Department of Social Sciences, Economics and Business Administration

ECTS – GUIDE
2018/2019

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1 INTRODUCTION

1.1 General Information

This booklet provides detailed information on course offerings at the Otto-Friedrich-University of Bamberg, Germany, Department of Social Sciences, Economic and Business Administration. It addresses ERASMUS students and coordinators at their home institutions.

The booklet is for your guidance. It should serve to answer the many questions ERASMUS students have prior to and on their arrival in Bamberg. It should also serve to inform the coordinators and advisors at the participating universities about the assessment and accreditation of the work that a returning student has done in Bamberg.

We hope to improve this booklet continuously. Nevertheless, we cannot guarantee that the information is always up to date. Therefore, we are open to any comments that you, the reader, may have.

Please note that the information in this booklet is non-binding, and that professors are free to add, revise or delete aspects of their courses at any time.

In fact, the information in this booklet is best supplemented by the official course directory ("Vorlesungsverzeichnis") of the University of Bamberg as well as current information usually available from each professor at the beginning of a semester (for further details see the departments’ homepages [http://www.uni-bamberg.de/sowi](http://www.uni-bamberg.de/sowi)).

It is our most sincere wish that this brochure, in facilitating the mobility of European students, will make a modest contribution to realizing the goals that the various contemporary movements towards European integration are striving for, namely a peaceful and prosperous Europe, based on mutual understanding, acceptance and trust.

1.2 What is ECTS and how does it work?

ECTS stands for "European Credit Transfer and Accumulation System". ECTS is a pilot project forming part of the ERASMUS Program (European Community Action Scheme for the Mobility of University Students). One of the main aims of ERASMUS is to promote academic recognition throughout the European Union so that it is easier for students to complete a part of their studies abroad. As of the academic year 1992/93, ERASMUS has also applied to exchanges between an EU Member State and any country belonging to the European Free Trade Association (EFTA).

1.2.1 How does ECTS work?

ECTS was introduced during a pilot phase extending from the academic year 1989/90 to the academic year 1994/95. Five subject areas were selected for testing the ECTS mechanism: Business Administration, Chemistry, History, Mechanical Engineering and Medicine. One faculty or department from each of the 145 member institutions of higher education participated in the scheme. The results of this pilot phase were encouraging enough to convince the European Commission to implement it as part of the incoming SOCRATES program, which will incorporate, restructure, and expand the existing ERASMUS program.
ECTS is a decentralized system based upon the principle of mutual trust between participating institutions. The few rules of ECTS, which concern information (on courses available), agreement (between the home and host institutions), and the use of credit points (to indicate student workload), are intended as reinforcement of this mutual trust. Each ECTS department describes the courses offered not only in terms of content, but also in terms of credits assigned to each course.

1.2.2 The allocation of credit points to courses

ECTS is a credit system based on student workload. Student workload refers to the time spent in lectures, internships, and independent study. It includes all the work needed to prepare for examinations and to meet academic requirements.

The basic allocation of academic credits in the ECTS is 60 credits per year of study, 30 credits per semester, or 20 credits per trimester or term. It is important that no special courses are set up for ECTS purposes. All ECTS courses should be mainstream courses of the participating institutions, as followed by home students under normal regulations.

It is up to the participating institutions to assign credits for the different courses relative to their workload. Internships (work placements) and optional courses are also assigned academic credit, but only if they form an integral part of the study program. Non-credit courses may, however, be included on a student’s transcript. Credits are awarded only if a course has been completed, all requirements have been met and examinations passed.

1.2.3 ECTS Students

Students participating in the ECTS will receive full credit for all academic work successfully completed at any of the ECTS partner institutions. These academic credits may be transferred from one participating institution to another as long as there has been prior agreement between the institutions involved.

All students participating in the ECTS pilot scheme will go to a host institution in an EU Member State, study there for a short period of time, and then return to their home institution. Some may decide to stay at the host institution and finish their degree there. Others may decide to proceed to a third institution and continue their studies. In each of these three scenarios, students will be required to comply with the legal and institutional requirements of the country and institutions where they take their degree.

When a student returns after successfully completing the study components agreed on in advance by the home and host institution, credit transfer takes place. The student then resumes his/her study program at his/her home institution without loss of time or credit. If, on the other hand, the student decides to stay at the host institution and to take his/her degree there, he/she may have to adapt his/her study program to comply with the rules of the host country, institution and department.

1.2.4 ECTS and the Department of Social Sciences, Economics and Business Administration

Visiting students studying in Bamberg will have to apply at their home institutions for recognition of their work done here. Whether this recognition is granted will depend in many cases on the course description given to the home department. Therefore, it is important that you clarify, with the help of the descriptive pages in this booklet, whether your university will accredit the courses taken here. You are advised to find out about the course requirements from your home department before coming to Bamberg, and whether the program of study you intend to follow here will be recognized.
1.2.5 The ECTS Grading System

Examination and assessment are usually expressed in grades. However, many different grading systems co-exist in Europe. Moreover, the issue of grade transfer was highlighted as a major concern by student participants in the ECTS, as indeed it has been for mobile students in general. The situation is further complicated by the fact that the interpretation of grades varies considerably from country to country, and indeed from institution to institution, and by the failure of effectively communicating grades which might have serious consequences for mobile students.

As a result, the Commission of the European Community convened a working group of experts in order to identify the issues involved. Information, comments and statistical data provided by 80 out of the 84 institutions participating in the ECTS at that time were taken into account to refine the proposed ECTS grading scale. All subject area groups agreed to use the ECTS grading scale in order to test its feasibility.

The ECTS grading scale has thus been developed in order to help institutions translate the grades awarded by host institutions to ECTS students. Though it provides information on the student’s performance additional to that provided by the institution’s grade, it does not replace the local grade. Higher education institutions make their own decisions on how to apply the ECTS grading scale to their own system. The ECTS grading scale allows other institutions the flexibility to award an appropriate mark on their own scale for any incoming or returning students with ECTS grades.

The ECTS grade has to be indicated, alongside with the mark awarded by the institution on the student’s transcript, showing the learning achievement of each student in terms of local grades and ECTS credits, and has to be issued either by the home institution or by the host institution before and after the period of study.

In debating the ECTS grading scale, consideration was given to strict numerical definitions based upon the ranking of students in class and to more qualitative definitions based on a common understanding of keywords such as ‘good’ and ‘excellent’. Neither approach in itself was deemed to give satisfactory results. Indeed, a strictly numerical approach would define boundaries which might be irrational against national criteria and which might be impossible to draw if the national grading system discriminates only broadly. Similarly, clear differences appear between institutions in their understanding of keywords.

The ECTS grading scale is, therefore, based upon the combined use of appropriate keywords and numerical descriptions intended to assist in overcoming the transparency of the keywords.

The ECTS grading scale with keywords and an average percentage of successful students achieving these grades:

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>10%</td>
<td>Excellent</td>
</tr>
<tr>
<td>B</td>
<td>25%</td>
<td>Very Good</td>
</tr>
<tr>
<td>C</td>
<td>30%</td>
<td>Good</td>
</tr>
<tr>
<td>D</td>
<td>25%</td>
<td>Satisfactory</td>
</tr>
<tr>
<td>E</td>
<td>10%</td>
<td>Sufficient</td>
</tr>
<tr>
<td>FX</td>
<td></td>
<td>Fail</td>
</tr>
<tr>
<td>F</td>
<td></td>
<td>Fail</td>
</tr>
</tbody>
</table>
2 BAMBERG AND ITS UNIVERSITY

2.1 The City

Bamberg looks back on a history that spans more than 1000 years. Mostly spared from the devastation of World War II, the city exhibits some of the most outstanding examples of buildings in Germany and was declared part of the UNESCO World Cultural and Natural Heritage in 1993. More than 2000 buildings in Bamberg are listed architectural monuments, representing a wide spectrum of styles, such as Romanesque, Gothic, Baroque, and Classicism. Best known among these are the Cathedral (Dom), the churches Obere Pfarre and St. Michael, the New Residence (Neue Residenz), and the Old Townhall (Altes Rathaus).

Bamberg today has a population of some 70,000 inhabitants. The city itself offers a large range of excellent music events, interesting theatre productions and numerous exhibitions. Noteworthy are the world-famous Bamberg Symphony Orchestra concerts with internationally renowned performers in the new Concert Hall and the organ recitals in the Cathedral. In the world of sport, the basketball club Brose Baskets, one of the top teams in the German league for years, is also worth mentioning. The surrounding countryside, the „Frankische Schweiz“, is ideally suited for excursions by car and for hiking trips. In winter, there is sufficient snow for cross-country skiing.


2.2 The University

The Otto-Friedrich University of Bamberg looks back on a varied history of more than 350 years. Founded in 1647 as the „Academia Ottonia“ by Bamberg’s Prince Bishop Melchior Otto Voi von Salzburg, the institution first gained university status in 1735, when a Department of Law was established under Prince Bishop Friedrich Karl von Schönborn. In 1972, the modern university combined the former Philosophical and Theological College and the Teacher Training College to form an institution of higher education at university level („Gesamthochschule“). It was named University of Bamberg in 1979. Since 1988 it carries the name Otto-Friedrich-University, referring to its two important founding fathers.

The university is divided into four faculties:

- Department of Humanities
- Department of Human Sciences and Education
- Department of Social Sciences, Economics and Business Administration
- Department of Information Systems and Applied Computer Sciences

The University Library contains approximately 1.5 million volumes. It meets the demands of its users by being divided into departmental libraries assigned to the faculties. The library user has access via computer to the most important sources of academic information, thereby assisting the user in the task of world-wide bibliographical research.

The University of Bamberg offers a modern, specialized range of courses in classical humanities as well as in the field of social and economic sciences. The orientation towards the practical application of knowledge is a particular specialty of the courses offered in Bamberg, and is even prevalent in the humanities. In addition to the extended range of languages offered at the university, the bachelor and master program European Economics, amongst others, with its various optional subjects, meets the requirements of practical application set by the present European and international situation. Currently approx. 13,000 students attend the University of Bamberg, among them more than 800 foreign students from over 60 countries worldwide. The university is engaged in more than 300 student exchange programs with partner institutions in more
than 60 countries.

Exchange students at Bamberg are offered special services: Housing is arranged for them in student residence halls which are run by external organizations and they get a personal student tutor in the “Tandem-Program”. In addition, a special three-week intensive German language and orientation course is offered in September resp. March prior to the start of the semesters in October and April, respectively. Furthermore, an excursion program is set up for them during the semester with inexpensive day and weekend trips to varying destinations.

The Department of Social Sciences, Economics and Business Administration

The Department of Social Sciences, Economics and Business Administration at the University of Bamberg grew out of a nucleus of Social Sciences in the late seventies. Officially founded in 1979 it is now the largest department of the University of Bamberg. Today the department comprises a multitude of disciplines: Social Sciences, Political Sciences, Economics, Business Administration, Legal Sciences, and Statistics.

At present, the Department of Social Sciences, Economics and Business Administration offers programs in Business Administration, Economics, Economic and Social Law, Social Sciences, Politics and other modules. The programs lead either to the German University Bachelor or Master degree. The department comprises 47 professorships, and numerous teaching and research assistants. A varying number of guest lecturers completes the department. About 5500 students enrolled in different programs.

The programs in Business Administration, Economics, Politics, and Sociology are scheduled to last 6 semesters (Bachelor) or 4 semesters (Master).

Please note that many courses at the Department of Social Sciences, Economics and Business Administration will be held in German. A list of the courses taught in English at our department can be found at the website of our International Office: http://www.uni-bamberg.de/auslandsamt/studieren-in-bamberg/ich-moechte-nach-bamberg/mit-austauschprogramm/wie-bewerbe-ich-mich/#c186929.

However, there is the opportunity of writing seminar papers or a Bachelor or Master thesis in English.

Although many courses are offered once a year, there are courses that are offered every three or four semesters only. Please look at the official course directory to ensure the availability of the program you want to attend!

Exams at the Department of Social Sciences, Economics and Business Administration take place after each semester. Tests are usually scheduled as follows:

<table>
<thead>
<tr>
<th>Semester</th>
<th>Written Examinations</th>
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</thead>
<tbody>
<tr>
<td>Winter Semester</td>
<td>February/March</td>
</tr>
<tr>
<td>Summer Semester</td>
<td>July/August</td>
</tr>
</tbody>
</table>

Should an ERASMUS student fail an exam, he or she is required to retake the exam on the scheduled date at the end of the following semester.

The exam mode for each course unit is indicated on the subject’s descriptive page in this brochure and is compulsory.

Contact Addresses:

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Representative of Foreign Affairs  
Department of Social Sciences, Economics and Business Administration  
Kärntenstr. 7  
D-96052 Bamberg  
Germany
2.3 Preparatory Course for International Students

Starting a few weeks before the beginning of the semester, this course is provided for all international exchange students. The Preparatory Course includes:

- Support by the tutors (e.g. help with formalities, explanation of the course schedule, etc.)
- German lessons
- Official course opening
- Duration of course lessons: 3 weeks
- Course outline: 4 teaching units per day from Monday through Friday
- Getting ready for the studying: Tutorials (e.g. introduction to the online registration systems, guided tours of the libraries), help with registration for the university as well as for the classes, etc.
- Leisure program: e.g. guided city tours, excursions, etc.

For successful participation students can obtain 6 ECTS points. Regular attendance is required, i.e. if you miss classes more than twice without an excuse you will not receive any ECTS points. Additionally, you will need to give an oral presentation as well as pass a written exam or write a term paper.

Although participation is voluntary, it is highly recommended as exchange students will not only have the opportunity to meet each other, they will also improve their German language skills and cultural awareness. Registration for the Preparatory Course is part of the application process as an exchange student. There is a compulsory online placement test that students must take before the beginning of the course. The course fee of 250 € must be transferred before arrival.

Coordinator: Ms. Christine Drakew
E-Mail: christine.drakew@uni-bamberg.de
3 MODULE DESCRIPTIONS: FACULTY OF SOCIAL SCIENCES, ECONOMICS AND BUSINESS ADMINISTRATION

3.1 Module Description: Business Administration

3.1.1 Human Resource Management and Organisational Behaviour

Prof. Dr. Maike Andresen
Chair of Human Resource Management and Organisational Behaviour
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D-96052 Bamberg
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Internet: http://www.uni-bamberg.de/bwl-pm

Bachelor Program

Principles of Human Resource Management [PM-B-01]
Grundlagen des Personalmanagements

Aims, responsibilities and functions of HRM; theoretical foundations of HRM; parameters of HRM; career management; personnel planning; recruitment and selection of personnel; personnel placement; personnel development; leadership; personnel evaluation; compensation & benefits; personnel retention; downsizing, ethics and sustainability in HRM

- Language: German
- Semester: Winter semester
- Teaching Method: Undergraduate lecture and exercise
- ECTS: 6

Organisational Behaviour [PM-B-02]

Individual processes (perception, personality, attitudes and values, work motivation, learning); groups, teams and social processes (group dynamics and teams, communication; emotional intelligence; conflict management and negotiation; job satisfaction; power and politics); organisational structure and culture

- Language: English/German
- Semester: Winter semester
- Teaching Method: Undergraduate seminar and exercise
- ECTS: 6

Diversity Management [PM-B-04]

Complexity of diversity: importance and dimensions of diversity, from diversity management to inclusion; diversity in the workplace – a legal perspective; paradigms of diversity management and foundations reg. the underlying philosophy of science; diversity management in theory and practice: gender diversity; age diversity; diversity reg. sexual orientation; ethnic and cultural diversity; diversity reg. physical abilities; relation between diversity and performance of individuals, teams, and organizations; diversity and controlling

- Language: German
- Semester: Winter semester
- Teaching Method: Undergraduate seminar and exercise
- ECTS: 6
Human Resource Development [PM-B-06]
Learning theories; assessing HRD needs; designing and evaluating HRD programs; strategic HRD; individual careers and career anchors; psychological contracts
- Language: English/German
- Semester: Summer semester
- Teaching Method: Undergraduate seminar and exercise
- ECTS: 6

Additional courses: See webpage www.uni-bamberg.de/bwl-pm

Master Program

The Future of Work [PM-M-02]
Precondition for participation: Solid fundamental knowledge of “human resource management”, gained within a Bachelor program of study
Introduction to a yearly changing topic related to future challenges for human resource management; reviewing introductory literature to selected areas of application in HRM connected to future challenges (such as leadership); review of empirical studies on the selected matters; identification of research gaps; development of a concept for further empirical research
- Language: English
- Semester: Summer semester
- Teaching Method: Graduate seminar and exercise
- ECTS: 6

International Dimensions of Human Resource Management [PM-M-03]
Precondition for participation: Solid fundamental knowledge of “human resource management”, gained within a Bachelor program of study
Defining International Human Resource Management (peculiarities in IHRM; the organisational context in the path to global status); Cross-cultural human resource management (the impact of national culture on selected fields in HRM, models of intercultural competence); Comparative Human Resource Management (national differences in selected field of HRM: cultural); Human Resource Management in MNCs (strategic IHRM: e.g. centralisation vs. localisation, transfer of HR instruments between headquarters and foreign subsidiaries; international resourcing strategies and expatriation, international training and development)
- Language: English
- Semester: Summer semester
- Teaching Method: Graduate seminar and exercise
- ECTS: 6

Research Seminar [PM-M-04]
Forschungsseminar Personalmanagement
Precondition for participation: Solid fundamental knowledge of “human resource management”, gained within a Master program of study
Introduction to the yearly changing overall research topic; literature research; developing a research question; definition of research aims; how to write a literature review; developing an empirical concept (methods for data collection, sampling, research design, data analysis, presentation of results, discussion); how to write a research report and present research results
- Language: English
- Semester: Winter/Summer semester
- Teaching Method: Graduate seminar and exercise
- ECTS: 6
European Human Resource Management Program [PM-M-05]

Precondition for participation: Solid fundamental knowledge of “(international) human resource management”, gained within a Master program of study;

Participation requires application by end of November at the chair; limited number of participants

Context and Strategy of human resource management (HRM) (Competitive environments: political, economic, socio-cultural, technological contexts; the challenges of globalisation; strategic international HRM (SIHRM): configurations of multi-national corporations (MNCs); (national) culture and diversity);

HRM Policies and Practices within MNCs in Europe (International management development; expatriation and international mobility; international compensation and benefits; performance management in Europe; HRM in cross-border mergers & acquisitions; IHRM information systems; review of main theories of cross cultural management; cross-cultural team building; creative production of cross-cultural experiences, on-site visit of a MNC);

European Business Systems and the Institutional Dimension (HR specificities in Eastern European countries; national business systems within the EU; the institutional framework for EU social policy; European employment legislation; roles of the social partners within the European Union; European social policy and HRM; the changing European work force: implications of European enlargement for HRM; developments and future trends - e.g. the world of work in the XXIst century; familiarisation with EU institutions through visits, meetings and discussions on location in Brussels; the industrial relations context; European convergence and divergence);

Cross-Cultural Team Work in Major Multinational Companies (preparation for team-work and interaction with company leadership; debriefing with company leadership and international faculty);

Preparation for project work (consultancy skills; research methodologies for international HRM; project planning; training to improve performance, leadership and motivation competences; reflexivity)

Further information: [http://www.ehrm.de](http://www.ehrm.de)

- Language: English
- Semester: Summer semester
- Teaching Method: Graduate seminar
- ECTS: 18 ECTS

Change Management [PM-M-06]

Precondition for participation: Solid fundamental knowledge of “human resource management”, gained within a Bachelor program of study

Change as a managed process; theories of change management; recognizing and diagnosing the need for change; the people side of change (leadership, stakeholders, communication; resistance; transition); change planning and change interventions; implementing and sustaining change

- Language: English
- Semester: Winter semester
- Teaching Method: Graduate seminar and exercise
- ECTS: 6

Strategic Human Resource Management [PM-M-08]

*Strategisches Personalmanagement*

Precondition for participation: Solid fundamental knowledge of “human resource management”, gained within a Bachelor program of study

Basic understanding of the overall business connections (business model, business processes); development of a business strategy; conceptual framework for the development and design of HR strategies; analysis of internal and external influencing factors; definition of goals and key performance indicators; strategic fields like compensation strategies, HRD and talent strategies, branding strategies, communication and change management
• Language: German  
• Semester: Summer semester  
• Teaching Method: Graduate seminar and exercise  
• ECTS: 6

**Presentation and Moderation [PM-M-09]**  
Präsentation und Moderation  
Basic tools to facilitate group meetings; learn and practice how to present

• Language: German  
• Semester: Summer semester  
• Teaching Method: Graduate seminar and exercise  
• ECTS: 6

**Leadership and Management Development [PM-M-10]**  
Precondition for participation: Solid fundamental knowledge of “human resource management”, gained within a Bachelor program of study  
Definitions of leadership and management; leader traits and skills; perspectives on effective leadership behavior; contingency theories of effective leadership, power and influence; interaction theories of effective leadership, leader-member exchange theory; charismatic and transformational leadership; authentic leadership and romance of leadership; leadership of teams; developing leadership skills; a systems perspective on leadership development; strategy and leadership and management development; role and functioning of corporate universities for leadership and management development; criteria for and methods of effective leader development programs; leadership and management development and social capital; development of leaders and managers in small and medium-sized enterprises

• Language: English  
• Semester: Winter semester  
• Teaching Method: Graduate seminar and exercise  
• ECTS: 6

Additional courses: See webpage www.uni-bamberg.de/bwl-pm

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3.1.2 **Business Administration, Management and Controlling**

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fax: +49 / 951 / 39750  
email: ufc@uni-bamberg.de  
internet: http://www.uni-bamberg.de/ufc/

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**Bachelor Program**

**Management I [UFC-B1]**  
**Unternehmensführung I**  
Basic characteristics of business trading; phenomenology and terminology of planning, decision-making and control; types of synoptical and incremental planning; basic models of planning; processes, methods and instruments of planning, decision-making and control; structural and operational principles of integrated planning, decision-making and controlling systems; the scope of data-processing support of planning, decision-
Making and control, Scope of data-processing support of planning, decision-making and control; management and controlling information systems.

- Language: German
- Semester: Winter semester
- Teaching Method: Lecture/tutorial
- ECTS: 6

**Cost, Revenue and Profit Accounting [UFC-B2]**
*Kosten-, Erlös- und Ergebniscontrolling*

Cost, Revenue and Profit Accounting is a fundamental basis of value management and controlling both at university and in business. This undergraduate course is designed to impart basic knowledge of cost, revenue and profit accounting. A continuous case study is used in the lecture to provide a practical insight into all relevant instruments and methods.

The course itself covers the following main topics:

- Introduction to finance and accounting; Controlling as a function of value based leadership; Basic principles of cost accounting; Profit and loss accounting; Absorption and direct costing; Cost type accounting (e.g. direct and indirect costs, imputed costs); Cost centre accounting (e.g. cost and allocation rates for product costing); Product costing (e.g. calculation of products and orders, activity-based costing); Standard cost accounting systems; Basic principles of revenue accounting; Contribution margin accounting (e.g. direct costing, multi-step); Break-even analysis; Basic principles of performance management.

Tutorials with special arithmetic problems of cost, revenue and profit accounting complement the foregoing course.

- Language: German
- Semester: Winter semester
- Teaching Method: Lecture/tutorial
- ECTS: 6

**Management II [UFC-B3]**
*Unternehmensführung II*

The course covers basic themes of controlling (management accounting) and gives an overview of the theoretical and practical implications of conceiving and implementing a management accounting system. Within the course we will discuss important details like value added orientated controlling, functions of controlling and organizational aspects of controlling. Additionally, the course covers the basic principles of organizing enterprises, theories and substantial developments of corporate governance. Further on the course shows principles of leadership and addresses important behavioral aspects of management.

- Language: German
- Semester: Summer semester
- Teaching Method: Lecture/tutorial
- ECTS: 6

**International Project Management [UFC-B4]**
*Internationales Projektmanagement*

The course covers basic themes of international project management. In addition to a detailed overview of problems, this course gives basic strategies for avoiding and solving problems. The course’s focus lies on defining projects, management cycles of projects, cost accounting and risk management in project management. The students work in groups, prepare short presentations and participate in workshops on methods and instruments used in international project management to gain fundamental knowledge in this field of study. Students have to work actively in this course.

- Language: German
- Semester: Summer semester
- Teaching Method: Seminar
- ECTS: 6
**Master Courses**

**Strategic Value Management [UFC-M1]**  
*Strategisches Value Management*

**Prerequisites:** Bachelor Degree

Business behavior in the operative and strategic decision-making horizon; developments and models of management concepts; principles of value management, Balanced Scorecard, strategic analyses and prognoses for the environment as well as the business itself; formulation of system-strategies; instruments and methods of formulating strategies; strategies of integrated cost and performance management; implementation of strategies, aims, functions and instruments of strategic controlling. Methods for measuring performance within the enterprise, designing and implementing Balanced Scorecards.

Please check availability (homepage)!

- Language: German
- Semester: Summer semester
- Teaching Method: Lecture/tutorial
- ECTS: 6

**Cost, Revenue and Profit Management [UFC-M2]**  
*Kosten-, Erlös- und Ergebnismanagement*

**Prerequisites:** Bachelor Degree

Costs and determinants of costs; total-cost management; total-value engineering; target costing through market and profitability-oriented demand-cost determinants; competition orientation through benchmark costing; planning, determination and control of costs within the framework of standard costing systems; potential and production-process cost accounting and fixed cost policy; structure of multi-stage marginal costing, break-even analyses; performance risk estimates and calculations.

- Language: German
- Semester: Summer semester
- Teaching Method: Lecture/tutorial
- ECTS: 6

**Research Topics in Management and Control [UFC-M3]**  
*Aktuelle Forschungsfragen Unternehmensführung und Controlling*

**Prerequisites:** Bachelor Degree

Analytic and prognostic instruments and qualitative and quantitative methods for the support of management and controlling activities within a management cycle (target costing, transfer pricing, modern cost analysis, value ratios, and project management).

- Language: German
- Semester: Winter and summer semester
- Teaching Method: Seminar
- ECTS: 6

**International Management Control [UFC-M4]**  
*Internationales Controlling*

**Prerequisites:** Bachelor Degree

Concepts in international context; answers to increase company value; success measurement of international activities

Please check availability (homepage)!
• Language: German
• Semester: Winter semester
• Teaching Method: Lecture/seminar
• ECTS: 6

Value-Based Management Control [UFC-M5]
Wertschöpfungsorientiertes Controlling

Prerequisites: Bachelor Degree

Basis for the formation of controlling; aims of controlling; controlling from informational; coordinating and output-oriented perspectives; the relationship between traditional business administration and controlling; controlling functions of a primary and derivative type; range of responsibilities of controlling; controlling and controllership; organization of controlling; value management, Balanced Value Map.

The course addresses also topical subjects of controlling.

• Language: German
• Semester: Summer semester
• Teaching Method: Lecture/tutorial
• ECTS: 6

Key Data-, Performance and Value Management [UFC-M12]
Kennzahlen-, Performance- und Value Management

Prerequisites: Bachelor Degree

Basics of value-based controlling; proliferation of knowledge and profound insights into identifying elementary ratios and using (company-wide) key performance indicators; performance management and performance measurement; value management; incentives scheme.

The course also covers fundamental aspects in the field of controlling.

• Language: German
• Semester: Winter semester
• Teaching Method: Lecture/tutorial
• ECTS: 6

Concepts of Management Accounting [UFC-M13]
Konzepte des Management Accounting

Prerequisites: Bachelor Degree

Overview on the topics of management accounting; institutional influence factors and fields of interest; strategic management accounting, management control systems, characterization of instruments and methods used in management accounting.

Please check availability (homepage)!

• Language: German
• Semester: Summer semester
• Teaching Method: Lecture
• ECTS: 6
3.1.3 Betriebliche Steuerlehre

Prof. Dr. Thomas Egner
Lehrstuhl für Betriebswirtschaftslehre, insbes. Betriebliche Steuerlehre
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Bachelor Program

Prerequisites: Basic knowledge and understanding of theories and concepts in business administration and management.

Introduction to Business Administration
Einführung in die Betriebswirtschaftslehre
Theory of firms; Corporate objectives; Management theory; Constitutive decisions; Basics of corporate functions (e.g. marketing, finance, production)

- Language: German
- Semester: Winter and summer semester
- Teaching Method: Lecture
- ECTS: 6

Basics of Business Taxation
Grundlagen der Unternehmensbesteuerung
Survey of the domestic tax system; Survey of business tax system; Procedure of taxation (Fiscal Code); German income tax

- Language: German
- Semester: Winter and summer semester
- Teaching Method: Lecture
- ECTS: 6

Basics of International Taxation
Grundlagen der Internationalen Steuerlehre
Basics of international tax planning; Income taxation of cross-border investments (inbound/outbound); Effects of the regulations of the EU; Double Taxation Agreements

- Language: German
- Semester: Summer semester
- Teaching Method: Lecture
- ECTS: 6

Business Taxation I: Types of Taxes
Unternehmensbesteuerung I: Steuerarten
Survey of types of taxes; Corporation income tax; Trade tax; Inheritance and gift tax; Value added tax

- Language: German
- Semester: Winter semester
- Teaching Method: Lecture
- ECTS: 6
**Business Taxation II: Tax Planning**  
*Unternehmensbesteuerung II: Steuerplanung*

Taxation effects on firms’ decision-making; Impact of taxation on decisions related to investment and finance; Tax risk management; Audit by the fiscal authorities

- Language: German
- Semester: Summer semester
- Teaching Method: Lecture
- ECTS: 6

**International Business Taxation I: Tax Systems**  
*Internationale Unternehmensbesteuerung I: Steuersysteme*

Comparison of tax systems; Tax harmonization and tax competition in the EU; EU-Value-added-tax-system; Common Consolidated Corporate Tax Base for Europe; Jurisdiction of the European Court of Justice

- Language: German
- Semester: Summer semester
- Teaching Method: Lecture
- ECTS: 6

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**Master Program**

**Business Taxation III: Company Taxation and Legal Form**  
*Unternehmensbesteuerung III: Rechtsformorientierte Unternehmensbesteuerung*

Prerequisites: Bachelor degree

Company tax systems; Taxation of sole trader and partnerships; Taxation of corporations; Effective tax burden of domestic companies

- Language: German
- Semester: Winter semester
- Teaching Method: Lecture
- ECTS: 6

**Business Taxation IV: Tax Bases**  
*Unternehmensbesteuerung IV: Systeme steuerlicher Gewinnermittlung*

Prerequisites: Bachelor degree

Conceptual basics concerning the tax balance sheet legislation; Relationship between financial accounting and tax accounting; Tax balance sheet policy; Cash-flow based tax systems

- Language: German
- Semester: Winter semester
- Teaching Method: Lecture
- ECTS: 6

**International Business Taxation II: Taxation of Cross-Border Activities**  
*Internationale Unternehmensbesteuerung II: Besteuerung internationaler Unternehmensaktivitäten*

Prerequisites: Bachelor degree

International tax policy strategies; Taxation of outbound investments; Taxation of inbound investments; Double taxation and double tax relief mechanisms

- Language: German
- Semester: Summer semester
- Teaching Method: Lecture
- ECTS: 6
Capital Markets and Taxation  
*Kapitalmarkt und Besteuerung*

**Prerequisites:** Bachelor degree.

Taxation of financial instruments; Tax effects on capital markets; Taxation of market participants; International tax planning

- Language: German
- Semester: Winter semester
- Teaching Method: Lecture / seminar
- ECTS: 6

### 3.1.4 International Accounting and Auditing

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#### Bachelor Program

**Bookkeeping**  
*Buchführung*

**Prerequisites:** None

This module introduces the basic principles of financial accounting and preparation of the annual financial statement. Posting essential business transactions as well as profit and loss accounting will be explained and practiced in corresponding tutorials and practice sessions.

**Key learning topics are:**

- Concept and functions of accounting; Operands in accounting; Basic legal principles; Relationships between Inventory, balance sheet and income statement; Basic principles of double-entry bookkeeping: account entries, organization of accounts, booking in T-accounts; Booking in company operating divisions (particularly: movement of goods, production, personnel, fixed assets, financial issues): Preparation of financial statements (accruals, depreciation, reserves, non-corporate accruals)

- Language: German
- Semester: Winter semester
- Teaching Method: Lectures, practical seminars, tutorials
- ECTS: 6

**Accounting in accordance with the German Commercial Code**  
*Rechnungslegung nach HGB*

**Prerequisites:** None, but prior bookkeeping knowledge is strongly recommended.

In this module, the basic principles of Commercial Accounting together with Tax Accounting will be taught and current variations of accounting strategies will be discussed. In the corresponding practice sessions, knowledge acquired will be applied through practical case studies.
Key learning topics are:

- Functions of business accounting; Legal basis for the preparation of business accounts in Germany; Basic elements of accounts reporting; Reporting of fixed assets; Reporting of current assets; Reporting of equity capital; Reporting of debt capital; Deferred taxation; Accruals and deferred income; Profit and loss accounting; Notes; Management report; Filing and auditing

- Language: German
- Semester: Summer semester
- Teaching Method: Lectures, practical seminars, tutorials
- ECTS: 6

**Accounting in accordance with IFRS – Basics**  
*Rechnungslegung nach IFRS - Grundlagen*

**Prerequisites:** None, but knowledge of Accounting and Auditing in accordance with the German Commercial Code is strongly recommended.

In this module, the process of international harmonization of external accounting in Germany as well as the institutional and normative basic principles of accounting in accordance with IFRS will be taught. In the corresponding practice sessions, knowledge acquired will be applied through practical case studies.

Key learning topics are:

- Influencing environmental factors affecting financial reporting systems; The process of internationalizing financial reporting in Germany; History, organization and functioning of the IASB; Framework of the IASB
- Components of IFRS financial statements; Essential provisions of the IFRS with regard to balance sheet information, evaluation and disclosure; Principles of consolidated financial statements in accordance with IFRS

- Language: German
- Semester: Winter semester
- Teaching Method: Seminar-like tuition, practical seminars
- ECTS: 6

**Auditing and Corporate Governance**  
*Wirtschaftsprüfung und Corporate Governance*

**Prerequisites:** None, but knowledge of bookkeeping and accounting according to the German Commercial Code is strongly recommended.

In this module, theoretical and normative principles of financial statements auditing are introduced and placed in the context of corporate governance. On the basis of case studies, knowledge acquired will be applied within smaller groups to selected audit areas.

Key learning topics are:

- Integration of financial statements auditing into the system of corporate governance; Theoretical and normative principles of auditing financial statements; Risk-based auditing approach; Commissioning and audit planning; Audit evidence and procedures; Verdicts, reporting and audit documentation; Quality assurance and external quality control

- Language: German
- Semester: Summer semester
- Teaching Method: Lectures, seminar-like tuition
- ECTS: 6
**Master Program**

**Business Valuation and Analysis**
*Unternehmensbewertung und -analyse*

**Prerequisites:** A Bachelor’s Degree is normally required. Knowledge of accounting in accordance with the German Commercial Code and IFRS is strongly recommended.

In this module, theoretical basic principles of key figure analysis and business valuation are taught. In the corresponding practical sessions, knowledge acquired will be applied through analyses of business assets, financial position and earnings. Students will also carry out business valuation and practice making investment decisions.

Key learning topics are:
- Principles of investment appraisal; Principles of business valuation; Basic principles of financing theory; Financial statement analysis; Techniques for strategic balance sheet analysis; Fundamental methods of forecasting; Incorporation of current research

- Language: German
- Semester: Winter semester
- Teaching Method: Seminar-like tuition, practical seminars
- ECTS: 6

**Group Accounting in accordance with the German Commercial Code and IFRS**
*Konzernrechnungslegung nach HGB und IFRS*

**Prerequisites:** A Bachelor’s Degree is normally required. Knowledge of accounting in accordance with the German Commercial Code and IFRS is strongly recommended.

In this module, theoretical and in-depth normative knowledge of group accounting in accordance with the German Commercial Code and IFRS will be taught and applied through practical exercises using actual case studies.

Key learning topics are:
- Necessity and significance of consolidated financial statements; Foundations and principles of group accounting; Statutory need to prepare financial statements and consolidation; Preparation of consolidated financial statements (from HB I to HB II); Consolidation measure; Deferred taxes in consolidated financial statements; Special features of international consolidated financial statements; Notes and management report; Cash flow statement; Equity statement; Segment reporting; Filing and auditing requirements

- Language: German
- Semester: Winter semester
- Teaching Method: Seminar-like tuition, practical seminars
- ECTS: 6

**Accounting in accordance with IFRS – Advanced**
*Rechnungslegung nach IFRS - Vertiefung*

**Prerequisites:** A Bachelor’s Degree is normally required. Knowledge of accounting in accordance with IFRS is strongly recommended.

This module concentrates on key approaches in empirical accounting research, deepens knowledge of IFRS accounting standards and discusses a selection of special problems. Knowledge acquired will be reinforced by use of case studies.

Key learning topics are:
- Organization of the IASB; Conceptual framework of the IASB; Empirical accounting research; Accounting for deferred taxes in accordance with IFRS; Special questions of accounting for tangible assets in accordance with IFRS; Special questions of accounting for intangible assets in accordance with IFRS; Accounting for hedge accounting in accordance with IFRS; Accounting for pension provisions in accordance with IFRS; Accounting for share-based payments in accordance with IFRS; Special problems to do with revenue recognition; Current projects of the IASB
- Language: German
- Semester: Summer semester
- Teaching Method: Seminar-like tuition, practical seminars
- ECTS: 6

**Advanced International Financial Reporting**

**Prerequisites:** A Bachelor’s Degree is normally required. Knowledge of accounting in accordance with IFRS is strongly recommended.

Students will receive a course certificate (Schein) which will be upon application credited towards the courses “Accounting in accordance with IFRS – Advanced” and “Research seminar about International Accounting and Auditing”.

Recognition, measurement and disclosure of assets; Revenue recognition; Working capital management; Pensions; Related party transactions; Recording the issuance of bonds; Leases

- Language: English
- Semester: Winter semester
- Teaching Method: Advanced seminar
- ECTS: 6

**Research seminar about International Accounting and Auditing**

**Prerequisites:** A Bachelor’s Degree is normally required. Knowledge of accounting in accordance with the German Commercial Code and IFRS is strongly recommended.

The module deals with current questions concerning national and international accounting, auditing and further accounting-relevant themes from the teaching and research program of the department.

- Language: German
- Semester: Every semester
- Teaching Method: Advanced seminar
- ECTS: 6

**Business acquisition and valuation – A practical example**

**Prerequisites:** A Bachelor’s Degree is normally required. Knowledge of accounting in accordance with the German Commercial Code and IFRS is strongly recommended.

In this module, the theoretical principles of business valuation will be taught and presented in the context of financial statements year-end accounts auditing and purchase price allocation. Knowledge acquired will be applied using selected themes within smaller groups.

Key learning topics are:

Theoretical basic principles of business valuation; Accounting for shares in affiliated undertakings and participating interests in separate and consolidated financial statements; Basic principles of purchase price allocation in accordance with IFRS; Valuation methods in the context of purchase price allocation; Subsequent accounting: Impairment of assets

- Language: German
- Semester: Summer semester
- Teaching Method: Advanced seminar
- ECTS: 6
3.1.5 **Organization**

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### Bachelor Courses

**Foundations in Organizations Theory and Design [Org-B-01]**  
*Grundlagen der Organisationslehre*

In this lecture students get introduced to basic concepts of organizational theory, organizational structure, process management, organizational design techniques, organizational change and inter-organizational relationships.

- Language: German  
- Semester: Summer semester  
- Teaching Method: Lecture  
- ECTS: 6

**Organizing Market Entry and Development Strategies [Org-B-02]**  
*Organisation von Markteintritts- und Marktbearbeitungsstrategien*

Content of the seminar is the application-oriented mediation of market entry and market development strategies of companies. The theoretically conveyed course contents are based on case studies from international businesses and short presentations from students.

- Language: German  
- Semester: Winter semester  
- Teaching Method: Lecture/seminar  
- ECTS: 6

### Master Courses

**Managing Dynamic Organisations [Org-M-01]**  
*Managing Dynamic Organisations*

This lecture focuses on elements of an organization, organizational evolution, organizational decision-making, organizational communication and communicational leadership. The students know different types of organizational systems, routines, and structures and understand under which circumstances implementing a certain type might be warranted.

- Language: English  
- Semester: Winter semester  
- Teaching Method: Lecture  
- ECTS: 6

**Internationalization of Organizations [Org-M-02]**  
*Internationalisierung von Organisationen*

The aim of the seminar is to establish connections between the management of an international organization and its heterogeneous environment. Students should be able to understand the extent to which different environmental conditions are responsible for the formation of different managerial concepts and
internationalization strategies.

- Language: German
- Semester: Summer semester
- Teaching Method: Lecture
- ECTS: 6

**Organization Theory and Research Methods [Org-M-03]**

*Organization Theory and Research Methods*

This seminar focuses on fundamentals of quantitative and qualitative empirical social research and on current research questions in the field of organizational research.

- Language: English
- Semester: Winter semester and summer semester
- Teaching Method: Seminar
- ECTS: 6

### 3.1.6 Innovation Management

Prof. Dr. Alexander Fliaster
Chair of Innovation Management
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Internet: [http://www.uni-bamberg.de/bwl-inno](http://www.uni-bamberg.de/bwl-inno)

**General Information:**

Several lectures need a registration. Please inform yourself about the latest dates in the internet ([http://www.uni-bamberg.de/bwl-inno](http://www.uni-bamberg.de/bwl-inno) or [http://univis.uni-bamberg.de/](http://univis.uni-bamberg.de/)).

**Bachelor Program**

**Introduction to Innovation Management**

*Grundlagen des Innovationsmanagements*

**Main Lecturer:** Prof. Dr. Alexander Fliaster; Academic research assistant

Innovation-based competition; Definition and main types of innovation; Paradigms of innovation management and main streams in the organizational innovation research; Generation of innovations: Innovation as combination; Intra-organizational actors: Innovation champions, gatekeepers and promoters; External actors: Involvement of lead users; Innovation and entrepreneurship: Creation of new industries through business model and system innovations; Encouragement of innovations in organizations: The role of innovation culture

- Language: German
- Semester: Winter and summer semester
- Teaching Method: Lecture & tutorial, multimedia-based case studies
- ECTS: 6

**Organizational Knowledge Management**

*Wissensmanagement*

**Main Lecturer:** Prof. Dr. Alexander Fliaster; Academic research assistant

Knowledge-based economy and its challenges from the managerial perspective; Main goals of knowledge
management; Classification of knowledge from the managerial perspective; One-dimensional and multidimensional knowledge strategies in organizations; Organizational knowledge management systems; Main knowledge processes in organizations: knowledge sharing, creation, and retention; Organizational learning in knowledge-based companies

- Language: German (case studies and videos in English)
- Semester: Summer semester
- Teaching Method: Lecture, multimedia-based case studies, learning videos
- ECTS: 6

**Business Model Innovations**
*Innovationsorientierte Unternehmensführung*

**Main Lecturer:** Prof. Dr. Alexander Fliaster; Academic research assistant

Business model, value creation, and firm performance; Competitive forces, generic and hybrid competitive strategies, and sustainable competitive advantages; Organizational innovation cockpit; 4Ps Model of the innovation space; Dynamic model of product and process innovation; Modular and architectural innovations; Sustainable and disruptive innovations; Business model innovations

- Language: German (case studies and videos in English)
- Semester: Winter semester
- Teaching Method: Lecture, multimedia-based case studies, learning videos
- ECTS: 6

**Technology and R&D Management**
*Technologie- und F&E-Management*

**Main Lecturer:** Prof. Dr. Alexander Fliaster; Academic research assistant

Technology strategies in organizations; Methods of technology acquisition; Technology and market pioneers and followers: The time dimension of innovation; Main tools of technology and R&D management: Technology lifecycle, S-curve, portfolio management; Stage-gate approach; Key success factors of new product development

- Language: German (case studies and videos in English)
- Semester: Winter and summer semester
- Teaching Method: Lecture, multimedia-based case studies, learning videos
- ECTS: 6

**Bachelor Thesis Class** (only for Bachelor thesis students of the Chair of Innovation Management!)
*Bachelorarbeiten-Seminar*

**Main Lecturers:** Prof. Dr. Alexander Fliaster; Academic research assistant

Basic skills of academic writing; Identification of the research question; Content and basic structure of an academic research paper; Literature search; Methods of data collection and empirical research; Writing techniques; Main format requirements; Preparation for the writing process of the bachelor thesis: Time management and process management

- Language: German (case studies and videos in English)
- Semester: Winter and summer semester
- Teaching Method: Lecture, case study, presentation, classroom discussion
- ECTS: 3

**Master Program**

**Innovation in Networks**
*Innovation in Netzwerken*

**Main Lecturer:** Prof. Dr. Alexander Fliaster; Academic research assistant

**Prerequisites:** Bachelor degree
Definitions and concepts of social capital at different levels of analysis
Core technical terms, main concepts and methods of social network analysis
Impact of social networks on knowledge sharing, creativity and innovation at: The individual level, the dyadic level, the group level, the organizational level and the inter-organizational level

- Language: German (case studies and videos in English)
- Semester: Winter and summer semester
- Teaching Method: Lecture, multimedia-based case studies, learning videos, demonstration of software application
- ECTS: 6

Innovation and Collaboration

Main Lecturer: Prof. Dr. Alexander Fliaster; Academic research assistant
Prerequisites: Bachelor degree

Managing to collaborate: The theory of collaborative advantage; Individual inventors and the role of collaboration; Collaboration in and between cross-functional innovation teams; Collaboration in virtual innovation teams; Interdepartmental collaboration for innovation and change; Stakeholder management from the innovation perspective; Inter-organizational alliances for innovation; Open innovation

- Language: German (case studies and videos in English)
- Semester: Winter and summer semester
- Teaching Method: Lecture, multimedia-based learning simulation, multimedia-based case studies, learning videos
- ECTS: 6

Implementation and Diffusion of Innovations

Main Lecturer: Prof. Dr. Alexander Fliaster; Academic research assistant
Prerequisites: Bachelor degree

Definitions, reasons and types of organizational change
Contextual features and design choices in the technology-driven organizational change
Key actors of technology-driven organizational change
Process theories and multi-step models of organizational change
Implementation of information systems as a change management task
Diffusion of innovations theory: The market perspective and the intraorganizational perspective
Resistance to innovations: Sources, arguments, forms, and impact
Implementation of innovations in organizations (Learning Simulation): Confronting the knowing-doing-gap
Implementation of innovations in organizations: Key approaches and managerial tools to overcome the resistance

- Language: English
- Semester: Winter and summer semester
- Teaching Method: Lecture, multimedia-based learning simulation, multimedia-based case studies, learning videos
- ECTS: 6

Organizational Crisis Management

Organisationales Krisenmanagement

Main Lecturer: Prof. Dr. Alexander Fliaster; Academic research assistant
Prerequisites: Bachelor degree

Definitions and taxonomies of organizational crises; Main causes and phase models of organizational crises; Multi-phase models of organizational crisis management; Decision-making and leadership in crisis situations; Crisis management teams; Concept of the organizational crisis readiness and adaptability

- Language: German (optional in English); case studies and videos in English
- Semester: Winter and summer semester
Research Seminar on International Innovation Strategies

Main Lecturer: Prof. Dr. Alexander Fliaster; Academic research assistant
Prerequisites: Bachelor degree

- Challenges of innovation in the global competition; Innovation radar: Directions of business innovation; The Blue Ocean strategy and value innovation; Disruptive strategic innovations; Business model innovations in global companies; Innovations at the bottom of the pyramid; R&D structure, innovation processes, and offshoring strategies in global companies; Innovation and strategic knowledge management in global companies
  - Language: English
  - Semester: Winter and summer semester
  - Teaching Method: Lecture, multimedia-based learning simulation, multimedia-based case studies, learning videos
  - ECTS: 6

Organizational Innovativeness and Creativity

Main Lecturer: Prof. Dr. Alexander Fliaster; Academic research assistant
Prerequisites: Bachelor degree

- Need for business creativity and the definitions of creativity from the psychological and managerial perspective
- Impact of creativity and innovation on sustainable competitive advantages
- Knowledge combination as the key mechanism of business creativity
- Confluence approaches to the study of creativity: Individuals and social environment
- Complementarity theory of human capital and social capital and their impact on creativity
- Key components of individual creativity and the team creativity
- Supportive work environment, innovation climate, and the key managerial approaches to encourage creativity and innovation in organizations
  - Language: English
  - Semester: Winter and summer semester
  - Teaching Method: Lecture, multimedia-based case studies, learning videos
  - ECTS: 6

Master Thesis Class (only for Master thesis students of the Chair of Innovation Management!)

Main Lecturer: Prof. Dr. Alexander Fliaster; Academic research assistant
Prerequisites: Bachelor degree

- Advanced skills of academic writing; Identification of the research question; Content and basic structure of an academic research paper; Literature search and preparation of meta-reviews; Drafting, revision and editing of an academic research paper; Qualitative and quantitative research methods; Main formal requirements; Preparation for the writing process of the master thesis: Time management and process management
  - Language: German (case studies and videos in English)
  - Semester: Winter and summer semester
  - Teaching Method: Lecture, case study, presentation, classroom discussion
  - ECTS: 5
3.1.7 Economics and Business Education

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Bachelor Program

Introduction to scientific working methods  
GwA: Grundlagen des wissenschaftlichen Arbeitens

The aim of this module is to equip students with the skills and techniques necessary to successfully master their degree as well as to meet the demands of professional life. Amongst other things, students will learn how to effectively search for literature and how to structure and compose scientific texts. Furthermore, the students will get an idea of the foundations of empirical research methods. The practical applications are backed by the corresponding concepts of philosophy of science. This module is especially designed for freshmen.

- Language: German
- Semester: Winter and summer semester
- Teaching Method: Seminar (e-learning)
- ECTS: 6

Fundamentals of learning  
GLA: Grundlagen des Lernens und Arbeiten

This module aims at the question of how people learn. It deals with the biological and psychological preconditions of learning and especially focuses on the interplay of emotional, motivational and cognitive aspects. The course also addresses the influences of learning strategies, learning styles, perception, memory etc. as well as relevant aspects of personal development on learning. We will discuss the implications for an adequate design of learning environments in school as well as in workplace settings. During the whole course examples, target groups and learning environments of vocational learning and education are focused.
Introduction to vocational education and training

**GBB: Grundlagen beruflicher Bildung**

This module primarily aims at the question of how to foster learning in vocational education and training. Besides the design of learning environments, the module also deals with the historical development, institutions and stakeholders of vocational education.

- Language: German
- Semester: Summer semester
- Teaching Method: Seminar
- ECTS: 6

Multimedia learning environments

**MLU: Multimediale Lernumgebungen**

This module provides an overview of theoretical foundations, historical developments and current trends in learning with digital media. While the main focus is put on instructional and didactical design, we will also address technical and organizational issues.

- Language: German
- Semester: Winter and summer semester
- Teaching Method: Seminar
- ECTS: 6

Educational Management

**BBM: Betriebliches Bildungsmanagement**

This module deals with tasks and roles of corporate education as intersection between business studies and business education. The core issues for example are individual learning and learning in groups, required competencies of the education manager, modes of advanced or further education and training and cetera.

- Language: German
- Semester: Winter and summer semester
- Teaching Method: Seminar (e-learning)
- ECTS: 6

Master Courses

Learning and Instruction in Business Education

**DDW: Didaktik der Wirtschaftswissenschaften**

The aim of the module is to promote a science-based approach to the implementation of complex learning environments in economic contexts. Whereas the lecture addresses strategic knowledge about the instructional design of learning environments, students work on specific problem settings addressing learning scenarios in the exercise course.

- Language: German
- Semester: Winter and summer semester
- Teaching Method: Seminar (e-learning)
- ECTS: 6
Research on teaching and learning  
*LLF: Methoden und Ergebnisse der Lehr-Lern-Forschung*

The exercise course deals with basics of empirical research methods and quantitative data analysis in educational research. Selected research approaches, research projects as well as corresponding empirical findings are presented and discussed in the lecture.

- **Language:** German
- **Semester:** Winter and summer semester
- **Teaching Method:** Seminar
- **ECTS:** 6

Educational media  
*MD: Mediendidaktik*

This module deals with the systematic use of digital media in teaching and instruction. In line with basic theories of instructional science the didactical design of educational media and multimedia learning environments will be discussed for different settings (school, academia, workplace). We will address specific topics subject to ongoing research projects. The module includes a significant amount of practical work.

- **Language:** German
- **Semester:** Winter and summer semester
- **Teaching Method:** Seminar
- **ECTS:** 6

Teaching professionalism  
*LP: Lehrprofessionalität*

This module concentrates on the question: What are the professional role and competences of teachers in settings of vocational education and training and how to prepare teachers to deal with heterogeneity? Students will compile some correspondent psychological constructs and proof their effectiveness relating to learning arrangements in order to connect those findings with terms like competence, expertise or professionalism. Students will get sensible to stereotypes and errors in teachers’ judgments. They focus cases representative for special target groups and challenges in vocational education and training. They form hypothesis on how these cases developed based on literature review and discuss good solutions how to support pupils. An important part of this module is the mentoring of student study groups.

- **Language:** German
- **Semester:** Winter and summer semester
- **Teaching Method:** Seminar
- **ECTS:** 6

Human Resource Education  
*BP: Betriebspädagogik*

The module deals with education and training processes within companies with a focus on work based learning. It deals with both the conditions of in-company education and training as well as the introduction and planning of interventions.

- **Language:** German
- **Semester:** Winter semester
- **Teaching Method:** Seminar
- **ECTS:** 6

Advanced scientific working methods  
*FwA: Fortgeschrittenes wissenschaftliches Arbeiten*

The especial concern of this module is to develop a solid understanding about basic positions of diverse scientific theories and working methods. Aiming the master thesis students keep themselves busy with all necessary procedures as investigation and evaluation of literature.
3.1.8  **Vertrieb und Marketing**

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**Bachelor Program**

**Sales and Marketing Management (VM-B-01)**  
*Sales and Marketing Management*

The course "Sales and Marketing Management" provides an overview about different analysis and action instruments. Furthermore, marketing is presented as a management area, especially being connected to controlling, human resource management, organization and IT.

**Topics:**

1. Sales and marketing as managerial challenges: In the first unit, students learn about customer needs and wishes, value proposition, value creation and value chains. Furthermore, it deals with value chains as mechanisms, sales and marketing management, different types of markets and key challenges of sales and marketing.

2. Objectives in sales and marketing: Firstly, the marketing concept is introduced. In a further step, sales and marketing objectives are differentiated concerning effectiveness and efficiency in marketing, formal and operative objectives, and concerning cause-effect relationships.

3. Market and customer orientation: Market and customer orientation are contextualized and furthermore, an approach on how to focus on customers is provided. In order to understand customers, customer modeling, process models and constructs of customer behavior are introduced. The second part of market and customer orientation focusses on competitor orientation and cross-organizational collaboration.

4. Marketing intelligence: An introduction to market research is provided. Furthermore, methods of data collection and methods of analysis are presented. The second part of marketing intelligence deals with marketing planning, forecasting and budget planning.

5. Marketing activities: In this unit, students learn about the basics of marketing activities, strategic configuration options, intensity of market stimulation and marketing innovations.

6. Product management: After an overview of the product mix, product management is introduced and linked to customer service and program management.

7. Price management: In order to gain a holistic overview of price management, the importance and definition of price and pricing are provided in this unit. Furthermore, levels and instruments of pricing are explained.

8. Distribution management: This unit deals with the selection of distribution channels, organization of the distribution structure and organization of sales within distribution
Customer Management (VM-B-02)

Customer Management

The course “Customer Management” discusses the processes, application areas and challenges of customer management.

Topics:
1. Scope and challenges of customer management: In this unit, customers are presented as a focal element of marketing. Furthermore, relationship marketing and CRM as the IT component of relationship marketing are introduced.
2. Fundamental concepts of customer management: Fundamental elements of customer behavior are presented in a first step. Moreover, the unit deals with characteristics of relationships, satisfaction and loyalty and customer lifetime value.
3. Customer analysis: This unit deals with the segmentation, targeting and positioning of customers. Furthermore, prospect identification and prospect analysis are presented.
4. Transaction initiation: After an introduction of preparing and handling of contacts with prospects, the ensuring of transactions and strategic questions in initiating are discussed as further topics.
5. Relationship Management: In this unit, the topics transaction management, building and exploiting customer loyalty, complaint management, customer defection management and relationship termination are discussed.
6. Support functions of customer management: As support functions, the organizational aspects IT support and controlling of customer management are introduced.

- Language: English
- Semester: Winter semester
- Teaching Method: Lecture
- ECTS: 6

Introduction to Marketing Intelligence (VM-B-03)

Introduction to Marketing Intelligence

The course “Introduction to Marketing Intelligence” deals with marketing intelligence as a data and information basis for marketing and sales decisions.

Topics:
1. Fundamentals of marketing intelligence: Students are provided with a definition of marketing intelligence. In subsequent steps, the purpose, industry and process of marketing research are presented and ethics in marketing are discussed.
2. Determining the research problem: This chapter is divided in three parts: Identification of management’s information needs, specification of research questions and confirmation of the value of information.
3. Selecting the research design: When selecting the research design, classification of the design, selection of the data collection method, design of the measurement instrument and determination of the sampling plan and procedure need to be considered.
4. Execution of the research design: The execution of the research design is presented in two steps: Collecting data and monitoring fieldwork.
5. Data preparation and analysis: A definition of data preparation and data analysis procedures are presented.
6. Report preparation and presentation: This unit puts a focus on the objectives and the format of the marketing research report.
7. International marketing research: Especially dealing with international marketing research, this unit introduces measurement, scaling and data collection issues.

- Language: English
Global Marketing (VM-B-04)
Global Marketing

Within this course, an introduction to global marketing is provided. Furthermore, strategies and special challenges in global marketing are the focus of this seminar.

Topics:
1. Marketing basics: An introduction to the field of marketing, international marketing, motives and challenges of internationalization is provided.
2. The decision whether to internationalize: Social and cultural considerations in global marketing, competitive analysis and strategy in global markets, global market selection process and global marketing research are part of this unit.
3. Market entry strategies: Different market entry strategies, e.g. timing of entry and export modes, intermediary mode and hierarchical entry modes, are presented.
4. International Marketing Mix: Marketing mix decisions are applied in global marketing context, as well as cross-cultural sales negotiations are introduced.
5. Implementation and coordination of the global marketing program: This unit deals with the organization and controlling of global marketing operations.

- Language: English
- Semester: Winter semester
- Teaching Method: Seminar
- ECTS: 6

Master Program

Price Management (VM-M-01)
Price Management

The course "Price Management" focusses on all processes, for which companies demand the equivalent for their offered products and services from their customers.

Topics:
1. Characteristics of price management: In this unit, an overview about price and value, price management and external influences on pricing decisions is provided.
2. Customers' price behaviour: Price behavior is explained from a classical economic and behavioral perspective. Moreover, behavioral pricing is presented by taking psychology into account.
3. The pricing process - price analysis: Students learn about the pricing process (market analysis, customer analysis, cost analysis) and marginal analysis.
4. The pricing process - price strategy formulation: This unit deals with objectives in pricing and strategic price concepts.
5. The pricing process - price calculation: Different anchor points on how to calculate prices are presented (e.g. long-term vs. short-term pricing, assortment pricing, and price variation).
6. Price implementation: Within this unit, internal and external price implementation is introduced. Moreover, students learn about countertrade, currency issues in international marketing and transfer pricing.

- Language: English
- Semester: Summer semester
- Teaching Method: Seminar
- ECTS: 6
Business-to-Business Marketing & Purchasing (VM-M-02)

Business-to-Business Marketing & Purchasing

The course "Business-to-Business Marketing & Purchasing" puts a focus on transactions between commercial actors.

Topics:
1. Value chains and networks: This unit provides an overview about business markets, business types, business markets as networks and managing these networks.
2. Purchasing and supplier management: After an introduction of purchasing management, basic sourcing decisions, purchasing organizations and current challenges in purchasing are presented.
3. Managing distribution on business markets: Students learn about distribution channels, channel design and producer-retailer relationships. Moreover, the concepts "efficient consumer response" and "category management" are presented.
4. Sales management on business markets: Sales management is contextualized on business markets. Different types of sales, the personal selling process, sales force management, sales organization and key account management are subjects of this unit.
5. The role of brands on business markets: In this unit, brand management and brands between manufacturers and distributors are introduced. Moreover, a differentiation between retailer and private label brands is provided and brands in B2B relationships are presented.

- Language: English
- Semester: Winter semester
- Teaching Method: Seminar
- ECTS: 6

Methods of Market Research (VM-M-03)

Methoden der Marktforschung

Presents the challenges of collecting and analyzing both qualitative and quantitative data in market research.

- Language: German
- Semester: Summer semester
- Teaching Method: Lecture and exercise
- ECTS: 6

Research Seminar Business-to-Business (VM-M-04)

Research Seminar Business-to-Business

In the course "Research Seminar Business-to-Business", students deepen their knowledge about scientific research. They deal with research and publication processes and learn to work with academic literature. Selected articles among the field of business-to-business marketing are presented by students and further analyzed along with the seminar leader.

- Language: English
- Semester: Summer semester
- Teaching Method: Seminar
- ECTS: 6

Research Seminar International Marketing (VM-M-05)

Research Seminar International Marketing

Introduces students to academic research. Every year, a different topic is in the focus of the seminar. Students first receive an introduction to empirical research. They then learn how to read and interpret academic articles. Finally, students conduct an own empirical study and present the result.

- Language: German
- Semester: Winter semester
- Teaching Method: Seminar
ECTS: 6

**Current Topics in Sales and Marketing (VM-M-06)**  
*Aktuelle Themen in Vertrieb und Marketing*

In depth discussion of marketing-related topics, either as a case study seminar or based on group presentations of specific problems, for the master level. The marketing seminar builds on the knowledge of the fields covered in the various marketing courses. The seminar requires particularly active participation.

- Language: German
- Semester: Summer semester
- Teaching Method: Seminar
- ECTS: 6

**Sustainability in Sales and Marketing (VM-M-07)**  
*Nachhaltigkeit in Vertrieb und Marketing*

Covers the fundamental strategic marketing decisions companies need to take, e.g. market selection, competitive strategy, transaction vs. relationship marketing and Corporate Social Responsibility.

- Language: German
- Semester: Winter semester
- Teaching Method: Lecture
- ECTS: 6

**Brand Management (VM-M-08)**  
*Brand Management*

1. General information on brands and brand management: The first unit provides an overview about the role of brands in marketing strategies. Further, different elements of brands are presented.

2. Brand portfolio: Students get familiar with different brand portfolio architectures and learn how to maximize brand equity across all the different brands and products a company might sell.

3. Brand positioning: This unit deals with the challenge companies face when designing and implementing brand marketing programs.

4. Brand communication: Different aspects of brand communication strategies are discussed. Further, the brand resonance model is introduced, which aims to support the development of profitable marketing strategies and create long-term customer loyalty.

- Language: English
- Semester: Winter semester
- Teaching Method: Seminar
- ECTS: 6

**Intercultural Challenges in Customer and Account Management (VM-M-09)**  
*Intercultural Challenges in Customer and Account Management*

Content of the seminar are challenges of intercultural communication. The theoretical learning content provided during the course will be deepened by case studies from international companies in sales and furthermore, in order to expand on cultural sensitization, simulation games are conducted.

The seminar content originates from the following areas: concept of culture, typologies of culture, different culture conceptualizations; challenges of intercultural communication, esp. within the scope of business situations with clients; intercultural competence, based on different models of intercultural communication (e.g. Iceberg, culture standards, situation-individual-culture, dimensions of culture, model of intercultural sensitivity); culture shock handling on a client business trip or longer stays abroad (expatriates).

- Language: English
- Semester: Winter and summer semester
- Teaching Method: Seminar
- ECTS: 6
3.1.9 Banking and Financial Control

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Bachelor Program

Introduction to Banking and Financial Control [BFC-B-01]
Einführung in das Banking und Finanzcontrolling

Main Lecturer: Prof. Dr. Matthias Muck
The course is an introduction into the field of banking and financial control. At first students learn the fundamental theories and concepts of finance, management control, and accounting. Furthermore, the course deals with theoretical principles of financial intermediaries and derivative trading as well as the state preference theory. The module covers the following aspects:

- Business objectives and decisions; Fisher separation; Financial decision accounting under certainty;
- Accounting and financial decision accounting; Financial ratios; Financial control, capital costs and valuation under uncertainty; Financial instruments; Derivatives; State preference theory

- Language: German
- Semester: Summer semester
- Teaching Method: Lecture, practicals
- ECTS: 6

Financial Intermediaries [BFC-B-02]
Bankbetriebslehre

Main Lecturer: Prof. Dr. Matthias Muck
The course deals with the financial control of financial intermediaries. Financial control is especially relevant for banks in light of the complex regulation these market agents are faced with. In a first step economic theory concerning the management of banks is presented. Next, some insight into the regulation of banks is given. Finally, the course deals with approaches to cost accounting of banks. The module covers the following aspects:

- Financial Intermediaries in Germany; Theory of Financial Institutions; Capital market business of Banks; Regulation of Banks; Cost Accounting in Banks

- Language: German
- Semester: Winter semester
- Teaching Method: Lecture, practicals
- ECTS: 6

Cases in Corporate Finance [BFC-B-03]

Main Lecturer: Prof. Dr. Matthias Muck
In this seminar, we apply important concepts from capital market theory by considering real world case studies. Thus, the course aims at closing the gap between financial theory and practice. It highlights the immediate applicability of the – at first glance – purely theoretical results. The course concentrates on methods and concepts relevant to the corporate finance business of banks (i.e. M&A, debt and equity issuance). Class participants are expected to discuss cases in small study groups and develop possible solutions to problems described therein. The module covers the following aspects:

- Corporate Financing Decisions; Uncertainty; Portfolio Choice; Capital Asset Pricing Model; Financial Planning;
Discounted Cash Flow Approach (DCF) to Company Valuation; Project Valuation; Estimating the Cost of Capital; Divisional Cost of Capital; Financing M&A Transactions; Leveraged Recapitalization; The Value of Control

- Language: English
- Semester: Winter semester
- Teaching Method: Lecture and case discussions
- ECTS: 6

**Topics in Banking and Insurance [BFC-B-04]**
*Aktuelle Fragen zur Bank- und Versicherungsbetriebslehre*

**Main Lecturer:** Prof. Dr. Matthias Muck

In this seminar, students deal with current issues in banking and insurance. Various topics are addressed in seminar papers dealing with specific problems from the two topic areas.

- Language: German
- Semester: Winter semester
- Teaching Method: Presentation
- ECTS: 6

**International Entrepreneurship [BFC-B-05]**
*Internationales Entrepreneurship*

**Main Lecturer:** Prof. Dr. Matthias Muck

The course focuses on Entrepreneurship and business start-up within an international business surrounding. After some introductory lectures, students are required to develop their own business model in small groups and draft their ideas within a business plan. Class participants will present their business model as well as their business plan to the seminar group at the end of the semester. The module is structured as follows:

Introduction to Entrepreneurship; Business Plans; Generation of Business Ideas; Presentation of the drawn up Business Plans

- Language: German
- Semester: Summer semester
- Teaching Method: Presentation
- ECTS: 6

**Startup and SME Business Planning - The Businessplan as a Planning Tool [BFC-B-06]**
*Businessplanerstellung – Der Businessplan als Planungstool für Startups und KMU*

**Main Lecturer:** Dr. Markus Wolf

The module provides an overview on entrepreneurship. Focus is to create your own business plan in the course of the semester. The business plan and in particular the enclosed financial planning serve as a decision-tool. The plan needs to show the planned economic development and thus the sustainability of the project. The module covers the following aspects:

Executive Summary; Benefits and value proposition; Market & competitive analysis; Marketing & sales; Business model; Opportunities & risks; Implementation timetable; The entrepreneurial team

- Language: German
- Semester: Winter and summer semester
- Teaching Method: Lecture and case discussions
- ECTS: 6
Master Program

Financial Innovation [BFC-M-01]

Main Lecturer: Prof. Dr. Matthias Muck

This course enables students to understand and analyse the most important financial innovations. They learn the valuation of Forwards/Futures and their use in risk management. Furthermore, options are priced in discrete and continuous time. Students learn the binomial model, the Black/Scholes model and its extensions (structured products, American contracts). In addition, we consider options on futures, which are of high practical relevance. A particular focus is put on the state preference theory and its implication for valuation purposes (the optimal asset allocation on a complete market, the assessment of risk and the risk neutral probability measure). The module is organized as follows:

Forward and Futures; Option Markets; Binomial Option Pricing; Black/Scholes World; Generalizations of the Black/Scholes World; Options on Futures; The practical implementation of theoretical concepts is also studied in the context of mini case studies and problems.

- Language: German
- Semester: Winter semester
- Teaching Method: Lecture, practicals
- ECTS: 6

International Finance [BFC-M-02]

Main Lecturer: Prof. Dr. Matthias Muck

This course deals with models in international capital market theory. Students learn basic models to forecast exchange rates and to value securities and derivatives. More precisely, the course covers international exchange rate parities, the International Capital Asset Pricing Model, as well as the binomial model and the Black/Scholes model for the valuation of currency options. The module is organized as follows:

Exchange Rates; Global Capital Sourcing and Investing; Cross Currency Swaps; Exchange Rate Futures and Options; International Asset Pricing; International Capital Budgeting

- Language: English
- Semester: Summer semester
- Teaching Method: Lecture, practicals
- ECTS: 6

Fixed Income Instruments [BFC-M-03]

Main Lecturer: Prof. Dr. Matthias Muck

This course introduces the most important pricing and risk management models for fixed income instruments. Students analyse and learn about fixed income instruments, e.g. coupon bonds, floating rate notes, fixed income futures- and forward contracts as well as interest rate swap contracts and options. The course is structured as follows:

Interest Rates; Bond Markets; Bond Forwards & Futures; Interest Rate Swaps; Credit Risk; Interest Rate Options; Ho-Lee Model

- Language: German
- Semester: Summer semester
- Teaching Method: Lecture, practicals
- ECTS: 6

Research Issues in Banking and Financial Control [BFC-M-04]

Forschungsfragen im Bereich Banking und Finanzkontrolling

Main Lecturer: Prof. Dr. Matthias Muck

In this seminar, students deal with current research issues in banking and financial control. Seminar topics
include problems in the subject areas of banking, insurance, and capital market theory. The scope can be empirical or theoretical in nature.

- Language: German
- Semester: Winter and summer semester
- Teaching Method: Presentation
- ECTS: 6

Debt Capital Markets [BFC-M-05]
Main Lecturer: Petra Kirchner

Bonds belong to the most important capital market instruments. This module covers the design of modern bonds and deals with the underwriting business of banks. The focus is on legal-technical aspects as well as on practical processes of banks when bonds are issued.

- Capital market: primary and secondary market, major international markets
- Securities: differentiation of bonds from other securities, legal requirements with respect to bonds, securitization, documentation, listing and balancing of bonds
- Types of bonds; Debt Issuance Programs; Issuing process of a syndicated note; Differences between private placement and a syndicated issue; Issuance of a syndicated bond under a program (case study); Issuance of a private placement under a program (case study); Bonds before the crisis and today; Promissory Note ("Schuldschein"): a German financial instrument

- Language: German
- Semester: Winter semester
- Teaching Method: Lecture
- ECTS: 6

Insurance and Asset Management [BFC-M-07]
Main Lecturer: Dr. Michael Herold

This course addresses central questions in the areas of insurance and asset management. After an introductory treatment of the fundamentals of insurance, students deal with the demand for insurance from a decision-theoretic point of view. Afterwards, the supply of insurance is treated by considering aspects of traditional premium calculation, risk management, financial insurance pricing, and regulation. The course further focuses on the subject of life insurance. The course is structured as follows:

- Introduction to Insurance; Decisions under Uncertainty; Insurance Demand; Insurance Supply & Risk Management in Non-Life Insurance; Life Insurance

- Language: German (winter semester) / English (summer semester)
- Semester: Winter and summer semester
- Teaching Method: Lecture and case discussions
- ECTS: 6

Financial Engineering [BFC-M-08]
Main Lecturer: Prof. Dr. Matthias Muck

In this seminar, students deal with research issues in the area of financial engineering. Key topics are first introduced in a lecture and are then deepened in seminar papers dealing with specific problems. The course is structured as follows:

- Introduction: Financial Innovation and Fixed Income; Volatility Smiles; Short Rate Models: An Overview; Hull White Model; Derivatives on Electricity

- Language: German
- Semester: Winter semester
- Teaching Method: Lecture, practicals, advanced seminar
- ECTS: 6
3.1.10 **Finance**

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**Bachelor Program**

**Introduction in Finance and Investment [Fin-B-01]**  
*Einführung in Finanzierung und Investition*


- Language: German  
- Semester: Winter semester  
- Teaching Method: Lectures, presentations & discussion  
- ECTS: 6

**International Corporate Finance [Fin-B-04]**  
*Internationale Unternehmensfinanzierung*

Introduction to Corporate Finance and Financial Management, Financial Markets, Financial Intermediation and Financial Risks; Venture Finance and Going Public; Case studies on startups and entrepreneurship with a focus on budgetary planning and liquidity / international focus. (Important: Individual term of application, please look at notice board for current news).

- Language: German  
- Semester: Winter semester  
- Teaching Method: Lectures, presentations & discussion  
- ECTS: 6

**Models of Financial Markets and Behavior in Financial Markets [Fin-B-03]**  
*Finanzmarktmodelle und Finanzmarktverhalten*

Informational efficiency and pricing in financial markets; General theories on equity pricing: Efficiency concept, random walk, fair game model, rational expectations, empirical results; Portfolio theory and decision theory; Theoretical market models: State preference approach, CAPM, APT, empirical results; Performance analysis: Risk-return trade off, measurement, empirical results. (Important: Individual term of application, please look at notice board for current news).

- Language: German  
- Semester: Summer semester  
- Teaching Method: Lectures, presentations & discussion  
- ECTS: 6

**Strategic Risk Management and Market Risk Management [Fin-B-02]**  
*Strategisches Risikomanagement und Marktrisikomanagement*

Decision making under risk; Fundamentals in risk management; Pricing risks; Market risk analysis; Market risk control. (Important: Individual term of application, please look at notice board for current news).
Master Program

Financial Services and Financial Institutions [Fin-M-01]  
_Finanzdienstleistungen und Finanzinstitutionen_


- Language: German
- Semester: Summer semester
- Teaching Method: Lectures, presentations & discussion
- ECTS: 6

Strategic Financial Management and Corporate Governance [Fin-M-02]  
_Strategisches Finanzmanagement und Corporate Governance_

The market for corporate control; Corporate governance & control: Shareholder Value concept and theory of the firm; international legal framework; Corporate governance & control: Investor protection and insider violations, an international comparison. (Important: Individual term of application, please look at notice board for current news).

- Language: German
- Semester: Summer semester
- Teaching Method: Lectures, presentations & discussion
- ECTS: 6

Capital Structure and Corporate Valuation [Fin-M-03]  
_Kapitalstruktur und Unternehmensbewertung_

Capital Structure and cost of capital: The traditional view; empirical evidence; Capital Structure and cost of capital: New concepts; empirical evidence; High yield bonds; Rating: Theoretical framework and methods; Rating consequences: Rating migration, rating changes; Payout policies. (Important: Individual term of application, please look at notice board for current news).

- Language: German
- Semester: Summer semester
- Teaching Method: Lectures, presentations & discussion
- ECTS: 6

Financial Markets and Financial Systems [Fin-M-04]  
_Finanzmärkte und Finanzsysteme_

Inefficiency and pricing in financial markets; Stock exchanges as financial intermediaries; Market microstructure: Theoretical framework, empirical & experimental results; Noise trading; Decision under ambiguity; Behavioral Finance: Theories, concepts, empirical & experimental results; investment strategies, disposition & endowment effect, prospect theory, analysts' behavior, overconfidence, home bias, herding; social responsible investments; neuro-finance; regulation & legal framework. (Important: Individual term of application, please look at notice board for current news).

- Language: German
- Semester: Winter semester
- Teaching Method: Lectures, presentations & discussion
- ECTS: 6
Corporate Financial Analysis and Rating [Fin-M-05]
Unternehmensanalyse und Rating

Performance & risk management; risk management process: identification, valuation, management and control; financial analysis of a company & valuation: instruments, structures and models; solvency and expected loss; early detection of risks; consequences of ratings for prices on bond markets; spill-over-effects of ratings; rating and regulation. (Important: Individual term of application, please look at notice board for current news).

- Language: German
- Semester: Winter semester
- Teaching Method: Lectures, presentations & discussion
- ECTS: 6

Empirical and Experimental Research in Capital Markets [Fin-M-06]
Empirische und experimentelle Finanzmarktforschung

Empirical research in finance: models, structures & instruments; experimental research in finance: diversity & characteristics; qualitative and quantitative research methods; empirical and experimental research in financial market structures; empirical and experimental research in market behavior; practical implications for financial markets and market microstructure; practical implications for economic behavior and laboratory experiments; implications for economic practice. (Important: Individual term of application, please look at notice board for current news).

- Language: German
- Semester: Winter semester
- Teaching Method: Lectures, presentations & discussion
- ECTS: 6

Consumer Research [Fin-M-07]
Verbraucherforschung

Consumer research: diversity & characteristics; consumer research: models, structures & methods; perception of information and their processing; forecasting and decision making; transparency, intelligibility & comparability of information; concepts of benefits; comprehension of risk & self-control; diversification strategies, portfolio hierarchy & hyperbolic discounting; life cycle & retirement provision; consumer archetypes & patterns of economic behavior; evidence based consumer policy; consumer panel & temporal cross-section analysis; is there a crisis in consumer literacy? Emerging research fields in consumer research. (Important: Individual term of application, please look at notice board for current news).

- Language: German
- Semester: Winter semester
- Teaching Method: Lectures, presentations & discussion
- ECTS: 6
3.1.11 Supply Chain Management

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Bachelor Program

Principles of Service Engineering [SCM-B-01]  
Grundlagen des Service Engineering

Service Engineering is designed as an introductory course. Students will learn to understand the basics of modeling services and the development of services. Further, they will learn to do this by means of appropriate procedures and methods. Practical examples from logistics and supply chain management will contribute to a better understanding of the content. Relevant business theories are, for example, Resource Based View (RBV), Service Dominant Logic (SDL), Service Engineering (SE) and New Service Development (NSD).

- Language: German
- Semester: Summer semester
- Teaching Method: Lecture, practical seminar
- ECTS: 6

Supply Chain Management and Digitalization [SCM-B-03]  
Supply Chain Management und Digitalisierung

This course is designed as an introductory course to Supply Chain Management (SCM) and digitalization. The background is the steadily increasing digitization of value chains. The students will learn general and branch-specific concepts of supply chain management. Further, they will be able to understand trends towards digitization and their impact on the living and working world and the links to Supply Chain Management. Relevant business theories are, for example, network, transaction cost, and principal-agent theory. The module lays the foundations for further lectures about the use of modern information and communication technologies (ICT) in logistics as well as the designing of innovative services for logistics and Supply Chain Management.

- Language: German
- Semester: Winter semester
- Teaching Method: Lecture, practical seminar
- ECTS: 6

Master Courses

Technologies of Radiofrequencies in Logistics I [SCM-M-01]  
Funkttechnologien in der Logistik I

Technologies of Radiofrequencies in Logistics I is designed to be an introductory lecture. The students would get to know existing basic technologies of the “internet of things” the required complementary innovations for an implementation. Subsequently the students would understand the functionality of the RFID-technology and conduct technological and managerial evaluation of the application of the products and systems. This will be possible studying the relevant basics and methods.

- Language: German
- Semester: Winter semester
- Teaching Method: Lecture, practical seminar
- ECTS: 6
Technologies of Radiofrequencies in Logistics II [SCM-M-02]
Funktechnologien in der Logistik II

Technologies of Radiofrequencies in Logistics II is designed to be a continuative lecture to Technologies of Radiofrequencies in Logistics I. The students should understand the functionality of sensor-tags, wireless-networks and real-time-locating systems and be able to evaluate the application of the products and systems in a technological and managerial way. The students will be taught the relevant basics, methods and procedures.

- Language: German
- Semester: Summer semester
- Teaching Method: Lecture, practical seminar
- ECTS: 6

Product and Service Innovation for Supply Chain Management [SCM-M-03]
Produkt- und Dienstleistungsinnovationen in der Supply Chain

Innovative products and services will play a further increasingly important role within future logistics and the Supply Chain Management of the future. Special emphasis in this context should be placed on so-called Value Added Services (VAS) as well as on technologies for automatic identification and data capturing (AIDC). This course is therefore designed to examine the development and design of sustainable and viable products and services. For this purpose, students will acquire current research questions and problem within small working groups from a consistently scientific perspective. They will furthermore be enabled to interlink these issues with theoretical knowledge, methods and competencies acquired during their previous studies.

It is highly recommended to attend the courses Technologies of Radiofrequencies in Logistics I and II before applying for this seminar.

- Language: German
- Semester: Summer semester
- Teaching Method: Seminar
- ECTS: 6

Management of Logistics Services in the Supply Chain [SCM-M-04]
Management von Logistik-Dienstleistungen in der Supply Chain

Major objective of the course is to equip students with a sound understanding of processes and key business challenges within the field of transportation and logistics services, to equip them with a modern repertoire of standard solutions, instruments and methods, and to support the ability to adopt and apply theory fundamentals of different disciplines into the field. Students learn to understand the service supply chains of logistics service providers in the context of their specific business models integrating aspects such as specific value propositions, different revenue models, and different architectures of the resource basis involved. They use their knowledge to analyze and compare such models, identify problems or dilemmas, and they are enabled to assess the potential of specific innovative positions, approaches or solutions.

- Language: German
- Semester: Summer semester
- Teaching Method: Lecture
- ECTS: 6

Project Workshop for the Design of Information Services in the Digital World [SCM-M-05]
Projektwerkstatt für den Entwurf von Informationsdienstleistungen in der digitalen Welt

- Identification and Evaluation of Information-based-Services based on creativity and portfolio method in a Kick-Off session
- Application of a Service Engineering Process Model and the respective methods during desk research as group work
- Discussion of the research results in regular project meetings, accompanied by teaching staff
- Final presentation of project results in a final meeting to a project committee
- Documentation of the groups’ results in a paper

The seminar is designed to enhance the student’s methodological experience and to extend the student’s skills in group- and project work. Students will work on a real life question in order to develop a modern, technology
and information based service concept, through applying the Nuremberg Service Engineering Binocular (NSEB), its iterative process and its questions and methods.

It is highly recommended to attend all other remaining courses of this chair before applying for this seminar.

- Language: German
- Semester: Winter semester
- Teaching Method: Seminar
- ECTS: 6

3.1.12 Operations Management and Business Logistics

Prof. Dr. Eric Sucky
Chair of Operations Management and Business Logistics
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Bachelor Courses

Production & Logistics Management I
*Produktions- und Logistikmanagement I*

Basic structures and concepts of production and logistics; production theory, cost theory.

- Language: German
- Semester: Summer semester
- Teaching Method: Lecture & tutorial
- ECTS: 6

Production & Logistics Management II
*Produktions- und Logistikmanagement II*

Principles and basic structures and concepts of production and logistics management: forecasting, production planning, material requirements planning, purchasing decisions, lot sizing, production scheduling.

- Language: German
- Semester: Winter semester
- Teaching Method: Lecture & tutorial
- ECTS: 6

Logistics: Operational Decision Making in Business Logistics
*Logistik: Logistisches Prozessmanagement*

Basic logistical concepts; importance of logistics; objectives of business logistics, process management; activity-based costing; order processing, vehicle routing and scheduling; freight consolidation; transportation planning problems; purchasing and supply chain scheduling decisions.

- Language: German
- Semester: Summer semester
- Teaching Method: Lecture & tutorial
- ECTS: 6
Master Courses

Operations Management: General Problems in Production Management
*Operations Management: Allgemeine Problemstellungen des Produktionsmanagements*

Introduction to operations management; Production Planning & Control: strategic production management, auctions and assembly line balancing; short-term planning models, order release and scheduling.

- Language: German
- Semester: Winter semester
- Teaching Method: Lecture & tutorial
- ECTS: 6

Supply Chain Management
*Supply Chain Management*

The course provides an overview of supply chain management. To substantiate the concept an appropriate definition, goals, tasks, major integration problems are identified to develop a common framework, based on Croxton et al’s (2001) supply chain processes. After establishing a theoretical groundwork the decision phases of supply chain management are covered in detail (supply chain configuration, supply chain execution). Finally a short introduction to supply chain controlling is given.

- Language: German
- Semester: Winter semester
- Teaching Method: Lecture & tutorial
- ECTS: 6

Operations Research
*Operations Research*

The lecture discusses general optimization methods that are frequently applied in transportation and production planning. Methods include the simplex algorithm, branch and bound algorithm, as well as several heuristics. After introducing basic concepts of graph theory, Markov chains are discussed, which are taken as basis for a detailed insight into queuing theory. To overcome boundaries of analytical solutions for queuing problems, simulation is introduced, which also includes some basic methods of random number generation. Students should be aware that the subject is quite quantitative and, therefore, requires a solid mathematical background.

- Language: German
- Semester: Summer semester
- Teaching Method: Lecture & tutorial
- ECTS: 6
3.2 Module Description: Political Science

3.2.1 Political Sociology

Prof. Dr. Marc Helbling
Chair of Political Sociology
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Basic Studies (1st and 2nd year)

Introduction to Political Sociology
Einführung in die Politische Soziologie

Political attitudes and political behavior, their origins and their interrelation; in the lecture the most important theoretical approaches are taught with a focus on the micro level (political attitudes and political behavior of individuals).

- Language: German
- Semester: Summer semester
- Teaching Method: Lecture
- ECTS: 5

Seminar in Political Sociology
Seminar zur Politischen Soziologie

Each semester one aspect of Political Sociology (e.g. Political Socialization, Political Participation, Political Culture and Voting Behavior) is covered; required readings are the basis for the discussion of the central theoretical issues and methodological questions in the selected field.

- Language: German/English
- Semester: Winter and summer semester
- Teaching Method: Seminar
- ECTS: 6

Proseminar in Political Sociology
Proseminar zur Politischen Soziologie

Introduction to the empirical analysis of Political Sociology research problems and data sets with the STATA for Windows package. A mandatory two-hour STATA-tutorial is part of this course.

- Language: German
- Semester: Winter and summer semester
- Teaching Method: Basic seminar
- ECTS: 5
Intermediate Studies (3rd year)

Advanced Seminar in Political Sociology
Vertiefungsseminar zur Politischen Soziologie

A seminar for students having completed basic training in Political Sociology, Statistics, Methodology, and the STATA program package that is centered around an empirical research project involving research design, data collection, and data analysis.

- Language: German
- Semester: Winter semester
- Teaching Method: Specialization seminar
- ECTS: 8

Advanced Studies (4th and 5th year)

Political Sociology I
Politische Soziologie I

A lecture introducing advanced topics of the political science analysis of political attitudes and political behavior at the micro and macro level.

- Language: German
- Semester: Summer semester
- Teaching Method: Lecture
- ECTS: 6

Political Methods IV
Politikwissenschaftliche Methoden IV

A seminar that deals with advanced methods of quantitative data analysis in Political Sociology and includes practical computer applications of data analysis.

- Language: German
- Semester: Summer semester
- Teaching Method: Advanced seminar
- ECTS: 8

Political Sociology II
Politische Soziologie II

Special topics of research about political attitudes; Theoretical foundation and applications with empirical data analysis on the PC; varying examples of application.

- Language: German/English
- Semester: Winter semester
- Teaching Method: Advanced seminar
- ECTS: 8

Political Sociology III
Politisches Soziologie III

Special topics of research about political behavior; Theoretical foundation and applications with empirical data analysis on the PC; varying examples (with concentration on voting behavior in Germany as well as in a comparative perspective).

- Language: German/English
- Semester: Summer semester
- Teaching Method: Advanced seminar
- ECTS: 8
3.2.2 International and European Politics

Prof. Dr. Monika Heupel
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Bachelor Program

Introduction to International and European Politics
Einführung in die Internationale und Europäische Politik


- Language: German
- Semester: Winter semester
- Teaching Method: Lecture
- ECTS: 5


This seminar is designed to support delegates of the National Model United Nations (NMUN) project at the University of Bamberg. The seminar will teach, on an academic level, how one of most important international organizations, the United Nations, can be conceptualized and empirically analyzed. In a first section, the seminar focuses on the UN’s structure, the actors in the UN system and the fundamental principles of international law. In a second section, the seminar will consider the major policy fields of the UN: international peace and security, human rights and development. In a third section, students will learn more practically oriented skills for working in the UN system: patterns of UN decision-making, the art of negotiation and the role of UN language.

- Language: English
- Semester: Winter semester
- Teaching Method: Bachelor seminar, Master seminar
- ECTS: 6/8
**Master Courses**

**Norms in International Relations**

*Normen in den internationalen Beziehungen*

Norms are believed to have important constitutive and regulative effects in international relations: They constitute states’ and other actors’ identities and preferences, and they constrain their leeway by making norm-violating behavior costly. This seminar investigates the many different ways in which norms can shape international politics. We get to know basic concepts such as norm emergence, the norm life cycle and norm socialization. We ask how norms change over time, how they diffuse across space, and how they adapt in different contexts. We also concern ourselves with processes of norm contestation and norm regress or death. Empirically, the seminar draws primarily on examples from the issues areas human rights, security and development.

- Language: English
- Semester: Winter semester
- Teaching Method: Master seminar
- ECTS: 8


This seminar is designed to support delegates of the National Model United Nations (NMUN) project at the University of Bamberg. The seminar will teach, on an academic level, how one of most important international organizations, the United Nations, can be conceptualized and empirically analyzed. In a first section, the seminar focuses on the UN’s structure, the actors in the UN system and the fundamental principles of international law. In a second section, the seminar will consider the major policy fields of the UN: international peace and security, human rights and development. In a third section, students will learn more practically oriented skills for working in the UN system: patterns of UN decision-making, the art of negotiation and the role of UN language.

- Language: English
- Semester: Winter semester
- Teaching Method: Bachelor seminar, Master seminar
- ECTS: 8

**3.2.3 Political Theory**

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**Basic Studies**

**(Bachelor in Political Science)**

**Introduction to Political Theory**

*Vorlesung: Einführung in die politische Theorie*

Political concepts; basic epistemological and methodological problems; normative, positive and practical theory; ideas of the common good and the legitimization of political power; the limits of legitimate state action; problems of collective action and social choice.
- Language: German
- Semester: Summer
- Teaching Method: Lecture
- ECTS: 5

**PT - S (BA): Seminar on Rational Choice**

*Seminar zu Themen der Politischen Theorie: PT - S (BA): Einführung in den Rational Choice Ansatz*

- Language: German
- Semester: Winter semester
- Teaching Method: Seminar
- ECTS: 6

**Agent based social modelling using NetLogo**

*Seminar zu Themen der Politischen Theorie: PT - S (BA): Einführung in die agentenbasierte Modellierung sozialer und politischer Systeme mit NetLogo*

- Language: German
- Semester: Winter semester
- Teaching Method: Seminar
- ECTS: 6

**Social and Political Phenomena: Explaining and Understanding via Modelling and Simulation**

*Seminar zu Themen der Politischen Theorie: PT - S (BA): Social and Political Phenomena: Explaining and Understanding via Modelling and Simulation*

- Language: English
- Semester: Wintersemester
- Teaching Method: Seminar
- ECTS: 6

**John Locke: Two Treatises of Government**

*Seminar zu Themen der Politischen Theorie: PT - S (BA): John Locke: Two Treatises of Government*

- Language: German
- Semester: Summer semester
- Teaching Method: Seminar
- ECTS: 6

**Thomas Hobbes: 'Leviathan'**


- Language: German
- Semester: Summer semester
- Teaching Method: Seminar
- ECTS: 6

**Seminar zu Themen der Politischen Theorie: PT - S (BA):**

- Language: German
- Semester: Summer semester
- Teaching Method: Seminar
- ECTS: 6

**Individual and community. Social Philosophical Foundations of Political Theory.**


- Language: German
- Semester: Winter semester
- Teaching Method: Basic seminar / tutorial
- ECTS: 5
Argumentation Theory for Political Scientists
*Proseminar / Übung zur Politischen Theorie: PT - PS/Ü (BA): Argumentation Theory for Political Scientists*

- Language: English
- Semester: Winter semester
- Teaching Method: Basic seminar / tutorial
- ECTS: 5

Introduction to Game Theory
*Proseminar / Übung (BA) zur Politischen Theorie: Einführung in die Spieltheorie*

- Language: German
- Semester: Winter semester
- Teaching Method: Basic seminar / tutorial
- ECTS: 5

Ancient Political philosophy Proseminar / Übung (BA) zur Politischen Theorie: Politische Philosophie des Altertums

- Language: German
- Semester: Winter semester
- Teaching Method: Basic seminar / tutorial
- ECTS: 5

Introduction to Collective Decision-Making
*Proseminar / Übung (BA) zur Politischen Theorie: Einführung in die Logik kollektiver Entscheidungen*

- Language: German
- Semester: Summer semester
- Teaching Method: Basic seminar / tutorial
- ECTS: 5

Political Theory
*Proseminar / Übung (BA) zur Politischen Theorie:*

- Language: German
- Semester: Summer semester
- Teaching Method: Basic seminar / tutorial
- ECTS: 5

Political Theory
*Proseminar / Übung (BA) zur Politischen Theorie: --- Handlungs- und Entscheidungstheorien*

- Language: German
- Semester: Summer semester
- Teaching Method: Basic seminar / tutorial
- ECTS: 5

[Bachelor Program in Political Science: The Basic Module "Political Theory" (15 / 17 ECTS) comprises the introductory lecture and two seminars (Seminar BA)]
Advanced Studies I
(Bachelor in Political Science 3rd year)

Global Public Goods
Vertiefungsseminar zur Politischen Theorie: PT - VS (BA): Globale öffentliche Güter

Prerequisites: Eligibility requirement for advanced seminars (BA) (Vertiefungsseminar): 2 out of 3 of the following courses are required: Lecture / "Proseminar" (Tutorial) / Seminar in the subject area "Political Theory". For details, please contact your lecturer.

- Language: German
- Semester: Winter semester
- Teaching Method: Advanced seminar
- ECTS: 8

Social Choice
Vertiefungsseminar zur Politischen Theorie: PT - VS (BA): Social Choice

Prerequisites: Eligibility requirement for advanced seminars (BA) (Vertiefungsseminar): 2 out of 3 of the following courses are required: Lecture / "Proseminar" (Tutorial) / Seminar in the subject area "Political Theory". For details, please contact your lecturer.

- Language: German
- Semester: Summer semester
- Teaching Method: Advanced seminar
- ECTS: 8

Liberal Democracy and Cultural Pluralism
Vertiefungsseminar zur Politischen Theorie: PT - VS (BA): Liberale Demokratie und Diversität

Prerequisites: Eligibility requirement for advanced seminars (BA) (Vertiefungsseminar): 2 out of 3 of the following courses are required: Lecture / "Proseminar" (Tutorial) / Seminar in the subject area "Political Theory". For details, please contact your lecturer.

- Language: German
- Semester: Winter semester
- Teaching Method: Advanced seminar
- ECTS: 8

[Bachelor Program: The course is an optional part of the "Vertiefungsmodul"]

Advanced Studies II
(Master in Political Science)

Philosophy of Science / Political Theory I
Seminar: Grundlagen der Wissenschaftstheorie: Politikwissenschaftliche Methoden I

Prerequisites: Attendance of the lecture course (BA) in Political Theory and (iii) attendance of a seminar (BA) or advanced seminar (BA) in Political Theory.

- Language: English
- Semester: Winter semester
- Teaching Method: Seminar
- ECTS: 8
Positive Political Theory: Political Revolutions. Concept and Theories (Political Theory III)

Prerequisites: Eligibility requirement for MA courses: Admission to MA degree in Political Science or (i) completion of a BA degree and (ii) attendance of the lecture course (BA) in Political Theory and (iii) attendance of a seminar (BA) or advanced seminar (BA) in Political Theory.

- Language: German
- Semester: Winter semester
- Teaching Method: Seminar
- ECTS: 8

Positive Political Theory: (Political Theory III)

Prerequisites: Eligibility requirement for MA courses: Admission to MA degree in Political Science or (i) completion of a BA degree and (ii) attendance of the lecture course (BA) in Political Theory and (iii) attendance of a seminar (BA) or advanced seminar (BA) in Political Theory.

- Language: German
- Semester: Summer semester
- Teaching Method: Seminar
- ECTS: 8

Normative Political Theory:

Normative Political Theory: (Political Theory II)

Prerequisites: Eligibility requirement for MA courses: Admission to MA degree in Political Science or (i) completion of a BA degree and (ii) attendance of the lecture course (BA) in Political Theory and (iii) attendance of a seminar (BA) or a seminar / tutorial (BA) or advanced seminar (BA) in Political Theory.

- Language: German
- Semester: Summer semester
- Teaching Method: Seminar
- ECTS: 8

Normative Political Theory: Rawls’s “Theory of Justice” (Political Theory II)

Prerequisites: Eligibility requirement for MA courses: Admission to MA degree in Political Science or (i) completion of a BA degree and (ii) attendance of the lecture course (BA) in Political Theory and (iii) attendance of a seminar (BA) or a seminar / tutorial (BA) or advanced seminar (BA) in Political Theory.

- Language: German
- Semester: Winter semester
- Teaching Method: Seminar
- ECTS: 8

Positive / Normative Political Theory

Political Philosophy (Political Theory I)

Prerequisites: Eligibility requirement for MA courses: Admission to MA degree in Political Science or (i) completion of a BA degree and (ii) attendance of the lecture course (BA) in Political Theory and (iii) attendance of a seminar (BA) or advanced seminar (BA) in Political Theory.

- Language: German
- Semester: Winter semester
• Teaching Method: Lecture
• ECTS: 6

**Classic Works of Positive Political Theory / identical with Lecture Course: Positive Political Theory/ Political Theory IV**

*Seminar: Klassiker der Positiven Politischen Theorie / identisch mit: Vorlesung Positive Politische Theorie /Hauptseminar: Politische Theorie IV*

**Prerequisites:** Eligibility requirement for MA courses: Admission to MA degree in Political Science or (i) completion of a BA degree and (ii) attendance of the lecture course (BA) in Political Theory and (iii) attendance of a seminar (BA) or advanced seminar (BA) in Political Theory.

• Language: German
• Semester: Summer semester
• Teaching Method: Seminar
• ECTS: 8

**Simulation: Introduction to Formal Modelling /Advanced Seminar: Political Theory V**

*Seminar: Modellierung sozialer und ökonomischer Prozesse /Hauptseminar: Politische Theorie V*

**Prerequisites:** ---

• Language: German
• Semester: Summer semester
• Teaching Method: Seminar
• ECTS: 8

### 3.2.4 Political Science and European Integration

Prof. Dr. Ariadna Ripoll Servent  
Junior Professorship of Political Science and European Integration  
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**Bachelor Program**

**New challenges to security and liberty in the European Union**  
*Vertiefungsseminar Internationale und europäische Politik*

How can human rights and civil liberties be reconciled with tighter borders and the exclusion of migrants? This course deals with the growing tension between the liberal ideals of most European countries and the increasing emphasis on security and exclusion. It looks at national and EU political developments in order to understand the shifting nature of internal security policies. The course aims to critically challenge our understandings of borders, asylum, migration and how they fit into the classical image of a sovereign state. Can security and liberty be reconciled or are they two faces of the same coin? It therefore deals with key issues of state-making: sovereignty, borders, citizenship, inclusion and exclusion, and how these debates are uploaded to the European level. The variety of questions and levels of analysis that are raised when investigating these issues requires a careful consideration of the best theoretical and methodological approaches to find accurate answers. This course aims to help students find solutions to these questions and engage in a more critical appraisal of EU internal security policies.

• Language: English
• Semester: Winter semester
• Teaching Method: Specialization seminar
• ECTS: 8
Master Courses

The European Parliament in the EU’s Political System
Hauptseminar Internationale und Europäische Politik III

This seminar aims to provide a fresh approach to the study of the European Parliament, by situating it into the wider EU political system. The objective is to go beyond a mere description of the EP’s internal structures and concentrate on its functions and practices. Treating the EP as part of a political system allows us to concentrate on how citizens’ demands are translated into policy outputs. Focusing on the policy process helps us to examine the role of the EP in this process of translation and look at wider questions of democracy and legitimacy. The objective is thus to observe three stages of the policy process: where demands come from; who is in charge of aggregating citizens’ demands inside the EP and how this is done; and how these demands are negotiated with other EU institutions and translated into outputs. Therefore, it looks at actors and internal structures as part of a wider process, rather than as isolated elements, stressing the dynamics between the EP and the other EU institutions. Each session will require students to examine and debate key questions of the European Parliament by putting them into a wider (theoretical) perspective. The last section of the seminar will be dedicated to a simulation game, where students will be able to put into practice the knowledge acquired during the course.

- Language: English
- Semester: Winter semester
- Teaching Method: Advanced seminar
- ECTS: 8

Qualitative Methods of Social Inquiry

This seminar-based course offers a broad introduction to the field of qualitative methods. It aims to situate the use of qualitative methods in different research traditions with the aim to uncover their advantages and limitations. The course is divided in four parts: the first part investigates the meaning of qualitative methods and its links with particular ways to investigate and understand the social world; the second part concentrates on various methods to gather qualitative data; the third looks at how primary and secondary qualitative data can be used and analyzed. It discusses the importance of theory, causality and how they are linked to the way we interpret and present our data. The final part of the course deals with the assessment of qualitative data and methods – discussing the standards of validity, reliability and generalizability as well as broader questions of ethics in social science research.

- Language: English
- Semester: Winter semester
- Teaching Method: Advanced seminar
- ECTS: 8
3.2.5 **Comparative Public Policy**

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**Bachelor Courses**

**Introduction to International Comparative Policy Analysis**  
*Einführung in die International Vergleichende Politikfeldanalyse*

This lecture provides an introduction to the field of comparative policy analysis. Participants will be introduced to the main theoretical approaches and empirical findings. The first part of the lecture deals with foundational concepts and methods. The second part introduces the most important theories and hypotheses in the field – among others on the influence of party politics, institutions, interest groups and globalization on the policy output. The third part gives an overview of empirical findings in selected policy areas.

- Language: German  
- Semester: Summer semester  
- Teaching Method: Lecture  
- ECTS: 5

**Seminar on topics of international comparative policy analysis**  
*Seminar zu Themen der international vergleichenden Politikfeldanalyse*

The aim of these BA-level seminars is to analyze different policy fields and to discuss specific issues of policy analysis. The participants of these Seminars acquire knowledge about specific themes in public policy. Their task is to develop a research question and a research design based on one of the theories of public policy analysis. Results will have to be presented in class. The presentations constitute the basis for their research papers.

In this course, participants get to know a relevant policy issues and will learn to prepare an empirical research based on literature, data and primary sources.

- Language: German  
- Semester: Winter and summer semester  
- Teaching Method: Seminar  
- ECTS: 6

**Advanced Seminar: Institutionalism and Public Policy Analysis**  
*Vertiefungsseminar: Institutionalisus und Politikfeldanalyse*

Participants in this seminar will be introduced to the three new institutionalisms (rational, sociological and historical institutionalism). In the first part of the seminar we will discuss the three theoretical approaches and learn about their relative Strengths and weaknesses. In the second part of the seminar, we will apply these theories to different policy areas (e.g. economic, social, tax or health policy). The aim of the seminar is to enable to students to develop and pursue their own research projects within institutionalism.

- Language: German  
- Semester: Winter and summer semester  
- Teaching Method: Specialization seminar  
- ECTS: 8
Master Courses

Political Economy
Vorlesung (Politikfeldanalyse I): Politische Ökonomie

The lecture deals with the interactions between politics and economy. The first part of the lecture copes with important basics of economics and gives an overview of the history of concepts and important theories of economics. The second part introduces concepts, theories and methods of modern political economy. Examples of issues are: New institutional economics, game theory, international trade theory, the theory of public goods and public finance basics. The third part shows how the previously learned approaches and methods can be applied to important policy fields. Examples of issues are: current research on the varieties of capitalism, comparative welfare state research, tax and fiscal policy, financial regulation and the question of economic governance capacity under conditions of globalization.

The aim of the lecture is to get a better understanding of the relation between state and market. Furthermore, the participants should be able to interpret current events, by the use of the knowledge they achieved in the lecture.

Materials and literature will be provided in the virtual campus.

- Language: German
- Semester: Winter semester
- Teaching Method: Lecture
- ECTS: 6

Selected theories of policy analysis
Seminar (Politikfeldanalyse II): Ausgewählte Theorien der Politikfeldanalyse

The aim of the seminar is to achieve deeper knowledge on theoretical approaches to explain policies, like: actor-centered institutionalism, power resources, veto players or historical institutionalism etc. In addition to intensive theoretical reflection the participants will learn more about empirical application of the theoretical approaches. The students will have the possibility to prepare their own research papers and to present them as well.

Within the seminar, students will learn more about the theoretical approaches of public policy analysis. The participants should be able to evaluate the approaches critically and apply them in their own empirical research.

Materials and literature will be provided in the virtual campus.

- Language: English
- Semester: Summer semester
- Teaching Method: Advanced seminar
- ECTS: 8

Market and State
Seminar (Politikfeldanalyse III): Markt und Staat

In this seminar, we will analyze the relation between politics and economy by deepening one or a few selected issues of the lecture in Political Economy. Students will prepare and present their own research papers.

The aim of the seminar is to achieve a deeper understanding on the relation between politics and the economy. Furthermore, this seminar improves your skills to do theory-guided empirical research in political economy.

Materials and literature will be provided in the virtual campus.

- Language: German
- Semester: Winter semester
- Teaching Method: Advanced seminar
- ECTS: 8
Selected Policy Fields

Seminar (Politikfeldanalyse IV): Ausgewählte Politikfelder

Within the seminar, one or more policy fields will be analyzed. Which factors determine these policies. Examples of potential policy fields are: financial market regulation, tax policy or social policy. Other topics could include the analysis of certain outcomes or processes, for example: Public debt, inequality and liberalization. We will not only analyze the national or comparative level, but also the European and global level.

This seminar improves your skills to do theory-guided empirical research in public policy analysis.

Materials and literature will be provided in the virtual campus.

- Language: English
- Semester: Summer semester
- Teaching Method: Advanced seminar
- ECTS: 8

3.2.6 Comparative Politics

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Fax: +49 / 951 / 863-2606
E-Mail: thomas.saalfeld@uni-bamberg.de
Internet: http://www.uni-bamberg.de/comparpol/

Please note that the module titles mentioned below are generic “module titles” (Modultitel). Normally, modules of each type (i.e., under each module title) will be offered at least once a year. In many cases, at least one module of each type (module title) will be offered in every semester. The relevant module’s specific topic is referred to as “semester title”. For example, there will usually be several modules under the generic module title “Selected Topics in Comparative Politics”, or “Seminar Vergleichende Politikwissenschaft” in German). These modules will have specific semester titles such as (“Selected Topics in Comparative Politics: Scandinavian Government and Politics” or “Advanced Topics in Comparative Politics: Coalition Governance in Western Europe”).

Introductory Courses (1st and 2nd year of undergraduate studies)
(Bachelor in Political Science)

Introduction to Comparative Politics
V: Einführung in die Vergleichende Politikwissenschaft

This lecture-based module offers a first introduction to political regimes, constitutions, executives, legislatures, parliamentary vs. presidential systems, federalism, political parties and party systems, veto players and the use of comparative methods in Political Science.

- Language: German
- Semester: Winter semester
- Teaching Method: Lecture-based introductory module (weekly two-hour lectures) for undergraduate students without prior knowledge of Comparative Politics
- ECTS: 5
Introduction to Study Skills in Political Science

*PS: Grundlagen politikwissenschaftlichen Arbeitens*

This module is based on a series of seminars in which students improve a number of study skills that are essential for them to complete their first degree in Political Science. The emphasis will be on basic orientation and research skills. Students learn how to identify important social science research problems, find relevant sources for empirical work, develop strategies to solve research problems and probe causal arguments concerning such research problems. They learn basic techniques of efficient academic work and standards of good academic practice. In addition, they familiarize themselves with key concepts of Political Science and learn more about the educational opportunities in Political Science at the University of Bamberg.

- Language: German
- Semester: Winter and summer semester
- Teaching Method: Seminar-based introductory module (weekly two-hour lectures) for undergraduate students
- ECTS: 4

Introduction to Issues and Methods in Comparative Politics

*PS: Proseminar Vergleichende Politikwissenschaft*

This type of module is based on weekly seminars where learners deepen their understanding of selected topics in Comparative Politics and improve their knowledge of relevant research methods. The seminar plan will mirror the topics covered in the lecture-based Introduction to Comparative Politics (above). Teaching will be based on readings that allow students to deepen their understanding of the topics covered in the lecture-based module. For up-to-date information and seminar times, please refer to [http://www.uni-bamberg.de/comparpol/leistungen/studium/lehrveranstaltungen/grundstudium-bachelor/](http://www.uni-bamberg.de/comparpol/leistungen/studium/lehrveranstaltungen/grundstudium-bachelor/).

- Language: German or English
- Semester: Winter and summer semester
- Teaching Method: Seminar-based introductory module (Proseminar) for undergraduate students (weekly two-hour seminars)
- ECTS: 5

Selected Topics in Comparative Politics (for BA Students)

*S: Seminar Vergleichende Politikwissenschaft*

This type of seminar-based module is designed for the in-depth study of specific topics in Comparative Politics. Familiarity with basic concepts, theories and methods of Political Science and Comparative Politics is strongly recommended (e.g. by attending the lecture-based course Introduction to Comparative Politics and an “Introduction to Issues and Methods in Political Science”, “Proseminar Vergleichende Politikwissenschaft”). Topics vary each semester, but generally focus on specific questions covered in the lecture-based module above (e.g. the government and politics of particular states [in particular, Germany, United Kingdom, USA or cross-cutting topics such as parliaments, governments, coalitions or electoral systems]). For up-to-date information, please refer to [http://www.uni-bamberg.de/comparpol/leistungen/studium/lehrveranstaltungen/grundstudium-bachelor/](http://www.uni-bamberg.de/comparpol/leistungen/studium/lehrveranstaltungen/grundstudium-bachelor/).

- Language: German or English
- Semester: Winter and summer semester
- Teaching Method: Seminar-based module (Seminar) for undergraduate students (weekly two-hour seminars)
- ECTS: 6
Advanced Undergraduate Studies (3rd year)
(Bachelor in Political Science)

Advanced Topics in Comparative Politics
S: Vertiefungsseminar Vergleichende Politikwissenschaft

This type of seminar-based module is designed to provide an in-depth introduction to specific topics of Comparative Politics. Compared to introductory seminar-based modules, there is a stronger emphasis on independent research. Prior knowledge of the subject matters covered in the first two years of study is required, as is familiarity with qualitative and quantitative research methods. Topics vary by semester (e.g., the politics of coalition government; Westminster democracies; specific topics relating to the government and politics of liberal democracies). For up-to-date information, please refer to [http://www.uni-bamberg.de/comparpol/leistungen/studium/lehrveranstaltungen/grundstudium-bachelor/](http://www.uni-bamberg.de/comparpol/leistungen/studium/lehrveranstaltungen/grundstudium-bachelor/).

- Language: German or English
- Semester: Winter and summer semester
- Teaching Method: Seminar-based module (Seminar) for advanced undergraduate students (weekly two-hour seminars)
- ECTS: 8

Advanced Studies
(Master in Political Science)

Comparative Politics I
V: Vergleichende Politikwissenschaft I

This lecture-based module, entitled ‘Comparative Political Institutions’, provides an introduction to the ‘New Institutionalism’ in Political Science, covering political, economic, sociological, historical and interpretive approaches to the study of political and social institutions in the first half of the course. The second part will focus on principal-agent theory, theories of transaction-cost politics, bargaining theory and veto player theory, i.e., key approaches within the rational-choice (or economic) institutionalist research program. This advanced module should only be attended if the student has a good grounding in Political Science. It is not recommended for exchange students from other academic disciplines. For up-to-date information on the current program please refer to [http://www.uni-bamberg.de/comparpol/leistungen/studium/lehrveranstaltungen/hauptstudium-master/](http://www.uni-bamberg.de/comparpol/leistungen/studium/lehrveranstaltungen/hauptstudium-master/).

- Language: German or English
- Semester: Summer semester
- Teaching Method: Lecture-based module (Vorlesung) for graduate students (weekly two-hour lectures)
- ECTS: 8

Comparative Politics II
S: Vergleichende Politikwissenschaft II

This seminar-based module for MA students is designed to deal with specific topics of the lecture course and the seminar-based module Comparative Politics II in greater depth, with a strong emphasis on cutting-edge research methods in the area. Topics vary by semester but generally focus on the application of particular research methods to the study of the subject (e.g., network analysis, survival analysis, qualitative or quantitative text analysis). For up-to-date information on the current program please refer to [http://www.uni-bamberg.de/comparpol/leistungen/studium/lehrveranstaltungen/hauptstudium-master/](http://www.uni-bamberg.de/comparpol/leistungen/studium/lehrveranstaltungen/hauptstudium-master/).

- Language: German or English
- Semester: Winter and summer semester
- Teaching Method: Seminar-based module (Seminar) for graduate students (weekly two-hour seminars)
- ECTS: 8
Comparative Politics III
S: Vergleichende Politikwissenschaft III

This seminar-based module for MA students is designed to deal with selected topics in comparative politics, including political parties and institutions (governments, parliaments, etc.) with a strong emphasis on cutting-edge research in the area. Topics vary by semester but generally focus on specific problems of political institutions (e.g., systems of government, parliaments or governments) collective action (e.g., political parties or interest groups). For up-to-date information on the current program please refer to [http://www.uni-bamberg.de/comparpol/leistungen/studium/lehrveranstaltungen/hauptstudium-master/](http://www.uni-bamberg.de/comparpol/leistungen/studium/lehrveranstaltungen/hauptstudium-master/).

- Language: German or English
- Semester: Winter and summer semester
- Teaching Method: Seminar-based module (Seminar) for graduate students (weekly two-hour seminars)
- ECTS: 8

Comparative Politics IV
S: Vergleichende Politikwissenschaft IV

This seminar-based module for MA students covers selected topics in the study of German politics and government and has a strong emphasis on cutting-edge research in the area. Topics vary by semester but generally focus on specific problems of political institutions (e.g., systems of government, parliaments or governments) collective action (e.g., political parties or interest groups). For up-to-date information on the current program please refer to [http://www.uni-bamberg.de/comparpol/leistungen/studium/lehrveranstaltungen/hauptstudium-master/](http://www.uni-bamberg.de/comparpol/leistungen/studium/lehrveranstaltungen/hauptstudium-master/).

- Language: German or English
- Semester: Winter and summer semester
- Teaching Method: Seminar-based module (Seminar) for graduate students (weekly two-hour seminars)
- ECTS: 8

3.2.7 Empirical Political Science

Prof. Dr. Ulrich Sieberer
Professorship of Empirical Political Science
University of Bamberg
Bamberg Graduate School of Social Sciences
Feldkirchenstraße 21, Room FG1 01.04
D-96052 Bamberg
Tel: +49 / 951 / 863 2805
E-Mail: ulrich.sieberer@uni-bamberg.de
Website: [https://www.uni-bamberg.de/emppol/team/prof-dr-ulrich-sieberer/](https://www.uni-bamberg.de/emppol/team/prof-dr-ulrich-sieberer/)

Bachelor Courses

The Professorship offers courses mainly in the area of comparative politics. The generic titles and types of courses are the same as those listed by the Chair of Comparative Politics (Prof. Dr. Thomas Saalfeld). The contents of the courses differ between semesters. For further information on the types of courses please refer to Section XXXXX of this guide [insert the numbering of the section LS Saalfeld !]. Descriptions of the specific courses offered are available on our website at [https://www.uni-bamberg.de/emppol/studium/aktuelle-lehrveranstaltungen/](https://www.uni-bamberg.de/emppol/studium/aktuelle-lehrveranstaltungen/).
Comparative Politics (Lukas Hohendorf)  
_Vergleichende Politikwissenschaft (Proseminar)_

The course introduces students to basic methodological and theoretical problems of comparative politics based on various substantive topics. The Proseminar is linked to the Lecture “Introduction to Comparative Politics”.

- Language: German
- Semester: Winter semester
- Teaching Method: Basic Seminar
- ECTS: 5

Comparative Politics: Spatial Politics (Lukas Hohendorf)  
_Vergleichende Politikwissenschaft: Politik im Raum (Vertiefungsseminar)_

The course treats various approaches to understand and analyze decisions of both collective and individual political actors. Although the approaches focus on different research subjects and aim at explaining different steps in the process of representative democracy, they all share the perspective of politics being embedded in an n-dimensional policy space. After introducing basic models of spatial analysis, the course discusses classical and recent applications of the spatial perspective on the role of party competition in elections and coalition formation as well as individual legislators’ and collective party behavior in parliaments. We will critically assess the opportunities and limits of applying theory derived from the spatial logic to actual empirical analysis. Therefore the course will also evaluate various methods of estimating policy positions of different actors (voters, parties, coalition governments, individual legislators) in a suited number of policy dimensions.

- Language: German
- Semester: Winter semester
- Teaching Method: Specialization Seminar
- ECTS: 8

Master Courses

The Professorship offers courses mainly in the area of comparative politics. The generic titles and types of courses are the same as those listed by the Chair of Comparative Politics (Prof. Dr. Thomas Saalfeld). The contents of the courses differ between semesters. For further information please refer to Section XXXXX of this guide [insert the numbering of the section LS Saalfeld] and the course descriptions on our website at https://www.uni-bamberg.de/emppol/studium/aktuelle-lehrveranstaltungen/

Comparative Politics III: Parties and party systems in comparative perspective (Parteien und Parteiensysteme in vergleichender Perspektive) (Daniel Höhmann)

Political parties play an important role in democracies. They aggregate and articulate citizens’ preferences towards political institutions and thus act as a link between voters and decision-makers. Moreover, parties assume governmental responsibility and in this role have a significant influence on political decision-making processes and the shaping of public policies. This seminar provides an overview of the current research on parties and party systems in Western democracies. First, it covers the emergence, the functions and the organization of parties. Subsequently, it discusses different party types, party competition, as well as party’s strategies to maximize their vote share at elections. Finally, we will look more closely at the role of parties in government.

Language: German
- Semester: Winter semester
- Teaching Method: Advanced Seminar
- ECTS: 8
Advanced Seminar: Political Science Methods III: Introduction to statistics for political and social sciences  
(Daniel Höhmann)  
Hauptseminar: Politikwissenschaftliche Methoden III

This course introduces and applies basic statistical methods. It is designed as a refresher course for master students with little or no statistical training during their Bachelor degree. Topics covered include descriptive statistics, linear regression, and logistic regression. The seminar applies these techniques on sample data using the statistical software package Stata. At the end of the course, students should understand the basic logic of inferential statistics and be able to perform simple analyses using statistical software.

- Language: English
- Semester: Winter semester
- Teaching Method: Lecture / practical exercises
- ECTS: 8
3.3 Module Description: Law Coordination Office

3.3.1 Tax Law

Prof. Dr. Michael Fischer
Chair of tax law
Richard-Wagner-Str. 2
D-91054 Erlangen
Tel.: +49 / 9131 / 85-70252
Fax: +49 / 9131 / 85-70253
E-Mail: irene.goeller@uni-bamberg.de; barbara.mietsch@fau.de
Internet: http://www.uni-bamberg.de/sowi/dekanat/koordinationsstelle-rechtswissenschaften/fachbereich-rechtswissenschaften-fau/

Bachelor Program

Introduction to commercial and corporate law [Recht-B-03]
Einführung in das Handels- und Gesellschaftsrecht

Main features of German commercial and corporate law: term of businessman, form of organization, group law, capital market law

Knowledge of Civil law [Recht-B-02] strongly recommended!

- Language: German
- Semester: Winter semester
- Teaching Method: Lecture
- ECTS: 6

Master Courses

Corporate tax law [Recht-M-03]
Unternehmenssteuerrecht

Main features and detailed knowledge on German corporate tax law: sole proprietorship, partnerships, corporate enterprises, company split-up

- Language: German
- Semester: Summer semester
- Teaching Method: Lecture
- ECTS: 6

Income tax law [Recht-M-04]
Einkommensteuerrecht

Main features and detailed knowledge on German income tax law: liability for taxation, classification of types of taxable income, tax assessment, tax scale

- Language: German
- Semester: Winter semester
- Teaching Method: Lecture
- ECTS: 6
Value added tax law [Recht-M-04]
Umsatzsteuerrecht

Main features and detailed knowledge on German value added tax law:
term of businessman and corporation, systems of taxation, taxable base and tax rate, input tax reduction and tax collection
- Language: German
- Semester: Winter semester
- Teaching Method: Lecture
- ECTS: 6

Law of capital companies including group law and commutation law [Recht-M-06]
Kapitalgesellschaftsrecht einschließlich Konzern- und Umwandlungsrecht

Main features and detailed knowledge on law of capital companies:
basic structure of capital companies, affiliated companies, group law, reorganization, transfer of an enterprise
- Language: German
- Semester: Summer semester
- Teaching Method: Lecture
- ECTS: 6

### 3.3.2 Public Law and European Community Law

Represented by the Faculty of Law, University Erlangen-Nürnberg
Law Coordination Office
Feldkirchenstraße 21 / Room 00.88
D-96052 Bamberg
Tel.: +49 / 951 / 863-2702
Fax: +49 / 951 / 863-1200
E-Mail: irene.goeller@uni-bamberg.de
Internet: http://www.uni-bamberg.de/rechtswiss/leistungen/studium

**Bachelor Courses**

**Public Law with European Reference**
Öffentliches Recht mit Europabezug

Fields of Law; Cases and Subsumption; Basic Rights and State Organisation Law; EU Primary Law;
Fundamental Freedoms of the EU
- Language: German
- Semester: Winter semester
- Teaching Method: Lecture / practice
- ECTS: 6

**German Public and Constitutional Law and European Community Law**
Staats-, Verfassungs- und Europarecht

Selected Issues or German Constitutional Law and European Community Law
- Language: German
- Semester: Winter semester
- Teaching Method: Basic seminar
- ECTS: 6
Master Courses

German Constitutional Law
*Staats- und Verfassungsrecht*

Selected Issues of German State Organization Law and Basic Rights (with Relations to European Community Law)

- Language: German
- Semester: Summer semester
- Teaching Method: Lecture
- ECTS: 6

European Community Law
*Europarecht*

EU Primary Law; Fundamental Freedoms of the EU; European legal acts; European Institutions (Council, EU-Parliament, European Council, EU-Commission, European Court of Justice, European Central Bank); Selected Policies

- Language: German
- Semester: Winter semester
- Teaching Method: Lecture
- ECTS: 6

Law of Nations / International Public Law
*Völkerrecht*

Selected Issues of the Law of Nations / International Law (e. g. International Asylum Law, International Criminal Law etc.)

- Language: German
- Semester: Summer semester
- Teaching Method: Seminar
- ECTS: 6

International Trade Law
*Internationales Wirtschaftsrecht*

Selected Issues of World Trade Law (WTO) and Investment Protection Law

- Language: German
- Semester: Summer semester
- Teaching Method: Lecture / practice
- ECTS: 6
### Civil, Labour and Social Law

Prof. Dr. Steffen Klumpp  
Chair of Civil, Labour and Social Law  
Schillerstraße 1  
D-91054 Erlangen  
Tel.: +49 / 9131 / 85-24200  
Fax: +49 / 9131 / 40 10 143  
E-Mail: wr3@jura.uni-erlangen.de  
Internet: https://www.wr3.rw.fau.de/

#### Master Courses

**Labour law II (Collective labour law) [Recht-M-02]**  
Arbeitsrecht II (Kollektives Arbeitsrecht)

Introduction to German collective labour law:  
Right of association, law of collective agreements, works constitution law

- Language: German  
- Semester: Winter semester  
- Teaching Method: Lecture  
- ECTS: 6
3.4 Module Description: Sociology

3.4.1 Labour Market and Regional Research

Prof. Dr. Uwe Blien  
Chair for sociology with the focus on labour market and regional research  
Feldkirchenstraße 21  
D-96052 Bamberg  
Tel.: +49 / 951 / 863-2835  
Tel IAB, Nbg.: +49 / 911 / 179-3035  
E-Mail: uwe.blien@uni-bamberg.de  
Internet: http://www.uni-bamberg.de/arbregio/

Bachelor Program

Introduction to Labour Market Research  
_Einführung in die Arbeitsmarktforschung [BA SOZ D.6.1F]_

Introduction in the basics of labour market research. Presentation of aims, features and developments of labour markets and their protagonists by means of selected scientific examples and theories.

- Language: German
- Semester: Winter semester
- Teaching Method: Seminar
- ECTS: 5

Master Program

New Developments of Labour Market Research: Labour Market Research for Advanced Students (part of the module MA SOZ POA3 Economy and Labour Market)  
_Neue Entwicklungen der Arbeitsmarktforschung: Arbeitsmarktforschung für Fortgeschrittene [Teil des Moduls MA SOZ POA3Wirtschaft und Arbeitsmarkt]_

Focus is on current issues of labour market research. Their consequences on other social and economic areas are analyzed.

- Language: German
- Semester: Summer semester
- Teaching Method: Seminar
- ECTS: 12 (only for attending the complete module!)
Master Courses

**Module: Education, Employment, Family in the Life Course (Major Field of Study)**

*Modul: Bildung, Arbeit, Familie im Lebenslauf (Studienschwerpunkt)*

The Chair of Sociology I continuously offers special applied seminars on sociology of the life course. Each of these seminars focuses on education, family or employment transitions, or combinations of events across these life spheres. Also courses introducing to (international comparative) life course research are offered on a regular basis.

**Advanced life course research**

*Fortgeschrittene Themen der Lebensverlaufsforschung*

The chair of Sociology I continuously offers seminars in the major field of studies “Education, Employment, Family in the Life Course”. The courses give students advanced insights into topics of (international comparative) life course research.

- Language: German
- Semester: Winter semester
- Teaching Method: Seminar
- ECTS: 6

**Selected topics of life course research**

*Ausgewählte Themen der Lebensverlaufsforschung*

The chair of Sociology I continuously offers seminars in the major field of studies “Education, Employment, Family in the Life Course”. The courses give students advanced insights into topics of (international comparative) life course research.

- Language: German
- Semester: Summer semester
- Teaching Method: Seminar
- ECTS: 6
3.4.3 Demography

Prof. Dr. Henriette Engelhardt-Wölfler
Professorship of Demography
Feldkirchenstraße 21
D-96052 Bamberg
Tel.: +49 / 951 / 863-2645
Fax.: +49 / 951 / 863-1200
E-Mail: henriette.engelhardt-woelfler@uni-bamberg.de
Internet: http://www.uni-bamberg.de/demografie

Bachelor Courses

Introduction to Population Studies
Einführung in die Bevölkerungswissenschaft
- Language: German
- Semester: Winter semester
- Teaching Method: Lecture
- ECTS: 5

Special Aspects of Population Studies
Spezielle Aspekte der Bevölkerungswissenschaft
- Language: German
- Semester: Winter and summer semester
- Teaching Method: Seminar
- ECTS: 5

Master Courses

Introduction into Demographic Methods: Advanced Topics in Population Studies
Einführung in die Methoden der Demographie
- Language: English
- Semester: Summer semester
- Teaching Method: Lecture and seminar
- ECTS: 6

Advanced Topics in Population Studies: Demographic Methods
Fortgeschrittene Themen der Bevölkerungswissenschaft: Erwerbstätigkeit in der zweiten Lebenshälfte – Ursachen, Trends und Konsequenzen
- Language: German
- Semester: Winter semester
- Teaching Method: Seminar
- ECTS: 6

Research Seminar Population and Family
Forschungspraktikum Bevölkerung und Familie
- Language: German
- Semester: Winter and summer semester
  (this course lasts 2 semesters and starts in summer)
- Teaching Method: Lecture and project seminar
- ECTS: 18
3.4.4 Methods of Empirical Social Research

Prof. Dr. Michael Gebel
Chair of Sociology, especially Methods of Empirical Social Research
Feldkirchenstraße 21
D-96052 Bamberg
Tel.: +49 / 951 / 863-2628
Fax: +49 / 951 / 863-1200
E-Mail: sekretariat.empsoz@uni-bamberg.de
Internet: http://www.uni-bamberg.de/en/empsoz/

Bachelor Program

Module Methods of Empirical Social Research and Statistics
Modulgruppe Methoden der empirischen Sozialforschung und Statistik

Introduction to Methods of Empirical Social Research Part I
Einführung in die Methoden der empirischen Sozialforschung Teil I [BA Soz B.1.1]

This lecture introduces to methods of empirical social research.

- Language: German
- Semester: Winter
- Teaching Method: Lecture
- ECTS: 5

Introduction to Methods of Empirical Social Research Part II
Einführung in die Methoden der empirischen Sozialforschung Teil II [BA Soz B.1.2]

This lecture continues the introduction to methods of empirical social research.

- Language: German
- Semester: Summer
- Teaching Method: Lecture
- ECTS: 5

Empirical Research Laboratory Part I: Data collection
Soziologisches Forschungspraktikum Teil I: Datenerhebung [BA Soz B.2.1a]

The Empirical Research Laboratory Part I deals with data collection.

- Language: German
- Semester: Winter
- Teaching Method: lecture/exercise course/tutorial
- ECTS: 12

Empirical Research Laboratory Part II: Data analysis
Soziologisches Forschungspraktikum Teil II: Datenanalyse [BA Soz B.2.2a]

The Empirical Research Laboratory Part II deals with data analysis.

- Language: German
- Semester: Summer
- Teaching Method: lecture/exercise course/tutorial
- ECTS: 12
Master Courses

Group of modules “Methods of Empirical Social Research” (MASOZ B) and group of modules “Major Field of Study: Empirical Social Research” (MASOZ C3)

Modulgruppe Methoden der empirischen Sozialforschung (MASOZ B) und Modulgruppe Studienschwerpunkt Empirische Sozialforschung (MASOZ C3)

Research Design
Forschungsdesigns (MASOZ-MES1)

This course deals with research designs.

- Language: English
- Semester: Winter
- Teaching Method: Lecture
- ECTS: 6

Advanced Techniques in Cross-Sectional Analysis
Fortgeschrittene Verfahren der Querschnittsanalyse (MASOZ-MES3)

Each of these courses deals with advanced techniques in cross-sectional analysis.

- Language: English
- Semester: Winter and Summer
- Teaching Method: Seminar
- ECTS: 12

Advanced Techniques in Longitudinal Analysis
Fortgeschrittene Verfahren der Längsschnittanalyse (MASOZ-MES4)

Each of these courses deals with advanced techniques in longitudinal analysis.

- Language: English
- Semester: Winter and Summer
- Teaching Method: Seminar
- ECTS: 12

Advanced Techniques in Multi-Level Analysis and International Comparison
Fortgeschrittene Verfahren der Mehrebenenanalyse und des internationalen Vergleichs (MASOZ-MES5)

Each of these courses deals with advanced techniques in multi-level analysis and international comparison.

- Language: English
- Semester: Winter and Summer
- Teaching Method: Seminar
- ECTS: 12

Methods of Qualitative Social Sciences
Methoden der qualitativen Sozialforschung (MASOZ-MES6)

Each of these courses deals with advanced techniques in multi-level analysis and international comparison.

- Language: English
- Semester: Winter and Summer
- Teaching Method: Seminar
- ECTS: 12
3.4.5  **Sociological Theory**

Prof. Dr. Thomas Kern  
Chair of Sociology, especially Sociological Theory  
Feldkirchenstr. 21  
D-96052 Bamberg  
Tel.: +49 / 951 / 863-3142  
E-Mail: thomas.kern@uni-bamberg.de  
Internet: http://www.uni-bamberg.de/soz2  

**Bachelor Program**

**Introduction to General Sociology I**  
*Allgemeine Soziologie I*

**Main Lecturer:** Prof. Dr. Thomas Kern  
**Keywords:** Intentionality, Social Action, Normative Paradigm, Interpretive Paradigm, Rational Choice, Emotions, Identity, Differentiation, Inequality

- Language: German  
- Semester: Winter semester  
- Teaching Method: Lecture  
- ECTS: 5

**Introduction to General Sociology II**  
*Allgemeine Soziologie II*

**Main Lecturer:** Prof. Dr. Thomas Kern  
**Keywords:** Trans-Intentional Effect, Network, Path Dependence, Collective Behavior, Collective Action, Power, Negotiated Agreements, Organizations

- Language: German  
- Semester: Summer semester  
- Teaching Method: Lecture  
- ECTS: 5

**Introduction to Sociological Working**  
*Einführung in das soziologische Arbeiten*

**Main Lecturer:** Dipl. Soz. Susann Sachse-Thürer  
**Basic scientific techniques in sociology**

- Language: German  
- Semester: Winter and summer semester  
- Teaching Method: Seminar  
- ECTS: 5

**Historically and Culturally Comparative Sociology: Selected Fields of Social Change**  
*Historisch und kulturell vergleichende Soziologie: Ausgewählte Felder des sozialen Wandels*

**Main Lecturer:** Josefa Loebell  
**Analysis of social phenomena and their impact on societal change**

- Language: German  
- Semester: Winter and summer semester  
- Teaching Method: Seminar  
- ECTS: 5
Introduction to the Sociology of Media
Einführung in die Mediensoziologie

Main Lecturer: Thomas Laux

The lecture offers an introduction to the sociology of media and communication. The focus is on basic concepts for understanding the relation between society or social change and the media, e.g. the history of the media, media systems, the functioning of communication. Besides central sociological approaches towards media and communication will be discussed.

- Language: German
- Semester: Winter semester
- Teaching Method: Lecture
- ECTS: 5

Important concepts in Sociology.
Zentrale Konzepte der Soziologie.

Main Lecturer: Thomas Laux

The seminar introduces to important concepts (e.g. social closure, power) as tools for sociological analysis.

- Language: German
- Semester: Winter and summer semester
- Teaching Method: Seminar
- ECTS: 5

Master Courses

Module: Sociological Theory and Analyses of Social Structure
Modul: Soziologische Theorien und Sozialstrukturanalyse

Sociological Theory and Research
Soziologische Theorie und Forschung

Main Lecturer: Prof. Dr. Thomas Kern

Keywords: Sociological Theory, Concept Formation, Epistemology

- Language: German
- Semester: Winter semester
- Teaching Method: Lecture
- ECTS: 6

Module: Comparative Macro-Sociology: Advanced Topics
Modul: Komparative Makrosoziologie: Fortgeschrittene Themen

Introduction to Sociology of Social Conflicts
Einführung in die Soziologie sozialer Konflikte

Main Lecturer: Prof. Dr. Thomas Kern

Keywords: Conflict Theory, Class Theory, Protest Movements, Violence

- Language: German
- Semester: Winter and summer semester
- Teaching Method: Seminar
- ECTS: 6
Communication and Discourse  
*Kommunikation und Diskurs*

**Main Lecturer:** Prof. Dr. Thomas Kern  

**Keywords:** Origins of Human Communication, Functions of Communication, Performativity, Discourse, Systems of Communication

- Language: German  
- Semester: Winter and summer semester  
- Teaching Method: Seminar  
- ECTS: 6

**Module MASOZ-ST2/MASOZ-ST3: Sociological Theory**  
*Modul MASOZ-ST2/MASOZ-ST3: Soz. Theorie*

**Reading Course**  
*Lektürekurs*

**Main Lecturer:** Dr. Insa Pruisken  

Lecture of books from historical and political sociology

- Language: German and English  
- Semester: Winter semester  
- Teaching Method: Seminar  
- ECTS: 6

**Module MASOZ-KMI4**  
*Modul MASOZ-KMI4*

**Social Network Analysis 1**  
*Soziale Netzwerkanalyse 1*

**Main Lecturer:** Dr. Insa Pruisken  

**Keywords:** Practical application of social network analysis, methods, training at the computer, analyzing network data (centrality, cliques, block modeling etc.)

- Language: German  
- Semester: Summer semester  
- Teaching Method: Seminar  
- ECTS: 6

**Module MASOZ-KMI4**  
*Modul MASOZ-KMI4*

**Social Network Analysis 2**  
*Soziale Netzwerkanalyse 2*

**Main Lecturer:** Dr. Insa Pruisken  

**Keywords:** Practical application of social network analysis, methods, training at the computer, analyzing network data (centrality, cliques, block modeling etc.)

- Language: German  
- Semester: Winter semester  
- Teaching Method: Seminar  
- ECTS: 6
3.4.6 Longitudinal Education Research

Prof. Dr. Corinna Kleinert
Professor of Sociology, esp. Longitudinal Education Research
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Master Courses


Education and employment are tightly connected in post-industrial societies: Education is regarded today as most important prerequisite for socioeconomic success and economic prosperity. From a life-course perspective, young people have to manage the transition from school to work. However, the phase of education is not completed anymore by reaching this milestone; further training and lifelong learning become more and more important. For employers, educational certificates and grades are essential criteria to fill vacant positions. Credentials thus decide about unemployment risks, positions, and wages, but they are not rewarded equally among all groups in society. Finally, the relevance of skills with regard to career success has changed in the course of educational expansion and structural labor market change.

In the seminar, we read and jointly discuss some theoretical and many empirical articles to explore the various interrelations between education and the labor market. At the end of the seminar, we get to know an ongoing data base on the topic, the National Educational Panel Study (NEPS), and develop our own research proposals based on this data.

Basic literature:

- Language: English
- Semester: Winter semester
- Teaching Method: Seminar
- ECTS: 6

Gender culture and gender ideologies [Module MA Soz BAU1/BAU2/BAU3/C.1.1 A]

In West Germany, 38 % of respondents agree, that „a preschool child is likely to suffer if his or her mother works.“ (ISSP, 2012). In contrast, only 18 % of East Germans agree with the statement, while even less people in Sweden do (15 %). Where do these differences in gender role attitudes come from? Do gender ideologies differ between men and women, older and younger cohorts or respondents with different educational attainment or migration background? The seminar offers an introduction to the research on gender ideologies and gender role attitudes. In the seminar we will, firstly, look at different theoretical and empirical explanations of differences in gender culture and gender ideologies between different welfare states or social groups. Secondly, we will discuss whether life-course events and state interventions are associated with ideology changes over the life-course. Throughout the course, we will use theoretical core readings as well as empirical research papers applying both cross-sectional and longitudinal research designs. Therefore, prior knowledge of statistics up to the level of ordinary least squares regression (OLS) is assumed.

- Language: English
- Semester: Winter semester
- Teaching Method: Seminar
- ECTS: 6
3.4.7 Analysis of Social Structure

Prof. Dr. Cornelia Kristen  
Chair for Sociology, esp. Analysis of Social Structure  
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Bachelor Courses

Sociological Basics:

Social Structures I and II  
Socialstruktur im internationalen Vergleich 1 und 2

(Lecture alternately offered by Prof. Dr. Cornelia Kristen and Prof. Dr. Steffen Schindler)  
The lecture addresses Germany’s social structure in a cross-national perspective.  
Module: A.2: Analysis of Social Structures  
A.2: Sozialstrukturanalyse

- Language: German  
- Semester: Winter and summer semester  
- Teaching Method: Lecture  
- ECTS: 10

Introduction to Sociology of Immigration  
Einführung in die Migrationssoziologie

The lecture introduces into the sociology of immigration. It addresses migration issues as well as integration.  
Module: D.2.1 B: Major Field of Study: Population, Migration and Integration  
D.2.1 B: Studienschwerpunkt: Bevölkerung, Migration und Integration

- Language: German  
- Semester: Winter semester  
- Teaching Method: Lecture  
- ECTS: 5

Selected Problems in the Sociology of Immigration  
Ausgewählte Probleme der Migrationssoziologie

Each of these seminars introduces into research questions in the field of immigration and integration. Topics include the causes of international migration as well as the conditions which foster integration into different societal areas (e.g. language acquisition, educational and labor market success, inter-ethnic contacts, social distances, ethnic identifications).  
Module: D.1.1 F: Major Field of Study: Education Employment, Family and the Life Course  
D.2.1 D: Major Field of Study: Population, Migration and Integration  
E.1: Context Study  
D.1.1 F: Studienschwerpunkt Bildung, Arbeit, Familie und Lebenslauf  
D.2.1 D: Studienschwerpunkt: Bevölkerung, Migration und Integration  
E.1: Kontextstudium

- Language: German  
- Semester: Winter and summer semester  
- Teaching Method: Seminar  
- ECTS: 5
Selected Problems of Social Structure Analysis
*Ausgewählte Probleme der Sozialstrukturanalyse*

Each of these seminars introduces into research questions in the field of social structure analysis.

**Modul:** D.1.1 H: Major Field of Study: Education Employment, Family and the Life Course
- D.2.1.E: Major Field of Study: Population, Migration and Integration
- E.1: Context Study

- Language: German
- Semester: Winter and summer semester
- Teaching Method: Seminar
- ECTS: 5

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Master Courses

Advanced Topics in the Sociology of Immigration
*Fortgeschrittene Themen der Migration und Integration*

These courses enable students to study topics in migration research. They address the causes of international migration as well as the conditions which foster integration into different societal areas. Each course links theoretical considerations with empirical evidence.

**Modul:** C.2.1 D Major Field of Study: Population, Migration and Integration
- D.2: Research Study: Elective Studies Area of Sociology

- Language: English or German
- Semester: Winter and summer semester
- Teaching Method: Seminar
- ECTS: 6

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Advanced Topics in Social Structure Analysis
*Fortgeschrittene Themen der Sozialstrukturanalyse*

These courses enable students to learn about central questions in the field of social structure analysis. Each course links theoretical considerations with empirical evidence.

**Modul:** A.F Sociological Theory and Analysis of Social Structure

- Language: English or German
- Semester: Winter and summer semester
- Teaching Method: Seminar
- ECTS: 6

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Advanced Topics in the Sociology of Migration
*Fortgeschrittene Themen der Migrationssoziologie*

These courses introduce students to selected topics in migration research. They address the causes of international migration as well as the conditions of host-society integration. Each course links theoretical considerations with empirical evidence.

**Modul:** MASOZ_MI1 Advanced Topics in the Sociology of Migration

- Language: English or German
- Semester: Winter semester
• Teaching Method: Seminar, Lecture, Research practice course
• ECTS: 12

**Ethnic Inequality**
*Ethnische Ungleichheiten*

These courses introduce students to the conditions generating ethnic inequality in modern societies. For selected dimensions of inequality, students discuss general mechanisms of generating social inequality as well as the migrant-specific conditions associated with ethnic inequality. Each course links theoretical considerations with empirical evidence.

**Modul:** MASON-MI2 – Ethnic Inequalities
*MASON-MI2 – Ethnische Ungleichheit*
• Language: English or German
• Semester: Summer semester
• Teaching Method: Seminar, Lecture, Research practice course
• ECTS: 12

**Research on migration and integration**
*Aktuelle Befunde der Migrations- und Integrationsforschung*

In these courses, students tackle complex topics of research on migration and integration. Courses place a special focus on current migration streams and their consequences. They deal with questions regarding the causes of international migration as well as the conditions of host-society integration. Each course links theoretical considerations with empirical evidence.

**Modul:** MASON-MI3 – Research on migration and integration
*MASON-MI3 – Aktuelle Befunde der Migrations- und Integrationsforschung*
• Language: English or German
• Semester: Winter semester
• Teaching Method: Seminar, Lecture, Research practice course
• ECTS: 12

### 3.4.8 European and Global Studies

Prof. Dr. Elmar Rieger  
Chair of Sociology, in particular European and Global Studies  
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**Bachelor Courses**

**Sociology of Globalization and World Society**
*Soziologie der Globalisierung und der Weltgesellschaft*
• Language: German
• Semester: Winter semester
• Teaching Method: Lecture
• ECTS: 5
The United States in World Society
*Afrika: Soziologische Perspektiven*
- Language: German
- Semester: Winter semester
- Teaching Method: Seminar
- ECTS: 5

Big Cities in the Age of Globalization
*Großstädte in der Globalisierung*
- Language: German
- Semester: Winter semester
- Teaching Method: Seminar
- ECTS: 5

**Master Courses**

Society and Community in the Age of Globalization
*Gesellschaft und Gemeinschaft im Zeitalter der Globalisierung*
- Language: German
- Semester: Winter semester
- Teaching Method: Lecture
- ECTS: 6

Qualitative Analysis of Chats and User Generated Content
*Kulturelle Differenzierung und die Globalisierung des Alltags*
- Language: German
- Semester: Winter semester
- Teaching Method: Seminar
- ECTS: 6

Sociology of Digital Media
*Soziologie der Zeit*
- Language: German
- Semester: Winter semester
- Teaching Method: Seminar
- ECTS: 6
3.4.9 Sociology with Focus on Education and Work in the Life Course

Prof. Dr. Schindler
Sociology with Focus on Education and Work in the Life Course
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Bachelor Courses

Social Structure in International Comparison
Sozialstruktur im internationalen Vergleich

Description of the content: The lecture will give a systematic overview of the long-term developments in Germany’s social structure, embedded in international comparisons. The analysis of social structure deals with the structures and processes of change within populations and their interplay with educational, economic and labour market systems. The lecture will also be devoted to different dimensions of inequality and their evolution and developments over successive generations. The lecture will be held in two parts over two subsequent semesters, starting in the Winter term.

- Language: German
- Semester: WS2018/19 and SS2019
- Teaching Method: lecture
- ECTS: 10

Master Courses

Mechanisms of Educational Inequality
Mechanisms of Educational inequality

Description of the content: The seminar deals with the various factors that account for the emergence of educational inequality. We are going review the most important theoretical concepts and explanatory models and link them to empirical findings. To this end, we will read and discuss selected empirical studies on specific mechanisms of social inequality in educational attainment. Furthermore, the seminar will provide the opportunity to conduct own empirical analyses through complementary exercises and a term paper.

- Language: English
- Semester: WS2018/19
- Teaching Method: Seminar
- ECTS: 6

Research Seminar “Analysing the National Educational Panel Study”
Forschungspraktikum “Analysen mit dem Nationalen Bildungspanel”

Description of the content: This research seminar will be held in two parts over two consecutive semesters. Students conduct their own empirical research project based on data of the National Educational Panel study (NEPS). The participants of the seminar will be guided through the entire research process: from the initial research question over theoretically deducted hypotheses to the empirical work with the data and the execution of analyses and presentation of results.

- Language: English
- Semester: WS2018/19 and SS2019
- Teaching Method: Seminar
- ECTS: 12
Replications in the Sociology of Education, Employment and Inequality

German name of the course

Description of the content.: Replication is one of the most important but also one of the most neglected tools in empirical social research. It is necessary in order to corroborate previous findings and to establish valid and systematic knowledge. This seminar is designed as a hands-on course, providing its participants with the opportunity to conduct their own replications studies. The seminar is open for international students. If international students are among the participants, it will be held in English language.

- Language: English
- Semester: SS2019
- Teaching Method: Seminar
- ECTS: 6

3.4.10 Labour Studies

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Chair of Labour Studies
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Bachelor Program

Introduction and Methods of Labour Studies

Grundlagen der Arbeitswissenschaft [BA Soz D.6.1A]

Basic information about types and meaning of labour, employment and job occupation. Explanation of institutions of labour and labour organisation by means of selected examples of technique and innovation. Focus will be on the area of conflict between rationalisation and human working conditions in the context of firms, society and global perspectives.

- Language: German
- Semester: Winter semester
- Teaching Method: lecture
- ECTS: 5

Introduction and Principles of Ergonomics

Grundlagen der Ergonomie [BA Soz D.6.1B]

Basic information about anthropometry; environmental factors and its effects; working system and factors of ergonomic demand and strain; man-machine-system; layout of workplace and product design.

- Language: German
- Semester: Winter semester
- Teaching Method: Lecture and exercise
- ECTS: 5

Employment Analysis and Labour Structuring

Arbeitsanalyse und Arbeitsgestaltung [BA Soz D.6.1C]

Historical and contemporary forms of reward and working time organisation; areas of reward and working time organisation (government, trade agreements, company agreements).
Career and Labour Market
*Beruf und Arbeitsmarkt [BA Soz D.6.1E]*

Theories on labour market; structural change of the professional society; segments of the labour market (internal labour market, job segments, gender-related division of the labour market); professional education; problematic groups on the labour market; unemployment; employee participation; chances and risks of increasing globalization and flexibilization of the labour market.

- Language: German
- Semester: Summer semester
- Teaching Method: lecture
- ECTS: 5

Occupational Sociology
*Berufsoziologie [BA Soz D.6.1F]*

Theories of career choice; influencing factors of career choice; stages of professional career; professional socialization.

- Language: German
- Semester: Summer semester
- Teaching Method: Seminar
- ECTS: 5

Human Resource and Industrial Sociology
*Personal- und Betriebssoziologie [BA Soz D.6.1G]*

Scientific perspective to recruitment, employment of staff, organisation, management and motivation. Completion of this theoretical approach by practical experience, excursion and the inclusion of practitioners.

- Language: German
- Semester: Summer semester
- Teaching Method: Seminar
- ECTS: 5

Master Courses

Human Resource Management (part of the module MA SOZ POA1 Human Resources and Labour)
*Human resource management (Teil des Moduls MA SOZ POA1 Personal und Arbeit)*

Detailed evaluation of personnel recruitment, personnel deployment, organization, management and motivation. In-depth study of these topics by means of complex issues from a scientific perspective. Completion of this theoretical approach by practical experience, excursions and the inclusion of practitioners.

- Language: German
- Semester: Winter semester
- Teaching Method: Seminar
- ECTS: 6

Ergonomics and Work Structuring (part of the module MA SOZ POA1 Human Resources and Labour)
*Ergonomie und Arbeitsgestaltung (Teil des Moduls MA SOZ POA1 Personal und Arbeit)*

Discussion of current and in-depth aspects of ergonomics (physical and psychological, organizational and institutional). Job demand, workload in reference to the configuration of work proceedings (stress-strain-
concept, sociological and psychological basics of work and job demand, stress in different variations, organization of work, individual and collective possibilities of how to handle strain).

- Language: German
- Semester: Winter semester
- Teaching Method: Seminar
- ECTS: 6

**Work, Economy, Social Structure** (part of the module MA SOZ POA3 Economy and Labour Market)
*Arbeit, Wirtschaft, Sozialstruktur (Teil des Moduls MA SOZ POA3 Wirtschaft und Arbeitmark)*

Comparison of different theories in the topics work, education, economy and social structure; connection to current, empirical scientific research results. Evaluation of the relationship between protagonists, organizations and institutions in societies.

- Language: German
- Semester: Summer semester
- Teaching Method: Seminar
- ECTS: 6

**Organizational sociology** (part of the module MA SOZ POA2 Organisation)
*Organisationssoziologie (Teil des Moduls MA SOZ POA2 Organisation)*

Theories of organization; reflection of individual theories and comparison of theories; relationship between protagonists, organizational structures and institutions; conditions, problems and resistance to the development of work organizations; humane working conditions with qualification, motivation, control and strain in mind.

- Language: German
- Semester: Summer semester
- Teaching Method: Seminar
- ECTS: 6

**Methods of the Empirical Organizational Research** (part of the module MA SOZ POA2 Organisation)
*Methoden der empirischen Organisationsforschung (Teil des Moduls MA SOZ POA2 Organisation)*

Introduction of qualitative and quantitative methods of organizational research, for example nonreactive methods, questioning, network analysis, quantitative questioning, qualitative interview, job evaluation and experiments; completion by research experience of experts.

- Language: German
- Semester: Summer semester
- Teaching Method: Seminar
- ECTS: 6

### 3.4.11 Survey Methodology

Prof. Dr. Mark Trappmann
Chair of Sociology, especially Survey Methodology
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Master Courses

Mixed Mode Surveys
*Mixed-Mode-Surveys*

The seminar first gives an overview of most frequent survey modes (face-to-face, telephone, mail, web). We deal with consequences of mode choice for survey data collection (e.g. mode-dependent sampling frames) as well as with consequences of mode choice on error sources like coverage error, nonresponse, measurement error, sampling variances or interviewer effects. In the second half of the seminar the focus is on mixed mode surveys. Different mixed mode designs are introduced. Finally, recent research articles on data quality in such surveys, particularly on the separation of mode-specific measurement error and mode-specific nonresponse (or self-selection into modes) are discussed. Participants learn about distinctive features in the implementation of surveys in different modes and about the consequences of mode choice for error sources in surveys. They learn what to pay attention to when mixing modes how to assess the size of error sources within mixed-mode surveys. Thus, they are enabled to assess data quality of existing mixed mode surveys and to take decisions on mode choice depending on the goals and topics of a study, the population and the budget of the study.

- Language: German
- Semester: Winter semester
- Teaching Method: Seminar
- ECTS: 6

Error Sources in Survey Data
*Datenerhebung und Fehlerquellen*

One important goal when collecting survey data is to achieve minimum error (given budget) in relevant statistics estimated from the survey. The total survey error framework is a useful heuristic, in order to separate the total survey error into its components and thus make it accessible for research. We distinguish between errors in representation and errors in measurement: On the representation side we distinguish between coverage error, sampling error, nonresponse error and adjustment error. On the measurement side we distinguish between specification error, measurement error and editing error. Each error source can have an impact on variance as well as bias of key survey estimates. Special attention is paid to the interaction between error sources that often results from mode choice or interviewer influence. Participants of the lecture shall be enabled to assess the data quality of a given survey as well as to develop research designs in order to investigate survey quality.

- Language: German
- Semester: Summer semester
- Teaching Method: Lecture
- ECTS: 6

Please note: Students matriculated in the Master in Sociology have to pass the exam Advanced Methods of Quantitative Data Collection for the Social Sciences (“Fortgeschrittene Erhebungsmethoden der quantitativen Sozialforschung”) which combines both classes and gives them 12 ECTS.
3.5 Statistics and Econometrics

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Bachelor Program

Statistics I
Methoden der Statistik I

The lecture “Statistics I” provides an introduction to the basic principles and methods of descriptive statistics, while their applicability and the serious interpretation of the results is issue of the accompanying exercise course. The course focus is on techniques for data visualization and data processing, on characterizing distributions by parameters and on the method of linear regression.

Content overview: Descriptive statistics and probability: frequencies, location and dispersion parameters, measures of concentration, correlation and regression, index numbers, seasonal adjustment

- Language: German
- Semester: Summer and winter semester
- Teaching Method: Lecture/tutorial
- ECTS: 6

Statistics II
Methoden der Statistik II

In the first part, the course “Statistics II” deals with the basic principles of the theory of probability. Thereby the focus is on the description of random processes by means of parametric random variables. In addition basic principles, particularly the law of large numbers, as well as the central limit theorem are taught.

In the second part of the course, methods of inductive statistics are prioritized. They permit to draw conclusions from a sample to the population. The main emphasis is put on the methods of point and interval estimation as well as on fundamental hypothesis testing. Finally by the linear regression, a method for modelling of simple model correlations is introduced.

Besides the implementation, especially the prerequisites for the applicability of a method as well as the meaningful interpretation of results are discussed. Thereby, the focus of the lecture is on the theoretical derivation, while the own calculation of measures as well as their interpretation are centered in the tutorial.

Content overview: Probability theory: probability calculus, random variables, probability distributions, Chebychev inequality. Inferential statistics: law of large numbers, central limit theorem, point and interval estimation, significance tests (one-sample and two-sample tests, analysis of variance, chi-squared goodness-of-fit test), stratified samples, multiple regression

- Language: German
- Semester: Summer and winter semester
- Teaching Method: Lecture/tutorial
- ECTS: 6
Computer-Based Applied Statistics
Angewandte Statistik am PC

R is a free statistical software package which is continuously developed by a worldwide user community. R knowledge is nearly indispensable for socio-scientific research and more and more demanded on the job market.

The tutorial “Computer-Based Applied Statistics” ("Angewandte Statistik am PC") complements the introductory lecture of statistical methods. Basic skills to import, to manipulate and to analyse data with R are acquired. In particular, the learning contents of “Statistics I & II” ("Methoden der Statistik I & II") are implemented. In a first step, the use of basic R-objects and –functions is practiced. On this basis, the graphical visualization of data, the estimation of measures of location and dispersion as well as current hypothesis testing methods, particularly t- and F-tests are focused.

Content overview: Application of statistical methods, data analysis using modern software, evaluation and critical interpretation of results

Prerequisites: Statistical Methods I

- Language: German
- Semester: Summer and winter semester
- Teaching Method: Tutorial
- ECTS: 4

Master Program

Basic Econometrics
Grundlagen der Ökonometrie

Classical multiple linear regression on the basis of ordinary least squares methods: Main topics include specification, estimation, inference and prediction, heteroscedasticity, autocorrelation, multicollinearity, simultaneous equations models, instrument variable estimation, introduction to statistical software R

Prerequisites: Statistics I + II

- Language: German
- Semester: Winter semester
- Teaching Method: Lecture/tutorial
- ECTS: 6

Advanced Econometrics
Fortgeschrittene Ökonometrie

This course deals with advanced estimation techniques in modern econometrics. Maximum likelihood methods: models for qualitative, ordered, and limited dependent variables, generalized linear models, logistic regression, duration and count data models

Prerequisites: Statistics I + II

Study recommendation: Prior participation in “Basic Econometrics”

- Language: German
- Semester: Summer semester
- Teaching Method: Lecture/tutorial
- ECTS: 6

Survey Sampling Theory
Stichprobenverfahren

Theory of survey sampling: Main topics include probabilities of selection and inclusion, Horvitz-Thompson type estimates, sampling procedures, nonresponse, weighting as well as imputation

Prerequisites: Statistics I + II
Introduction to Programming with R
Einführung in die Programmierung mit R

Main topics of this basic module include the implementation, consolidation and expansion of acquired statistical and econometric knowledge in the statistical software R as well as the introduction to R programming.

Prerequisites: Statistics I + II

| Language: German/English   | Semester: Winter semester | Teaching Method: Lecture/tutorial | ECTS: 6 |

Advanced Data Analysis with R

The focus of this module is on the application of advanced techniques of data analysis with R. Topics include the presentation of fundamental methods like generalised linear models (GLM) as well as visualisation of high dimensional data and methods of data-mining.

Prerequisites: Statistics I + II

| Language: German/English   | Semester: Summer semester | Teaching Method: Tutorial | ECTS: 4 |

Introduction to Bayesian Statistics
Einführung in die Bayes-Statistik

The main focus of the module is the introduction to the fundamental principles of Bayesian statistics and empirical Bayesian methods by using conjugated prior distributions and MCMC methods.

Prerequisites: Statistical Methods I + II

| Language: German/English   | Semester: Summer semester | Teaching Method: Lecture/tutorial | ECTS: 6 |

Seminar on Survey-Methodology
Blockseminar Survey-Methodik

This course offers an introduction to survey-methods and their implementation like the treatment of item nonresponse in surveys, multilevel models, counterfactual design etc.

Prerequisites: Statistics I + II

| Language: German/English   | Semester: Summer semester | Teaching Method: Seminar | ECTS: 6 |

Questionnaire Design

Here the focus is on theoretical and practical knowledge of Questionnaire Design and on their implementation in modern software including written, online and CATI questionnaires.

Prerequisites: Statistics I + II
Calibration and Weighting Methods
*Kalibrierungsmethoden und Gewichtung*

Main topics include the application of advanced methods and techniques of survey sampling referring to weights as compensation for disproportional samples and unit-nonresponse.

**Prerequisites:** Statistics I + II

**Study recommendation:** Prior participation in “Survey Sampling Methods”

- Language: German/English
- Semester: irregular
- Teaching Method: Lecture/tutorial
- ECTS: 6

Panel Surveys

Here the focus is on getting used to advanced methods and techniques of survey sampling referring to Panel Surveys.

**Prerequisites:** Statistics I + II

**Study recommendation:** Prior participation in “Survey Sampling Methods”

- Language: German/English
- Semester: irregular
- Teaching Method: Lecture/tutorial
- ECTS: 6

Computationally Intensive Techniques/ Monte-Carlo Methods
*Rechnerintensive Verfahren/ Monte-Carlo-Methoden*

The focus of this module is on transmitting the basic principles of simulation methods: techniques for generating random numbers of different distributions, creation and application of simulation studies. Approached topics are Bayes statistics, posterior distributions, pseudo random variable generation, Markov Chain Monte Carlo techniques and simulation techniques.

**Prerequisites:** Statistics I + II

- Language: German/English
- Semester: Winter semester
- Teaching Method: Lecture/tutorial
- ECTS: 6

Official Statistics
*Amtliche Statistik*

The focus is on the introduction of official statistics: besides an overview of institutional and legal conditions of official statistics, the most important economic statistics, methods of official population statistics and population projections, data access and research data centers (RDC), as well as definitions and classifications are presented.

**Prerequisites:** Statistics I + II

- Language: German
- Semester: Summer and winter semester
- Teaching Method: Seminar
- ECTS: 6
Time Series Analysis  
*Analyse von Zeitreihendaten*

Models for time series data: Main topics include smoothing techniques, seasonal adjustment, stochastic processes, Box-Jenkins ARIMA identification, volatility modelling as well as time series models of heteroscedasticity  

**Prerequisites:** Statistics I + II  

**Study recommendation:** Prior participation in “Basic Econometrics”

- Language: German  
- Semester: Winter semester  
- Teaching Method: Lecture  
- ECTS: 6

Panel Data Analysis  
*Analyse von Paneldaten*

Estimation techniques for statistical and dynamic models for panel data: This course deals with fixed effects models, random effects models, instrument variable estimation, dynamic linear models and models with limited dependent variables  

**Prerequisites:** Statistics I + II  

**Study recommendation:** Prior participation in “Basic Econometrics”

- Language: German  
- Semester: Winter semester  
- Teaching Method: Lecture  
- ECTS: 6

Multivariate Statistical Methods  
*Multivariate Verfahren*

Here the focus is on multivariate probability distributions, distance measures, factor analysis, multidimensional scaling, analysis of variance, discriminant analysis, cluster analysis  

**Prerequisites:** Statistics I + II  

- Language: German  
- Semester: Summer semester  
- Teaching Method: Lecture/tutorial  
- ECTS: 6

Small Area-Estimation Techniques  
*Small Area-Schätzverfahren*

Here the focus is on estimation of parameters for small sub-populations. Small Area-Estimation is generally used when the sub-population of interest is included in a larger survey  

**Prerequisites:** Statistics I + II  

**Study recommendation:** Prior participation in “Basic Econometrics”

- Language: German/English  
- Semester: irregular  
- Teaching Method: Lecture  
- ECTS: 6
Variance Estimation Methods  
*Varianzschätzmethoden*

This course deals with development of variance estimation techniques for the Hansen-Hurwitz-Estimator etc., application of design-weights as well as linearization methods.

**Prerequisites:** Statistics I + II

**Study recommendation:** Prior participation in “Survey Sampling Theory”

- Language: German/English
- Semester: irregular
- Teaching Method: Lecture/tutorial
- ECTS: 6

**Statistics III  
*Methoden der Statistik III*

Basic knowledge transfer of statistical theory, especially of probability theory, parametric distribution families, asymptotic analysis, as well as transformation and convolution theorems.

**Prerequisites:** Statistics I + II

- Language: German/English
- Semester: Winter semester
- Teaching Method: Lecture/tutorial
- ECTS: 6

**Statistical Analysis of Incomplete Data  
*Statistische Analyse Unvollständiger Daten*

Fundamental principles of incomplete data analysis are introduced by focusing on multiple imputation techniques of missing data.

**Topics:** Comparison of naïve methods of missing data analysis with sophisticated methods like EM-algorithms, data augmentation and multiple imputations.

**Prerequisites:** Statistics I + II

- Language: German/English
- Semester: Winter semester
- Teaching Method: Lecture/tutorial
- ECTS: 6
3.6 Module Description: Economics

3.6.1 Economics of Education

Prof. Dr. Silke Anger  
Chair of Economics of Education  
University of Bamberg  
Feldkirchenstr. 21  
D-96045 Bamberg  
Tel.: +49 / 951 / 863-2834  
Fax: +49 / 951 / 863-2635  
E-Mail: silke.anger@uni-bamberg.de  
Internet: http://www.uni-bamberg.de/en/vwl/lehrstuhl-fuer-vwl-insb-bildungsoekonomik/

Bachelor Program

Economics of Education [BAEES5.1c]  
Einführung in die Bildungsoekonomik

The lecture provides an introduction to the theories and methods of the Economics of Education with focus on empirical educational research. The course includes various fields of the Economics of Education, such as the returns to education (monetary and non-monetary), educational production (efficiency, efficacy, inequality), education financing (by firms, government), and the supply and demand of education. Both theoretical models (e.g. human capital model) and empirical strategies for causal analysis are presented.

- Language: German  
- Semester: Winter semester  
- Teaching Method: Lecture  
- ECTS: 6

3.6.2 Integration of European Labour Markets

Prof. Dr. Herbert Brücker  
Chair of Economics and Integration of European Labour Markets  
Feldkirchenstraße 21  
D-96052 Bamberg  
Tel.: +49 / 951 / 863-2633  
+49 / 911 / 179-3807  
Fax: +49 / 911 / 179-3298  
E-Mail: herbert.bruecker@sowi.uni-bamberg.de  
Internet: http://www.uni-bamberg.de/sowi/economics/bruecker/home.html

Basic Studies (2nd and 3rd year)

Theory and Politics of European Economic Integration

Introduction to the economics and politics of European integration: institutions of the Common Market, trade, capital movements, migration, monetary integration and related European policies. The exam can be written in English.
International Migration and the Labour Market

The seminar will apply quantitative empirical methods to address these topics related to international migration: determinants of migration, self-selection of migrants and the brain drain, labour market effects of migration. Knowledge of econometrics and software skills (STATA, EViews) are of advantage.

- Language: English
- Semester: Summer semester
- Teaching Method: Seminar
- ECTS: 6

3.6.3 **Empirical Microeconomics**

Prof. Dr. Guido Heineck  
Chair of Empirical Microeconomics  
University of Bamberg  
Feldkirchenstraße 21  
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Fax: +49 / 951 / 863-2599  
E-Mail: vwl-mikro@uni-bamberg.de  
Internet: http://www.uni-bamberg.de/en/vwl-mikro/

**Bachelor Courses**

**Microeconomics I**  
*Mikroökonomik I*

This is an introductory course in microeconomics, covering the fundamental theories of the consumer, the firm, and markets. It introduces students to the concepts of scarcity, opportunity costs, the nature and functions of product and factor markets, and models of consumer choice.

- Language: German
- Semester: Winter semester
- Teaching Method: Lecture and exercise course
- ECTS: 6

**Labor Economics: Theory and Policy**  
*Arbeitsmarkttheorie und -politik*

The course introduces students to the basics of labor economics, including labor supply and demand, human capital theory, labor market institutions and policies.

- Language: German
- Semester: Summer semester
- Teaching Method: Lecture and exercise course
- ECTS: 6
Empirical Microeconomics
*Empirische Mikroökonomik*

The course introduces students to basic econometrics, focusing on the linear regression model as the backbone of empirical economic research. Lectures will be complemented with practical work that aims at preparing students to conduct empirical research analyses.

- Language: German
- Semester: Winter semester
- Teaching Method: Lecture and exercise course
- ECTS: 6

Project Seminar: Applied Microeconometrics
*Projektseminar: Angewandte Mikroökonomie*

In this course, students will conduct small-scale empirical research projects. To a limited extent, students will make themselves familiar with existing research, derive testable hypotheses, prepare data, run empirical analyses, write a term paper and present their results. Topics vary, recent examples include: income and subjective well-being, risk attitudes and occupational choice, returns to education.

- Language: German
- Semester: Summer semester
- Teaching Method: Seminar
- ECTS: 6

3.6.4 Public Economics

Prof. Dr. Florian Herold
Chair of Public Economics
Feldkirchenstraße 21
D-96052 Bamberg
Tel.: +49 / 951 / 863-2548
Fax: +49 / 951 / 863-5547
E-Mail: public-economics@uni-bamberg.de
Internet: http://www.uni-bamberg.de/vwl-fiwi/studium/lehrveranstaltungen/

Bachelor Courses

Microeconomics II
*Mikroökonomik II*


- Language: German
- Semester: Summer semester
- Teaching Method: Lecture/exercise
- ECTS: 6

European Public Finance
*Finanzpolitik in Europa*

Lecturer: Dr. Jörg Lackenbauer

Topics in Economic Theory

Lecturer: Prof. Dr. Florian Herold

This seminar focuses on current topics in economic theory. Students will study and present recently published research articles on limited attention.

- Language: English
- Semester: Winter semester
- Teaching Method: Seminar
- ECTS: 6

Master Courses

Advanced Microeconomics

Lecturer: Prof. Dr. Florian Herold

Prerequisites: Good background in Microeconomics I and II


- Language: English
- Semester: Winter and summer semester
- Teaching Method: Lecture/Exercise
- ECTS: 6

Incentives and Behavior

Lecturer: Prof. Dr. Florian Herold

Experimental Studies in Economics, Deviations from Rationality, Time Inconsistent Preferences, Social Preferences, Behavioral Biases and Public Policy.

- Language: English
- Semester: Summer semester
- Teaching Method: Seminar
- ECTS: 6

Political Economics

Lecturer: Prof. Dr. Florian Herold


- Language: English
- Semester: Winter semester
- Teaching Method: Lecture/Exercise
- ECTS: 6

Evolution Learning and Behavior

Lecturer: Prof. Dr. Florian Herold

The course introduces different topics related to behavioural economics and bounded rational learning how to act strategically.
3.6.5 International Economics

Prof. Mishael Milaković, PhD
Chair of International Economics
University of Bamberg
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Internet: http://www.uni-bamberg.de/vwl-iwf

Bachelor Program

Macroeconomics I
Makroökonomik 1

This course deals with basic macroeconomic concepts and demonstrates how they are related to real world economic problems and economic policy decisions. In particular, this course covers the mutual dependence of goods, money and financial markets, the determinants of unemployment in the short- and long-run, the importance of capital accumulation and technological progress for economic growth and the effectiveness of different instruments of economic policy.

The objective of this course is to familiarize students with different economic models so that they will be able to analyze current economic issues and to apply those models to practical questions of economic policy.

- Language: German
- Semester: Winter semester
- Teaching Method: Lecture and tutorial
- ECTS: 6

Introduction to European and International Economics
Einführung in die europäische und internationale Wirtschaft

Today’s economies are increasingly linked through trade and financial flows, with important consequences for national employment, consumption, and firm investment that are typically summarized under the colloquial but rather vague term of “globalization.” Its consequences are severely debated and often take center stage in national political programs as witnessed, for instance, in the contemporary debate on the macroeconomic implications of the European Monetary Union. This course aims at providing a comprehensive (albeit introductory) overview of fundamental issues in the theory of international economics and finance, taking into account various contemporary debates on the costs and benefits of globalization.

The objective of the course is to equip students with the necessary tools to evaluate the risks and chances of globalized economies and financial markets and to enable them to make informed decisions in an intertwined and increasingly complex global marketplace.

- Language: English
- Semester: Summer semester
- Teaching Method: Lecture and tutorial
- ECTS: 6
Introduction to International Finance
The main objective of the course is to consider the major issues in the theories and practice in international finance with an emphasis on the determination of exchange rates. In particular, the course aims at providing a solid understanding of the economic forces operating under alternative exchange rate systems, focusing on the following topics:

Prices in the open economy; Financial markets in the open economy; Monetary models under alternative exchange rate systems; Portfolio balance and the current account; Efficiency market hypothesis and rational expectations; Speculative attacks and currency crises

Upon completion of the course, students should be equipped with a collection of tools to analyze foreign exchange markets and to reach sound judgement on alternative policy proposals aimed at stabilizing the foreign exchange market.

- Language: English
- Semester: Summer semester
- Teaching Method: Lecture
- ECTS: 6

History of Economic Thought
The seminar deals with the evolution of the history of economic thought, in particular with the classical political economy of Smith, Ricardo and Marx, but also with more recent contributions outside the marginalist (neoclassical) school of thought. The seminar aims at providing students with a heterodox perspective on their discipline, illustrating that the popularity of the different schools of thought is closely intertwined with the economic, social and political context of their times.

Upon completion of the seminar, students should gain profound knowledge of the conceptual differences and diverging implications of the different schools of thought that make up economics. Ideally, students will summarize their findings in a term paper, taking on the form of a literature survey. The overall grade will be determined from the term paper and a short presentation of their findings.

Information on the registration procedure will be distributed in the first seminar session (date, time and place will be announced via UnivIS).

- Language: English
- Semester: Summer semester
- Teaching Method: Project seminar
- ECTS: 6

Financial Engineering and Systemic Risk
This course deals with the risks that emanate from modern financial markets and their regulation. The central question is how these risks, their regulation, and the institutional framework itself can actually contribute to the creation of “systemic” risk, resulting in historically recurring economy-wide crises. The course in the sequence takes a closer look at the challenges that monetary policy faces in light of endogenous money creation, which are compounded by the presence of derivative securities that allow for the synthetic replication of traditional bank loans. We will consider whether or how banks’ off-balance sheet transactions can circumvent the national regulatory and taxation frameworks, and what the implications for the respective national central banks are in their function as so-called lenders of last resort. A second important aspect of this course deals with financial innovation in the syndication of loans or other debt obligations (ABS, MBS, CDO, CLO), and their role in the recent crisis.

The main purpose of the course is to familiarize students with the basic notion of synthetic replication in financial markets, and to carefully explain how this replication leads to new challenges for central bank policy and financial regulation. The importance of “cheap liquidity” in financial crises is emphasized throughout the course.
Complexity and Distribution in Economics

This course deals with alternative approaches to the usual equilibrium concepts in economics. As it turns out, many economic and financial variables of interest exhibit robust distributional regularities across space and time, but have received at best minor attention in the literature. A crucial aspect of the course is to move beyond standard texts and introduce students to the possibly most challenging problem facing macroeconomic methodology today: the theory of aggregation. We will consider recent developments in statistical equilibrium theory, which is particularly suitable for studying problems that arise from the aggregation of many agents, and centers around the idea of an equilibrium distribution in economic variables.

Ideally, students will conduct their own data exploration exercises, using for instance Mathematica and its curated data sources (or any other statistical/mathematical software and databases) to look for distributional regularities in macroeconomic variables within or across countries, and write a term paper on their discoveries. The overall grade will be determined from the term paper and a short presentation of their findings.

International Monetary Economics

This course deals with the two most important traditional models of exchange rate determination and open economy macroeconomics, which start from different pre-analytical visions and thus arrive at very distinct open economy policy prescriptions. We start from basic concepts of exchange rate determination, like purchasing power parity and (un)covered interest rate parity, and review the basic accounting principles underlying the balance of payments. Then we move on to standard Keynesian models and to a variety of monetarist approaches to the balance of payments.

The main purpose of the course is to make students aware of the different strands of economic thought in international macroeconomics, and to emphasize how they arrive at very different policy prescriptions regarding balance of payments equilibrium, and monetary and fiscal policy issues in general as witnessed, for instance, in the current debate on the feasibility of a monetary union in the European Union. In particular, students should be able to understand why various pressure groups favor certain models or are strictly opposed to others, and where the various models meet their empirical limitations.

The Economics of Inequality

For about the last four decades, the economics profession was largely of the opinion that economic inequality is not a problem of particular interest and, if anything, represents a necessary condition for economic efficiency. Piketty’s book on “Capital in the 21st Century” and its wide reception in and outside of academia, however, testify to the revived interest in this topic, particularly with respect to the inequalities in personal income or wealth, both across and within countries. The three main goals of the course are thus to familiarize students with

(i) the major strands of economic theory that address the inequalities in the distribution of income or wealth,
(ii) the different concepts of measuring inequality, and
(iii) the international empirical data of such measurements.

Irrespective of whether a reduction in inequality is politically desired or not, students should understand the fundamental challenges that policy design will necessarily face, especially in light of the considerable historical fluctuations in inequality. Ideally, students will summarize their findings in a term paper, taking on the form of
a literature survey. The overall grade will be determined from the term paper and a short presentation of their findings.

Information on the registration procedure will be distributed in the first seminar session (date, time and place will be announced via UnivIS).

- Language: English
- Semester: Summer semester
- Teaching Method: Seminar and tutorial
- ECTS: 6

### 3.6.6 Applied Economic Research

Prof. Dr. Christian R. Proaño  
Professorship of Economics, esp. Applied Economic Research  
Feldkirchenstraße 21  
D-96052 Bamberg  
Tel.: +49 / 951 / 863-1576  
E-Mail: vwltawifo@uni-bamberg.de  
Internet: http://www.uni-bamberg.de/vwtawifo/

#### Bachelor Program

**Current Issues of Economic Policy in Europe**  
*Proseminar: Aktuelle Fragen der Wirtschaftspolitik in Europa [BAEES2.1]*

Selected issues concerning current economic policy in Europe will be handled. Examples are: Incentives and strategic behavior, education and inequality in Europe, markets and instability, rational and irrational behavior, monetary union and international financial crisis, economic policy in the European Union.

- Language: German
- Semester: Winter semester
- Teaching Method: Basic seminar
- ECTS: 6

#### Master Program

**Advanced Macroeconomics**  
*Fortgeschrittene Makroökonomie [MAEES01.2]*

Macroeconomic analysis is primarily concerned with two issues: (i) developing positive models in order to understand the dynamics of key macroeconomic variables such as output, employment, unemployment, inflation, interest rates, etc.; and (ii) deriving normative prescriptions for macroeconomic policymaking, in particular regarding the proper setting of fiscal and monetary policies. The course begins with a discussion of empirical facts regarding business cycles and growth to be explained by macroeconomic models and then provides an example of the role of economic policy as a macroeconomic stabilization mechanism based on a traditional reduced-form model of the macro-economy. The second part of the course deals in more detail with several building blocks for macroeconomic models based on intertemporal optimization along the neoclassical tradition. The third part of the course focuses in contrast on the caveats of this theoretical framework as well as on the alternative modeling approaches.

- Language: English
- Semester: Winter semester
- Teaching Method: Lecture
- ECTS: 6
Applied Economic Research 2: Disequilibrium and Behavioral Macroeconomics
Angewandte Wirtschaftsforschung 2: Disequilibrium and Behavioral Macroeconomics [MAEES08.2]

This course focuses on various deviations from the neoclassical modeling paradigm consisting of general equilibrium, intertemporal utility maximization and rational expectations. Among many other issues, some questions that are addressed in this course are: Is macroeconomic activity an equilibrium or a disequilibrium phenomenon? What role do expectations play in macroeconomic stability? Are there macroeconomic processes which are inherently unstable and if so, what can macroeconomic policy do about it?

- Language: English
- Semester: Winter semester
- Teaching Method: Lecture
- ECTS: 6

Applied Economic Research 1: Macroeconometric Analysis
Angewandte Wirtschaftsforschung 1: Makroökonometrische Analyse [MAEES08.4]

This course focuses on advanced methods for macroeconometric analysis. After a brief review of univariate covariance-stationary processes and the ARMA model class, alternative time series decomposition methods such as the Hodrick-Prescott Filter as well as frequency-based filtering methods such as the Baxter-King Filter are discussed. Still in the covariance-stationary domain, the VAR model class for the analysis of multi-variate covariance-stationary processes will be discussed in detail. As next, non-stationary time series processes are introduced, as well as the main unit root tests. On this basis, the concept of cointegration, as well as the corresponding VECM model class will be introduced and discussed in detail. Time permitting, other advanced frameworks for the modeling of different types of nonlinear behavior will be discussed.

- Language: English
- Semester: Winter semester
- Teaching Method: Lecture
- ECTS: 6

Advanced Macroeconomics
Fortgeschrittene Makroökonomie [MAEES01.2]

Macroeconomic analysis is primarily concerned with two issues: (i) developing positive models in order to understand the dynamics of key macroeconomic variables such as output, employment, unemployment, inflation, interest rates, etc.; and (ii) deriving normative prescriptions for macroeconomic policymaking, in particular regarding the proper setting of fiscal and monetary policies. The course begins with a discussion of empirical facts regarding business cycles and growth to be explained by macroeconomic models and then provides an example of the role of economic policy as a macroeconomic stabilization mechanism based on a traditional reduced-form model of the macro-economy. The second part of the course deals in more detail with several building blocks for macroeconomic models based on intertemporal optimization along the neoclassical tradition. The third part of the course focuses in contrast on the caveats of this theoretical framework, as well as on the alternative modeling approaches.

- Language: English
- Semester: Summer semester
- Teaching Method: Lecture
- ECTS: 6

Angewandte Wirtschaftsforschung 3: Financial Macroeconomics [MAEES08.3]

This course handles key concepts in financial macroeconomics such as asymmetric information, credit rationing, the role of collateral requirements for aggregate credit dynamics, and the financial accelerator mechanism at an advanced level. After an extensive discussion of the problems resulting from asymmetric information in the financial markets, the inclusion of these problems and their solutions in small- and medium-scale macroeconomic models is treated. The conduct of conventional and unconventional monetary policy in economies with modern financial systems is then investigated. Time permitting, issues like cross-border banking, banking crises and sovereign default might be handled as well.
- Language: English
- Semester: Summer semester
- Teaching Method: Lecture
- ECTS: 6

**Applied Economic Research 4: Advanced Topics in Empirical Macroeconomics**  
*Applied Economic Research 4: Advanced Topics in Empirical Macroeconomics [MAEES08.1]*

In this Masters level seminar students work on applied or methodological projects related to macroeconometric analysis or macroeconomic modeling. They can extend and broaden their background acquired during the lectures “Macroeconometric Analysis”, “Open-Economy Macro” and “Disequilibrium and Behavioral Macroeconomics”.

- Language: English
- Semester: Summer semester
- Teaching Method: Seminar
- ECTS: 6

### 3.6.7 Economic Theory

**Prof. Dr. Marco Sahm**  
Chair of Economic Theory  
Feldkirchenstraße 21, Room F21/02.53  
D-96052 Bamberg  
Tel.: +49 / 951 / 863-2728  
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### Bachelor Program

**Industrial Economics**  
*Industriökonomik [BAEES5.1a]*

The course provides an introduction to fundamental models in industrial economics. It highlights the strategic interaction among firms as well as between firms and consumers on markets with imperfect competition. Throughout, the main focus is on sources of market power and its consequences for social welfare.

- Language: German
- Semester: Winter semester
- Teaching Method: Lecture
- ECTS: 6

**Introduction to Public Economics**  
*Einführung in die Finanzwissenschaft [BAEES5.1b]*

The course provides an introduction to public finance: the theory and politics of taxation and public debt.

- Language: German
- Semester: Summer semester
- Teaching Method: Lecture
- ECTS: 6

**Applied Game Theory**  
*Anwendungsorientierte Spieltheorie [BAEES5.1b]*

The course offers an introduction to the theory of games emphasizing its great variety of economic applications.
Master Courses

Advanced Industrial Economics
Fortgeschrittene Industrieökonomik [MAEES07.3]

This course advances the basic analysis of imperfect competition. The first part focuses on structural aspects of market power such as collusion, mergers, and entry. The second part deals with technological issues like innovation and R&D as well as networks and standards. The last part discusses the role of market intermediaries such as matchmakers and two-sided platforms. Throughout, the main focus is on strategic sources of market power and its consequences for social welfare.

- Language: English
- Semester: Summer semester
- Teaching Method: Lecture
- ECTS: 6

Games and Contracts
Spiele und Verträge [MAEES07.1]

The course offers a rigorous introduction to the theory of games and contracts. The concepts of game theory permit to analyze situations of strategic interaction in which the economic agents take into account the interdependence of their decisions. Contract theory deals with situations in which a group of agents has the opportunity to realize a joint surplus but single group members have incentives to deviate from the required behavior at the expense of others. Are there mechanisms, institutions, or contracts that can enforce good conduct? This question is of particular interest whenever asymmetric information precludes contracting upon all behaviorally relevant conditions.

- Language: English
- Semester: Summer semester
- Teaching Method: Lecture
- ECTS: 6

Public Economic Theory
Theoretische Finanzwissenschaft [MAEES07.2]

Public economics deals with the role of the government as an economic player. The course develops the theory for answering questions like the following: What is the scope for market interventions by the government? What is the role of the government for internalizing external effects and providing public goods? How can/should public expenditures be financed? What is the economic burden of taxation and who bears it? What is an optimal tax scheme and how should it look like? How much social security should the government provide?

- Language: English
- Semester: Winter semester
- Teaching Method: Lecture
- ECTS: 6
3.6.8 Economic Policy

Prof. Dr. Frank Westerhoff
Chair of Economic Policy
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Bachelor-Level

Macroeconomics II
Makroökonomie II

Introduction to Macroeconomic Foundations, Part II. Contents: The role of expectations; the open economy; pathologies; monetary and fiscal policy reconsidered.
- Language: German
- Semester: Summer semester
- Teaching Method: Lecture
- ECTS: 6

Master-Level

Financial Market Dynamics
Finanzmarktdynamik

We introduce several agent-based financial market models in which agents rely on technical and fundamental trading rules to determine their speculative investment positions. These (nonlinear dynamic) models are mainly explored through computer simulations.
- Language: German
- Semester: Winter semester
- Teaching Method: Lecture
- ECTS: 6

Regulation and Control of Financial Markets
Regulierung und Kontrolle von Finanzmärkten

Using agent-based financial market models as an artificial laboratory, we numerically explore the effectiveness of transaction taxes (Tobin tax), central bank interventions, trading breaks and price controls.
- Language German:
- Semester: Summer semester (maybe)
- Teaching Method: Lecture
- ECTS: 6

Economic Dynamics
Dynamische Wirtschaftspolitik

In this course we discuss first-order linear difference equations, second-order linear difference equations, higher-order linear difference equations, linear difference equations systems, first-order nonlinear difference equations, second-order nonlinear difference equations, higher-order nonlinear difference equations and nonlinear difference equations systems with the help of numerous economic examples.
- Language: German
- Semester: Summer semester (maybe)
- Teaching Method: Lecture
- ECTS: 6
### Basic Studies (1st and 2nd year)

#### Mathematics for Business and Economics I

*M athematik in den Wirtschaftswissenschaften I*

Basic methods of differential calculus and constraint optimization as far as needed for the study of business administration and economics.

- Language: German
- Semester / hours per week: Winter and summer semester / 3
- Teaching method: Lecture, exercises, and tutorials
- ECTS: 4

#### Mathematics for Business and Economics II

*M athematik in den Wirtschaftswissenschaften II*

Basic methods of integral calculus and linear algebra as far as needed for the study of business administration and economics.

- Language: German
- Semester / hours per week: Winter semester / 3
- Teaching method: Lecture
- ECTS: 4

### Advanced Studies (4th and 5th year)

#### Dynamics, Stability and Optimization

*Dynamik, Stabilität und Optimierung*

Difference Equations and Differential Equations, Simultaneous Difference Equations and Differential Equations, Phase Diagrams, Calculus of Variations and Control Theory

- Language: German
- Semester / hours per week: Winter semester / 3
- Teaching method: Lecture
- ECTS: 6