

University of Regensburg

English Course Program for Exchange Students – Advanced Bachelor and Master

Business, Economics and Real Estate



International Office

Universität Regensburg



Faculty of Business, Economics and Real Estate

The faculty of Business, Economics and Real Estate is an educational institution that is strong in research and recognised in practice. It comprises the Institutes of Business, Economics, Real Estate Economics and Econometrics.

With over 2,500 students, the faculty is one of the largest at the University of Regensburg and each year, around 100 international exchange students spend a semester or year at the faculty. Around 30 professors work at the faculty and are supported by over 100 research assistants, student assistants and additional staff members.

All degree programs at the faculty of Business, Economics and Real Estate are fully modularized, ECTS-compatible, and ACQUIN accredited.

Courses offered by the Faculty of Business, Economics and Real Estate

The faculty of Business, Economics and Real Estate offers its exchange students a large variety of courses taught fully in English and even offers a mixed English-German program for those who have some knowledge of German but are not yet confident enough.

The Master of Science in Economics is entirely taught in English and is therefore fully accessible to international students with no prior knowledge of German

A list of the English and mixed English-German courses offered to exchange students can be found here for the [winter semester](#) and for the [summer semester](#).

In addition to the regular courses listed here, each semester there is a number of other courses fully taught in English. These courses are often only offered once, such as guest lectures, and are therefore not listed here. They can be found in the [course catalogue](#) for the semester.



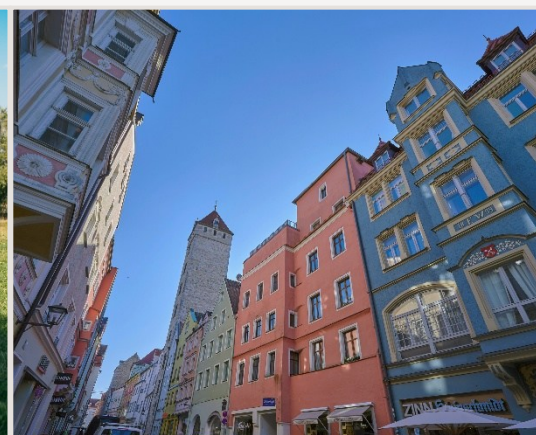
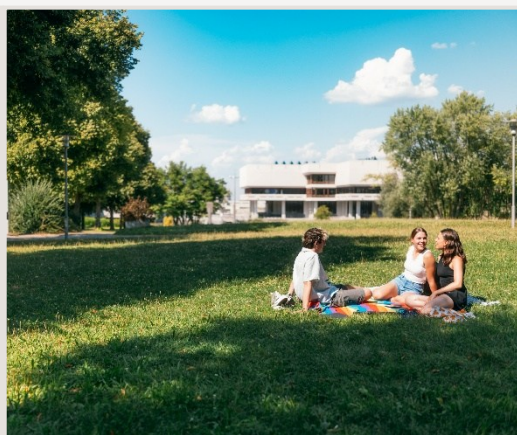
Courses offered by other Departments

Students may take courses from other faculties and departments, such as law or political science, as long as the courses are relevant to their degree at their home university, and they meet the necessary requirements to participate.

Language Requirements

Students interested to take the English-taught courses require English skill at B2 / C1 level (according to CEFR) or higher.

Students interested in the mixed English – German program require English skills at least at B2 / C1 level and German skills at least at B1 level (according to CEFR).



Welcome to Regensburg!

The University of Regensburg embodies openness and hospitality with its outstanding teaching and research, and its international profile. To ensure a smooth arrival in Regensburg, the International Office provides all the important information and support for studying and living in Regensburg, including free orientation programs for international students.

[*more*](#)

Intensive German Courses

The International Office and the Department of German as a Foreign Language have teamed up to offer Intensive German courses prior to the start of the semester. The language courses are aimed at Erasmus and other exchange students wishing to prepare for their studies in Regensburg.

Further information, including course dates, requirements and fees can be found [*here*](#).



WINTER SEMESTER

Course Title	ECTS	Area	Level *	Language
I. Courses in English: (L+T)				
Advanced International Trade	6	Economics	MSc	English
Advanced Microeconomics	6	Economics	MSc	English
Applied Real Estate Economics	6	Real Estate	MSc	English
Corporate Social Responsibility Reporting / Integrated Reporting	6	Business	BSc	English
Data Science & Machine Learning	6	Business	MSc	English
Derivative Securities	6	Business	MSc	English
Dynamic Macroeconomics	10	Economics	MSc	English
Empirical Methods in Real Estate	6	Real Estate	MSc	English
Financial Economics II	6	Economics	MSc	English
Human Resource Management	6	Business	BSc	English
International Management	6	Business	BSc	English
Introduction to European Economics	5	Economics	BSc / MSc	English
Management of Products and Services in the Industrial Goods Market (every 3rd semester)	6	Business	MSc	English
Methods of Econometrics	10	Economics	MSc	English
Monetary Theory and Policy	6	Economics	BSc	English
Predictive Analytics for Production Systems	6	Business	MSc	English
Principles of Corporate Finance	6	Business	BSc	English
Programming with R	2	Economics	BSc / MSc	English
Regional Economics II	6	Economics / Real Estate	MSc	English
Strategic Management	6	Business	MSc	English
Sustainable Corporate Governance	6	Business	MSc	English
The Science of Well-Being	6	Economics	BSc	English
Topics in Macroeconomics and Housing Markets	6	Economics / Real Estate	MSc	English
Urban Economics	6	Economics / Real Estate	BSc	English

II. Seminars & Project Work (S)				
Macroeconometric Seminar	6	Economics	MSc	English
Seminar in Corporate Governance	6	Business	MSc	English
Seminar in Leadership and Organization	6	Business	MSc	English
The German Economy (Seminar for Exchange Students)	6	Economics	BSc	English
III. German / English mixed:				
Bachelor's Literature Seminar (S)	6	Economics / Real Estate	BSc	German / English
Marketing (L+T)	6	Business	BSc	German / English
Quantitative Economics I (L+T)	6	Economics	BSc	German / English
Seminar in Production Management (S)	6	Business	MSc	German / English
Special Marketing Trends (L)	3	Business	MSc	English on demand

L = Lecture; T = Tutorial; S = Seminar;

*** Level: There is a certain degree of flexibility with the level: Undergraduate students in their final year of study may also take courses from the Master's program, provided they have the necessary background in the subjects matter of the course.**

I. Courses in English:

Advanced International Trade

Prof. Dr. Jürgen Jerger

Economics	Master	4 hrs / week	6 ETCS
Winter semester	Oct – Feb	Lecture and Tutorial	English

The aim of this course is to extend and deepen the knowledge on the theory of international trade building on a course in this area at the bachelor level. Main topics are trans-boundary interactions beyond the “classical” exchange of goods and services (factor mobility and trade in intermediate goods) and the implications of incomplete competition for trade patterns and trade policy options. Students are guided to recent research fields in the area and will be able to participate in the again intensifying discussion on the desirability of free trade at an advanced level.

[Link to GRIPS](#)

Advanced Microeconomics

Prof. Dr. Andreas Roider

Economics	Master	4 hrs / week	6 ETCS
Winter semester	Oct – Feb	Lecture and Tutorial	English

The first part of the course focuses on Mathematical Methods of Microeconomics and is part of the two-week math boot camp at the beginning of the semester. This part introduces students to mathematical methods that are essential for the analysis of microeconomic models, and we will review a number of central concepts. Students are expected to present solutions to exercises in class.

The second part of the course introduces students to central concepts of game theory, incentives and contract theory, and behavioral economics. These tools play a major role in modern microeconomics. Again, students will be expected to present solutions to exercises in class.

[Link to website](#)

[Link to GRIPS](#)

Applied Real Estate Economics

Prof. Dr. Tobias Just

Real Estate	Master	4 hrs / week	6 ETCS
Winter semester	Oct – Feb	Lecture and Tutorial	English

The lecture focuses 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 of the course is to provide students with an understanding of the factors influencing real estate economics and the ability to find an answer to a scientific question using a well-founded methodological tool.

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

[Link to website](#)

[Link to GRIPS](#)

Corporate Social Responsibility Reporting / Integrated Reporting

Prof. Dr. Axel Haller

Business	Advanced Bachelor / Master	4 hrs / week	6 ETCS
Winter semester	Oct – Feb	Lecture and Tutorial	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 and Corporate Sustainability Reporting Directive (CSRD)). 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").

[Link to website](#)

[Link to GRIPS](#)

Data Science & Machine Learning

Prof. Dr. Daniel Rösch

Business	Master	4 hrs / week	6 ETCS
Winter semester	Oct – Feb	Lecture and Tutorial	English

Algorithms and procedures in the field of Data Science & Machine Learning are theoretically and practically demonstrated to the Master's students using modern methods. Starting with a repetition of basic concepts of statistics and probability theory, there is a theoretical introduction to the theory and application of important algorithms and concepts.

The theoretical content of the course is based on regression techniques. The pillars of the course are generalised linear models, the most relevant neural networks and explainable artificial intelligence (XAI). A special focus of the course is on the application of the developed methods to practical problems. In addition to an intensive discussion of case studies, this is ensured, among other things, by software-based data analyses within the framework of PC exercises. The decision-making, forecasting and scenario techniques taught provide students with a sound insight into the diverse areas of application of multivariate statistical methods.

The course covers the following topics:

- Multiple regression
- Generalised Linear Models
- Artificial Neural Networks
- Explainable Artificial Intelligence (XAI)
- Case Studies

[Link to website](#)

Derivative Securities

Prof. Dr. Daniel Rösch

Business	Master	4 hrs / week	6 ETCS
Winter semester	Oct – Feb	Lecture and Tutorial	English

Advanced methods and techniques as well as an in-depth understanding of the valuation of derivatives are taught and the application of derivatives in risk management is covered.

Specifically, the course covers characteristics and valuation of futures, forwards, swaps and options, including the Black-Scholes-Merton model for valuing options, key figures of options and the analysis of different option strategies on the market. The course also provides a comprehensive overview of risk analysis and risk assessment of credit derivatives. In particular, the modelling of default times, the functioning of credit default swaps (CDS) and their valuation, the characteristics of collateralised debt obligations (CDO) with the corresponding tranche structures and their valuation as well as their critical role during the financial crisis are another focus of the course.

The course covers the following topics:

- Risk-neutral valuation, no-arbitrage principle, martingales
- Stochastic processes and stochastic differential equations
- Valuation of forwards and futures
- Valuation of swaps
- Valuation of options
- Option strategies, hedging and Greeks
- Volatilities and volatility smiles
- Extensions and alternatives to Black-Scholes-Merton
- Fundamentals of credit risk assessment and credit derivatives
- Valuation of credit default swaps
- Valuation and risk analysis of securitisations and structured credit products
- Case studies

[Link to website](#)

[Link to GRIPS](#)

Dynamic Macroeconomics

Prof. Dr. Fabian Kindermann

Economics	Master	4 hrs / week	10 ETCS
Winter semester	Oct – Feb	Lecture and Tutorial	English

Students are introduced to mathematical tools that form the basis of dynamic macroeconomics, such as difference equations and dynamic programming. We learn about the fundamentals of economic growth and the competitive growth model. In particular, we analyse the Solow growth model and the Ramsey-Cass-Koopman model. We then study models of the consumption and saving decisions under certainty and uncertainty. In this context, we address the permanent income hypothesis, the random-walk hypothesis and the emergence of precautionary savings. We then learn about business cycles and conclude the course with an analysis of the real business cycle model.

[Link to website](#)

[Link to GRIPS](#)

Empirical Methods in Real Estate

Prof. Dr. Steffen Sebastian / Dr. Marcelo Gajias

Real Estate	Master	4 hrs / week	6 ECTS
Winter semester	Oct – Feb	Lecture and Tutorial	English

The course covers the following topics:

- 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

[Link to GRIPS](#)

Financial Economics II

Prof. Dr. Arnold Lutz

Economics	Master	4 hrs / week	6 ECTS
Winter semester	Oct – Feb	Lecture and Tutorial	English

Theory of perfect financial markets from the perspective of general equilibrium theory.

Barter economy

- Efficient risk sharing through trading in financial markets
- Fundamental asset pricing equations
- Financial market completeness

Production economics

- Efficient risk sharing of production risks through trading on financial markets
- Fundamental equity valuation
- Modigliani-Miller theorem
- Capital-asset pricing model

[Link to website](#)

[Link to GRIPS](#)

Human Resource Management

Prof. Dr. Thomas Steger

Business	Advanced Bachelor	4 hrs / week	6 ECTS
Winter semester	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.

[Link to website](#)

[Link to GRIPS](#)

International Management

Prof. Dr. Theresa Veer

Business	Advanced Bachelor / Master	4 hrs / week	6 ECTS
Winter semester	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.

[Link to website](#)

Introduction to European Economics

Prof. Dr. Jürgen Jerger

Economics	Advanced Bachelor / Master	2 hrs / week + irregular Tutorials	5 ECTS
Winter semester	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.

[Link to GRIPS](#)

Management of Products and Services in the Industrial Goods Market

Prof. Dr. Roland Helm

Business	Master	4 hrs / week	6 ECTS
Winter semester	every 3 rd semester	Lecture and Tutorial	English

Topics discussed will be:

- Basics of industrial goods marketing
- Basics of performance design
- Dimensions of Products and Services
- Range of Product characteristics and program policy
- Innovation Management
- Profit optimized product design and pricing
- Price and conditions policy
- Business type specific differences

Competencies: Upon completion of this module, students will be able to: Evaluate industrial service design options for B2B markets and integrate them into a demand-driven supply program, design and price innovative services, integrate services into the product range, identify key differences in business types in the industrial goods sector and respond to them in terms of strategic marketing management.

Furthermore, after completing the module, students demonstrate the ability to orally present and justify the methodological approach developed for the case study.

[Link to website](#)

Methods of Econometrics

Prof. Dr. Rolf Tschernig

Economics	Master	6 hrs / week	10 ECTS
Winter semester	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.

[Link to website](#)

[Link to GRIPS](#)

Monetary Theory and Policy

Prof. Dr. Jürgen Jerger

Economics	Advanced Bachelor	4 hrs / week	6 ECTS
Winter semester	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).

[Link to website](#)

[Link to GRIPS](#)

Predictive Analytics for Production Systems

Prof. Dr. Justus Arne Schwarz

Business	Master	4 hrs / week	6 ECTS
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Winter semester	Oct – Feb	Lecture and Tutorial	English
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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).

[Link to website](#)

Principles of Corporate Finance

Prof. Dr. Klaus Röder

Business	Advanced Bachelor	3 hrs / week	6 ECTS
Winter semester	Oct – Dec	Lecture	English

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.

[Link to website](#)

Programming with R

Prof. Dr. Rolf Tschernig

Economics	Advanced Bachelor / Master	2 hrs / week	2 ECTS
Winter semester	Nov	Tutorial	English

This course teaches basic skills in the use of the free software R. This provides a flexible and user-friendly programming environment and language, which is particularly suitable for statistical data analysis, the creation of scientific graphics and for simulations. The R software is now a widely used tool in many subject areas (New York Times article). In addition to teaching the R-specific syntax, the foundation is laid in particular for independent data analysis. Programming skills acquired in this course can also be helpful for learning other common programming environments, such as Python, Matlab, Gauss, Ox, Stata etc. Grading is based on an exam in the computer lab.

[Link to website](#)

[Link to GRIPS](#)

Regional Economics II

Prof. Dr. Kristof Dascher

Economics / Real Estate	Master	4 hrs / week	6 ECTS
Winter semester	Oct – Feb	Lecture and Tutorial	English

This class, in *regional economics*, offers both economic theory and empirical analysis of the existing (and in many countries growing) regional variation in wages, rents, and real estate prices. We will analyze the agglomeration of economic activity, the localization of firms, interregional mobility of households and firms, inequality across regions, government interventions and modern methods of policy evaluation. The class is in English.

[Link to GRIPS](#)

Strategic Management

Prof. Dr. Theresa Veer

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

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.

[Link to website](#)

Sustainable Corporate Governance

Prof. Dr. Tobias Steindl

Business	Master	4 hrs / week	6 ECTS
Winter semester	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.

[Link to website](#)

[Link to GRIPS](#)

The Science of Well-Being

Prof. Dr. Lea Cassar

Economics	Advanced Bachelor	4 hrs / week	6 ECTS
Winter semester	Oct - Feb	Lecture and Tutorial	English

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.

[Link to website](#)

[Link to GRIPS](#)

Topics in Macroeconomics and Housing Markets

Prof. Dr. Gabriel Lee

Economics / Real Estate	Master	4 hrs / week	6 ECTS
Winter semester	Oct - Feb	Lecture and Tutorial	English

The overall objective of the course is to introduce chosen issues and topics of macroeconomics and housing economics to critical think and learn basics in quantitative economic skills for Master Thesis or Seminar paper. The suggested topics are in particular

- Financial Accelerator, Agency Costs, and Time-varying uncertainty shock
- Macroeconomics and Housing Markets in DGSE
- Consumption Based Asset Pricing Models
- Land Price Models
- Uncertainty Indices for Macro and Housing Economics
- Monetary and Fiscal Policy Effects

These topics will be supported by seminal and current papers. In addition, there will be open

discussions and presentations of the chosen papers' models and methods. Furthermore, one could expect that parts of each paper will be analyzed computationally.

[Link to GRIPS](#)

Urban Economics

Prof. Dr. Gabriel Lee

Economics / Real Estate	Advanced Bachelor	4 hrs / week	6 ECTS
Winter semester	Oct - Feb	Lecture and Tutorial	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.

[Link to GRIPS](#)

II. Seminars and Project Work:

Macroeconometric Seminar

Prof. Dr. Enzo Weber

Economics	Master	2 hrs / week	6 ECTS
Winter semester	Oct – Feb	Seminar	English

The seminar offers the opportunity to write your own study in empirical economic research or econometrics. The focus is on macroeconometrics, but other areas can also be considered. A link to research at the Institute for Employment Research (IAB) is also possible. The seminar paper includes the motivation of the study, theoretical foundation, data search, empirical application using suitable software and interpretation of the results.

[Link to website](#)

Seminar in Corporate Governance

Prof. Dr. Tobias Steindl

Business	Master	2 hrs / week	6 ECTS
Winter / Summer	Oct – Feb / April - July	Seminar	English

Each semester, a master level seminar will be offered (especially dedicated to the students participating in the Minor Corporate Governance). This seminar comprises changing topics in the field of organization, management and corporate governance. 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.

[Link to website](#)

[Link to GRIPS](#)

Seminar in Leadership and Organization

Prof. Dr. Thomas Steger

Business	Master	2 hrs / week	6 ECTS
Winter / Summer	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.

[Link to website](#)

The German Economy (Seminar for Exchange Students)

Prof. Dr. Christoph Knoppik

Economics	Bachelor	2 hrs / week	6 ECTS
Winter semester	Oct – Feb	Seminar	English

In this seminar, students learn about the “The German Economy” by writing and presenting a paper on a policy relevant topic and by giving feedback to fellow student’s papers and presentations. Analysis will be based on introductory economics, reports by national and international organizations and scientific papers. Topics cover a broad range and include, for example, the impact of the relatively new and recently raised minimum wage, the desirability of the imminent return of public finances to the rules of the debt brake (“Schuldenbremse”), and the merits of the recently introduced national emission trading system (“nationale Emissionshandelsstelle”, nEHS).

The course is exclusively targeted at foreign exchange students who want to get acquainted with their host country’s economy and economic policy debate. The course language is English. Some prior knowledge in economics is required.

[Link to GRIPS](#)

III. German- English mixed:

The following courses are taught partly in English and partly in German. We recommend these courses to students who already have a good knowledge of German but still feel uncomfortable in speaking or writing in German.

Bachelor's Literature Seminar

Economics / Real Estate	Bachelor	3 hrs / week	6 ECTS
Winter semester	January	Block Seminar	German / English

Objective: This block seminar brings students in direct contact with the current real estate economics literature. Candid and critical discussion of current literature and industry issues is followed by a question-and-answer period.

[Link to website](#)

[Link to GRIPS](#)

Marketing

Prof. Dr. Roland Helm

Business	Bachelor	4 hrs / week	6 ECTS
Winter semester	Oct – Feb	Lecture in German / Tutorial in English	

Topics discussed will be:

- Principles of market-oriented corporate policy
- Rational information processing and derivation of decisions
- Lawfulness of buyer behavior:
- Marketing mix I: performance design
- Product and innovation policy
- Pricing policy
- Marketing: Mix II: Placement of services
- Distribution policy
- Communication policy
- 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.

[Link to website](#)

[Link to GRIPS](#)

Quantitative Economics I

Prof. Dr. Enzo Weber

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

The seminar offers the opportunity to write your own study in empirical economic research or econometrics. The focus is on macroeconometrics, but other areas can also be considered. A link to research at the Institute for Employment Research (IAB) is also possible. The seminar paper includes the motivation of the study, theoretical foundation, data search, empirical application using suitable software and interpretation of the results.

[Link to website](#)

[Link to GRIPS](#)

Seminar in Production Management

Prof. Dr. Justus Arne Schwarz

Business	Master	2 hrs / week	6 ECTS
Winter semester	Oct – Feb	Seminar	German / 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.

[Link to website](#)

Special Marketing Trends

Prof. Dr. Roland Helm

Business	Advanced Bachelor / Master	20 hrs over one week	3 ECTS
Winter semester		Block Course	English on demand

Topics discussed will be:

- 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.

[Link to website](#)

[Link to GRIPS](#)

SUMMER SEMESTER

Course Title	ECTS	Area	Level *	Language
I. Courses in English: (L+T)				
Advanced Econometrics	6	Economics	MSc	English
Applied Financial Econometrics	6	Economics	MSc	English
Behavioral Economics	6	Economics	BSc	English
Computational Economics and Finance	6	Economics	MSc	English
Corporate Finance	6	Business	BSc	English
Finance and Real Estate Economics II	6	Real Estate	MSc	English
Financial Engineering	6	Business	MSc	English
General Equilibrium and Social Choice: Economics and Ethics	6	Economics	MSc	English
Impact Evaluation Methods	6	Economics	MSc	English
International and Intercultural Human Resource Management	6	Business	MSc	English
Microeconomics III	6	Economics	BSc	English
Organizational Economics	6	Economics	MSc	English
Prescriptive Analytics for Production Systems	6	Business	MSc	English
Real Estate Economics I	6	Real Estate	BSc	English
Real Estate Investment	6	Real Estate	MSc	English
Social Entrepreneurship	6	Business / Economics	BSc	English
Sustainability Management	6	Business	BSc	English
The German Economy	6	Economics	BSc	English
II. Seminars & Project Work (S)				
Seminar in Corporate Governance	6	Business	MSc	English
Seminar in Leadership and Organization	6	Business	MSc	English
Topics in European Economic Integration	7	Economics	BSc	English

III. German / English mixed:				
International Marketing (L)	3	Business	MSc	German / English
Master's Literature Seminar (S)	6	Economics / Real Estate	MSc	German / English
Quantitative Economic Research II (L+T)	6	Economics	MSc	German / English
Quantitative Methods for Digital Production Management (L+T)	6	Business	BSc	English on demand
Seminar in Production Management (S)	6	Business	MSc	German / English
Seminar in Empirical Economics (S)	6	Economics	BSc	German / English
Strategic Business Marketing (L+T)	6	Business	BSc	German / English

L = Lecture; T = Tutorial; S = Seminar;

*** Level: There is a certain degree of flexibility with the level: Undergraduate students in their final year of study may also take courses from the Master's program, provided they have the necessary background in the subjects matter of the course.**

I. Courses in English:

Advanced Econometrics

Prof. Dr. Rolf Tschernig

Economics	Master	4 hrs / week	6 ECTS
Summer semester	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.

[Link to website](#)

[Link to GRIPS](#)

Applied Financial Econometrics

Prof. Dr. Rolf Tschernig

Economics	Master	4 hrs / week	6 ECTS
Summer semester	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.

[Link to website](#)

[Link to GRIPS](#)

Behavioral Economics

Prof. Dr. Florian Engl

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

Behavioral Economics is a branch of economics that seeks to explain many of the departures of decision-makers from what would be predicted by standard economic theory. If you have ever paid for a gym-membership and never gone, if you buy a lottery ticket but also buy insurance, if you donated blood, drunk too much alcohol or given in to temptation your decision is not explainable by the standard theory. Behavioral Economics makes use of knowledge from psychology to make sense of and construct alternative models of individual decisions.

Topics covered are:

- Choice under Certainty
- Risk and Uncertainty
- Choice under Risk and Uncertainty
- Intertemporal Choices
- Social Preferences

The three central objectives are: deepening knowledge of key models of decision making in economics; to raise awareness of the many deviations of behavior from the expectations of rational economic models and to introduce the most significant alternative models that explain these deviations; to establish basic knowledge with which to identify deviations from rational behavior in one's own decisions or the decisions of others in order to make better decisions in the future.

[Link to website](#)

Computational Economics and Finance

Prof. Dr. Fabian Kindermann

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

This course has two objectives. Firstly, students will become familiar with current computer-based techniques used in quantitative economic research. They will learn the programming language

Fortran and how it can be used to solve mathematical and economic problems, with a particular focus on the numerical solution of dynamic programming problems.

In the second part of the course, the learned techniques will be applied to various models of macroeconomics and household decisions over the life cycle. Depending on the interests of the students, we will examine models of the business cycle and economies with heterogeneous agents, analyze labor supply, consumption and saving decisions over the life cycle, or focus on investment models in which households choose between secure investments, stocks, and various life cycle products such as annuities or pension accounts.

After successfully completing this course, students will have a basic knowledge of computer-based methods in economic research. They will be able to formulate dynamic programming problems and solve them with the help of computers. Students will have become familiar with the relevant literature in the field of quantitative macroeconomics and life cycle decisions and will be able to develop their own research ideas in these fields.

[Link to website](#)

[Link to GRIPS](#)

Corporate Finance

Prof. Dr. Gregor Dorfleitner

Business	Bachelor	4 hrs / week	6 ECTS
Summer semester	April – July	Lecture and Tutorial	English

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.

The course focuses on the following topics:

- 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

[Link to website](#)

[Link to GRIPS](#)

Finance and Real Estate Economics II

Prof. Dr. Gabriel Lee

Real Estate	Master	4 hrs / week	6 ECTS
Summer semester	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.

[Link to GRIPS](#)

Financial Engineering

Prof. Dr. Gregor Dorfleitner

Business	Master	4 hrs / week	6 ECTS
Summer semester	April – July	Lecture and Tutorial	English

The following topics will be covered:

- Options on stock indices, currencies and futures,
- Design of payoff profiles and trading strategies,
- Numerical methods,
- Exotic options,
- Swaps, interest rate derivatives,
- Real options,
- Weather derivatives,
- Other special financial instruments.

[Link to website](#)

[Link to GRIPS](#)

General Equilibrium and Social Choice: Economics and Ethics

Prof. Dr. Lutz Arnold

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

The module deals with the welfare aspects of market systems:

- Efficiency of equilibrium allocations (1st law of welfare theory).
- Achieving arbitrary efficient allocations through redistribution (2nd law of welfare theory)
- Correction of market failures
- Interdependent preferences
- Socially responsible investment
- Conception of a social welfare function
- Aggregation of individual preferences
- Gibbard oligarchy theorem
- Arrow impossibility theorem.

[Link to website](#)

[Link to GRIPS](#)

Impact Evaluation Methods

Prof. Dr. Lea Cassar

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

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.

[Link to website](#)

[Link to GRIPS](#)

International and Intercultural Human Resource Management

Prof. Dr. Thomas Steger

Business	Master	4 hrs / week	6 ECTS
Summer semester	April – July	Lecture and Tutorial	English

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.

[Link to website](#)

[Link to GRIPS](#)

Microeconomics III

Prof. Dr. Florian Engl

Economics	Bachelor	4 hrs / week	6 ECTS
Summer semester	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.

[Link to GRIPS](#)

Organizational Economics

Prof. Dr. Andreas Roider

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

The goal of this course is to provide a thorough introduction to the field of organizational economics with a focus on state-of-the-art theoretical, empirical, experimental, and behavioral insights on how to make organizations more successful. The course is based on a textbook (which is available in the library) and recent research articles.

[Link to website](#)

[Link to GRIPS](#)

Prescriptive Analytics for Production Systems

Prof. Dr. Justus Arne Schwarz

Business	Master	4 hrs / week	6 ECTS
Summer semester	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.

[Link to website](#)

Real Estate Economics I

Prof. Dr. Gabriel Lee

Real Estate	Bachelor	4 hrs / week	6 ECTS
Summer semester	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.

[Link to GRIPS](#)

Real Estate Investment

Prof. Dr. Steffen Sebastian

Real Estate	Master	4 hrs / week	6 ECTS
Summer semester	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.

[Link to website](#)

[Link to GRIPS](#)

Social Entrepreneurship

Prof. Dr. Lea Cassar

Business / Economics	Advanced Bachelor	4 hrs / week	6 ECTS
Summer semester	April – July	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.

[Link to website](#)

[Link to GRIPS](#)

Sustainability Management

Prof. Dr. Tobias Steindl

Business	Advanced Bachelor / Master	4 hrs / week	6 ECTS
Summer semester	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.

[Link to website](#)

[Link to GRIPS](#)

The German Economy

Prof. Dr. Christoph Knoppik

Economics	Bachelor	4 hrs / week	6 ECTS
Summer semester	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 labor 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.

[Link to GRIPS](#)

II. Seminars and Project Work:

Seminar in Corporate Governance

Prof. Dr. Tobias Steindl

Business	Master	2 hrs / week	6 ECTS
Summer / Winter	April – July / Oct - Feb	Seminar	English

Each semester, a master level seminar will be offered (especially dedicated to the students participating in the Minor Corporate Governance). This seminar comprises changing topics in the field of organization, management and corporate governance. 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.

[Link to website](#)

[Link to GRIPS](#)

Seminar in Leadership and Organization

Prof. Dr. Thomas Steger

Business	Master	2 hrs / week	6 ECTS
Summer / Winter	April – July / Oct - Feb	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.

[Link to website](#)

Topics in European Economic Integration

Prof. Dr. Jürgen Jerger

Economics	Advanced Bachelor / Master	2 hrs / week	7 ECTS
Summer semester	April – July	Seminar	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.

[Link to GRIPS](#)

III. German- English mixed:

The following courses are taught partly in English and partly in German. We recommend these courses to students who already have a good knowledge of German but still feel uncomfortable in speaking or writing in German.

International Marketing

Prof. Dr. Roland Helm / Dr. Judit Matyas

Business	Advanced Bachelor / Master	20 hrs, one week	3 ECTS
Summer Semester	April – July	Block Course	Course in German, Presentation / Exam in English

The following topics will be covered:

- The international marketing environment: economic, political-legal and cultural environmental factors
- STP (segmentation, targeting, positioning) market selection, the most important market selection criteria
- Multinational marketing, marketing mix decisions
- Price and distribution policy in international marketing
- Product and brand policy, global brands, product innovation
- Product and service quality, the GAP model
- Marketing communication, communication mix, elements of the communication mix, advertising, online advertising, online advertising on the websites of companies with global brands
- Changes and new tendencies in communication and advertising policy
- Cultural dimensions in international marketing, corporate culture, interculturality
- 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.

[Link to website](#) [Link to GRIPS](#)

Master's Literature Seminar

Economics / Real Estate	Master	3 hrs / week	6 ECTS
Summer semester	April	Block Seminar	English / German

This block seminar brings students in direct contact with the current real estate / macroeconomics literature. Candid and critical discussion of current literature and industry issues is followed by a question-and-answer period.

Quantitative Economic Research II

Prof. Dr. Enzo Weber

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

This lecture focuses on econometric methods for identifying simultaneous causalities between macroeconomic or financial variables. At first, the basic concepts of simultaneity, identification and estimation of equation systems are introduced. The second important component is given by multivariate time series analysis, comprising vector autoregressive processes and cointegration. Identification techniques like instrumental variables, contemporaneous restrictions, long-run constraints or heteroscedastic covariance modelling are discussed. The econometric methods are applied in computer tutorials, which deal with economic models and problems.

[Link to website](#)

[Link to GRIPS](#)

Quantitative Methods for Digital Production Management

Prof. Dr. Justus Arne Schwarz

Business	Bachelor	4 hrs / week	6 ECTS
Summer semester	April – July	Lecture and Tutorial	English on demand

The course gives an overview of different planning problems in production management. For these problems, various types of heuristics and analytical approaches for solving linear and nonlinear

optimization problems are introduced. In particular, various meta-heuristics are presented. Students gain an overview of different types of heuristic solution methods for optimization problems in digital production systems. After completing the module, students will be able to evaluate heuristic methods with respect to their applicability to new problems, select suitable heuristic and adapt them if necessary.

[Link to website](#)

Seminar in Production Management

Prof. Dr. Justus Arne Schwarz

Business	Master	2 hrs / week	6 ECTS
Summer semester	April - July	Seminar	German / 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.

[Link to website](#)

Seminar in Empirical Economics

Prof. Dr. Enzo Weber

Business	Advanced Bachelor	2 hrs / week	6 ECTS
Summer semester	April – July	Seminar	English / German

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

Competencies: By the end of this module, students will have gained knowledge of strategic business planning in a holistic approach that broadens the narrower product-based perspective of the marketing course.

As part of the exercise, students prepare case studies based on the lecture content. This gives students the opportunity to discuss the lecture's topics interactively. Furthermore, at the end of the module, students will demonstrate their ability to orally present the case studies and justify their methodological approach to assess the case studies.

[Link to website](#)

Strategic Business Marketing

Prof. Dr. Roland Helm

Business	Advanced Bachelor	4 hrs / week	6 ECTS
Summer semester	April – July	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

Competencies: By the end of this module, students will have gained knowledge of strategic business planning in a holistic approach that broadens the narrower product-based perspective of the marketing course.

As part of the exercise, students prepare case studies based on the lecture content. This gives students the opportunity to discuss the lecture's topics interactively. Furthermore, at the end of the module, students will demonstrate their ability to orally present the case studies and justify their methodological approach to assess the case studies.


[Link to website](#)

[Link to GRIPS](#)


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