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FRIEDRICH-ALEXANDER
UNIVERSITÄT
ERLANGEN-NÜRNBERG

SCHOOL OF BUSINESS
AND ECONOMICS

Courses taught in English at the School of Business Nürnberg

März 2015





Please Note

This list is a survey about the regular course offer in English.

For a complete actual list do the following:

1. go on <http://univis.uni-erlangen.de>
and choose „search => lecture list“
2. go on „expert search“ (in the left menu)
3. choose „faculty“ and „Unterrichtssprache = language of instruction“

chair	course title	term	ECTS	type	level
Amberg	Managing Global Projects & Information Technology (MGP & MIT)	WS	5	V	MA
Amberg	Managing Enterprise-wide IT-Architectures (MEITA)	SS	5	Case Studies	MA
Beckmann	Management and organization theories through the lens of social business	SS	5	SEM	MA
Beckmann	Sustainability, Business Ethics, and Corporate Social Responsibility	SS	5	V	MA
Beckmann	Sustainability Management & Corporate Functions	WS	5	V	MA
Beckmann	Current Issues in Sustainability Management	WS	5	SEM	MA
Beckmann	Sustainability Management: Concepts and Tools	WS	5	V	BA
Bodendorf	International Management of IIS	WS	10	Case Studies	MA
Bodendorf	IT-enabled Processes and Services	WS	10	V	MA
Bodendorf	Managing IT-enabled Business	WS	10	V	MA
Bodendorf	Interdisciplinary Business Seminar	WS	5	SEM	MA
Falke	Corporate Social Responsibility in Europe and the United States	WS	5	SEM	BA
Falke	Issues in International Political Economy: Globalization and International Trade	WS	5	V	MA
Falke	Issues in International Trade	WS	5	SEM	MA
Falke	The Domestic Basis of the Globalization Process	WS	5	SEM	MA
Falke	An introduction to the American Political System	SS	5	SEM	BA
Falke	American Policy in the Middle East: from Carter to Obama	SS	5	SEM	BA
Falke	American Political Thought	SS	5	SEM	BA
Falke	Advanced Industrial Countries and Emerging Market Economies	SS	5	SEM	BA
Fürst	International Marketing	WS	5	V	MA
Hartmann	Strategic Supply Management	WS	5	V	MA



Hartmann	Logistics Industry and Services	SS	5	V	MA
Hartmann	Global Retail Logistics (VHB)	WS & SS	5	V	MA
Holtbrügge	Intercultural Competence	SS	5	V	MA
Holtbrügge	Managing Intercultural Relations	SS	5	V	MA
Holtbrügge	Perspectives on Management in Asia	SS	2,5	SEM	MA
Holtbrügge	Foundations of International Management I	ws	5	V	MA
Holtbrügge	Foundations of International Management II	ws	5	V	MA
Holtbrügge	Advanced Methods of Management Research	WS & SS	5	SEM	MA
Holtbrügge	Advanced Intercultural Communication and Negotiation Skills	SS	5	V	MA
Holtbrügge	Management in Russia and the CIS	SS	5	V	MA
Holtbrügge	Management in India	SS	5	V	MA
Hungenberg	Business Strategy	WS	5	V	MA
Hungenberg	Change Management	SS	5	V	MA
Ismer	International and European Trade Law	SS	5	V	MA
Koschate-Fischer	Advanced Topics in Marketing	SS	5	V	MA
Merkl	Numerical Methods for Quantitative Macro Models	SS	5	V	MA
Merkl	Labor Markets: A Macroeconomic Perspective	WS	5	V	MA
Merkl	Macroeconomics I	WS	5	V	MA
Merkl	International Finance, Theory and Policy	WS	5	V	MA
Merkl	Syllabus for Banking Supervision: Bank Rating, Stress Testing, Financial Stability	WS	5	V	MA
Moser	Team Management	WS	5	V	MA
Moser	Diversity Management	SS	5	SEM	MA
Möslein	Innovation and Leadership	WS	2,5	SEM	MA
Möslein	Innovation Strategy II – Cooperative Systems Design	WS	2,5	SEM	MA
Möslein	Innovation Strategy III – Managing the Innovation Process	SS	2,5	Case Studies	MA
Möslein	IT-Industry in India	SS	2,5	SEM	MA
Möslein	International Research Seminar	WS	5	SEM	MA
Möslein	Case Writing Seminar	WS	5	SEM	MA
Möslein	Service Innovation	SS	5	SEM	MA
Stiglbauer	International Corporate Governance	WS & SS	5	SEM	MA
Stiglbauer	Corporate Ownership & Control	SS	5	SEM	MA
Stiglbauer	Corporate Governance for Value Creation	SS	5	V	MA
Utikal	Seminar on Behavioral Economics	SS	5	SEM	MA
Voigt	Global Operations Strategy	WS	5	V	MA
Wrede	Spatial Economics	SS	5	V	MA
Wrede	Migration, Employment and Social Policy	WS	5	V	MA
Wrede	Seminar on Urban Economics	SS	5	SEM	MA
FACT	Current issues in FACT	WS & SS	5	V	MA



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Information Systems III – Prof. Amberg

Managing Global Projects & Information Technology (MGP & MIT), 5 ECTS

Lect.1: Managing Information Technology (MIT)

Existing and emerging information technologies usually affect and enable businesses in various areas. Therefore, it is important to identify and assess existing technologies and carefully screen for emerging ones. Furthermore the implementation of new technologies has to be managed. Hence, in a first step, the course provides methods to systematically screen for emerging information technologies, evaluate them and find appropriate fields of application. In a second step, the course will go through tools and methods dealing with the Requirements Management Process for Information Technologies. Within an interactive setting, the students will learn how to elicit, model, review and validate requirements.

Lect.2: Managing Global Projects (MGP)

Existing and emerging information technologies usually affect and enable businesses in various areas. Therefore, it is important to identify and assess existing technologies and carefully screen for emerging ones. Furthermore the implementation of new technologies has to be managed. Hence, in a first step, the course provides methods to systematically screen for emerging information technologies, evaluate them and find appropriate fields of application. In a second step, the course will go through tools and methods dealing with the Requirements Management Process for Information Technologies. Within an interactive setting, the students will learn how to elicit, model, review and validate requirements.

Managing Enterprise-wide IT-Architectures (MEITA)

This module deals with the design and management of enterprise it-architectures. It is split into two courses whereas the first course covers the theoretical concepts and the second course offers a deep dive into real world case studies in the area of it-architecture management. To lead in the discipline of enterprise it-architecture management, the course "Fundamentals of Enterprise-wide IT-Architecture Management" provides an overview about different methods, paradigms and tools in the area of it-architecture management. The course has a strong focus on the concept of service oriented architecture (SOA) as a successful paradigm to (re-)design enterprise architectures. The case study seminar is complementary to "Fundamentals of Enterprise-wide IT-Architecture Management". Based on the theoretical concepts, this seminar offers a deep dive into real world cases of enterprise-wide it-architecture management. The students discuss concrete cases of successful and failed it-architecture management. The cases are either paper-based publications from leading business schools or will be related to field trips. Students have to analyse the cases, provide solutions and present them during the seminar.

Corporate Sustainability Management – Prof. Beckmann

Seminar: Management and organization theories through the lens of social business (Master-level, 5 ECTS), summer term

This course takes a closer look at management and organization theories. In particular, we use the specificities of a social business i.e. a business that pursues a social mission while generating profits, to gain insights into why organizations exist, how they function and how they interact with



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each other. We will address theories such as transaction cost theory, agency theory or theories of entrepreneurship.

Lecture: Sustainability, Business Ethics, and Corporate Social Responsibility (Master-level, 5 ECTS), summer term

This course combines the perspectives of sustainability, ethics of markets, business ethics, and corporate social responsibility. First, we discuss the term sustainability and its origins. Following, we address the question of how social and environmental objectives are met at a macro-level. Here, we place particular emphasis on national and supranational governance structures. In a final step, we take on the perspective of the individual firm by raising the question as to if and to what extent firms need to incorporate moral issues into their value creation processes. Against this background, corporate social responsibility may serve as a means of implementing these moral issues.

Lecture & Exercise: Sustainability Management & Corporate Functions (Master-level, 5 ECTS), winter term

This course offers a functional perspective on sustainability management. Throughout the course, we will take on the perspective of various functions of a business firm in order to highlight and discuss their specific sustainability challenges. We will thus address sustainability-related challenges and opportunities of e.g. marketing, logistics, supply chain management, IT, or HR. This knowledge will be deepened through case study analyses in the exercise part of the course.

Seminar: Current Issues in Sustainability Management (Bachelor-level, 5 ECTS), winter term

Sustainability is a multi-faceted topic that undergoes continuous change in insights, challenges, and approaches. In order to better accommodate these ongoing shifts in the debate on sustainability management, we use this course to focus on one current aspect over the period of one semester. Accordingly, the respective topic changes every year. Possible topics might be climate change, the inclusion of minorities or the political role of a business firm.

Lecture: Sustainability Management: Concepts and Tools (Bachelor-level, 5 ECTS), winter term

The field of (corporate) sustainability management offers many concepts and tools to deal with the specific challenges of integrating economic, environmental, and social aspects into core business operations and strategy. In this lecture, we will thus provide insights on various sustainability management tools. Moreover, we will discuss their respective suitability to deal with sustainability objectives such as eco-efficiency, eco-effectiveness or social effectiveness. These concepts and tools may include carbon accounting, ecological footprint, incentive structures, and diversity management.

Information Systems II - Prof. Bodendorf

International Management of IIS (10 ECTS), winter term

Lect.1: Case solving seminar (2+2 SWS)

The course relies on cases to understand and solve problems in real business situations. Students may work in teams and apply their theoretical knowledge in solving the cases. This will provide the



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students an opportunity to develop key skills such as communication, group working and problem solving skills.

Lect. 2: Case writing seminar (2+2 SWS)

In this course students will focus on the development of cases in International Management of IS. Students will learn how to write their own case studies. In doing so, they will get access to international corporations and gain experience in the field of international management of IS. Through case writing students will get familiar with interview techniques, data analysis and improve their presentation and writing skills.

IT-enabled Processes and Services (10 ECTS), winter term

Lect1/Ex1: Advanced Process Management (2+2 SWS)

This course is about strategic business process planning and business IT alignment. Additionally, it covers business process analysis, planning, engineering, monitoring and controlling. Furthermore it provides a comprehensive understanding of workflow management systems, service-oriented architectures, intelligent agents and assistants as well as process portals.

Lect2/Ex2: Advanced Service Management (2+2 SWS)

This course has two sections. The first section of the course contains an overview of service science. The second section focuses on service businesses, such as finance, commerce, logistic, tourism, education, entertainment, healthcare and industrial services. During this course digital products and value added services are discussed as well as service engineering and service technologies (e.g., self service systems, multimedia, and security Systems).

Managing IT-enabled Business (10 ECTS), winter and summer term

Lect1/Ex1: E-Business Strategy & Networking (2+2 SWS)

The course provides a comprehensive overview of business models and business IT alignment. It emphasizes theory and practice of so called inter-organizational systems, electronic markets and market engineering. In addition it deals with business and social networking between companies and their partners.

Lect2/Ex2: E-Business Intelligence & Relationships (2+2 SWS)

The course covers first issues of business intelligence including enterprise applications, e.g., information screening, data mining, and knowledge processing. The course also deals with customization, individualization, adaptation, and context awareness. Second, it focuses on IT-enabled business relationships such as customer relationship management (CRM), supplier relationship management (SRM), and supply chain management (SCM) emphasizing application systems and impacts on business networking.

Interdisciplinary Business Seminar (5 ECTS)

This seminar confronts students with real international IS business challenges in an interdisciplinary context. Students will learn how to address real-world IS problems and to create application-oriented solutions based on sound methods rooted in robust theoretical frameworks and a well-founded evidence base.

International Studies (Anglo-American Societies) - Prof. Falke



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The Chair offers lectures and seminars in English on varying subjects. In the past academic year, these have included:

Winter term 2010/11 (each 5 ECTS):

Corporate Social Responsibility in Europe and the United States (Bachelor-Seminar)
Issues in International Political Economy: Globalization and International Trade (Lecture, Master-level)
Issues in International Trade (Master-Seminar)
The Domestic Basis of the Globalization Process (Master-Seminar)

Summer term 2011 (each 5 ECTS):

An introduction to the American Political System (Bachelor-Seminar)
American Policy in the Middle East: from Carter to Obama (Intermediate level seminar)
American Political Thought (Master-Seminar)
Advanced Industrial Countries and Emerging Market Economies (Master-Seminar)

Please note: All seminars involve a presentation during the semester (1/3 of the grade) and a written paper (2/3 of the grade) at the end of the semester. Regular attendance is required. For more information and the current list of seminars and courses see:

<http://www.awen.wiso.uni-erlangen.de/exchange/>

Marketing – Dr. Fürst

International Marketing (5 ECTS), winter term

The course deals with the following content:

- The Scope and Challenge of International Marketing
- Country Market Selection, Market Segmentation and Timing of Entry
- Choice of Entry Form
- Standardization vs. Differentiation
- Culture and international Marketing
- Marketing Mix – Product
- Marketing Mix – Communication
- Marketing Mix – Pricing
- Marketing Mix – Distribution
- Internet and International Marketing

Logistics – Prof. Hartmann

Strategic Supply Management (5 ECTS), winter term

This Masters level course covers issues such as why study strategic supply management, the role of purchasing in the supply chain, procurement, outsourcing, contract management, risk management, measuring and managing supplier performance, supply chain innovation and future issues in strategic supply management. The course is taught over a period of 10 weeks, with a



lecture and corresponding Übung (seminar/exercise) every week. The course consists of a combination of taught lectures, class exercises and group case studies. We also invite guest speakers from industry and academia. Last semester we had a guest lecturer from St. Gallen University (Switzerland) and Infosys (India). Assessment is by means of a 60 minute examination (70%) and a case study (30%).

Logistics Industry and Services (5 ECTS), summer term

The learning outcomes of this Masters level course are to foster a greater awareness of how the logistics industry and associated services operate. To achieve this, we cover issues such as why study the logistics industry, transport options, third and fourth party logistics providers, retail industry logistics, logistics packaging, transport and network options. The course consists of a combination of weekly taught lectures, class exercises and group work. Assessment is by means of a 60 minute examination (70%) and completion of a group logistics competition report (30%).

Global Retail Logistics (virtual)

This course offers specific insights on the logistic processes in the global retail industry. By attending the course, the students should understand the peculiarities of logistics for FMCGs [fast moving consumer goods] better and deeper. Every module consists of a video lecture and script. Additional material and exercises enhance the presented topics further. As the entire lecture, the readings, the additional material and the exam is in English, proficiency in German is not necessary.

Application through „Virtuelle Hochschule Bayern“: <http://www.vhb.org>

I n t e r n a t i o n a l M a n a g e m e n t – P r o f . H o l t b r ü g g e

Intercultural Competence (5 ECTS), summer term

The aim of this course is to impart the fundamental basics of intercultural management. The course is mainly based on interaction and includes simulations and role plays on the part of the student teams. The course is held in English language.

Managing Intercultural Relations (5 ECTS), summer term

1. Relevance of Intercultural Management
2. Intercultural Management Research: Scope and Results
3. Manifestations and Functions of Culture
4. Concepts of Culture
5. Typologies of Culture
6. Intercultural Communication and Negotiations
7. Culture and Management: Organization, Motivation and Leadership in Different Cultures
8. Intercultural Competence
9. Intercultural Training
10. Conclusions

Perspectives on Management in Asia: IM in Movies (2,5 ECTS), summer term

The seminar covers intercultural issues and business. Based on movies that address intercultural issues, economic developments and business ethics, students will critically discuss and analyze relevant topics in the area of international management.



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Assessment: Presentation (30%), seminar paper (70%)

Foundations of International Management I (5 ECTS), winter term

The participants will be confronted with typical management problems of companies operating internationally. The participants will get to know modern theories and methods of international management and will be able to apply these to practical problems. The course addresses opportunities and risks of internationalization, theoretical and conceptual International Management, theories of internationalization, strategic management in an international environment and controlling of companies operating internationally.

Foundations of International Management II (5 ECTS), winter term

The participants will be confronted with typical management problems of companies operating internationally. The participants will get to know modern theories and methods of international management and will be able to apply these to practical problems. The course addresses the following topics: Organization of international companies, Human Resource Management in international companies and Public Affairs Management in companies operating internationally.

Advanced Methods of Management Research (5 ECTS), summer and winter term

The students learn about empirical methods and how to apply them to current questions in the field of International Management. Students carry out a research project in this field. The seminar is a mandatory prerequisite for those students who want to write their master thesis at the department of International Management.

In order to participate in the seminar students must have passed Foundations of International Management I & II (exam and seminar). However, for international students it is possible to participate, if they have already passed similar courses.

Assessment: Exam (30%), Presentation (35%), term paper (35%)

Advanced Intercultural Communication and Negotiation Skills (5 ECTS), summer term

This course provides concepts, observations and suggestions to improve analytical and operational intercultural communication and negotiation skills. The goal of this highly interactive course is to provide students with skills necessary in the intercultural business environment, e.g., by

- assessing one's own approaches, identifying personal strengths and challenges in intercultural communication and negotiation,
- coping positively with intercultural challenges, dilemmas, and tensions,
- broadening the communication and negotiation repertoire, leveraging the power of international organizations, and
- translating business communication and negotiation concepts and techniques into action

Management in Russia and the CIS (5 ECTS), summer term

This programme aims to provide students with familiarity with the development of management techniques and corporate governance in the states of the former Soviet Union. It draws on the latest research and practical case studies to provide an understanding of how corporations have developed governance systems and accounting mechanisms to survive and compete in a global environment.



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Assessment: Written exam, 60 min

Management in India (5 ECTS), summer term

The program aims to introduce the students to India and management practices prevalent in the country. It draws on the cases that transformed the creatively improvised ideas into successful entrepreneurial ventures and at the same time on the Indian MNCs knocking on the world's door, to provide an understanding of how Indian businesses have evolved and survived in the ever changing globalized era.

The aim is to not only explain these ideas, but to translate them directly into management practices that can be utilized to help a commercial venture to succeed in the Indian context.

Assessment: Written exam, 60 min

Business Management – Prof. Hungenberg

Business Strategy (Master-level, 5 ECTS), winter term

This course involves both broad general management perspective and selected theories and tools of strategic management. It is concerned with formulation and implementation of strategies, focusing on the business level of strategy. Furthermore the aim is to make students familiar with the fundamental elements of business strategy and to provide an integrated background for other management courses. By the end of the course students should appreciate the need for a comprehensive approach to strategy making and they should be aware of top management's role in setting the direction of a company. Students develop knowledge of theories, concepts and tools of business strategy and an understanding of the application of concepts referring to real life cases.

Change Management (Master-level, 5 ECTS), summer term

This course focuses on one of the most important management tasks: to achieve change in organizations. It deals with systematic approaches to influence individuals, teams and the organization as a whole in a desired way – in order to develop a company from its current to a future state. The course adopts a management perspective and provides participants with theoretical concepts and practical tools for managing organizational change.

At the end of this course, students should be familiar with the tasks and challenges of managing change in organizations. They should be aware of the role but also the limitations of managers in achieving change and developing organizations.

Public Law, European Law and International Law – Prof. Ismer

International and European Trade Law (5 ECTS), summer term

Students will be acquainted with European Economic Law and WTO-Law as fundamental basis of International Trade Law. Specific aspects of European and International Economic Law will be studied and discussed practically oriented and throughout case studies. The skill of own analysis should be advanced. Reader containing key decisions on the ECJ and essays is available for students at Chair of Tax Law and Public Law, Lange Gasse 20, Room 3.232, 90403 Nürnberg.



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Marketing Intelligence – Prof. Koschate-Fischer

Advanced Topics in Marketing (5 ECTS), summer term

The main goal of the course is to provide students with a psychological and cultural understanding of what motivates consumer behaviour. A key trend in this market is to ground key concepts and theories to the practical world of marketing, exploring the ways in which marketing executives use their knowledge of consumer behaviour to strategically market their products. The course covers the fundamental concepts of information processing, both through the central and peripheral route, as well as the impact on choice and satisfaction judgments.

Economics, esp. Macroeconomics – Prof. Merkl

Numerical Methods for Quantitative Macro Models (5 ECTS), summer term

This course introduces students to the core computational tools for evaluating state-of-art dynamic stochastic general equilibrium (DSGE) models, which are widely used in monetary policy analysis in the central banks. More information you'll find here: http://www.makro.phil.uni-erlangen.de/Syllabus/Syllabus_NumMe.pdf

Labor Markets: A Macroeconomic Perspective (5 ECTS), winter term

This course will provide an overview of important macro labor market theories and their ability to explain typical labor market dynamics in OECD countries and unemployment differentials between these countries. In addition, the macroeconomic effects of different labor market policies will be analyzed (e.g., firing costs, wage subsidies or unemployment benefits).

Macroeconomics I (5 ECTS), winter term

The lecture “Macroeconomics I” focuses on business cycle theory, while “Macroeconomics II” focuses on growth theory. “Macroeconomics I” provides some basic knowledge of stylized business cycle facts and of modern business cycle theory, including the corresponding tools (intertemporal profit and utility maximization under rational expectations, log-linearization, computer simulations). This lecture is the starting point for students who are interested in specializing in macroeconomics. The contents and techniques will be extended and applied in further courses by the chair (e.g., in seminars or in a numerical methods course by Dr. Fang Yao during the summer term). Hopefully, the course will also provide some value added for students who do not want to specialize in macroeconomics. They will gain insights how modern macroeconomics differs from more traditional approaches and what the empirical weaknesses of this new approach are. Further, this course should enable students to read the modern scientific literature in macroeconomics and to understand presentations by macroeconomists in the department’s research seminar.

International Finance, Theory and Policy (5 ECTS), winter term

“International Finance - Theory and Policy” covers a wide range of topics in international money and finance from the macroeconomic perspective, giving solid emphasis to 3 key areas - the functioning of exchange rate and world capital markets and banking, and open - economy macroeconomics. It consistently connects theory to real - world policy and business applications (and strikes a balance between business relevance and policy relevance), demonstrating to students the contemporary



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issues in the international business and monetary affairs can be explored using relative simple theoretical framework

Syllabus for Banking Supervision: Bank Rating, Stress Testing, Financial Stability (5 ECTS) winter term

This course covers a wide range of topics in banking supervision (e.g., bank rating models and risk assessment in banking supervision; different concepts of stress testing credit, market, and liquidity risk; development and analysis of bank stability indicators; bank resolution; financial stability and macroprudential oversight in the EU). Basic analytical concepts will be provided as a background; the last EBA/SSM Stress Test will be used to analyze the implications of such an exercise for banks, policy makers, and international organizations. A case study based on the econometrics software Stata will be used to develop empirical bank rating and stress testing tools

Psychology, esp. Organizational and Social Psychology – Prof. Moser

The Chair offers lectures and courses on a wide range of topics. There is usually one course per term that is held in English. The topics of these English courses are changing. Recent topics have been, for example:

- Team Management
- Diversity Management
- Recruitment and Selection

For more information: <http://wiso-psychologie.uni-erlangen.de/lehrveranstaltungen.php>

Information Systems I – Prof. Möslein

Innovation and Leadership (2,5 ECTS), winter term

Creating a sustainable innovative environment is a leadership task. In order to succeed at this task, leaders must develop innovative abilities to deal with the challenges inherent in a business environment characterized by fluid, unstructured and changing information. The aim of this course is to get an overview of how to structure leadership systems towards innovation, how leaders can motivate to foster innovative thinking and what new forms of innovation (e.g. open innovation) mean for the definition of leadership. The examination is based on class participation and homework with presentation.



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Innovation Strategy II – Cooperative Systems Design (2,5 ECTS), winter term

In this course students will learn to appreciate the strategic role Virtual Cooperation has in the survival and growth of business organizations, i.e. in creating sustainable competitive advantages. The main goal is to develop an understanding of virtual teams and its characteristics, i.e. to understand its benefits and drawbacks. Also, we will focus on understanding how organizations determine which technologies best fit a variety of virtual team tasks, i.e. the role of groupware and communication tools in virtual teams. The examination is based on class participation and homework with presentation.

Innovation Strategy III – Managing the Innovation Process (2,5 ECTS), summer term

This course approaches "managing the innovation process" through five levels of analysis: individual, team, network, organizational, and industrial. At each level of analysis, particular attention is given to the conditions under which (IT-supported) innovation processes succeed and fail. The readings consist of a mixture of book chapters, journal articles, and cases. The primary goal of the course is to expose students to a variety of perspectives on innovation, while building on past work experiences and preparing for work experiences in the future. The examination is based on case studies.

IT-Industry in India (2,5 ECTS), summer term

The course intends to give the participants a thorough understanding of the IT and IT-enabled services industry in India. We shall explore the growth of the industry from the late 1980s until now. This course will cover the, the birth and growth of IT clusters in India, cooperation between IT companies in India, Growth strategies of selected, large Indian IT companies, outsourcing and off-shoring: advantages and disadvantages , Indian IT – moving up in the value chain, current challenges faced by the industry. The examination is based on class participation and homework with presentation.

International Research Seminar (5 ECTS), winter term

This seminar sets the focus on designing, carrying out and documenting mini-research projects in the field of international information systems. Students will learn how to come up with an igniting research question, how to design a theoretical framework, how to set the methodological base, how to run an empirical study and how to summarize results in scholarly publications. Evaluation will be based on the resulting mini-research project.

Case Writing Seminar (5 ECTS), winter term

In this course students will focus on the development of cases in International Management of IS. Students will learn how to write their own case studies. In doing so, they will get access to international corporations and gain experience in the field of international management of IS. Through case writing students will get familiar with interview techniques, data analysis and improve their presentation and writing skills. Evaluation will bases on class participation, presentations and the case study written by the students.

Service Innovation (5 ECTS), summer term

Services now account for over 80% of all transactions in developed economies, but typically receive much less R&D attention than products. Developing service innovations demands a clear strategy from businesses with four interlocking core elements: search, selection, implementation and evaluation of innovative concepts. If even one of these phases is not been clearly thought through,



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the entire innovation process is likely to collapse. This course focuses on successful approaches, methods, tools and efforts to develop service innovations.

Corporate Governance – Prof. Stiglbauer

International Corporate Governance (5 ECTS), summer and winter term

This course aims to provide students with knowledge on state of the art research and practice in corporate ownership and control and corporate governance. Within a small team, students learn how to use scientific methods and solve current problems in these fields. Considering soft skills, students learn how to present and to discuss their solutions and to defend their findings in class. Students explore the latest state of art research and practice in corporate ownership and control as well as in corporate governance. Furthermore, students evaluate and discuss case Studies

Corporate Ownership & Control (5 ECTS), summer term

In this seminar students have to write a group paper in English. Afterwards the students have to present their results in class.

In the past academic year, topics have included:

- Professionalizing supervisory board members: Evaluating requested skills
- The link between board remuneration and firm performance
- Co-determination: Advantage or disadvantage for German joint stock companies?
- Do non-audit services affect auditors' independence? Conceptual and empirical findings
- On the effects of auditor concentration on corporate governance structures
- State ownership: A stabilizing element in a difficult economic climate?

Corporate Governance for Value Creation (5 ECTS), summer term

A number of corporate governance scandals around the world, such as Enron (USA), Parmalat (Italy), Satyam Computer (India), and Olympus (Japan), have drawn the public's attention to mechanisms by which mismanagement of corporate resources can be reduced. However, corporate governance is more than that. A too narrow focus on limiting the management's opportunities to take decisions, so as to prevent the management from serving their own interests at the expense of the firm and the surrounding society, may prove at least as costly as the cleaning up after past uncovered cases of mismanagement. Successful business in today's world requires risk taking. The on-going rapid development in information technology will give an advantage to firms that are able to exploit new technologies better than their competitors. Corporate governance systems should be tailored so as to encourage top management teams in large firms to develop their skills in handling these types of risks. This requires judicious use of legal rules and principles so as not to discourage management from taking decisions with a potential for substantial increases in productivity. The aim of this course is to guide participants through a number of considerations that are relevant in striving to structure corporate governance with this goal in mind.

For more information and the current list of seminar topics see:

<http://www.cg.rw.uni-erlangen.de/studium-lehre/corporate-ownership-and-control.shtml>

Behavioral Economics – Prof. Utikal



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Seminar on Behavioral Economics (5 ECTS), summer term

In this seminar students have to write a paper in English or German (1/2 of the grade). Afterwards the students have to present their results in class (1/2 of the grade).

In the past academic year the topics have been about Psychonomics. For more information see: <http://www.verhaltensoekonomik.rw.uni-erlangen.de/>

Industrial Management - Prof. Voigt **Global Operations Strategy (5 ECTS), winter term**

The students will get insights in the importance of a global operations strategy. They will be familiar with the main strategic options in this field.

For more information on current lectures and seminars visit: <http://www.industrial-management.wiso.uni-erlangen.de/lehre/>

Social Policy - Prof. Wrede **Spatial Economics (5 ECTS), summer term**

The contents of this course are:

- Geography, Trade, Mobility and Agglomeration;
- Spatial Concentration;
- Regional Policy;
- Geography and Growth

Migration, Employment and Social Policy (5 ECTS), winter term

[Details are following]

Seminar on Urban Economics (5 ECTS), summer term

The "Seminar on Urban Economics" is a one-semester course at the Bachelor level (5 ECTS). The course consists of 4 lectures and 4 meetings with paper presentations. Subjects will be assigned at the first meeting. As a starting point for literature search, one reference is given for each subject. The subject are: Urban decline, Ethnic Segregation, Tenure Choice in Dual Income Households, Rent Control and Housing Market Spillovers, Measure Housing Demand: The Hedonic Approach, Urban Quality-of-Life Measurement, Congestion toll, Traffic Infrastructure and Congestion, Urban Density and Pollution and Zipf's Law.

Assessment: Seminar paper (60%), presentation (20%), discussion of a second paper (20%)

Finance, Auditing, Controlling and Taxation



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Current issues in FACT (2,5 to 5 ECTS), summer and winter term

In this module the student will learn about current issues in Finance, Auditing, Controlling and Taxation (FACT). Each term different courses are offered, some of them are taught in English. The credit points vary between 2,5 to 5 ECTS.

In the past academic years, courses taught in English have been:

- Advanced Accounting Topics: IFRS vs. US-GAAP (2,5 ECTS)
- Current Challenges of Business Management (5 ECTS)
- Governance and management control of intangibles (2,5 ECTS)

For more information and the current list of courses see: <http://www.fact.rw.uni-erlangen.de/master-fact/aktuelle-fragen-aus-fact.shtml>