs parallel to the disciplinary CHOICE, CORE, and CAREER modules across all study years and is an integral part of all study programs. It reflects our commitment to an in-depth methodological education, it fosters our transdisciplinary approach, it enhances employability, and equips students with extra skills desirable in your general field of study. Additionally, it integrates essential language courses.

Mathematics, statistics, and other methods courses are offered to all students within a comprehensive Methods Module. This module provides students with general foundations and transferable techniques which are invaluable to follow the study content not only in the study program itself but also in related fields.

The Skills Module equips students with general academic skills which are indispensable for their chosen area of study. These could be, for example, programming, data handling, presentation skills, and academic writing, scientific and experimental skills.

The transdisciplinary Triangle Module offers courses with a focus on at least one of the areas of business, technology and innovation, and societal context. The offerings comprise essential knowledge of these fields for students from other majors as well as problem-based courses that tackle global challenges from different disciplinary backgrounds. Working together with students from different disciplines and cultural backgrounds in these courses broadens the students horizon by crossing the boundaries of traditional disciplines.

Foreign languages are integrated within the Language Module. Communicative skills and foreign language competence foster students intercultural awareness and enhance their employability in a globalized and interconnected world. Jacobs University supports its students in acquiring and improving these skills by offering a variety of language courses at all proficiency levels. Emphasis is put on fostering German language skills, as they are an important prerequisite for students to learn about, explore, and eventually integrate into their host country. Hence, acquiring 10 ECTS credits in German is a requirement for all students. Students who meet the requirements of the German proficiency level (e.g. native speakers) are required to select courses in any other language program offered.

2.4 Modularization of the Global Economics and Management Program

2.4.1 Content

Year 1

Take two mandatory modules listed below and select one further CHOICE module from a different study area.

General Economics (CH13-GenEcon)

This module introduces the workings of economies, progressing from individual to national markets. The decisions that firms, workers and consumers make are examined in Microeco-

nomics. Macroeconomics addresses the whole economy of a country in terms of the goal of stable and sustainable economic growth. A key question in both, Microeconomics and Macroeconomics, is when, how and why governments may want to intervene in markets in order to deliver satisfactory outcomes for society as a whole, while balancing the contradicting interests of various societal stakeholders. Two seminars with 2.5 credits each have an emphasis on specific examples of such economic policy controversies and conflicts.

General Management (CH12-GenMan)

The module General Management provides the foundation for the basic domains of business practices and management tools in the international context in which modern businesses increasingly interact with their various stakeholders. The module consists of three courses: Introduction to International Business, Entrepreneurship and Innovation, and International Financial Accounting. International Business provides the foundation for the basic domains of business (accounting, economics, finance, management, marketing and production). It builds the base for all other management and business courses. Entrepreneurship and Innovation deals with firm-internal processes and methods to start and run a business. International Financial Accounting explains the applications of international accounting standards. Special emphasis is placed on managing international entrepreneurship with respect to how accounting applies to global strategies and the key accounting issues that influence multinational decision making.

Year 2

Take all three modules or replace one with a CORE module from a different study program.

Economic Policy Challenges (CO33-EconPolicy)

The world's economic policy challenges are many-faceted. In this module students learn about critical challenges in two different fields. The course Development Economics focusses not only on the economic policy issues faced by large parts of the world population living in developing countries but also seeks to evaluate the consequences of these challenges for industrialized countries. The course Environmental and Resource Economics is devoted to the overarching question of environmental and resource security, which concerns all country groups. The third course, Innovation Economics, helps students to understand the vital role that research and development plays in solving a broad range of challenges in firms, industries, and national economies.

Economic Institutions and Organization (CO34-EconInstOrg)

This module gives an overview of the many ways in which value creation can be organized in economic institutions on international, national and sub-national levels. The course Comparing Economic Systems introduces the many different forms of market capitalism and their different performances. The course International Economics does not only show how international trade, capital movements and labor migration help to maximize welfare in a liberal world order, but in some instances also lead to significant welfare losses, as for example in the case of international financial crises. Since value creation happens not only in profit-oriented firms but to a large extent also in non-profit organizations, international organizations, and governmental organizations, this module also focusses in a third course on Public Management and Public Policy. All these fields open a view on the importance of political decisions and determinants for economic value creation.

Managing Diversity (CO32-ManDivers)

The Module Diversity Management addresses the opportunities and challenges that the diversity of human needs and resources poses for modern enterprises, especially international and internationalizing companies. Inside the firm, Leadership and Human Resource Management need to build on the latest evidence in Organizational Behavior and Cross-Cultural Management in order to motivate and monitor a diverse workforce successfully and responsibly. Outside the firm, Marketing practices must reflect the differentiated needs of customers and business partners for creating unique offerings tailored to specific segments in dynamic, globalized markets. The module provides a holistic view of how companies manage diversity to create value for firms stakeholders.

Some CORE Modules require students to have taken a specific CHOICE Module. Please see the Module Handbook for details regarding pre-requisites.

Year 3

In the 3rd year students follow the World Track by default:

1. World Track

5th Semester

- Internship / study abroad

6th Semester

- Global Economics and Management Project / Thesis Module
- Program-specific Specialization Module Exemplary course offering:
 - Public Finance in Times of Crisis
 - Economic Cycles and Crises
 - Innovation Economics
 - Global Catastrophes and International Risk Management
 - Big Data for Business and Economics
 - Energy and Environmental Policies
 - Sustainable Management and Policy
 - International Organizations
 - International Political Economy
 - Global Communication
 - The economic impacts of Germany's "Energiewende"

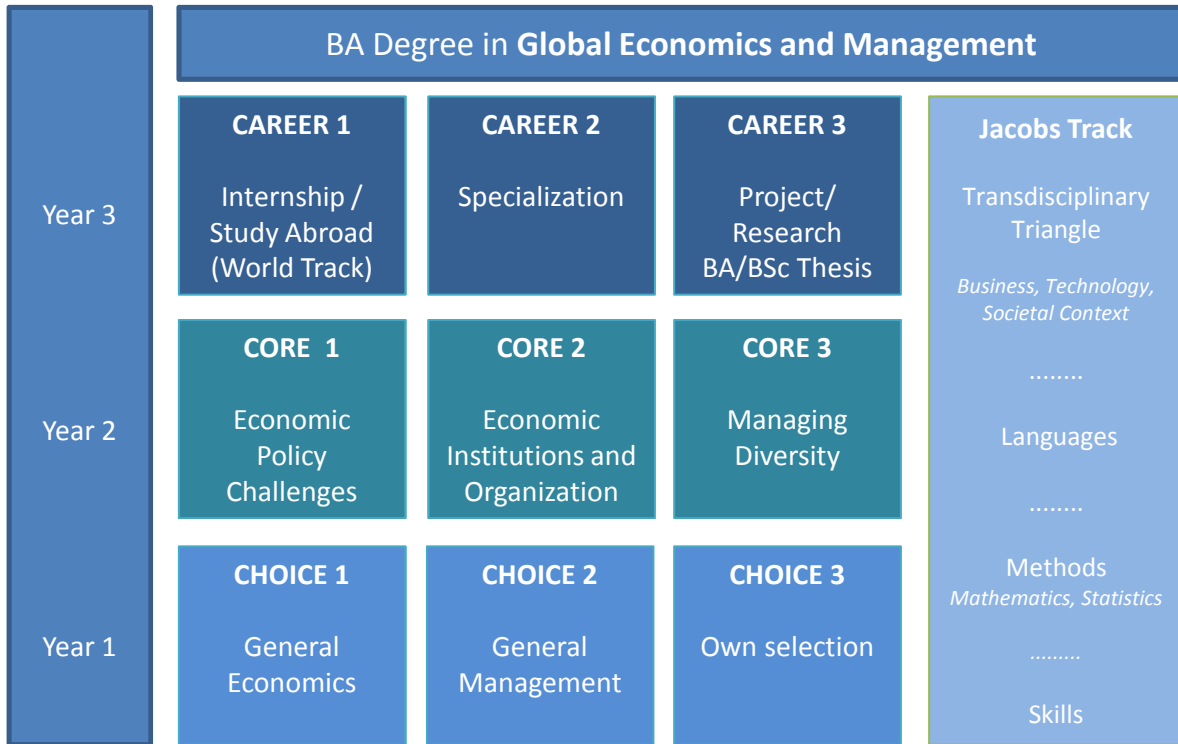
2. Campus Track

Students who do not enter the World Track follow the Campus Track.

5th and 6th Semester

- Program-specific Project / Thesis Module
- Program-specific Specialization Module
(please see World Track for exemplary course offering)
- Additional CORE Module

2.4.2 Structure



YEAR 1 Take three CHOICE modules, one free selection
YEAR 2 Take three CORE modules, one CORE module can be substituted by a CORE module from a second study program to pursue a minor
YEAR 3 Alternatively Campus Track with a 4th CORE module instead of internship/study abroad module

Figure 4: Global Economics and Management Module Structure

3 Appendix 1a/1b: Mandatory Course Plans for World Track and Campus Track

Jacobs University Bremen reserves the right to substitute courses by replacements and/or reduce the number of mandatory/mandatory elective courses offered.

4 Appendix 2: Course Data for Program-Specific CHOICE and CORE Courses

All course data stated in the appendix is based on the previous study year and subject to change.

Appendix 1a - Mandatory Course Plan for World Track

Global Economics and Management – World Track									
Matriculation Fall 2016									
Program-Specific Modules					Jacobs Track Modules (General Education)				
Type	Status ¹	Semester	Credits		Type	Status ¹	Semester	Credits	
Year 1 - CHOICE				45					20
<i>Take the two mandatory CHOICE modules listed below, these are a requirement for the GEM program.</i>									
CH13-GenEcon	Module: General Economics			m				15	
CH13-032101	Microeconomics	Lecture	m	1	5				
CH13-032103	Economic Policy Issues I	Seminar	m	1	2,5				
CH13-032102	Macroeconomics	Lecture	m	2	5				
CH13-032104	Economic Policy Issues II	Seminar	m	2	2,5				
CH12-GenMan	Module: General Management			m				15	
CH12-032201	Introduction to International Business	Seminar	m	1	5				
CH12-930113	Entrepreneurship and Innovation I	Seminar	m	1	2,5				
CH12-930103	Financial Accounting	Seminar	m	2	5				
CH12-930123	Entrepreneurship and Innovation II	Seminar	m	2	2,5				
	Module: CHOICE (own selection)			e	1/2			15	
<i>Students take one further CHOICE module from those offered for all other study programs. ²</i>									
Year 2 - CORE				45					20
<i>Take all three modules or replace one with a CORE module from a different study program. ²</i>									
CO33-EconPolicy	Module: Economic Policy Challenges			me				15	
CO33-930112	Development Economics	Seminar	m	3	5				
CO33-040122	Environmental and Resource Economics	Seminar	m	4	5				
CO33-930202	Innovation Economics	Seminar	m	4	5				
CO34-EconInstOrg	Module: Economic Institutions and Organization			me				15	
CO34-930203	Comparing Economic Systems	Seminar	m	3	5				
CO34-920301	International Economics	Seminar	m	3	5				
CO34-970202	Public Management and Public Policy	Seminar	m	4	5				
CO32-ManDivers	Module: Managing Diversity			me				15	
CO32-930352	Marketing	Seminar	m	3	5				
CO32-930231	Organizational Behavior and Human Resource Management	Seminar	m	4	5				
CO32-930232	Diversity and Cross-Cultural Management	Seminar	m	4	5				
Year 3 - CAREER				45					5
CA02 / CA03	Module: Internship / Study Abroad			m	5			20	
CA01-CarSkills	Module: Career Skills								
CA13-GEM	Module: Project/Thesis GEM			m				15	
CA13-930303	Project GEM	m	m	6	5				
CA13-930304	Thesis GEM	m	m	6	10				
CA-S-GEM	Module: Specialization Area GEM			m				10	
	Take four specialization courses (2,5 ECTS each) ²			me	5/6			10	
Total ECTS									180

¹ Status (m = mandatory, e = elective, me = mandatory elective)

² For a full listing of all CHOICE / CORE / CAREER / Jacobs Track modules please consult the **CampusNet online catalogue** and / or the module handbook (on our website).

³ You are required to take six Triangle Area courses in total. Select two from each of the three triangle areas (BUSINESS, TECHNOLOGY & INNOVATION, SOCIETAL CONTEXT).

Appendix 1b - Mandatory Course Plan for Campus Track

Global Economics and Management – Campus Track																
Matriculation Fall 2016																
Program-Specific Modules					Type	Status ¹	Semester	Credits	Jacobs Track Modules (General Education)		Type	Status ¹	Semester	Credits		
Year 1 - CHOICE								45						20		
<i>Take the two mandatory CHOICE modules listed below, these are a requirement for the GEM program.</i>																
CH13-GenEcon	Module: General Economics					m			15	JT-ME-MethodsMath	Module: Methods / Mathematics			m	7,5	
CH13-032101	Microeconomics	Lecture	m	1	5				JT-ME-990103	Empirical Research Methodology	Lecture	m	1	2,5		
CH13-032103	Economic Policy Issues I	Seminar	m	1	2,5				JT-ME-990113	Data Analysis and Statistical Inference with R	Lecture	m	2	2,5		
CH13-032102	Macroeconomics	Lecture	m	2	5				JT-ME-990104	Qualitative Research: Methods and Design	Lecture	m	2	2,5		
CH13-032104	Economic Policy Issues II	Seminar	m	2	2,5											
CH12-GenMan	Module: General Management					m			15	JT-SK-Skills	Module: Skills			m	2,5	
CH12-032201	Introduction to International Business	Seminar	m	1	5				JT-SK-990100	Academic and Professional Skills	Lecture	m	1	2,5		
CH12-930113	Entrepreneurship and Innovation I	Seminar	m	1	2,5											
CH12-930103	Financial Accounting	Seminar	m	2	5				JT-TA-TriArea	Module: Triangle Area			m	5		
CH12-930123	Entrepreneurship and Innovation II	Seminar	m	2	2,5					Take two courses from the triangle (BUSINESS, TECHNOLOGY & INNOVATION, SOCIETAL CONTEXT) area. Each counts 2,5 ECTS ³	me		1/2	5		
					Module: CHOICE (own selection)					e				1/2	15	
<i>Students take one further CHOICE module from those offered for all other study programs.²</i>										JT-LA-Language	Module: Language			m	5	
											Take two German courses (2,5 ECTS each).	Seminar	me	1/2	5	
											Native German speakers take courses in another offered language					
Year 2 - CORE								45						20		
<i>Take all three modules or replace one with a CORE module from a different study program.²</i>																
CO33-EconPolicy	Module: Economic Policy Challenges					me			15	JT-ME-MethodsMath	Module: Methods / Mathematics			m	7,5	
CO33-930112	Development Economics	Seminar	m	3	5				JT-ME-990203	Statistical Modeling with R	Lecture	m	3	2,5		
CO33-040122	Environmental and Resource Economics	Seminar	m	4	5					Take two Methods (mandatory) elective courses (2,5 ECTS each). ²	Lecture	me	3/4	5		
CO33-930202	Innovation Economics	Seminar	m	4	5											
CO34-EconInstOrg	Module: Economic Institutions and Organization					me			15	JT-TA-TriArea	Module: Triangle Area			m	7,5	
CO34-930203	Comparing Economic Systems	Seminar	m	3	5					Take three courses from the triangle (BUSINESS, TECHNOLOGY & INNOVATION, SOCIETAL CONTEXT) area. Each counts 2,5 ECTS ³	me		3/4	7,5		
CO34-920301	International Economics	Seminar	m	3	5											
CO34-970202	Public Management and Public Policy	Seminar	m	4	5				JT-LA-Language	Module: Language			m	5		
CO32-ManDivers	Module: Managing Diversity					me			15		Take two German courses (2,5 ECTS each).	Seminar	me	3/4	5	
CO32-930352	Marketing	Seminar	m	3	5					Native German speakers take courses in another offered language						
CO32-930231	Organizational Behavior and Human Resource Management	Seminar	m	4	5											
CO32-930232	Diversity and Cross-Cultural Management	Seminar	m	4	5											
Year 3 - CAREER								45						5		
COXX	Module: Additional (4th) CORE module					m			5/6	15	JT-SK-Skills	Module: Skills			m	2,5
CA01-CarSkills	Module: Career Skills										JT-SK-990110	Advanced Academic and Professional Skills		m	6	2,5
CA13-GEM	Module: Project/Thesis GEM					m			15							
CA13-930303	Project GEM		m	5	5											
CA13-930304	Thesis GEM		m	6	10				JT-TA-TriArea	Module: Triangle Area			m	2,5		
CA-S-GEM	Module: Specialization Area GEM					m			15		Take one course from the triangle (BUSINESS, TECHNOLOGY & INNOVATION, SOCIETAL CONTEXT) area. Each counts 2,5 ECTS ³	me		5	2,5	
	Take six specialization courses (2,5 ECTS each) ²								5/6	15						
Total ECTS													180			

¹ Status (m = mandatory, e = elective, me = mandatory elective)

² For a full listing of all CHOICE / CORE / CAREER / Jacobs Track modules please consult the **CampusNet online catalogue** and / or the module handbook (on our website).

³ You are required to take six Triangle Area courses in total. Select two from each of the three triangle areas (BUSINESS, TECHNOLOGY & INNOVATION, SOCIETAL CONTEXT).

Appendix 2 - Course Data

Course Name Introduction to International Business	Course No CH12-032201	ECTS 5
Module Affiliation CH12-GenMan General Management	Workload (hrs / sem) 125	Level Bachelor 1st Year CHOICE
Course Description / Content / Aims This course provides the basics to make informed and effective business decisions in today's global economy. It focuses on the domains of business such as international strategy and organizational structure, selecting and managing entry modes, developing and marketing products internationally as well as managing international operations. Aspects on globalization, cross-cultural businesses, politics and law in business, economic systems and development, international trade, and international financial markets will also be covered. Upon completing the course, students will know how to use a number of international business analytical tools, are experienced with case study analysis: including, PEST, CAGE, Global Footprint, International Market Selection and Modes of Entry to mention a few key ones. Global corporate social responsibility and sustainability issues will also be discussed.		
Methods of Assessment		
Name	Weighting	
Active Participation	5%	
Attendance	5%	
Final Exam	30%	
Midterm Exam	15%	
Presentation of Harvard Cases	35%	
Quizz(es)	10%	
Course Name Entrepreneurship and Innovation I		
Course No CH12-930113		
ECTS 2,5		
Module Affiliation CH12-GenMan General Management	Workload (hrs / sem) 62,5	Level Bachelor 1st Year CHOICE
Course Description / Content / Aims Innovation is THE source of sustainable competitive advantage for firms around the world. However, building an organization to successfully and repeatedly bring innovations to market is a daunting managerial challenge. This course will focus on the practices and processes that managers use to manage innovation effectively. Over two semesters several aspects will be examined of innovation: e.g. exploring, executing, leveraging and renewing innovation. The focus will be on entrepreneurial firms. The course is designed to provide a deep grounding in the field of innovation for managers and entrepreneurs whose goal is to play a leading role in innovation-driven firms. The material moves between strategic issues (what should you do?) and organizational and managerial issues (how should you get it done?). The focus of the course is on exemplifying and experiencing the innovation process and implementation. Students have to develop business ideas and business plans. They will also be trained to present their business ideas in a pitch.		
Methods of Assessment		
Name	Weighting	
Final Grade	100%	

Appendix 2 - Course Data

Course Name Financial Accounting	Course No CH12-930103	ECTS 5
Module Affiliation CH12-GenMan General Management	Workload (hrs / sem) 125	Level Bachelor 1st Year CHOICE
Course Description / Content / Aims		
<p>Physical movements of goods leave a financial trail. Accounting is the art of capturing this trail and transforming it into meaningful information for management and other stakeholders. This course provides an introduction to accounting principles. It focuses on measuring the financial position and performance of a firm, on reporting cash flows and on analyzing financial statements.</p> <p>Students learn about the purpose of accounting, principle accounting procedures, sources and recording of data, the verification of accounting records, principles of financial statements, preparation, analysis and interpretation of financial statements, international accounting standards (e.g. IFRS, US GAAP), principles and policies and their differences. Special emphasis is placed on the application of accounting principles with respect to (international) entrepreneurship and the key accounting issues that influence multinational decision making.</p>		
Course Name Entrepreneurship and Innovation II	Course No CH12-930123	ECTS 2,5
Module Affiliation CH12-GenMan General Management	Workload (hrs / sem) 62,5	Level Bachelor 1st Year CHOICE
Course Description / Content / Aims		
<p>Innovation is THE source of sustainable competitive advantage for firms around the world. However, building an organization to successfully and repeatedly bring innovations to market is a daunting managerial challenge. This course will focus on the practices and processes that managers use to manage innovation effectively. Over two semesters several aspects will be examined of innovation: e.g. exploring, executing, leveraging and renewing innovation. The focus will be on entrepreneurial firms. The course is designed to provide a deep grounding in the field of innovation for managers and entrepreneurs whose goal is to play a leading role in innovation-driven firms. The material moves between strategic issues (what should you do?) and organizational and managerial issues (how should you get it done?).</p> <p>The focus of the course is on exemplifying and experiencing the innovation process and implementation. Students have to develop business ideas and business plans. They will also be trained to present their business ideas in a pitch.</p>		

Appendix 2 - Course Data

Course Name Microeconomics	Course No CH13-032101	ECTS 5
Module Affiliation CH13-GenEco General Economics	Workload (hrs / sem) 125	Level Bachelor 1st Year CHOICE
Course Description / Content / Aims The study of economics is concerned with the allocation of scarce resources and the associated implications for efficiency, equity, and human welfare. This course introduces the field of microeconomics, focusing specifically on the role of markets in facilitating exchange between different groups of the economy such as workers, consumers, firms, and government institutions. Topics addressed include consumer theory, the cost structures and behavior of firms in various industries, competition, monopoly, and government regulation. The course applies theoretical concepts to contemporary policy questions, such as when government intervention is justified to correct market imperfections.		
Methods of Assessment		
Name		Weighting
Final Exam		45%
Home Work		10%
Midterm Exam		45%
Course Name Economic Policy Issues I	Course No CH13-032103	ECTS 2,5
Module Affiliation CH13-GenEco General Economics	Workload (hrs / sem) 62,5	Level Bachelor 1st Year CHOICE
Course Description / Content / Aims The seminars Economic Policy Issues I and Economic Policy Issues II with 2.5 credits each supplement the two main lectures of the General Economics Module, Microeconomics and Macroeconomics. While the lectures have a focus on economic theory, the seminars apply theoretical knowledge to case studies with an emphasis on economic policy decisions and controversies.		
Methods of Assessment		
Name		Weighting
Active Participation		10%
Attendance		10%
final paper/presentation		80%

Appendix 2 - Course Data

Course Name Macroeconomics	Course No CH13-032102	ECTS 5
Module Affiliation CH13-GenEco General Economics	Workload (hrs / sem) 125	Level Bachelor 1st Year CHOICE
Course Description / Content / Aims This course provides an introduction to the analysis of macroeconomic activity and the business cycle by focusing on macroeconomic variables such as economic growth, inflation, unemployment and the balance of payments. Based on an understanding of macroeconomic dynamics, students learn when and why governments may want to intervene in the economy with the help of fiscal and monetary policies and what these government interventions mean for various markets and economic actors. Students moreover learn how economic growth can be stimulated in the long run through supply-side policies in areas such as education, infrastructure as well as research and development. Additionally, students become acquainted with the role of money, banks and financial market regulation.		
Methods of Assessment		
Name	Weighting	
Final Exam	43%	
Midterm Exam	25%	
Short Paper and Presentation	32%	
Course Name Economic Policy Issues II	Course No CH13-032104	ECTS 2,5
Module Affiliation CH13-GenEco General Economics	Workload (hrs / sem) 62,5	Level CHOICE
Course Description / Content / Aims The seminars Economic Policy Issues I and Economic Policy Issues II with 2.5 credits each supplement the two main lectures of the General Economics Module, Microeconomics and Macroeconomics. While the lectures have a focus on economic theory, the seminars apply theoretical knowledge to case studies with an emphasis on economic policy decisions and controversies.		

Appendix 2 - Course Data

Course Name Marketing	Course No CO32-930352	ECTS 5
Module Affiliation CO32-ManDivers Managing Diversity	Workload (hrs / sem) 125	Level Bachelor 2nd Year CORE
Course Description / Content / Aims Marketing covers a set of diverse practices that connect firms to their relevant markets. This course introduces the principal marketing decision-making areas known as the four “Ps”: product, price, promotion and place. Actual decisions on these parameters depend on how firms communicate with, and learn from, their customers who may be private consumers (B2C) or other firms (B2B) buying goods as well as services. Students learn that marketing strategies are also shaped by how firms’ marketing is integrated with other business functions, by the behaviors of competitors and partner firms, and by the values, needs, and standards in the firms’ environment. The course places special emphasis on the opportunities and challenges of the increasingly diverse customer expectations that call for careful segmentation, customization and customer relationship management. The course looks at the multi-faceted phenomenon of marketing from various perspectives – business, consumers, society and science – taking a practical as well as critical stance and not only conveying but also questioning the foundations of marketing knowledge. The course enables students to act competently whenever they encounter marketing issues as citizens, consumers, employees or managers.		
Methods of Assessment		
Name	Weighting	
Final Exam	60%	
Two group presentations	40%	
Course Name Organizational Behavior and Human Resource Management	Course No CO32-930231	ECTS 5
Module Affiliation CO32-ManDivers Managing Diversity	Workload (hrs / sem) 125	Level Bachelor 2nd Year CORE
Course Description / Content / Aims This course enables students to understand people in organizations. Organizational Behavior comprises largely psychology-based knowledge about people’s perception, motivation, communication, collaboration, conflict handling, learning and power relationships with others in organizational contexts. All of these aspects are important for responsible leadership in and of organizations. This is complemented by Human Resource Management as a more functional view of aligning personal and organizational needs by recruiting, deploying, rewarding and developing people inside organizations. The course places special emphasis on the opportunities and challenges of the increasing diversity of people in organizations. Having taken this course, students will be more reflective and effective organizational members and leaders.		

Appendix 2 - Course Data

Course Name Diversity and Cross-Cultural Management	Course No CO32-930232	ECTS 5						
Module Affiliation CO32-ManDivers Managing Diversity	Workload (hrs / sem) 125	Level Bachelor 2nd Year CORE						
<p>Course Description / Content / Aims</p> <p>In times of the demographic change, workforces become more divers: Employees have to work in different countries and cultures, more women participate in the labor market and older people are retained in the workforce as important resource. Challenges are connected to these changes: How can diverse teams work together efficiently? How can we prevent that investments (e.g., for recruiting employees with migration background) get lost before they pay off (e.g., due to employee fluctuation, due to presenteeism or absenteeism)? How can we facilitate diversity to increase product attractiveness and with that the success of an institution?</p> <p>In this seminar, key steps in this process are discussed: Recruitment, onboarding, intercultural training, HR development, organizational culture, corporate behavior and benchmarking. Best practices are reviewed and scientific evidence which mechanisms explain higher productivity of cross cultural teams are evaluated. Skills to manage diverse teams, programs to improve organizational processes and strategies to counsel in times of crisis are trained practically.</p>								
Course Name Development Economics	Course No CO33-930112	ECTS 5						
Module Affiliation CO33-EconPolicy Economic Policy Challenges	Workload (hrs / sem) 125	Level Bachelor 2nd Year CORE						
<p>Course Description / Content / Aims</p> <p>This course touches directly and indirectly upon economics, social sciences and history. It aims to provide students with an overview of some of the major ideas in development thinking. Case studies help students to analyze the economic problems of developing countries, especially problems related to slow growth, high poverty rates, high income inequality, and chronic external crises. The main focus of this course is on identifying, formulating and discussing economic policy strategies for accelerating growth, attaining sustainable development, reducing poverty and income inequality, and decreasing external imbalances.</p>								
<p>Methods of Assessment</p> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 80%;">Name</th> <th style="width: 20%;">Weighting</th> </tr> </thead> <tbody> <tr> <td>Final Exam</td> <td style="text-align: right;">50%</td> </tr> <tr> <td>Quizz(es) / Presentation</td> <td style="text-align: right;">50%</td> </tr> </tbody> </table>			Name	Weighting	Final Exam	50%	Quizz(es) / Presentation	50%
Name	Weighting							
Final Exam	50%							
Quizz(es) / Presentation	50%							

Appendix 2 - Course Data

Course Name Environmental and Resource Economics	Course No CO33-040122	ECTS 5
Module Affiliation CO33-EconPolicy Economic Policy Challenges	Workload (hrs / sem) 125	Level Bachelor 2nd Year CORE
Course Description / Content / Aims This course covers the application of theoretical and empirical economics to the analysis of environmental and resource management issues. Specific topics include global climate change, the relation between international trade and the environment, energy use, transportation, and the extraction of exhaustible and non-exhaustible resources. Cross-cutting these topics is an emphasis on how economic analysis can contribute to contemporary policy debates, such as the strengths and weaknesses of alternative policy instruments for reducing CO2 emissions. We also examine the implications for industry of national and international efforts to protect the environment. Case studies include how the German government's promotion of renewable energy has affected the manufacture of solar panels and how the European Union's 2009 legislation limiting the emissions of new cars is impacting the automobile industry.		
Course Name Innovation Economics	Course No CO33-930202	ECTS 5
Module Affiliation CO33-EconPolicy Economic Policy Challenges	Workload (hrs / sem) 125	Level Bachelor 2nd Year CORE
Course Description / Content / Aims This course addresses the economics of innovation, the process by which new ideas, technologies, forms of social organization and, in general, discoveries are introduced to address perceived needs and challenges. The course covers theories of innovation that have been developed in fields such as Industrial Organization and Macroeconomics, as well as empirical evidence that sheds light on how different forms of governance, legal institutions, market structures, and social mores can either foster or stymie innovation. We regularly draw on case studies to illustrate the theoretical principles, examining, for example, the impacts of Germany's Energiewende on innovations in the development of renewable technologies. The role of entrepreneurship is also explored, including the state-sanctioned incentives such as patents that are needed to encourage risk-taking, and how these may be at odds with other social objectives.		

Appendix 2 - Course Data

Course Name Comparing Economics Systems	Course No CO34-930203	ECTS 5
Module Affiliation CO34-EconInstOrg Economic Institutions and Organization	Workload (hrs / sem) 125	Level Bachelor 2nd Year CORE
Course Description / Content / Aims In the last two decades Germany was coined the “Sick Man of Europe” as well as a “European Powerhouse”. These are only two examples of a lively public debate about the different performances of national economies. In academics the comparative analysis of national economies and their underlying economic policy ideologies reaches back to the comparison of centrally planned economies with market economies in the times of the Cold War. After the demise of centrally planned economies the focus of such discussions was largely on “Varieties of Capitalism”, a comparative analysis of liberal and coordinated market economies in the OECD world. One of the latest manifestations of the academic discourse about different forms of capitalism is a controversy about the success of state capitalism in countries such as China, India and Russia. By introducing the many significant differences in the functioning of capitalist systems this course helps students to understand the interplay between economic, political, cultural and historical aspects in shaping governmental and non-governmental institutions of an economy. Case studies provide insights into a wide variety of economic actors and institutions in the countries under consideration.		
Methods of Assessment		
Name	Weighting	
Final Exam	40%	
Homework Assignments	40%	
Midterm Exam	20%	
Course Name Public Management and Public Policy		
Course No CO34-970202		
ECTS 5		
Module Affiliation CO34-EconInstOrg Economic Institutions and Organization	Workload (hrs / sem) 125	Level Bachelor 2nd Year CORE
Course Description / Content / Aims This course introduces students to the theory and practice of public management and public policy. Key themes in both subjects will be discussed with the goal of elucidating core concepts and approaches, applying them to real world cases, and developing soft skills in policy analysis. The students will critically engage with both classical readings and contemporary new research findings, and work in groups on disentangling policy-making dynamics in actual cases. The course will cover topics from the different stages in the policy cycle as well as focus on the structure and functioning of public organizations. The course will examine various actors and their roles in the public sphere, the social construction of problems and solutions, and the conditions that enable agenda and policy change. Students will also learn how to evaluate policies and their management and will consider the issue of accountability and the current challenges for policy and management in a globalized world.		
Methods of Assessment		
Name	Weighting	
Active Participation	30%	
Group project (presentations and report)	40%	
Quizz(es)	30%	

Appendix 2 - Course Data



Course Name CO34-90HEF	Course No CO34-90HEF	ECTS 5
Module Affiliation CO34-EconInstOrg Economic Institutions and Organization	Workload (hrs / sem) 125	Level Bachelor 2nd Year CORE
Course Description / Content / Aims Trans-border activities such as international trade, international capital movements and international labor migration have become prominent forces in national economies in the current era of globalization. By analyzing the patterns, causes and effects of these international economic activities, this course supplements the courses Microeconomics and Macroeconomics from the CHOICE module General Economics with an international perspective. Students apply their knowledge from Microeconomics by formulating trade and migration theories and by analyzing the causes and effects of these trans-border activities on national economies and actors. Knowledge gained in Macroeconomics enables students to examine various international macroeconomic policy issues such as the determinants and effects of a growing number of international financial crises and the latest trends in international competitiveness. In all its parts this course puts a special emphasis on the political aspects of international economic dynamics, introducing the students to the academic field International Economic Policy (IPE).		
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