

**Department of Economics and Management**  
*Fall Trimester 2021*

**1. Strategic Organizational Design**  
(6 ECTS, MA\*, module-no. 3467)

**Lecturer:** Prof. Dr. Stephan Kaiser

Workload: 180 hours; Contact hours: 24h; Self-study: 156 hours

**Time:** TBD

**Recommended prerequisites:**

Knowledge in the areas of corporate management, human resources and organizations is required, as typically acquired in an economics bachelor's and master's program.

**Content:**

In the Strategic Organizational Design event, the interplay between strategy and organization will be examined from an organizational theory perspective. Starting from the debate on "structure follows strategy", fundamental problems of organizational design and their connection with strategy are analyzed. Building on this, students learn about important topics of strategic organizing: the importance of change and stability (dynamic abilities, ambiguity, path dependency), of organizational boundaries & structures (open organization, heterarchies, fluidity) as well as of the environment (inter-organizational networks, ecosystems, dynamics) for strategic organizational design. In addition to theoretical and conceptual input, the contents will be developed and deepened on the basis of case studies.

**Learning objectives:**

The module is offered to students of the specialization Development of Sustainable Organizations as a compulsory elective module or to all students as a field of interest. On the basis of theoretical concepts, students learn about central challenges for strategic organizational design and the associated management implications. The conceptual and analytical knowledge imparted in the module is of high practical relevance for work in organizations. Due to the strong interaction of the students, the module also imparts social and communication skills.

**Proof of performance:**

Written exam or grade certificate, which can be acquired through assessed group work/seminar papers.

**Bibliography:**

Schreyögg, G., Geiger, D. (2016): Organisation: Grundlagen moderner Organisationsgestaltung, 6. Aufl., Wiesbaden: Springer Gabler

Further literature will be announced at the beginning of the event.

## 2. Economics and Law of the Information Society (6 ECTS, MA\*, module-no. 2461)

**Lecturers:** Prof. Dr. Karl Morasch, Prof. Dr. Stefan Koos

Workload: 150 hours; Contact hours: 24h; Self-study: 126 hours

**Time: TBD**

**Recommended prerequisites:**

Basic knowledge of economics and private law, as is usually acquired in a Bachelor's program with a business or economics major.

**Content:**

The course deals with the economic and legal issues arising from the increasing importance of electronic marketplaces, markets for information goods (e.g. music, films or news) and social networks. The formation of social networks, particularities of information goods and markets with network effects as well as suitable corporate strategies for competition in such markets will be discussed. Subsequently, electronic marketplaces for consumers (e.g. ebay) and the use of e-commerce in trade between companies will be dealt with in the context of intermediation and auction theory. From a legal perspective, in addition to the intellectual property regulations relevant to information goods (copyright, software patents), the legal issues of electronic commerce under contract law and competition law as well as the particular legal problems of cross-border electronic commerce and domain law are dealt with. Further themes are the legal and economic implications of interactions on social networks (e.g. facebook) and the related problems of data protection and privacy policy.

**Learning objectives:**

Students acquire knowledge of national and international legal norms for electronic commerce, intellectual property and social networks. From an economic perspective they gain an understanding of the concept and implications of information goods, the specifics of electronic marketplaces and the incentives to form social networks. By discussing both legal and economic aspects, students become aware of the complex interaction of the institutional framework and economic incentives.

**Proof of performance:**

Written examination of 60 minutes or grade certification ("Notenschein"). If the proof of performance is provided in the form of a grade certification, this will be announced at the latest at the beginning of the course, together with the specific modalities for obtaining the grade certificate (which could for example comprise a combination of term paper and a class presentation).

**Bibliography:**

Goyal, S. (2007), Connections: An Introduction to the Economics and Networks, Princeton (NJ): Princeton University Press.

Shapiro, C., Varian H. R. (1999), Information Rules. A Strategic Guide to the Network Economy, Boston (MA): Harvard Business School Press.

Shy, O., (2001), The Economics of Network Industries, Cambridge (UK): Cambridge University Press.

Vulkan, N. (2003), The Economics of E-Commerce. A Strategic Guide to Understanding and Designing the Online Market Place, Princeton (NJ): Princeton University Press.

### 3. Business Analytics (6 ECTS, MA\*)

**Lecturer:** Prof. Dr. Claudius Steinhardt

Workload: 180 hours; Contact hours: 36h; Self-study: 144 hours

**Time: TBD**

**Content:**

- ❖ Introduction to Business Analytics
- ❖ Data Preprocessing & Exploratory Analytics
- ❖ Methods of Classification
- ❖ Clustering & Association Rules

**Learning outcomes:**

- Students will have a broad overview of the different aspects of the field and be theoretically competent in dealing with the challenges of business analytics
- Students will have basic theoretical knowledge of different particular methods of data mining for business analytics, being able to analyze their potential and their individual strengths/weaknesses depending on the given task
- Based on the theory, students will be enabled to systematically and adequately apply state-of-the-art software to solve business analytics tasks

**Proof of performance:**

Written examination

**Bibliography:**

Larose, D., Larose, C.: "Discovering Knowledge in Data: An Introduction to Data Mining", Wiley (current edition).

Larose, D., Larose, C.: "Data Mining And Predictive Analytics", Wiley (current edition).

Shmueli, G., Bruce, P., Patel, N.: "Data Mining for Business Analytics: Concepts, Techniques, and Applications in XLMiner", Wiley (current edition).

\*For advanced Bachelor exchange students it is possible to participate in the course at Master level, as the level will be adapted for them

## **4. Applied Public Management**

(6 ECTS, MA\*, module-no. 3456)

**Lecturer:** Prof. Dr. Julia Thaler

Workload: 180 hours; Contact hours: 24h; Self-study: 156 hours

**Time: TBD**

**Recommended prerequisites:**

The module requires basic knowledge of public management issues, as typically acquired in any bachelor's program in economics.

**Content:**

In this module, selected current challenges of public management are analyzed on the basis of practical case studies (e.g. Cases from Harvard Business School Publishing) or current practical projects and thus, theoretical knowledge is applied to concrete questions. Implications for management are derived.

**Learning objectives:**

After completing the module, students should be able to critically discuss the particularities of public management and transfer theoretical knowledge to concrete practical questions. They should be able to derive implications for coping with current challenges.

**Proof of performance:**

Written examination of 60 minutes or grade certification. If the proof of performance is provided in the form of a grade certification, this will be announced at the latest at the beginning of the module, together with the specific modalities for obtaining the grade certificate.

**Bibliography:**

Bovaird, T. & Loeffler, E. (2016), Public Management and Governance. London and New York: Routledge.

Ferlie, E., Lynn, L., & Pollitt, C. (2007), The Oxford Handbook of Public Management. Oxford: Oxford University Press.

Current research articles from leading public management journals (Journal of Public Administration Research and Theory, Public Management Review, Public Administration Review)

## **5. Economics of the European Union** (5 ECTS, MA\*, module-no. 3770)

**Lecturers:** Prof. Dr. Karl Morasch, Prof. Dr. Axel Schaffer

**Workload:** 150 hours; Contact hours: 24h; Self-study: 126 hours

**Recommended prerequisites:**

Students should possess a basic understanding of microeconomic and macroeconomic concepts as provided in introductory courses in economics.

**Content:**

The course starts with an introduction to the history and the institutions of the European Union. After that we deal with microeconomic aspects of the European integration, especially considering the impact of the EU as a customs union and with the further integration to a common market. We then proceed to macroeconomic aspects, in particular the implications of the Euro as a joint currency. Based on this, we discuss the international financial crisis of 2008 and the following Euro crisis as well as other recent EU events as the unfolding of the Brexit.

**Learning objectives:**

Students obtain a sound understanding of the economic aspects of the European Union. Beyond that, the course provides information on the history and the institutions of the EU and knowledge about recent events like the Euro crisis or the Brexit in particular. By working together with students from different countries, participants also get to know the diverse viewpoints from people inside and outside the European Union.

**Proof of performance:**

Written examination of 60 minutes or grade certification ("Notenschein"). If the proof of performance is provided in the form of a grade certification, this will be announced at the latest at the beginning of the course, together with the specific modalities for obtaining the grade certificate (which could for example comprise a combination of a term paper and a class presentation).

**Bibliography:**

Baldwin, R., Wyplosz, C., The Economics of European Integration, 6th ed., London: McGraw-Hill, 2019.