



BÜRO FÜR INTERNATIONALE
BEZIEHUNGEN

INTERNATIONAL
RELATIONS OFFICE



FRIEDRICH-ALEXANDER
UNIVERSITÄT
ERLANGEN-NÜRNBERG

FACHBEREICH WIRTSCHAFTS-
WISSENSCHAFTEN

Courses taught in English at the School of Business Nürnberg

April 2013





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Empirical Economic Sociology – Prof. Abraham

Society and Culture in a Comparative Perspective (summer and winter term)

The course brings together our students and students from one of our foreign partner universities to discuss current social issues, like social equality, minorities or aspects of social structure and socio-economic development in the analyzed societies and to review relevant sociological contributions to these topics. The course aims to promote the intercultural and thematic exchange among students and lecturers from different countries. The newest courses were organized in partnership with our partner universities from Pilsen, Prague and Cluj-Napoca. The four-day-seminar is located in a seminar house in Bad Kissingen. The students are required to prepare a cross-national group presentation, which included an interactive part (active involvement of the audience) and a term paper.

International Social Research Seminar (summer and winter term)

The course intends to combine our visit at one of our partner universities with an international social research seminar. The students and lecturers will have the opportunity to present, discuss and exchange the results of research projects on socio-economical topics and also to gain insights into the social and quotidian life of the visited society. This seminar continues our positive experience gained in similar seminars that took place at our partner universities in Budapest, Bratislava, Cluj-Napoca and Krakow. Examination is based on an individual or group presentation and a written term paper.

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.

Managing Technological Change (MTC)

Organizations are frequently confronted with new technologies. For the managers of those organizations, a number of questions arise, including: What strengths and weaknesses do technologies possess? Which application scenarios for new technologies make the most business sense? What are the potentials of innovative technologies and how can those potentials be activated in the own firm? Students who opt for this module will learn how to answer such questions by using common methods and tools from the field of technology management.

The module Managing Technological Change consists of a lecture and exercise and is held in the summer term. As this is an interactive course involving student teamwork, pre-term registration via e-mail and class attendance are expected. The date and time of classes are posted on the department's website www.wi3.uni-erlangen.de as well as in Univis (www.univis.uni-erlangen.de). Students are graded based on their presentations and homework assignments; there is no written exam at the end of the term.

C o r p o r a t e S u s t a i n a b i l i t y M a n a g e m e n t – P r o f . B e c k m a n n

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 pursuits a social mission while generating profits, to gain insights into why organizations exist, how they function and how they interact with 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 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.



Idea and Innovation Management – Prof. Brem

Collaborative Idea and Innovation Management: Current trends in an international context (5 ECTS), summer term

Within this course, the theories of innovation management as well as the most current trends of it will be presented and discussed in an international context. The main concepts of collaborative innovation will be introduced and applied through course assignments. The goal is to deepen the understanding of most current innovation process management for successful development and commercialization of new products and services. Groups will work interdisciplinary and the course includes guest presentations from visiting lecturers.

Assessment: Group assignment

Creativity and Design in Innovation Management (5 ECTS), winter term

Within this course, the theories of creativity and design in the context of technology and innovation management will be presented and discussed. The main concepts of creativity and design will be introduced and partly applied, depending on the number of students participating. The goal is to deepen the understanding of creative and design processes for the development of products and services.

Assessment: Written exam, 60 min

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

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

Operations and Logistics II (5 ECTS), summer term

This course - offered in the Summer Semester for Bachelor level students – covers issues the important topics associated with operations and logistics management. The course is taught over a period of 10 weeks, with a lecture and corresponding Übung (seminar/exercise) every week. We will focus on the global business environment, inventory management, transport and distribution, warehousing, measuring and managing processes, global supply chains, sustainable operations, managing operations in emerging markets. We generally invite two guest speakers from industry to supplement the lecture programme. Last year we had guest lectures from the Boston Consulting Group and Siemens. We also arranged a visit to see a local warehousing and distribution centre. Assessment is by means of a 90 minute examination at the end of the course.

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%).

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.

IM3: 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.

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%)

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.

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

Advanced Problem Solving and Communication (Master-level, 5 ECTS), summer term

Two challenges are fundamental to managerial success: (1) innovative, team-based problem solving, and (2) powerful communication. The goal of this highly interactive seminar is to provide upcoming managers and entrepreneurs with effective tools to meet these challenges.

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.



Corporate Strategy (Master-level, 5 ECTS), summer term

This course focuses on the crucial tasks and problems affecting success in multibusiness firms. The fundamental question is: 'Why are some firms successful whereas others struggle to survive?' A combination of lectures, discussions and case studies will be used to acquire familiarity with basic concepts, theories and instruments of strategic management in multibusiness firms and to gain expertise in applying them. In particular the course deals with diversification strategies, portfolio planning and the management's possibilities to execute portfolio changes. Understanding strategy formulation and implementation on a corporate level reflect the central aim of this course. All students are expected to arrive in class having read the assigned cases and being prepared to present and defend their analysis.

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.



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



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

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. Möslin

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.

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, 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

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/>



S o c i a l P o l i c y - P r o f . W r e d e

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%)

F i n a n c e , A u d i t i n g , C o n t r o l l i n g a n d T a x a t i o n

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>