

UNIVERSITY OF STUTTGART



ECTS Guide 2016/2017

School of Business and Economics

School of Business and Economics

ECTS GUIDE

2016/2017

For visitors:

**Keplerstraße 17
D-70174 Stuttgart**

Tel.:

++49 (0) 711/ 685-83549

E-Mail:

**ivan.dula@bwi.uni-stuttgart.de
incoming@ia.uni-stuttgart.de**

Further information:

www.bwi.uni-stuttgart.de/erasmus

Table of Content

1	Introduction	1
1.1	General Information	1
1.2	Information for all ERASMUS Exchange Students at the School of Business and Economics	2
1.3	Information about the European Credit Transfer System at the School of Business and Economics	3
1.4	Business Administration, technically oriented	4
1.5	Erasmus Coordinator	6
2	Course Catalogue/Module Descriptions	7
2.1	Terminology	7
2.2	Detailed Description of Courses from the Institute of Business Administration	8
2.2.1	Department I – Chair of Innovation and Service Management	8
2.2.2	Department II – Chair of Organizational Design	13
2.2.3	Department III – Chair of Corporate Finance	20
2.2.4	Department IV – Chair of Logistics and Supply Management	29
2.2.5	Department V – Chair of Management Accounting and Control	35
2.2.6	Department VI – Chair of Marketing	46
2.2.7	Department VII – Chair of Information Systems I	52
2.2.8	Department VIII – Chair of Information Systems II	57
2.2.9	Department IX – Chair of International and Strategic Management	62
2.2.10	Department X – Chair of Operations Management	67
2.3	Detailed Description of Courses from the Institute of Economics and Law	72
2.3.1	Department of Theoretical Economics	72
2.3.2	Department of Microeconomics and Spatial Economics	81
2.3.3	Department of Law	86

1 Introduction

1.1 General Information

This booklet provides detailed information on course offerings at the University of Stuttgart, Germany. It is directed to ERAMUS and OVERSEAS students as well as to coordinators at the respective home institutions.

This booklet is for your guidance. It should help answering frequent questions, which exchange students usually have prior to and during their academic stay in Stuttgart. Furthermore, it should inform international coordinators and advisors at the participating partnering universities regarding the assessment and accreditation of the course work, which has been conducted by returning exchange students. We are trying to improve this booklet continuously. Therefore, we would highly appreciate to receive your feedback.

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

For full disclosure, the information in this booklet is best supplemented by the official course catalogue ("Vorlesungsverzeichnis") of the University of Stuttgart as well as by current information provided by the departments and chairs of the School of Business and Economics.

1.2 Information for all ERASMUS Exchange Students at the School of Business and Economics

The ERASMUS program supports your exchange as an international student throughout Europe by acknowledging your course work, which has been credited at a foreign university, at your home university.

Regarding the administrative procedures as well as regarding the course work, however, German universities differ considerably from what you might be used to from your home university. This means, first and foremost, that German students enjoy a substantial amount of academic liberties regarding the selection of their courses. However, with liberty comes great responsibility. I.e. that you independently select your courses, which correspond to those at your home university, from the large course catalogue that we provide and that you will design your own time-table, for example. Therefore, it is absolutely necessary that you try to collect as much information as possible individually. It is completely up to you which courses you choose, you may simply choose the courses, which you like best. Yet, there are possibly bilateral agreements between your home university and the University of Stuttgart regarding the number of courses and credits that you need in order to receive your ERASMUS grant. For more information on these requirements, please contact your International Affairs Office at home before you plan your stay in Stuttgart.

During your preparations as well as during your stay, you will probably have a number of open questions, which many previous international students have successfully faced before. Therefore, each ERASMUS exchange student at the University of Stuttgart gets the name and address of a current student, who will be able to assist you with your questions and who will try to make your life easier whenever it becomes necessary.

1.3 Information about the European Credit Transfer System at the School of Business and Economics

After your arrival in Stuttgart you will – ideally – consult the course catalogue of the University of Stuttgart, which contains every class that is offered in the upcoming semester (“Vorlesungsverzeichnis”: <https://lsf.uni-stuttgart.de>). You will select your classes and, if necessary, we will assist you in order to arrange your time-table successfully. It would be much appreciated, however, if you already agreed with your home university on some cornerstones of your academic stay. This includes the questions of which classes you should participate in as well as of how many ECTS credits you should collect (learning agreement).

The European Credit Transfer System (ECTS) grade is the basis for transferring your class results, which are assessed on the German grading scale, to your home university and its respective grading scale. Furthermore, ECTS credits define the workload, which is required by a student in order to participate successfully in a class. In the following (cf. section 2), you will find detailed information on how many ECTS credits are awarded to a specific course.

You may find the following table helpful in order to get an overview regarding the comparability of class results.

German	ECTS-Grade	British	Danish	Finnish	French	Italian	Spanish	Swedish
1,0	A	>73 %	12	5	>18	30	10	5 (VG)
1,3	A	73 - 70 %			17,9 - 17	29 - 28	9	
1,7	B	69 - 68 %	10	4	16,9 - 16	27		4 (VG)
2,0	B	67 - 65 %			15,9 - 15	26	8	
2,3	C	64 - 62 %			14,9 - 14	25		
2,7	C	61 - 60 %	7	3	13,9 - 13	23 - 24	7	4 (G)
3,0	C	59 - 58 %			12,9 - 12	21 - 22		
3,3	D	57 - 56 %			11,9 - 11	20	6	
3,7	D	55 - 51 %	4	2	10,9 - 10	19		3 (G)
4,0	E	50 - 40 %	02	1	9,9 - 8	18	5	3 (G)
5,0	F	<39 %	-3	0	< 8	<18	<4	U

1.4 Business Administration, technically oriented

At the University of Stuttgart, Business Administration has been taught with an engineering focus ever since the program was first established in the winter term of 1974/75. Besides classes in general Business Administration, regular students are required to take classes in the field of engineering during their undergraduate and graduate studies. The aim of this approach is to deepen students' insights and knowledge with regard to applied and theoretical engineering disciplines. Experience has shown that this qualification is largely demanded by companies, which intend to employ business school graduates. The School of Business and Economics has successfully established courses in collaboration with some of the most respected and best-known engineering institutes of the University of Stuttgart. The School itself consists of two organizational units: The Institute of Business Administration and the Institute of Economics and Law.

Not only have companies realized the significant value of these interdisciplinary studies but students have done so too. Student applications to the School of Business and Economics have been steadily increasing over the past years. Currently, over 1200 fully enrolled students turn the "Business Administration, technically oriented" program into one of the most important tracks at the University of Stuttgart. In student numbers, it currently ranks fifth, just behind Mechanical Engineering, Architecture, Electrical Engineering and Civil Engineering. Every winter term approximately 200 freshmen register for this program.

Departments of Business Administration:

(Homepage: www.bwi.uni-stuttgart.de)

- ❖ Department I: Chair of Innovation and Service Management
(Prof. Dr. W. Burr)
- ❖ Department II: Business Administration and Organizational Design
(Prof. Dr. B. Renzl)
- ❖ Department III: Business Administration and Finance
(Prof. Dr. H. Schäfer)
- ❖ Department IV: Logistics and Supply Management
(Prof. Dr. R. Large)
- ❖ Department V: Business Administration and Management Accounting and Control
(Prof. Dr. B. Pedell)
- ❖ Department VI: Business Administration, Marketing
(Prof. Dr. T. Bornemann)
- ❖ Department VII: Business Administration and Information Systems I
(Prof. Dr. H.-G. Kemper)
- ❖ Department VIII: Business Administration and Information Systems II (Business Software)
(Prof. Dr. G. Herzwurm)
- ❖ Department IX: Business Administration, especially International and Strategic Management
(Prof. Dr. M.-J. Oesterle)
- ❖ Department X: Business Administration and Operations Management
(Prof. Dr. A. Größler)

Departments of Economics and Law:

(Homepage: www.ivr.uni-stuttgart.de)

- ❖ Department of Theoretical Economics
(Prof. Dr. F. C. Englmann)
- ❖ Department of Microeconomics and Spatial Economics
(Prof. Dr. B. Woeckener)
- ❖ Department of Law
(Prof. Dr. V. M. Haug)

1.5 Erasmus Coordinator

If you need any further information regarding the course contents at the University of Stuttgart, do not hesitate to contact us:

Ivan Dula, *M.Sc.*

Research associate

University of Stuttgart

Chair of Operations Management

Keplerstraße 17

70174 Stuttgart

Phone: +49 711 685-83549

E-Mail: ivan.dula@bwi.uni-stuttgart.de

Webpages:

- General information about the University of Stuttgart:
<http://www.uni-stuttgart.de>
- Information about the Institute of Business Administration:
<http://www.bwi.uni-stuttgart.de>
- Information about the Institute of Law and Economics:
<http://www.ivr.uni-stuttgart.de>
- Information for exchange students:
<http://www.bwi.uni-stuttgart.de/erasmus> and
<http://www.ia.uni-stuttgart.de>

2 Course Catalogue/Module Descriptions

2.1 Terminology

Exemplary class (German title of the exemplary class)	
Concerned students	Bachelor level
Concerned semester	Summer
Name of contact person	E-Mail
Teaching language	German
Teaching methods	<ul style="list-style-type: none"> - Slide-based lecture - Interactive workshop for requirements elicitation - Case studies and group exercises in tutorial
Hours per week Lecture: 2; Tutorial: 2	ECTS-Credits Lecture: 3; Tutorial: 3
Prerequisites	----
Assessment Written exam (90 minutes) covering the content of the lecture and the tutorial.	For Erasmus-students possible Written exam or oral exam covering the content of the lecture.

Concerned students: Bachelor or Master level

Concerned semester: recommended semester:
 Winter = Winter Semester
 Summer = Summer Semester
 irregular = No constant term

Teaching Methods: Lecture (Vorlesung)
 Tutorial (Übung)

ECTS-Credits: One ECTS credit stands for 30 hours of studying (in class and self-study).

Hours per week: Class duration per week

Prerequisites: Recommended prerequisites for this course.

Assessment: written exam
 oral exam assignment
 oral presentation
 assignment
 exam by arrangement

2.2 Detailed Description of Courses from the Institute of Business Administration

2.2.1 Department I – Chair of Innovation and Service Management

Basic Principles of Business Administration (Grundlagen der Betriebswirtschaftslehre)	
Concerned students	Bachelor level
Concerned semester	Winter
Name of contact person ---	E-Mail: info.idm@bwi.uni-stuttgart.de
Teaching language	German
Teaching methods	Lecture and tutorial
Hours per week Lecture: 2; Tutorial: 1	ECTS-Credits Lecture: 4; Tutorial: 2
Prerequisites	----
Assessment Written exam	For Erasmus-students possible Oral exam & short PowerPoint presentation covering the content of the lecture; case study or presentation covering the content of the tutorial.

Description of course content

- Decisions in private enterprises and public institutions
- Models of rational decision-making, methods and techniques of decision-making
- Illustrative application possibilities
- Constitutive decisions (corporate targets and strategies, organizational charts)
- Level-oriented decisions (foundation, growth, crisis and liquidation)
- Function-oriented decisions (perspectives of longitudinal and cross-section functions of enterprises)
- Methods of applicable Business Administration in scientific research

Learning Outcomes

Students receive a broad overview of existing management theories and become familiar with their application in practice.

Innovation I - Service Innovation and Management (Innovation I - Dienstleistungsinnovation und Management)	
Concerned students	Bachelor level
Concerned semester	Summer
Name of contact person ---	E-Mail: info.idm@bwi.uni-stuttgart.de
Teaching language	German
Teaching methods	Lecture and tutorial
Hours per week Lecture: 2; Tutorial: 2	ECTS-Credits Lecture: 3; Tutorial: 3
Prerequisites	---
Assessment Written exam	For Erasmus-students possible Oral exam & short PowerPoint presentation covering the content of the lecture; case study or presentation covering the content of the tutorial.

Description of course content

The main focus of this lecture is the innovation process in service companies, or the implementation of new service ideas on the market. This includes, for example, sources for new service ideas, process models for the generation of service innovations as well as concepts for measurement and improvement of service quality.

Learning Outcomes

Students become familiar with the specifics of the services industry and focus on each phase of the service innovation process using appropriate methods and tools.

Innovation II - Basic Conditions of Innovation (Innovation II - Rahmenbedingungen der Innovation)	
Concerned students	Bachelor level
Concerned semester	Winter
Name of contact person ---	E-Mail: info.idm@bwi.uni-stuttgart.de
Teaching language	German
Teaching methods	Lecture and tutorial
Hours per week Lecture: 2; Tutorial: 2	ECTS-Credits Lecture: 3; Tutorial: 3
Prerequisites	---
Assessment Written exam	For Erasmus-students possible Oral exam & short PowerPoint presentation covering the content of the lecture; case study or presentation covering the content of the tutorial.

Description of course content

This lecture examines the institutional and macroeconomic frameworks which influence the internal operational innovation process. Among the relevant topics are the scientific and research system of a given country, intellectual property rights (patents, copyright, trade secrets, and trademarks) and product liability laws. These institutional and macroeconomic frameworks influence the opportunities and incentives for companies to invest in research and development.

Learning Outcomes

Students study in detail institutional and macroeconomic frameworks, analyze country-specific data and become acquainted with different possibilities to acquire and enforce intellectual property rights.

Innovation Management (Innovationsmanagement)	
Concerned students	Master level
Concerned semester	Winter
Name of contact person ---	E-Mail: info.idm@bwi.uni-stuttgart.de
Teaching language	German
Teaching methods	Lecture and tutorial
Hours per week Lecture: 2; Tutorial: 2	ECTS-Credits Lecture: 3; Tutorial: 3
Prerequisites	----
Assessment Written exam	For Erasmus-students possible Oral exam & short PowerPoint presentation covering the content of the lecture; case study or presentation covering the content of the tutorial

Description of course content

This class will focus on specific aspects of the economic management of innovations. For example, strategies concerning technologies, corporate license policy, patent portfolios and the question of “make or buy”, which arises with each innovation. All of these aspects will be specifically analyzed from an economical point of view - new institutional economics, resource based view, strategic approach of the industrial organization research.

Learning Outcomes

Students become familiar with different theories regarding the economic management of innovations and study specific cases where they can be best applied.

Service Operations Management (Service Operations Management)	
Concerned students	Master level
Concerned semester	Summer
Name of contact person ---	E-Mail: info.feim@bwi.uni-stuttgart.de
Teaching language	German
Teaching methods	Lecture and tutorial
Hours per week Lecture: 2; Tutorial: 2	ECTS-Credits Lecture: 3; Tutorial: 3
Prerequisites	----
Assessment Written exam	For Erasmus-students possible Oral exam & short PowerPoint presentation covering the content of the lecture; case study or presentation covering the content of the tutorial

Description of course content

The class covers concepts of service modularization, make or buy decisions in the services area, strategies of system bundling, i.e. the combination of service packages made up of single services. Furthermore, students are introduced to different aspects of service production (for example, customer integration, capacity management in service companies, etc.). The practical examples refer to IT services, facility management services and consulting services.

Learning Outcomes

Students become familiar with the specifics of the services industry, study different concepts used to generate and manage services, and learn how to use tools and methods specifically developed for the management needs of the services industry.

Further Information

Universität Stuttgart
 Lehrstuhl für ABWL, Innovations- und Dienstleistungsmanagement
 Prof. Dr. Wolfgang Burr
 Keplerstraße 17
 D-70174 Stuttgart
 Tel.: +49 (0)711 / 685-83149
 Fax: +49 (0)711 / 685-83145
 E-Mail: info.idm@bwi.uni-stuttgart.de
 Internet: <http://www.bwi.uni-stuttgart.de/innovation>

2.2.2 Department II – Chair of Organizational Design

Organizational Design & Leadership (Organisationsgestaltung und Personalführung (part of “BWL I: Produktion, Organisation, Personalführung, Strategisches Management”))	
Concerned students	Bachelor level
Concerned semester	Winter
Name of contact person Dr. Martin Rost	E-Mail martin.rost@bwi.uni-stuttgart.de
Teaching language	German
Teaching methods	Slide show-based lecture
Hours per week Lecture: 2; Tutorial: 1	ECTS-Credits Lecture: 3; Tutorial: 1.5
Prerequisites	Introduction to Business Administration
Assessment Written exam	For Erasmus-students possible Oral exam covering the content of the lecture.

Description of course content

Organizational differentiation and integration, building blocks of organizational structures, variants of organizational structures, organizational charts, process of organizational design, flexible and integrative structures, project organization, centers in the organization, matrix organization, coordination units, structuring internationally operating companies, organizational support of product management, HR-tools, leadership and management concepts, virtual organizations. Leadership styles, blended learning, incentive systems, recruiting and decruiting, on-, near- and off-the-job training, flexible employment contracts, performance based payment systems.

Learning Outcomes

Participants are enabled to understand and apply the basics of organizational design and human resource management with respect to recruiting, training, and motivating manpower.

Fields of Organizational Design (Organisatorische Gestaltungsfelder)	
Concerned students	Bachelor level
Concerned semester	Winter
Name of contact person Dr. Martin Rost	E-Mail martin.rost@bwi.uni-stuttgart.de
Teaching language	German
Teaching methods	Slide show-based lecture
Hours per week Lecture: 2; Tutorial: 2	ECTS-Credits Lecture: 3; Tutorial: 3
Prerequisites	Basics in Organizational Design
Assessment Written exam	For Erasmus-students possible Oral exam

Description of course content

Processes of organizational design (realistic & rationalistic approaches, setting objectives, organizational diagnosis, organizational planning, organizational implementation); project organization (multi-layer structures, multi-project organization, project-line relationships, project-community relationships); process organization (work process management, business process management, business reengineering); methods and tools of organizational design (charting & mapping, analysis of complex problems, diagnostic tools, idea generation and evaluation).

Learning Outcomes

Understanding organizational design processes within a hybrid model of rationalistic and realistic approaches. Acquiring insight into advanced project and business process management.

Organizational Change and Networks (Organisatorischer Wandel und Netzwerkorganisation)	
Concerned students	Bachelor level
Concerned semester	Summer
Name of contact person Dr. Martin Rost	E-Mail martin.rost@bwi.uni-stuttgart.de
Teaching language	German
Teaching methods	Slide show-based lecture
Hours per week Lecture: 2; Tutorial: 2	ECTS-Credits Lecture: 3; Tutorial: 3
Prerequisites	Basics in Organizational Design
Assessment Written exam	For Erasmus-students possible Oral exam

Description of course content

Network organization (inter-organizational networks, networks in supply and distribution management, value nets, ...), network dynamics, management of integration in and between organizations (integrative infrastructures, coordination devices, communication, ...), management of organizational change (challenges, tools, processes, effective and efficient change management, ...).

Learning Outcomes

Understanding complex organizations, overview of challenges and tools for the management of change and coordination within and between organizations.

Integrated Human Resource Management (Integriertes Humanressourcen-Management)	
Concerned students	Master level
Concerned semester	Winter
Name of contact person Dr. Martin Rost	E-Mail martin.rost@bwi.uni-stuttgart.de
Teaching language	German
Teaching methods	Slide show-based lecture; case studies in leadership
Hours per week Lecture: 2; Tutorial: 2	ECTS-Credits Lecture: 3; Tutorial: 3
Prerequisites	Basics of Organizational Design and Human Resource Management
Assessment Written exam	For Erasmus-students possible Oral exam

Description of course content

Interdependencies between people management and organizational design, determinants of human behavior, flexible workforce arrangements, leadership models, management of ideas, learning organization, management of overhead costs, business reengineering, downsizing, corporate culture, self-organization, empowerment, technocratic/ structural/ people-focused/ informational & cultural integration, strategic human resource management, working in virtual environments, reward systems, empowerment, change management, management development.

Learning Outcomes

Understand how to optimize human resources by integrated organizational and personnel management activities. Get an idea of how the two management functions cooperate in dealing with challenges and tasks.

Strategies and Structures (Strategien und Strukturen)	
Concerned students	Master level
Concerned semester	Summer
Name of contact person Dr. Martin Rost	E-Mail martin.rost@bwi.uni-stuttgart.de
Teaching language	German
Teaching methods	Slide show-based lecture; case studies
Hours per week Lecture: 2; Tutorial: 2	ECTS-Credits Lecture: 3; Tutorial: 3
Prerequisites	Basics of Strategic Management and Organizational Design
Assessment Written exam	For Erasmus-students possible Oral exam

Description of course content

The "structure follows strategy" paradigm; scope of strategies (e.g. product-market strategies; customer-focused strategy; competitive strategies; hybrid strategies; competency-based strategies); development of strategy (e.g. portfolio management methods, SWOT analysis); design of inter-organizational structures; design of competitive and coopetitive structures; value chains and value net; organizational segmentation; product-, customer- and geographically-focused segmentation; center organization; multidimensional structures; structures for supply chain management; holding structures

Learning Outcomes

Get an idea of the interdependencies between the two management functions "strategy" and "structure"; understand interorganizational hybrid structures of the cooperative type (e.g. joint ventures), competitive type (e.g. hypercompetition) and the coopetitive categories (e.g. networks).

Labor Law I (Arbeitsrecht I)	
Concerned students	Bachelor and master level
Concerned semester	Winter
Name of contact person Dr. Martin Wesch	E-Mail lehrstuhl.organisation@bwi.uni-stuttgart.de
Teaching language	German
Teaching methods	Slide show-based lecture
Hours per week Lecture: 1	ECTS-Credits Lecture: 2
Prerequisites	---
Assessment Written test	For Erasmus-students possible ---

Description of course content

Classification of labor law within the general law system, its social function and practical relevancy; employment relationships from the beginning to its end and beyond. Required contents, demarcation from other contracts, social insurance, the contents of a reminder, the law as to dismissal protection and the required contents of a reference. Further criteria regarding the regulations of an employment agreement are the employer's right of decisional authority, company practices and wage agreements.

Learning Outcomes

At the end of the lecture each student is familiar with the fundamental terms of labor law and labor law remedies.

Labor Law II (Arbeitsrecht II)	
Concerned students	Bachelor and master level
Concerned semester	Summer
Name of contact person Dr. Martin Wesch	E-Mail lehrstuhl.organisation@bwi.uni-stuttgart.de
Teaching language	German
Teaching methods	Slide show-based lecture, training on cases
Hours per week Lecture: 1	ECTS-Credits Lecture: 2
Prerequisites	Labor law I
Assessment Written test	For Erasmus-students possible ---

Description of course content

The lecture “Labor Law II” is based on the lecture “Labor Law I”. The knowledge regarding labor law remedies is being deepened. Starting with changes regarding the operational organization that can lead to a transfer of employees or dismissals terminating the employment contract or dismissals with the option of altered conditions of employment, the lecture especially deals with the right regarding dismissal protection. In doing so the acquired knowledge is being trained by cases in a workshop fashion.

Learning Outcomes

The participants shall be enabled to answer labor law questions just like an assistant of the managing board or an HR manager: How can changes regarding work hours, job content or place of work be legally effected from an employer's point of view? Does outsourcing justify the termination of employment agreements? What are the results of a business transfer? What is a social compensation plan and a reconciliation of interests? What are the consequences of being bound by collective agreements and when does that commitment end?

Further Information

Universität Stuttgart
 Lehrstuhl für Allgemeine Betriebswirtschaftslehre und Organisation
 Prof. Dr. B. Renzl
 Keplerstraße 17
 D-70174 Stuttgart
 Tel.: +49 (0)711 / 685-83156
 Fax: +49 (0)711 / 685-82764
 E-Mail: lehrstuhl.organisation@bwi.uni-stuttgart.de
 Internet: <http://www.bwi.uni-stuttgart.de/lfo>

2.2.3 Department III – Chair of Corporate Finance

Investment and Finance (Investition und Finanzierung (part of “BWL II: Rechnungswesen und Finanzierung”))	
Concerned students	Bachelor level
Concerned semester	Summer
Name of contact person Anja Kustermann	E-Mail Anja.kustermann@bwi.uni-stuttgart.de
Teaching language	German
Teaching methods	- Lecture Investment and Finance - Tutorial Investment and Finance
Hours per week Lecture: 2; Tutorial: 1	ECTS-Credits Lecture: 3; Tutorial: 1.5
Prerequisites	Introduction to Business Administration
Assessment Written exam (60 min) or oral exam covering the content of the lecture and the tutorial.	For Erasmus-students possible Written exam or oral exam covering the content of the lecture and the tutorial.

Description of course content

- Methods and techniques of static as well as dynamic investment calculations
- Capital budgeting
- Central forms of financing
- Cost of capital concepts
- Models of capital structure
- Investment and financing decisions under uncertainty and under risk
- Portfolio Selection Theory
- Capital Asset Pricing Model
- Introduction into derivatives

Learning Outcomes

Methods and techniques of static as well as dynamic investment calculations, capital budgeting, central forms of financing, cost of capital concepts, models of capital structure, investment and financing decisions under uncertainty and under risk, Portfolio Selection Theory, Capital Asset Pricing Model, Options, neo-institutional economical basics.

Principles of Corporate Accounting (Technik des betrieblichen Rechnungswesens (part of “Rechtliche Grundlagen der BWL”))	
Concerned students	Bachelor level
Concerned semester	Winter
Name of contact person Dr. Thomas Eschenbach	E-Mail thomas.eschenbach@bwi.uni-stuttgart.de
Teaching language	German
Teaching methods	- Lecture Principles of Corporate Accounting - Tutorial Principles of Corporate Accounting
Hours per week Lecture: 2; Tutorial: 1	ECTS-Credits Lecture: 3; Tutorial: 1.5
Prerequisites	-
Assessment Written exam (60 min) or oral exam covering the content of the lecture and the tutorial.	For Erasmus-students possible Written exam or oral exam covering the content of the lecture and the tutorial.

Description of course content

- technique for the development of annual reports (balance sheet, profit and loss account) according to HGB
- double bookkeeping
- legal and conceptual basics of accounting
- dealing with base cases of accounting in commercial and industrial enterprises

Learning Outcomes

The module will aim to cover the basic components of accounting according to HGB that are of primary concern to commercial and industrial enterprises, and all those considerations needed to make entrepreneurial decisions and setting up a balance sheet.

International Financial Management (Internationales Finanzmanagement)	
Concerned students	Bachelor level
Concerned semester	Summer
Name of contact person Manuel Renz	E-Mail Manuel.Renz@bwi.uni-stuttgart.de
Teaching language	German
Teaching methods	- Lecture International Financial Management - Tutorial International Financial Management
Hours per week Lecture: 2; Tutorial: 2	ECTS-Credits Lecture: 3; Tutorial: 3
Prerequisites	Investment and Finance
Assessment Written exam (90 min) or oral exam covering the content of the lecture and the tutorial.	For Erasmus-students possible Written exam or oral exam covering the content of the lecture and the tutorial.

Description of course content

- International monetary system
- Exchange rates and foreign exchange markets
- International parity conditions
- Foreign exchange exposure
- Exchange Risk Management
- International trade finance
- Multinational capital budgeting
- Project finance
- Global financial sourcing

Learning Outcomes

Students know the key tasks and decision models of international financial management in special consideration of transactions crossing currency area borders.

Investments (Investitionstheorie und -steuerung)	
Concerned students	Bachelor level
Concerned semester	Winter
Name of contact person Manuel Renz	E-Mail Manuel.Renz@bwi.uni-stuttgart.de
Teaching language	German
Teaching methods	- Lecture Investments - Tutorial Investments
Hours per week Lecture: 2; Tutorial: 2	ECTS-Credits Lecture: 3; Tutorial: 3
Prerequisites	Investment and Finance
Assessment Written exam (90 min) or oral exam covering the content of the lecture and the tutorial.	For Erasmus-students possible Written exam or oral exam covering the content of the lecture and the tutorial.

Description of course content

- Net present value and related methods
- Term structure of interest rates
- Valuation of interest-bearing bonds
- Risk management via duration concepts
- Equilibrium models of capital market oriented evaluation of equity and risk capital (primary shares)
- Selected questions concerning partial analytical evaluation of investment objects (usage and replacement time)
- Capital budgeting in imperfect capital markets
- Net present value with regard to capital structure and risk
- Capital asset pricing model and arbitrage pricing theory
- Performance measures

Learning Outcomes

Students gain in-depth knowledge of the central investment valuation techniques in the fields of interest-bearing financial instruments, risk-bearing financial instruments and real investment.

Symmetrical Derivates (Symmetrische Derivate)	
Concerned students	Master level
Concerned semester	Winter
Name of contact person Sven Raith	E-Mail sven.raith@bwi.uni-stuttgart.de
Teaching language	English
Teaching methods	- Lecture Symmetrical Derivatives - Tutorial Symmetrical Derivatives
Hours per week Lecture: 2; Tutorial: 2	ECTS-Credits Lecture: 3; Tutorial: 3
Prerequisites	----
Assessment Written exam (90 min) or oral exam covering the content of the lecture and the tutorial.	For Erasmus-students possible Written exam or oral exam covering the content of the lecture and the tutorial.

Description of course content

- Overview of models for the assessment of financial futures
- Designs and valuations of swaps
- Interest rate options and forward rate agreements
- Valuation of financial futures
- Use of selected derivatives in risk management
- Arbitrage, trading and hedging strategies via symmetrical derivatives
- Use of derivatives in the management of credit default risks
- Decision-theoretical approaches of risk analysis and management (especially value at risk models) as well as selected implementations in operational risk management

Learning Outcomes

Students gain deepened knowledge of symmetrical derivatives especially with regard to interest rate risk- and default risk-bearing underlying assets. They are able to evaluate them and to use them in a selected manner within the framework of financial and risk management. Furthermore the students can handle selected methods of risk analysis; especially they can identify risk positions and have knowledge in risk management.

Sustainable Finance 1 (Nachhaltigkeitsfinanzmanagement 1)	
Concerned students	Master level
Concerned semester	Winter
Name of contact person Fabian Bauer	E-Mail Fabian.bauer@bwi.uni-stuttgart.de
Teaching language	German
Teaching methods	- Lecture Sustainable Finance 1 - Tutorial Sustainable Finance 1
Hours per week Lecture: 2; Tutorial: 2	ECTS-Credits Lecture: 3; Tutorial: 3
Prerequisites	----
Assessment Written exam (90 min) or oral exam covering the content of the lecture and the tutorial.	For Erasmus-students possible Written exam or oral exam covering the content of the lecture and the tutorial.

Description of course content

- The links between ethics and capital markets theory
- Sustainability reporting of firms
- Sustainability rating
- Sustainable investments
- Sustainability and asset management strategies
- Performance measurement und results of sustainable investing

Learning Outcomes

Students gain deepened knowledge of sustainability in the area of corporate finance, especially with regard to ethics in finance, sustainability ratings, sustainable investments, capital market theory and asset allocation, active ownership, carbon finance and microfinance.

Sustainable Finance 2 (Nachhaltigkeitsfinanzmanagement 2)	
Concerned students	Master level
Concerned semester	Summer
Name of contact person Fabian Bauer	E-Mail Fabian.Bauer@bwi.uni-stuttgart.de
Teaching language	German
Teaching methods	- Lecture Sustainable Finance 2 - Tutorial Sustainable Finance 2
Hours per week Lecture: 2; Tutorial: 2	ECTS-Credits Lecture: 3; Tutorial: 3
Prerequisites	----
Assessment Written exam (90 min) or oral exam covering the content of the lecture and the tutorial.	For Erasmus-students possible Written exam or oral exam covering the content of the lecture and the tutorial.

Description of course content

- Sustainability concepts and principles
- Sustainability as a part of the theory of the firm and business evaluation
- Theoretical models of impact by sustainability strategies in investing
- Active ownership
- Alternative investments: microfinance and microcredits
- Sustainable/green buildings (certification and evaluation)
- Types of sustainability investors (foundations, pension fund institutions, high net worth individuals, retail investors)
- Asset allocation with regard to non-financial key performance indicators

Learning Outcomes

Students gain deepened knowledge of sustainability in the area of corporate finance, especially with regard to the valuation of a firm by integrating sustainability criteria, sustainable/green buildings, the impact of sustainable financial management and asset management, characteristics of sustainability investors and their asset allocation processes.

Asymmetrical Derivatives (Asymmetrische Derivate)	
Concerned students	Master level
Concerned semester	Summer
Name of contact person Sven Raith	E-Mail sven.raith@bwi.uni-stuttgart.de
Teaching language	English
Teaching methods	- Lecture Asymmetrical Derivatives - Tutorial Asymmetrical Derivatives
Hours per week Lecture: 2; Tutorial: 2	ECTS-Credits Lecture: 3; Tutorial: 3
Prerequisites	----
Assessment Written exam (90 minutes) or oral exam covering the content of the lecture and the tutorial.	For Erasmus-students possible Written exam or oral exam covering the content of the lecture and the tutorial.

Description of course content

- Valuation and management of asymmetric derivatives (options): central time-discrete and continuous-time valuation models of the option pricing theory
- Derivations of the Black/Scholes model and extensions
- Exotic options
- Options with specific underlyings (commodities, derivatives etc.)
- Option strategies
- Embedded options and their valuation
- Real options models and valuation
- Case studies on real options

Learning Outcomes

Students gain deepened knowledge of the option pricing theory and are able to value financial contracts as well as real options and further selected derivatives. They are able to explain and to question critically their application possibilities in the risk and investment management.

Further Information

Universität Stuttgart

Lehrstuhl für ABWL und Finanzwirtschaft

Prof. Dr. Henry Schäfer

Keplerstraße 17

D-70174 Stuttgart

Tel.: +49 (0)711 / 685-86000

Fax: +49 (0)711 / 685-86009

E-Mail: finance@bwi.uni-stuttgart.de

Internet: [http:// www.bwi.uni-stuttgart.de/finance](http://www.bwi.uni-stuttgart.de/finance)

2.2.4 Department IV – Chair of Logistics and Supply Management

Logistics Functions (Logistikfunktionen)	
Concerned students	Bachelor level
Concerned semester	Summer
Name of contact person	E-Mail logistik@bwi.uni-stuttgart.de
Teaching language	German
Teaching methods	- Lecture Logistics Functions - Tutorial Mathematical Methods in Logistics
Hours per week Lecture: 2; Tutorial: 2	ECTS-Credits Lecture: 3; Tutorial: 3
Prerequisites	---
Assessment Written exam (120 minutes) covering the content of the lecture and the tutorial.	For Erasmus-students possible Written exam (Lecture and Tutorial) or oral exam covering the content of the lecture or the Tutorial Logistics functions

Description of course content

- Lecture:
- Basic principles of business logistics
 - Traffic and Transport: Planning/control of direct transports, multi modal transport and vehicle routing
 - In-house transport: particular characteristics of in-house transport
 - Storage & warehousing: planning of warehouse location, planning of layouts & assignment of storage; planning & control of storage & removal; picking principles
 - Inventory management: planning/control of purchase order quantity & safety stocks
- Tutorial:
- Modeling, solving and discussion of logistical problems
 - Transport-, travelling salesman-, capacitated vehicle routing problem
 - Warehouse location problem and facility layout problem
 - Economic order quantities and calculation of safety stocks

Learning Outcomes

- Lecture: Students know and can reflect the subject of logistics. They should be able to give an overview of the different logistics functions and have specific knowledge of the logistics functions and subfunctions.
- Tutorial: Students know and can reflect an extended knowledge by focusing on the quantitative dimension of logistical problems. They should be able to familiarize with Operations Research methods in logistics and develop the ability to model, solve and discuss logistical problems.

Logistics Management (Logistikmanagement)	
Concerned students	Bachelor level
Concerned semester	Winter
Name of contact person	E-Mail logistik@bwi.uni-stuttgart.de
Teaching language	German
Teaching methods	- Lecture Logistics Management - Tutorial Logistics Management
Hours per week Lecture: 2; Tutorial: 2	ECTS-Credits Lecture: 3; Tutorial: 3
Prerequisites	---
Assessment Written exam (120 minutes) covering the content of the lecture and the tutorial.	For Erasmus-students possible Written exam (Lecture and Tutorial) or oral exam covering the content of the lecture or the Tutorial Logistics management.

Description of course content

- Lecture: - Basic principles of logistics management
- Human resource management in logistics: operational employees, logistics managers and executives
 - Organization in logistics: division of labor; instruments of coordination; configuration and delegation of decision-making
 - Planning in logistics: strategic, tactical and operational planning
 - Monitoring in logistics: Identification and monitoring of the flow of freight; monitoring of logistical costs and performance; quality monitoring
 - Management of resources in logistics: asset management in logistics; financial management in logistics
- Tutorial: - Case studies and further practices referring to tasks, requirements and capabilities of logistics managers

Learning Outcomes

- Lecture: Students know and can reflect the subject of logistics management. They should be able to design logistical structures and processes and carry out strategic planning in logistics.
- Tutorial: Students know and can reflect logistical problems logistics managers are confronted with. They should be able to familiarize the inter-functional role of logistics managers, solve and discuss logistical problems.

Logistics Services (Logistikdienstleistungen)	
Concerned students	Master level
Concerned semester	Summer
Name of contact person	E-Mail logistik@bwi.uni-stuttgart.de
Teaching language	German
Teaching methods	- Lecture Logistics Service Management (reading and discussing scientific articles) - Tutorial Logistics Service Management (case studies)
Hours per week Lecture: 2; Tutorial: 2	ECTS-Credits Lecture: 3; Tutorial: 3
Prerequisites	---
Assessment Written exam (90 minutes) covering the content of the lecture and the tutorial.	For Erasmus-students possible Written or oral exam covering the content of the lecture and the tutorial.

Description of course content

- Fundamentals of management of logistics service relationships
- Elements of strategic and operative decision making in Logistics Services Management
- Transportation and freight forwarding
- Parcel services
- Third party logistics and warehousing
- Elements of management of the relationship to all phases of logistics services procurement, especially tendering, selection and service provider relationship management

Learning Outcomes

Students know and can reflect theories of logistics services management. They should be able to

- organize the management of logistics service relationships
- organize especially the management of third party logistics relationships

Supply Chain Management (Supply Chain Management)	
Concerned students	Master level
Concerned semester	Winter
Name of contact person	E-Mail logistik@bwi.uni-stuttgart.de
Teaching language	German
Teaching methods	- Lecture Supply Chain Management (reading and discussing scientific articles) - Tutorial Supply Chain Management (case studies)
Hours per week Lecture: 2; Tutorial: 2	ECTS-Credits Lecture: 3; Tutorial: 3
Prerequisites	---
Assessment Written exam (90 minutes) covering the content of the lecture and of the tutorial.	For Erasmus-students possible Written or oral exam covering the content of the lecture and the tutorial.

Description of course content

- Lecture:
- Supply Chain Management: theories and perspectives
 - Concepts and management approaches of Supply Chain Management
 - Structural and value-based coordination of Supply Chains
 - The role of information technology in Supply Chain Management
 - Organizational structures of the Supply Chain Function
 - Personnel capabilities and occupational profiles in Supply Chain Management
 - Ecological and social sustainability in Supply Chain Management

- Tutorial:
- Case studies and further practices referring to supply chain management

Learning Outcomes

Students have and can reflect an extended knowledge by focusing on theoretical foundations and models of Supply Chain Management. They should be able to

- familiarize with the variety of aspects Supply Chain Management applies to
- develop the ability to work scientifically within the comprehensive field of Supply Chain Management

Supply Management (Supply Management)	
Concerned students	Master level
Concerned semester	Winter
Name of contact person	E-Mail logistik@bwi.uni-stuttgart.de
Teaching language	German
Teaching methods	- Lecture Supply Management (reading and discussing scientific articles) - Tutorial Supply Management (case studies)
Hours per week Lecture: 2; Tutorial: 2	ECTS-Credits Lecture: 3; Tutorial: 3
Prerequisites	---
Assessment Written exam (90 minutes) covering the content of the lecture and of the tutorial.	For Erasmus-students possible Written or oral exam covering the content of the lecture and the tutorial.

Description of course content

- Lecture:
- Strategic Supply Management
 - Elements of ensuring the external success factors of the purchasing company
 - Supplier management
 - Assessment and pre-selection of new suppliers
 - Establishment of supplier-buyer relationships
 - Elements of supplier relationship control
 - Analysis and planning of the procurement object structure and the supplier structure
 - Study of the human and organizational framework of supply management
- Tutorial:
- Case studies and further practices referring to supply management

Learning Outcomes

- Students know and can reflect theories of supply management. They should be able to
- analyze and plan the procurement object structure and the supplier structure
 - organize the management of supplier-buyer relationships

Further Information

Universität Stuttgart

Lehrstuhl für Lehrstuhl für ABWL, Logistik und Beschaffungsmanagement

Prof. Dr. Rudolf Large

Keplerstraße 17

D-70174 Stuttgart

Tel.: +49 (0)711 / 685-83422

Fax: +49 (0)711 / 685-83594

E-Mail: logistik@bwi.uni-stuttgart.de

Internet: <http://www.bwi.uni-stuttgart.de/index.php?id=15>

2.2.5 Department V – Chair of Management Accounting and Control

Introduction to Management Control (Einführung in das Controlling)	
Concerned students	Bachelor level
Concerned semester	Winter
Name of contact person See website (www.uni-stuttgart.de/controlling)	E-Mail lehrstuhl.controlling@bwi.uni-stuttgart.de
Teaching language	German
Teaching methods	Lecture and tutorial
Hours per week Lecture: 2; Tutorial: 2	ECTS-Credits Lecture: 3; Tutorial: 3
Prerequisites	Introduction to Managerial and Financial Accounting
Assessment Written exam	For Erasmus-students possible Performance can be assessed by a 15-minutes oral examination, covering the content of the lecture and the tutorial.

Description of course content

Overview of alternative concepts of management control. Elements of performance management systems. Tasks and instruments of management control, such as portfolio planning, reporting and internal auditing, performance indicators and scorecards, budgeting, and transfer pricing are discussed.

Required and suggested readings which the lecture is based upon include (among others):

- Friedl, G./Hofmann, C./Pedell, B.: Kostenrechnung, 2. Aufl., München 2013.
- Horváth, P./Gleich, R./Seiter, M.: Controlling, 13. Auflage, München 2015.
- Küpper, H.-U./Friedl, G./Hofmann, C./Hofmann, Y./Pedell, B.: Controlling: Konzeption, Aufgaben und Instrumente, 6. Aufl., Stuttgart 2013.
- Weber, J./Schäffer, U.: Einführung in das Controlling, 14. Aufl., Stuttgart 2014.

Learning Outcomes

Students have a deep understanding of the management control system and are informed about the most important tasks and instruments of management control.

Management-Oriented Accounting (Führungsorientiertes Rechnungswesen)	
Concerned students	Bachelor level
Concerned semester	Summer
Name of contact person See website (www.uni-stuttgart.de/controlling)	E-Mail lehrstuhl.controlling@bwi.uni-stuttgart.de
Teaching language	German
Teaching methods	Lecture and tutorial
Hours per week Lecture: 2; Tutorial: 2	ECTS-Credits Lecture: 3; Tutorial: 3
Prerequisites	Introduction to Managerial and Financial Accounting
Assessment Written exam	For Erasmus-students possible Performance is assessed by a 15-minutes oral examination, covering the content of the lecture and the tutorial.

Description of course content

Decision support based on cost and revenue calculations, purposes and application of cost accounting, direct costing, activity-based costing, target costing, cost control, harmonization with external accounting, exercises and case scenarios. Accounting systems such as Grenzplankostenrechnung. Cost accounting under uncertainty. Alignment of cost accounting and investment theory.

Required and suggested readings upon which the lecture is based include (among others):

- Albers, S.: Ein System zur IST-SOLL-Abweichungs-Ursachenanalyse von Erlösen. In: Zeitschrift für Betriebswirtschaft (59) 1989, S. 637-654.
- Ewert, R./Wagenhofer, A.: Interne Unternehmensrechnung. 7. Aufl., Berlin et al. 2008.
- Friedl, G./Hofmann, C./Pedell, B.: Kostenrechnung, 2. Aufl., München 2013.
- Horváth, P./Mayer, R.: Prozesskostenrechnung - Der neue Weg zu mehr Kostentransparenz und wirkungsvolleren Unternehmensstrategien. In: Controlling (1) 1989, S. 214-219.
- Kilger, W./Pampel, J./Vikas, K.: Flexible Plankostenrechnung und Deckungsbeitragsrechnung. 13. Aufl., Wiesbaden 2012.
- Küpper, H.-U./Friedl, G./Hofmann, C./Pedell, B.: Übungsbuch zur Kosten- und Erlösrechnung. 6. Aufl., München 2011.
- Riebel, P.: Einzelkosten- und Deckungsbeitragsrechnung. Grundfragen einer markt- und entscheidungsorientierten Unternehmensrechnung. 7. Aufl., Wiesbaden 1994.
- Schweitzer, M./Küpper H.-U.: Systeme der Kosten- und Erlösrechnung. 11. Aufl., München 2016.

Learning Outcomes

Overview of purposes and instruments of management accounting and ability to judge the instrument's appropriateness in different scenarios.

Introduction to Managerial and Financial Accounting (Internes und Externes Rechnungswesen (part of „BWL II: Rechnungswesen und Finanzierung“))	
Concerned students	Bachelor level
Concerned semester	Summer
Name of contact person See website (www.uni-stuttgart.de/controlling)	E-Mail lehrstuhl.controlling@bwi.uni-stuttgart.de
Teaching language	German
Teaching methods	Lecture and tutorial
Hours per week Lecture: 2; Tutorial: 2	ECTS-Credits Lecture: 3; Tutorial: 3
Prerequisites	Introduction to Business Administration
Assessment Written exam	For Erasmus-students possible 15-minutes oral examination, covering the content of the lecture and the tutorial.

Description of course content

The course is split into two parts: The first part covers management accounting. Students will learn the basic terms, various methods for allocating costs to products as well as business units, methods for profit measurement and for decision making based on cost information. The second part covers financial accounting. Students will learn basic terms, know how to read and interpret balance sheets and income statements (based on the regulations of the German Commercial Code (HGB) and international standards (IAS/IFRS). They will learn when items have to be recognized in balance sheets and income statements and how they are measured.

Required and suggested readings which the lecture is based upon include (among others):

- Baetge, J./Kirsch, H.-J./Thiele, S.: Bilanzen, 13. Auflage, Düsseldorf 2015.
- Coenenberg, A. G./Haller, A./Mattner, G./Schultze, W.: Einführung in das Rechnungswesen, 5. Aufl., Stuttgart 2014.
- Coenenberg, A. G./Haller, A./Schultze, W.: Jahresabschluss und Jahresabschlussanalyse, 24. Auflage, Stuttgart 2016.
- Friedl, G./Hofmann, C./Pedell, B.: Kostenrechnung , 2. Aufl., München 2013.
- Küpper, H.-U./Friedl, Gunther/Hofmann, C./Pedell, B.: Übungsbuch zur Kosten- und Erlösrechnung, 6. Aufl., München 2011.
- Pellens, B./Fülbier, R. U./Gassen, J./Sellhorn, T.: Internationale Rechnungslegung, 9. Aufl., Stuttgart 2014.
- Weber, J./Weißberger, B. : Einführung in das Rechnungswesen. Bilanzierung und Kostenrechnung, 8. Aufl., Stuttgart 2010.

Learning Outcomes

Students get an understanding of basic issues in management accounting as well as financial accounting, the latter being based on the German Commercial Code (HGB) and international accounting standards (IAS/IFRS). Students gain the necessary skills for structuring and solving decision problems within this area and are prepared for advanced accounting courses.

Value-Based Management (Value-Based Management)	
Concerned students	Master level
Concerned semester	Winter
Name of contact person See website (www.uni-stuttgart.de/controlling)	E-Mail lehrstuhl.controlling@bwi.uni-stuttgart.de
Teaching language	English
Teaching methods	Lecture and tutorial, integrated case study
Hours per week Lecture: 2; Tutorial: 2	ECTS-Credits Lecture: 3; Tutorial: 3
Prerequisites	Management Control as part of the Bachelor's degree
Assessment Written Exam	For Erasmus-students possible Performance is assessed by a 15-minutes oral examination, covering the content of the lecture and the tutorial.

Description of course content

Shareholder and stakeholder value and financial ratio analysis are discussed at the outset of the course. The focus of the course lies on the concept of residual income as a performance measure, esp. on EVA with possible accounting adjustments. The link between value creation and residual income and possible advantages and disadvantages of residual income as a performance measure are covered, including a discussion on goal congruence. Within the framework of management compensation, the different and sometimes conflicting goals are discussed. Diverse means of compensation, such as stock options and bonus plans, are covered. An introduction to real options is also offered within the course. Remarks on the process of implementing value-based management in a company and on some of its pitfalls are presented at the end of the course. A case study is part of the course.

Required and suggested readings which the lecture is based upon include (among others):

- Young, S. D./O'Byrne, S. F.: EVA and Value-Based Management: A Practical Guide to Implementation, New York et al. 2001 (central textbook of the course).
- Brealy, R. A./Myers, S. C./Allen, F.: Principles of Corporate Finance, Global Edition, 2014.
- Copeland, T./Antikarov, V.: Real Options: A Practitioner's Guide, New York, 2003.
- Dutta, S./Reichelstein, S. (2005): Accrual Accounting for Performance Evaluation, Review of Accounting Studies 10, pp. 527-552 and various selected papers.

Learning Outcomes

Students get a deep understanding of value-based management and acquire the corresponding problem-solving skills.

Management Control with SAP ERP (Controlling mit SAP)	
Concerned students	Master level
Concerned semester	Winter/Summer
Name of contact person See website (www.uni-stuttgart.de/controlling)	E-Mail lehrstuhl.controlling@bwi.uni-stuttgart.de
Teaching language	German
Teaching methods	<ul style="list-style-type: none"> - Prior to the course, students have to prepare exercises and a case study on their own. - During the course, the students implement the case study in the SAP system in groups of 2-4 members. - Students are also required to give a short presentation of an assigned paper during the course.
Hours per week 2 (4-day block course)	ECTS-Credits 3
Prerequisites	Management Control as part of the Bachelor's degree
Assessment Written Exam	For Erasmus-students possible Performance is assessed by a 15-minutes oral examination covering the content of course

Description of course content

This course gives a general overview and introduction to SAP Enterprise Resource Planning (ERP). For this purpose, a cost accounting case study (overhead cost accounting, cost center accounting, product costing, multi-level break-even analysis, and profitability analysis) is completely modeled in the SAP system.

Required reading (text book):

- Friedl, G./Hilz, C./Pedell, B.: Controlling mit SAP, 6th edition, Wiesbaden 2012.

Learning Outcomes

This computer-aided block course gives an insight into the possibilities and limitations of SAP Enterprise Resource Planning (SAP ERP) and a brief overview of further SAP modules like Business Warehouse (SAP BW), Business Objects (SAP BO) or SAP Governance Risk and Compliance (SAP GRC).

Strategic Corporate Management with SAP (Strategische Unternehmensführung mit SAP)	
Concerned students	Master level
Concerned semester	Summer
Name of contact person Prof. Dr. Christof Schimank	E-Mail lehrstuhl.controlling@bwi.uni-stuttgart.de
Teaching language	German
Teaching methods	Lecture (exercises included), practical exercise with SAP Crystal Dashboard Design
Hours per week Lecture: 2	ECTS-Credits Lecture: 3
Prerequisites	Management Control as part of the Bachelor's degree
Assessment Written Exam	For Erasmus-students possible Performance is assessed by a 15-minutes oral examination, covering the content of course.

Description of course content

- Possible applications of innovative standard software for strategic corporate management
- SAP portfolio for corporate control
- SAP Business Intelligence
- SAP Business Objects
- Big Data: New challenges and opportunities for strategic corporate management

Required and suggested readings which the lecture is based upon include (among others):

- Dinkel, C./Raveneau, J.: Discover SAP BusinessObjects, Bonn 2011.
- Egger, N./Hastenrath, K./Kästner, A./Kramer, S./Stecher, D.: Reporting und Analyse mit SAP BusinessObjects, Bonn 2009.
- Friedl, G./Hilz, C./Pedell, B.: Controlling mit SAP, 6. Auflage, Wiesbaden 2012.
- Heilig, L./John, P./Kessler, T./Knötzele, T./Thaler-Mieslinger, K.: SAP NetWeaver BW und SAP BusinessObjects, 2. Aufl., Bonn 2013.
- Horváth, P./Gleich, R./Seiter, M.: Controlling, 13. Auflage, München 2015.
- Kemper, H.-G/Baars, H./Mehanna, W.: Business Intelligence - Grundlagen und praktische Anwendungen, 3. Auflage, Wiesbaden 2010.
- Küpper, H.-U./Friedl, G./Hofmann, C./Hofmann, Y./Pedell, B.: Controlling: Konzeption, Aufgaben und Instrumente, 6. Aufl., Stuttgart 2013.
- Meier, M./Sinzig, W./Mertens, P.: SAP Strategic Enterprise Management/Business Analytics, 2. Auflage, Berlin 2004.
- Read, C./Scheuermann, H.-D.: The CFO as Business Integrator, Chichester 2003.

Learning Outcomes

Students will gain an insight into which methods of strategic corporate management are supported by SAP.

Risk Management, Reporting, and Internal Auditing (Risikomanagement, Reporting und interne Revision)	
Concerned students	Master level
Concerned semester	Summer
Name of contact person Dr. Peter Rötzel	E-Mail lehrstuhl.controlling@bwi.uni-stuttgart.de
Teaching language	German
Teaching methods	Lecture and case studies
Hours per week Lecture: 2	ECTS-Credits Lecture: 3
Prerequisites	Management Control as part of the Bachelor's degree
Assessment Written Exam	For Erasmus-students possible Performance is assessed by a 15-minutes oral examination, covering the content of course.

Description of course content

- Risk management and managerial control of risks and management behavior.
- Simulation techniques of risk management (GoldSim).
- Behavioral accounting in reporting systems, information systems, and intra-firm communication.
- Intern auditing: tests, methods, design.

Required and suggested readings which the lecture is based upon include (among others):

- Chapman, C. S./Hopwood, A. G./Shields, M. D.: Handbook of Management Accounting Research, Vol. 2. Oxford: Elsevier 2007.
- Friedl, G./Hofmann, C./Pedell, B.: Kostenrechnung, 2. Aufl., München 2013.
- Bonner, S. E. : Judgment and Decision Making in Accounting. Pearson/Prentice Hall 2007.
- Shadish, W.R./Cook, T. D./Campbell, D.: Experimental and Quasi-Experimental Designs for Generalized Causal Inference. Belmont, CA: Wadsworth 2002.
- Chenhall, R. H./Chapman, C. S.: Theorising and Testing Fit in Contingency Research on Management Control Systems, in: Hoque, Z (Ed.): Methodological Issues in Accounting Research: Theories and Methods. London: Spiramus 2006.

Learning Outcomes

Students know how to cope with tasks and instruments of management control for risk management, reporting and internal auditing. The course is both theory-based and practice-oriented. The methods and instruments are applicable in day-to-day business when facing risk, reporting or internal auditing problems.

Operative Control of Value Chains

(Operative Steuerung der Wertschöpfungskette)

Concerned students	Master level
Concerned semester	Summer
Name of contact person Prof. Dr. Reinhold Mayer	E-Mail lehrstuhl.controlling@bwi.uni-stuttgart.de
Teaching language	German
Teaching methods	Lecture theory of operative control systems and practical case studies of performance management in procurement, logistics, manufacturing and sales
Hours per week Lecture: 2	ECTS-Credits Lecture: 3
Prerequisites	Management Control as part of the Bachelor's degree
Assessment Written Exam	For Erasmus-students possible Performance is assessed by a 15-minutes oral examination, covering the content of course.

Description of course content

- Elements of operative control concepts
- Value driver concepts for operative control
- Performance measurement concepts in value chains (procurement, logistics, manufacturing, sales)
- Elements of performance control concepts (target setting, target break down logic, reporting concepts, management and performance dialogue, principles of lean management, visualization of KPIs, performance oriented compensation systems)
- Specific control concepts for procurement, logistics, manufacturing and sales

Learning Outcomes

Students learn how to reflect concepts and critical elements of operational control systems. They should be able to evaluate established systems and to create or modify control systems in relation to the specific frame in an existing value chain.

International Accounting (Internationale Rechnungslegung)	
Concerned students	Master level
Concerned semester	Summer
Name of contact person Markus Göttgens	E-Mail lehrstuhl.controlling@bwi.uni-stuttgart.de
Teaching language	German
Teaching methods	Lecture (exercises included)
Hours per week Lecture: 2	ECTS-Credits Lecture: 3
Prerequisites	Management Control as part of the Bachelor's degree
Assessment Written Exam	For Erasmus-students possible Performance is assessed by a 15-minutes oral examination, covering the content of course.

Description of course content

This course gives a general overview and introduction to international accounting standards, i.e. International Accounting Standards/International Financial Reporting Standards (IAS/IFRS) and United States Generally Accepted Accounting Principles (US-GAAP). Moreover, it covers different IFRSs in more detail, e.g. intangible assets, property, plant and equipment, provision, revenue recognition.

Learning Outcomes

The lecture focuses on the fundamentals as well as current accounting aspects according to IAS.

Management Control in the Energy Industry

(Unternehmenssteuerung in der Energiewirtschaft)

Concerned students	Master level
Concerned semester	Summer
Name of contact person Markus Göttgens	E-Mail lehrstuhl.controlling@bwi.uni-stuttgart.de
Teaching language	German
Teaching methods	Lecture
Hours per week Lecture: 2	ECTS-Credits Lecture: 3
Prerequisites	Management Control as part of the Bachelor's degree
Assessment Written Exam	For Erasmus-students possible Performance is assessed by a 15-minutes oral examination, covering the content of course.

Description of course content

Students get an understanding of basic issues of energy industry. Further topics are value chains, price calculation, transfer prices, integrated control and unbundling, operating key performance indicators, accounting, business models and strategies.

Learning Outcomes

Students receive an insight into the basics of the energy industry and its components.

Compliance Management (Compliance Management)	
Concerned students	Master level
Concerned semester	Summer
Name of contact person Markus Göttgens	E-Mail lehrstuhl.controlling@bwi.uni-stuttgart.de
Teaching language	German
Teaching methods	Lecture
Hours per week Lecture: 2	ECTS-Credits Lecture: 3
Prerequisites	Management Control as part of the Bachelor's degree
Assessment Written Exam	For Erasmus-students possible Performance is assessed by a 15-minutes oral examination, covering the content of course.

Description of course content

This course gives a general view about compliance management. Other issues are compliance database, risk analysis and derivation of measures, structure of a compliance-organization and ascertainties in companies. Communication, incentive programs and donations, antitrust law and data privacy and compliance in supply chain are also treated. Furthermore measurability of compliance-activities, inclusion of employee representation, compliance in the M&A and PMI-process are subjects of this course.

Learning Outcomes

The lecture focuses on different aspects of compliance management.

Further Information

Universität Stuttgart
 Lehrstuhl für ABWL und Controlling
 Prof. Dr. Burkhard Pedell
 Keplerstraße 17
 D-70174 Stuttgart
 Tel.: +49 (0)711 / 685-83170
 Fax: +49 (0)711 / 685-83151
 E-Mail: lehrstuhl.controlling@bwi.uni-stuttgart.de
 Internet: <http://www.bwi.uni-stuttgart.de/index.php?id=214>

2.2.6 Department VI – Chair of Marketing

Introduction to Marketing (Einführung in das Marketing)	
Concerned students	Bachelor level
Concerned semester	Winter
Name of contact person	E-Mail dominik.hettich@bwi.uni-stuttgart.de
Teaching language	German
Teaching methods	- Lecture - Tutorial
Hours per week Lecture: 2; Tutorial: 2	ECTS-Credits Lecture and tutorial: 4,5
Prerequisites	---
Assessment Exam	For Erasmus-students possible Written exam or oral exam covering the content of the lecture and the tutorial.

Description of course content

1. General Principles
2. Theoretical Perspective: Customer Behavior
3. Strategic Perspective: Strategic Marketing
4. Instrumental Perspective:
 - 4.1 Product Policy
 - 4.2 Price Policy
 - 4.3 Promotion Policy
 - 4.4 Distribution Policy
5. Institutional Perspective: International Marketing

Learning Outcomes

Students get an overview of the entire substance of the subject area marketing and acquire basic knowledge.

Market Research (Marketing II: Marktforschung)	
Concerned students	Bachelor level
Concerned semester	Winter
Name of contact person	E-Mail dominik.hettich@bwi.uni-stuttgart.de
Teaching language	German
Teaching methods	- Lecture - Tutorial
Hours per week Lecture: 2; Tutorial: 2	ECTS-Credits Lecture: 3; Tutorial: 3
Prerequisites	---
Assessment Exam	For Erasmus-students possible Written exam or oral exam covering the content of the lecture and the tutorial.

Description of course content

1. Basics of Market Research
2. Definition of Data Collection Method
3. Sampling
4. Design of the Survey Instrument
5. Implementation of Data Collection
6. Editing and Coding of Data
7. Data Analysis and Interpretation

Learning Outcomes

This course addresses the key concepts and use of market research as an aid to making marketing decisions. It allows students to understand how to apply those tools to solve real-life business problems. As an important element of this course, the students get an introduction to the widely-used statistical software package SPSS, which is appropriate to analyze market research data.

Business-to-Business and Services Marketing (Marketing I: Business-to-Business- und Dienstleistungsmarketing)	
Concerned students	Bachelor level
Concerned semester	Summer
Name of contact person	E-Mail dominik.hettich@bwi.uni-stuttgart.de
Teaching language	English
Teaching methods	- Lecture - Tutorial
Hours per week Lecture: 2; Tutorial: 2	ECTS-Credits Lecture: 3; Tutorial: 3
Prerequisites	---
Assessment Exam	For Erasmus-students possible Written exam or oral exam covering the content of the lecture and the tutorial.

Description of course content (Business-to-Business Marketing)

1. Basics of Business-to-Business Marketing
2. Organizational Buying Behavior
3. Specifics among Marketing-Mix Instruments in B2B Settings

Description of course content (Services Marketing)

1. Basics of Services Marketing
2. Service Quality
3. Specifics among Marketing-Mix Instruments in Service Settings

Learning Outcomes

Students get an overview of the specific characteristics of Business-to-Business Marketing and differences between Business-to-Business Marketing and Consumer Goods Marketing. Students can critically analyse models and concepts of Business-to-Business and Services Marketing.

Empirical Social Research (Empirische Sozialforschung)	
Concerned students	Master level
Concerned semester	Winter
Name of contact person	E-Mail: dominik.hettich@bwi.uni-stuttgart.de
Teaching language	German
Teaching methods	- Lecture - Tutorial
Hours per week Lecture: 2; Tutorial: 2	ECTS-Credits Lecture: 3; Tutorial: 3
Prerequisites	---
Assessment Exam	For Erasmus-students possible Written exam covering the content of the lecture and the tutorial.

Description of course content

1. Theoretical principles of empirical research
2. Statistical principles of empirical research
3. Introduction to experimental research
4. Introduction to survey research
5. Introduction to research based on secondary data
6. Introduction to qualitative research
7. Data analysis and interpretation

Learning Outcomes

The module provides an overview of the foundations and methods of empirical research in business administration based on primary and secondary data. Furthermore the students will be able to evaluate the strengths and weaknesses of various research methods and additionally they are able to apply multivariate techniques to analyze data and interpret the results. As an important element of this course, the students get an introduction to the widely-used statistical software package SPSS, which is appropriate to analyze market research data.

Product Management (Produktmanagement)	
Concerned students	Master level
Concerned semester	Summer
Name of contact person	E-Mail: dominik.hettich@bwi.uni-stuttgart.de
Teaching language	German
Teaching methods	- Lecture - Tutorial
Hours per week Lecture: 2; Tutorial: 2	ECTS-Credits Lecture: 3; Tutorial: 3
Prerequisites	---
Assessment Exam	For Erasmus-students possible Written exam or oral exam covering the content of the lecture and the tutorial

Description of course content

1. General aspects of Product Management
 - 1.1. General principles and relevance of Product Management
 - 1.2. General aspects of Revealed Preferences
2. Innovation Management
 - 2.1. Principles
 - 2.2. Strategic environment
 - 2.3. Idea generation
 - 2.4. Concept definition
 - 2.5. Concept evaluation
 - 2.6. Market launch
 - 2.7. Innovation Process Management
3. Managing Established Products
 - 3.1. Organization
 - 3.2. Strategic Product Planning
 - 3.3. Complexity Cost Management

Learning Outcomes

The module provides an overview of general problems and tasks of product management and explains fundamental concepts and methods, such as identifying customer needs for implementation into product policy and market launch of new products. The study of established products will focus particularly on complexity management and the management of sequential product generations.

Further Information

Universität Stuttgart

Lehrstuhl für ABWL und Marketing

Prof. Dr. Torsten Bornemann

Keplerstraße 17

D-70174 Stuttgart

Tel.: +49 (0)711 / 685-82941

Fax: +49 (0)711 / 685-82942

E-Mail: lehrstuhl.marketing@bwi.uni-stuttgart.de

Internet: <http://www.bwi.uni-stuttgart.de/index.php?id=17>

2.2.7 Department VII – Chair of Information Systems I

Information Management (Informationsmanagement)	
Concerned students	Bachelor level
Concerned semester	Winter
Name of contact person Dr. Henning Baars	Baars@wi.uni-stuttgart.de
Teaching language	German
Teaching methods	<ul style="list-style-type: none"> - Slide-based lecture - Lectures by practitioners - Discussion-based tutorial - Readings
Hours per week Lecture: 2; Tutorial: 2	ECTS-Credits Lecture: 3; Tutorial: 3
Prerequisites	---
Assessment Written exam (60 minutes) covering the content of the lecture and the tutorial.	For Erasmus-students possible Written exam or oral exam covering the content of the lecture and the tutorial.

Description of course content

- Overview of the basic structures and processes of information management
- Institutionalization of information management
- Strategic situation analysis and planning of strategic goals
- Strategy development and strategic action planning
- Corresponding methods to support these tasks
- Presentation and discussion of case studies

Learning Outcomes

Students can evaluate the relevance of goal-oriented management of information technology and information systems. They have an overview of the fundamental design parameters of information management. They can use methods and concepts to support information management and to design management support systems.

Business Intelligence (Business Intelligence)	
Concerned students	Bachelor level
Concerned semester	Summer
Name of contact person Dr. Henning Baars	E-Mail Baars@wi.uni-stuttgart.de
Teaching language	German
Teaching methods	<ul style="list-style-type: none"> - Slide-based lecture - Lectures by practitioners - Discussion-based tutorial
Hours per week Lecture: 2; Tutorial: 2	ECTS-Credits Lecture: 3; Tutorial: 3
Prerequisites	---
Assessment Written exam (60 minutes) covering the content of the lecture and the tutorial.	For Erasmus-students possible Written exam or oral exam covering the content of the lecture and the tutorial.

Description of course content

- Fundamentals of IT-based management support (Business Intelligence, BI)
- Architecture concepts for BI, integrated architectures and tools
- Data modeling methods
- Concepts for the development and operation of Business Intelligence systems
- Illustration in terms of case studies or lectures by practitioners

Learning Outcomes

Students learn to evaluate the relevance of an strategy-oriented management of information technology and information systems. They gain an overview of the fundamental design parameters of information management. They can use methods and concepts to support information management and to design management support systems.

Information Systems (Wirtschaftsinformatik [part of „BWL III: Marketing und Einführung in die Wirtschaftsinformatik“])	
Concerned students	Bachelor level
Concerned semester	Winter
Name of contact person Dipl.-Kfm. Clemens Haußmann	E-Mail Haussmann@wi.uni-stuttgart.de
Teaching language	German
Teaching methods	Slide-based lecture
Hours per week Lecture: 2; Tutorial: 1	ECTS-Credits Lecture: 3; Tutorial: 1.5
Prerequisites	Introduction to Business Administration
Assessment Written exam (60 minutes) covering the content of the lecture and the tutorial.	For Erasmus-students possible Written exam or oral exam covering the content of the lecture and the tutorial.

Description of course content

- Strategy-oriented design and utilization of IT-based solutions to support businesses
- Development and application of information systems and communication systems as socio-technical systems within enterprises or the public domain
- Overview of methods, theories and concepts of information systems

Learning Outcomes

Students can evaluate the economic relevance of information systems. They gain knowledge on different kinds and components of information systems as well as subjects and contents of information systems as a science.

Strategic Information Management (Strategisches Informationsmanagement)	
Concerned students	Master level
Concerned semester	Winter
Name of contact person	E-Mail
M.Sc. Jens F. Lachenmaier	Lachenmaier@wi.uni-stuttgart.de
Teaching language	German
Teaching methods	<ul style="list-style-type: none"> - Slide-based lecture - Case studies - Lectures by practitioners - Discussion-based tutorial - Tool-based tutorial - Readings
Hours per week Lecture: 2; Tutorial: 2	ECTS-Credits Lecture: 3; Tutorial: 3
Prerequisites	----
Assessment Written exam (90 minutes) covering the content of the lecture and the tutorial.	For Erasmus-students possible Written exam or oral exam covering the content of the lecture and the tutorial.

Description of course content

- Strategic Business-IT-Alignment
- Potentials and Challenges of IT usage
- Enterprise Architecture Management
- IT Service Management
- Fields of application (e.g. industrial operations, Customer Relationship Management)

Learning Outcomes

Students learn to evaluate the role of IT in the context of information management as well as methods and concepts that support management. They also have the ability to use different modelling techniques.

Further Information

Universität Stuttgart

Lehrstuhl für ABWL und Wirtschaftsinformatik I

Prof. Dr. Hans-Georg Kemper

Keplerstraße 17

D-70174 Stuttgart

Tel.: +49 (0)711 / 685-83194

Fax: +49 (0)711 / 685-83197

E-Mail: info@wi.uni-stuttgart.de

Internet: <http://www.wi-im.uni-stuttgart.de>

2.2.8 Department VIII – Chair of Information Systems II

Management of Business Information Systems (Management betrieblicher Informationssysteme)	
Concerned students	Bachelor level
Concerned semester	Summer
Name of contact person	E-Mail sekretariat@wius.bwi.uni-stuttgart.de
Teaching language	German
Teaching methods	<ul style="list-style-type: none"> - Slide-based lecture - Interactive workshop for requirements elicitation - Case studies and group exercises in tutorial
Hours per week Lecture: 2; Tutorial: 2	ECTS-Credits Lecture: 3; Tutorial: 3
Prerequisites	----
Assessment Written exam (90 minutes) covering the content of the lecture and the tutorial.	For Erasmus-students possible Written exam (90 minutes) covering the content of the lecture and the tutorial.

Description of course content

Course content is the analysis and the design of business information systems dealing with business process analysis and business process improvements in early stages of software development (until the design of the software). Activities of requirements engineering as requirements elicitation, documentation, validation, and management are in focus. Further course content is project management for software development: project planning, project organization, co-worker management, controlling aspects, quality aspects. Moreover this course will enter not only into the details of relevant moderation techniques but also into communication techniques and action models.

Learning Outcomes

At the end of this course students will have sound knowledge of basic activities in requirements analysis and requirements management according to the syllabus for the certification as “Certified Professional for Requirements Engineering – Foundation Level” according to the IREB e.V. standard. And the students will have: a good understanding of the role of project management for software development and practical experience of selected moderation techniques.

Information Systems in E-Business (Informationssysteme im E-Business)	
Concerned students	Bachelor level
Concerned semester	Winter
Name of contact person	E-Mail sekretariat@wius.bwi.uni-stuttgart.de
Teaching language	German
Teaching methods	<ul style="list-style-type: none"> - Slide-based lecture - Interactive workshop for requirements elicitation - Case studies and group exercises in tutorial
Hours per week Lecture: 2; Tutorial: 2	ECTS-Credits Lecture: 3; Tutorial: 3
Prerequisites	----
Assessment Written exam (90 minutes) covering the content of the lecture and the tutorial.	For Erasmus-students possible Written exam (90 minutes) covering the content of the lecture and the tutorial.

Description of course content

Business Models; Applications in E-Business: system types, concepts and architectures; overview of different applications: shop systems, portals, market systems, enterprise resource planning (ERP), customer relationship management (CRM), supply chain management (SCM) and so on.

Learning Outcomes

At the end of this course the students will have: a good understanding of the enabling role of IT in modern organizations and knowledge of the various security-related aspects concerning electronic business.

Management of Business Software (Management von Unternehmenssoftware)	
Concerned students	Master level
Concerned semester	Summer
Name of contact person	E-Mail sekretariat@wius.bwi.uni-stuttgart.de
Teaching language	German
Teaching methods	Slide-based lecture
Hours per week Lecture: 2; Tutorial: 2	ECTS-Credits Lecture: 3; Tutorial: 3
Prerequisites	----
Assessment Written exam (90 minutes) covering the content of lecture and tutorial.	For Erasmus-students possible <ul style="list-style-type: none"> - Written exam (90 minutes) covering the content of lecture and tutorial. - Case study or presentation covering the content of the tutorial.

Description of course content

Special features / importance of (business) software, alternative ways of procurement (sourcing strategies, supplier relationship management, organizational and operational structure), project foundation (customer requirements identification, process management), economic feasibility study (business case), selection of software and IT services (alternative procurement strategies, selection of products, selection of suppliers), implementation of standard software (process models, change management), operational business (service and support, license management, change requests), end of life - software migration, legal aspects.

Learning Outcomes

Students have in-depth knowledge of business software and its characteristics and importance. They have an understanding of the entire life cycle of an application system: from Business Case and Project Selection, the make / buy / rent decision, implementation and operation of the software to the end-of-life of a system. They are able to explain the technical, economic and legal aspects. They can discuss pros and cons of different process models for software implementation in detail and understand the importance of change management and "self-marketing" of software implementation projects.

Management of IT Companies (Management von IT-Unternehmen)	
Concerned students	Master level
Concerned semester	Winter
Name of contact person	E-Mail sekretariat@wius.bwi.uni-stuttgart.de
Teaching language	German
Teaching methods	<ul style="list-style-type: none"> - Slide-based lecture - Internet forum with documents and presentations available for download - Case studies and group exercises in tutorial
Hours per week Lecture: 2; Tutorial: 2	ECTS-Credits Lecture: 3; Tutorial: 3
Prerequisites	----
Assessment Written exam (90 minutes) covering the content of lecture and tutorial.	For Erasmus-students possible <ul style="list-style-type: none"> - Written exam (90 minutes) covering the content of lecture and tutorial. - Case study or presentation covering the content of the tutorial.

Description of course content

The IT industry is a volatile and challenging environment for IT companies. This lecture presents an overview about the relevant actors, strategies and business models within this context. Management concepts and best practices for software producing units and IT-service providers will be discussed using real-world examples and case studies. Moreover this lecture puts emphasis on the contemporary issues emerging at the intersection of the IT and business domains.

Learning Outcomes

After completion of this course the students will have a good understanding of the IT industry and its relevant actors. In addition they will be able to analyze, discuss and prepare recommendations to solve management issues occurring in IT companies.

Further Information

Universität Stuttgart

Lehrstuhl für ABWL und Wirtschaftsinformatik II

Prof. Dr. Georg Herzwurm

Keplerstraße 17

D-70174 Stuttgart

Tel.: +49 (0)711 / 685-82385

Fax: +49 (0)711 / 685-82388

E-Mail: herzwurm@wius.bwi.uni-stuttgart.de

Internet: <http://www.wi-us.uni-stuttgart.de>

2.2.9 Department IX – Chair of International and Strategic Management

Strategic Management (Strategisches Management (part of “BWL I: Produktion, Organisation, Personalführung, Strategisches Management”))	
Concerned students	Bachelor level
Concerned semester	Winter
Name of contact person	E-Mail lehrstuhl.intman@bwi.uni-stuttgart.de
Teaching language	German
Teaching methods	- Lecture - Tutorial
Hours per week Lecture: 2; Tutorial: 1	ECTS-Credits Lecture: 3; Tutorial: 1.5
Prerequisites	Introduction to Business Administration
Assessment Written exam (60 minutes) covering the content of the lecture.	For Erasmus-students possible Written or oral exam covering the content of the lecture and the tutorial.

Description of course content

- Overview of the development of Strategic Management in theory and practice
- Theoretical approaches of Strategic Management
- Actors and contents of Strategic Management
- Process, methods and techniques of strategy modeling
- Implementation and control of strategies
- Fit- or coherence related approaches in the field of Strategic Management
- Normative concepts of Strategic Management

Learning Outcomes

Students should be able to identify the importance and necessity, but also the limits of Strategic Management in the modern business world. This goes along with gathering knowledge on the development of Strategic Management both in a theoretical and practical dimension. In this context students should be able to critically analyze theoretical approaches, concepts and instruments of Strategic Management.

Intercultural Management (Interkulturelles Management)	
Concerned students	Bachelor level
Concerned semester	Winter
Name of contact person	E-Mail lehrstuhl.intman@bwi.uni-stuttgart.de
Teaching language	German
Teaching methods	- Lecture - Tutorial
Hours per week Lecture: 2; Tutorial: 2	ECTS-Credits Lecture: 3; Tutorial: 3
Prerequisites	Basics in International Management
Assessment Written exam (60 or 120 minutes) covering the content of the lecture or covering the content of the lecture and the tutorial.	For Erasmus-students possible Oral exam in the last week of the lecture period covering the content of the lecture or covering the content of the lecture and the tutorial.

Description of course content

- Culture as construct
- Problems of management-oriented research on cultural differences
- Concepts, methods, and results of research on cultural differences
- Meaning and consequences of cultural differences for interaction-related activities of the international firm
- Forms and modes of intercultural trainings

Learning Outcomes

Students should not only know why and how cultural differences can affect the performance of international firms; furthermore they are expected to identify problems of management-oriented research on cultural differences, to assess the value of its respective outcomes and to transfer those outcomes to interaction-related activities of the international firm.

Basics in International Management (Grundlagen des internationalen Managements)	
Concerned students	Bachelor level
Concerned semester	Summer
Name of contact person	E-Mail lehrstuhl.intman@bwi.uni-stuttgart.de
Teaching language	German
Teaching methods	- Lecture - Tutorial
Hours per week Lecture: 2; Tutorial: 2	ECTS-Credits Lecture: 3; Tutorial: 3
Prerequisites	BWL I: Produktion, Organisation, Personalführung, Strategisches Management
Assessment Written exam (120 minutes) covering the content of the lecture and the tutorial.	For Erasmus-students possible Oral exam in the last week of the lecture period covering the content of the lecture and the tutorial.

Description of course content

- Core tasks and importance of International Management
- Institutional and legal general framework of International Management
- Shapes of market entries in foreign countries
- Strategic International Management
- Coordination-patterns of international acting firms: structural, technocratic and personal-oriented workings
- Cultural dimensions of International Management

Learning Outcomes

Students should see on the one hand the disciplinary essence of International Management within the area of Business Administration. This is associated with the clarification to what extend the internationalization modifies activities of enterprises. On the other hand exists an aspiration to clarify the necessity as well as to illustrate concepts and techniques of International Management and to embed the discipline as a whole into the global general framework.

Coordination Instruments and Concepts for International Firms (Strategische Koordinationsinstrumente und -konzepte internationaler Unternehmen)	
Concerned students	Master level
Concerned semester	Summer
Name of contact person	E-Mail lehrstuhl.intman@bwi.uni-stuttgart.de
Teaching language	English
Teaching methods	- Lecture - Tutorial
Hours per week Lecture: 2; Tutorial: 2	ECTS-Credits Lecture: 3; Tutorial: 3
Prerequisites	Basics in International Management
Assessment Written exam (90 minutes) covering the content of the lecture and the tutorial.	For Erasmus-students possible Oral exam in the last week of the lecture period or written exam covering the content of the lecture and the tutorial.

Description of course content

- Coordination as core problem of international firms
- Techniques reducing and compensating the need for coordination
- Subsidiary-oriented concepts of coordination
- Coordination as reaction on basic strategies of international firms
- Empirical analysis and examples of coordination in international firms

Learning Outcomes

Students learn to view coordination as a core problem of international firms. Consequently they should know major instruments of coordination. Furthermore they should be able to evaluate the suitability of those instruments in different situations of international firms – especially as part of entire coordination concepts.

Theory and Empirical Studies of International Business (Theorie und Empirie international tätiger Unternehmen)	
Concerned students	Master level
Concerned semester	Winter
Name of contact person	E-Mail lehrstuhl.intman@bwi.uni-stuttgart.de
Teaching language	German
Teaching methods	- Lecture - Tutorial
Hours per week Lecture: 2; Tutorial: 2	ECTS-Credits Lecture: 3; Tutorial: 3
Prerequisites	Basics in International Management
Assessment Written exam (90 minutes) covering the content of the lecture and the tutorial.	For Erasmus-students possible Oral exam in the last week of the lecture period covering the content of the lecture and the tutorial.

Description of course content

- Theories of international business as a part of firm-oriented development research
- Theories trying to explain the existence of international trade, of foreign direct investment, and of mixed foreign market entry modes
- Internationalization process theories
- Problems of empirical research in the field of firms' internationalization

Learning Outcomes

Students know and can reflect theories of international business dealing with the reasons and the process of a firm's internationalization. On this basis they should be able both to analyze and to handle problems of empirical research projects on a firm's internationalization.

Further Information

Universität Stuttgart
Lehrstuhl für ABWL, insb. Internationales und Strategisches Management
Prof. Dr. Michael-Jörg Oesterle
Keplerstraße 17
D-70174 Stuttgart
Tel.: +49 (0)711 / 685-83638
Fax: +49 (0)711 / 685-83649
E-Mail: lehrstuhl.intman@bwi.uni-stuttgart.de
Internet: <http://www.bwi.uni-stuttgart.de/intman>

2.2.10 Department X – Chair of Operations Management

Production Management (Produktionsmanagement)	
Concerned students	Bachelor level
Concerned semester	Winter
Name of contact person Prof. Dr. Andreas Größler	E-Mail andreas.groessler@bwi.uni-stuttgart.de
Teaching language	German
Teaching methods	- Lecture - Tutorial
Hours per week Lecture: 2; Tutorial: 1	ECTS-Credits Lecture: 3; Tutorial: 1.5 (only in combination)
Prerequisites	---
Assessment Written exam covering the content of the lecture and the tutorial.	For Erasmus-students possible Oral exam covering the content of the lecture and the tutorial.

Description of course content

- Production systems as an object of Production Management
- Fundamentals of production theory and cost theory
- Tasks of production management: master planning, material requirements planning, lot-size calculation, production control
- Fundamentals of service management
- Elements of strategic and operative decision making in service management

Learning Outcomes

Students know and can reflect theories of Production Management. They should be able to:

- map production systems by using production functions and cost functions
- map problems of Production Management to appropriate planning models
- apply fundamental planning methods of Production Management

Quantitative modelling of production systems (Quantitative Modellierung produktionswirtschaftlicher Systeme)

Concerned students	Bachelor level
Concerned semester	Winter
Name of contact person Prof. Dr. Andreas Größler	E-Mail andreas.groessler@bwi.uni-stuttgart.de
Teaching language	German
Teaching methods	- Lecture - Tutorial
Hours per week Lecture: 2; Tutorial: 2	ECTS-Credits Lecture: 3; Tutorial: 3 (only in combination)
Prerequisites	Basic course “Produktionsmanagement” or similar basic course in operations management
Assessment Written exam covering the content of the lecture and the tutorial.	For Erasmus-students possible Oral exam covering the content of the lecture and the tutorial.

Description of course content

This course discusses different modelling methods of production systems, especially simulation models (Monte-Carlo simulation, discrete-event simulation, agent-based simulation and System Dynamics).

Learning Outcomes

After successfully finishing the course, students can:

- state criteria for the use of different modelling methods
- implement basic modelling on the basis of the discussed methods
- discuss capabilities and limits of modelling and simulation

International Operations Strategy	
Concerned students	Bachelor level
Concerned semester	Summer
Name of contact person Prof. Dr. Andreas Größler	E-Mail andreas.groessler@bwi.uni-stuttgart.de
Teaching language	English
Teaching methods	- Lecture - Tutorial
Hours per week Lecture: 2; Tutorial: 2	ECTS-Credits Lecture: 3; Tutorial: 3 (only in combination)
Prerequisites	Basic course “Produktionsmanagement” or similar basic course in operations management
Assessment Written exam covering the content of the lecture and the tutorial.	For Erasmus-students possible ---

Description of course content

- Discussion on the nature of strategic issues in an international context
- Presentation of prominent strategies for internationalizing value creation
- Discussion of case studies to assess opportunities and risks of international operations

Learning Outcomes

After successfully finishing the course, students can:

- name and discuss characteristics and relevance of operations strategies
- identify and explain the role of different production network structures
- understand and evaluate concrete measures to internationalize operations

Behavioural Operations Management	
Concerned students	Master level
Concerned semester	Winter
Name of contact person Prof. Dr. Andreas Größler	E-Mail andreas.groessler@bwi.uni-stuttgart.de
Teaching language	English
Teaching methods	- Lecture - Tutorial
Hours per week Lecture: 2; Tutorial: 2	ECTS-Credits Lecture: 3; Tutorial: 3 (only in combination)
Prerequisites	Basic course in operations management
Assessment Written exam covering the content of the lecture and the tutorial.	For Erasmus-students possible ---

Description of course content

The course discusses managerial decision-making, cognition, and biases from an operations point of view, i.e. not only decision-making in high-level management teams are considered but also decision-making on the shop floor. Experiments on the topic are presented and, partially, repeated in class.

Learning Outcomes

After successfully finishing the course, students can:

- name and identify managerial decision-making biases
- discuss relevant experiments in the behavioral operations management literature
- understand and evaluate improvement guidelines for operations' decision-making

Supply Chain Dynamics	
Concerned students	Master level
Concerned semester	Summer
Name of contact person Prof. Dr. Andreas Größler	E-Mail andreas.groessler@bwi.uni-stuttgart.de
Teaching language	English
Teaching methods	- Lecture - Tutorial
Hours per week Lecture: 2; Tutorial: 2	ECTS-Credits Lecture: 3; Tutorial: 3 (only in combination)
Prerequisites	Basic course in operations management and/or logistics
Assessment Written exam covering the content of the lecture and the tutorial.	For Erasmus-students possible ---

Description of course content

- Discussion on the nature of supply chains, in particular their dynamic aspects
- First-hand experience on effects of dynamic behavior
- System dynamics methodology for a better understanding of supply chains

Learning Outcomes

After successfully finishing the course, students can:

- name and discuss sources and effects of dynamics in supply chains
- analyse simple supply chain structures with the help of dynamic models
- understand and evaluate complex dynamic supply chain models

Further Information

Universität Stuttgart
 Lehrstuhl für ABWL und Produktionswirtschaft
 Prof. Dr. Andreas Größler
 Keplerstraße 17
 D-70174 Stuttgart
 Tel.: +49 (0)711 / 685-83469
 Fax: +49 (0)711 / 685-73469
 E-Mail: produktion@bwi.uni-stuttgart.de
 Internet: <https://www.bwi.uni-stuttgart.de/abt10/>

2.3 Detailed Description of Courses from the Institute of Economics and Law

2.3.1 Department of Theoretical Economics

Principles of Economics (Grundlagen der Wirtschaftswissenschaften)	
Concerned students	Bachelor level
Concerned semester	Winter
Name of contact person Dr. Susanne Becker	E-Mail susanne.becker@ivr.uni-stuttgart.de
Teaching language	German
Teaching methods	Lecture accompanied by tutorial
Hours per week Lecture: 2; Tutorial: 1	ECTS-Credits Lecture + Tutorial: 3
Prerequisites	---
Assessment Written exam (60 minutes) covering the content of the lecture and the tutorial.	For Erasmus-students possible In exceptional cases: oral exam (20 minutes) covering the content of the lecture and of the tutorial.

Description of course content

- Principles of economics and basic economic models
- Economic systems and their transformation
- Introduction to macroeconomics: basic notions of national accounting, Germany and the global economy, money, the goals of the German Law for Stability and Growth, the Stability and Growth Pact within the framework of the European Economic and Monetary Union (EMU), stabilization policy, classical macroeconomics, Keynesian macroeconomics, innovation, growth, business cycles and employment
- Introduction to microeconomics: theory of the household, theory of the firm, market equilibrium, factor allocation and innovation, welfare economics

Learning Outcomes

By the end of the module students are able to

- discuss basic notions and theories of economics by using basic economic models;
- argue and reflect on topics in actual economic-political discussions by using basic economic models.

Fundamentals of Law (Grundzüge der Rechtswissenschaft)	
Concerned students	Bachelor level
Concerned semester	Summer
Name of contact person Prof. Dr. Rainer Lorz, LL.M.	E-Mail lorz@hennerkes.de
Teaching language	German
Teaching methods	Lectures
Hours per week Lecture: 2	ECTS-Credits Lecture: 3
Prerequisites	---
Assessment Written exam (60 minutes) covering the content of the lecture.	For Erasmus-students possible In exceptional cases: oral exam (20 minutes) covering the content of the lecture.

Description of course content

- Fundamentals of Civil Law: basic principles of the prevailing legal system, the regulations of Civil Law, the arising of legal transactions, contractual and non-contractual Law of Obligations
- Commercial and Corporate Law: overview, commercial transactions, most important legal structures

Learning Outcomes

By the end of the module students

- have basic knowledge of the fundamentals of Civil Law.
- know the essential and professionally significant issues of Commercial and Corporate Law.

Macroeconomics (Makroökonomik)	
Concerned students	Bachelor level
Concerned semester	Summer
Name of contact person Prof. Dr. Frank C. Englmann	E-Mail englmann@ivr.uni-stuttgart.de
Teaching language	German
Teaching methods	Lecture accompanied by tutorial
Hours per week Lecture: 2; Tutorial: 2	ECTS-Credits Lecture: 3; Tutorial: 3
Prerequisites	---
Assessment Written exam (60 minutes) covering the content of the lecture and the tutorial.	For Erasmus-students possible In exceptional cases: oral exam (20 minutes) covering the content of the lecture and the tutorial.

Description of course content

- Perfect competition macroeconomics of closed and open economies: impacts of shocks (technological progress and political measures among others) on national income, employment, real wage and real interest, price level, net exports and exchange rates
- Imperfections in financial and labor markets
- Imperfect competition macroeconomics of open economies: impacts of shocks (technological progress and political measures among others) on national income, employment, real wage and real interest, net exports and exchange rates

Learning Outcomes

By the end of the module students are able to

- value the impact of macroeconomic developments on individual households and firms
- reflect on the impacts of shocks on national income, employment, goods and factor prices, net exports and exchange rate.

Social Policy (Sozialpolitik)	
Concerned students	Bachelor level
Concerned semester	Summer
Name of contact person Dr. Susanne Becker	E-Mail susanne.becker@ivr.uni-stuttgart.de
Teaching language	German
Teaching methods	The teaching method mainly consists of lectures. Current political problems will be discussed in due course.
Hours per week Lecture: 2	ECTS-Credits Lecture: 3
Prerequisites	---
Assessment Oral Exam	For Erasmus-students possible Oral exam (20 minutes) covering the content of the lecture.

Description of course content

- In this course first is given an overview on the objectives, instruments and institutions of social policy.
- Consequently a controversial view on German federal unemployment insurance, federal pension fund, social health insurance as well as on basic social care for job-seekers is given.
- After presenting and assessing the individual fields of the German social security system the necessity of reform and approaches to reform are discussed.

Learning Outcomes

By the end of the module students are able to

- argue on the basis of essential issues and terms of social policy,
- value the impacts of measures of social policy,
- define and evaluate the individual fields of the social security system,
- reflect on actual problems of social security and discuss optional solutions.

Environmental Policy (Umweltpolitik)	
Concerned students	Bachelor level
Concerned semester	Winter
Name of contact person Dr. Marion Aschmann	E-Mail aschmann@ivr.uni-stuttgart.de
Teaching language	German
Teaching methods	The teaching method mainly consists of lectures. Current political problems will be discussed in due course.
Hours per week Lecture: 2	ECTS-Credits Lecture: 3
Prerequisites	---
Assessment Oral Exam	For Erasmus-students possible Oral exam (20 minutes) covering the content of the lecture.

Description of course content

The first part of the course lays the theoretical foundation by dealing with the economic perspective of environmental problems and solutions to overcome these problems as well as the economic valuation of environmental quality.

The second part is more policy-oriented and starts with the problem of setting ecological targets as well as general orientation and principles of German environmental policy. Several instruments of environmental policy are discussed and evaluated in detail regarding their theoretical effectiveness as well as practical problems.

The last part of the lecture deals with the challenges of environmental politics on an international scale, especially regarding climate change. Additionally the European approach of emissions trading is presented and discussed regarding its efficiency.

Learning Outcomes

Students know

- economic strategies to internalize external effects and are able to distinguish them from standard-oriented instruments of environmental policy,
- the effectiveness of standard-oriented instruments from a theoretical perspective as well as the problems related to their applications,
- and can reflect on discussions about environmental policy options and are able to argue on sound theoretical basis,
- key factors of international ecological problems, their consequences for environmental policy and options to address these problems.

Transport Economics (Verkehrsökonomik)	
Concerned students	Bachelor level
Concerned semester	Summer
Name of contact person Dr. Marion Aschmann	E-Mail aschmann@ivr.uni-stuttgart.de
Teaching language	German
Teaching methods	The teaching method mainly consists of lectures. Current political problems will be discussed in due course.
Hours per week Lecture: 2	ECTS-Credits Lecture: 3
Prerequisites	---
Assessment Oral Exam	For Erasmus-students possible Oral exam (20 minutes) covering the content of the lecture.

Description of course content

The first part of the lecture gives an overview over the development and relevance of the transport sector and looks into the key influencing factors of transport demand and supply. The second part of the lecture starts with the economic aspects of transport policy, focusing on transport markets and questioning necessity and specification of regulatory activities. Eventually key elements of transport policy and their applications are presented and discussed; this involves evaluation methods for infrastructure planning (related to the German federal transportation infrastructure planning), pricing strategies for the use of infrastructure facilities including options for public private partnerships in the transport sector.

Learning Outcomes

Students know

- the role of the transport sector and its interdependency with land use and distribution of activities,
- key factors that determine supply and demand in transport markets as well as their specific characteristics,
- different strategies of regulation, their justification as well as the consequences of regulation,
- how infrastructure projects can be chosen/prioritized, applicability and effects of road pricing strategies as well as perspectives of private contribution in infrastructure provision.

Economic Policy (Allgemeine Wirtschaftspolitik)	
Concerned students	Bachelor level
Concerned semester	Summer
Name of contact person Dr. Susanne Becker	E-Mail susanne.becker@ivr.uni-stuttgart.de
Teaching language	German
Teaching methods	The teaching method mainly consists of lectures. Current political problems will be discussed in due course.
Hours per week Lecture: 2	ECTS-Credits Lecture: 3
Prerequisites	---
Assessment Oral Exam	For Erasmus-students possible Oral exam (20 minutes) covering the content of the lecture.

Description of course content

- This lecture starts by explaining government interventions in markets as consequence of market failures. Since economic policy basically acts within a “means-end scheme” context this course teaches the main economic and social objectives and institutions of economic policy and their regulatory parameters.
- As controversial fields of economic policy fiscal policy and European economic policy are explicitly dealt with.

Learning Outcomes

By the end of the module students are able to

- value government interventions in markets,
- analyze actual political discussions in an overall context and reflect on controversial economic and political ideas,
- evaluate economic and political approaches.

Business Cycles, Economic Growth and International Economics (Konjunktur, Wachstum und Außenwirtschaft)	
Concerned students	Master level
Concerned semester	Summer
Name of contact person Prof. Dr. Frank C. Englmann	E-Mail englmann@ivr.uni-stuttgart.de
Teaching language	German
Teaching methods	Lecture accompanied by tutorial
Hours per week Lecture: 2 ; Tutorial: 1	ECTS-Credits Lecture: 3; Tutorial: 1.5
Prerequisites	---
Assessment Written exam (60 minutes) covering the content of lecture and tutorial.	For Erasmus-students possible In exceptional cases: oral exam (20 minutes) covering the content of the lecture and the tutorial.

Description of course content

- Medium-run underemployment model of an open economy with flexible and fixed exchange rates
- Business cycles: stylized facts and indicators; growth, employment and income distribution
- Innovations: notions, theories, direction of technical progress, indicators
- Innovation diffusion: macroeconomic impact on employment and growth
- Innovation, technology diffusion and international competitiveness
- International competitiveness
- Determinants and problems of public debt

Learning Outcomes

By the end of the module students are able to

- determine the impact of various external shocks on national income, inflation, net exports of capital and goods, exchange rate and employment
- value the cyclical situation of economies on the basis of individual indicators
- reflect on specific correlations between business cycles and employment
- value growth perspectives of economies
- analyze and reflect on impacts of innovation diffusion processes on employment, growth, and international locational competition
- define determinants and problems of national debt.

Further Information

Universität Stuttgart

Lehrstuhl für Volkswirtschaftslehre, insbesondere Wirtschaftstheorie

Prof. Dr. Frank C. Englmann

Keplerstraße 17

D-70174 Stuttgart

Tel.: +49 (0)711 / 685-83543

2.3.2 Department of Microeconomics and Spatial Economics

Basic Principles of Economics (Grundlagen der VWL)	
Concerned students	Bachelor level
Concerned semester	Winter
Name of contact person Volker Hilla	E-Mail hilla@ivr.uni-stuttgart.de
Teaching language	German
Teaching methods	Lecture accompanied by tutorial
Hours per week Lecture: 2; Tutorial: 1	ECTS-Credits Lecture: 4; Tutorial: 2
Prerequisites	---
Assessment Written exam (60 minutes) covering the content of the lecture and the tutorial.	For Erasmus-students possible Oral exam (20 minutes) covering the content of the lecture and the tutorial.

Description of course content

This course teaches the basic terms, concepts and methods of micro- and macroeconomics. In the microeconomic part, the coordination of supply and demand by market mechanisms is explained. The macroeconomic part introduces the central macroeconomic concepts and analyzes their relationships.

Learning Outcomes

By the end of the course students know

- how people make economic decisions,
- how individual decisions are coordinated by market mechanisms,
- the trends and factors affecting the economy on the national level.

Microeconomics (Mikroökonomik)	
Concerned students	Bachelor level
Concerned semester	Summer
Name of contact person Volker Hilla	E-Mail hilla@ivr.uni-stuttgart.de
Teaching language	German
Teaching methods	Lecture accompanied by tutorial
Hours per week Lecture: 2; Tutorial: 2	ECTS-Credits Lecture: 3; Tutorial: 3
Prerequisites	---
Assessment Written Exam (60 minutes) covering the content of the lecture and the tutorial.	For Erasmus-students possible Oral exam (20 minutes) covering the content of the lecture and the tutorial.

Description of course content

Starting with the economic decisions of firms and households on the markets for goods, their interaction in case of perfect competition, monopoly and oligopoly is analyzed. Furthermore, the role of the government for internalizing external effects and adjusting the income distribution is shown.

Learning Outcomes

By the end of the course students are able to

- deal with the most important decision-problems of households and firms in a structured manner,
- identify and judge the influence of market power and strategic behavior on market outcomes,
- evaluate governmental market interventions.

Economics of Location (Standortökonomik)	
Concerned students	Bachelor level
Concerned semester	Summer
Name of contact person Volker Hilla	E-Mail hilla@ivr.uni-stuttgart.de
Teaching language	German
Teaching methods	Lecture accompanied by tutorial
Hours per week Lecture: 2	ECTS-Credits Lecture: 3
Prerequisites	---
Assessment Oral exam (20 minutes) covering the content of the lecture and the tutorial.	For Erasmus-students possible Arrangement

Description of course content

After an introduction into the basic determinants of location selection (classic location factors, transport costs and agglomeration effects) the three main economic models of location choice are dealt with: the Thünen-model for explaining the economic structuring of an area, the Hotelling-model for explaining the strategic aspects of location decisions and the Krugman-model on location decisions by producers of goods with powerful agglomeration effects.

Learning Outcomes

By the end of the course students are able to

- value the impact of classic location factors, transport costs and agglomeration effects depending on the nature of the offered good,
- classify the relevance of already made and anticipated decisions of the competitors for the own location section,
- recognize the impact of the expected progress in transport and communication cost structures on current location selection decisions.

Economics of Innovation (Innovationsökonomik)	
Concerned students	Master level
Concerned semester	Winter
Name of contact person Volker Hilla	E-Mail hilla@ivr.uni-stuttgart.de
Teaching language	German
Teaching methods	Lecture accompanied by tutorial
Hours per week Lecture: 2; Tutorial: 1	ECTS-Credits Lecture: 4; Tutorial: 2
Prerequisites	---
Assessment Written Exam (60 minutes) covering the content of the lecture and the tutorial.	For Erasmus-students possible Oral Exam (20 minutes) covering the content of the lecture and the tutorial.

Description of course content

Based on the principles of strategic price and quantity competition, this course teaches product differentiation and innovation competition policies. This includes quality and design competition as well as product innovation and process innovation competition in oligopolistic markets.

Learning Outcomes

By the end of the course students are able to

- structure and solve strategic product differentiation and innovation decision issues,
- recognize that the kind of an innovation (e. g. product or process innovation, patentable or incremental) is decisive for the features of the innovation competition,
- value the impact of knowledge spillovers on innovation competition.

Non-Cooperative Games, Auctions and Experiments (Nichtkooperative Spiele, Auktionen und Experimente)	
Concerned students	Master level
Concerned semester	Summer, Winter
Name of contact person Volker Hilla	E-Mail hilla@ivr.uni-stuttgart.de
Teaching language	German
Teaching methods	Lecture accompanied by tutorial
Hours per week Lecture: 2; Tutorial: 1	ECTS-Credits Lecture: 4; Tutorial: 2
Prerequisites	---
Assessment Written Exam (60 minutes) covering the content of the lecture and the tutorial.	For Erasmus-students possible Oral Exam (20 minutes) covering the content of the lecture and the tutorial.

Description of course content

This course teaches the main concepts of non-cooperative game theory as well as the different kinds of auctions (with an emphasis on the so-called Independent Private Value Approach) and provides an introduction to methodology and outcomes of economic behavioral experiments.

Learning Outcomes

By the end of the course students are able to

- use game theory instruments to structure and solve economic issues,
- recognize the relevance of auction design for auction outcomes,
- evaluate the potential of the experimental approach in economics.

Further Information

Universität Stuttgart
 Institut für VWL und Recht
 Abteilung für Mikroökonomik und Räumliche Ökonomik
 Prof. Dr. Bernd Woeckener
 Keplerstraße 17
 D-70174 Stuttgart
 Tel.: +49 (0)711 / 685-83558
 Fax: +49 (0)711 / 685-82450
 E-Mail: sekretariat.mikro@ivr.uni-stuttgart.de
 Internet: <http://www.ivr.uni-stuttgart.de/mikro>

2.3.3 Department of Law

Public Economic Law (Öffentliches Wirtschaftsrecht)	
Concerned students	Bachelor level
Concerned semester	Winter
Name of contact person Prof. Dr. Volker M. Haug	E-Mail haug@ivr.uni-stuttgart.de
Teaching language	German
Teaching methods	Lecture accompanied by tutorial
Hours per week Lecture: 2	ECTS-Credits Lecture: 4; Tutorial 2
Prerequisites	---
Assessment 30-minutes written exam.	For Erasmus-students possible ---

Description of course content

This module discusses the topics of Public Law concerning the economy, including

- fundamental freedoms of the European community law,
- the basic rights for economic activities,
- administrative law (principles of legal administrative procedural practice and administrative acts with supplementary conditions),
- trade law and law of public companies, subventions and public procurement,
- criminal economic law.

In particular the course is suitable for students of economy programs, but also open to any student who is interested in a basic overview of German public law with a special focus on economic affairs.

Learning Outcomes

The students know the most important regulations and the cases of application of the public economic law. So they gain an overview knowledge about the public economic law which enables them to identify simple legal problems. This sensibility will help them to find efficient reactions in such cases.

Further Information

Universität Stuttgart

Institut für VWL und Recht

Abteilung für Rechtswissenschaft

Prof. Dr. Volker M. Haug

Keplerstraße 17

D-70174 Stuttgart

Tel.: +49 (0)711 / 685-82930

Fax: +49 (0)711 / 685-82932

E-Mail: recht@ivr.uni-stuttgart.de

Internet: <http://www.ivr.uni-stuttgart.de/recht>