

Module Catalogue Bachelor



1. October 2009 till
30. September 2010

University of Cologne
Faculty of Management, Economics and Social Sciences



This catalogue of module does only include modules which are held in English.

List of Abbreviations

CP Credit Points
(E) Classes are regularly or occasionally in English

Module	Channel Management (E)		
Number	07001	Workload	240 h
Credit Points	8 CP	Recurrence Frequency	Every term
Attendance	60 h	Independent Studies	180 h
Qualifications	Management positions in marketing, sales, and distribution of manufacturing-, retailing-, and services companies.		
Module is allocated to	Bachelor Business Administration: Elective module within the main subject Business Administration Bachelor Economics, Social Sciences: Elective module within the subsidiary subject Business Administration Bachelor Health Economics: Elective module within the subsidiary subject Economic Basics Bachelor Information Systems: Elective module within the subject area Business Administration Bachelor Regional Studies China: Elective module within the subsidiary subject Business Administration Bachelor Media Sciences: Elective module within the subsidiary subject Media Management		
Examination Requirements	Written exam lasting 60 min.		
Prerequisites for Admission	The content of the module Marketing is required.		
Courses	Lecture Channel Management Tutorial Channel Management Student-led tutorial Channel Management		
Learning Objectives	Students discuss the issues of market access using different market and distribution channels. ... systematise the options of channel design. ... describe the theoretical background of channel management. ... analyse channel performance. ... discuss the consequences of conflict between channel partners. ... systematise new (multiple and technology based) channel options.		
Contents	<ul style="list-style-type: none"> • Channel design process • Implementation and management of a channel design • Insights into specific channel institutions 		
Information about Teaching and Learning Methods	The pedagogy of the course will entail both conceptual and applied elements, including case studies, lectures, and discussions in class. The lectures, tutorials and student-led tutorials will be held in English. The language of the written exam is English.		
Additional Information	Relevant readings will be announced in class.		
Responsible Faculty Member	Univ.-Prof. Dr. Werner Reinartz, Seminar für Allgemeine Betriebswirtschaftslehre, Handel und Kundenmanagement (General Business Administration, Retailing and Customer Management)		

Module	Labour Economics (E)		
Number	08009	Workload	240 h
Credit Points	8 CP	Recurrence Frequency	Every term
Attendance	60 h	Independent Studies	180 h
Qualifications	Qualifies students for work in research institutes, human resources departments and institutions concerned with labour market policy.		
Module is allocated to	Bachelor Economics: Elective module within the main subject Economics Bachelor Business Administration, Social Sciences: Elective module within the subsidiary subject Economics Bachelor Regional Studies East and Central Europe, Latin America, China: Elective module within the subsidiary subject Economics		
Examination Requirements	Written exam lasting 90 min.		
Prerequisites for Admission	Microeconomics		
Courses	Lecture and exercise sessions		
Learning Objectives	Students describe the functioning of the labour market. ... use microeconomic methods to examine behaviour in the labour market. ... understand the basic issues behind empirical research in labour economics.		
Contents	<ul style="list-style-type: none"> • Labour supply • Labour demand • Human capital and education • Basic empirical methods in labour economics 		
Information about Teaching and Learning Methods	Lectures and discussions (If not indicated otherwise, the course is held in English.)		
Additional Information	Additional information will be provided at the beginning of the term.		
Responsible Faculty Member	Univ.-Prof. David A. Jaeger, Ph.D., Wirtschaftspolitisches Seminar (Economics)		

Module	Governance and International Relations - A Perspective of Economic Geography (E)		
Number		Workload	180 h
Credit Points	6 CP	Recurrence Frequency	Every summer term
Attendance	30 h	Independent Studies	150 h
Qualifications	Application-oriented and multidisciplinary preparation for activities in economy, administration, organisations, associations and media in a German, European and international environment.		
Module is allocated to	Bachelor Social Sciences: Elective module within the main subject Social Sciences - Group Integrative Social Sciences - Subgroup Governance and International Relations		
Examination Requirements	Presentation (making up 30% of the final mark) and paper (making up 70% of the final mark)		
Prerequisites for Admission	32 credit points in the main subject Social Sciences Methods of Social Sciences and related areas		
Courses	Seminar		
Learning Objectives	<p>Students...</p> <ul style="list-style-type: none"> ... analyse site-specific processes of decision-making in an international, transnational and supranational context. ... get to know different international management types and effectiveness of regional processes. ... establish a connection between different subjects and disciplines at a specific, theoretical, methodological and empirical level. 		
Contents	<ul style="list-style-type: none"> • Locations and regions of world economy • Approaches and perspectives of the Economic and Social Geography • Regional structures, institutions and actors operating on an international, transnational and supranational level of decision-making • Current issues related to regional development in Europe 		
Information about Teaching and Learning Methods	Students actively participate in the seminar, discussion after the presentations		
Additional Information	Required reading will be announced at the beginning of the term. The course is in English.		
Responsible Faculty Member	Univ.-Prof. Dr. Martina Fuchs, Lehrstuhl für Wirtschafts- und Sozialgeographie (Economic and Social Geography)		

Module	Transnational Social Policy and International Standards as a Problem of Governance (E)		
Number		Workload	180 h
Credit Points	6 CP	Recurrence Frequency	Every winter term
Attendance	30 h	Independent Studies	150 h
Qualifications	Application-oriented and multidisciplinary preparation for activities in economy, administration, organisations, associations and media in a German, European and international environment.		
Module is allocated to	Bachelor Social Sciences: Elective module within the main subject Social Sciences – Group Integrative Social Sciences - Subgroup Governance and International Relations		
Examination Requirements	Presentation (making up 30% of the final mark) and paper (making up 70% of the final mark)		
Prerequisites for Admission	32 credit points in the main subject Social Sciences Methods of Social Sciences and related areas.		
Courses	Seminar Transnational Social Policy and International Standards as a Problem of Governance		
Learning Objectives	<p>Students...</p> <p>... analyse political processes of decision-making in an international, transnational and supranational context.</p> <p>... establish a connection between different subjects and disciplines at a specific, theoretical, methodological and empirical level.</p>		
Contents	Students become familiar with theoretical approaches and perspectives of transnational social policy. Main focuses are the developments and concepts of international and supranational organisations in the field of social policy. Questions are also related to models and methods in the framework of a world social order. The contents will be discussed using relevant regional case studies.		
Information about Teaching and Learning Methods	The course is in English.		
Additional Information	Required reading will be announced at the beginning of the term.		
Responsible Faculty Member	Univ.-Prof. Dr. Frank Schulz-Nieswandt, Seminar für Sozialpolitik (Social Policy)		

Module	The Political System of the EU: Governance and Institutions (E)		
Number		Workload	180 h
Credit Points	6 CP	Recurrence Frequency	Every winter term
Attendance	30 h	Independent Studies	150 h
Qualifications	Application-oriented and multidisciplinary preparation for activities in economy, administration, organisations, associations and media in a German, European and international environment.		
Module is allocated to	Bachelor Social Sciences: Elective module within the main subject Social Sciences – Group Integrative Social Sciences - Subgroup Governance and International Relations		
Examination Requirements	Presentation (making up 30% of the final mark) and paper (making up 70% of the final mark)		
Prerequisites for Admission	32 credit points in the main subject Social Sciences Methods of Social Sciences and related areas.		
Courses	Seminar The Political System of the EU: Governance and Institutions		
Learning Objectives	<p>Students...</p> <p>... analyse political processes of decision-making in an international, transnational and supranational context.</p> <p>... establish within the subgroup Governance and International Relations a connection between different subjects and disciplines at a specific, theoretical, methodological and empirical level.</p>		
Contents	Students become familiar with approaches and perspectives of the European Policy. Main focuses are current developments in European integration and in other international and supranational organisations and institutions as well as the handling with decisive theoretical, methodological and analytical concepts of international cooperation and integration.		
Information about Teaching and Learning Methods	The course is in English. Students actively participate in the seminar, discussion after the presentations.		
Additional Information	Required reading will be announced at the beginning of the term.		
Responsible Faculty Member	Univ.-Prof. Dr. Wolfgang Wessels, Seminar für Politische Wissenschaften (Political Science)		

Module	Corporate Finance (E)		
Number	21101	Workload	180 h
Credit Points	6 CP	Recurrence Frequency	Every summer term
Attendance	60 h	Independent Studies	120 h
Qualifications	Activities in financial and investment management in companies.		
Module is allocated to	Bachelor Business Administration, Economics, Social Sciences: Elective module within the Specialisation Finance I and II Bachelor Health Economics, Information Systems: Elective module within the Specialisation Finance		
Examination Requirements	Written exam lasting 60 Min.		
Prerequisites for Admission	none		
Courses	Lecture Corporate Finance Exercise Corporate Finance		
Learning Objectives	Students... ... get an introduction on financial and financial statement analysis. ... examine the effects of capital spending and financial decisions on financial ratios. ... become acquainted with the techniques of short and long term financial management.		
Contents	<ul style="list-style-type: none"> • Financial management • Valuation of a company • Financing strategy • Cost of capital • Value-based capital spending policy 		
Information about Teaching and Learning Methods			
Additional Information	Required reading will be announced at the beginning of the term. The course is in English.		
Responsible Faculty Member	Univ.- Prof. Dr. Dieter Hess, Seminar für Allgemeine Betriebswirtschaftslehre und Unternehmensfinanzen (General Business Administration, Corporate Finance)		

Module	Product Management (E)		
Number	24101	Workload	180 h
Credit Points	6 CP	Recurrence Frequency	Every winter term
Attendance	60 h	Independent Studies	120 h
Qualifications	Jobs in the field of marketing and sales, in manufacturing, retailing and services companies.		
Module is allocated to	Bachelor Business Administration, Economics, Social Sciences, Health Economics, Information Systems: Compulsory module within the specialisation Marketing Bachelor Business Administration, Economics, Social Sciences, Health Economics, Information Systems: Elective module within the specialisation Media Management		
Examination Requirements	Written exam lasting 60 min.		
Prerequisites for Admission	We expect students to be familiar with the contents of the module Marketing. Besides, it is recommended having attended the module Channel Management.		
Courses	Lecture Product Management Exercise Product Management		
Learning Objectives	Students categorize decision problems in product management. ... develop strategies for brand management and apply methods for determining brand equity. ... present methods for the development of new products and analyse decisions related to the launch of new products in the market. ... discuss characteristics of services marketing and draft marketing programs for services.		
Contents	<ul style="list-style-type: none"> • Brand management • New product development • Service marketing 		
Information about Teaching and Learning Methods			
Additional Information	Readings are announced at the beginning of the term. The course is held in English.		
Responsible	Univ.-Prof. Dr. Karen Gedenk, Seminar für Allgemeine Betriebswirtschaftslehre, Marketing und Marktforschung (General Business Administration, Marketing and Marketing Research)		

Module	Pricing and Communication (E)		
Number	24102	Workload	180 h
Credit Points	6 CP	Recurrence Frequency	Every summer term
Attendance	60 h	Independent Studies	120 h
Qualifications	Jobs in marketing and sales, in manufacturing, retailing and services companies.		
Module is allocated to	Bachelor Business Administration, Economics, Social Sciences, Health Economics, Information Systems: Compulsory module within the specialisation Marketing Bachelor Business Administration, Economics, Social Sciences, Health Economics, Information Systems: Elective module within the specialisation Media Management Bachelor Media Sciences: Compulsory module within the subsidiary subject Media Management		
Examination Requirements	Written exam lasting 60 min.		
Prerequisites for Admission	We expect students to be familiar with the contents of the module Marketing. We recommend having attended the module Channel Management.		
Courses	Lecture Pricing and Communication Exercise Pricing and Communication		
Learning Objectives	Students identify decision problems of pricing and communication. ... discuss pricing strategies and behavioural aspects of pricing. ... evaluate the applicability of different communication tools. ... apply theories in order to derive implications for the effects of pricing and communication. ... apply planning and marketing research methods to set optimal prices and to design communication campaigns.		
Contents	<ul style="list-style-type: none"> • Pricing • Communication • Sales promotion as a cross-sectional instrument 		
Information about Teaching and Learning Methods			
Additional Information	Reading are announced at the beginning of the term. The course is held in English.		
Responsible Faculty Member	Univ.-Prof. Dr. Karen Gedenk, Seminar für Allgemeine Betriebswirtschaftslehre, Marketing und Marktforschung (General Business Administration, Marketing and Marketing Research)		

Module	Managing Organisations and Supply Chains (E)		
Number	27101	Workload	180 h
Credit Points	6 CP	Recurrence Frequency	Every summer term
Attendance	60 h	Independent Studies	120 h
Qualifications	Support and consulting of executive management.		
Module is allocated to	<p>Bachelor Business Administration, Economics, Social Sciences, Information Systems: Elective module within the specialisation Supply Chain Management</p> <p>Bachelor Business Administration, Economics, Social Sciences, Health Economics, Information Systems: Elective module within the specialisation Media Management</p> <p>Bachelor Business Administration, Economics, Social Sciences, Health Economics, Information Systems: Elective module within the specialisation Corporate Development, Organisation and Human Resources</p> <p>Bachelor Media Sciences: Compulsory module within the subsidiary subject Media Management</p>		
Examination Requirements	Written exam lasting 60 min.		
Prerequisites for Admission	It is assumed that students are familiar with the module Business Policy and International Management.		
Courses	Lecture and exercise Managing Organisations and Supply Chains (E)		
Learning Objectives	<p>Students ...</p> <p>... acquire a basic knowledge of the challenges and tasks strategic management is concerned with.</p> <p>... discuss specific requirements and concepts for the analysis, organisation and control of companies and their value chains in different contexts.</p> <p>... apply their theoretical knowledge to concrete case studies and to different industries.</p>		
Contents	<ul style="list-style-type: none"> • Basic knowledge of strategic management and organisation of value added networks • Analysis and structuring of value chains in different contexts • Current challenges of the management of global value: alliances, electronic commerce and business ethics 		
Information about Teaching and Learning Methods	The course will be held in English.		
Additional Information	Required reading will be announced at the beginning of the term.		
Responsible Faculty Member	Univ.-Prof. Dr. Dr. h.c. Werner Delfmann, Seminar für Allgemeine Betriebswirtschaftslehre, Unternehmensführung und Logistik (General Business Administration, Business Policy and Logistics)		

Module	Sociology of the Media III: Mass Communication and Social Change in an International Comparison (E)		
Number	42203	Workload	180 h
Credit Points	6 CP	Recurrence Frequency	Every summer term
Attendance	30 h	Independent Studies	150 h
Qualifications	Students have sound knowledge about exemplary analyses of media reality and are able to judge in how far they are relevant for media planning and for social development.		
Module is allocated to	Bachelor Business Administration, Economics, Social Sciences: Elective module within the specialisation Sociology of the Media Bachelor Media Sciences: Elective module within the subsidiary subject Economy and Sociology of the Media		
Examination Requirements	Presentation and paper (The paper will be marked, the presentation is either "passed" or "failed". Only those students who "pass" the presentation are allowed to write a paper.)		
Prerequisites for Admission	Introduction to Sociology: Microsociology Introduction to Sociology: Macrosociology		
Courses	Seminar Sociology of Media Use III: Social Change and International Comparison		
Learning Objectives	<p>Students ...</p> <ul style="list-style-type: none"> ... know studies about the changes in Media production and reception. ... compare national media organisations in regard of their relevance for political processes and social development. ... know the main methodical problems of comparative research and basics of context analysis and multi-level analysis. ... compare and interpret transnational differences concerning standardised methods of research (surveys or telemetric procedures). ... make use of theory-based approaches in explaining national differences and analyse empirical studies for verify these approaches. ... categorize research designs, evaluate adequacy and describe practical problems in comparatively analysing media systems of different countries. ... acquaint themselves with problems in harmonizing socio-demographic variables as well as categories for content analysis. 		
Contents	<ul style="list-style-type: none"> • Comparisons of systems and their importance for the sociological research of the media • Logic and methodology of transnational comparative analysis for Sociology of the Media • Models of analysis regarding social change: cohorts, life cycle, diffusions 		
Information about Teaching and Learning Methods	Students' presentations, discussions and interpretations of texts.		
Additional Information	Required reading will be announced at the beginning of the term; a didactically appropriate reader may be provided in order to support independent studies. In the summer term 09 the course will be given in English.		
Responsible Faculty Member	Univ.-Prof. Dr. Heiner Meulemann, Seminar für Soziologie (Sociology)		

Module	English for Students of Economics and Social Sciences (E)		
Number	90002	Workload	120 h
Credit Points	4 CP	Recurrence Frequency	Every second term
Attendance	30 h	Independent Studies	90 h
Qualifications	Students get prepared for activities in companies and organisations operating at an international level.		
Module is allocated to	Bachelor Business Administration, Economics, Social Sciences, Health Economics, Information Systems: Elective module within Studium Integrale		
Examination Requirements	Written exam lasting 60 min.		
Prerequisites for Admission	None		
Courses	Exercise		
Learning Objectives	<p>Students ...</p> <ul style="list-style-type: none"> ... read articles related to economics taken from journals and newspapers, discuss issues concerning the authors' core statements and write short texts explaining their own position. ... discuss, on the basis of English texts, selected historical and current controversial issues of economics and social sciences. ... learn to understand vocational factual information which is verbally communicated and to make the difference between core statements and individual pieces of information. ... summarise English texts related to issues of economics and translate the summary into German. ... translate conclusions that other students have reached into English and check in how far the translation is accurate. 		
Contents	<ul style="list-style-type: none"> • Reading and understanding area specific English texts • The ability to write and to summarise texts • Discussions led in English 		
Information about Teaching and Learning Methods			
Additional Information	It is possible that the number of participants will be narrowed down.		
Responsible Faculty Member	The representative for education and academic studies of the faculty		

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