

UNIVERSITÄT
BAYREUTH

INTERNATIONAL OFFICE

General Overview of English-taught courses at the University of Bayreuth

Available during the Summer Semester 2023

An overview for the winter semester 2023/24 is expected to be available as of 01.10.2023



Law, Business and Economics

Number	Course Title	Type	ECTS / Credits	Duration	Module Description
14	Specialisation DLM/SMV (Digital Transformation in Sport Business)	Cs	5-10	2	This course examines the relationship between digital transformation and the global sport industry, including key elements such as venue management and operations, mobile technologies, new media dynamics, including streaming video (OTT), and sport marketing. A focus of the course is on the relationship of social media to current trends in sport marketing, sponsorship, media, CRM, etc. Emphasis is on developing critical digital transformation-related skills. Topics will include an introduction to trends in sport marketing and sport consumer behavior, as they relate to streaming sport content, multi-channel marketing, and e-commerce.
41	HR Analytics	L	6	2	The following topics will be covered: – Introduction to Human Resource Management – Strategic HRM, Data-Driven Decision Making, and HR Analytics – Data Management and Human Resource Information Systems – Diversity, Inclusion, and Equal Employment Laws – The Analysis and Design of Work – Workforce Planning and Recruitment – Selection Processes and Procedures – Training, Development, and Careers – Performance Management – Managing Employee Separations and Retention – Reward System – Employee Safety, Well-Being, and Wellness Opportunities and Challenges in International HRM
51	International Human Resource Management	L	5-11	2	The module deals with the peculiarities of international human resource management (IHRM) as well as the task fields and instruments in an international context.
61	International Human Resource Management	E	5	2	Exercise on International Human Resource Management
217	Capital Markets Law (Focus Area III) (EU Capital Markets Law)	L	5	2	This course covers the essential features of capital markets regulation in the European Union. The curriculum of this course includes EU legislation in relation to capital markets, such as the Markets in Financial Instruments Directive, the Prospectus Regulation, the Market Abuse Regulation, and the Transparency Directive, domestic legislation implementing and supplementing EU capital markets legislation, and case law, both from the ECJ and domestic courts. The course is open to any student interested in EU capital markets law. It is specifically designed for students involved in the Schwerpunktbereich III – Unternehmen, Kapital und Strukturierung, and will prepare them for the written examination.
360	Family Economics	L	6	2	Based on theoretical knowledge about different approaches in vegetation science, various methods of data recording are applied to in the complex terrain of the European Alps that offers a large diversity of habitats and vegetation structures. Site conditions and ecosystem processes are re-lated to key plant functional traits and vegetation pattern. Methods including floristic relevés, vegetation transects, systematic trait data recording, biometry, biomass harvests, and spatial assessments (mapping, remote sensing).
371	Family Economics	E	6	2	
378	Simple Seminar: Researching Key Issues in African Law	S	3-15	2	Content seminar focuses on key emerging legal issues in Africa. A number of topics ranging from human rights, sustainability governance, regional integration, constitutionalism and comparative law topics will be decided by the Chair and students will pick from the list of topics offered. The seminar is structured around introductory lectures on African legal issues, which focus on the role of law and legal institutions in resolving some pressing needs of state-making. Feedback sessions to aid the development and writing of the seminar papers are scheduled midway through the project.
385	International Accounting from a European Perspective	L		1	This course is primarily designed for BIT double degree students. It is about IFRS (International Financial Reporting Standards) from a European perspective. The module deals with the peculiarities of international human resource management (IHRM) as well as the task fields and instruments in an international context.
395	Human Rights in Africa	L	3-13	2	The course provides an indepth introduction to the African human rights system. It examines the legal and institutional framework that makes up the regional protection of human rights within the African Union as well as laying out the contours of its monitoring system. Different themes relating to implementation, children, refugees, women, LGBTI and access to information are further explored supplemented this area of the law. Educational objective The aim of the course is to provide a critical examination of the structures and processes of the African regional systems for the promotion and protection of human rights. After undetaking this course, students should be able to comptently articulate the role of role of African institutions in the protection f human rights oin the continent. In particular, students should be able to examine and give fair account to questions such as how fit for purpose are the principles and processes enshrined in the documents for African polities? Practical application of the law Additional benefits obtained through studying this course are the transferable skills both academically and through a practical application of the law. The course will give you the opportunity to address the development of the legal rules dealing with contract and tort law and will provide you with the skills needed for both an academic and employment environment whilst considering the materials and engaging with the activities. For example, you will undertake some short activities which are linked to specific materials and this in turn supports the growth of personal skills such as communication skills, research skills, information technology skills, problem solving skills.

Number	Course Title	Type	ECTS / Credits	Duration	Module Description
389	International Environmental and Sustainable Development Law	L	3-6	2	<p>This course focuses on international legal and institutional arrangements concerning the management of the environment. It examines both theoretical and practical dimensions of these arrangements.</p> <p>This course explores some of the most salient aspects of the expanding area of international environmental law. It examines, in particular, global environmental issues that have risen to the top of the international law and policy agenda in the wake of the 1992 United Nations Conference on Environment and Development (Rio Conference), the 2002 Johannesburg World Summit on Sustainable Development and further developments leading to the 2012 Rio+20 summit.</p> <p>The notion of sustainable development occupies an important place in this course. It provides an acknowledgement that environmental law needs to be considered at the same time as social and economic dimensions of development. This broader framework which puts environmental issues in the much broader context of development constitutes the overall framework of reference within which environmental law is to be considered today. This implies, for instance, that many environmental law issues have an important North-South dimension which is considered in this course.</p> <p>The course highlights several key aspects of international environmental law. It provides an introduction to the principles of international environmental law (such as the principle of common but differentiated responsibilities and the precautionary principle), issues related to the protection of the environment (hazardous activities, wastes, air pollution), the conservation of the environment (species, biological diversity) and the use/exploitation of environmental resources (trade in animal parts, genetic resources, genetically modified organisms).</p> <p>This course also examines questions related to compliance, effectiveness and the enforcement of international environmental law. This includes, for instance, an examination of liability and redress and compliance mechanisms.</p> <p>The course further examines environmental issues in their broader context. It thus considers, for instance, the link between human rights and the environment and the link between trade and the environment. It may also consider issues such as links between intellectual property rights and the environment or war and the environment.</p> <p>International environmental law is today intrinsically related to the concept of sustainable development. In keeping with the strong development component of much recent international environmental law, the course makes frequent reference to the North-South dimension of the issues examined. These include both theoretical aspects, such as the question of preferential treatment (equity) in international environmental law and more practical aspects such as the so-called Kyoto mechanisms under the Kyoto Protocol to the Climate Change Convention, in particular the Clean Development Mechanism.</p> <p>The course also emphasises measures taken to foster the implementation of the numerous international treaties adopted at the international level. It examines international legal and institutional arrangements in this regard. This will include, in particular, an analysis of the role of environmental financial mechanisms (and, more generally, multilateral development banks) in the realisation of the goals of international environmental instruments.</p>
392	Elements of Contract and Tort Law	L	5-13	2	<p>The module examines contract and torts through the common law system with some comparisons with civil law systems. You will be introduced to the fundamental principles of the subject and an opportunity to acquire a depth of knowledge and an understanding of the legal rules dealing with contract and tort.</p>
483	Principles of Entrepreneurship (Master)	L	6	2	<p>In the lecture, students learn the basic principles of entrepreneurship, get acquainted with entrepreneurial processes, learn how to conduct feasibility analyses, how to design economically sustainable business models and how corporate entrepreneurship helps established organizations to stay innovative. In the exercises part, students have to apply their knowledge and solve small case studies.</p>
495	Impact Entrepreneurship – Developing Social and Ecological Innovations	S	5-10	4	<p>You will learn advanced knowledge in the field of impact entrepreneurship (i.e., solving social and/or ecological problems through innovative methods). Furthermore, you will learn how to develop your own sustainable solutions for social and/or ecological challenges. In addition to obtaining a foundation of scientifically based content on impact entrepreneurship, you will learn the necessary tools and their application in practice-oriented workshops and will also be personally advised in a team by the interdisciplinary lecturers.</p> <p>Schedule: Kick-off event (topic/problem presentation); Interactive workshops (development of ideas/solutions, business models); Independent further development of the project; Personal coaching (individual team advice); Final presentations; Submission of the concept</p>
509	Specialisation DLM/SMV (Global Sports Business Consulting Project with Ohio University, and Adidas®)	S	5	2	
544	Excercise HR Analytics	E	6	2	
554	Principles of Entrepreneurship (Master)	E	6	2	<p>In the course, students learn the basic principles of entrepreneurship, get acquainted with entrepreneurial processes, learn how to conduct feasibility analyses, how to design economically sustainable business models and how corporate entrepreneurship helps established organizations to stay innovative. In the exercises part, students have to apply their knowledge and solve small case studies.</p>
570	Business Developing (Master)	L	5-6	2	<p>Students gain knowledge about the challenges and special features that go hand in hand with the further development of a startup. In particular the course covers the areas of profit generation, internationalization, financing, human capital, alliances, networks, succession and error management. In addition, students apply their theoretical knowledge by solving tasks that arise in a developing startup company.</p>

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915	Specialisation DLM/SMV (EASM Summer School)	S	5	2	Topics covered in the course include: using R and RStudio, descriptive statistics and visualization, hypothesis testing, linear models, generalized linear Models, mixed models, confounders, causality and Directed Acyclic Graphs (DAGs), data management and experimental design.
30007	Lecture Series (Planetary Health – connecting the dots)	L	3-5	2	The Lecture Series consists of experts from the university of Bayreuth as well as from different fields within the framework of environment, climate change and health, who provide an in-depth and multi-faceted insight in this area. The experts (and senior students) report on their everyday experiences and projects in companies, governmental institutions as well as non-governmental organisations. Topics from the field of environment, climate change and health are discussed from an interdisciplinary perspective. Students have the opportunity to reflect this faceted insights or research areas with every speaker.
30028	Malnutrition – from theory to practice (external course at Tel-Hai College Israel)	L	5	2	This international course introduces innovation in different aspects of nutritional disorders with a focus on malnutrition and Sarcopenia management of adults for dieticians. The course will provide students with sufficient knowledge and skills on assessment, diagnosis and management of malnutrition in using the NCP model. The students will discuss policy dilemmas about malnutrition and evaluate appropriate diagnosis tools from a global perspective. A special focus will be on interdisciplinary teamwork in the treatment of malnutrition.
30031	Scientific Writing for Planetary Health	S	3-10	2	Students will get an overview of relevant publications and corresponding research instruments (for example reports and essays). Moreover, students will get to know the rules of a peer-review-process including writing a letter to the editor and how to start writing your own manuscript. In this context, students will practice scientific writing. Using current manuscripts, their strengths and weaknesses will be discussed, too.
30476	Comparative Law	L	5-13	2	
30527	Quantitative Methods in Economic History	S	5-10	3	The objective of this course is to introduce and practice the most important methods that are used in „quantitative“ economic history („cliometrics“). Students will be introduced to all relevant steps alongside the value chain of research in quantitative economic history: Identifying historical datasources, processing data, constructing datasets, data analysis, and interpretation of results. The course will introduce participants to the basic toolkits employed in recent research in quantitative economic history and long-run growth. In a hands-on approach, most of the teaching will be conducted in computer based classes. Lectures will give brief introduction into the relevant methodology and provide the econometric foundations. Tutorials will provide the necessary applied knowledge to gather data, produce datasets and conduct data analysis. To this end, the course will replicate the empirical analyses of existing scholarly research. The core parts of the class will allow students to replicate econometric analysis based on cross-sectional data as well as panel data. Students will learn to acquire data from historical sources, such as historical statistics and maps, and supplementary information from geographical data. To this end, students will get acquainted with basic statistical software such as R, as well as basic Geographic information systems Software such as QGIS.
30669	Advanced Empirical Economics II (“Complexity Economics – How Interactions Shape Markets and Their Emergent Properties”)	S	5-6	2	
30677	International Commercial Law I	L	5-6	2	
30742	Managerial Epidemiology	Cs		3	
30959	Causal Inference in Economic History	L	5-6	4	Cause-effect relationships are at the heart of many important questions in economic history: Did the slave trades (1400-1900) cause economic underdevelopment in Africa? Did the invention of the steam engine cause the industrial revolution? Did immigration to the United States during the Age of Mass Migration (1850-1920) cause economic prosperity? The purpose of this course is to introduce students to the core methods for identifying cause-effect relationships in economic history and to apply these methods in practice. The course will expose students to the concept of causality and explain under which assumptions causal effects can be identified. We will focus on so-called natural experiments, in which individuals, regions or other units are similar in many respects but differ with respect to the factors whose influences we want to study. The course will have a strong focus on applications and will emphasise problems that economists and economic historians encounter in practice when studying cause-effect relationships. The tutorials will discuss important empirical studies in quantitative economic history and will provide students with the opportunity to apply empirical methods hands-on using the statistical software Stata. While the applications are in economic history, the methods taught in the course are also widely applied in other areas of economics.
30960	Causal Inference in Economic History	E	5	2	
30973	Advanced Empirical Economics II (“Computable General Equilibrium (CGE) Modeling”) (“Simulating Environmental Policies: An Introduction to CGE Modeling”)	S	5	2	

Number	Course Title	Type	ECTS / Credits	Duration	Module Description
32059	Team Project Business Plan Competition (Artificial Intelligence in Product Development, Production and Service Engineering)	Cs	5-6	2	The IBPC is an international course designed to: foster collaboration with international students to develop innovative business ideas; motivate the participating students to generate new ideas and to create the basis to develop professional business plans; experience in a practical way how a development process of new products can take place; receive feedback from experts worldwide; develop intercultural competence.
32188	Management Research (Internal corporate venturing)	S		3	This seminar will introduce the phenomenon of internal corporate venturing, which involves the founding and launch of new businesses within the structures of pre-existing businesses. Internal corporate venturing is a key process through which corporations seek organizational growth and renewal. In the proposed seminar, current knowledge regarding the phenomenon will be reviewed, including a history of the major studies on this topic and some of their principal findings. Challenges associated with the study of internal corporate venturing will be discussed, and designs that have enabled researchers to overcome these challenges will be presented. Finally, high potential research topics aimed at addressing major knowledge gaps will be explored
32527	Introduction to Business and Information Systems Research	L & E	6	2	This course is the second part of the introductory exploration of various fields of linguistics. The fields to be covered, among others, are Schools of Linguistics, Sociolinguistics, Language Contact and Change, Cognitive Linguistics, Corpus Linguistics, Written and Spoken Language, Text Linguistics and First Language Acquisition. Course evaluation will take place via several assignments and a final exam.
32546	Sustainable Finance (Case Studies)	S	6	4	
33018	Conceptual and empirical research in International Management	S	6	2	The course consists of two parts. In the first part basic research instruments e.g. for structuring a research project or writing a thesis are taught. The second part consists of presentations from the students' side. The presentations are intended to show the results of research projects which the students are assigned to. These may include empirical research e.g. in the field of international M&A and/or presentations based on journal articles. The empirical research is based on the use of data bases like Zephyr or Amadeus (access will be provided via the library). The topics of the research projects vary from semester to semester and are often geared to current themes in IM research.
33391	Data Science in Economic History: Spatial Analysis and Mapping	Cs	5-6	2	This Master course provides an overview of spatial analysis and mapping in R with applications in economic history. The first part of the course introduces students to the basic toolkit in geospatial research (as used in economics). We will discuss the handling of vector and raster data, the processing of spatial data, map making and a selection of more advanced topics. The second part of the course then applies the tools by replicating spatial analyses of research papers in economic history and long-run development.
33493	Cooperation Management	L	6	2	
33528	Specialisation DLM/SMV (Service Management in the Digital Age)	Cs	5-10	2	This course is developed to address the significant shift to a new business world, where companies face a very different reality due to digital transformation, environmental and social pressures. In such complex business environments, it is not enough to market products and services aligned with the customers' needs. Instead, it is important to understand how to create experiences and co-create value with the customer and other stakeholders. Companies need to understand their service ecosystems and they need to decide how they want to shape these ecosystems. This service management course is designed to provide future managers, consultants, coaches and (social) entrepreneurs with strategic frameworks and practical tools and techniques to co-create value in the service ecosystem they shape.
34003	Growth Theory	L	6	2	This course provides an introduction into the theory of economic growth. The question of whether economies can grow perpetually and to what extent resources generated in the growth process suffice to guarantee the survival of the population have been key challenges for economic research since economics has evolved as an independent academic discipline. In this lecture, we look at key topics that are put forward in the literature and shed light on the engines of economic growth as well as the consequences of technology diffusion in open economies. The lecture also introduces the techniques required to study models of economic growth, which usually involve the problem of dynamic optimization.
34004	Growth Theory – Exercise	E	6	2	The lecture synthesizes information on the most important interlinkages between biodiversity, climate change and health. It covers the concepts of one health, and planetary health and includes an overview of related Sustainable Development Goals, and reports.
34013	Seminar in Regional Economics (Explaining Booming Cities and Struggling Peripheries)	S	5	2	The aim of this seminar is to discuss the literature on regional and urban economics, especially related to the question why economic activity is clustered in some regions, when in others there is hardly any. While urban areas often face skyrocketing rents and congestion, people in many rural areas feel forgotten and complain about a decline in state structures and public perception. Both problems are at least partly driven by an uneven distribution of wealth and people. Regional and urban economics aim to explain this scientifically, e.g. why there are peaks and troughs in the spatial distribution of economic activity. One of their main findings is about agglomeration, i.e. the fact that populous regions see more specialisation and division of labour and therefore more productivity. In this seminar, we will try to get a glimpse at possible determinants of and explanations for this stylised fact, which are prevalent in this specific literature. The seminar is structured around theoretical and empirical studies. We will discuss the theoretical foundations for regional and urban economics, channels for agglomeration (local externalities and matching) and the dispersion of economic activities. Other topics are the historic persistence of economic activity in distinct areas and the welfare implications of place based policies.

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34020	International Trade (IWB I)	L	5	2	Models of traditional and modern trade theory; foreign direct investments and migration; instruments of foreign trade policy and their consequences
34021	Exercise on International Trade (IWB I)	E	5	2	
34022	Law & Economics of International Trade	L	5	2	
34023	Law & Economics of International Trade (Master)	L	6	2	Master Module for the Bachelor Seminar, Law and Economics of International Trade. Same content as Law and Economics of International Trade. Same lecture rooms and times.
34030	Game Theory II	L	5-6	2	
34031	Game Theory II	E	6	2	
34060	International Financial Flows (International Finance)	L	5-10	2	The course introduces students to basic concepts and topics in international macroeconomics and international financial markets. The topics covered include: i) the balance of payments; ii) global imbalances and the intertemporal approach to the current account; iii) the exchange rates, money and exchange rate regimes; iv) foreign exchange markets; v) optimum currency areas and the Euro; vi) sovereign debt sustainability, debt crises, defaults and sudden stops; vii) currency crises.
34061	Exercise on International Financial Flows (International Finance)	E	5	2	The exercise course complements the lectures of the bachelor course on International Finance. The exercise course supports students in handling different modeling covered in the lectures. The corresponding exercises will be uploaded along the semester on e-learning.
34064	Open Economies (IWB III)	L	5	3	<ul style="list-style-type: none"> ■ Multinational firms ■ International outsourcing The module covers the role of firms in the theory of foreign trade. Participants will get to know problems as a result of imperfect competition and firms' market power in international markets. Additionally, the course covers determinants and effects of foreign direct investment and international outsourcing.
34080	Seminar in the context of theses (Bachelor, Master) or dissertations	S		2	
34210	Advanced Microeconomics I	L	8	2	This course is addressed to students who aim to obtain a Master or PhD degree in <i>Economics, Internationale Wirtschaft & Governance, or Philosophy & Economics</i> . Students who are currently completing a Bachelor program are welcome; they may take this course as preparation for international PhD programs, or in order to start earning credits for the M.Sc. in Economics at the University of Bayreuth right now.
34211	Advanced Microeconomics I	E	8	2	Rationality axioms and modeling of economic decision and demand behavior with safe or risky alternative Games in normal or extensive form Firm behavior, different market structures (polypole, monopoly, and oligopoly), and their implications for the market outcome
34229	Collective Choice Theory	L	6	2	Equilibrium concepts; Adverse selection, screening, and signaling; Mechanism design; Learning objectives The module is designed to enable students to read recent economics articles, in particular on the impact of information imperfections and how to deal with them strategically penetrate and identify critical premises. Students should be able to be able to use the methods presented in the lecture and applied in the exercise to microeconomic problems, e.g. from the principal-agent theory, the market design or the or auction theory with self-constructed models.
34230	Collective Choice Theory	E	6	2	Equilibrium concepts; Adverse selection, screening, and signaling; Mechanism design; Learning objectives The module is designed to enable students to read recent economics articles, in particular on the impact of information imperfections and how to deal with them strategically penetrate and identify critical premises. Students should be able to be able to use the methods presented in the lecture and applied in the exercise to microeconomic problems, e.g. from the principal-agent theory, the market design or the or auction theory with self-constructed models.
34232	Seminar in Topics in International Macroeconomics and Finance	S	6	2	The seminar introduces students to advanced theoretical models that analyse the different topics in international macroeconomics and international finance. The topics covered by the list of papers below include: Global imbalances and external adjustments; Sudden stop crises; Sovereign risk and sovereign debt maturity; Currency crises; Inflation transmission through international input-output linkages; Exchange rate pass-through to prices; Exchange rate uncertainty and currency choices; Dominant currencies.

Number	Course Title	Type	ECTS / Credits	Duration	Module Description
34262	Graduate Seminar of Economics Chairs	S		2	
34346	Seminar in Topics in International Macroeconomics and Finance (Bachelor)	S	5	2	The seminar introduces students to advanced theoretical models that analyse the different topics in international macroeconomics and international finance. The topics covered by the list of papers below include: Global imbalances and external adjustments; Sudden stop crises; Sovereign risk and sovereign debt maturity; Currency crises; Inflation transmission through international input-output linkages; Exchange rate pass-through to prices; Exchange rate uncertainty and currency choices; Dominant currencies.
36254	Pharmacoeconomics II	L	6	2	Review of basic concepts and fundamentals of pharmacoeconomics. <ul style="list-style-type: none"> ■ Specific cost-minimization analyses, cost-effectiveness analyses, cost-utility analyses, cost-benefit analyses ■ Decision Analysis/Modeling ■ Markov models ■ Budget Impact Analyses ■ Duchenne muscular dystrophy case study ■ Clinical trials in pharmacoeconomics ■ Regulations and their impact on different stakeholders ■ International comparisons
38345	Value Creation and Customer Experience in Service Management	L	5-6	2	Since Heskett et al.'s (1994) groundbreaking article on the Service Profit Chain (SPC), we acknowledge that happy employees lead to happy customers which leads to profit. In this course we shed light on these mechanisms of the SPC by discussing facilitators and inhibitors of value creation in service management and by critically assessing the meaning of both internal and external service quality, as well as their determinants, for the success of a company. Herby, the course zooms in on central concepts like customer experience which usually shapes customers value judgements, but also on more recent topics such as technology infusion and well-being. Moreover, the course imparts management tools and concepts and discusses the performance and consequences of them. Finally, this course enables the transfer of this knowledge to a practice-relevant issue in a management-oriented simulation game.

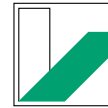
Key/Abbreviations:

Cs Course
 E Exercise
 ECTS Credit Points

S Seminar
 L Lecture

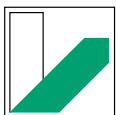
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Contact

University of Bayreuth
International Office
Universitätsstraße 30 | ZUV
95447 Bayreuth

www.international-office.uni-bayreuth.de