

# English Course Catalogue

Department of Business and  
Economics  
TU Dortmund University

**Summer 2023**

**Erasmus Departmental Coordinator**

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# Bachelor Courses - Summer Term 2023

## General Notes and Guidelines:

- Most courses offer 7.5 Credit Points – Credit Points can be found in the course description.
- If there are no further restrictions mentioned, exchange students may take both Bachelor and Master courses regardless of the study level at their home university.
- In the case of lectures/exercises, there are usually no restrictions regarding the capacities and individual requirement unless stated otherwise in the description.
- Seminars and courses with separate application/registration processes cannot be confirmed in advance (contact the departmental coordinator before your stay).
- The examination period usually takes place in the first three weeks after the lecture period (for the winter semester this is usually February and for the summer semester this is usually in July/August). Please take this into consideration for planning your travel dates.
- In general, the curriculum for the summer and winter semesters is the same each year. However, there may be slight changes in the course program (due to organizational changes etc.)

Up-to-date overview can be found here: <https://wiwi.tu-dortmund.de/en/international/international-students/incoming-exchange-students/before-your-stay/>

**Department:** Department of Business and Economics

**Contact:** Dr. Debra Hanning, [Erasmus.WiWi@tu-dortmund.de](mailto:Erasmus.WiWi@tu-dortmund.de)

**Degree program:** Bachelor

**Course type:** Lecture and Exercise

**Credit Points:** 7,5

**Professorship:** Marketing

**Requirements:** none

**Course description:**

This module focuses on international business relations. In this course important basics, strategies and instruments of international marketing are presented and discussed. A particular focus lies on general frameworks and theoretical backgrounds in the context of international marketing. Besides theoretical foundations, forms of international market segmentation, determinants of market selection as well as strategic option of market development are covered in the lecture. Other core topics include the specific composition of the marketing mix for the adaption of international markets, typical marketing tasks as well as planning and decision making processes particular to international and intercultural marketing. Students learn the decision making and the transfer of theoretical concepts into real world problems with the help of case studies in the exercise.

**Competences**

The module helps to understand characteristics and functions of international marketing. Students learn to be aware of problems in the context of international marketing and get methodological competence for the management analysis. After this course students will be more sensitive regarding international marketing topics and get an understanding for actual issues and challenges in global markets. The professional competence guarantees that students are able to face up strategic and operational marketing tasks in global markets even under continuous changing conditions.

**Link can be found on:**

<https://wiwi.tu-dortmund.de/internationales/internationale-studierende/austauschstudierende/vor-dem-aufenthalt/kurse-auf-englisch-im-sommersemester/>

**Proofs of academic achievement:**

Written and graded exam covering the entire module (90 minutes) or choice between writ-ten and graded exam covering the entire module (90 minutes) and Case Studies (1/3) + written and graded exam (60 minutes, 2/3) (mode will be announced in time).

**Department:** Department of Business and Economics

**Contact:** Dr. Debra Hanning, [Erasmus.WiWi@tu-dortmund.de](mailto:Erasmus.WiWi@tu-dortmund.de)

**Degree program:** Bachelor

**Course type:** Seminar and Exercise

**Credit Points:** 7,5

**Professorship:** Higher Education

**Requirements:** none

**Course description:**

Competitive advantage of organizations today lies in attracting and retaining highly talented staff. At the same time, organizations today have to deal with an increasingly heterogeneous workforce, due to developments such as migration, emancipation, ageing, and international cooperation. The inclusion of men and women, older and younger colleagues, people from different ethnic backgrounds, religions, various educational backgrounds and different sexual orientations has become an issue for employees and managers in modern organizations. To attract and retain a diverse workforce, to realize equal opportunities for all in line with the UN Sustainable Development Goals and to create an inclusive organization in which people's needs for uniqueness and belongingness are met, are key challenges for employers.

This course focuses on diversity and inclusion management in private companies as well as public organizations internationally. Specifically, it will focus on the dynamics, challenges as well as opportunities organizations face in adopting good corporate social responsibility policies and practices to ensure diversity and inclusion. The lecture builds on academic and practitioner literature, draws on a variety of management and sociological theories. The exercise (Übung) focuses on real practice examples of challenges implementing diversity management policies in different types of organizations in Germany and abroad.

**Competences**

Students will develop an in-depth understanding of why diversity and inclusion management are crucial for the competitive advantage of organizations and will get acquainted with the key dynamics, challenges and opportunities that organizations face in attracting and retaining talented staff from various backgrounds. Students will learn how to apply theory and evaluate diversity management strategies against the background of existing models and benchmarks. Furthermore, analytical skills as well as critical thinking will be developed while using the necessary soft skills such as teamwork and presentation skills, which all are highly relevant for the job market.

**Link can be found on:**

<https://wiwi.tu-dortmund.de/internationales/internationale-studierende/austauschstudierende/vor-dem-aufenthalt/kurse-auf-englisch-im-sommersemester/>

**Proofs of academic achievement:**

Written and graded exam covering the entire module (90 minutes).

**Department:** Department of Business and Economics

**Contact:** Dr. Debra Hanning, [Erasmus.WiWi@tu-dortmund.de](mailto:Erasmus.WiWi@tu-dortmund.de)

**Degree program:** Bachelor

**Course type:** Lecture and Exercise

**Credit Points:** 7,5

**Professorship:** Public Finance

**Requirements:** none

**Course description:**

The course applies concepts of finance, risk management and financial markets in an application-oriented manner. The theoretical foundations of the concepts are explored and the implementation in a practical application environment and working with real data is trained.

**Competences**

Students learn basic concepts of finance and their application using real data sets. The implementation of the concepts using standard software (Excel and VBA) will be trained and problems in the implementation will be discussed.

**Link can be found on:**

<https://wiwi.tu-dortmund.de/internationales/internationale-studierende/austauschstudierende/vor-dem-aufenthalt/kurse-auf-englisch-im-sommersemester/>

**Proofs of academic achievement:**

Written or computer-based and graded exam covering the entire module (90 minutes) (mode will be announced in time).

**Department:** Department of Business and Economics

**Contact:** Dr. Debra Hanning, [Erasmus.WiWi@tu-dortmund.de](mailto:Erasmus.WiWi@tu-dortmund.de)

**Degree program:** Bachelor

**Course type:** Seminar and Exercise

**Credit Points:** 7,5

**Professorship:** Technology Management

**Requirements:** none

**Course description:**

This course discusses strategy development while focusing on external environmental influences as well as national culture. Based on that, possible growth strategies for multi-national enterprises are introduced. Within those growth strategies the lecture elaborates on innovations as basic success drivers. Moreover, it is discussed how to handle innovatedriven growth in different countries.

**Competences**

By participating in this course students become familiar with basic instruments and tools of strategic management. By including cases the tutorial helps students to apply those instruments and tools in practice.

**Link can be found on:**

<https://wiwi.tu-dortmund.de/internationales/internationale-studierende/austauschstudierende/vor-dem-aufenthalt/kurse-auf-englisch-im-sommersemester/>

**Proofs of academic achievement:**

Students can choose between two options: Option 1) 90 minutes exam or an alternative 15-30 minutes oral examination covering the entire module, Option 2) Preparation and presentation of a case (counts for 1/3 of the grading) and 60 minutes exam or an alternative 15-30 minutes oral examination (counts for 2/3 of the grading). The corresponding examination format will be announced in time during the semester.

**Department:** Department of Business and Economics

**Contact:** Dr. Debra Hanning, [Erasmus.WiWi@tu-dortmund.de](mailto:Erasmus.WiWi@tu-dortmund.de)

**Degree program:** Bachelor

**Course type:** Lecture and Exercise

**Credit Points:** 7,5

**Professorship:** Macroeconomics

**Requirements:** none

**Course description:**

This course looks at labour markets from both a microeconomic and macroeconomic perspective. We begin with basic theories of optimal labour supply and demand, including their empirical estimation. Afterwards, we examine the dynamic incentives for investment in education and the impact of technological change (especially automation and digitization) on the wage distribution and on employment. Other topics include the effects of taxes and social policies on labour supply and the effects of discrimination on employment and wages. The final part of the course provides an overview over theories of unemployment and covers policies to reduce unemployment. Throughout the course, you learn key empirical facts about the labour market in Germany and other countries. At the same time, we develop methodological tools to link data to theory. These methods allow us to better understand and evaluate the different mechanisms of technological progress or labour market policies on employment and wages.

**Competences**

Students learn about different basic models of modern labour market analysis and acquire practical skills in applying them to concrete economic policy scenarios. This enables them to understand current employment policy discussions and to critically evaluate alternative courses of action. Enhancing the knowledge of the theoretical foundations of labour markets is central to any macroeconomic policy debate. Understanding labour markets is also important for business-related decision-making processes as well as for human resource management.

**Link can be found on:**

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**Proofs of academic achievement:**



**Department:** Department of Business and Economics

**Contact:** Dr. Debra Hanning, [Erasmus.WiWi@tu-dortmund.de](mailto:Erasmus.WiWi@tu-dortmund.de)

**Degree program:** Bachelor

**Course type:** Lecture and Exercise

**Credit Points:** 7,5

**Professorship:** Strategic Management and Leadership

**Requirements:** none

**Course description:**

This module discusses the foundational concepts of strategic management. It covers various issues related to strategic analysis, strategy formulation, and strategic choice and decision-making, as well as different aspects of strategy implementation. Beyond business strategy, the module will also cover some basic elements of corporate strategy. Finally, the module includes sessions on innovation strategies and strategies for digital platforms.

**Competences**

By completing this module, students become acquainted with the basic concepts and tools of strategic management. The exercises will use case studies to allow students to deepen their understanding of said concepts and tools and appreciate their utility and limitations.

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**Proofs of academic achievement:**

Written and graded exam covering the entire module (90 minutes).

**Department:** Department of Business and Economics

**Contact:** Dr. Debra Hanning, [Erasmus.WiWi@tu-dortmund.de](mailto:Erasmus.WiWi@tu-dortmund.de)

**Degree program:** Bachelor

**Course type:** Lecture and Exercise

**Credit Points:** 7,5

**Professorship:** Public Finance

**Requirements:** none

**Course description:**

This course focuses on the government's practices to raise revenue via taxation and deficit, and on the redistribution of those revenues. The course covers tax policy and inequality, with the special emphasis on current policy issues such as poverty, income tax reform, and budget deficits. The goal is to provide an understanding of the background of tax incidences, labor income taxes and transfers, and capital income taxation.

**Competences**

Students learn theoretical and empirical tools for analysing the questions related to in-come and capital taxation, and redistribution. Students acquire knowledge on various tax incidences, and effects of taxation and redistribution on economic outcomes and efficiency. The course should prove useful for any student interested in analysis of taxation and its implications for the economy.

**Link can be found on:**

<https://wiwi.tu-dortmund.de/internationales/internationale-studierende/austauschstudierende/vor-dem-aufenthalt/kurse-auf-englisch-im-sommersemester/>

**Proofs of academic achievement:**

Written and graded exam covering the entire module (90 minutes).

# Master Courses – Summer Term 2023

## General Notes and Guidelines:

- Most courses offer 7.5 Credit Points – Credit Points can be found in the course description.
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- In the case of lectures/exercises, there are usually no restrictions regarding the capacities and individual requirement unless stated otherwise in the description.
- Seminars and courses with separate application/registration processes cannot be confirmed in advance (contact the departmental coordinator before your stay).
- The examination period usually takes place in the first three weeks after the lecture period (for the winter semester this is usually February and for the summer semester this is usually in July/August). Please take this into consideration for planning your travel dates.
- In general, the curriculum for the summer and winter semesters is the same each year. However, there may be slight changes in the course program (due to organizational changes etc.)

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-

**Department:** Department of Business and Economics

**Contact:** Dr. Debra Hanning, [Erasmus.WiWi@tu-dortmund.de](mailto:Erasmus.WiWi@tu-dortmund.de)

**Degree program:** Bachelor

**Course type:** Lecture and Exercise

**Credit Points:** 7,5

**Professorship:** Applied Economics

**Requirements:** none

**Course description:**

The lecture covers current quantitative business cycle theories cast in the form of dynamic stochastic general equilibrium models. Students will learn about the quantitative implications of modelling decisions used in state-of-the-art business cycle models, the analytical and numerical solution of models, as well as their uses for simulation and empirical evaluation of theories.

**Competences**

Students acquire the ability to solve and quantitatively evaluate dynamic stochastic general equilibrium models. In the exercises, students will practically learn how to use software tools for numerical solution, simulation, and evaluation of theoretical models. Thus, they will gain the methodological competence to participate in applied macroeconomic research.

**Link can be found on:**

<https://wiwi.tu-dortmund.de/internationales/internationale-studierende/austauschstudierende/vor-dem-aufenthalt/kurse-auf-englisch-im-sommersemester/>

**Proofs of academic achievement:**

Written and graded exam covering the entire module (90 minutes).

**Department:** Department of Business and Economics

**Contact:** Dr. Debra Hanning, [Erasmus.WiWi@tu-dortmund.de](mailto:Erasmus.WiWi@tu-dortmund.de)

**Degree program:** Bachelor

**Course type:** Lecture and Exercise

**Credit Points:** 7,5

**Professorship:** Strategic Management and Leadership

**Requirements:** none

**Course description:**

In this module, students will gain insights into two advanced aspects of strategic and innovation management. In the first part, they will learn to think about strategic issues particularly relevant to “multibusiness firms.” Such firms face particular challenges in managing portfolios of businesses. These include but are not limited to making decisions on organizational structures, portfolio composition and diversification, as well as mergers and acquisitions. The course will introduce frameworks and tools such as value-based management. The module also covers innovation strategies employed by multibusiness firms, and introduces private equity as a special case. In the second part of the module, students will be exposed to various management techniques that are important to managers as individual problem-solvers and decision-makers in organizations.

**Competences**

By participating in this course, students become acquainted with advanced concepts and tools of management. The exercises will allow students to deepen and expand their understanding of said concepts and tools and appreciate their utility and limitations.

**Link can be found on:**

<https://wiwi.tu-dortmund.de/internationales/internationale-studierende/austauschstudierende/vor-dem-aufenthalt/kurse-auf-englisch-im-sommersemester/>

**Proofs of academic achievement:**

Written and graded exam covering the entire module (90 minutes).

**Department:** Department of Business and Economics

**Contact:** Dr. Debra Hanning, [Erasmus.WiWi@tu-dortmund.de](mailto:Erasmus.WiWi@tu-dortmund.de)

**Degree program:** Bachelor

**Course type:** Lecture and Exercise

**Credit Points:** 7,5

**Professorship:** Public Finance

**Requirements:** none

**Course description:**

This graduate course brings together the latest research ideas and topics in public economics and political economy. The focus is primarily on theoretical work. The course consists of two parts. The first part covers topics in public economics such as the theory of public goods and the theory of optimal taxation. The second part addresses political economy issues such as political behavior (of voters, candidates, legislatures, interest groups, political parties, media) and political distortions (inefficient redistribution, career concerns, dynamic problems).

**Competences**

Students leave the course understanding how microeconomic theory is applied to critically evaluate interactions between economic and political agents. The course should prove useful for any student interested in analyzing policy issues. It will be particularly valuable background for those students intending to specialize in public economics, political economy and economic policy.

**Link can be found on:**

<https://wiwi.tu-dortmund.de/internationales/internationale-studierende/austauschstudierende/vor-dem-aufenthalt/kurse-auf-englisch-im-sommersemester/>

**Proofs of academic achievement:**

Graded written exam (90 minutes) or oral exam (15-30 minutes) covering the entire module (mode will be announced in time).

**Department:** Department of Business and Economics

**Contact:** Dr. Debra Hanning, [Erasmus.WiWi@tu-dortmund.de](mailto:Erasmus.WiWi@tu-dortmund.de)

**Degree program:** Bachelor

**Course type:** Exercise

**Credit Points:** 7,5

**Professorship:** Business Information Management

**Requirements:** none

**Course description:**

Business information management is a quickly evolving discipline where many new topics come up every year. In this module, students have the choice between a seminar that deals with IT-case studies and a practical project in the business IT-field.

1. The seminar deals with recent topics in business information management. In several business case studies students learn about new topics and their relevance for businesses. Students solve the case studies mostly not alone but in a working team. In addition they have to prepare a report where they describe how they would solve the given problem for the business discussed. Based on this report, each group presents their result. Students will learn about the challenges that IT managers face in their daily business. The main focus of the analysis is on economic efficiency with the adoption of best practices and therefore developments in Enterprise-scale IT.
2. For the practical project, students can select a course offered in the module "Wirtschaftsinformatik II" that they have not chosen before.

**Competences**

Students will gain an in-depth understanding of recent developments in business information management and the way how these businesses may benefit from new developments. They learn how to apply their acquired knowledge among several disciplines of business science in different contexts.

**Link can be found on:**

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**Proofs of academic achievement:**

Module examination, consisting of graded presentations on the basis of written reports (option 1) or the implemented practical project (option 2).

Case Writing Seminar in Management, Technology, Innovation,  
and Entrepreneurship

Language: English

**Department:** Department of Business and Economics

**Contact:** Dr. Debra Hanning, [Erasmus.WiWi@tu-dortmund.de](mailto:Erasmus.WiWi@tu-dortmund.de)

**Degree program:** Bachelor

**Course type:** Seminar

**Credit Points:** 7,5

**Professorship:** Strategic Management and Leadership

**Requirements:** none

**Course description:**

In this seminar, students develop a real-world case study based on publicly available data on a company or organization of their choice. They will use this case study to illustrate one or more key concepts from management or related fields. During the initial sessions, students will gain basic knowledge about the development and solution of typical business teaching cases. Throughout the course, students will form groups and develop their case study as well as accompanying teaching material. They will also lead a class session in which they test the case study with their fellow students. Outstanding cases developed in this course may be published.

**Competences**

Students will not only acquire the competency of mastering various contemporary frame-works from management and related fields, but they will also gather the experience of writing and teaching a case themselves. This equips them with a deep understanding of the material as well as the skills to prepare material for teaching, and with the ability to present complex concepts to peers. The course will also hone students' teamwork skills and creativity.

**Link can be found on:**

<https://wiwi.tu-dortmund.de/internationales/internationale-studierende/austauschstudierende/vor-dem-aufenthalt/kurse-auf-englisch-im-sommersemester/>

**Proofs of academic achievement:**

Module examination, consisting of case study work (conceptualization, implementation, and presentation) and active participation (attendance is compulsory) in both teaching sessions and other students' presentations.



**Department:** Department of Business and Economics

**Contact:** Dr. Debra Hanning, [Erasmus.WiWi@tu-dortmund.de](mailto:Erasmus.WiWi@tu-dortmund.de)

**Degree program:** Bachelor

**Course type:** Seminar

**Credit Points:** 7,5

**Professorship:** Marketing

**Requirements:** none

**Course description:**

This module focuses on international business relations. In this course important basics, strategies and instruments of international marketing are presented and discussed. A particular focus lies on general frameworks and theoretical backgrounds in the context of international marketing. Besides theoretical foundations, forms of international market segmentation, determinants of market selection as well as strategic option of market development are covered in the lecture. Other core topics include the specific composition of the marketing mix for the adaption of international markets, typical marketing tasks as well as planning and decision making processes particular to international and intercultural marketing. Students learn the decision making and the transfer of theoretical concepts into real world problems with the help of case studies in the exercise.

**Competences**

The module helps to understand characteristics and functions of international marketing. Students learn to be aware of problems in the context of international marketing and get methodological competence for the management analysis. After this course students will be more sensitive regarding international marketing topics and get an understanding for actual issues and challenges in global markets. The professional competence guarantees that students are able to face up strategic and operational marketing tasks in global markets even under continuous changing conditions.

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<https://wiwi.tu-dortmund.de/internationales/internationale-studierende/austauschstudierende/vor-dem-aufenthalt/kurse-auf-englisch-im-sommersemester/>

**Proofs of academic achievement:**

Written and graded exam covering the entire module (90 minutes) or choice between writ-ten and graded exam covering the entire module (90 minutes) and Case Studies (1/3) + written and graded exam (60 minutes, 2/3) (mode will be announced in time).

**Department:** Department of Business and Economics

**Contact:** Dr. Debra Hanning, [Erasmus.WiWi@tu-dortmund.de](mailto:Erasmus.WiWi@tu-dortmund.de)

**Degree program:** Bachelor

**Course type:** Seminar

**Credit Points:** 7,5

**Professorship:** Higher Education

**Requirements:** none

**Course description:**

This module will draw on the latest international empirical as well as theoretical insights of diversity management, which will be critically discussed with a focus on science and technology sectors. In the context of global competition, the acquisition and retention of diverse qualified staff is one of the key factors for successful corporate management in the highly competitive labor markets. Studies show the advantages of heterogeneous teams, but diverse workforce also brings many challenges, such as a clash of different work cultures and structural inequalities. One of the core strategies to deal with these challenges is diversity management, which is an approach to manage differences between individuals in organizations. Based on best practice examples from science and technology sectors this seminar will highlight the successful approaches that promote diversity in organizations in line with the UN Sustainable Development Goals.

**Competences**

After the seminar, students will be acquainted with the core concepts of diversity management and especially with the diversity management approaches applicable in science and technology sectors. Students will understand the key challenges of diversity management and get acquainted with the strategies that support diversity management development. Students will be able to critically reflect on the scientific publications on the topic and critically assess the effectiveness of diversity management practices in practice. Finally, they will excel in presentation and academic writing skills.

**Link can be found on:**

<https://wiwi.tu-dortmund.de/internationales/internationale-studierende/austauschstudierende/vor-dem-aufenthalt/kurse-auf-englisch-im-sommersemester/>

**Proofs of academic achievement:**

Module examination, consisting of a graded presentation, seminar paper, and active participation (attendance is obligatory)

**Department:** Department of Business and Economics

**Contact:** Dr. Debra Hanning, [Erasmus.WiWi@tu-dortmund.de](mailto:Erasmus.WiWi@tu-dortmund.de)

**Degree program:** Bachelor

**Course type:** Seminar

**Credit Points:** 7,5

**Professorship:** Innovation Management

**Requirements:** none

**Course description:**

Students who are interested in making a difference and tackle grand societal challenges are invited to the course. Students are introduced to the theory and practice of entrepreneurship for sustainable development. We present the sustainable business model canvas as a tool for the students to explore their own ideas and to develop a sustainable business. We take a step-by-step approach by: developing a sustainable and customer value proposition; describing key activities, resources and partners; and identifying revenues and cost. Sustainable founders will be invited and present their real ventures and sustainable business models to inspire the students. In the end of the course, each student team will present their refined sustainable business model in the form of a pitch.

**Competences**

1. Understand the theory, mindset and practice of sustainable entrepreneurship;
2. Describe the process of entrepreneurship for sustainable development;
3. Evaluate social and ecological problems as entrepreneurial opportunities;
4. Apply the sustainable business model canvas;
5. Develop a sustainable business model;
6. Enhance social and communication skills.

**Link can be found on:**

<https://wiwi.tu-dortmund.de/internationales/internationale-studierende/austauschstudierende/vor-dem-aufenthalt/kurse-auf-englisch-im-sommersemester/>

**Proofs of academic achievement:**

Graded presentation, seminar paper (reflection) and active participation (attendance is compulsory) in both, seminar sessions and oral presentations.

**Department:** Department of Business and Economics

**Contact:** Dr. Debra Hanning, [Erasmus.WiWi@tu-dortmund.de](mailto:Erasmus.WiWi@tu-dortmund.de)

**Degree program:** Bachelor

**Course type:** Seminar

**Credit Points:** 7,5

**Professorship:** Innovation Management

**Requirements:** none

**Course description:**

This course provides an introduction to game theory, i.e., the description of strategic behavior in situations in which the own payoff depends on the behavior of others. As such, game theory can be applied to analyze and understand strategic situation of various kinds, e.g. in employment situations, R&D, market competition, or market design but also in politics, sports, or biology.

The primary focus of the course is to provide the theoretical tools to analyze such situations and enable the advanced study of strategic behavior. In exercises, we will also apply these methods to stylized strategic mostly business-related situations.

**Competences**

The course enables students to understand the mathematical „language“ of game theory and to apply it to describe complex strategic situations. This enables students to think through optimal behavior in many types of business situations, but also to understand the academic literature in fields like applied microeconomics (e.g., industrial organization, contract theory, mechanism design), public economics (e.g., social insurance, tax systems), or politics (e.g. voting behavior, theories of conflict).

**Link can be found on:**

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**Proofs of academic achievement:**

Graded written exam (90 minutes) or oral exam (15-30 minutes) covering the entire module (mode will be announced in time)

**Department:** Department of Business and Economics

**Contact:** Dr. Debra Hanning, [Erasmus.WiWi@tu-dortmund.de](mailto:Erasmus.WiWi@tu-dortmund.de)

**Degree program:** Bachelor

**Course type:** Seminar

**Credit Points:** 7,5

**Professorship:** Innovation Management

**Requirements:** none

**Course description:**

Coworking and coworking spaces experienced rapidly increasing popularity in the last decade. They are popular among entrepreneurs, startups, and freelancers, also catching the attention of established corporations. However, universities yet failed to integrate coworking spaces into their broader academic teaching, transfer, and research programs. This seminar aims to teach students the concepts and scientific foundations of coworking. Students will understand coworking dynamics and apply their knowledge in entrepreneurial business case studies. In doing so, it will enable them to leverage coworking into an integral part of their university learning experience to foster an innovation mind- and skillset and gain important future work skills (e.g., new work or work 4.0).

Students will get the opportunity to work in coworking spaces outside the usual classroom environment. They will also collaborate both remotely and in person with other course participants of our international partner universities (Paris School of Business, Prague University of Economics and Business, and Seeburg Castle University).

Aside from learning about the concepts of coworking and coworking spaces, attendees will enhance their entrepreneurial and creative thinking and improve their professional and intercultural skills. The students can apply the acquired knowledge while working on a case study in multinational teams. This way, they will experience coworking first-hand and use the learned techniques to develop innovative business ideas related to the case study. Finally, they will get the opportunity able to pitch and discuss their ideas and solutions in front of a professional international audience.

**Competences**

Students will learn about the conceptual foundations and dynamics of coworking and coworking spaces, as well as common coworking practices and principles. Further, attendees will develop their skillset in entrepreneurial and creative thinking, intercultural understanding, and innovation management.

**Link can be found on:**

<https://wiwi.tu-dortmund.de/internationales/internationale-studierende/austauschstudierende/vor-dem-aufenthalt/kurse-auf-englisch-im-sommersemester/>

**Proofs of academic achievement:**

Module examination, consisting of a graded presentation, seminar paper, and active participation (compulsory attendance).

**Department:** Department of Business and Economics

**Contact:** Dr. Debra Hanning, [Erasmus.WiWi@tu-dortmund.de](mailto:Erasmus.WiWi@tu-dortmund.de)

**Degree program:** Bachelor

**Course type:** Seminar

**Credit Points:** 7,5

**Professorship:** Digital Transformation

**Requirements:** none

**Course description:**

In this module, students will learn about digital platform ecosystems. Digital platforms are at the heart of business model change in digital transformation. Companies like Apple, Facebook, Uber and Google, but also Microsoft, SAP, and Salesforce develop ecosystems, where partners develop a plethora of applications to match customer needs on their digital platform. Digital platform ecosystems will be analyzed from both technological design as well as the market perspective.

This module addresses the managerial challenges in building and scaling platform-based business models and governing the ecosystem surrounding the digital platform. In addition to participating in the lecture, students will conduct a group case work assignment on digital platform ecosystems.

**Competences**

After completion of this module, students will understand the basic concepts of platforms as two-sided markets, model platform ecosystems, understand the design and governance of digital platforms from the perspective of the platform owner and analyze existing platform ecosystems.

**Link can be found on:**

<https://wiwi.tu-dortmund.de/internationales/internationale-studierende/austauschstudierende/vor-dem-aufenthalt/kurse-auf-englisch-im-sommersemester/>

**Proofs of academic achievement:**

Module examination, consisting of an oral exam or a graded written exam (60 minutes) (counts for 60 % of the grading), both of them in combination with the preparation and presentation of a case (counts for 40 % of the grading) (mode will be announced in time).

**Department:** Department of Business and Economics

**Contact:** Dr. Debra Hanning, [Erasmus.WiWi@tu-dortmund.de](mailto:Erasmus.WiWi@tu-dortmund.de)

**Degree program:** Bachelor

**Course type:** Seminar

**Credit Points:** 7,5

**Professorship:** Urban, regional and international economics

**Requirements:** none

**Course description:**

This seminar focusses on the interplay between markets, economic policy and the public sphere. The narrative economic approach conceptualizes how shared beliefs influence collective economic behavior and economic policy. Since the media play an important role in forming and reinforcing economic narratives, their role is of particular interest. Concepts from communication science, like agenda setting, framing, news values, and journalistic quality, are applied to economic issues. The lecture part of the module introduces the students to concepts of narrative economics and public communication. In the seminar part students present their term papers on specific economic policy issues.

**Competences**

Students will learn to systematically analyze public discourses on economic and economic policy issues. As public attention tends to be short-lived, while many economic problems require structural long-term solutions, they are acquainted with strategies to reconciling the two, which is at the core of the practical conduct of economic policy.

**Link can be found on:**

<https://wiwi.tu-dortmund.de/internationales/internationale-studierende/austauschstudierende/vor-dem-aufenthalt/kurse-auf-englisch-im-sommersemester/>

**Proofs of academic achievement:**

Module examination, consisting of a graded written paper, an oral presentation and active participation (attendance is obligatory).

**Department:** Department of Business and Economics

**Contact:** Dr. Debra Hanning, [Erasmus.WiWi@tu-dortmund.de](mailto:Erasmus.WiWi@tu-dortmund.de)

**Degree program:** Bachelor

**Course type:** Lecture and Exercise

**Credit Points:** 7,5

**Professorship:** Technology Management

**Requirements:** none

**Course description:**

This course deals with the management of the development and introduction of new technology-driven products in both well-established companies as well as startups. Therefore, it builds on the new products process consisting of the following five phases: (1) opportunity identification and selection, (2) concept generation, (3) concept evaluation, (4) product development and (5) product launch. For each phase the course derives theoretically the key success factors of a state-of-the-art new product management and elaborates on up-to-date practical examples of mature companies and new ventures.

**Competences**

Students are enabled to understand the complex tasks that emerge during the entire development process of technology-driven products. Based on that they are capable of solving problems connected to these challenges in successfully and purposeful applying the particular methods. Additionally, the course fosters an outcome-oriented problem solving approach with guidelines regarding results and time.

**Link can be found on:**

<https://wiwi.tu-dortmund.de/internationales/internationale-studierende/austauschstudierende/vor-dem-aufenthalt/kurse-auf-englisch-im-sommersemester/>

**Proofs of academic achievement:**

Module examination, consisting of an oral exam (counts for 60 % of the grading) in combination with the preparation and presentation of a case (counts for 40 % of the grading).



**Department:** Department of Business and Economics

**Contact:** Dr. Debra Hanning, [Erasmus.WiWi@tu-dortmund.de](mailto:Erasmus.WiWi@tu-dortmund.de)

**Degree program:** Bachelor

**Course type:** Seminar and Exercise

**Credit Points:** 7,5

**Professorship:** Entrepreneurship

**Requirements:** none

**Course description:**

Fostering innovation is the goal of many governments as well as organizations in today's knowledge economies. This seminar will introduce and critically discuss organizational models for innovation and provide deeper insights into the main characteristics of innovation processes. Based on the latest research results, we will identify the main antecedents of successful innovations and the role of institutional entrepreneurs in the process of innovation. In the exercise, you will apply different approaches to organizing innovation via a simulation game.

**Competences**

This seminar and exercise will inform you about the latest approaches of organizing innovation internationally. You will learn to critically reflect on the key findings of studies of innovation and will carry out your own research project of a particular innovation. The simulation game will provide practical skills for organizing innovation.

**Link can be found on:**

<https://wiwi.tu-dortmund.de/internationales/internationale-studierende/austauschstudierende/vor-dem-aufenthalt/kurse-auf-englisch-im-sommersemester/>

**Proofs of academic achievement:**

Module examination, consisting of a graded presentation, seminar paper, and active participation (attendance is obligatory).

**Department:** Department of Business and Economics

**Contact:** Dr. Debra Hanning, [Erasmus.WiWi@tu-dortmund.de](mailto:Erasmus.WiWi@tu-dortmund.de)

**Degree program:** Bachelor

**Course type:** Seminar

**Credit Points:** 7,5

**Professorship:** Finance

**Requirements:** none

**Course description:**

In this course we will discuss current research topics including, but not limited to, the methods applied, the scope and aim of the research and its impact. We train quantitative analysis with concrete research questions and real datasets and increase the competency in academic writing and methodology.

**Competences**

Analytical and quantitative competences in the field of finance and risk management are trained. The seminar prepares students for the master thesis to which the topics can be (generally) extended. Literature research as well as the current state of the academic discussion in the topic's area furthermore deepens the student's competences in pursuing an academic training on a high level.

**Link can be found on:**

<https://wiwi.tu-dortmund.de/internationales/internationale-studierende/austauschstudierende/vor-dem-aufenthalt/kurse-auf-englisch-im-sommersemester/>

**Proofs of academic achievement:**

Graded written paper and oral presentation.

**Department:** Department of Business and Economics

**Contact:** Dr. Debra Hanning, [Erasmus.WiWi@tu-dortmund.de](mailto:Erasmus.WiWi@tu-dortmund.de)

**Degree program:** Bachelor

**Course type:** Lecture and Exercise

**Credit Points:** 7,5

**Professorship:** Digital Transformation

**Requirements:** none

**Course description:**

Be it production, customer service or business innovation, the possibilities of artificial intelligence (AI) are manifold. AI helps to automate repetitive decisions and processes or to detect complex relationships. However, the use of AI can also have unexpected negative consequences that can cause significant damage not only to the reputation and profitability of organizations, but also to workers, individuals, and society as a whole. Prominent examples include the undesirable use of facial recognition, candidate discrimination in personnel selection, or the lack of traceability and control in AI-based business decisions. Organizations therefore need to learn how to responsibly manage human-machine inter-actions and consider ethical aspects when using AI. However, the study and application of responsible AI is a very young field and requires the pooling of activities from a variety of disciplines to design and apply AI systems in a robust, fair, transparent, and legally acceptable manner. This lecture therefore provides students with a profound overview of the field of responsible AI in the Digital Age and introduces fundamental concepts and approaches from a holistic perspective.

**Competences**

Students will leave the course with an understanding of the fundamentals of AI and ethics. They acquire the ability to discuss dimensions of robust AI systems, evaluate issues related to discrimination and bias through algorithms and data, understand the concept of explainable AI, and discuss the AI transparency paradox. In addition, students will learn about the key motivators and readiness of organizations to engage in responsible AI, as well as the regulatory environment.

**Link can be found on:**

<https://wiwi.tu-dortmund.de/internationales/internationale-studierende/austauschstudierende/vor-dem-aufenthalt/kurse-auf-englisch-im-sommersemester/>

**Proofs of academic achievement:**

Written and graded exam covering the entire module (90 minutes).