

University of Regensburg (UR)

English Course Program - For Advanced Bachelor Students and Master Students

Business, Economics, Management Information Systems and
Real Estate Economics



Universität Regensburg
INTERNATIONAL OFFICE

Introduction

The Faculty

The Faculty of Business, Economics, and Management Information Systems at the University of Regensburg is an educational institution that has a strong track record in research, and is recognized for its practical application. It comprises the institutes of Business Administration, Economics and Econometrics, Management Information Systems, and Real Estate Economics.

With over 2,500 students, it is one of the largest faculties at the University of Regensburg. All degree programs are fully modularized, ECTS-compatible, and ACQUIN accredited. There are approximately 30 professors and assistant lecturers teaching and researching at the faculty, supported by about 100 additional employees. Annually about 100 international exchange students spend a semester or year at the faculty.

Course Offer in Business, Economics, Management Information Systems and Real Estate:

The full degree programs offered at the Faculty of Business, Economics and Management Information Systems are taught in German. For this reason, the majority of the courses is still taught in German. However, in order to increase the qualification of UR's students as well as the attractiveness to exchange students, a sound program of courses **taught in English** has been established over recent years. **This program is directed at advanced bachelor students as well as master students.**

This leaflet lists English-taught courses offered regularly at UR, i.e. every semester or once per academic year. In addition, each semester there are several classes that are also taught in English but might only be offered once, since for example, they are taught by a visiting lecturer. These courses are not listed below but can be found in the course catalogue of the semester in question. (Please see the last page for a link to the course catalogue.)

Course Offer Outside of the Faculty of Business, Economics and Management Information Systems:

In addition, students may also take courses from other areas/faculties at UR, such as law or political science as long as these courses are **relevant to their degree program** at home, and students have the **necessary pre-knowledge** to attend. On top of this, students are welcome to improve their German language skills by participating in the program offered by UR's **German as a Foreign Language Unit** (Please see the last page for a link to the course catalogue and information on learning German.)

Language Requirements:

Students wishing to take courses from the English-taught course program must have English knowledge at level B2/C1 (according to CEFR) or better.

Students wishing to take courses from the mixed German-English program must have English knowledge at level B2/C1 and a German level of at least B1 (according to CEFR).

Intensive Language Course in German:

For all students who come to UR and have no or only very limited knowledge of German, we recommend participation in our pre-semester intensive language course (ILC). It takes place 5 weeks prior to the beginning of the regular semester and comprises 120hrs of German instruction as well as orientation on campus and the city and extra-curricular activities. You can learn more by accessing our webpage (link and QR code at the end of this leaflet).

Categories of Courses

To sum up, exchange students coming within an exchange program in the area of Business, Economics, Management Information Systems and Real Estate may choose from the following categories of courses:

- 1. Courses from the Faculty of Business, Economics and Management Information Systems (incl. Real Estate):**
 - a. Available for students on all levels:**
 - German-taught classes
 - b. Available for advanced bachelor and master students only**
 - Regular course program, listed in this leaflet
 - English-taught program
 - English-German mixed content
 - Additional courses taught in English (listed in the course catalogue)
- 2. Courses from other departments and faculties (taught in English or German)**
- 3. Courses from the “German as a Foreign Language Unit”**
 - Pre-semester Intensive Language Course
 - Courses during the semester

Students can freely combine courses unless the home university requires differently.

Applied Real Estate Economics III

Economics	Master	4hrs/week	6 ECTS
	Oct – Feb	Lecture and Tutorial	English on demand

The lecture's focus is on the economic parameters of real estate economics, with an emphasis on the following topics:

- Real estate and monetary policies
- Real estate and labor markets
- Speculative exaggeration
- Construction activities and Tobin's Q
- Behavioral Real Estate
- Real estate and demography
- Homeownership and retirement plans
- Housing policies
- Urban development/ Megacities

The aim is the understanding of the influencing factors of real estate economics and finding the answer to a scientific question by means of a well-founded methodical instrument.

The exercise enhances the content of the lecture with examples and supports this learning process. In addition, students demonstrate the ability to adequately work on a scientific paper on a related topic, to present it verbally to the group and to demonstrate reasoning.

Corporate Social Responsibility Reporting/Integrated Reporting

Business	Advanced Bachelor/ Master	6hrs/week	6 ECTS
	(four weeks from mid of Nov to mid of Dec)		English

In the last decades we have witnessed a significant increase in the debate on the role of companies within society and in the attention for the social and environmental effects of corporate operations. Companies are expected to contribute to a sustainable global economy by combining long-term corporate profitability with social justice and environmental protection. This idea of corporate social responsibility (CSR) or corporate sustainability has enormous implications for corporate management, planning, control and reporting. Indeed, companies need to incorporate this goal into their business operations. At the same time, they are expected to disclose information on their economic, social and environmental performance in a so-called CSR report. With this respect, a multitude of national and international bodies and initiatives emerged with the aim to provide guidance for the implementation in business practice and, more specifically, for reporting on CSR issues. What begun and mostly developed as a voluntary practice has become part of the governmental agenda and object of specific regulation (e.g. the European directive on non-financial information). The course deals with these developments with a particular focus on the implications for corporate reporting. It shows CSR theoretical and conceptual foundations, its practical implementation and challenges. It also covers ways of how to integrate sustainability issues into corporate management and reporting (so-called "Integrated Reporting"). The course is taught by a visiting professor.

Sustainable Corporate Governance

Business	Master	4hr/week	6 ECTS
	Oct – Feb	Lecture and Tutorial	English

The course covers the theoretical foundations and regulatory developments of corporate governance and relevant systems as well as the related structure of management and supervision with respect to the (German) corporate governance system. Students become acquainted with the principles of "good" corporate governance as well as the main features and the structure of the German Corporate Governance Code (DCGK). They also will understand the role of an adequate risk management and compliance system as well as incentive and compensation schemes. A major content is the connectivity between corporate social responsibility (CSR) and corporate governance in order to have a sustainable corporate

management. This implies a holistic "value"- and stakeholder-oriented corporate strategy, reporting and governance based on an "integrated thinking" of the management. Finally, this also influences concepts, standards and procedures in the external audit of the information provided by the company for all stakeholders.

Empirical Methods in Real Estate

Real Estate	Master	4hrs/week	6 ECTS
	Oct – Dec	Lecture and Tutorial	English

The course will be held in blocks of classes. The final exam will take place at the end of December (before the holiday season). Topics discussed include elementary principles of data and databases, overview of econometric methods, simple linear regression, multiple linear regression, further considerations in the regression model, multiple regression with time series data, multiple regression with panel data and pooled cross-sections, multiple regression for discrete choices, event counts and limited dependent variables.

Human Resource Management

Business	Advanced Bachelor	2hrs/week	6 ECTS
	Oct – Feb	Lecture and Tutorial	English

In this bachelor level course, students will gain in-depth knowledge of the topics covered in the self-study literature (Wilton, 2019: An Introduction to Human Resource Management) by discussing scientific texts and working on case studies. The course aims at teaching the academic foundations of human resources and at strengthening competencies with respect to reading, understanding, presenting and discussing academic texts. Topics include: What is HRM? HRM and the individual, HRM strategy and performance, the labor market in the context of HRM, national and international context of HRM, people resourcing, managing performance, managing reward, human resource development, employment relations.

International Management

Business	Advanced Bachelor	4hrs/week	6 ECTS
	Oct – Feb	Lecture and Tutorial	English

This course extends concepts and techniques of business management to the problems of global sectors and multinational enterprises. During the exercise, the students will have the opportunity to familiarize themselves with the concepts and techniques and apply them to business case studies. Special attention will be paid to the analysis of the advantages and disadvantages of cooperative strategies and the difficulties of implementing global strategies, which, on the one hand, have to be adapted to local markets and, on the other hand, have to achieve global cost advantages. The coordination and control of multinational enterprises is also a topic of interest in this course.

Introduction to European Economics

Economics	Advanced Bachelor/Master	2hrs/week+ irregular tutorials	5 ECTS
	Oct – Feb	Lecture and Tutorial	English

The lecture introduces some of the main topics of economic interest in Europe. The main focus is on the process of European economic integration and on the institutions this process has led to. The integratedness of the different European countries is – despite the major setback of Brexit and other developments – still the single most important economic feature of this region. Concerning methods, the lecture will also familiarize the students with the main analytical tool of economics as a scientific discipline. The lecture draws heavily (but not exclusively) on the following textbook: Richard Baldwin and Charles Wyplosz: The Economics of European Integration, 6th edition, 2019, McGraw Hill Education. This book is also available as an e-book.

Methods of Econometrics

Business	Master	6 hrs/week	10 ECTS
	Oct – Feb	Lecture and Tutorial	English

The course introduces students to the fundamental methods in econometric analysis and the relevant tools from linear algebra, probability theory and mathematical statistics that are relevant for a profound understanding of econometric methods. The mathematical foundations are taught jointly with the courses *Advanced Microeconomics* and *Dynamic Macroeconomics* during the first two weeks of the lecture period. In *Methods of Econometrics* it is discussed what econometric models are and which properties of estimators are desirable as well as how statistical tests are constructed. Statistical tests are needed for checking (economic) hypothesis, for selecting appropriate econometric models as well as for analyzing whether the requirements of a selected econometric estimator are not violated. Estimation methods include (ordinary) least-squares estimation (OLS) of multiple (dynamic) linear regression models and (feasible) generalized least-squares estimators (GLS, FGLS) for data exhibiting (conditional) heteroskedasticity. Statistical tests cover t-tests and F-tests as well as bootstrap tests. Finally, important concepts for modeling time series data are covered including moving-average models and stationary as well as non-stationary autoregressive models. Students will apply the methods covered in their homework by working through theoretical and practical examples, the latter with the software R. They will present their results during the tutorial. At the end of this course, students will be able to conduct typical econometric investigations in economics, judge the quality of empirical studies and successfully study advanced econometric methods.

Monetary Theory and Policy

Economics	Advanced Bachelor	4hrs/week	6 ECTS
	Oct – Feb	Lecture and Tutorial	English

The aim of this lecture/tutorial is to provide a proper understanding of the basic concepts of monetary theory and policy. This includes a thorough analysis of the concrete instruments of monetary policy and their possibilities and limitations. Topics discussed are: Basic concepts (Introduction and overview, Money: Functions and definitions, money supply, money demand), Institutions (Rules vs. discretion in monetary policy, the Euro system: history, objectives and organization, monetary policy strategies: Terminology and options, monetary policy instruments of the Euro system, the theory of optimum currency areas, expansion of the Euro system: Institutions and problems), The impact of monetary policy (The (non-) neutrality of money: Theoretical and empirical aspects, monetary policy transmission mechanisms, the roles of wage and demand policies, remarks on the ongoing euro and government debt crisis).

Predictive Analytics for Production Systems

Business	Master	4hrs/week	6 ECTS
	Oct – Feb	Lecture and Tutorial	English

This course introduces descriptive and predictive Artificial Intelligence (AI) approaches for different Operations Management problems, in particular machine learning approaches for unsupervised and supervised learning. For example, neural networks are presented to predict and optimize the performance of operations systems based on data. Applications in the areas of production management, maintenance, and yield prediction are discussed.

An introduction to the basics of programming with Python is provided. This is the basis for own applications and implementations of AI approaches by the students. Moreover, the students will leverage libraries of AI approaches. During the course, the students will work on several case studies and assignments (individually or in groups).

Principles of Corporate Finance

Business	Advanced Bachelor Oct – Dec	3hrs/week Lecture	6 ECTS English
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The course Principles of Corporate Finance is held exclusively for international students every winter term. The language of instruction is English.

The aim of the course is to prepare international students to capital markets theory. In particular, the course will highlight bond valuation, stock valuation, risk valuation, and estimation of costs of capital. The topics covered in the course include a special focus on the German capital market: bond trading, stock trading, exchanges in Germany.

Students should have a copy of the first 10 chapters of Berk/DeMarzo's "Corporate Finance" textbook, on which the course will be based. The course will start with Chapter 6, the first five chapters are prerequisite. There are enough textbooks available at the library of the university. Participants should bring a copy of the text to the lectures. Downloads of lecture slides are available at our website.

The grading is based on a written exam and student presentations.

The course is exclusively aimed at international students and limited to max. 12 participants. Please contact sekretariat.finanzenleistungen@ur.de in order to sign up.

Strategic Management

Business	Advanced Bachelor/ Master Oct – Feb	4hrs/week Lecture and Tutorial	6 ECTS English
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The course illustrates the basic concepts and techniques of strategic management. Students will be able to establish action plans that contain the current and future developments of the enterprise and that allow decisions about financial and personal resources in order to reach long-term targets. Case studies during the exercise hours will give an ongoing understanding of the basic concepts and techniques. The application of these concepts and techniques will enable the students to generate, choose, and implement strategic options for an enterprise and to understand the reason for good and bad performances of different enterprises. The course will cover targets and basic problems of strategic management; instruments of environment and competition analysis; instruments of business analysis; strategy selection; strategy implementation; strategy in specific sectors.

The Science of Well-Being

Economics/ Psychology	Advanced Bachelor Oct – Feb	4hrs/week Lecture and Tutorial	6 ECTS English
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Inspired by the most popular class in the history of Yale University, this course is designed to teach students what the economic and psychological sciences have to say about what makes us, individuals—and, in turn, society—happy. By drawing on empirical findings from both the economics and psychology literature, this course is highly evidence-based and practice oriented. The course has 3 dimensions: 1. *Theoretical*: what science tells us about what (really) makes us happy; 2. *Practical*: how to put into practice strategies to be happy; 3. *Policy*: how to bring this knowledge into business, economic and social policies. Some of the topics covered in the course include misconceptions about happiness; how can we overcome our biases; what is that really makes us happy; how to put strategies into practice; happiness and performance; designing meaningful jobs and organizations; policy targets: GDP vs. Happiness Index.

Urban Economics

Economics Advanced Bachelor
Oct – Feb

4hrs/week
Lecture and Tutorial

6 ECTS
English

The overall objective of the course is to introduce the issues and topics in the study of cities and real estate markets, and to show how microeconomic principles can be used to critically analyze these problems. This course, thus, examines urban and real estate economics, illustrating how economic principles aspect the demand for real estate, the operation of real estate markets, and the relationship between land use, land value and location. At the end of the course the students should be able to address questions of how the real estate markets operate, how they relate to other markets, the reasons for government intervention, the forms of that intervention, the financing of housing in the public and private sectors and how policy might be evaluated.

II. German- English mixed content:

The following classes are taught partly in English, partly in German. We would recommend those classes for students who have enough German knowledge to understand German but might need some support in English or be uncomfortable with actively speaking or writing in German.

Marketing

Business Bachelor 4hrs/week 6 ECTS
Oct – Feb Lecture in German, tutorial in English

1. Principles of market-oriented corporate policy
2. Rational information processing and derivation of decisions
3. Lawfulness of buyer behavior:
Marketing mix I: performance design
4. Product and innovation policy
5. Pricing policy Marketing: Mix II: Placement of services
6. Distribution policy
7. Communication policy
8. Special features of selected institutional areas of marketing

Competencies:

Overview of the basics of market-oriented corporate planning, decision making, buyer behavior and the classic marketing tools to understand marketing decisions in the company. After completing the module, students can solve minor problems independently.

Special Marketing Trends

Business Master/Advanced Bachelor 20hrs/ one week 3 ECTS
block course in winter semester Course in German, presentation/ exam in English

- Direct marketing, One-to-One-Marketing, Permission Marketing
- Service marketing
- Virus-marketing
- Ethnic marketing
- Neuromarketing
- Marketolinguistics
- Ambient marketing
- Guerilla marketing
- Event marketing, experience marketing, relationship marketing
- Content marketing, Storytelling

Competencies:

As part of the course, students learn about some special marketing trends. Marketing tools and activities need to be continually adapted to changing market conditions, and professionals need new perspectives, up-to-date information about the challenges of today's market, which can help companies become more competitive and address their target group (s) more efficiently. For the performance of the course, a PPT lecture on a topic (trend) selected by the students should be given in the form of a group presentation.

III. Seminars and Project Work

Seminar Chair Leadership and Organization

Business Administration	Master Oct-Feb / April-July	Block Seminar	6 ECTS English
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Each semester, a master level seminar will be offered. This seminar is dedicated to changing topics in the field of organization, management and HRM. It includes an introduction to the topic, in-class discussions as well as self-study work by the participating students. Students are required to prepare a seminar paper and to present this to the class.

Seminar in Production Management

Business Administration	Master Oct-Feb / April-July		6 ECTS German/English
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Each semester, a master-level seminar is offered. This seminar is dedicated to current topics and challenges of production management. It includes an introduction to the topic, in-class discussions as well as self-study work by the participating students. Students are required to prepare a seminar paper and present this to the class.

Practical Seminars, Project Seminars and Theoretical Seminars in the Area of Management Information Systems

Management Information Systems	6/8 ECTS	Oct – Feb	Seminar
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The chairs of Prof. Leist, Prof. Heinrich and Prof. Pernul offer the possibility to join one of their seminars. Students will be assigned a topic to research, discuss their progress regularly with their supervisors, and present their topic to the seminar at the end of the term and hand in an essay.

Summer Semester

Course Title	ECTS	Area	Level *	Language
Advanced Econometrics (L+T)	6	Economics	MSc	English
Applied Financial Econometrics (L+T)	6	Economics	MSc	English
Empirical Methods in Regional and International Economics (L)	6	Economics	MSc	English
Finance and Real Estate Economics II (L+T)	6	Real Estate	MSc	English
Financial Reporting in the USA (L)	4	Business	BSc	English
Impact Evaluation Methods (L+T)	6	Business/ Economics	MSc	English
International and Intercultural Human Resource Management (L+T)	6	Business	MSc	English
Introduction to Data Analysis with STATA (T)	2	Business/ Economics	BSc	English
Microeconomics III (L+T)	6	Economics	BSc	English
Prescriptive Analytics for Production Systems (L+T)	6	Business	MSc	English
Real Estate Economics I (L+T)	6	Real Estate	BSc	English
Real Estate Investment (L+T)	6	Real Estate	MSc	English
Seminar in Leadership an Organization	6	Business	MSc	English
Social Entrepreneurship (L+T)	6	Business/ Economics	BSc	English
Sustainability Management (L+T)	6	Business	BSc	English
The German Economy (L+T)	6	Economics	BSc	English
Theory of West-East-Trade (L + T)	6	Economics	MSc	English
Topics in European Economic Integration (S)	7	Economics	BSc	English
Corporate Finance (L+T)	6	Business	BSc	German/English mixed
International Marketing (L)	3	Business	MSc	German/English mixed
Seminar in Production Management	6	Business	MSc	German/English mixed
Seminar in Empirical Economics (S)	6	Economics	BSc	German/English mixed
Strategic Business Marketing (L+T)	6	Business	BSc	German/English mixed

L = Lecture; T = Tutorial; S = Seminar

* **Level!** There is some flexibility in the level: Bachelor students in their final year may also take courses from the Master program, as long as they have the necessary pre-knowledge on the course's topic.

I. Courses in English

Advanced Econometrics

Economics	Master	4hrs/week	6 ECTS
	April – July	Lecture and Tutorial	English

This course extends concepts and techniques of econometric methods used in empirical economics and treated in the course *Methods of Econometrics*. This course covers nonlinear least squares methods, (quasi) maximum likelihood estimators, instrumental variable (IV) methods and general method of

moments (GMM) as well as appropriate testing principles for each method. It also covers GLS estimation of equation systems. Each of these methods treats solutions for one or more violations of the requirements for the ordinary least-squares (OLS) estimator. Moreover, asymptotic properties of the new estimation and testing methods are discussed including their requirements. Students will apply these methods in their homework by carrying out advanced practical examples using the software R. They will present their results during the tutorial. At the end of this course, students will be able to carry out advanced empirical research, evaluate existing empirical investigations and use advanced econometric textbooks for further studies.

Applied Financial Econometrics

Economics	Master	4hrs/week	6 ECTS
	April - July	Lecture and Tutorial	English

Participants of this course study the theory and practice for modeling univariate (financial) time series. Students perform empirical projects including programming tasks in R. Course Outline: The basics of time series modeling: autoregressive and moving average processes, Forecasting (financial) time series, more on time series modeling: unit root tests and diagnostic tools, modeling volatility dynamics: ARCH, GARCH, and TGARCH models as well as appropriate maximum likelihood estimators and their properties, long-run forecasting, explaining returns and estimating factor models. Requirements: basic knowledge about econometrics and some basics in R.

Empirical Methods in Regional and International Economics

Economics	Master	Block Seminar	6 ECTS
	One weekend between April and July		
	Language: English or German, depending on students' preferences		

Shaping global, regional and local patterns of trade and mobility, the dimensions of space and geography play a major role for the evolution and organization of economic activity. This seminar combines a discussion of key questions in Regional and International Economics with an introduction to major empirical approaches in this field. It will provide an introduction to each of these methods (e.g., Natural Experiments, Instrumental Variables, Synthetic Control Methods), which will be followed by student presentations that will illustrate how these methods are applied to major question in Regional and International Economics. As a group, we will then examine how the methods and approaches can be implemented in STATA. Combining economic theory with empirical methods and their implementation, the seminar may well serve as a starting point for individual research projects like, e.g., MA theses.

Finance and Real Estate Economics II

Real Estate	Master	4hrs/week	6 ECTS
	April - July	Lecture and Tutorial	English

The overall objective for this course is to apply a set of the econometric techniques that is relevant in analyzing some of the issues in real estate markets. Some of the issues we will be addressing in this course are, housing markets, real estate cycles, regional economics, problems of the inner city, discrimination in housing and credit markets, and alternative public policy responses to urban problems. The course is designed to expose students to data on real estate (urban) markets, and hence, students are required to use econometric software tools such as E-Views, Matlab, RATS, etc. Please note this course is not an econometrics course per se. That is, the course is not meant to go deep into the theory of time series, cross-sectional, panel data, Bayesian, spatial, etc. estimations, but rather the course focuses and utilizes on econometric tools that are relevant to real estate market issues.

Financial Reporting in the USA

Business Administration	Advanced Bachelor/ Master (four weeks in June)	6hr/week	4 ECTS English
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The development in the area of international accounting is significantly influenced by the status quo and the change process in the standardization and practices of accounting and corporate reporting in the USA. The module provides knowledge of the US rules-based accounting system, which is still the most important national accounting regime in the world, as the US Generally Accepted Accounting Principles (US GAAP) remain mandatory in the world's largest economy despite the worldwide application of International Financial Reporting Standards (IFRS) (apart from foreign companies listed on the US capital market). The main content of the module are the financial reporting concept in the USA and its role for the efficiency of the capital market, the institutional setting of the reporting landscape, the instruments of financial statements as well as the major recognition and measurement provisions according to US GAAP. Finally, the course focuses on some specific accounting topics like financial instruments and leases. The course is taught by an American visiting professor.

Impact Evaluation Methods

Business/Economics	Masters Apr – Jul	4hrs/week Lecture and Tutorial	6 ECTS English
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The course introduces students to the counterfactual model of causality and provides them with a unified framework to answer the questions of cause and effect. The course covers most modern methods of causal inference, such as experimental designs, matching, instrumental variables, regression discontinuity, differences-in-differences, and synthetic controls. The course emphasizes the intuition behind the methodology rather than formal proofs. The course relies on a mix of textbooks and article readings, as well as practical exercises using most common software packages.

International and Intercultural Human Resource Management

Business	Master April-July	4hrs/week Lecture and Tutorial	6 ECTS English
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In this master level course, Human Resource Management (HRM) will be explored in-depth in a broader international and intercultural context. It starts with the analysis and discussion of the most relevant theories and concepts of both international business and intercultural management. Furthermore, the different functions of modern HRM will be examined with particular respect to their international and intercultural background. Finally, some selected problem issues of the international and intercultural HRM will be discussed.

Introduction to Data Analysis with STATA

Business/Economics	Bachelor Apr – Jul	2hrs/week Tutorial	2 ECTS English
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The course provides the basic skills in using the STATA software, such as installation, using the interface, loading and managing data sets, programming the do-files, calculating descriptive statistics, estimating simple and multiple regression models, creating graphs, and programming loops. After completing the module, the students will learn the basics of using STATA and become familiar with its syntax. The students will learn how to use STATA for data analysis. The students will be able to apply their skills to answering new questions in the field of empirical economic, as well as conduct data analysis in private sector occupations.

Microeconomics III

Economics	Bachelor	4 hrs/week	6 ECTS
	April – July	Lecture and Tutorial	English

Many real-world decisions are strategic in the sense that the optimal course of action depends on the behavior of others. For example, this holds for firms competing with each other, bidders in auctions, parties in negotiations, employees competing for promotions, politicians in electoral competition, or players in games like poker, chess, or soccer. The present lecture provides an introduction to game theory in order to be able to analyze such interdependent decision-making. Students will learn how to formulate a strategic interaction as a game. Students will be introduced to various solution concepts, such as Nash equilibrium, subgame perfect equilibrium, and perfect Bayesian equilibrium.

Prescriptive Analytics for Production Systems (offered irregularly)

Business	Master	4hrs/week	6 ECTS
	April -July	Lecture and Tutorial	English

The course provides an overview of various prescriptive techniques for data-driven design and control of intelligent production systems, including:

- Robust Optimization
- Stochastic Dynamic Programming
- Reinforcement Learning

Students will implement the methods in case studies in the context of Industry 4.0 and use them to support decision-making in production systems. Please note that this course is not offered every summer semester but rather on an irregular basis.

Real Estate Economics I

Real Estate	Bachelor	4hrs/week	6 ECTS
	April - July	Lecture and Tutorial	English

The overall objective for this course is twofold: first, to inform students on a fundamental level about how real estate markets function, and second to engage in an ongoing discussion about the influence of policy, finance, and investment on real estate markets outcomes. Prerequisite: sound knowledge in micro/macroeconomics, statistics, calculus and algebra.

Real Estate Investment

Real Estate	Master	4hrs/week	6 ECTS
	April - July	Lecture and Tutorial	English

This course familiarizes students with real estate as an investment from the macro-level perspective. Students will learn about real estate as an asset class. This includes a deeper understanding of real estate investment products and their differences and similarities in comparison to other asset classes such as stocks or bonds. Covered topics include modern portfolio theory and capital markets equilibrium pricing models, as well as the use and pricing of real estate derivatives.

Social Entrepreneurship

Business/Economics	Advanced Bachelor	4hrs/week	6 ECTS
	Apr – Jul	Lecture and Tutorial	English

Social change is no longer a domain reserved to public and charitable organizations. An increasing number of firms and businesses are taking up the challenge of solving the world's most pressing social problems.

This course will cover a selected set of topics associated with social innovation and social entrepreneurship, such as: some general background information to understand the recent rise of social enterprises; develop and test a start-up idea; plan a social enterprise; launch and scale a social enterprise; psychological biases as an obstacle to social change; impact evaluation methods; non-monetary incentives and HRM in social enterprises. The course is meant to be highly interactive. Students will be provided with many case studies that will be discussed together in class. In the tutorials, they will be asked to work in groups and develop an idea for a social enterprise. Several practitioners will be invited to give a talk and share their experiences.

Sustainability Management

Business	Advanced Bachelor/Master	4hr/week	6 ECTS
	April - July	Lecture and Tutorial	English

Sustainability management pursues the goal of an impact-oriented and systematic integration of sustainability into all business management areas and concepts. Therefore, the course covers the concept of sustainability and related institutional settings (like the UN Sustainable Development Goals, SDGs), instruments of strategic sustainability management and approaches to manage stakeholder relations and expectations. Students also learn about the use of digital instruments in sustainability management and how corporate sustainability performance can be defined, measured, controlled, and reported. The major aim of the course is to show the huge importance of sustainability management to fulfill the role of corporations and business as a whole in reaching the societal and political target of a sustainable development of the global society.

The German Economy

Economics	Bachelor	4hrs/week	6 ECTS
	April - July	Lecture and Tutorial	English

This applied course on “The German Economy” covers policy relevant topics ranging from historic economic events over recent economic reforms to current debates on economic policy. Historic economic episodes and events in Germany like hyperinflation, great depression, currency reforms, Wirtschaftswunder, stagflation, German reunification, European monetary integration, and European eastern enlargement continue to inform economists and policy makers and still shape people’s attitudes towards questions of economic policy. Recent (and some not so recent) reforms and policy changes include the introduction of the Euro, the Hartz reforms of labour market institutions, various pension reforms, the Energiewende, the introduction of the general minimum wage, and many more. Current debates on economic policy and economic policy challenges include but are not limited to climate policy, inequality, network infrastructure in energy, transport and communications, fiscal sustainability, as well as strengthening resilience in the face of recent and current crises like the financial crisis, Covid-19 and the war in Ukraine. Throughout the course, analysis is based on introductory economics, which in some cases is briefly reviewed.

Theory of West-East Trade

Economics	Master	4hrs/week	6 ECTS
	Apr – Jul	Lecture and Tutorial	English

Traditional trade theory predicts factor price equalization. Intensified trade with the Central and Eastern European (CEE) countries as well as with far eastern emerging economies calls for a theory of trade that is based on wage differentials. This task is accomplished by the “North-South trade theory”, which nowadays is more appropriately called “West-East trade theory”. This course reviews traditional trade theory and shows how factor price equalization emerges as a corollary of the more general property that the world economy replicates the equilibrium of a hypothetical integrated economy. We then turn to intra-industry trade theory, which maintains replication and therefore factor price equalization, however. Using

the building blocks of this theory, we consider both the static and the dynamic versions of West-East model and add unemployment. Finally, we integrate endogenous growth into the West-East model.

II. German- English mixed content:

The following classes are taught partly in English, partly in German. We would recommend those classes for students who have enough German knowledge to understand German but might need some support in English or be uncomfortable with actively speaking or writing in German.

Corporate Finance

Business	Bachelor April – July	4 hrs/week Lecture and Tutorial	6 ECTS English/German
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The course focuses on fundamentals of capital budgeting, valuing stocks, capital markets and the pricing of risk, optimal portfolio choice and the CAPM, estimating the cost of capital, capital structure in a perfect market, debt and taxes, capital budgeting and valuation with leverage. The textbook for the course is "Corporate Finance", Berk/DeMarzo, 5th edition, Pearson 2019. The grades of the course base upon a final exam. The students have a total of 60 minutes for the exam. In addition, students will have the opportunity to collect extra points by solving a case study.

While the lecture is held in German, an English tutorial provides further support to exchange students. In addition, exchange students can take the exam either in German or English. It is possible to pass the course without knowledge of German language.

International Marketing

Business	Master/Advanced Bachelor block course in SS	20hrs/ one week Course in German, presentation/exam in English	3 ECTS
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1. The international marketing environment: economic, political-legal and cultural environmental factors
2. STP (segmentation, targeting, positioning) market selection, the most important market selection criteria
3. Multinational marketing, marketing mix decisions
4. Price and distribution policy in international marketing
5. Product and brand policy, global brands, product innovation
6. Product and service quality, the GAP model
7. Marketing communication, communication mix, elements of the communication mix, advertising, online advertising, online advertising on the websites of companies with global brands
8. Changes and new tendencies in communication and advertising policy
9. Cultural dimensions in international marketing, corporate culture, interculturality
10. Current trends and alternatives in international marketing and marketing communication

Competencies:

As part of the course, students learn the most important guidelines and business decisions in international marketing, with a focus on the international marketing communication mix, marketing communication activities, culture and interculturality. To complete the course, the participating students should give a PPT lecture on a selected topic in the form of a group presentation. By participating in the course, the presentation skills and knowledge of the students about marketing activities in international marketing can be expanded.

Strategic Business Marketing

Business Advanced Bachelor 4hrs/week 6 ECTS
Apr - Oct Lecture in German, Tutorial in English

Topics discussed will be:

- Basics of marketing planning and strategy development
- Planning and control in strategic marketing
- Marketing- organization
- Strategic analysis and planning concepts
- Market research and marketing intelligence
- Market definition and segmentation
- Development of basic marketing strategies
- Market entry strategies

III. Seminars and Project Work

Seminar Chair Leadership and Organization

Business Administration Master Block 6 ECTS
Oct-Feb / April-July Seminar English

Each semester, a master level seminar will be offered. This seminar is dedicated to changing topics in the field of organization, management and HRM. It includes an introduction to the topic, in-class discussions as well as self-study work by the participating students. Students are required to prepare a seminar paper and to present this to the class.

Seminar in Production Management

Business Administration Master 6 ECTS
Oct-Feb / April-July English

Each semester, a master-level seminar is offered. This seminar is dedicated to current topics and challenges of production management. It includes an introduction to the topic, in-class discussions as well as self-study work by the participating students. Students are required to prepare a seminar paper and present this to the class.

Seminar in Empirical Economics

Economics Bachelor 2hrs/week 6 ECTS
April - July Lecture and Tutorial English on demand

The seminar offers the chance to conduct an own study in empirical economics. The focus is on macroeconometrics, but also the fields of micro- and financial econometrics can be considered. In addition to the topics listed below own proposals are welcome. The work comprises motivation of the study, theoretical foundation, data search, empirical application using appropriate software and interpretation of the results. Possible topics include Money Demand, Monetary Policy Rules (Taylor), Purchasing Power Parity, Uncovered Interest Rate Parity, Term Structure of Interest Rates, Labour Market, Matching Function, Real Income Convergence, Consumption Function, Okun's Law, Phillips-Curve. Prerequisite: Basic knowledge in economics and econometrics plus at least one further econometrics course.

Seminar: Topics in European Integration

Economics	Advanced Bachelor/Master	2hrs/week	7 ECTS
	April – July	Lecture and Tutorial	English

The seminar covers recent topics in European economic integration. Students have to write a seminar paper (about 12 pages, excluding frontmatter and backmatter) on a specific topic and present it to all participants during the seminar. For each topic a research paper or textbook chapter (= mandatory reading) will be given that introduces into the topic. These papers/chapters are mandatory reading for everybody in order to enable an informed discussion in the seminar. For the students who prepare a seminar paper on the topic, this serves as a starting point for their own (literature) research.

Practical Seminars, Project Seminars and Theoretical Seminars in the Area of Management Information Systems

Management Information Systems	6/8 ECTS	April - July	Seminar
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The chairs of Prof. Leist, Prof. Heinrich and Prof. Pernul offer the possibility to join one of their seminars. Students will be assigned a topic to research, discuss their progress regularly with their supervisors, and present their topic to the seminar at the end of the term and hand in an essay.

Further information:

Information on all courses can be accessed via the **Course Catalogue:**

<https://www.uni-regensburg.de/studies/course-catalog/home/index.html>



Please see our **orientation guide** for incoming students for further information on German language courses, housing, insurance, orientation programs, etc.:

<https://www.uni-regensburg.de/ur-international/incomings/exchange-programs/index.html>



Contact:

Main Contact for Incoming Students:

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UR International homepage:

<https://www.uni-regensburg.de/international/startseite/index.html> (German version)

<https://www.uni-regensburg.de/ur-international/orientation-page/index.html> (English version)

Title picture by Gerd Altmann on Pixabay

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